

MINUTES of the **Promotions Committee** Meeting held on Thursday 11 April 2019 at 10:00 a.m. in the Shire House Suite, Shire House, Bodmin.

PRESENT: Chairman, Councillor P L G Skea; together with Councillors J A Bassett, J P Cooper, J R Gibbs, D A Henderson and K J Phillips. Councillor P T Cooper was also present but did not vote, not being a Member of this Committee.

IN ATTENDANCE: Mr P Martin (Executive Support Officer), Mrs W Wright (Information Officer) and Miss L Hancock (Executive Assistant).

CHAIRMAN'S ANNOUNCEMENTS & APOLOGIES: The Chairman reported that following her recent resignation, the Information Officer would be leaving on 17 May 2019. He paid tribute to her commitment and dedication to the role and wished her well on behalf of the Promotions Committee.

Apologies had been received from Councillors J Gammon and A M Kerridge.

		Action	Date
PR/2019/012	<p>Declarations of Interest</p> <p>Councillors D A Henderson and P L G Skea declared their interest in relation to item PR/2019/008 as they are both Committee Members on the Bodmin Riding & Heritage Committee.</p>		
PR/2019/013	<p>PUBLIC REPRESENTATION SESSION</p> <p>There were no members of the public present.</p>		
PR/2019/014	<p>To consider and, if approved, adopt the Minutes of the Promotions Committee Meeting held on Thursday 21 February 2019 (copy enclosed)</p> <p>Copies of these Minutes had been circulated with the Agenda, had been through Council and were acknowledged as a true record.</p> <p>Councillor K J Phillips requested that her abstention be recorded as she was not present at this meeting.</p>		
PR/2019/015	<p>Correspondence:</p> <p>a. Riding & Heritage Committee – request for Bodmin Town Council support - this item of correspondence had been circulated with the agenda.</p> <p>Within their letter, the Bodmin Riding & Heritage Committee had included a request for a financial contribution from BTC, specifically the allocated funding contribution from the 2018 event (£500), along with this year's planned contribution to the event (£500 allocated in the 2019/20 budget) which would be used to deliver community engagement activity.</p> <p>Their request also included free use of the Priory Car Park for the duration of the event to encourage people to support the event.</p>		

Councillor J P Cooper considered that providing free parking still incurs a cost to the Council and subsequently he would therefore support providing a financial contribution of £500 plus a further grant of £500.

Councillor D A Henderson considered that the Committee has some wonderful aspirations for the event but she had some concerns regarding their accounts and the plans for the event appear to lack clarity and detail. Councillor Henderson endorsed Councillor J Cooper's proposal.

Councillor J A Bassett requested that the Committee obtain a copy of the presentation recently made by Hannah Irwin which included details of the plans for the event. Councillor D A Henderson confirmed that she would request this information from the Riding & Heritage Committee.

Councillor K J Phillips expressed concerns regarding allocating the previous year's budget to the Riding & Heritage Committee but was happy to support the proposal to offer the Committee £500 from this year's budget and advise that a further grant of £500 would be available if required.

Following discussion, it was **AGREED** to **RECOMMEND** offering the Riding & Heritage Committee £500 from this year's budget and advise that a further grant of £500 would be available if required. A clear deadline would be set out for the grant application.

It was further **AGREED** to **RECOMMEND** requesting a copy of the Riding & Heritage Committee accounts and the presentation made which referred to the specific details of the event.

- b. Any other important item of correspondence which the Chairman considers appropriate** – there were no further items of correspondence for consideration.

Councillor P T Cooper reported that he was delighted to hear that Bodmin would be hosting the finish of the first stage of the Tour of Britain in 2020. He considered that it would be advisable to look at the route and identify any opportunities for appropriate pre-events in order to make a legacy from this important event.

Councillor J A Bassett supported these views and considered that it would be sensible to work with Cornwall Council, the Bodmin Chamber of Commerce and other stakeholders.

Following some considerable discussion, it was **AGREED** to **RECOMMEND** setting up a Working Party to explore opportunities for events prior to the event and any other operational arrangements that BTC may need to assist with. Councillor J A Bassett confirmed that she would be happy to lead on the arrangements for the Working Party.

	<p>Councillor D A Henderson advised that she was aware that Councillor L L Frost had been involved in previous meetings regarding the Tour of Britain in his capacity as a Cornwall Councillor and therefore it would also be sensible for the Working Party to liaise with him in the first instance for information relating to the route and other associated details.</p>		
PR/2019/016	<p>Bodmin Information Centre</p> <p>The Information Officer had circulated her report with the agenda for information.</p> <p>Councillor K J Phillips enquired about the commission rates applied to products for sale in the Shire Hall. The Information Officer advised that most of the prints and jewellery have a commission rate of 30% applied and ticket sales vary with 15% applied to Eden Project bookings, 5% applied to events at St Petroc's Church and 10% plus a fixed fee applied to National Express bookings.</p> <p>The Committee then discussed the potential impacts of the new developments at Bodmin Jail on the Shire Hall and Courtroom Experience. The Information Officer considered that overall she would expect that visitor numbers would increase at the Shire Hall as there would be some spin off from visitors to the Jail remaining in the town and seeking out similar attractions.</p> <p>The Information Officer also commented that it had been disappointing to note that the Jail had adopted the name 'Courtroom Experience' for one of its new visitor experiences and she considered it would create a great deal of confusion with the Courtroom Experience currently housed at the Shire Hall.</p> <p>Councillor J P Cooper considered it may be appropriate to trademark the name 'Courtroom Experience' to protect the brand and following that, BTC should write to the Jail and challenge them regarding this issue.</p> <p>The Information Officer considered that many visitors to the Courtroom Experience are often surprised at how good the attraction is. She commented that due to the low price of admission (£3.95 per person) leads visitors to expect a poor quality experience and therefore it may be necessary to review the cost of entry.</p> <p>Further discussion then ensued regarding the Courtroom Experience and it was AGREED to RECOMMEND arranging a session whereby Councillors who had not previously visited the attraction could attend and view it, with a provisional date booked for Saturday 4 May at 1.00 p.m.</p>		
PR/2019/017	<p>Website, to include:</p> <p>a. To consider a launch event for the new Town Council / Bodmin Live website – the Chairman proposed an event be arranged in the Shire House Suite to launch the new website. Councillor P T Cooper</p>		

	<p>suggested that it might be more appropriate to coincide the website lunch with the Safer Bodmin event which was scheduled to take place on Thursday 25 April 2019 from 1.30 p.m. until 4.30 p.m. on the Mount Folly as there would be a captive audience in the area and therefore it would be sensible to take the opportunity.</p> <p>Councillor D A Henderson suggested an event whereby the new website could be displayed on a large screen to enable members of the public to ask questions. She also suggested providing refreshments to help draw people in.</p> <p>Following discussion, it was AGREED to RECOMMEND that the Information Officer would contact Lucy Allison from Safer Cornwall to enquire whether BTC could join the event scheduled for 25 April 2019 to showcase the new BTC website and engage with members of the public.</p> <p>b. To consider advertising of third-party accommodation on Bodmin Live and associated listing fee for services</p> <p>The Information Officer explained that there is a clear need for the Information Centre to provide information about accommodation in the local area. She added that whilst it is not worthwhile to compete with the likes of Airbnb or Booking.com for taking bookings, it is still helpful to be able to provide information to visitors.</p> <p>The Information Officer suggested that a nominal charge of £50 plus VAT per year could be applied to listings and only accommodation providers who could provide evidence of public liability insurance and a fire risk assessment.</p> <p>Councillor P T Cooper suggested that a disclaimer be included on the accommodation section of the website stating that BTC has not assessed the accommodation advertised and therefore cannot guarantee the standard of the accommodation, it is simply a page to share information.</p> <p>Following to discussion it was AGREED to RECOMMEND inviting local accommodation providers to advertise on the Bodmin Live Page at a cost of £50 plus VAT per year, subject to them meeting the necessary criteria. It was further AGREED to RECOMMEND reviewing this decision in one year's time and consider if it is worthwhile to offer this service.</p>		
PR/2019/018	<p>Local Council Award Scheme</p> <p>Councillor D A Henderson advised that she had recently met with Sarah Mason from Cornwall Association of Local Councils (CALC) along with the Mayor and Town Clerk to discuss the Local Council Award Scheme in more detail. She commented that whilst she is full of enthusiasm for the Council to obtain the award, it is apparent that the criteria is much more in depth than first anticipated.</p>		

	<p>Councillor Henderson summarised that the advice is to not attempt to go in at Gold Standard initially, as BTC does not currently have a three year budget in place which is one of the key criteria.</p> <p>She further advised that she will continue to collate the evidence as required and the new website has been really helpful in obtaining some of this information. Chris Burnham from CALC has also been extremely helpful in assisting.</p> <p>Councillor J P Cooper commended Councillor Henderson for all her work in exploring the Local Council Award Scheme and collating the evidence. He added that he would submit a proposal to the FS&PM Committee to consider adopting a three or five year budget plan into the future.</p> <p>Councillor J A Bassett considered the work on the Local Council Award Scheme is well worth the effort as it helps BTC become the best Council it can be and will be appreciate by the staff as well as the Members.</p> <p>The Chairman thanked Councillor Henderson for all her hard work on this project.</p>		
PR/2019/019	<p>BTC Community Engagement Strategy – to review and, if appropriate, make recommendations to BTC Policy Committee (minute ref POL/2019/012 refers)</p> <p>A copy of the amended version of the Community Engagement Strategy was circulated during the meeting. The track changes were noted and it was also proposed to review the document on a annual basis, to be included at Point 7.1.</p> <p>Councillor J P Cooper suggested that the inclusion of a ‘Blog’ facility on the new website would also be beneficial to encourage engagement with the public.</p> <p>Following discussion, it was AGREED to RECOMMEND that the Community Engagement Policy be referred to the Policy Committee for consideration.</p> <p>It was further AGREED to RECOMMEND that officers would explore the possibility of including a Blog facility on the new website to assist with public engagement.</p>		
PR/2019/020	<p>Promotions Committee Terms of Reference</p> <p>The Executive Support Officer had prepared a document entitled ‘Draft Terms of Reference for the Promotions Committee’ which had been circulated with the agenda.</p> <p>The purpose of the document was to provide the Promotions Committee with an increased level of delegated powers.</p>		

	<p>Councillor J P Cooper considered that requests for large sums (grants) would still need to be considered by Full Council and therefore he proposed an amendment to Section PM-03 (first para) to read:</p> <p><i>“To make decisions in relation to authorising limited expenditure, up to £150.00 per item, not exceeding a total budget of £1000 per year, in respect of the marketing and branding of Bodmin. Any expenditure over £150.00 to be referred to the FS&PM Committee/Full Council. Report expenditure to the FS&PM Committee/Full Council.”</i></p> <p>Following discussion, it was AGREED to RECOMMEND that the Draft Terms of Reference are adopted subject to the amendment as set out above.</p>		
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Due to the confidential nature of the next business, it was **RESOLVED** to go into Committee. Please see separate page.