

**MINUTES** of the **Promotions Committee** Meeting held on Tuesday 19 November 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 and P L G Skea.

Councillors T M Barbery and P T Cooper were also present but did not vote, not being Members of this Committee.

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

**CHAIRMAN'S ANNOUNCEMENTS & APOLOGIES:**

There were no announcements and apologies had been received from Councillors J A Bassett, P Brown, J P Cooper, J R Gibbs and K J Phillips.

		Action	Date
PR/2019/048	<p><b>Declarations of Interest</b></p> <p>There were no Declarations of Interest made.</p>		
PR/2019/049	<p><b>Public Representation Session</b></p> <p>British Cycling representatives Robert Butler and Scott Tomkinson presented their proposal to hold a cycling event in Bodmin in 2020. This event is intended to complement Tour of Britain.</p> <p>Mr Tomkinson explained the route the event will take through Bodmin Town and the requirements for holding the event. He estimated that £5000 would be enough to hire essential barriers and this is the total required for delivering the event.</p>		
PR/2019/050	<p><b>To consider and, if approved, adopt the Minutes of the Promotions Committee Meeting held on 4 July 2019</b></p> <p>A copy of the minutes was circulated with the agenda.</p> <p>These minutes had been through Full Council where all actions had been approved.</p> <p>The Minutes of the Promotions Committee Meeting held on 4 July 2019 were approved and passed for signing.</p>		
PR/2019/051	<p><b>To consider and, if approved, adopt the Minutes of the Special Promotions Committee Meeting held on 25 September 2019</b></p> <p>A copy of the minutes was circulated with the agenda.</p> <p>These minutes had been through Full Council where all actions had been approved.</p> <p>The Minutes of the Special Promotions Committee Meeting held on 25 September 2019 were approved and passed for signing.</p>		

PR/2019/052	<p><b>Three-year budget plan – to consider requirements from Promotions Committees prior to 2020/21 budget setting process</b></p> <p>A document entitled 'Budget Preparation for Promotions 2020-23' was circulated at the meeting.</p> <p>It was <b>AGREED</b> to <b>RECOMMEND</b> that the circulated budget document be considered at the FS&amp;PM Committee meeting on 2 January 2020 and is also sent to Councillor J A Bassett as Chair of the Policy Committee for processing.</p>		
PR/2019/053	<p><b>Bodmin Information Centre – Information Assistant report</b></p> <p>A copy of the report was circulated with the agenda.</p> <p>The Town Map was presented to Members and it was explained that some items were out of date. The map is free and will provide a good visitor plan of the Town and relevant information guide.</p> <p>It was <b>AGREED</b> to <b>RECOMMEND</b> adopting the free map and updating the information held within it.</p> <p>Members requested that Bodmin Town Council retain all veto rights over the advertising within the leaflet/map. It was also requested to check that the leaflet comes with a Quick Response (QR) Code.</p>		
PR/2019/054	<p><b>Tour of Britain, to include:</b></p> <p><b>a) To confirm Grand Départ date of the race as 6 September 2020;</b></p> <p>This date was noted.</p> <p><b>b) Any update on the technical aspects of the race;</b></p> <p>The Town Clerk updated Committee to advise that SweetSpot had visited the town on 29 October 2019 and attended a technical meeting with Cornwall Council, to outline their part in the delivery of the race on 6 September and their specific requirements which were quite detailed. Part of the meeting included a walk of sites to assess the route. The encouraging news from Bodmin's perspective was that SweetSpot have confirmed that they have reviewed the finish location and their preference is now a town centre finish location rather than the Fair Park, as this would provide the town with much better scope to showcase its heritage to a wide media audience but also to harness wider economic benefit and increased spectating areas as the route would come in from Lanivet and utilise the Dennison Road corridor. As the proposed alternative town centre finish location required access to and use of third-party land, discussions and negotiations were in progress and as such the finish location was confidential at this stage.</p> <p>To be able to manage the process, a strategic working group was being established to ensure that key aspects of the tour of Britain race were being considered and managed and in order to mitigate risks</p>		

and would involve stakeholders from the Police, CORMAC/Highways, Finish Manager, Cornwall Council Communication Team, Community Link Officer and Chairman of BTC Promotions Committee. That meeting would be responsible for various technical elements of the race finish in the town and would take an overarching view on risks and control measures. That group would also like to know what community activity is being coordinated by the Town Council's Promotions Committee.

The Town Clerk considered that the Promotions Committee would therefore need to produce a spreadsheet of activity being considered to embrace this unique event coming to the town, for it to be appropriately identified with a lead and for any budget to be assigned. The Town Clerk recommended that community activity follows a SMART process so that the event is manageable and realistic given resources and budget.

The Project Manager for the Tour of Britain also outlined the request from Cornwall Council for funding support towards the costs of the Finish Manager and are seeking commensurate support as demonstrated by Penzance with a reported £20,000 contribution towards Start Manager job role. The Town Clerk advised that the draft job description of the Finish Manager post was being referred to Full Council on 21 November for consideration. The Town Clerk advised that the current view of Cornwall Council is that any towns along the route where any requirements come forward to alter or amend the route through a community, or where additional measures are needed, would attract a contribution request, to offset and mitigate the budget. The Town Clerk informed that Cornwall Council's budget for the event is £200,000 to fund hosting the race in the County and fees for SweetSpot as race organiser and £145,000 for race delivery along the route, which includes highways considerations, policing costs, Start and Finish Manager job roles and a long list of specific requirements.

The Town Clerk informed that the Lanhydrock Wheelers have also met with himself and the Deputy Chief Executive to look at a Bodmin cycle race (Criterium (Crit)) which could be an annual race putting the town on the regional cycling map. A draft proposal has been pulled together and circulated with the agenda pack and they have support from British Cycling's Regional Events Officer. British Cycling would support the Lanhydrock Wheelers with risk assessments, event safety plans and advice on race requirements and insurance matters.

The Lanhydrock Wheelers proposal is to consider a circular route utilising a one-way system (Fore Street, Lower Bore Street, Dennison Road and Crockwell Street) which would be held the day prior to the Tour of Britain. The Bodmin Crit would be held on Saturday 5 September 2019 (event timings to be agreed and confirmed)

Members of the Lanhydrock Wheelers were in attendance at the meeting and advised that a one-way system would require crowd barriers which while expensive would enable on-way traffic to negotiate Bodmin with an appropriate diversion system in place. The Lanhydrock Wheelers were keen to seek Bodmin Town Council's

	<p>support for this Bodmin Crit, which could open-up other race opportunities using the road closure put in place to facilitate the 'eilte' race. Crowd barrier costs were queried, and it was clarified that the Wheelers had made initial enquiries and costs would be as follows:</p> <ul style="list-style-type: none"> <li>➤ Route length would require 1,400 barriers (each barrier 2.3m long);</li> <li>➤ £4,200.00 for 1,400 barriers (£3.00 per barrier);</li> <li>➤ Delivery by 4 truck loads with crane to unload/load);</li> <li>➤ £800.00 delivery and collection fee;</li> <li>➤ Barriers to be installed / set-out by Council/volunteers;</li> </ul> <p style="text-align: center;">Total budget support requested - £5,000.00</p> <p>The Town Clerk considered that there could be an opportunity to look at efficiencies if SweetSpot infrastructure could be used to support elements of the Bodmin Crit cycle race, subject to their logistics and requirements as the Tour of Britain race takes place the following day on the 6<sup>th</sup>.</p> <p>There was therefore a large amount of event planning issues to consider, especially around the event notification process and the detail of the road closure / traffic management.</p> <p>Members of the Committee considered that a Bodmin cycle race which could provide an ongoing legacy for the town and capitalising on the low speed environment and the cycle offer locally (Lanhydrock and Cardinham) would be worthwhile pursuing.</p> <p>Following discussion, it was <b>AGREED</b> to <b>RECOMMEND</b> that the Town Clerk contacts British Cycling and the Lanydrock Wheelers to confirm Bodmin's willingness to host a Bodmin Crit and to secure a date in the regional calendar. It was further <b>AGREED</b> to <b>RECOMMEND</b> that a budget of £5,000.00 plus contingency of 10% is assigned to this event and that the Town Clerk liaises with the Lanhydrock Wheelers to progress discussions and to offer support and advice on event road closure and the notification process given lead-in-times with applications to Cornwall Council.</p> <p><b>c) Chairman and Vice-Chairman to update on community event planning</b></p> <p>It was <b>AGREED</b> to <b>RECOMMEND</b> supporting the event presented by Mr Butler and Mr Tomkinson at this meeting (minute ref PR/2019/049 refers).</p> <p>It was further <b>AGREED</b> to <b>RECOMMEND</b> that the Town Clerk should contact the organiser to make appropriate arrangements.</p>		
PR/2019/055	<p><b>Fly-posting – to consider current BTC Terms and Conditions for events held in Fair Park</b></p> <p>A template letter was circulated with the agenda.</p> <p>Members suggested that a deposit should be charged to hirers with a view to using this as a penalty clause in the hire agreement if the</p>		

	<p>posters are not removed in accordance with Terms of Conditions of hire.</p> <p>It was <b>AGREED</b> to <b>RECOMMEND</b> that the letter be referred to the Policy Committee meeting to be held on 5 December 2019.</p>		
PR/2019/056	<p><b>Correspondence, to include:</b></p> <p><b>a) St Petroc's Church Christmas Tree Festival – To endorse Bodmin Town Council participation</b></p> <p>It was <b>AGREED</b> to <b>RECOMMEND</b> that Councillors Ahearn and Henderson would carry out the decoration work.</p> <p>It was further <b>AGREED</b> to <b>RECOMMEND</b> that Officers would check whether the decorations which contained the Town Council logo were still available for use.</p> <p><b>b) Letter regarding VE Day 75 Celebrations</b></p> <p>it was noted that as many groups as possible from the town be involved, available resources allowing, for delivering the event. It was agreed that it could be showcase for Bodmin, like the RAF 100 event.</p>		
PR/2019/057	<p><b>To consider promotional community activities prior to delivery of new Skate Park – item referred from Full Council meeting held on 18 July 2019 (minute ref C/2019/187 refers)</b></p> <p>It was <b>AGREED</b> to <b>RECOMMEND</b> awaiting the opening of the new skate park.</p>		
PR/2019/058	<p><b>To agree date for Special Promotions Committee meeting to discuss and update Tour of Britain promotional events</b></p> <p>It was <b>AGREED</b> to <b>RECOMMEND</b> holding the above meeting at 10.00 a.m. on 15 January 2020.</p>		
PR/2019/059	<p><b>Christmas Carolling Event – To consider and, if appropriate, agree to authorise expenditure to support a 2019 event – Councillor D A Henderson to report</b></p> <p>Cllr Henderson felt that this event should be arranged this year. However, the majority of Members considered the request to be too late.</p> <p>It was <b>AGREED</b> to <b>RECOMMEND</b> revisiting this matter in the new year with the idea of starting the Christmas Carolling event at Mount Folly and finish at the White Clock.</p> <p>Councillor D A Henderson voted against this decision.</p>		
PR/2019/060	<b>Risk Management Update</b>		

	<p>Councillor P T Cooper recommended that the Christmas Lights event should be included in the BTC risk register. Furthermore, he suggested that BTC should have a coordinating role to assist with managing risks associated with the event. The Council should consider taking on a safety officer for implementing this role.</p> <p>It was <b>AGREED</b> to <b>RECOMMEND</b> adding the Christmas Lights event on BTC risk register.</p> <p>It was further <b>AGREED</b> to <b>RECOMMEND</b> that Councillor P Cooper will meet with the Town Clerk, DCE and Parks Manager to discuss the risk management coordinating role.</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.