

Callington Town Plan

SURVEY RESULTS

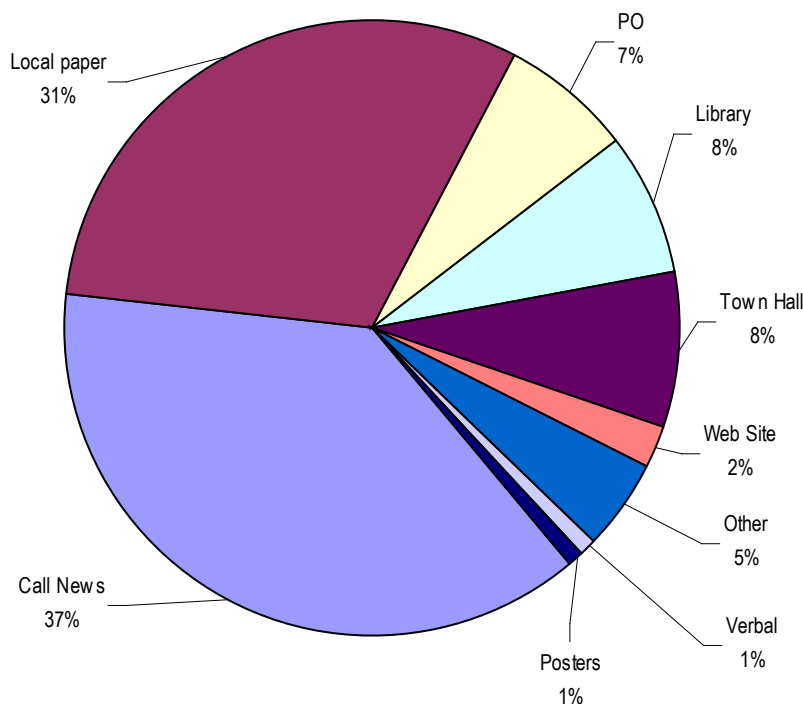
FOR THE SECTION ON 'INFORMATION, TOURISM & THE COUNCIL'.

Blue italics denotes comments made by respondents.

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Information

When asked where residents usually obtained information about events happening in Callington, the *Callington News* [a free newsletter provided by the Town Council] was the major source of information with 1174 votes, next came the Local Paper with 965,



there was then a drop to the Town Hall with only 251 votes, the Library and Post Office were both in the two hundreds with 233 and 210 votes respectively. After this there was another drop to the Callington Web Site at 67, and then information by word of mouth 31, posters 24 and flyers 9. The church and shop windows had 7 votes, Local Radio 6, School and College 5 and other miscellaneous sources had a total of 114 votes.

Seven specific sources of information were then mentioned and people were asked whether they used these on a regular or seldom basis or not at all. This time the *Callington News* was not specifically mentioned, but it is assumed that people ticked the section on 'Local Press' for both the *Callington News* and commercially produced local newspapers.

	Regularly	Seldom	Never
Local library	236	317	429
CAB	11	161	754
Town Hall	160	333	491
Local press	865	231	75
Callington web site	32	127	663
Notice Board	148	228	503
Local radio	288	234	370

A further forty-seven comments were made on communications, these mainly related to the *Callington News*, the web site and the need for notice boards.

A better newsletter with more information about council meetings and decisions would be good. Better communication using Callington News, where and when clubs meet etc.

Callington News excellent.

Callington newsletter should be made more presentable with lots more information. Its shabby, amateurish and a waste of a good opportunity to promote the town, its facilities and its amenities

Expand the Callington News.

A central point in Callington to advertise local events where passers-by could see.

Caradon events sheet is good.

Notice board outside Co-op would make more sense as its the most frequently and widely used shop.

There should be more information boards around

Didn't know there was a website, will check it as local people can be inhospitable.

I did not know there was a web site - I will use it more regularly

Information should be based at those who need it most ie the new comers.

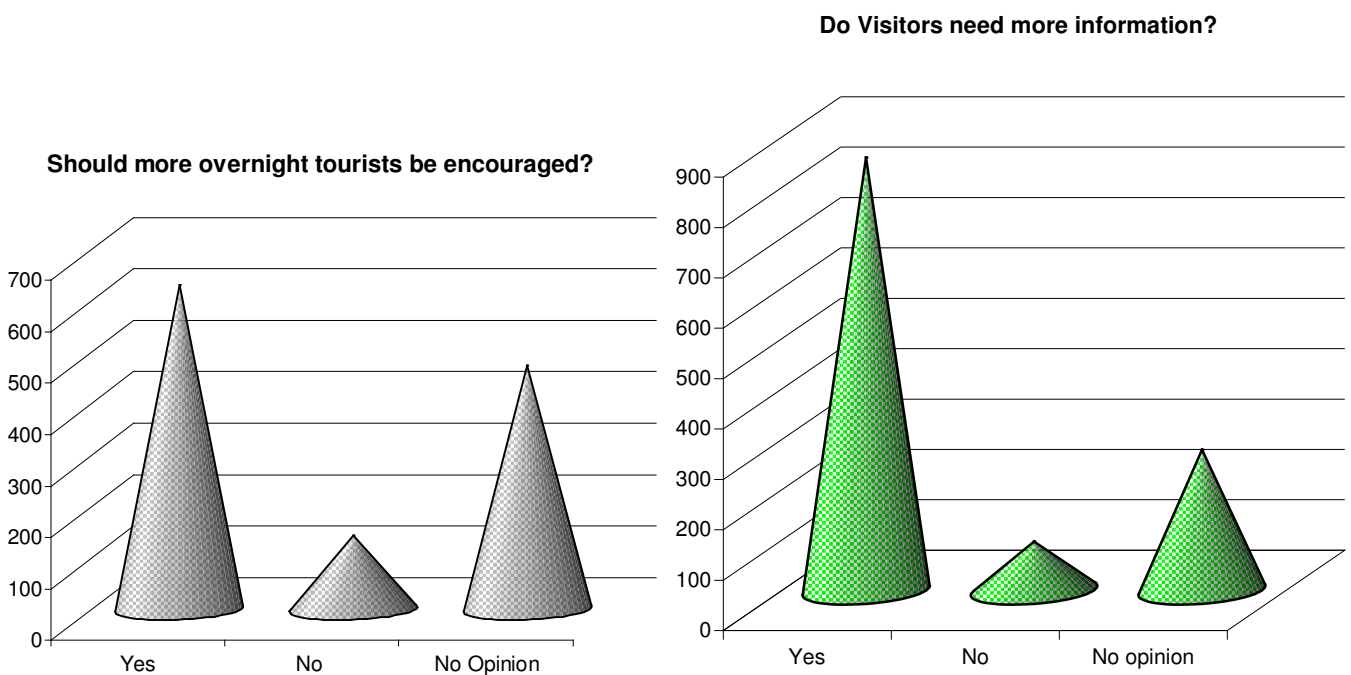
Local radio station would be good for Callington area.

Most events are not well advertised in advance

Organisations need to work together better so that events aren't put on on the same day.

Tourism

Whilst Callington may not be considered a location for a holiday on a one week or longer basis, the question was asked whether more tourists should be encouraged on a one-night stay, stopover basis. 629 people were in favour of encouraging overnight tourists with only 143 against the idea, however 473 had no opinion on this. The next question went on to ask whether there should be more information about the Callington area and its attractions, here there was an overwhelming majority in favour. It should be noted that since the survey a new murals leaflets has been produced as well as a leaflet on walks in the countryside around the town.



There were over a hundred additional comments on tourism, these reflected a variety of opinions and ideas.

A hotel is needed to accommodate large groups of visitors

A hotel would be encouraging for tourists and employment

At the moment not many attractions to come for.

Before I moved to Callington in 2001 I had never heard of the town and 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 nothing to entice tourists to visit. The surrounding area has much to offer but Callington looks tired and doesn't encourage people to stay.

Callington has potential but no well known overnight accommodation

Caradon have no interest in helping promote tourism.

*Have limited attractions compared to the rest of Cornwall
Improvements made to the town should be for the locals not tourists
Its not priority to Callingtons economy
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.
Smarten the town centre. Pedestrianise with trees and shrubs, meeting and sitting
places
Tourism brings no benefit to locals just addition costs
We need more business brought in first.*

The Council

When asked if respondents had ever attended a Council meeting only two hundred and sixty five said they had whilst over a thousand had not. However eight hundred and seventy thought that meetings, decisions and activities were well, or very well publicised. Three hundred and sixty two disagreed and thought such meetings and activities were badly publicised, of these only two hundred and sixty five wanted more information on the activities of the Town Council and the Town Forum with over one thousand not requiring this information.

There were a further seventy five comments on Callington Town Council or Town Forum

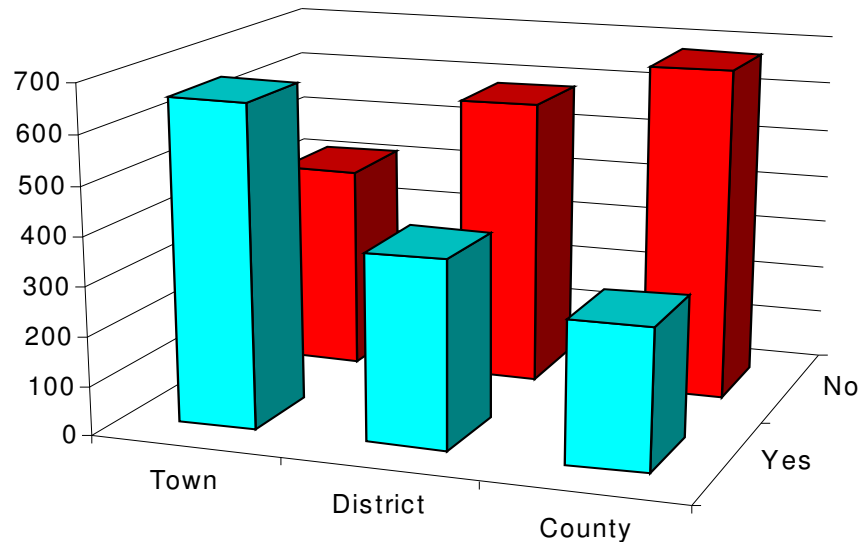
*Many councillors have little skill or training for posts they hold, merely being a
resident isn't enough.
More modern approach needed, younger members more in touch with today's life
style.
Too many old school councillors, need more youngsters (local) people who have
knowledge of the area.
Better communication needed. New people need to be encouraged to join.
Forum too clicky - doesn't encourage wider participation.
Little has been seen or heard of them... not sure what their views are. [Councillors]
General public are unaware of what actually goes on.
What do they do? Who are they? A list of councillors? Info available on website-why
not on notice board?
Who are the councillors???
All council meetings open to public.
They are paid too much.*

It is gratifying to know that some people are prepared to give up their time and talents to serve the needs of Callington.

Very good job but are frequently frustrated by red tape at the district and county levels.

Some comments, such as ones about Councillors being paid, reveal a lack of information that may need rectifying.

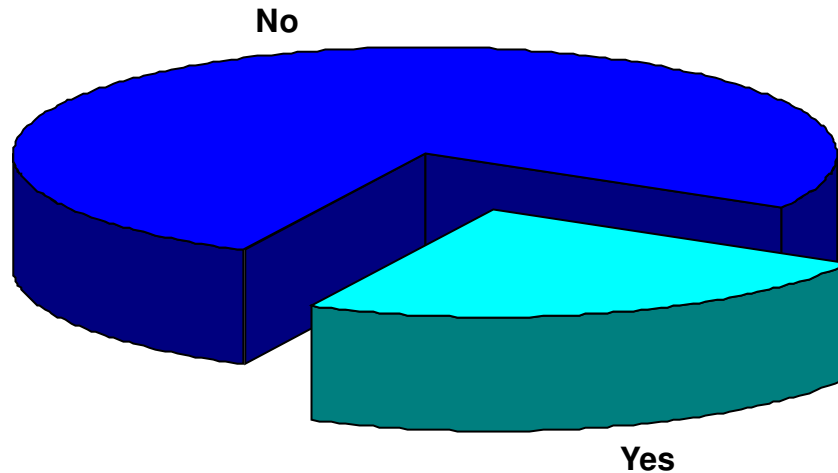
One question asked whether the respondents thought that elected representatives at town, district and county level were aware of local concerns and feelings. A majority thought that Town Councillors were aware but District and County Councillors did not fare so well. One could ask whether this response reflects the lack of understanding about what each level of government does and who the elected representatives are.



Higher Council Tax

When residents were asked if they would be prepared to pay higher council tax to meet some of the needs of the town, especially in relation to crime and disorder a total of 981 said 'No' compared to 309 who responded positively. The response to this 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?



*Happy to pay more taxes to improve infrastructure to support growing population and theirs needs.
Not likely!*

The Issues

The following are all issues arising from resident's responses, that need consideration.

- ❖ Improved sources of information, especially the Library and Town Hall
- ❖ Improved publicity for the Callington Web Site
- ❖ Enlarged Callington News?
- ❖ More public notice boards
- ❖ More information for tourists
- ❖ More overnight accommodation for visitors
- ❖ Younger residents needed to stand as Town Councillors
- ❖ Councillors need to make themselves better known to the residents
- ❖ More, though limited, information on the councils and their activities to counteract misconceptions
- ❖ **IMPROVING THE TOWN, FACILITIES AND SERVICES WITHOUT INCREASING THE RATES.**

The Next Stage

The next stage is to look at the issues and decide on the best way to solve the problems in a way that is not only practical but economically realistic. This is where we need **YOUR** ideas, whatever age you are! Do you have any suggestions to make? **An enthusiastic debate is needed on the issue of increasing rates to meet expectations expressed in the survey.**

Please come along and join in the discussion on the Town Centre that will take place on the following date:-

INFORMATION, TOURISM & CALLINGTON TOWN COUNCIL
Thursday 27th January 7.00, Bar Lounge Area Town Hall