



BODMIN 2030 AND BEYOND

Local elected representatives, business groups and community interests in the town have all come together to agree our ambitions for the future of Bodmin.

This statement sets out our Vision for the town and the Top Priority Areas for Action which we believe will help to deliver the Vision. It is designed to be an ambitious, realistic and credible 'Agenda for Bodmin'.

We want to send out a clear message to all the public organisations and the private sector, operating in Cornwall, the South West and beyond, about what we want to see happen in Bodmin and what our 'Ask' is for investment and support.

We will take action ourselves and lobby, support and work constructively with any organisation or individual whose actions and resources can help to deliver the full potential of the town.

OUR VISION

Our Vision for Bodmin seeks to build on the current strengths of the town and present a distinctive image of the sort of place we want Bodmin to become in the next 10 to 20 years. We see Bodmin in the future as a place:

- With a **STRONG, CONFIDENT IDENTITY** based on its rich history and heritage and its 21st century ambitions; and where this identity is used to support the growth of business, employment and tourism.
- Where **COMMUNITY ENGAGEMENT AND COMMUNITY ACTION IS SUPPORTED** to resolve problems and make things happen; and where everyone feels part of the town.
- Which is a **MAJOR TOURISM DESTINATION** based on its heritage attractions, cultural events and recreational opportunities; and which attracts year-round visitors from Cornwall and beyond.
- With an **ATTRACTIVE, THRIVING TOWN CENTRE** which has evolved into a community hub offering a variety of daytime and evening meeting places and experiences as well as retail opportunities.
- Which is a **SELF SUPPORTING, SUSTAINABLE COMMUNITY** where jobs, transport provision, services and facilities have all kept pace with and are closely linked to population growth.
- Which is the **CENTRE FOR SERVICES AND FACILITIES SERVING EAST CORNWALL** and, in some cases, the whole of Cornwall, taking full advantage of its location and accessibility.
- Which has many businesses providing **HIGH QUALITY, HIGHLY PAID JOBS** and is recognised as the focal point for the food and drink industry in Cornwall.
- Which values **THE HEALTH AND WELL BEING OF ITS RESIDENTS** with opportunities for all age groups to lead active lives and to benefit from the best practice in health promotion and disease prevention.

The journey towards this Vision will see the town building economic resilience and offering an increasing diversity of experiences to residents and visitors; and see the local community progressively taking more ownership and control of its future.

TOP PRIORITY AREAS FOR ACTION

Our Top Priorities for Action define the most important areas for action over the next five years or so. They identify where the public and private sector, together with the local community, need to focus their efforts to move the town forward towards achieving our Vision.

The Priority Areas have been grouped into three themes which are intended to summarise the main directions of travel for the town. Proposals involving major capital investment are highlighted in *bold italics*.

Theme 1 - Building a Stronger Community

PROMOTING COMMUNITY ENGAGEMENT AND ACTION

Regular, authoritative communications and consultations with the local community are essential to building greater trust, support and a sense of belonging; and to identifying priority areas for community action. There is already a diverse range of community activity in Bodmin to build on. A Plan is needed for better communications and consultation; to target priority areas for social and environmental action; and to show how public and community resources can work together more effectively.

- Priorities are likely to include supporting actions to maintain and improve the town as a clean, friendly and safe environment.
- Where enforcement is central to success, the plan should be based on delivering best practice in coordinating community action and local enforcement with the powers and resources of relevant public sector organisations.
- The plan should also set out how best to support and maximise opportunities for existing community groups and to generate new areas of voluntary action to help create a more dynamic, can-do town.

SUPPORTING HEALTHY AND INDEPENDENT LIVING

Bodmin is one of the more deprived towns in Cornwall and many of the health problems presented at the GP surgeries are related to economic conditions and social isolation. There is potential for a more effective response to some of these problems by coordinated action between the GP surgeries and local interests to exploit the potential offered by social prescribing; and by other creative, new initiatives promoting healthy lifestyles. A plan is needed to:

- Identify the priority areas, such as exercise activities, healthy diet and social contact for isolated people; and identify the potential partners including the local schools, colleges, churches, sport and recreational groups etc.
- Identify the existing and new resources needed to deliver social prescribing.
- Develop the collaboration and joint working required to grow these activities.

PROVIDING ESSENTIAL SERVICES, FACILITIES AND INFRASTRUCTURE CAPACITY

The town's GP services are already heavily stretched and further transport improvements are needed to address congestion and support more sustainable travel. Proposed growth will increase further the pressures on health, education, recreation and transport infrastructure requiring long term solutions which will future proof a growing town. A high priority should be given to progressing current investigations into *the expansion and relocation of GP services; implementing already approved transport improvements;* and implementing a more strategic approach to delivering better recreational facilities. Other existing and potential social and physical infrastructure deficiencies should be identified and a delivery plan developed, possibly in conjunction with the proposed Neighbourhood Plan.

Theme 2 - Destination Bodmin

BRAND DEVELOPMENT AND MARKETING

Various brand work has been done based around the Explore Bodmin strapline for marketing the town. We need to build on that work, and the themes emerging from this statement, to create an identity and image of Bodmin which can be used in a variety of marketing initiatives. The next step would be to create a Marketing Plan and then fund and deliver a programme of activity over the next few years. The plan will form the basis for a coordinated drive to attract business growth, town centre investment and the expansion of tourism activity.

SELLING THE TOURISM OFFER

Bodmin's tourism offer has been growing over recent years. It now provides a high quality mix of heritage attractions and recreational cycling opportunities in and around the town, together with the major investment in accommodation and facilities at Bodmin Jail and other proposals under consideration. The challenge is to coordinate this rich offer and promote Bodmin as a whole day/multi day destination. A variety of ideas exist to make this happen including, for example, better connectivity between attractions, joint ticketing arrangements, establishing an annual calendar of events, and linking to Made in Bodmin products. These ideas need to be developed and refined into a deliverable action plan.

RESHAPING THE TOWN CENTRE

The role of the town centre needs to evolve to provide more community activity, arts and entertainment events, more night-time economic activity and more in-town housing on upper floors, as well as the retail offer. Creative proposals are needed to incorporate covered spaces and environmental features, and to improve connectivity with the parking at food and non-food retail sites around the town. The main opportunity to address these themes in the shorter term is to incorporate them into and progress *a high quality, redevelopment scheme for the current car parking and adjoining land at Dennison Road.*

Theme 3 - Accelerating Economic Growth

DEVELOPING BODMIN AS A SERVICES CENTRE

Bodmin's location and accessibility means it has obvious potential for being the recognised hub for public and private sector services and facilities serving East Cornwall and, wherever possible, the whole of Cornwall. A plan is needed which will:

- Identify the main needs and opportunities for new services developments such as *the proposed expansion of custody/training facilities at the recently designated Police HQ For Cornwall; and of health facilities in the vicinity of Bodmin Hospital.*
- Identify key sites and buildings in and around the town, such as the Beacon Technology Park and the other adjacent land and property, which should be reserved for the provision of services;
- Establish close liaison with all relevant organisations to lobby/support the location of new services and facilities in the town.

GROWING BUSINESS CLUSTERS

Bodmin has some important business clusters such as the food and drink manufacturing sector; cutting-edge technology businesses; and a variety of food/non-food retail parks. The town should capitalise on these strengths by:

- Supporting the delivery of *the proposed Food and Drink Hub development at Walker Lines*.
- *Securing and servicing the allocated employment land at Callywith* to ensure a prestige site is available to attract new and expanding businesses.
- Developing collaboration between the local education sector and local businesses so that the former helps more directly to provide the skilled workforce required by the latter.

DELIVERY

The local signatories to this statement are all committed to working as partners, using their powers, resources and influence to facilitate positive action in these priority areas. Some of the priorities can be advanced by local action, whilst others depend on the engagement and commitment of countywide and regional organisations.

The local partners will seek to act in a collaborative and coordinated way for the benefit of the town. Small teams of local interests will lead and take ownership of delivery of the Priority Areas. They will be responsible for developing short Action Plans which will set out who will do what and by when. They will meet to review progress and roll forward the Action Plans.

This statement together with the associated Action Plans makes clear what our 'Ask' is for investment and support from public sector organisations such as Cornwall Council and NHS Kernow CCG. It also highlights priorities where we hope to work with private sector interests and grant funders to achieve improvements in the town.

The Bodmin Place Shaping Group will provide a forum for coordinating, progress chasing and seeking to influence positive action by all relevant parties. The partners themselves expect to review and roll forward this statement on a regular basis.

This statement is supported by a partnership of the following Bodmin-based organisations and interests – Bodmin Town Council, Cornwall Council Divisional Members for Bodmin, Bodmin Chamber of Commerce, Better Bodmin, Bodmin and Wenford Railway, Cornwall's Regimental Museum, Bodmin Jail, Into Bodmin, Stillmore House Practice, Carnewater Practice, Bodmin College, Callywith College, Bodmin Team Ministry, Bodmin Local Police Inspector and The National Trust at Lanhydrock.

June 2019