

Oversight and Governance

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Mount Edgcumbe Joint Committee – Supplement Pack

Date: Friday 19 July 2019

Time: 10.00 am

Place: Belvedere Room, Barrow Park Complex, Mount Edgcumbe, Cremyll, Cornwall

Please find attached additional information for your consideration relating to agenda items 7 and 9.

Members of the Committee are invited to attend the above meeting to consider the items of business overleaf.

Tracey Lee and Kate Kennally
Joint Clerks

Mount Edgcumbe Joint Committee

- 7. Wedding Business Analysis - Presentation (Pages 1 – 6)**
- 9. South East Cornwall Strategic Transport Update - Presentation (Pages 7 – 18)**

Mount Edgcumbe Weddings Commercial Review



Mount Edgcumbe

Britain's historic park by the sea

Mount Edgcumbe Weddings Commercial Review
March 2019

Why do a commercial review?



- The Mount Edgcumbe management team requested the assistance of the commercial team to investigate why marquee bookings were declining and how this could be improved
- This review was an opportunity to look at options to increase bookings and income
- The Mount Edgcumbe team worked with the Commercial Team and Finance to look at ways this could be done

Review context – see full report



- Context of the service
- Commercial initiatives undertaken
- Current financial position
- Cost & Pricing
- Customer and booking analysis
- Suppliers
- Website statistics and Social media statistics
- Triple Bottom Line Analysis
- Customer surveys
- Service view on the positives of the wedding offer
- Service view on the negatives of the wedding offer
- Market analysis and assessment & Competitor analysis
- SWOT
- Recommendations & next steps
- Long term plan

Headline Recommendations



Recommendation	Desired Outcome
Improve flexibility of wedding viewings	Increase the number of couples viewing the venue and in turn increase the booking numbers
Redesign brochure	Improve interest in the venue and increase the level of enquiries.
Update online profile (inc brochure request function and improve SEO)	Increase contact list and increase level of first impressions Website will be more widely seen and could increase enquiry levels
Implement surveys	Insight into why couples do not book and feedback on what did/did not go well. Inform the marketing strategy
Create Profit and Loss account	Management oversight of the true cost of the wedding offer and what profit they generate
Test Bar/Catering market	This could increase revenue, but is dependent on whether suppliers would insist on exclusivity.
Improve marketing plan	More structured approach to marketing
Update prices and create packages	Prices are more in line with current market and cover costs



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CORNWALL
COUNCIL

Strategic Transport Planning Update – Mount Edgcumbe Joint Committee

James Hatton / Rob Andrew 19th July 2019

Transport Planning and Strategy Team

- **To support the Delivery of Cornwall's Local Plan:**
 - Torpoint - 350 dwellings by 2030
 - Wider Cornwall Gateway Network – 350 dwellings by 2030
- **Delivering Local Transport Plan objectives across Cornwall's main towns:**
 - Minimising congestion on the strategic road network.
 - Encouraging inter-urban and long distance trips by rail where possible.
 - Supporting the switch to bus, walking and cycling for more local trips.
- **Place shaping.**
 - Work with Stakeholders to identify opportunities to deliver local aspirations.
- **Deliver Local and National Objectives**
 - Health and obesity
 - Air quality
 - Community safety, road safety
 - Environmental Growth
 - Quality of life

Issues and Opportunities

- Local constraints and seasonal pressure on the network. HGV and coaches identified as a particular issue.
- Funding for infrastructure improvements difficult to secure due to lack of significant housing and employment growth.
- Community Network Highways Budget for minor local improvements.
- Increased offer at Mount Edgcumbe
- Wider projects – Torpoint police station regeneration, economic viability of water based services (Tamar River Links)
- External funding opportunities – Coastal Communities Fund (MHCLG), CLLD
- Mayflower 400

South East Cornwall

Cycle / Walking Trails Network

- A network of new trails in South East Cornwall will improve connectivity, support more active life-styles and increase the tourism/ leisure offer.
- Three key routes;
 - East Looe Trail (Liskeard to Looe) – compliment the rail link
 - West Looe to Lanhydrock/ Bodmin
 - East Looe to Cremyll, via Mount Edgcumbe Country Park – and possibly also to Torpoint
- Economic Development Match Fund of £3.5m to progress the design work and business case, as well as for land negotiations & acquisition. Development phase is expected to be complete by the end of the current financial year.
- AONB Service bid to the LEADER Programme for increased cycle parking & waymarking at the Country Park as part of the existing National Cycle Route 2.

South East Cornwall Looe Valley Trails

A network of walking and cycle trails in South East Cornwall linking Liskeard, Looe, Bodmin, Torpoint and Plymouth. These valley trails would open up access to some of the most beautiful and distinctive landscape in Cornwall, stimulating the local economy by connecting communities and creating vibrant neighbourhoods.

The proposal

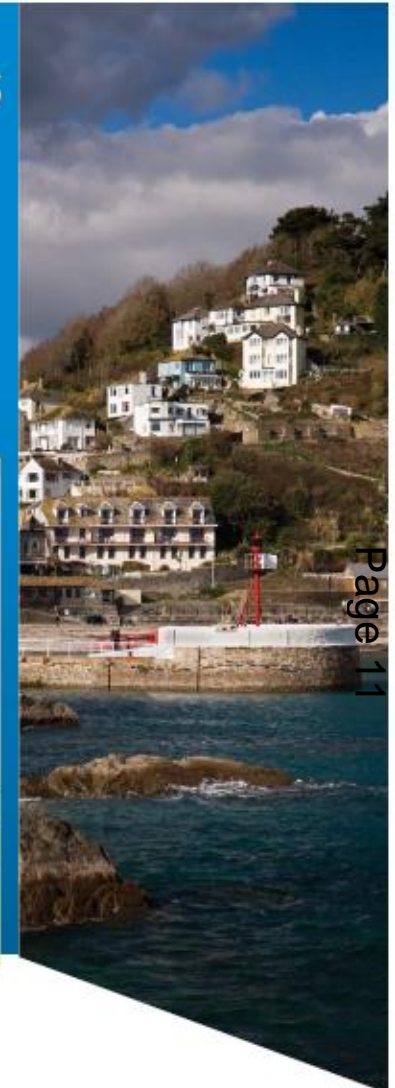
- 70km of new trails
- As much as half of the trails are free from traffic and the rest on quiet lanes
- Total design and build cost: £13.3m
- £75k invested to date in outline business case and feasibility
- £3.5m proposed CC investment to deliver detailed design, business case and land by 2021
- Huge community and political support

Scheme benefits

- ☑ Serves a population of 338,164 and over 35,350 new homes
- ☑ Potential to attract between 2 to 3 million visits to the area per year
- ☑ Generating £2.5m net additional visitor spend per year
- ☑ Supports new, direct employment opportunities as well as expansion of existing businesses
- ☑ Improves sustainable access to World Heritage Site and Mount Edgecombe country park
- ☑ Supports safety and demand management on the A38



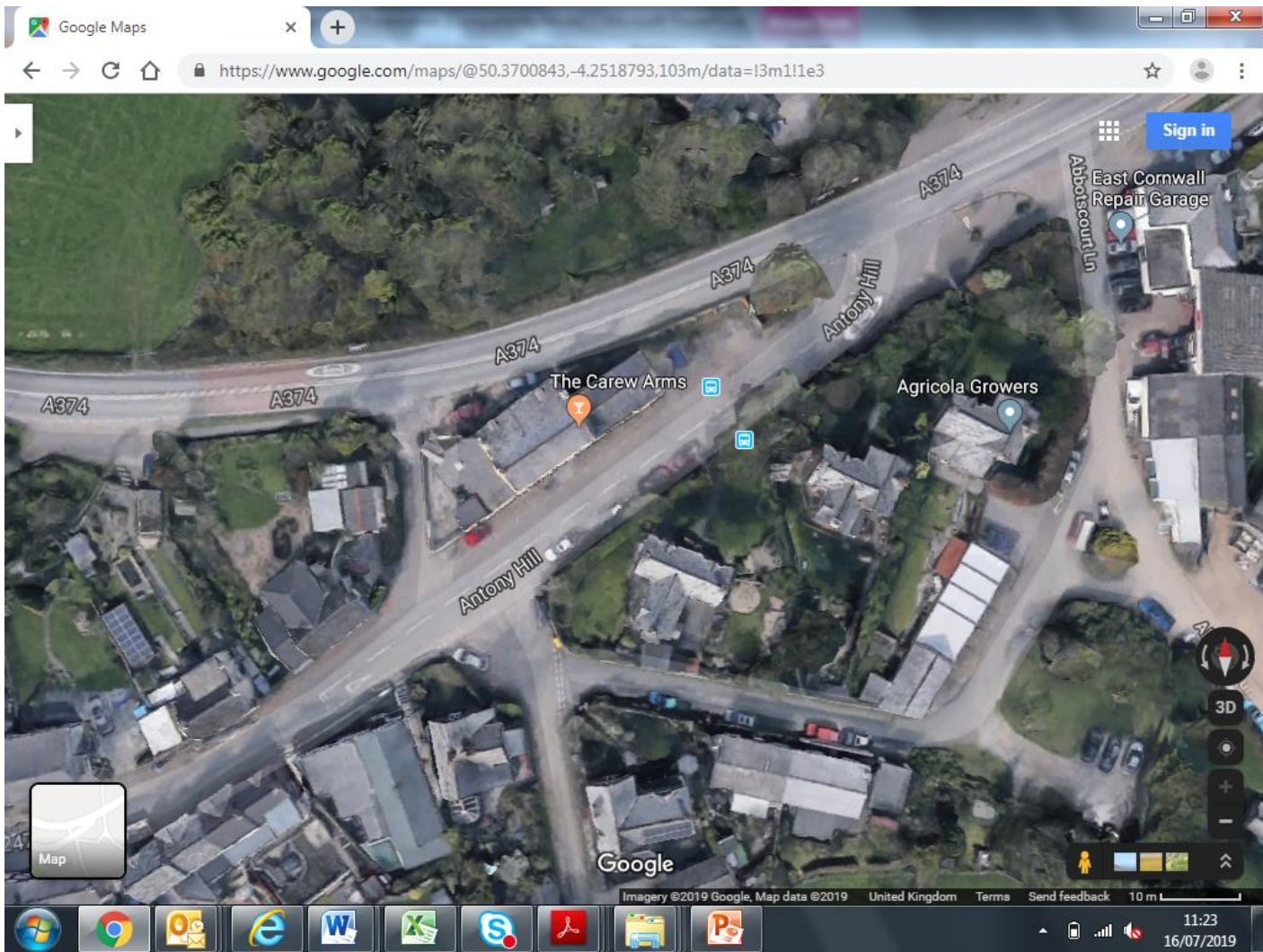
LISKEARD COUNCIL

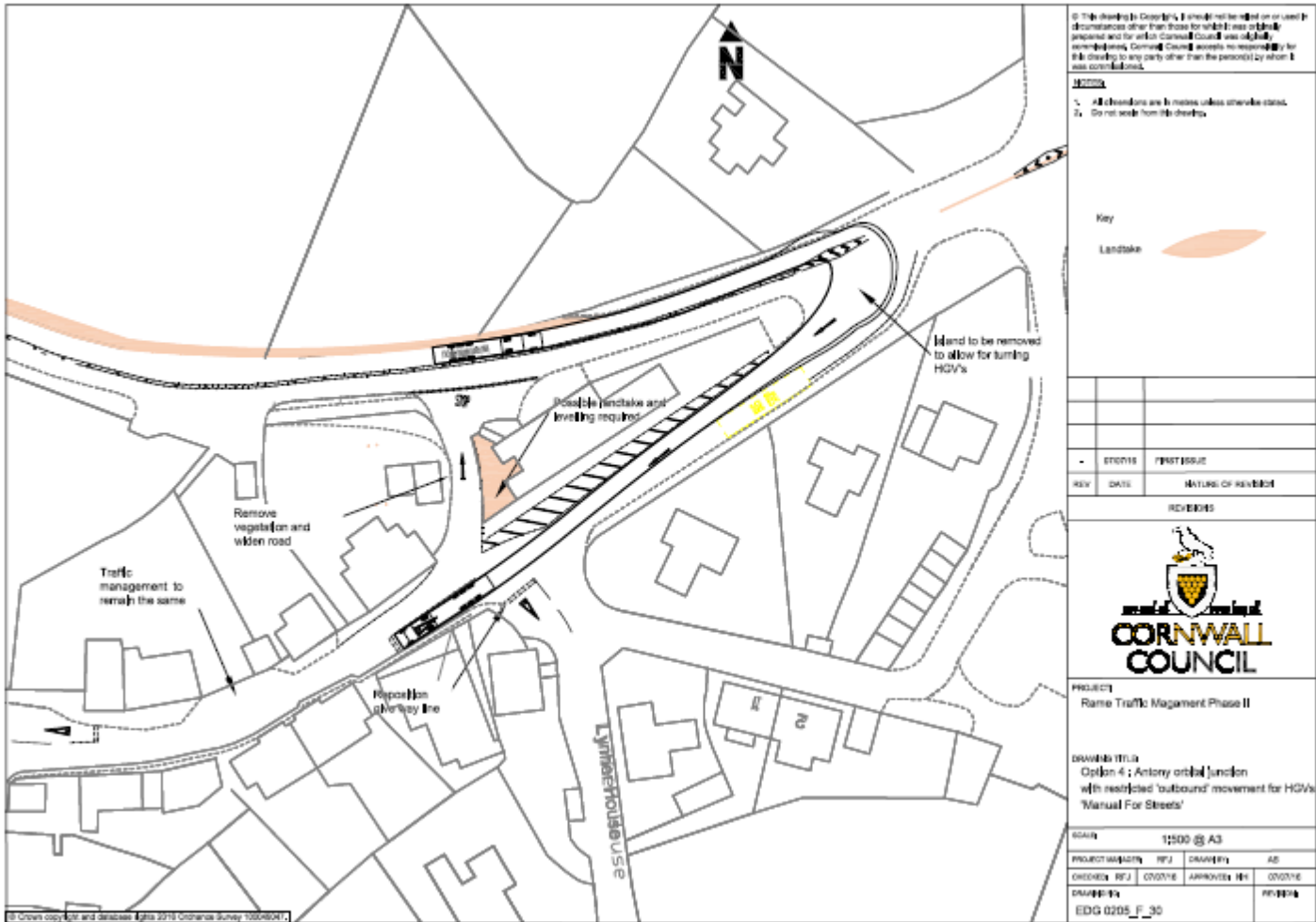


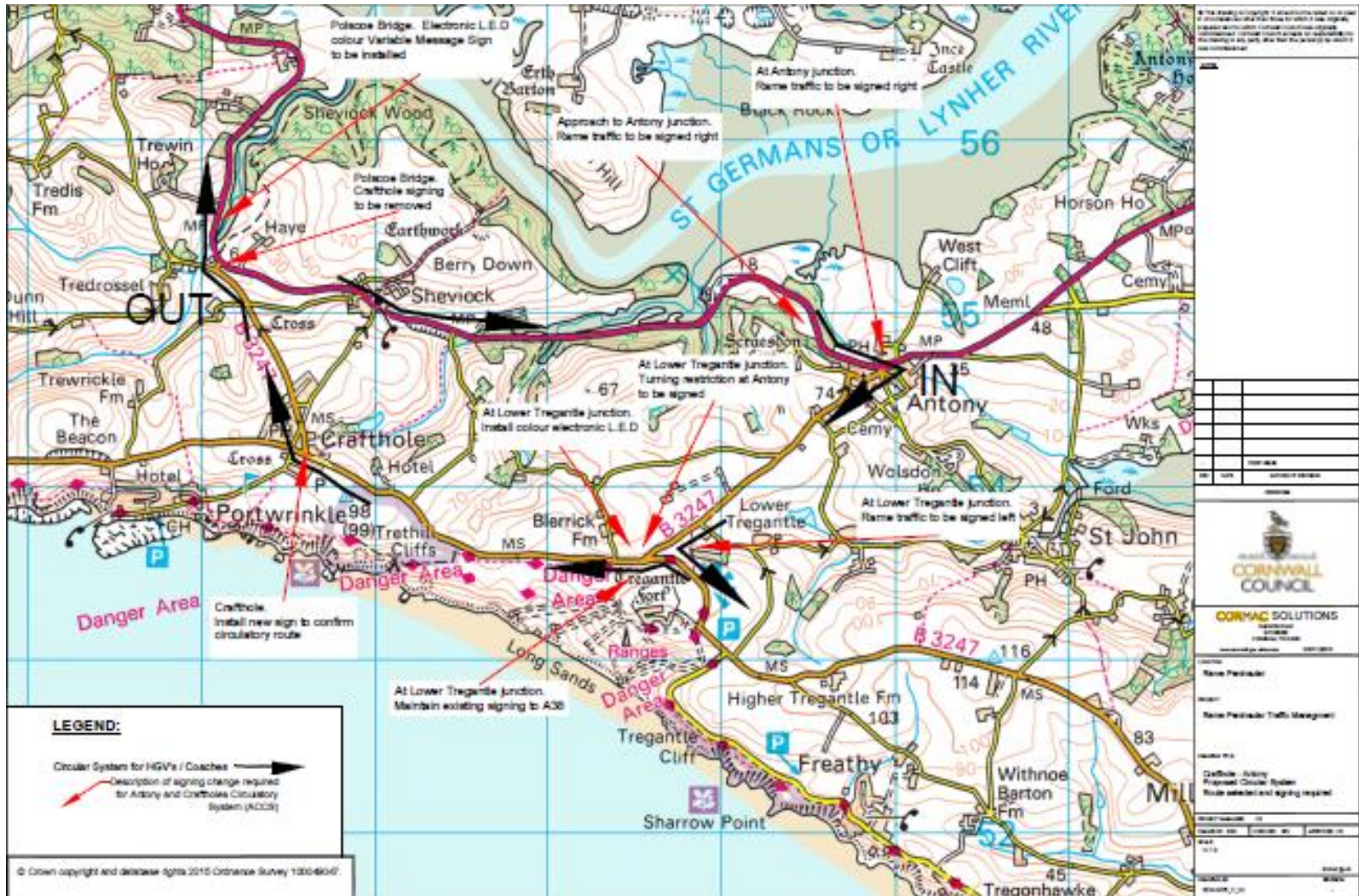
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Rame Peninsula Traffic Management Scheme

- 2014 Rame Peninsula Traffic Management Study – general review of the traffic conditions on the Rame Peninsula. This included investigating the potential of a circulatory traffic system around the peninsular and managing restrictions through the villages.
- Followed by a phase 2 study focusing on Antony Junction and the Circulatory traffic system
- Recommended Option - Antony junction design option 4 'Orbital junction with restricted moves' alongside introduction of a circulatory system.
 - Converting a short length of the B3247 to a one way layout for west bound traffic.
 - Drivers wishing to access the A374 would be guided left down the currently unclassified link behind the 'Ring O Bells' Pub.
 - Circulatory system established through fixed signage and Variable Message Signage.







Rame Peninsula Traffic Management Scheme

- Initial feasibility study work undertaken exploring a Circulatory system, Variable Message Sign (VMS) and junction improvements at Antony to improve traffic flow and safety.
- Scheme review with local stakeholders required – is the scheme still appropriate?
- Local Transport Plan Allocation
- Detailed scheme design and cost review required
- Programme in the process of being agreed.

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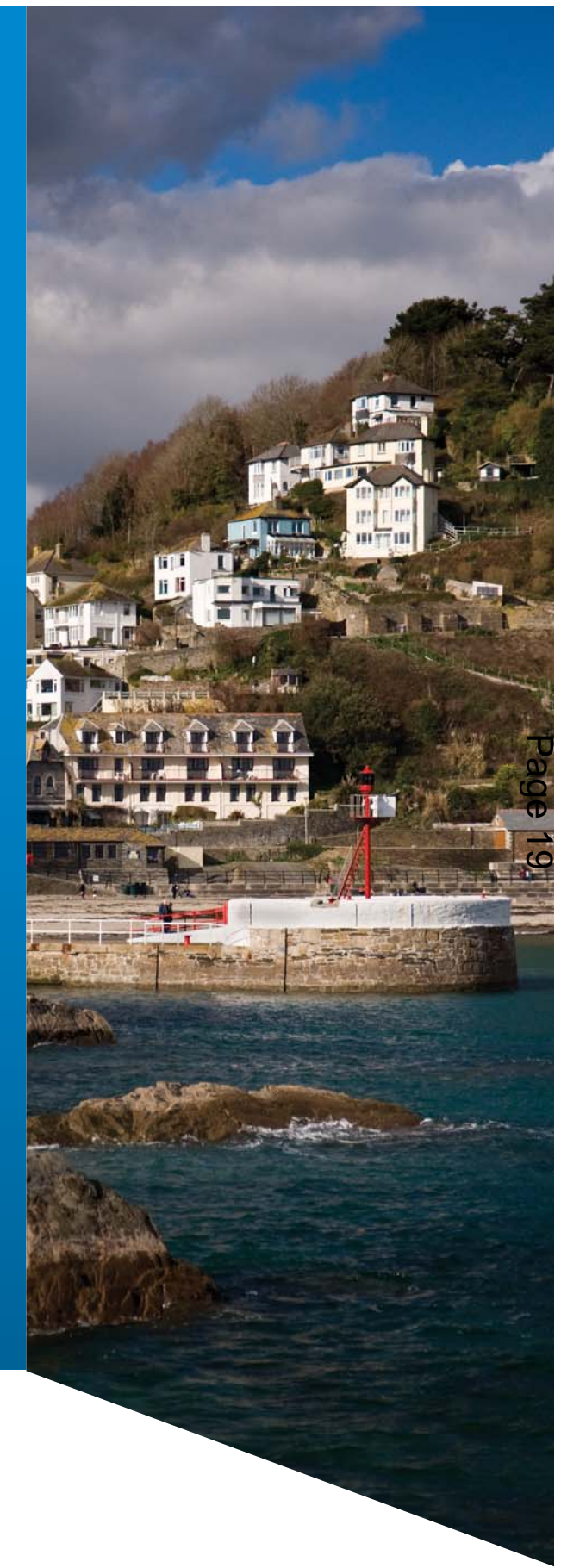
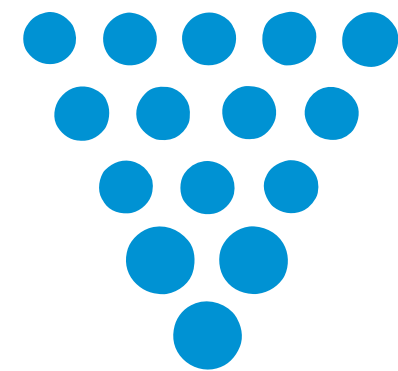
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