

**MINUTES** of the **Promotions Committee** Meeting held on Thursday 4 July 2019 at 10:00 a.m. in the Shire House Suite, Shire House, Bodmin.

**PRESENT:** Chairman, Councillor D A Henderson; together with Councillors J P Cooper, J R Gibbs, K J Phillips and P L G Skea. 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) and Miss L Hancock (Executive Assistant).

**CHAIRMAN'S ANNOUNCEMENTS & APOLOGIES:** There were no announcements.

Apologies had been received from Councillors E M Ahearn and J A Bassett

		Action	Date
PR/2019/024	<p><b>Election of Promotions Committee Vice-Chairman</b></p> <p>Councillor K J Phillips was unanimously elected as Vice Chairman.</p>		
PR/2019/025	<p><b>Declarations of Interest</b></p> <p>There were no Declarations of Interest made.</p>		
PR/2019/026	<p><b>Presentation by Barbara Brittain on behalf of The Bodmin Way</b></p> <p>Mrs Brittain explained that The Bodmin Way was created to encourage health and wellbeing, enjoyment of the great outdoors, to offer a spiritual dimension, to bring people together, to raise awareness of local art, history and heritage and to bring economic benefits to the Bodmin area.</p> <p>The route encompasses five historic locations and the churches of Cardinham, Bodmin Town, Nanstallon, Lanivet and Lanhydrock. The walks are designed for people of all abilities.</p> <p>Mrs Brittain circulated a flyer which included information regarding a range of guided walks taking place during August and these will continue to be offered to many groups of people, including Scouts, Guides, U3A, Dementia, Memory Cafe Groups, those with learning difficulties. She referred Members to the website <a href="http://www.bodminway.org">www.bodminway.org</a> where further information regarding future events could be found.</p> <p>Mrs Brittain advised that although The Bodmin Way was launched during May 2019, work is still underway to prepare suitable routes for cyclists and drivers and further publicity would be carried out once these routes are finalised.</p> <p>It was confirmed that The Bodmin Way booklets can be purchased for a small fee of 50p and are currently available from the Shire Hall, Bodmin Town Museum, Regimental Museum, Bodmin Jail and the Old Library.</p> <p>The Chairman thanked Mrs Brittain for attending and for an extremely interesting presentation.</p> <p>Councillor P T Cooper advised that the Council is currently updating its information boards regarding Berry Tower, another historic location</p>		

	<p>within Bodmin and would be pleased to share this information with The Bodmin Way group, if it would assist them.</p> <p>Mrs Brittain advised that she would be very pleased to receive this information.</p>		
PR/2019/027	<p><b>Presentation by Laura Martin and Antony Waller regarding BikeLights 'Fire &amp; Steam' Event</b></p> <p>Laura Martin &amp; Antony Waller provided the Committee with a presentation setting out the history of the Bikelights event and how it had evolved since its launch in 2014.</p> <p>Bikelights is an illuminated bicycle procession which takes place in the streets of Wadebridge at dusk on an evening in October. In the run up to the event, workshops are held locally where artists, schools and families can attend and decorate their bikes, scooters, pushchairs and walkers to a particular theme.</p> <p>All participants then take part in the procession, ending up with a finale and big celebration at an outdoor site, with music, food, cinema tent and bike related fun. It is very well supported in Wadebridge and attracts people from across the county. The 2017 event saw an audience of some 3,000 people in attendance.</p> <p>Laura and Antony explained that Bikelights has received funding from Cornwall Council, FEAST and Arts Council England but is always looking for more funding in order to expand the events and workshops it offers. The work of volunteers is also extremely important in terms of event management and co-ordinating road closures.</p> <p>The 2019 event will take place on 12 and 13 October and the theme for this year is 'Fire &amp; Steam'. This theme has clear links with the railway heritage which connects Bodmin and Wadebridge. As part of the event, a group of cyclists will travel from Wadebridge to Bodmin, along the Camel Trail and it is hoped that a 'ghost train' will arrive at Boscarne Junction to meet the cyclists during the evening. This element of the event is a new joint venture with the Bodmin &amp; Wenford Railway.</p> <p>This will be the first year the event has come to Bodmin and will be supported by Sustrans, intoBodmin, Bodmin College and the Bodmin &amp; Wenford Railway.</p> <p>The route within the town is yet to be confirmed but is likely to start from Priory Car Park, with a circular route through Fore Street, returning to Priory Car Park for the finale and a range of other events and activities. The organisers are very mindful that this is an inclusive event and therefore it is preferred that the route is as level as possible.</p> <p>The Chairman thanked the Bikelights organisers for an excellent presentation and asked what the Council could do to assist with this year's event and preparations.</p> <p>Laura and Antony responded and advised that Development Funds are required to progress the range of activities and scope of the event.</p>		

	<p>Councillor D A Henderson acknowledged this point and suggested that a BTC Working Party be set up to liaise with the event organisers and carry out fundraising activities etc.</p> <p>Councillor J P Cooper expressed some concerns that a Working Party may not be the correct format and wished to reserve judgement on this at the current time.</p>		
PR/2019/028	<p><b>Public Representation Session</b></p> <p>Ms Sarah Horne was in attendance and commented that it would be advisable to carry out some works to improve the look of the town in readiness for the Tour of Britain event. She added that she would be pleased to volunteer and assist with these works which might include additional planting, cleaning of specific areas etc.</p> <p>Ms Horne suggested that the Callywith Roundabout be overhauled by using some of the granite from the leat works along with floral displays and signage i.e. 'Bodmin Welcomes the Tour of Britain'. She also expressed concerns that the current proposed route ends before the Fair Park and considered that it would need to come through the town centre for Bodmin to receive any real economic benefit from the event.</p> <p>Councillor P T Cooper advised that the granite from the leat works has already been allocated to other Council projects and therefore it was unlikely it could be utilised for this specific project.</p> <p>Further discussion then ensued regarding the proposed route for the Tour of Britain.</p> <p>Councillor J P Cooper commented that as far as he was aware, there are safety aspects which may govern the choice of route for the Tour of Britain.</p> <p>Councillor J P Cooper considered that the formation of a Consultation Group would be advisable to start planning ahead and looking at the Council's contribution to significant events i.e. the Tour of Britain and the Bikelights event. He felt this was a preferable arrangement to a Working Party as the group would have an allocated budget as determined by Full Council at the next meeting on 18 July 2019.</p> <p>Following discussion, it was <b>AGREED</b> that the Chairman would liaise with Councillor L L Frost regarding the proposed route of the Tour of Britain in Bodmin to see if there were any scope for amendment. The Promotions Committee considered that Priory Park would be a more appropriate location for the Tour Village than the Fair Park as there is more space available and this would enable other associated events to be held in the same area.</p> <p>The ESO confirmed that he would prepare a set of Terms of Reference for this new Consultation Group.</p> <p>There were also two representatives from a local cycling club present, Mr Rob Butler and Mr Scott Tomkinson. They wished to address the</p>		

	<p>Committee regarding proposed events relating to the Tour of Britain and they highlighted the importance of creating a legacy after the event.</p> <p>The town of Seaton in Devon was cited as an exemplar as it hosted a significant cycling event some ten years ago and now has a cycling festival which takes place every year and attracts many visiting competitors to the area.</p> <p>They further considered that there is a real opportunity for promoting the town and the importance of cycling within the town. They described a range of different types of cycling events including Tour Series, Crypt Race, Criterium Race, Cross Country and Audax, all of which could be planned to coincide with the Tour of Britain and possibly in liaison with Bikelights organisers.</p> <p>Councillor J P Cooper suggested that Sustrans may be able to assist in the planning and delivery of some of these events and that BTC would be able to assist with some costs and arrangements.</p> <p>Councillor J P Cooper added that Maverick may also be able to collaborate to deliver some BMX related events as they are the appointed contractors for the new Skate Park in Priory Park which is anticipated for completion by Spring 2020.</p> <p>Following discussion, it was <b>AGREED</b> to <b>RECOMMEND</b> that a Consultation Group be formed to work with the organisers of both the Bikelights event and the Tour of Britain events. It is anticipated that this Consultation Group would comprise of Councillors and other interested parties with specialist knowledge and would have an allocated budget to enable them to progress plans quickly, rather than making recommendations to Full Council.</p> <p>It was further <b>AGREED</b> that the Executive Support Officer would prepare Terms of Reference for this new Consultation Group.</p> <p>Item PR/2019/035 was then moved forward by the Chairman for discussion as the Facilities Administrator could not attend for the entire duration of the meeting.</p>		
PR/2019/029	<p><b>To consider and, if approved, adopt the Minutes of the Promotions Committee Meeting held on Thursday 11 April 2019</b></p> <p>Copies of these Minutes had been circulated with the Agenda, had been through Council and were acknowledged as a true record.</p>		
PR/2019/030	<p><b>Promotions Committee Terms of Reference</b></p> <p>Following some considerable discussion regarding the draft Terms of Reference for the Promotions Committee, the following changes were proposed:</p> <p>Section PM-03 – To amend the first paragraph to read:</p>		

	<p><i>“To make decisions in relation to authorising expenditure, not exceeding a total budget of £20,000 per year, in respect of the marketing and branding of Bodmin. Report expenditure to the FS&amp;PM Committee/Full Council.”</i></p> <p>Section PM-09 – 9.1 – To amend to read:</p> <p><i>“The Committee will consist of elected Members, however, for the purpose of developing innovative, marketing and branding business models and for specific projects, the Committee may consist of person who are not Members including stakeholders who offer strategic expertise in the promotions, advertising field.”</i></p> <p>Following discussion, it was <b>AGREED</b> to <b>RECOMMEND</b> that the amended version of the Terms of Reference for the Promotions Committee be adopted.</p>		
PR/2019/031	<p><b>BikeLights event – to consider request for contribution of £500 towards event on 12 and 13 October 2019</b></p> <p>Following discussion, it was <b>AGREED</b> to <b>DEFER</b> this decision until the formation of the Consultation Group.</p>		
PR/2019/032	<p><b>To consider and, if appropriate, agree to recommend any adjustment to the frequency of Promotions Committee Meetings</b></p> <p>Councillor P T Cooper considered that any increase to the frequency of the Promotions Committee Meetings would clearly have an impact on the capacity of staff and therefore at the current time he was not minded to support an increase in these meetings.</p> <p>Councillor J P Cooper concurred with this view and proposed that the current format is retained. He added that additional Special Promotions Meetings could be called and when required, i.e. to focus on specific projects.</p> <p>Councillor K J Phillips suggested that when the Calendar of Meetings is prepared by officers, it would be advisable to schedule the Promotions Committee Meetings in advance of civic and community events.</p> <p>Following discussion, it was <b>AGREED</b> to <b>RECOMMEND</b> that the current schedule of Promotions Committee Meetings is retained and additional Special Meetings be arranged as and when required.</p>		
PR/2019/033	<p><b>Bodmin 2030 and Beyond Vision Document, to include:</b></p> <p><b>a. To receive update from Councillor J P Cooper following meeting held on 26 June 2019 (copy to follow);</b></p> <p><b>b. To note planned launch event to be held on 12 July 2019;</b></p> <p>Councillor J P Cooper congratulated Neil Pendleton and Sarah Sims who had worked tirelessly on the Bodmin 2030 &amp; Beyond Vision Document. He also recorded his thanks to Idenna and Bryan and Natalie Hammond for their significant contribution.</p>		

	<p>Councillor J P Cooper encouraged all Members to attend the launch on 12 July 2019 at 5.00 p.m. at St Petroc's Church.</p> <p>The Chairman congratulated everyone involved on all their hard work.</p> <p>Councillor P T Cooper considered that the Vision document provided an excellent foundation and link to the Neighbourhood Plan at a later date.</p>		
PR/2019/034	<p><b>Tour of Britain, to include:</b></p> <ul style="list-style-type: none"> <li><b>a. To consider associated cycling events – ESO to report;</b></li> <li><b>b. To receive slideshow presentation from Cornwall Council (copy enclosed);</b></li> </ul> <p>As there had already been extensive discussions regarding the Tour of Britain earlier in the meeting, it was <b>AGREED</b> to note this information.</p>		
PR/2019/035	<p><b>To consider and, if appropriate, make recommendations to the Finance, Staffing &amp; Performance Management Committee regarding hire charges for open spaces (copy current charging structure enclosed) to include:</b></p> <ul style="list-style-type: none"> <li><b>a. Fair Park;</b></li> <li><b>b. Mount Folly;</b></li> <li><b>c. Narisa Lawn;</b></li> <li><b>d. Priory Lawn;</b></li> <li><b>e. Ticketed events in Priory Car Park;</b></li> </ul> <p>The Facilities Administrator explained that there are very few bookings currently made for the Council's outdoor spaces i.e. Narisa Lawn, Mount Folly, Fair Park and Priory Lawn.</p> <p>Councillor K J Phillips considered that Priory Car Park should be separated out from the Council's open spaces on the charging structure as when in use by a hirer there is a loss of revenue incurred by the Council.</p> <p>Councillor P T Cooper commented that members of the public he has consulted with, would like to see more events taking place on the Mount Folly throughout the summer months.</p> <p>Some discussion then ensued regarding the current Charging Structure and the Committee confirmed that they would like to see all BTC owned open spaces made available for free use by local community groups, charities and not for profit organisations.</p> <p>This would be operated on the basis where water and electric is not made available to hirers as clearly this would incur additional costs. It was also confirmed that tables and chairs would not be available for use, therefore event organisers would need to supply their own.</p> <p>The Committee were mindful that site inspections may need to be carried out following events to ensure the site(s) are left clear of litter and tidy. It was acknowledged that events often take place during</p>		

	<p>weekends and during this time there are no BTC staff on site to carry out these checks.</p> <p>It was therefore proposed to include a deposit system whereby £100 deposit is paid upfront at the time of the booking and this is returned subject to photographic evidence being submitted to the Facilities Administrator showing that the site was left in a satisfactory state when departing from site.</p> <p>Following discussion, it was <b>AGREED</b> to <b>RECOMMEND</b> that the amended version of the Bodmin Town Council Parks and Open Spaces Charging Structure be adopted.</p>		
PR/2019/036	<p><b>Correspondence:</b></p> <p><b>a. Email from Mr B Peek regarding VE Day 75 celebrations – to consider BTC support of events (copy email and document enclosed)</b></p> <p>Following discussion, it was <b>AGREED</b> to <b>RECOMMEND</b> that the Chairman would prepare an email to be sent to a range of local organisations and charities to gauge the level of interest in a Street Party type celebration on the Mount Folly to mark the occasion of V.E. Day.</p> <p><b>b. Cornwall Rural Community Charity – to consider BTC support of St Lawrence’s Hospital Heritage Project (copy email enclosed);</b></p> <p>Following discussion, it was <b>AGREED</b> to <b>RECOMMEND</b> that a letter of support be drafted and sent to Anne Kemp from the Cornwall Rural Community Charity, within which it would be recommended that they also liaise with the Trustees of St Lawrence’s Church and representatives of the Bodmin Way.</p> <p><b>c. Any other important item of correspondence which the Chairman considers appropriate;</b></p> <p>There were no further items of correspondence for consideration.</p>		

Due to the confidential nature of the next business, it was **RESOLVED** to go into Committee. Please see separate page.