

MINUTES of the **Promotions Committee** Meeting held on Thursday 26 April 2018 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, P Brown, J R Gibbs and K J Phillips.

IN ATTENDANCE: Mrs Sarah Sims (Bodmin Community Link Officer, Cornwall Council), Mrs Hannah Irwin (Visitor, Events and Marketing Manager, Bodmin & Wenford Steam Railway - arrived 10.02 a.m. and from item PR/2018/019), Mr S Facer (Town Clerk), Mrs W Wright (Information Officer) and Mrs B Briggs (Senior Administration Assistant)

CHAIRMAN'S ANNOUNCEMENTS & APOLOGIES: There were no announcements and apologies had been received from Councillors J Gammon, D A Henderson and S H Kinsman.

PR/2018/017 **Declarations of Interest**

There were no Declarations of Interest made.

PR/2018/018 **Public Representation Session**

There was one member of the public present who did not wish to make representation.

PR/2018/019 **Bodmin Branding and information board on Mount Folly – update and discussion with Sarah Sims**

Mrs Sarah Sims, Bodmin Community Link Officer at Cornwall Council, circulated a first draft of the information board to be located at Scarlett's Well and queried whether the Town Council would like to see a duplication of the design of this board for the one to be situated on Mount Folly (moving the 'you are here' marker) so that the boards link together, or whether Members would like to see additional information on the Mount Folly version.

Mrs Hannah Irwin arrived at 10.02 a.m.

Mrs Sims noted that she had already fed back to the designer that the onward links to locations on the periphery of the town were not clear and that photos be used as a visual aid i.e. Lanhydrock and Cardinham. She also noted that the Place-shaping group had suggested that the colours used in the map should reflect the Bodmin brand, but the designer had felt that this may not translate successfully onto the map design and that the representation of green space was important. It was further noted that there were additional requirements to consider such as colour on colour to mitigate any visual impairment issues which may be encountered by users / visitors looking at the boards.

Mrs Sims informed members that she was happy to take feedback on the design during the meeting and/or to feed back thoughts directly to her following the meeting.

It was felt that a photo of the town centre could be added to the centre of the Mount Folly map. Mrs W Wright noted that she had some pictures which may prove helpful. It was also noted that a good picture of St Petroc's Church should be included.

It was also noted that Higher Bore Street and Fair Park Toilets should be added

to the Scarlett's Well and Mount Folly boards.

It was suggested that there be a 'blown up' square coming out from the town centre in order to provide more detail on the amenities in the centre such as the post office and bus stops and to assist visitor orientation.

The possibility of including some Cornish language on the sign was discussed. It was felt that this would be a good way to reflect the heritage of the town, but it was noted that it was also necessary to be mindful of getting the balance right so that the sign was easy to read and not too cluttered.

It was suggested that perhaps just the title of 'Explore Bodmin' be translated into Cornish. Mrs Sims noted this to feed back to the designer who would look at the possibilities.

The timeframe for producing the finished signs was queried. Mrs Sims responded that they were aiming to have the signs up at Scarlett's Well and Mount Folly by this summer, with the signs on the periphery of the town perhaps taking a bit longer, especially where they will not be situated on Cornwall Council land given permissions.

Mrs Sims also asked for Members' ideas in terms of adding additional icons to be used on the current Bodmin branding project being undertaken by students at Bodmin College, in addition to those used on the NEC stand. Any suggestions would be welcomed if Members could contact Mrs Sims with their ideas.

Mrs Sims also noted that the Place-shaping group were hoping to have a brand launch event in the summer as a celebration of the work done by the Bodmin College students, taking the form of lamppost banners and flags running through the town, potentially utilising the Christmas light posts. These would reflect the new Bodmin branding, as well as poem produced by a Bodmin College student. A draft design for the flags was shown to Members by Mrs Sims.

Members thanked Mrs Sims for her time and looked forward to revised versions following further amendment and incorporation of branding elements.

PR/2018/020 **Minutes of the Promotions Committee Meeting held on Thursday 8 February 2018**

Copies of these Minutes had been circulated with the Agenda, had been through Council and were acknowledged as a true record.

PR/2018/021 **Any important item of correspondence which the Chairman considers appropriate**

There were no items of correspondence for consideration.

PR/2018/022 **Information Officer's report**

A report was circulated with the agenda. Mrs W Wright, Information Officer, noted that the figures comparing the previous two years was attached and invited any questions. She noted that it was nice to see group bookings up over the winter. She also noted that the banner produced for the NEC display was to be utilised outside Shire Hall, weather permitting.

Progress of the new website was discussed. Mrs Wright reported that a meeting would be arranged with Rokk Media once all the feedback and photos she was

currently working through had been fed back to Rokk Media in order for them to build a stage website for review by the Website Working Party, and that the timeframe to have the new website ready was June/July 2018.

Mrs Irwin commented that she, along with representatives from other attractions in the town, would appreciate being kept updated regarding the development of the website and how it would support local attractions. Mrs Irwin noted that she would be happy to help in any way possible, having been previously involved in a rebranding project.

Councillor K J Phillips proposed that Mrs Irwin be co-opted onto the Council's Website Working Party.

Following discussion, it was **AGREED** to **RECOMMEND** that Mrs Irwin be co-opted onto the Website Working Party.

PR/2018/023 **Promoting Bodmin Town Council Properties**

An email from Councillor J P Cooper was circulated with the agenda regarding the possibility of contacting companies in order to promote Bodmin as a potential filming location.

It was discussed that filming has taken place in Bodmin in the past, and that this seemed to be an option worth exploring. The possible disruption caused by such use of locations in the town was discussed but it was felt that this could be reviewed in future should there be any take up.

Following discussion, it was **AGREED** to **RECOMMEND** investigating the possibility of promoting Bodmin via film location companies, as outlined in Councillor J P Cooper's email.

PR/2018/024 **Minutes of the Heritage & Riding Day EGM held on 6 April 2018**

A copy of the minutes was circulated with the agenda.

It was noted that the minutes confirmed that the event would not take place in 2018, but that the committee (which is external to Bodmin Town Council) were galvanising themselves for future years which was pleasing to hear.

This item led to discussion regarding the potential Feast of Bodmin food event, and the forthcoming closure of Fore Street for roadworks by Wales and West Utilities (WWU). It was suggested that the closure could, if possible, tie in with the Feast of Bodmin event. Mrs Sims confirmed that she was liaising with the organisers of this event and that the Place-Shaping group were also aware of this matter and that it would be a topic on the agenda of the next meeting.

Councillor K J Phillips remarked that the new Bodmin Chamber of Commerce would also like to see the road closure tied in with the event, and it was noted that a representative from the Chamber of Commerce needed to be appointed to attend the next Place-Shaping meeting. Mrs Sims noted that she would also liaise with Councillor Phillips in this regard.

Councillor P Brown advised that he would be keen to make progress with regards discussions around pedestrianisation or part pedestrianisation and how

that could be moved forwards, as it has been a topic of debate for many years. Mrs Sims advised that this was one of the themes of the Place Shaping Group with this particular element being led by Cornwall Councillor P Rogerson. Progress and updates on the various agreed themes were being reported to the Place Shaping Forum and it was noted that Bodmin Town Council's representative is Councillor Ann Kerridge. Mrs Sims confirmed that copy notes from the Place Shaping meeting would be made available to the Town Council.

PR/2018/025 **Community Engagement Event**

Councillor K J Phillips reported that the event on 18 April 2018 had been a success, with 30 organisations being represented, including Mr R Harrison from Cornwall Sports Partnership who helpfully provided advice to a number of people regarding access to funding. She noted that she had sent a letter of thanks to each organisation.

Councillor Phillips noted that she would like to see more members of the public at the next event, and felt that a weekend event might be helpful in attracting more people to attend.

Mrs Irwin noted her thanks for Bodmin & Wenford Railway's involvement in the event.

Councillor Phillips thanked the Council for the use of the Shire House Suite for the event, and requested further use of the room as a venue for a future event in the autumn.

Following discussion, it was **AGREED** to **RECOMMEND** allowing use of the room for a future community engagement event.

Mrs Irwin and Mrs Sims left the meeting at 11.32 a.m.

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