

MINUTES of the **Special Promotions Committee** Meeting held on Wednesday 25 September 2019 at 6:30 p.m. in the Shire House Suite, Shire House, Bodmin.

PRESENT: Chairman, Councillor D A Henderson; together with Councillors E M Ahearn, K J Phillips and P L G Skea.

Councillor P Cooper was also present but did not vote, not being a Member of this Committee.

IN ATTENDANCE: Mr S Facer (Town Clerk) and Mr P Martin (Deputy Chief Executive).

CHAIRMAN'S ANNOUNCEMENTS & APOLOGIES:

The Chairman advised that she would be looking to facilitate an open discussion with the public on this important event for the town and would be suspending the Council's Standing Orders to facilitate a free-flowing exchange.

Apologies had been received from Councillors J P Cooper and J R Gibbs.

Apologies had also been received from members of the public invited to attend this meeting. However, as their specific consent to share personal information had not been received, their names would not be recorded in these minutes.

		Action	Date
PR/2019/041	<p>Declarations of Interest</p> <p>There were no Declarations of Interest made.</p>		
PR/2019/042	<p>Public Representation Session</p> <p>The Members of the public present confirmed that they were happy for their names to be recorded in the Minutes.</p> <ul style="list-style-type: none"> ➤ Hannah Irwin – Bodmin & Wenford Railway and into Bodmin; ➤ John Lakey – Big Lunch/Share Fair; ➤ Angie Squires – Sustrans; ➤ Antony Waller – BikeLights (arrived at 6.58 p.m. and from item PR/2019/043); <p>Members of the public queried the information regarding the Tour of Britain and the following response was given by the Members and Officers of the Town Council:</p> <p>Information so far available from Cornwall Council / SweetSpot was that the Tour of Britain would be taking place on either 5 or 6 September 2020 and a date was yet to be confirmed, as were the timings of the race. Bodmin was hosting the finish leg and the riders would be entering the town from the St. Austell direction via Lanivet and ending at Fair Park, which offered limited spectator opportunities given the availability of safe viewing space along Westheath Avenue from the Boundary Road junction to Fair Park.</p> <p>This proposed finish point had been the source of significant consternation amongst Bodmin Town Council (BTC) as it did not bring the event into the town where it could be enjoyed and witnessed by a much larger audience and the economic spinoff felt much wider. Fair</p>		

	<p>Park was assessed as the site where it provided the appropriate amount of run-off space for the cyclists and where the media village and support vehicles could be accommodated. The total area of Fair Park (playing field) would be used to facilitate this element, leaving no space for any community orientated entertainment / event etc.</p> <p>The route into Bodmin from Lanivet using the uphill section of Westheath Avenue had been considered the best route for the cyclists based on a stringent set of race criteria. Bodmin Town Council had requested the methodology, vision and rationale for this route being considered more favourable than others, such as Dennison Road, Priory Road, St. Nicholas Street etc but to date there has been no detailed information forthcoming. BTC had put forward other route options for consideration, but as the Tour of Britain 2019 had just been completed, it had not been possible to open up a dialogue on these points. The Cornwall Council Members had also been asked to share the vision information and only generic supportive comments for the race coming to Bodmin had been received.</p> <p>The Members of the Promotions Committee emphasised that, at the current time, no plans had been drawn up for the town's celebration of this cycling event coming to the town and that there was a real aspiration to work collectively and collaboratively with the community as BTC did not have the resources to deliver this on its own.</p> <p>John Lakey queried the ability to draw people from Fair Park into town and considered that other routes needed to be explored to maximise the potential.</p> <p>It was considered that, whilst there was no event shape at the current time, options around park and ride would need to be considered to manage estimated visitor numbers in the order of 20,000 to 25,000.</p> <p>John Lakey considered that, at the time the Milk Race was held in Bodmin, there was an electric atmosphere in the town and if a similar experience could be created with the Tour it would be fantastic for Bodmin.</p> <p>Angie Squires considered that, given the stringent race requirements, and her understanding that there needed to be a certain straight length of road to be able to accommodate the finish, there should be some dialogue to see if a race fly past can be achieved, if Fair Park is the finish point.</p> <p>It was considered imperative that the community is engaged and brought into the fold for the community event planning, to deliver an event for the people of the town, to underpin and support the local economy and businesses.</p> <p>Councillor Henderson read out an e-mail from a member of the BlueTits, the primary elements being:</p>		
--	---	--	--

	<p>➤ <i>Finish village... I (and many others) feel very strongly that we should not simply give in to the race finishing at Fair Park. It MUST come through the town.</i></p> <p>➤ <i>We must make sure Bodmin looks its absolute best ... before, during and after.</i></p> <p>1. <i>Entrances to the town (and in particular Callywith Roundabout and Carminnow Roundabout) - permanent 'Bodmin welcomes the Tour of Britain 2020' signage and some sort of cycle related sculptures.</i></p> <p>2. <i>Land Art at the Beacon a focus for aerial media. There's a competition: https://www.tourofbritain.co.uk/national-land-art-competition-returns-to-the-ovo-energy-tour-of-britain/</i></p> <p>3. <i>Themed artwork and plantings throughout the town.</i></p> <p>➤ <i>We must ensure Bodmin has a legacy and that annual events take place and we attract people after the event as well as before and the few days during.</i></p> <p>➤ <i>I hope that our many and varied local businesses come together to make the most of this fantastic opportunity.</i></p> <p>Councillor Henderson endorsed these points and advised that members of the BlueTits were already in the process of painting bikes for display around the town.</p> <p>Councillor P Cooper considered that the land art and aerial media opportunities were an area to consider as this type of PR was an opportunity to showcase the town.</p> <p>It was considered that whilst the Fair Park might not be the preferred location for the town, it would provide an attractive area on any TV coverage as the tree lined avenue is a very attractive part of the town.</p> <p>Councillor Skea considered that the race finish should move to Priory Park and Mount Folly to maximise the benefit to Bodmin given the constrained nature of Fair Park and the health and safety implications for spectators in such a short linear stretch of road. He therefore proposed that BTC sends a suitably worded and strong letter to the event organisers and Cornwall Council's appointed Project Manager outlining Bodmin's concerns with the race finish at Fair Park.</p> <p>Councillor P Cooper proposed an amendment to Councillor Skea's proposal that the letter should be an invitation to come to a meeting at the earliest opportunity to explain the rationale and to discuss the methodology and any alternative options / routes.</p> <p>Following discussion, it was AGREED that an invitation letter is sent to the Cornwall Council Project Manager and SweetSpot to request an urgent round table meeting to discuss Bodmin's role as a finish town and the vision, rationale and methodology for the preferred route into Bodmin from Lanivet which finishes at Fair Park.</p>	DCE	3 weeks from mtg date (17.10.19)
--	--	-----	----------------------------------

PR/2019/043	<p>To inform organisations and public that Bodmin will be the finish town of the Cornish leg of Tour of Britain 2020</p> <p>Following discussion, it was AGREED to SUSPEND Standing Orders to enable a round table discussion and debate on the Tour of Britain.</p> <p>It was noted that this discussion might role over into the following item on the agenda.</p> <p>The general consensus was that the Tour coming to the town would provide an opportunity to make use of existing assets for any event, that this and subsequent meetings would provide positive discussions around capitalising on the Tour and creating legacy.</p> <p>Discussion took place about an ability for cyclists, on race completion, to support the town by continuing their journey (in some way) into the town centre for any post-race opportunities.</p> <p>Antony Waller arrived at 6.58 p.m.</p> <p>Parking was raised as an issue given the potential visitor numbers to the town. It was considered that early dialogue was needed with landowners to identify areas that could be used to facilitate any park and ride scheme, and which would give a lead-in-time as landowners might already be planning crop rotation for the season. Possible land options included Cornwall Council land opposite the Crematorium and adjacent Car Boot site.</p> <p>It was however hoped that visitors to Bodmin would choose other transport options. Hannah Irwin advised that conversations were taking place at Bodmin & Wenford Railway around adjustments to timetables to facilitate the rail connection from Bodmin Parkway which would provide an alternative to the car and provide a direct link into the town's heritage. Links with other public transport options could also be explored for any onward journeys / connections.</p> <p>BTC's budget for the Tour was queried. It was advised that the BTC had earmarked £12,500 with an opportunity via the 2020/21 budget to allocate further funding. It was however noted that this should be part of the funding picture and that BTC and community would need to work collaboratively to achieve an event or series of events for the town.</p> <p>Angie Squires (Sustrans) informed that some of the local schools were really excited about the Tour coming to the town but that the six week summer holiday would be a barrier to finalising participation as the 5/6 September dates were very close to the start of the return to school from the summer break.</p> <p>Antony Waller informed that, from a BikeLights event perspective, they were having a re-think around moving their bike event to harmonise with the Tour dates, but that given the lighter evenings with September, they would need to adapt their offer. They had thought about running two events (one in September and the other in their</p>		
-------------	---	--	--

	<p>traditional mid-October) but this has budgetary implications, noting that their event cost in the order of £25,000.</p> <p>Antony also advised that event duration was something that needed to be considered. BikeLights had noted that, given their family target audience, once their event had completed, most families dispersed quite quickly. He therefore queried the ability to extend an event i.e. whether it was reasonable to expect the same target audience to participate all day and evening and noted that it was key to consider making sure that the right event was in the right place at the right time.</p> <p>There were some ideas around maximising any road closure to combine several uses and whether existing community events could move dates to tie in with the Tour dates.</p> <p>It was considered important to try to maximise the offer and to consider a range of options as the Tour itself was likely to be a fairly quick finish in Bodmin.</p> <p>John Lakey and Hannah Irwin were asked for their views on budgets and they offered the following information:</p> <p>Big Lunch – this event was fairly low cost at around £1,000 and costs could always be offset with calling in favours. If a stage was provided, then various local bands could be offered performance slots – provide a space and platform for others to utilise.</p> <p>Heritage Day – total spend of around £9,000 to £10,000 – public art sessions and engagement.</p> <p>Antony Waller advised that BikeLights cost around £25,000 which used grants from the Arts Council and the Heritage Lottery. However, the ability to be creative with links with Arts and Heritage was becoming more difficult each year.</p> <p>It was queried if event costs could be offset by asking private / commercial stalls to pay for a presence at any event, which could contribute to a mix and match approach with community stalls getting free space. It was generally considered an option, with a preference for local businesses to be given the opportunity to maximise on this event and the visitors to the town.</p> <p>It was noted that, whilst the race finish was taking place at Fair Park, under the current proposal by SweetSpot / Cornwall Council, the emphasis should not be on trying to get people from this location into the town, but to provide a community event in the town centre, around a big screen where spin-off entertainment and street theatre can be used for a day's event.</p> <p>It was felt appropriate for the event to utilise Priory Park given the space which gives scope for various event options.</p> <p>Some discussion took place around various parts of the event taking place on some of the estates in the town. Whilst this was generally received positively it was acknowledged that this would require</p>		
--	---	--	--

	<p>resourcing and might draw focus away from the town centre. It could however be an option for any workshops etc.</p> <p>Whilst it was a general view that the public would not be charged an admission fee, it was noted that some venues might need to operate a ticket system for numbers and to offset any individual event elements (bands etc).</p> <p>It was also noted that some entertainers, such as bouncy castles, would charge a fee to users, so at this stage charges could not be ruled out.</p> <p>There was a need to consider a clear communication strategy around any event with an emphasis on a celebration of cycling.</p> <p>Links with a local cycle race, Sustrans and BikeLights were well received as these were obvious links with the Tour. A budget, resources, engagement and facilities needed to be factored into future discussions.</p> <p>Options for early event ideas included:</p> <ul style="list-style-type: none"> ➤ Local cycle race(s) using the same road closure for different ages / abilities; ➤ Special bikes that could go on tour in the run up to the event (BikeLights had some interesting constructions) to raise interest and awareness; ➤ Publicising other attractions / events during the Tour <p>The Chairman advised that this was a preliminary meeting to kick-start the conversations and that more informal meetings might be needed to facilitate more open conversations.</p> <p>Antony Waller informed that he would like to forge a closer relationship with BTC and BikeLights to re-think BikeLights 2020 and offered a space on their Working Group.</p> <p>John Lakey considered that there would be an option to hold an event in the Suite where 5/6 representatives from each organisation can be nominated to progress event ideas. Such a meeting would be under the banner of a Shaping Event day administered by John Lakey / Cultivate Cornwall with meeting options of 16 or 23 November depending on availability of the rooms. Room hire costs to be facilitated by BTC in support of the Tour event planning. This would offer valuable networking and community support and ensure that the event was community driven. The idea is to gather 50-60 key people from the community to help and input into an event for Bodmin. Cultivate Cornwall would provide food to facilitate the idea of sitting, eating and sharing ideas. This concept has worked well before, is informal and allows many to give input in small groups or collectively in a larger group.</p> <p>The Chairman supported this concept and sought further information so that the proposal can be considered by BTC.</p>		
--	---	--	--

	<p>Hannah Irwin considered it vitally important that a project timeline is considered given the correlation with funding and sought clarity as to how this was going to be delivered / overseen.</p> <p>The Chairman responded to advise that she saw this management responsibility resting with the Promotions Committee.</p> <p>Anthony Waller intimated that there could be a second opportunity with a grant funding bid that his colleague was dealing with, which might open an opportunity for a joint conversation. However, the grant was specific around heritage and arts, so there would need to be careful consideration around the scope of any event – art could include theatre, contemporary options such as music/dance etc but it needed to be high quality otherwise it would not get funded.</p>		
PR/2019/044	<p>To gather ideas from local organisations in respect of developing complementary events for the day</p> <p>Covered under item PR/2019/043 above.</p>		
PR/2019/045	<p>Any other urgent and relevant item, for information, that the Chairman considers appropriate</p> <p>There being no further items for discussion, the meeting closed at 8.11 p.m.</p>		