



## 6. Information

### THE ISSUES

#### INFORMATION

Improved sources of information

- ✓ Town Hall & Library
- ✓ Web Site
- ✓ Enlarged Callington News?
- ✓ More public notice boards

#### INFORMATION ON TOURISM

- ✓ More information for tourists & overnight accommodation for visitors

#### INFORMATION ON THE TOWN COUNCIL

- ✓ Younger residents needed to stand as Town Councillors
- ✓ People don't know who Councillors are
- ✓ More, though limited, information on the councils and their activities to counteract misconceptions

IMPROVING THE TOWN, FACILITIES AND SERVICES WITHOUT INCREASING THE RATES.

### ISSUE Improved Sources of Information

6.01. When asked about where people obtained their information about events happening in Callington, the main source of such information was the *Callington News*, followed by the local press. Two sources of information that you would expect to rate higher were the Town Hall and the Library. The Town Hall being centrally located within the town should be an ideal location for information.

6.02 Very few people knew about, or used the Callington web site as a source of information [www.callington.uk.net](http://www.callington.uk.net)

6.03 As already mentioned the *Callington News* produced and distributed free to all residents by the Town Council was the most commonly used source of information. There were many comments about it and these included the suggestion that it should be enlarged and that local businesses should be able to advertise in it.

6.04 Another request was for there to be more public notice boards. At the time of the survey there was no public notice board available. A notice board on the corner of Fore Street and New Road is used just for Council and Community College news and the porch of the Town Hall is used for events that happen in the Town Hall. Apart from this events are advertised in some shop windows.

## ISSUE More information for Tourists

6.05. In the survey a large majority were in favour of providing more overnight accommodation for tourists and making more information available for them. Unfortunately Callington does not have a hotel or motel, the nearest one being at St Mellion. There are a handful of Bed & Breakfast establishments but these are not well publicised. Useful suggestions were made regarding attracting tourists and improving existing facilities.

*I feel that some increased profile nationally may be useful. No-one will come on holiday if they have never heard of the town*  
*Callington has potential but no well known overnight accommodation*  
*Local information centre should exist, probably making use of the town hall.*  
*Callington museum should be kicked into the 21st century.*  
*More murals would be good, more public art and sculpture for example in St Mary's Square.*  
*Need a good attraction and then can built on that - maybe Kit Hill.*  
*Need something to make people stop in Callington rather than just pass through. More to be made of Kit Hill how about an 'angel of the north' style sculpture for the mining activity.*



6.06. Nearly 400 people commented on the need for a Heritage Trail and that we should make the most of our local natural feature — Kit Hill. However some people did point out that tourism did nothing to strengthen the economy as jobs associated with the industry were usually seasonal and low paid. However, short term visitors can have a beneficial effect on local businesses.

**ISSUE Town Councillors & what the Town Council does**

6.06. Whilst a majority thought that the activities of the Town Council were well publicised, others were unaware of who the Town Councillors were and what they did. It is accepted that Local Government can be confusing, especially with Callington having three levels of government, Town Council, District Council and County Council. Responses to the survey contained some misconceptions, such as comments about Councillors being paid [they are unpaid] and that all Council meetings should be open to the public [they already are]. There were quite a few comments asking who were the Councillors and what did they do. Names of all Councillors are already advertised in the Annual Report, on the notice board on the Fore Street/New Road corner and in the web site, but obviously these sources of information are not being found.

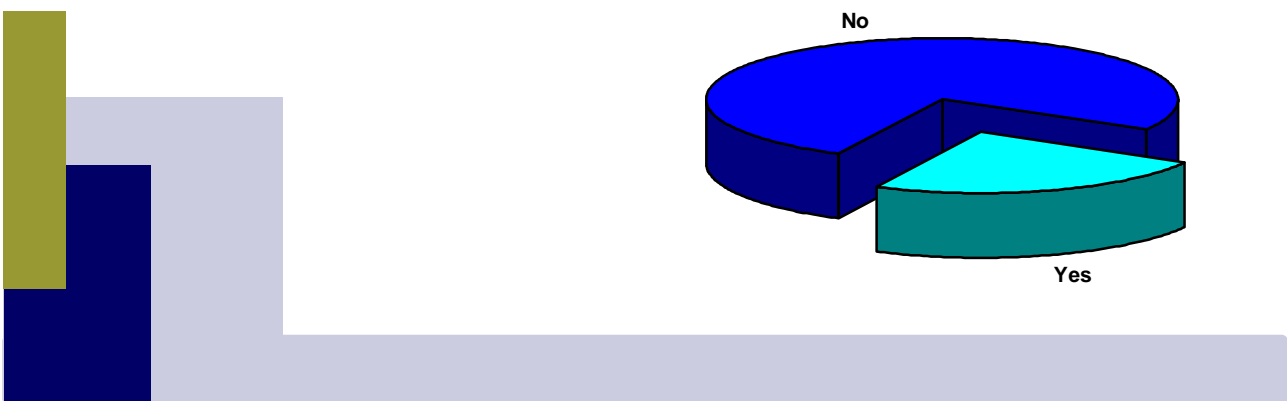
6.07. There were also comments that the Councillors need special training and that they should be younger.

**ISSUE Improving the Town without increasing the rates**

6.08. One of the key questions in the survey asked whether people would be prepared to pay more rates to get the improvements they wanted.

6.09. The response to this question was predictable, especially with reference to the large number of residents in the town who are on fixed incomes such as pensions. However this negative response to the question has a considerable impact on future efforts of the town to meet the aspirations of the residents, particularly the large number who like to see a swimming pool facility.

Would You be Prepared to Pay More Council Tax?



## THE VISION

- ✓ Improved sources of information for all residents
- ✓ The promotion of sustainable tourism to assist the viability of town retail outlets
- ✓ Increased information and understanding of the work of the Town Council
- ✓ Improved facilities within the town without any significant increase of the rates.

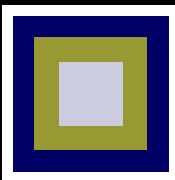
## ACHIEVING THE VISION

### SOLUTIONS Improved Sources of Information

#### 6.10. Town Hall.

The Town Hall has a range of information available to residents and tourists, but at present the only people who know about this are regular users of the hall. As the Town Clerk's office is situated within the Town Hall there is a manned source of information available every day of the week. There is a need to repeatedly advertise this facility and to investigate all future opportunities, especially links to information using computer and video technology. The Town Hall, being situated very close to the central car park is ideally positioned for the provision of tourist information and does attract some tourists requesting information.

#### POLICY STATEMENT



This town promotes the use of the Town Hall as a centre for information and would support the installation of any electronic technology to increase this capacity.

#### 6.11. Library.

The Library probably suffers from the fact that it is not in a town centre location, but its position on the Community College campus means that a larger facility that is open longer hours can be offered. It is felt that many residents are not aware of the facilities offered and that modern libraries

now provide far more than just books. The Library needs to promote itself more and could use the *Callington News* for this purpose. Whilst the Library will always be the prime source of information in the town, the Town Hall could concentrate more on the promotion of Callington and in providing information about local government services.

#### 6.12. Web Site

The web site obviously needs greater promotion. It is always mentioned in every *Callington News*, but many people stated they were still unaware of its existence, this despite the fact that it comes out top of the list if the word 'Callington' is put in a search engine. The site carries a diary of events, minutes of all Council meetings, information on murals and local businesses, etc. However, people obviously have no need to visit the site, so the question is what information is required on the site?

Action. — Greater publicity for the site and attempt to find out what information people need on the site.

#### 6.13. Callington News.

As already stated the *Callington News* came out very well as a source of information on events and activities in the parish. Some people commented that it could be larger and some would like it to be a colour production. The *Callington News* is entirely funded by the Town Council from the rates and printing it in colour would represent a considerable increase in costs. However it is possible to enlarge the *News* and the extra pages could be paid for by advertising. At a public meeting held on the subject of information it was felt that advertising should not exceed 40% of the content. Such advertising would also give local groups and societies the option to give greater publicity to their events.

Action — Publish an enlarged *Callington News* with some advertising content to cover the costs. Widen the content by inviting youth or younger children to have their own page.

#### 6.14. Notice Boards.

There is an obvious need within the town for some public notice boards. At the time of the survey the only one that existed was placed in St Mary's Close by the County Council. No one has ever asked to use it due to its poor location. As a direct result of the survey the Town Council have now placed a public notice board on the north end of the Town Hall. However other locations in the parish need considering — does there need to be a board at Kelly Bray?

Action. The Town Council would appreciate suggestions for locations and a volunteer to keep notice boards in other locations tidy.



## SOLUTIONS Promotion of sustainable tourism

6.15. Whilst it is accepted that tourism will never be a major part of Callington 's economy, the survey revealed that many residents feel that there should be an attempt to promote visitors and short term stays.

6.16. Callington does actually have many attractions and a rich historical heritage of which many of its own residents are not aware. The parish also borders on the Kit Hill Country park and is surrounded by peaceful countryside. Many people commented that we should make greater use of

*“Many of Callington's residents are not aware of its rich historical heritage and surrounding natural attractions.”*

the assets the town has. The town and its infrastructure cannot sustain large numbers of visitors, but is well suited to short term visits and could accommodate a facility for stop-overs for caravans and camper vans as long as such a site was not visually obtrusive. Leaflets can promote the towns attractions and also promote walking with visitors cars being left in the central car park. Such visitors should add to the town's economy by purchases at local shops and overnight stays.

6.17. Some residents commented that a hotel was needed in the town to encourage visitors to stay overnight. A hotel will only be constructed if private business considers that it will be profitable and sustainable. Planning permission has been granted for a site off Southern Road but at present this option has not been taken up. There is a hotel at St Mellion which is only a short distance away. With the co-operation of the Bed & Breakfast establishments in the town more could be done to promote these.

6.18. Since the survey the Town Council has published:-

- ✓ A new murals walk leaflet
- ✓ A leaflet on walks in the countryside around Callington.

6.19. Action

Further promotional leaflets could be published and distributed, these could be funded by grants or a co-operative of business persons concerned.

It is apparent there is a demand for:-

- ✓ A Local Heritage Trail incorporating the Museum
- ✓ A leaflet on locations of local accommodation
- ✓ Further walks leaflet — one using the new path to Kit Hill?

#### 6.20. How do people find out about Callington?

Anyone from 'up-country' coming down to Cornwall on holiday, has probably never heard of Callington. The internet is a source of information for many tourists but they are not going to put the word 'Callington' into a search engine.

Action. We must investigate ways of getting our web site linked to the major Cornish tourist sites, even if this does have some costs. Success could be evaluated by inviting people to write to the Town Council for 'an information pack' containing all the leaflets.

### SOLUTIONS Information on the Town Council

6.21. Most people felt that the Town Council publicised its activities and decisions well and the majority did not want further information on the Council. However there are obviously misconceptions about the Council that are due to a lack of understanding. The full minutes of the Town Council which detail all activities and decisions are available on the web site but may make rather 'dry' reading for many. It has therefore been decided that as the *Callington News* is a Town Council publication, there would be a small informal section in it each month to give the latest update of the main points without residents having to read through all the minutes. It is hoped this will lead to a better understanding of exactly what the Town Council does.

#### 6.22. Younger Councillors.

Comments were made on the need for some younger Councillors to better reflect the age range of the population. The Town Council fully endorse this, but whenever a vacancy has occurred on the Council, due to a resignation, it has been well publicised. To get younger Councillors, younger residents need to put themselves forward for co-option or election. The next Council elections will be in the spring of 2006.

*"We will only get a younger Council that reflects the age range of the population, if younger residents put themselves forward for co-option/ election."*

#### 6.23. Who are the Councillors?

Several people commented that they did not know who the Town Councillors were or what they did. There is always a list of the names and contact numbers for all Councillors in the Council notice board at the corner of Fore Street and New Road. The same details are on the web site. Further actions Councillors have agreed to take to remedy this are:-

- ✓ Photographs of all Councillors in the Town Hall Entrance Porch
- ✓ Photographs of all Councillors on the web site
- ✓ Short biographies of one Councillor per month in the News

6.24. It is appreciated that most residents will not have time or be concerned about what the Town Council do, but it is hoped that small amounts of information will create a better understanding and cause some people to think about how they can make a contribution to the community by becoming a Town Councillor.

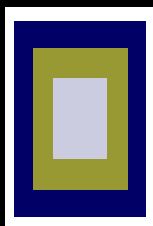
## SOLUTIONS Improved facilities at minimal cost

6.25. The survey expressed the desire for many improvements in the town. Some of these improvements will be down to private individuals and business over which the Town Council has no control. Other services are beyond the responsibility of the Town Council, although the Town Council may exert pressure to remedy or improve the situation particularly in regard to services that are the responsibility of the District or County Council. Some policies that are dictated by regional or central government are extremely difficult to influence. However, there is a lot the Town Council can do, but how to do this and give good value to the residents without excessive increases to the rates is the difficulty.

6.26. Of rates paid only an average of £47.00 per annum per household [depending on band] goes to the Town Council, some goes to Caradon District Council but the large majority is spent by the County Council.

6.27. In the past Callington & Kelly Bray, as a town has attracted little in the way of grant funding. The County Council has spent some grant money on improvements in the town, and the new skate park is funded by grant money but the Town Council itself has not been particularly active in seeking additional sources of funding. Admittedly caution needs to be exercised in that whilst funding may be available for capital projects, it is difficult to get funding for revenue costs and the long-term sustainability of any project needs to be evaluated. However, the Town Survey has given the Town Council the mandate to act on the priorities brought forward and it is up to the Council to investigate all possible sources of funding.

## POLICY STATEMENT



The Town Council will seriously investigate all possible sources of funding that may be to the benefit of the town.