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MOUNT EDGCUMBE JOINT COMMITTEE

Joint Clerks

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Chief Executive
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6/ME/AGM/GB

25 October 2004

Dear Member

MOUNT EDGCUMBE JOINT COMMITTEE

DATE: FRIDAY 29 OCTOBER 2004
TIME: MEET AT MOUNT EDGCUMBE HOUSE 10.30 A.M.,
JOINT COMMITTEE MEETING COMMENCES 10.45 A.M.
PLACE: MOUNT EDGCUMBE HOUSE, CREMYLL

Committee Members–

Plymouth City Councillors–

Councillors Coleman, Finn, J. Fox, Lock, Mavin, Smith and Stark.
(**Substitutes** – Councillors Mrs. Nelder and Nicholson).

Cornwall County Councillors–

County Councillors Crago, Mrs Heard, McTaggart, Mrs. Murray, Preston, Mrs. Richards and Smale.

Co-opted Members–

Sir Richard Carew-Pole Bt., Councillor B.R. Gregory, Mr. D.L. Richards and Mrs. Spring.

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

Members and Officers are requested to sign the Committee attendance list at the meeting.

Plymouth members, please note the ferry departs from Admirals Hard, Stonehouse at 10.15 am and return ferries leave Cremyll at 12 noon, 1 pm, 1.30 pm, 2 pm, 2.30 pm, 3 pm and 4 pm, 4.30 pm, 5 pm.

M. ROBINSON
P. STETHRIDGE

Joint Clerks

MOUNT EDGCUMBE JOINT COMMITTEE

PART I (PUBLIC COMMITTEE)

- 1. Apologies**
- 2. Declarations Of Interest**
- 3. Minutes of the Meeting - 7th May, 2004**
- 4. Chairs Urgent Business**
- 5. Budget Monitoring**
- 6. Seasonal Staff Extension of Contracts**
- 7. CATA Membership**
- 8. Car Park Review**
- 9. Progress Report**
- 10. Property Action Taken Under Delegated Powers**
- 11. Restoration of Tapestries**
- 12. Correspondence Received**
- 13. Substitutes - Cornwall County Council**

PART II - ITEMS TO BE TAKEN IN THE ABSENCE OF THE PRESS AND PUBLIC ON THE GROUNDS THAT CONFIDENTIAL/EXEMPT INFORMATION MAY BE DISCUSSED (SECTIONS 100A(2) AND (4) OF THE LOCAL GOVERNMENT ACT, 1972 REFER) EXEMPT CATEGORY INDICATED IN BRACKETS AT THE END OF ITEM HEADING –

- 14. Outbuildings Report (E9) (To Follow)**
- 15. Cremyll Ferry Progress Report (E9)**
- 16. Grazing (E9)**
- 17. A.O.B**

- Date for Special Mount Edgecumbe Joint Committee Meeting
- Dates for Mount Edgecumbe Joint Committee Meetings in 2005

Lunch will be served on completion of business. Would members staying for lunch confirm with Democratic Support.

Any member or officer wishing to visit Lady Emma's Cottage after lunch will have the opportunity.

MOUNT EDGCUMBE JOINT COMMITTEE**7th May, 2004****PRESENT:-**Plymouth City Council Members

Councillors Coleman, Mavin (Joint-Chair, in the Chair) Santillo, Savery, and Smith.

Cornwall County Council Members

Councillors Mrs. Heard, McTaggart, Mrs. Murray (Joint-Chair), Preston and Smale.

Co-opted Members

Councillor Gregory.

Apologies for absence:Plymouth City Council Members

Councillor Williams.

Cornwall County Council Members

Councillors Mrs. Richards and Crago.

Co-opted Members

Sir Richard Carew-Pole, Mr. D.L. Richards and Mrs. B.B. Spring.

DECLARATIONS OF INTEREST**42** The following declarations of interest were made in accordance with the Code of Conduct:-

Councillor Gregory	Item 45 (Personal)
Councillor McTaggart	Item 45 (Personal)
Councillor Mrs. Murray	Item 45 (Personal)
	Item 50 (Personal)
	Item 51 (Personal)
Councillor Preston	Item 50 (Personal)
	Item 51 (Personal)
Councillor Smale	Item 50 (Personal)

MINUTES**43** The Committee -

- (i) received the minutes of the meeting held on 13th February, 2004 (ME 30 03/04);
- (ii) heard that, with regard to minute 27, the issue regarding the provision of substitutes for Cornwall County Council Members on the Joint Committee was currently being considered and a report would be provided at the next meeting.

Resolved that the minutes be confirmed as a correct record.

ME.2
07/05/04

CHAIR'S URGENT BUSINESS

44 Annual Inspection

Resolved that, due to the unavailability of Councillor Mavin, the Annual Inspection scheduled for 30th July, 2004 be deferred until August, on a date to be agreed by the Joint-Chairs.

45 Plymouth Boat Cruises

The Director for Lifelong Learning submitted for consideration a letter received from Plymouth Boat Cruises requesting the Committee's support for a planning application to Caradon District Council to develop the old fuel pumping station.

Resolved that the company be advised that, since the planning application related to land outside the Park boundary, it was not appropriate for the Committee to comment.

(Councillors Gregory, McTaggart and Mrs. Murray declared a personal interest in the above item as Members of Caradon District Council Planning Committee.)

ACTION TAKEN BY OFFICERS UNDER DELEGATED POWERS

46 The Head of Economic Development and Urban Regeneration submitted a report (ME 31 03/04) on action taken under delegated powers.

Resolved that the report be noted.

MOUNT EDGCUMBE HOUSE AND COUNTRY PARK PROGRESS REPORT

47 The Director for Lifelong Learning submitted a report (ME 32 03/04) advising Members of progress on the various operational targets set out in the Operation Management Plan agreed at the last meeting.

Resolved that the report be noted.

BUDGET CLOSEDOWN – 2003/04

48 The Director for Lifelong Learning advised that the revenue and capital accounts for 2003/04 had been provisionally finalised and presented a report (ME 34 03/04) detailing the outturn position and comparing this with the revised estimate reported to the Committee's meeting in February 2004.

Resolved that -

- (1) the report be noted;
- (2) the surplus of £1,524 for 2003/04 be ring-fenced for the Park and be used in match-funding grant applications.

EXCLUSION OF THE PRESS AND PUBLIC

49 Resolved that, under Section 100(A)(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in paragraphs 7 and 9 of Part 1 of Schedule 12A of the Local Government (Access to Information) Act 1985.

MOUNT EDGCUMBE BARROW PARK OUTBUILDINGS

50 The Director for Lifelong Learning submitted a report (ME 35 03/04) on options for the future operation of the Barrow Park Outbuildings, Mount Edgcumbe House and surrounding area.

Resolved that -

- (1) the Officers be instructed to develop a bid for Objective 1 funding based on option 1 of the report;
- (2) the staffing and financial consequences arising from the report be considered when the Joint Committee considers the Objective 1 Business Plan.

(Councillors Mrs. Murray, Preston and Smale declared a personal interest in the above item as Members of the Objective 1 Programme Monitoring Committee.)

CREMYLL FERRY AND SLIPWAYS REPORT

- 51** The Director of Development presented a report (ME 33 03/04) detailing the history, current position and possible options regarding the Cremyll Ferry concession.

Resolved that -

- (1) the Officers be authorised to continue investigations into opportunities for development of water transport links along the Tamar Estuary, Plymouth and local coast with Mount Edgcumbe Country Park;
- (2) in the meantime, arrangements be made to serve notice to terminate the existing licence and for the Officers to negotiate a new licence agreement to be reviewed on an annual basis for a period covering the next three years;
- (3) the current licensee be requested to provide a programme of work for consideration at the next meeting of the Committee.

(Councillors Mrs. Murray and Preston declared a personal interest in the above item as Members of the forum looking at the Water Transport Study.)

(The meeting commenced at 10.45 a.m. and concluded at 11.55 a.m.)

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MOUNT EDGCUMBE JOINT COMMITTEE

Joint Chairs: Cllr Mavin and Cllr Mrs Murray

CMT Member: Director for Lifelong Learning
Director of Corporate Resources

CCC Officer: County Treasurer

Subject: Revenue Budget – Financial Update

Committee: Mount Edgcumbe Joint Committee

Date: 29th October 2004

Author: Steve Snooks, Community Leisure Manager

Contact: email: steve.snooks@plymouth.gov.uk
Telephone: 307129

Ref: WE/RO

Part: I

Executive Summary:

This report presents an update on the financial position of the Joint Committee identifying variations to the Original Estimate and a discussion on 2005/06 budget planning.

Corporate Plan:

This report is consistent with the Corporate Plan of monitoring performance against budgets during the year.

**Implications for Medium Term Financial Plan and Resource Implications:
Including finance, human, IT and land**

The overall effect of the variations against the revenue budget listed in the report will leave the account in balance.

Other Implications: e.g. Section 17 Community Safety, Health and Safety etc.
N/A

Recommendations & Reasons for recommended action:

1. It is recommended that the report be noted.

Alternative options considered and reasons for recommended action

Background papers: Mount Edgcumbe Revenue Budget Financial update –
13th February 2004

Sign off:

Fin	RO	Leg		HR		L.P.		IT	
Originating CMF Member									

MOUNT EDGCUMBE JOINT COMMITTEE

Mount Edgcumbe Joint Committee – 29th October 2004

REVENUE BUDGET – FINANCIAL UPDATE

1. INTRODUCTION

The purpose of this report is:

- 1.1. To present to the Joint Committee the latest monitoring position for 2004/05 - as at 30th September 2004 for Mount Edgcumbe detailing significant variations.
- 1.2. To consider guidelines for 2005/06 budget planning.

2. 2004/05 REVENUE BUDGET

- 2.1. As reported on 13th February the approved budget for 2004/05 anticipated a balanced budget. The monitoring is based on an examination of the budget up to 30th September 2004 and takes into account all known variations identified and compares the expenditure and income to a profile of the 2004/05 original estimate.
- 2.2. Appendix A details the actual spend as at 30th September, original budget, profiled budget and variations against the latest forecast. The Joint Committee will note that at the 30th September, that having profiled certain expenditure/income, a shortfall of £6,750 has accrued to date.
- 2.3. Appendix A also shows a projection for the full year based on the variations to date and any known future expenditure or income not included in the budget. It is anticipated that the accounts would show funding available for match funding of £5,500, but subject to any approvals by the Committee for additional expenditure elsewhere.
- 2.4. Members' attention is drawn to more significant variations against the budget:
 - 2.4.1. Salaried staffing costs have increased through the full time employment of the employee dealing with weddings, which had previously been budgeted at 0.4 fte.
 - 2.4.2. Wages for shop, garden and house staff have been profiled seasonally whereby spend at 30th September equals 60% of the annual budget. Currently there is a budget pressure through sick pay totalling £7,620 being incurred within the first six months, and a further £8,500 has been identified against extended contract costs for three employees (subject to Joint Committee approval), which will in part be contained within the wage budget with the balance of £4,960 being contained within the overall Mount Edgcumbe account.
 - 2.4.3. A saving of £2,000 against other employee costs has arisen though recruitment advertising being done locally.
 - 2.4.4. Current cleaning spend has exceeded the budget through additional contract cleaning being required through staff sickness.

2.4.5. Additional costs of £3,000 have been incurred through work being financed through the Countryside Stewardship scheme, which in this first year will generate £9,500 additional income.

2.4.6. The equipment budget is forecast to incur an additional £1,200 spend against fire fighting equipment identified in a recent assessment and a further spend of £1,000 is forecast against uniforms (wet weather).

2.4.7. Admission Income profile is based on previous years trends actual income to 30th September is showing a favourable variance of £3,000. A further comparison of admission income is contained in Appendix B, which shows actual income up to week 26 to be significantly improved from the generally consistent previous four years.

2.4.8. A projected shortfall of £3,500 against function income is forecast. This is the second full year of this activity, which demonstrates that the budget could have been over optimistic, however with 2005/06 deposits standing at 27 achieving this budget in future years appears attainable. It should be noted that there are also deposits for 7 weddings in 2006/07.

2.4.9. Land rental is likely to show a shortfall of £1,575 at the end of the year through the vacation of the current grazier and new grazing arrangements being introduced.

2.4.10. Car parking income has been profiled against previous income whereby at 30th September 2003 £27,445 had been received, as this current income is inline with this a forecast has been calculated based on the 2003/04 outturn which was £5,000 above budget. A comparison of car park income over the past five years is contained in Appendix A.

3. 2005/06 BUDGET PLANNING

3.1. The financial position for 2004/05 is in balance with match funding of £5,500 being identified as accruing at the end of the year.

3.2. The use of the House for weddings continues to establish itself, and in the 2004 season admission income has increased significantly, which will act as a basis for a prudent increase. Car Park income generated in 2004/05 is inline with the previous financial year and will also be increased to reflect this. Income through the Countryside Stewardship Scheme will continue to support sound park management whilst incurring minor additional expenditure. Given that other factors (e.g. inflation increasing income and expense) are likely to be broadly neutral, initial estimates indicate that the 2005/06 budget will remain in balance.

3.3. For budget planning purposes Officers are assuming an inflationary increase to contributions given to the Joint Committee, currently £192,000 a piece.

4. RECOMMENDATIONS

4.1. It is recommended that the report be noted.

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MOUNT EDGCUMBE**Budget monitoring as at 30th September 2004**

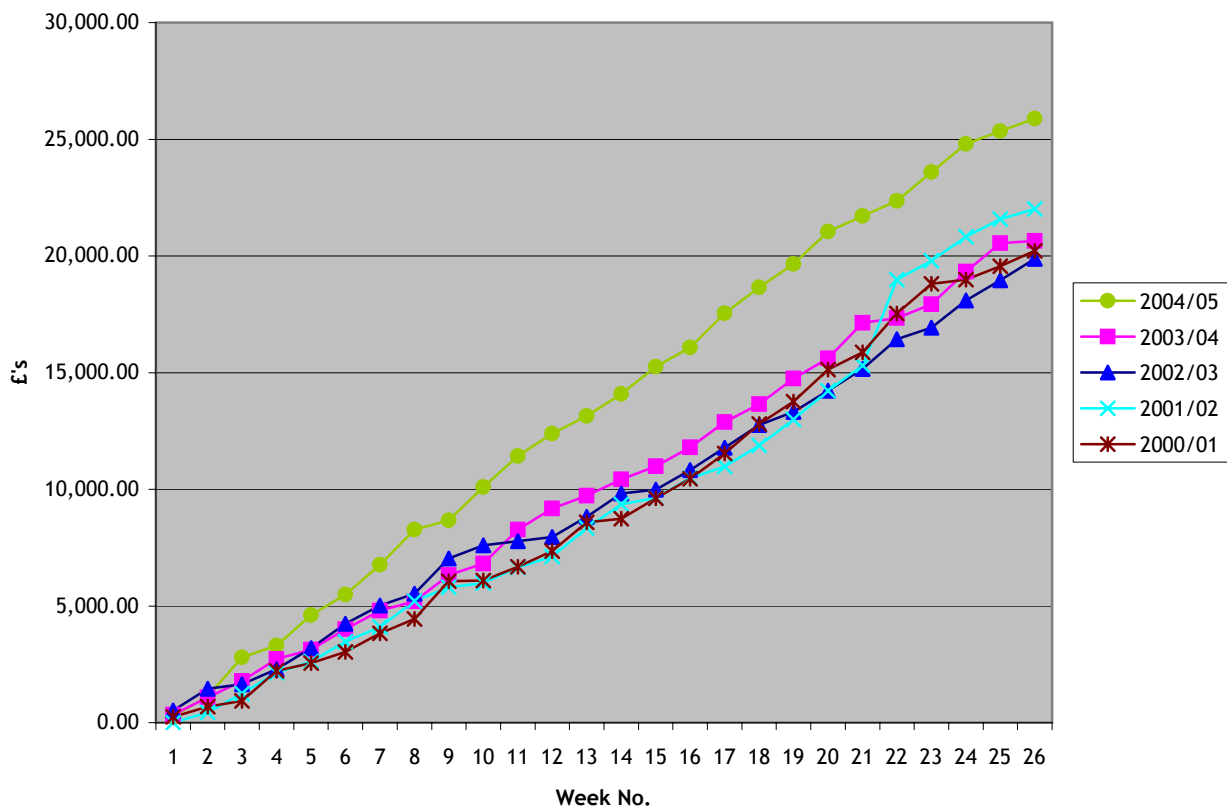
DESCRIPTION	ORIGINAL BUDGET 2004/05 £	6 Month Profile £	Actual as at 30th Sept 2004 £	Forecast £	Variance £
<u>Employees</u>					
Salaries	184,957	92,479	99,715	196,457	11,500
Wages	177,778	106,659	113,465	182,738	4,960
Other Employee Costs	5,450	2,725	936	3,450	(2,000)
<u>Premises & Park</u>					
General Maintenance	55,505	32,722	32,722	55,505	0
Energy Costs	10,000	5,000	4,812	10,000	0
NNDR, Water, Env chgs	10,430	6,292	6,292	10,430	0
Cleaning	4,000	2,000	4,572	6,500	2,500
Insurances	3,000	2,071	2,071	3,000	0
<u>Gardens</u>					
Grounds Maintenance Ad Hoc	25,000	12,500	14,825	28,000	3,000
<u>Transport</u>					
Vehicle running costs	11,000	5,500	3,932	11,000	0
Vehicle Renewal Fund/charges	14,000	2,160	2,160	14,000	0
Car Allowance	1,700	850	1,010	1,700	0
Insurances	3,000	2,654	2,654	3,000	0
<u>Supplies and services</u>					
Equipment	5,300	2,650	4,273	6,500	1,200
Clothing	2,000	2,000	2,166	3,000	1,000
Office Running Expenses	11,450	8,588	8,215	11,450	0
Subsistence/ Entertainment	2,200	1,100	1,811	2,200	0
Collection Management	6,000	3,000	2,742	6,000	0
Insurances	4,750	3,344	3,344	4,750	0
Advertising and Interpretation	17,000	10,663	10,663	17,000	0
Special Events expenses	7,500	3,750	4,179	7,500	0
Consultancy Fees/Match Funding	15,000	7,500	0	5,500	(9,500)
Gross Expenditure	577,020	316,206	326,559	589,680	12,660
<u>INCOME</u>					
Other Grants	(750)	0	0	(10,250)	(9,500)
Sales	(5,000)	0	(459)	(5,000)	0
Admissions	(28,000)	(27,000)	(29,990)	(31,000)	(3,000)
Wedding & function Income	(24,700)	(20,635)	(20,635)	(21,185)	3,515
Special Events	(3,000)	(192)	(192)	(3,000)	0
Rent of Land	(31,670)	(23,753)	(23,066)	(30,095)	1,575
Trenninow Huts rent	(48,600)	(48,600)	(48,600)	(48,600)	0
Orangery Licence Fee	(18,800)	(6,900)	(6,900)	(18,800)	0
Car parking income	(30,000)	(27,445)	(28,048)	(35,000)	(5,000)
Income From Donations	(2,500)	(1,931)	(2,169)	(2,750)	(250)
Agreed contribution from Constituent Authorities	(384,000)	(192,000)	(192,000)	(384,000)	0
Total Income	(577,020)	(348,456)	(352,059)	(589,680)	(12,660)
DEFICIT/(SURPLUS)	0	(32,250)	(25,500)	0	(0)

FAVOURABLE VARIATIONS ARE SHOWN IN (BRACKETS)

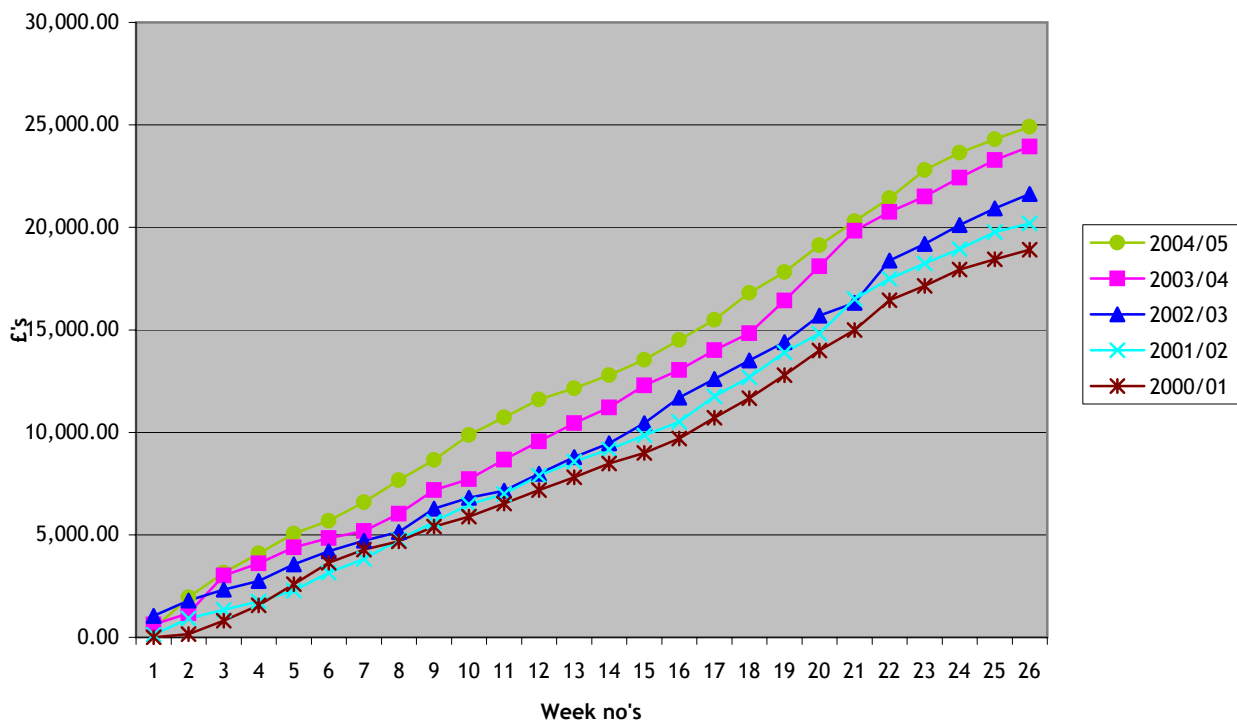
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Mount Edgcumbe Comparisons 2000/2001-2004/2005

Mt Edgcumbe Admissions Income (Including Advanced bookings) Comparisons
April - September



Mt Edgcumbe Car Park Income trend 2000/01 to 2004/05
April-September



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MOUNT EDGCUMBE JOINT COMMITTEE

Joint Chairs: Councillor C. Mavin, PCC / Councillor Mrs S Murray, CCC

CMT Member: Bronwen Lacey, Director for Lifelong Learning

Senior CCC Officer: J.Jacques, Assistant County Treasurer

Subject: Extension of Seasonal Contracts

Committee: Mount Edgcumbe Joint Committee

Date: 29th October 2004

Author: I.Berry, Park Manager

Contact: ian.berry@plymouth.gov.uk / 01752 822236

Ref: IB/JC/10/04

Part: I

Executive Summary: This report recommends to members to give approval to extend the contracts of 3 seasonal members of staff for a further three months.

Implications for Medium Term Financial Plan and Human Resources: The costs involved with the continuation of these contracts can be met from within the current budget. Original contracts for these staff started not earlier than April 2004; management will ensure that before any further contracts are extended that there will be an appropriate break in service for all new seasonal contracts issued for 2005.

Other Implications: By extending the contracts of these employees it will mean that with the increase in personnel, additional work will be carried out.

Recommendations & Reasons for Recommended action: It is recommended that Officers be authorised to extend the contracts of the three existing seasonal staff for a further three months.

Alternative Options Considered & reasons for recommended action: The alternative to this option is to not renew their contracts on expiry. By extending these contracts an element of winter work can be picked up in advance of the 2005 season and will allow further enhancements to the park to be programmed in.

Background Papers: Mount Edgcumbe Budget Monitoring report.

Sign Off

Fin	R.O	Leg	C.R	HR	M.S	L.P	N/A	IT	N/A
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1. Introduction

1.1 Every year the Joint Committee employs a number of seasonal staff to work through the summer season. These seasonal staff include two seasonal rangers and two seasonal gardeners. It would be desirable to extend the contracts of the two seasonal rangers and one seasonal gardener (the second seasonal gardener has obtained a post elsewhere) for the winter to assist with the winter work programme.

2. Financial & Resource Implications

2.1 The cost to the Joint Committee to extend these contracts for 3 months will be £8,500. This can be contained within the Committees existing budget.

3. Recommendation

3.1 It is recommended that the officers be authorised to extend the contracts of the two seasonal rangers and one seasonal gardener for a further three months after their current contract ends.

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MOUNT EDGCUMBE JOINT COMMITTEE

Joint Chairs:	Councillor C. Mavin, PCC / Councillor Mrs S Murray, CCC
CMT Member:	Bronwen Lacey, Director for Lifelong Learning
Senior CCC Officer:	J.Jacques, Assistant County Treasurer
Subject:	Cornwall Association of Tourist Attractions
Committee:	Mount Edgcumbe Joint Committee
Date:	29 th October 2004
Author:	I.Berry, Park Manager
Contact:	ian.berry@plymouth.gov.uk / 01752 822236
Ref:	IB/JC/10/04
Part:	I

Executive Summary:	This report expresses the desirability of Mount Edgcumbe House and Country Park joining the Cornwall Association of Tourist Attractions and gives costs.
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Implications for Medium Term Financial Plan and Human Resources:	The initial and ongoing costs can be met from the Joint Committee's advertising budget.
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Other Implications:	None.
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Recommendations & Reasons for Recommended action:	It is recommended that members:- i. Approve the application to join CATA starting in the financial year 2005/06. ii. Authorise the Park Manager to sign the application form. iii. Authorise the Park Manager to attend meetings of CATA on their behalf.
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Alternative Options Considered & reasons for recommended action:	Not to join CATA and continue with existing publicity arrangements.
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Background Papers:	Copy of Rules of the Cornwall Association of Tourist Attractions held at Mount Edgcumbe House.
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Sign Off

Fin	R.O	Leg	C.R	HR	N/A	L.P	N/A	IT	N/A
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**Cornwall Association of Tourist Attractions –
Mount Edgcumbe House and Country Park Membership 2006.**

1. Introduction

- 1.1 The Cornwall Association of Tourist Attractions is the County's Premier Attractions Marketing body. It currently publishes two guides every year, the main one covering the Summer Season, between March and October, which has a print run of 1.2 million copies and a Winter publication of 300,000 copies. In association with Cornwall Tourist Board, CATA also publish a free definitive map of what to see and do in Cornwall and is distributed via Tourist Information Centres and Attractions.

2. Applying for Membership

- 2.1 To apply for membership an attraction must comply with the following criteria –

- i. It is an established excursion destination for Tourists and Day Visitors as well as Local Residents.
- ii. Its primary purpose is to offer the public access for entertainment, interest and education.
- iii. The attraction includes a significant interpretative element.
- iv. Retailing and catering may be incorporated, but neither must constitute the primary purpose of the attraction.
- v. Charges must be made for admission to major sections of the attraction.
- vi. Access to parts of the attraction, including the retailing and catering facilities will not necessarily involve the payment of an admission charge.
- vii. It must be demonstrated that the attraction can comply with Rule 11 (8) relating to the distribution of CATA's promotional material. (see appendix 1).

Mount Edgcumbe House and Country Park complies with all of these criteria.

2.2 Application Process

If the Joint Committee decide that they would like to apply for membership of CATA the following procedures have to be followed:-

- i. An application is made in writing on the form supplied by CATA (see appendix 1) This includes an acknowledgement that the Rules of CATA have been read and that, if elected, the attraction and its owners will adhere to them. Each application shall be proposed and seconded by two members of CATA. The application will need to be submitted by 31st August 2005.

- ii. The attraction shall be inspected before 30th September by representatives of CATA and the Cornwall Tourist Board. The inspectors report will then be considered by the Committee of CATA.

The following will be taken into account.

- a. The number of visitors to the enterprise
- b. The interest and enterprises of existing members.
- c. The type of attraction, its geographical location and length of time it has been in existence.

The CATA Committee will then submit its findings to the October 2005 General Meeting of CATA.

3. Financial Implications

3.1 The costs of CATA membership are as follows

Joining Fee - £2,825.00
Inspection Charge - £150.00
Total for Membership 2006 Season = £2,975.00 (to be met from 05/06 budget)
Annual Subscription thereafter = £450.00

The Annual Subscription includes one inspection. If the attraction fails this inspection then a fee of £150 is charged for any subsequent inspection.

The inspection process includes checks of the attractions, signage, toilet facilities, catering, cleanliness and welcome received.

3.2 These costs can be met from the Joint Committee's existing budget and represent good value for money as well as being a very effective marketing tool.

4. Recommendations

4.1 It is recommended that members:-

- i. Approve the application to join CATA starting in the year 2005/06.
- ii. Authorise the Park Manager to sign the application form on the Joint Committee's behalf.
- iii. Authorise the Park Manager to attend meetings of CATA on behalf of the Joint Committee.



THE RULES OF THE CORNWALL ASSOCIATION OF TOURIST ATTRACTIONS 2003

Signed: _____

Attraction: _____

Date: _____

1. OBJECTIVES

The Cornwall Association of Tourist Attractions (hereinafter referred to as CATA) is an unincorporated association of elected Members with the following objectives:-

- (1) To raise and maintain the standards of Cornish tourist attractions for the benefit of holidaymakers, the economy of Cornwall and the Members themselves.
- (2) To represent the interests of the tourist attraction industry and to assist individual Members through collective action.
- (3) To facilitate, as agents, the co-operative promotion of Member attractions.

2. MEMBERSHIP OF CATA

- (1) Membership of CATA results from election or re-appointment under Rule 3.

- (2) Application for membership shall be open to any tourist attraction in Cornwall which complies with the following criteria: -

- (a) It is an established excursion destination for tourists and day visitors as well as local residents.
- (b) Its primary purpose is to offer the public access for entertainment, interest or education.
- (c) The attraction includes a significant interpretative element.
- (d) Retailing and catering may be incorporated, but neither must constitute the primary purpose of the attraction.
- (e) Charges must be made for admission to major sections of the attraction.
- (f) Access to parts of the attraction, including its retailing and catering facilities will not necessarily involve the payment of an admission charge.
- (g) It must be demonstrated that the attraction can comply with Rule 11.(8) relating to the distribution of CATA's promotional material.

- (3) If ownership of a Member attraction changes as described in Rule 5, or if it becomes insolvent as described in Rule 6(2), its membership of CATA shall cease as described in those Rules. Any such attraction may, after re-inspection, apply for re-election at the next October General Meeting. The

Committee has complete discretion to waive this requirement for re-inspection.

- (4) The Member attraction and its owners shall be responsible for all financial obligations that arise under these Rules.

3. ELECTION AND RE-APPOINTMENT OF MEMBERS

(A) ELECTION OF NEW MEMBERS

This procedure shall apply when an attraction seeks to join CATA as a new Member or when an attraction seeks re-election to CATA after a change of ownership as described in Rule 5, or insolvency as described in Rule 6(2).

- (1) An application shall be made in writing on the form supplied by the Secretary. This form shall include an acknowledgement that these Rules have been read and that, if elected, the attraction and its owners will adhere to them. Each application shall be proposed and seconded by two Members of CATA, signed on behalf of the applicant and returned to the Secretary by 31st August.
- (2) The attraction shall be inspected before 30th September by representatives from appropriate Member attractions and where possible by a representative of the Cornwall Tourist Board and the Inspectors' report considered by the Committee. In addition, the Committee shall take into account: -
 - (a) The number of visitors to the applicant's enterprise.
 - (b) The interests and enterprises of existing Members.
 - (c) The type of attraction, its geographical location and length of time it has been in existence.

The Committee shall present its findings to the October General Meeting of CATA.

- (3) If the Inspectors' report shows that the attraction reached the current CATA standard for the admission of members, its application shall be put to the vote. To be elected, at least 66% of the votes of the Members voting at that October General Meeting must be in favour of the applicant.

(B) RE-APPOINTMENT OF MEMBERS

This procedure will apply when a Member seeks re-appointment under Rule 6(6):-

- (a) An application shall be made in writing on the form supplied by the Secretary, signed on behalf of the applicant and returned to the Secretary by 31st May.
- (b) The Member attraction shall be inspected on behalf of CATA by 30th September in the manner described in Rule 3(A)(2).
- (c) If the Inspectors' report shows that the attraction reached the current Basic Standard for admission of Members, the Committee shall re-appoint it without reference to the October General Meeting.
- (d) If the Inspectors' report shows that the attraction failed to reach the current Basic Standard for admission of Members:-
 - i) The Member may accept the result in which case it shall not be re-appointed and its membership of CATA shall cease at the beginning of the October General Meeting.
 - ii) The Member can put forward an improvement plan to the Secretary
 - iii) If the improvement plan is implemented before 30th September, the Member can request a further inspection. If the Inspectors' report then shows that the attraction has reached the current Basic Standard for admission of Members, the Committee shall re-appoint it without reference to the October General Meeting.
 - iv) If the improvement plan cannot be implemented before 30th September, it shall be laid before the October General Meeting when the Member attraction may also make representations. Providing 66% of the votes of the Members voting are in favour of accepting the improvement plan, the Member shall be treated as having met the current Basic Standard for admission of Members and be re-appointed.

(C) REGISTER OF MEMBERS

An applicant for membership shall supply to the Secretary such details as CATA may reasonably require of the attraction's business structure and administration. If the application is successful, this information will be recorded in a register kept in confidence by the Secretary. The register will record the legal identity of the attraction, its Nominated Representative who will vote on its behalf at CATA meetings, its business name, registered address and details of those having a beneficial interest therein. Members

shall notify the Secretary of any change to this information within one month of such change occurring.

4. INSPECTION CHARGES JOINING FEES AND ANNUAL SUBSCRIPTIONS

- (1) Each Member of CATA elected under Rule 3(A) or re-appointed under Rule 3(B) shall pay such inspection charges, joining or re-joining fee as is agreed by Members under Rule 4(3).
- (2) Each Member shall pay an annual subscription to CATA.
- (3) The level of inspection charges, joining and re-joining fees and annual subscriptions shall be fixed at each Annual General Meeting. All such fees shall be paid within one month of becoming due. The current level of fees and subscriptions shall be supplied by the Secretary to Members and applicants for membership on request. A copy is also attached to these Rules and forms part of Appendix A.
- (4) There are no circumstances in which joining fees or annual subscriptions will be refunded in whole or in part.

5. CHANGE OF OWNERSHIP

- (1) Membership of CATA shall cease at the start of the October General Meeting following any transfer of the ownership of a Member attraction.
- (2) The Committee in its absolute discretion shall decide when a change in ownership has taken place. The following situations, while not constituting an exhaustive list, shall be taken as indicating a change of ownership:-
 - (a) In the case of a limited company, if there shall be a change in its control, including a change in the ownership of more than 35% of its share capital, or a sale by such company of a material part of its assets.
 - (b) In the case of a partnership, the disposal by one or more of the partners therein either of a controlling interest in the capital of the partnership or of a right to receive more than 35% of the new profits thereof.
 - (c) In the case of a sole owner of a Member attraction, the disposal by him or her of either more than 35% of the capital of the attraction or a right to receive more than 35% of the net profits thereof.
- (3) A change within paragraph (2) of this Rule shall be deemed to have occurred when a legally binding unconditional contract comes into

existence giving effect to the change. The vendor and purchaser shall notify the Chairman and Secretary of CATA immediately such a change has taken place.

- (4) The owner of an Member attraction proposing to make a disposition within paragraph (2) of this Rule shall notify the other party to the transaction that membership of CATA is not transferable except as specified in paragraph (1) of this Rule.
- (5) Paragraph (1) of the Rule shall not apply where a change of ownership rises from a disposition to a spouse, child or close relative of the owner. Paragraph (3) of this Rule shall apply.

6. TERMINATION OF MEMBERSHIP

- (1) An Member attraction shall be liable to expulsion if, in the opinion of the Committee, it no longer complies with the eligibility criteria for membership set out in Rule 2(2), or it ceases to fulfil its obligations either as a Member of CATA or to other Member attractions. Membership shall continue until the next General Meeting or Special General Meeting. At such meeting the Member liable to expulsion may speak through its Nominated Representative, but it shall have no vote. The Member shall be expelled unless 75% of the votes of the Members voting shall be in favour of it remaining in membership.
- (2) Membership of CATA shall cease immediately when the Member attraction, if a limited company, or its owners, in all other cases, shall become insolvent. The Committee, in its absolute discretion, shall decide when such insolvency has arisen. The following situations, while not constituting an exhaustive list, shall be taken as indicating insolvency: -
 - (a) In the case of a limited company, if the assets are insufficient to meet its liabilities and expenses of winding up or it has been made the subject of an administrative order or has seen the appointment of an administrative receiver.
 - (b) In the case of anyone who has a beneficial interest in a Member attraction as a partner or sole owner, if he or she shall have been declared bankrupt or entered into voluntary arrangements with his or her creditors.

- (3) Any Member attraction or person described above as having a beneficial interest in one, on becoming aware of their insolvency, shall notify the Chairman and Secretary of CATA forthwith.
- (4) At the October General Meeting a Member attraction whose membership has ceased because of insolvency may apply for re-election.
- (5) Membership of CATA shall immediately cease if a Member, being in arrears with any payment due to CATA or which CATA is contracted to pay as agent, fails to comply with a written request for such payment within twenty-eight days after the same has been sent by Recorded Delivery Post to the Member's registered address. The decision to send such a letter shall be made by the Committee.
- (6) (1) At the October General Meeting only, Members may propose amendments to:-
 - (a) The system to be used when inspecting attractions,
 - (b) The Enhanced Standard for the admission of Members,
 - (c) The Basic Standard for the admission of Members,that, if carried, shall apply during the forthcoming year.
- (2) Membership of CATA shall automatically cease at the beginning of the October General Meeting when three years have elapsed since the Member's election to CATA under Rule 3(A) or last re-appointment under Rule 3(B) providing that when last inspected it achieved the Enhanced Standard for the admission of Members that was then applicable. Such Member may apply for re-appointment under Rule 3(B).
- (3) Membership of CATA shall automatically cease at the beginning of the October General Meeting when one year has elapsed since the Member's election to CATA under Rule 3(A) or last re-appointment under Rule 3(B) if when last inspected it achieved only the Basic Standard for the admission of Members that was then applicable. Such Member may apply for re-appointment under Rule 3(B).

7. APPEALS

A Member attraction whose membership is in question may, upon written request to the Secretary, be represented before and make representations to the Committee and/or to the Members at a General Meeting or Special General Meeting on any matter arising under Rule 3(B), Rule 6 or Rule 11. The

Members' decision on any matter arising under the Rules of CATA shall be final and binding on all Members and former Members and no claim of any description, pecuniary or otherwise, shall be made against CATA.

8. OFFICERS, AUDITOR, SOLICITOR AND HONORARY TITLE HOLDERS

(A) Officers

- (1) The Officers of CATA shall consist of: -
 - (a) The Chairman
 - (b) The Vice Chairman
 - (c) The Secretary
 - (d) The Treasurer
- (2) Officers shall be elected every year at the Annual General Meeting from the membership, other than the Chairman who shall be elected biannually from the membership for a two-year term.
- (3) If no suitable Member is available to fill the office of Secretary or that of Treasurer, CATA may employ a person or persons to fill these roles, but without voting rights. The terms and conditions of employment of any employee of CATA must be approved by the Members at a General Meeting.

(B) Auditor and Solicitor

CATA shall appoint an auditor and a solicitor each year at the Annual General Meeting.

(C) Honorary Title Holders

- (1) The Members of CATA may elect: -
 - (a) A Patron
 - (b) An Honorary Life President
 - (c) An Honorary President and Honorary Vice President
- (2) Elections shall take place at the Annual General Meeting. If elected, the Patron, Honorary President and Honorary Vice Presidents shall serve for two-year terms.

9. THE COMMITTEE

- (1) The Committee shall consist of twelve members namely:-
 - (a) The Chairman, the Vice Chairman, the Secretary and the Treasurer who shall serve ex officio.

- (b) Up to eight members who shall be elected from the Nominated Representatives of Member attractions in accordance with the procedure set out in Rule 9(2).
- (2) Elections:-
 - (a) Elections to the Committee shall take place at the Annual General Meeting.
 - (b) Subject to Rule 9(3) members shall be elected onto the Committee for a term of three years.
 - (c) At the end of the three-year term no member shall be eligible for re-election until one year has elapsed.
 - (d) A person elected to fill a casual vacancy or to replace a member resigning under Rule 9(3) shall serve for the remainder of the three year term to which the person they are replacing was elected and then subject to Rule 9(2)(c).
- (3) Any existing Officer or other Committee Member representing a Member attraction whose ownership has changed under Rule 5, or that is insolvent under rule 6(2), or who shall cease to be employed by a Member attraction, shall resign forthwith. Such a person may be re-appointed by the Committee for the period up to the next Annual General Meeting.
- (4) The Committee shall have the power to co-opt additional members from among the Nominated Representatives of Member attractions.
- (5) The Committee shall have the power to elect Sub-Committees, delegating to these such functions as it thinks fit. All proposals made by any Sub-Committee must be referred back to the Committee for ratification. Currently there is a Publicity Sub-Committee that formulates, costs and proposes CATA's annual promotional programme, and a Rules Sub-Committee that proposes revisions to these Rules as and when needed to reflect the decisions taken by Member attractions.

10. MEETINGS

(A) THE TYPES AND FREQUENCY OF MEETINGS

- (1) The Annual General Meeting shall be held in November.
- (2) A Special General Meeting may be convened at any time by the Committee and shall be convened within twenty-one days from the receipt of a requisition in writing signed by representatives of not less than six Members, specifying the object of the meeting.

- (3) General Meetings shall be held in the months of October, November, December, January, February and March.
- (4) Committee Meetings shall be held prior to each General Meeting and at such other times as the Chairman decides.
- (5) The Secretary shall issue the agenda for each meeting specifying the business to be dealt with at least one week before the date on which the meeting is scheduled to take place.

(B) QUORUMS AT MEETINGS

- (1) A quorum at all General Meetings including the Annual General Meeting and Special General Meetings shall consist of 14 Members which number may include one person representing a Member attraction currently subject to Rule 5 or 6(2).
- (2) A quorum of the Committee shall consist of six of its members which number may include one co-opted member and one person representing a Member attraction currently subject to Rule 5 or 6(2).

(C) THE CHAIRMANSHIP OF MEETINGS

- (1) If present, the Chairman of CATA will chair all meetings described in Rule 10(A), except for the agenda item at Annual General Meetings dealing with the election of the Chairman when the Vice Chairman will take the chair.
- (2) If the Chairman is not present, the Vice Chairman will take the chair.
- (3) If neither the Chairman nor the Vice Chairman is present, those attending will elect a chairman of the meeting.
- (4) The Chairman of CATA, or the person chairing the meeting if the Chairman is absent, shall have discretionary powers to limit discussion on any subject and to regulate the conduct of a meeting.

(D) VOTING AT MEETINGS

- (1) Each Member shall have one vote, to be cast by its Nominated Representative.
- (2) If a Member attraction changes ownership as described in Rule 5, it shall have no vote unless and until re-elected under Rule 3(A).
- (3) Each Member shall have the right to appoint a proxy by notifying the Secretary in writing prior to the commencement of any meeting. The Nominated Representative or proxy shall have the power to bind the Member by vote.

- (4) In the event of a tied vote at any CATA Meeting, the Chairman of CATA, or the person chairing the Meeting if the Chairman is absent, shall have one casting vote.
- (5) In any secret ballot, a spoiled ballot shall not be counted as a vote.
- (6) Except in the cases specified elsewhere in these Rules, votes shall be decided by a simple majority of those present and voting.

11. ADVERTISING RULES

- (1) The Members of CATA shall annually decide upon one or more joint ventures for the mutual promotion of their attractions.
- (2) Each Member attraction shall have the right but not the obligation to participate in each joint venture.
- (3) CATA shall act as agent for the Members participating in each joint venture, with each Member attraction being contractually bound to meet its own share of the cost of the promotional material and its distribution.
- (4) CATA shall have no liability to the suppliers of goods or services arising from the joint ventures of its Members.
- (5) In addition to the joint ventures referred to, CATA may wish to spend money promoting the organisation as a whole and raising its profile in the community. Decisions to spend money on such projects must be taken by a simple majority of Members present and voting at a General Meeting following which they will be binding on all Members.
- (6) Members shall be free to advertise in any way they wish to subject to the following regulations: -
 - (a) Members shall not display or distribute at their entrances or pay desks where the CATA booklets are offered or given out any advertising material for attractions other than those that are members of CATA.
 - (b) No reciprocal discount arrangement of any kind shall be entered into with any attraction which is not a member of CATA.
 - (c) No Member shall continue to promote itself in any publication that Members decide by a simple majority at a General Meeting competes directly with any publication of CATA's.
 - (d) Members may obtain twelve months derogation from the provision of 3(a) to 3(c) above providing their proposals are approved annually in

advance by a simple majority of Members present and voting at a General Meeting.

- (7) Co-operative advertising arrangements between Members of CATA shall be at the discretion of the Members involved.
- (8) Members shall promote CATA and its Member attractions by offering (if time permits) or giving (if it does not) CATA's summer or winter brochure (as appropriate) to each person when they buy tickets for admission to the Member's attraction..
- (9) Through the Committee, the Chairman of CATA shall be responsible for ensuring that all Members adhere to Rule 11.(8). He shall have the power to arrange inspections at his discretion and to impose penalties subject to the following conditions:-
 - (a) If it is alleged that a Member attraction has failed to comply with Rule 11.(8), it shall receive a written notice of the apparent default from the Chairman of CATA and shall have two weeks in which to submit a response. Both the notice and the response shall be sent by Recorded Delivery.
 - (b) The allegation and the Members response, if any, shall then be considered by the Committee of CATA.
 - (c) In the event of the Committee finding a Member to be in default, the Member shall be liable to a penalty payable within fourteen days of the demand. The Penalties shall be such sums as are fixed by the Members at the Annual General Meeting. The current scale of penalties shall be supplied by the Secretary to Members and applicants for membership on request. A copy is also attached to these Rules and forms part of Appendix A.
 - (d) A Member attraction disputing the Committee's findings or any penalty imposed may, upon written request to the Secretary, appeal using the procedure described in Rule 7.
 - (e) At such a General Meeting or Special General Meeting, the Committee's penalty shall be confirmed unless 75% of the votes of the Members voting support the appellant Member.
 - (f) The Members' decision on any matter arising under this rule shall be final and binding on all Members and former Members and no claim of any description, pecuniary or otherwise, shall be made against CATA.

12. PROCEDURE FOR DEALING WITH WRITTEN COMPLAINTS

- (1) When a written complaint about a Member attraction is received by CATA, it will be acknowledged by the Secretary and then forwarded to the attraction concerned. The Member attraction should reply to the complainant as soon as possible and then send a copy of that letter to the Secretary for filing or any other necessary action.
- (2) When a written complaint is made directly to a Member attraction it should be replied to as soon as possible by that attraction. In this case, the Secretary need not be informed.
- (3) The Secretary shall not reply to any complainant on behalf of any Member attraction.

13. GENERAL RULES

- (1) Chairman after consultation with at least two Committee members, shall be free to speak and act for CATA in all urgent matters, but shall not have the power to spend more than £500, such expenditure to be reported to the membership as soon as is practicable.
- (2) Copies of letters sent by any Member attraction or its representative on behalf of CATA must be deposited with the Secretary for record purposes without delay.
- (3) Each Member shall be a member of South West Tourism or Cornwall Tourist Board.
- (4) The Nominated Representatives of Member attractions may claim for actual out-of-pocket expenses incurred on behalf of CATA, other than those arising from meetings which all Members are entitled to attend, subject to prior approval of the Chairman and Treasurer.

14. AMENDMENTS TO RULES

Changes to the Rules of CATA may be made by a two-thirds majority of the votes of Members present and voting at the Annual General Meeting or at a Special General Meeting called for the purpose.

15. DISSOLUTION

- (1) If at any General Meeting or Special General Meeting a Resolution for the Dissolution of CATA is passed by a majority of 75% of the Members

present and voting, the Committee must immediately or at such future date as is specified in the Resolution proceed to realise the assets of CATA and after the discharge of all liabilities, divide such assets in the manner described in (2) below.

- (2) If a Resolution to dissolve CATA is passed, the Committee or any Member may propose formulae for the distribution of the assets of CATA at any General Meeting or Special General Meeting and the formula receiving the majority of votes shall be adopted.
- (3) On the completion of the division of assets CATA shall be dissolved.

Appendix A

**INSPECTION CHARGES JOINING FEES
ANNUAL SUBSCRIPTIONS AND PENALTIES
2003/04**

Inspection Charges

£

Prior to the election of a new Member

Rule 3.(A)(2) - deducted from the joining fee if elected 150.00

Prior to the re-appointment of existing Members

Rule 3.(B)(c) - if the first inspection reaches the current Basic Standard No Charge

Rule 3.(B)(d) – any subsequent inspections that are needed 150.00

Joining Fees**On election as a new Member**

Rule 3.(A)(3) 2,825.00

On re-appointment of existing Members

Rule 3.(B)(c) and Rule 2.(3) No Charge

Annual Subscription

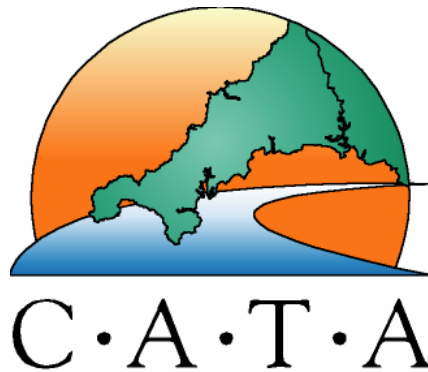
Rule 4.(3) 450.00

Penalties Relating to the Distribution of Cata's Promotional Material

Rule 11.(8) and Rule 11.(9) – First default in a 12 month period 100.00
(Or a £50.00 charge for rechecking if no penalty is imposed)

Rule 11.(8) and Rule 11.(9) – Second default in a 12 month period 500.00

Rule 11.(2), Rule 11.(8), Rule 11.(9) and Rule 6.(1) – Any subsequent default in a 12 month period will result in the Member attraction being unable to participate in CATA's joint promotional ventures for one year and may also result in the Member being expelled from CATA .



Cornwall Association of Tourist Attractions

General Information

Objectives

The Cornwall Association of Tourist Attractions (CATA) is an unincorporated association of elected members with the following objectives:

1. To raise and maintain the standards of the Cornish tourist attractions for the benefit of holidaymakers, the economy of Cornwall and the Members themselves.
2. To represent the interests of the tourist attraction industry and to assist individual Members through collective action.
3. To facilitate, as agents, the co-operative promotion of Member Attractions.

Joint Marketing Matters

The Association currently publishes two Guides annually; one covering the main part of the season (March to October – 1.2 million copies) and one, which covers those Attractions, open from the November to March (300,000 copies). In addition, 9,000 'Letters of Invitation' are produced for accommodation providers to allow them free access for two people to participating CATA Attractions.

The Guides are distributed via accommodation providers, display racks and TIC's. In addition, a key element of the distribution is via the Attractions themselves as our Code of Conduct states that 'there must be a physical offering (of the Guide) or giving (of the Guide) to every visitor or group of visitors. We employ a Mystery Visitor and a fine system, to monitor the distribution at Attractions. Ultimately, any Attractions persistently found not to be distributing the Guides may be suspended from the Association.

In 2003, in a joint initiative with the Cornwall Tourist Board, the CATA Map was introduced. This is distributed via Attractions and TIC's and is seen as the definitive tourist map for what to do and see in Cornwall.

In addition, the Association places advertisement with the Cornwall Tourist Board in both Inspirational Cornwall and DACOM and with South West Tourism in the 'Official Guide to Attractions and Days Out. The Advertisements are used to promote early

adoption by visitors of the CATA Guides, that can be ordered via either the CATA freepost address or the CATA email address.

Marketing Timescales

For your information, I enclose the timetables for both the main brochure 2004 and the timetable used to produce the winter brochure 2004-5

Administration

The Association employs a part-time Executive Secretary, Candida Beeching. Her usual working hours are 09:00-12:00 Monday to Friday. However, at other times she can be contacted via email, fax or telephone message. In addition, she always carries her mobile, which can be used in an emergency. Her contact details are set out below:

Candida Beeching
12 Wodehouse Terrace
Falmouth
TR11 3EN
Tel and Fax 01326 210662
Mobile: 07792 784355
Email: secretary@cata.co.uk

Meetings

The Association has six monthly meetings through the winter from October to March. For 2004-2004 dates and venues of the meetings are as follows:

18 th October 2004	National Maritime Museum
15 th November 2004 (AGM)	Goonhilly Satellite Earth Station
13 th December 2004 (Christmas Meeting)	Eden
10 th January 2005	Trebah Gardens
7 th February 2005	Trevarno Estate & Gardens
7 th March 2005	Crealy Adventure Park

In addition, the Executive Committee meets regularly – the exact length of time between each meeting is dependent on the weight of the agenda.

Officers of the Association

The Officers of CATA consist of:-

- a. The Chairman
- b. The Vice Chairman
- c. The Secretary
- d. The Treasurer

The Officers are elected every year at the Annual General Meeting from the membership, other than the Chairman who is elected biannually from the membership for a two year term

If no suitable Member is available to fill the offices of Secretary or Treasurer, they may be filled externally (as in the case of the current Secretary), but without holding voting rights.

In addition, the Members of CATA may elect Honorary Title Holders, namely;

- a. A Patron (currently Lord St Levan)
- b. An Honorary Life President (currently J Cairns Boston MBE)
- c. An Honorary President (currently Rex Davey)
- d. An Honorary Vice President (currently John Southern PBE)

Elections shall take place at the Annual General Meeting. If elected, the Patron, Honorary President and Honorary Vice President will serve for two years.

The Executive Committee

The Committee will consist of twelve members namely; The Chairman, the Vice Chairman, the Secretary and the Treasurer who will serve ex officio and up to eight members who are elected from the Membership at the Annual General Meeting. Members will be elected onto the Committee for a term of three years. At the end of the three-year term, no member will be eligible for re-election until one year has past.

Executive Cards

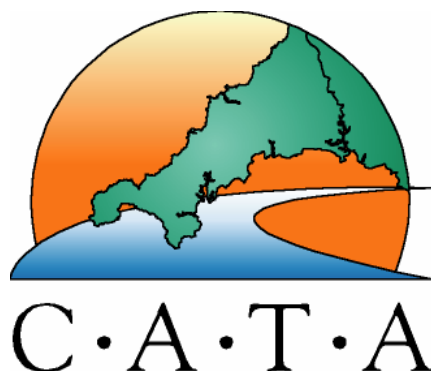
In order that staff from Attractions can keep up to date with other Attractions progress and innovation, the CATA Executive Card was introduced. Each Attraction is entitled to five CATA cards that entitles the holder, plus, up to 4 others free entry to all CATA Attractions. All CATA Attractions will honour the CATA card when presented.

Contact Details

The Executive Secretary keeps full contact details for all Members. This is issued annually at the AGM. In order to assist the Secretary, I would ask that you complete the attached questionnaire and fax it back to her.

Subscriptions and Fees

One off joining fees are invoiced in November. Annual membership is invoiced in January. A list of 2004 fees is attached for your information.



2004 COST CATA COSTS – FOR INFORMATION ONLY

Inspection Charges

£

Prior to the election of a new Member

Rule 3.(A)(2) - deducted from the joining fee if elected 150.00

Prior to the re-appointment of existing Members

Rule 3.(B)(c) - if the first inspection reaches the current Basic Standard No Charge

Rule 3.(B)(d) – any subsequent inspections that are needed 150.00

Joining Fees

On election as a new Member

Rule 3.(A)(3) 2,825.00

On re-appointment of existing Members

Rule 3.(B)(c) and Rule 2.(3) No Charge

Annual Subscription

Rule 4.(3) 450.00

Penalties Relating to the Distribution of Cata's Promotional Material

Rule 11.(8) and Rule 11.(9) – First default in a 12 month period 100.00

(Or a £50.00 charge for rechecking if no penalty is imposed)

Rule 11.(8) and Rule 11.(9) – Second default in a 12 month period 500.00

Rule 11.(2), Rule 11.(8), Rule 11.(9) and Rule 6.(1) – Any subsequent default in a 12 month period will result in the Member attraction being unable to participate in

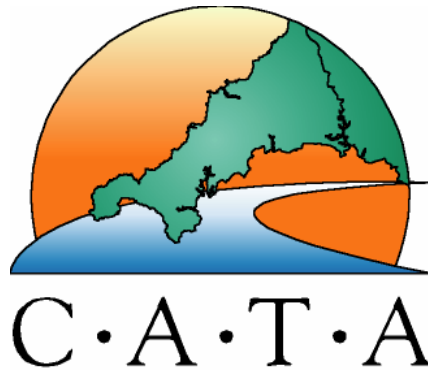
CATA's joint promotional ventures for one year and may also result in the Member being expelled from CATA .

2004 Advertising Print Costs Main Guide (VAT exempt)

Double Page	£4663
1 page	£2335
1/2 page	£1166

Distribution Costs (ex VAT)

£400.47 per member

**CATA MEMBER CONTACT INFORMATION**

FULL ATTRACTION NAME	
Main CATA Contact	
Alternative Contact	
Full Postal address	
Post Code	
Telephone	
Fax	
Mobile	
Home	
Email	
Could you please indicate your preferred communication medium for agendas, minutes etc i.e. snail mail or email (If this is left blank, it will be presumed to be email)	
MANY THANKS	



CATA 2004 MAIN BROCHURE TIMETABLE

14 TH October	Decisions on Volume, Printers, Designers and Distributors
11 th November	Members deadline for participation Presentation of final cover, map etc designs
2 nd December	Deadline for Artwork from Attractions to Designers
9 th December	Final Draft to Members
6 th January 2002	Amends to Designers
13 th January	Disc to Printers
31 st January	Deliver to Distributors
1 st February	Deliver to Attractions etc. commences



CATA WINTER BROCHURE TIMETABLE 2004-2005

10 TH May	First Meeting of Winter Brochure Group
18th June	Members deadline for participation
16 th July	Ads to Creative Edge
13th August	Final Draft to Winter Brochure Group
27th August	Amends to Creative Edge
10th September	Disc to Printers
30 th September	Deliver to Distributors
1 st October	Deliver to Attractions etc. commences

CATA MEMBERS 2003/4

Blue Reef Aquarium
Bodmin and Wenford Railway
Brocklands Adventure Park
Charlestown Shipwreck and Heritage Centre
Cornish Cyder Farm
Cotehele
Dairyland Farm World
Dobwalls Family Adventure Park
Eden Project
Flambards Village Theme Park
Geevor Tin Mine Heritage Centre
Glendurgan
Goonhilly Satellite Earth Station Experience
Jamaica Inn
Killarney Springs
Lamorrان House Gardens
Land's End
Lanhydrock, Bodmin
Lappa Valley Steam Railway
Lost Gardens of Heligan
National Maritime Museum Cornwall
National Seal Sanctuary
Newquay Zoo

Minack Theatre and Visitor Centre
Paradise Park
Pencarrow
Pendennis Castle
Pilchard Works Museum and Salt Fish Factory
Poldark Mine
Porthcurno Telegraph Museum
Royal Cornwall Museum
Shires Family Adventure Park
St Michael's Mount
Tintagel Castle

Trebah
Trelissick
Trenwainton
Trerice
Trevarno Estate Gardens
World of Model Railways

MOUNT EDGCUMBE JOINT COMMITTEE

Joint Chairs:	Councillor C. Mavin, PCC / Councillor Mrs S Murray, CCC
CMT Member:	Bronwen Lacey, Director for Lifelong Learning
Senior CCC Officer:	J.Jacques, Assistant County Treasurer
Subject:	Review of Car Parking and Charges at Mount Edgcumbe Country Park
Committee:	Mount Edgcumbe Joint Committee
Date:	29 th October 2004
Author:	I.Berry, Park Manager
Contact:	ian.berry@plymouth.gov.uk / 01752 822236
Ref:	IB/JC/10/04
Part:	Part I

Executive Summary:	This report reviews the car parks at Mount Edgcumbe, compares charges in existing Pay and Display car parks with District Council owned car parks, gives costings to install and operate pay and display car parking at the two free Mount Edgcumbe car parks and makes recommendations.
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Implications for Medium Term Financial Plan and Human Resources:	If the Joint Committee accept the recommendation to leave the current pay and display charges at their current rate then it would be expected that income generated during the next financial year would be in line with current income. By increasing the cost of a concession ticket the Joint Committee could expect to receive a further £750, giving a total income of £4,000 in 2005/06. Should the Joint Committee decide to introduce Pay and Display at Maker and Rame car parks then a capital sum of £13,460 would need to be found as well as annual revenue costs of £10,970, against which income of £10,000 is forecast.
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Other Implications:	If Pay and Display car parking charges are introduced to Maker and Rame car parks it may exclude some current users of the Park and may cause problems with overspill car parking in neighbouring fields not within the Joint Committee's ownership.
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Recommendations & Reasons for Recommended action:	<p>It is recommended that:-</p> <ul style="list-style-type: none"> i. Keep the current Pay and Display charges at their current level. ii. Increase the cost of the concessionary ticket from £15.00 to £18.00 for a full year and pro-rata for part thereof. iii. Do not introduce car parking charges at Maker and Rame Head as the capital cost cannot be contained within the forecasted additional income, unless the extra car park duties required at these remote sites are contained within the existing ranger duties through rescheduling work priorities.
Alternative Options Considered & reasons for recommended action:	None
Background Papers:	<p>Mount Edgcumbe Capital and Revenue Budgets. Mount Edgcumbe Car Parking file. Caradon District Council's Scale of Car Parking Charges for the District.</p>

Sign Off

Fin	R.O	Leg	C.R	HR	N/A	L.P	N/A	IT	N/A
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1. Introduction

- 1.1 The Mount Edgcumbe Joint Committee have four car parks under their direct control. These are Rame Head and Maker, which are free, and Barrow Park and Cremyll, which are pay and display. The pay and display has been in operation for 6 years, so it is an appropriate time to review their operation.

2. Pay and Display Car Parks – Cremyll and Barrow Parks :

- 2.1 The Parking charges for these two car parks are as follows:-

Up to 1 hour - 0.45 p
Up to 4 hours - £1.80p
Over 4 hours - £2.60p

- 2.2 At these rates the two car parks are expected to generate around £35,000 for the financial year 04/05.

- 2.3 These charges are comparable with charges levied by Caradon District Council in their Car Parks at Tregantle, Sharrow and Cawsand.

- 2.4 The District Council's Charges are :-

Tregantle - Up to 2 hours 0.50p
Sharrow - Up to 10 hours £2.50p

There are no charges during the winter months for these car parks.

Cawsand 1 hour 0.50p
 2 hours 0.80p
 3 hours £1.10p
 4 hours £1.50p
Up to 10 hours £2.50p

Concessions in this car park only for local residents is £55.00

- 2.5 Members may wish to consider raising the charges in Cremyll and Barrow Park or as they are comparable with the District Council's charges, leave them as they are for the next financial year

3. Concessionary Car Parking Tickets

- 3.1 Concessionary Car Parking tickets are available at a cost of £10 plus £5 administration fee to the members of the public who are on the electoral roll in the following parishes, Maker-with-Rame, Millbrook, Antony and Sheviock. This concession was given for

two reasons, it recognised the fact that many people from these Parishes visited the Park on a daily basis throughout the year and that Cremyll Car Park was used as a Park & Ride by local people working and attending school/college in Plymouth. The Friends of Mount Edgcumbe Country Park are also eligible to a concessionary ticket.

- 3.2 Pro-rata concessionary tickets are sold to the residents who purchase tickets later in the year. These rates are:-

	ADMIN FEE £	PERMIT £	TOTAL COST £
APRIL/MAY 04 – MAR 05	5.00	10.00	15.00
JUNE 04 – MAR 05	5.00	9.00	14.00
JULY 04 – MAR 05	5.00	8.00	13.00
AUGUST 04 – MAR 05	5.00	7.00	12.00
SEPTEMBER 04 – MAR 05	5.00	6.00	11.00
OCTOBER 04 – MAR 05	5.00	5.00	10.00
NOVEMBER 04– MAR 05	5.00	4.00	9.00
DECEMBER 04 – MAR 05	5.00	3.00	8.00
JANUARY 04 – MAR 05	5.00	2.00	7.00
FEBRUARY 04 – MAR 05	5.00	1.00	6.00

- 3.3 The Concessionary Ticket sales generate £3,250 per annum.

- 3.4 The cost of the concessionary ticket has remained the same since the introduction of car parking charges in 1998. Therefore the Joint Committee may wish to consider raising the cost of these tickets to reflect the rises in inflation since 1998.

3.5 This would mean that the cost of a concessionary ticket would be £18.00 and pro-rata:-

	ADMIN FEE £	PERMIT £	TOTAL COST £
APRIL/MAY 05 – MAR 06	6.00	12.00	18.00
JUNE 05 – MAR 06	6.00	11.00	17.00
JULY 05 – MAR 06	6.00	10.00	16.00
AUGUST 05 – MAR 06	6.00	9.00	15.00
SEPTEMBER 05 – MAR 06	6.00	8.00	14.00
OCTOBER 05 – MAR 06	6.00	7.00	13.00
NOVEMBER 05 – MAR 06	6.00	6.00	12.00
DECEMBER 05 – MAR 06	6.00	5.00	11.00
JANUARY 05 – MAR 06	6.00	4.00	10.00
FEBRUARY 05 – MAR 06	6.00	3.00	9.00

3.6 This is slightly above inflation but will take into account the rise in inflation next year.

4. Maker and Rame Car Parks

4.1 As already mentioned, pay and display were not introduced to these car parks. It was not done for the following reasons:-

- a After public consultation and meetings with representatives of the local Parish Councils the Joint Committee took the view that car parking charges in these car parks was not desirable.
- b Because of their relative remoteness when compared to Barrow Car Park and Cremyll Car Park they would prove difficult to patrol on a regular basis.
- c Because of the lack of services in the area the cost of installing Pay and Display machines was too great. (However since

1998 the use of Solar Power for Pay and Display has become common place, the need for putting in an electrical supply and the subsequent capital cost of installation has been reduced.

- d If Pay and Display was introduced at Maker car park this would inevitably lead to car parking in the adjacent fields that are not part of the Country Park.

4.2. Because of their location, these two car parks have far less usage and facilities than the two Pay & Display car parks. It also gives visitors the option of visiting Mount Edgcumbe without having to pay a car parking fee.

4.3. During 2004 the District Council introduced Pay & Display car parking to Tregantle and Sharrow Car Parks in Whitsand Bay. It was thought at the time that this may increase pressure on the two free Mount Edgcumbe car parks, but this has not proved to be the case. This is probably because the two District Council car parks serve the beaches at Whitsand Bay.

4.4 If the Joint Committee now wished to introduce pay and display to these car parks, the following procedure would have to be followed:-

- i. Off Street Parking Order drawn up and published, with a public consultation period of 21 days.
- ii. Installation of machines: 2 weeks.
- iii. Planning permission: 10 weeks.

4.5 Cost implications:- Capital Cost -

i. Off Street Parking Order	=	£ 400
ii. Installation and signage of machines x 2	=	£13,000
iii. Cost of planning permission x 2	=	£ 60
Total Capital Cost	=	£13,460

Revenue Costs per annum:-

i. Car Park patrols/cash collection	=	£10,000*
ii. Administrative costs (including maintenance (of machines)	=	£ 600
iii. Printing of 60,000 tickets	=	£ 370

Total of Revenue Cost p.a. = £10,970

*This figure is difficult to quantify. It includes cash collection, car park patrolling and dealing with machine faults. Over the next season this will be monitored to see what the actual costs would

be, so if the Joint Committee wish to introduce parking at these car parks at a future date the information will be readily available.

It should be noted that the car park patrolling and enforcement is carried out by the Rangers as part of their daily duties as there are no dedicated parking attendants. To extend the car parks covered would either require additional staffing or to amend daily duties towards car park patrolling and enforcement.

4.6 Anticipated Revenue

It is difficult to estimate the annual revenue that could be expected from these car parks as they are used less than Barrow and Cremyll car parks. But, if the Joint Committee decide to implement pay and display in these two car parks and the same charges are levied as at Barrow and Cremyll Car Parks then it would be reasonable to assume that they would generate £10,000 per annum.

5. Recommendations

5.1 It is recommended that members:-

- i. Keep the current Pay and Display charges at their current level.
- ii. Increase the cost of the concessionary ticket from £15.00 to £18.00 for a full year and pro-rata for part thereof.
- iii. Do not introduce car parking charges at Maker and Rame Head because of the costs involved.

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MOUNT EDGCUMBE JOINT COMMITTEE

Joint Chairs: Councillor C. Mavin, PCC / Councillor Mrs S Murray, CCC

CMT Member: Bronwen Lacey, Director for Lifelong Learning

Senior CCC Officer: J.Jacques, Assistant County Treasurer

Subject: Progress Report

Committee: Mount Edgcumbe Joint Committee

Date: 29th October 2004

Author: I.Berry, Park Manager

Contact: ian.berry@plymouth.gov.uk / 01752 822236

Ref: IB/JC/10/04

Part: I

Executive Summary: This report informs members of the progress made in the various operational targets set in the operation management plan agreed by the Joint Committee at its February meeting and gives an analysis of visitor numbers to the House and House usage.

Implications for Medium Term Financial Plan and Human Resources: The work listed in this report is containable in the Joint Committee's current budget.

Other Implications: None

Recommendations & Reasons for Recommended action: It is recommended that members note the report.

Alternative Options Considered & reasons for recommended action: Not applicable.

Background Papers: Mount Edgcumbe House & Country Park working files.
Mount Edgcumbe finance, house and shop finance file.

Sign Off

Fin	R.O	Leg	C.R	HR	N/A	L.P	N/A	IT	N/A
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1. Introduction

1.1 Further to the progress report received by members at their meeting on 7th May 2004, this report updates the operational action plan and gives members an analysis of usage of Mount Edgcumbe House.

2. House Usage

2.1 Weddings. To date we have held 28 wedding ceremonies in the House since 1st April 2004. A further 2 are booked before the end of March 2005. The table below gives a breakdown of wedding usage by day and room.

FRI	SAT	Drawing Room	Great Hall	Library
8	20	5	22	1

2.2 House visitor numbers. The table below gives a breakdown of visitor numbers to Mount Edgcumbe House during the 2004 season when compared with the previous season.

	00/01	01/02	02/03	03/04	04/05	+/-
Total No of visitors	9090	8562	9235	8374	12244	+3870
Coach Groups	56	49	86	91	110	+19
Combined Tickets	N/A	N/A	N/A	449	984	+535

2.3 The above figures are particularly pleasing to report to the Joint Committee as anecdotal reports of the summer season for many similar attractions appear to show a decrease in visitors.

3. Events

3.1 The two main outdoor events for the summer were the Friends of Mount Edgcumbe Country Park and Mount Edgcumbe Hospice Classic Car Rally and Fayre and the Military Vehicles Trust display over the August bank holiday weekend.

The Car Rally was held on Sunday 1st August. On the day the weather was fine and it is estimated that around 15,000 people attended. The two charities raised a total of £14,000, which after expenses have been paid will mean that each receives £6,000.

The Military Vehicles Trust display was also well attended and held in conjunction with Navy Days. A free boat shuttle operated throughout the weekend between Cremyll and Navy Days which was well used.

The Military Vehicles Trust have asked if they could return again next year on a date to be decided.

3.2 The World War II exhibition in the House, the painting exhibition and the exhibition of sculpture in the Earls Garden have been well received by visitors.

3.3 A visitor survey was held in Mount Edgcumbe House between 23rd August and 3rd September. This formed part of a wider survey of Museums nationally. Once the returns have been analysed they will be presented to the Joint Committee at their next meeting.

4. Mount Edgcumbe Website

4.1 Members will recall that the Mount Edgcumbe website went live in March this year. The monthly average number of hits is 900 per month.

5. Operational Action Plan 2004/05

5.1 The operational action plan that was approved by members at their March meeting is on target (see appendix 1 of this report). Work carried out to date has been completed on time and within budget.

6. Financial Implications

6.1 The work listed in this report is being contained within the Joint Committees budget.

7. Recommendation

7.1 It is recommended that members note the report.

OPERATIONAL ACTION PLAN FOR MOUNT EDGCUMBE HOUSE AND COUNTRY PARK 2004/2005

Progress – as of 29th October 2004

ACTION AREA	ACTION	TARGET DATE	RESPONSIBLE STAFF	FUNDING	PROGRESS
1	FORMAL AREAS				
	Grass Cutting	Two Weekly – April to October	Gardening Team/Contractor	Grounds Maintenance Budget	Commenced in April for the 04 season
	Spring and Summer Bedding for Italian and French Garden	Summer Bedding – mid May	Gardening Team	Grounds Maintenance Budget	On target
	Hedge Trimming	Spring Bedding – mid October	Gardening Team	Grounds Maintenance Budget	On target
	Shrub Bed Maintenance	As required	Gardening Team	Grounds Maintenance Budget	On going
	Rose Garden Management	As required	Gardening Team	Grounds Maintenance Budget	On going
2	CAMELLIA COLLECTION				
	Propagation for sale and exchange and expansion of the collection	On going	Gardening Team	No direct funding implications	Cuttings received from Marwood Hill and other private collection holders.
	Cataloguing to computerised data base	n going	ardening Team	No direct funding implications	On going updates.
	Planting New Species	On going	Gardening Team	Grounds Maintenance budget limit:	40 new species planted to date.

OPERATIONAL ACTION PLAN FOR MOUNT EDGCUMBE HOUSE AND COUNTRY PARK 2004/2005
Progress – as of 29th October 2004

ACTION AREA	ACTION	TARGET DATE	RESPONSIBLE STAFF	FUNDING	PROGRESS
3	AMPHITHEATRE	Clearance and control of invasive species L R Ponticum, Cherry, Laurel, Japanese Knotweed and thinning of naturally regenerating trees. Planting of appropriate tree species	On going throughout the year	Ranger Team	Grounds Maintenance and Woodland budget Summer control started last week in April Continuing through the winter with the help of volunteers.
4	WOODLANDS	Develop a new management plan for the Mount Edgcumbe woodlands for submission to the Joint Committee under the Woodland Grant Scheme (this will dictate woodland work for the next 5 years)	2004	Park Manager/Head Ranger/Gardener	Existing scheme has been carried over for the next 5 years generating £1400 per annum.
5	WOODLANDS	Monitoring of trees for safety, carry out tree surgery, felling and safety work as required.	On going throughout the year	Ranger Team	No direct cost
6	BEACHES AND FORESHORE	Regular litter picks of all beaches Continue Cawsand Beach Steering Group Meetings	On going throughout the year Monthly April to September. Bi-monthly October	Ranger Team Park Manager	None None Meetings continue to be held bi-monthly

OPERATIONAL ACTION PLAN FOR MOUNT EDGCUMBE HOUSE AND COUNTRY PARK 2004/2005
Progress – as of 29th October 2004

ACTION AREA	ACTION	TARGET DATE	RESPONSIBLE STAFF	FUNDING	PROGRESS
	Liaison with the Environment Agency, English Nature, Coastguard and District Council as required	to March	Park Manager	None	during winter months
	Monitoring of water safety measures	Regular checks	Head Gardener/Ranger		
7	Maintenance of path and road surfaces as required	On going	Rangers	Roads and Paths budget	Work has been carried out on the paths in the English Garden
	Trimming of growth along footpaths and roads to include contracted flail work	April-October as required	Rangers/Contractors	Roads and Paths budget	Completed mid September
8	Liaise with Cornwall County Council Access Team re: maintenance of coastpath	On going	Park Manager	N/A	New coast path signs erected by C.C.C Access Team
	Maintenance of Pony Grazing at Watchouse Field, Rame Head and Polhawn. On going liaison with the Duchy of Cornwall with regard to loan of ponies	On going	Head Gardener/Ranger	There will be management payments from DEFRA to the J.C for this activity	Ponies now grazing at Polhawn. Meeting held with Duchy of Cornwall in September.

OPERATIONAL ACTION PLAN FOR MOUNT EDGCUMBE HOUSE AND COUNTRY PARK 2004/2005
Progress – as of 29th October 2004

ACTION AREA	ACTION	TARGET DATE	RESPONSIBLE STAFF	FUNDING	PROGRESS
	Liaise with Cornwall Wildlife Trust with regard to extending pony grazing into Penlee Battery	On going	Head Gardener/Ranger	N/A	Pony grazing has been extended into Penlee Battery
9	BUILT ENVIRONMENT				
	External refurbishment of the English Garden House	Completion by end of July 2004	Buildings Officer/Area Surveyor/Contractors	Park Maintenance budget	Work commenced second week in April – Completed.
	Internal decoration of the Orangery and Toilets	End of February 2005	Buildings Officer	Park Maintenance budget	
	Internal decoration of Barrow Park Toilets	End of March 2005	Buildings Officer	Park Maintenance budget	
	Repairs to Italian Garden Fountain	End of April 2005	Buildings Officer and Area Building Surveyor/Contractor	Park Maintenance budget	Completed.
	New Urinals in Barrow Park Toilets and Rame Head Toilets	End of April 2004	Buildings Officer and Area Building Surveyor/Contractor	Park Maintenance budget	Completed.
	Re-paint Thomsons Seat	End of May 2004	Buildings Officer and Area Buildings Surveyor/Contractor	Park Maintenance budget	Completed.
	Re-paint East Lawn Summer House	End of March 2005	Buildings Officer	Park Maintenance budget	

OPERATIONAL ACTION PLAN FOR MOUNT EDGCUMBE HOUSE AND COUNTRY PARK 2004/2005
Progress – as of 29th October 2004

ACTION AREA	ACTION	TARGET DATE	RESPONSIBLE STAFF	FUNDING	PROGRESS
10	PARK FURNITURE (Seats, Benches and Picnic Tables)	On going	Buildings Officer	Park Maintenance budget	
11	ORIENTEERING COURSE	On going	Ranger Team	N/A	One control replaced
12	EVENTS 2004/05	April 2004	Park Manager	N/A	Event passed successfully. Police estimate over 10,000 people were present
	World War II Exhibition in Mount Edgcumbe House	April to September 2004	Museums Development Officer	Events budget	Opened on time
	FOMECP Events: Jazz in the Park Car Show & Fayre Courtyard Concert Musical Evening in Mount Edgcumbe House	3 rd July 2004 1 st August 2004 22 nd August 2004 4 th December 2004	Park Manager Park Manager Park Manager Park Manager	N/A Cost of Portaloos N/A N/A	
	Christmas at Mount Edgcumbe House (gifts, sales, music etc)	11 th /12 th December 2004	Park Manager	Income from admissions and stall holders to cover costs	Bookings being taken from stall holders. Advertising commenced.

OPERATIONAL ACTION PLAN FOR MOUNT EDGCUMBE HOUSE AND COUNTRY PARK 2004/2005
Progress – as of 29th October 2004

ACTION AREA	ACTION	TARGET DATE	RESPONSIBLE STAFF	FUNDING	PROGRESS
	Bridal Fayre at Mount Edgcumbe House	20 th March 2005	Park Manager	Income from admissions and stall holders to cover costs.	
	Camellia Guided Walks	5 th -20 th March 2005	Park Manager	Costs which are minimal will be covered by ticket sales	Two groups booked.
13 HOUSE AND COLLECTIONS	Assessment of items in the attic	October 2004	Museums Development Officer	NADFAS Heritage volunteers to do the work	Confirmation that NADFAS interested in undertaking project – Completed.
	Recording environment systems and general storage considered in the attic	October 2004	Museums Development Officer	Collections budget	Meeting with PCMAG staff in October.
	Assessment of historic items in the outbuildings	October 2004	Museums Development Officer	NADFAS Heritage volunteers to do work	Confirmation that NADFAS interested in undertaking project
	Earls Collection – complete condition assessment and list items to keep on longer term loan	June 2004	Museums Development Officer	Collections budget	Conservator identified – Completed.
	General - Bits	June 2004	Museums Development	Collections budget	

OPERATIONAL ACTION PLAN FOR MOUNT EDGCUMBE HOUSE AND COUNTRY PARK 2004/2005
Progress – as of 29th October 2004

ACTION AREA	ACTION	TARGET DATE	RESPONSIBLE STAFF	FUNDING	PROGRESS
	<p>broken/dropped of items in collection: storage and rationalisation: 1) identify all current storage locations of and associated information. 2) identify new, appropriate location with provision for associated information to be recorded with the objects. 3) purchase suitable packaging materials to store "bits"</p> <p>Audit of House Ceramics</p> <p>Conservation of Paintings re: audit in 2003: 1) identify priorities 2) get quotes 3) identify funding available, 4) identify conservators and commission work</p> <p>Conservation of Furniture re: audit in 2003</p>	<p></p> <p>November 2004</p> <p>March 2005</p> <p>June 2004</p>	<p>Officer</p> <p>Museums Development Officer</p> <p>Museums Development Officer</p> <p>Museums Development Officer</p>	<p></p> <p>Collections budget</p> <p>Collections budget Woodmansterne Awards?</p> <p></p>	<p>Completed.</p> <p></p> <p></p> <p>Conservator to do work in Dec/Jan.</p>

OPERATIONAL ACTION PLAN FOR MOUNT EDGCUMBE HOUSE AND COUNTRY PARK 2004/2005
Progress – as of 29th October 2004

ACTION AREA	ACTION	TARGET DATE	RESPONSIBLE STAFF	FUNDING	PROGRESS
	Identify funding for Conservation of Tapestries re: audit in 2003	June 2004	Museums Development Officer	HLF? Other? Trusts?	See report.
	Gilt Console Table – gilding of and marble top returned from Museum: 1) find conservator to do work and get quote, 2) identify source of funding, 3) commission work	March 2005	Museums Development Officer	Friends? Other?	Postponed until we find permanent display location for this item.
	Development as an educational resource – costume box (Tudor) – delivery to locals schools	First session delivered by June 2004	Museums Development Officer	Box and training already funded through S.E Cornwall Museums	First session delivered end of March 2004
	Staff training in delivery of outreach sessions planned to take place in February. Three stewards will be involved in the delivery of sessions. Tudor period identified as possible main focus			South East Cornwall Museums Forum	Completed and more training in November.
	Development as an education resource	July 2004	Museums Development Officer	HLF Trusts	This is considered as

OPERATIONAL ACTION PLAN FOR MOUNT EDGCUMBE HOUSE AND COUNTRY PARK 2004/2005
Progress – as of 29th October 2004

ACTION AREA	ACTION	TARGET DATE	RESPONSIBLE STAFF	FUNDING	PROGRESS
	<p>– education aspect of forward plan developed and potential funding explored</p> <p>Visitors Evaluation: consider altering current evaluation methods re: visitor experience and consider exploring reasons why house not visited by visitors of park and people in local community</p> <p>Theme for exhibition for 2005 decided</p> <p>Exhibition – Evaluation assessed</p> <p>Exhibition – all</p>	<p>October 2004</p> <p>May 2004</p> <p>December 2004</p> <p>November 2004</p>	<p>Museums Development Officer</p> <p>Museums Development Officer</p> <p>Museums Development Officer</p> <p>Museums Development</p>	<p>Others</p> <p>SWMLAC and HLF have funded Caradon wide museums marketing strategy which includes Mount Edgcumbe.</p> <p>Events Budget</p>	<p>part of tapestry conservation bid (see report).</p> <p>Report will be completed this month.</p> <p>Mount Edgcumbe Family and Leisure in the 19th Century</p> <p>The survey completed Aug/Sept should give indication of visitor satisfaction with exhibition. Report will be completed very soon.</p>

OPERATIONAL ACTION PLAN FOR MOUNT EDGCUMBE HOUSE AND COUNTRY PARK 2004/2005

Progress – as of 29th October 2004

ACTION AREA	ACTION	TARGET DATE	RESPONSIBLE STAFF	FUNDING	PROGRESS
	artefacts loaned for 2004 exhibition returned		Officer		
	Archive – sorted and made more user friendly	July 2004	Museums Development Officer	Volunteers to undertake work	Already started – ongoing.

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CITY OF PLYMOUTH

REPORT OF : HEAD OF ECONOMIC DEVELOPMENT AND URBAN REGENERATION
 SUBJECT : ACTION TAKEN BY OFFICERS UNDER DELEGATED POWERS
 REPORT TO : MOUNT EDGCUMBE JOINT COMMITTEE
 DATE : 16 JULY 2004
 REF. : EDUR/BID/LAC
 PART : 1

The following disposal terms have been agreed

PROPERTY	TENANT	RENT	TERM
<u>Tenancy – First Letting</u>			
Flat 3 Barrow Park	Mr. M. Beardshaw	£87 per month	Service occupancy coterminous with cessation of employment Commencing 19.04.04 First review 01.04.07 and then every 3 years thereafter

CITY OF PLYMOUTH

REPORT OF : HEAD OF ECONOMIC DEVELOPMENT AND URBAN REGENERATION
 SUBJECT : ACTION TAKEN BY OFFICERS UNDER DELEGATED POWERS
 REPORT TO : MOUNT EDGCUMBE JOINT COMMITTEE
 DATE : 29 OCTOBER 2004
 REF. : EDUR/BID/LAC
 PART : 1

The following property matters have been agreed

PROPERTY	ASSIGNOR	ASSIGNEE
<u>Licence to Assign</u>		
Chalet 68, Roslyn, Whitsand Bay	Mr. P. I. Reid	Miss H. Pearce

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MOUNT EDGCUMBE JOINT COMMITTEE

Joint Chairs:	Councillor C. Mavin, PCC / Councillor Mrs S Murray, CCC
CMT Member:	Bronwen Lacey, Director for Lifelong Learning
Senior CCC Officer:	J.Jacques, Assistant County Treasurer
Subject:	Restoration of Tapestries
Committee:	Mount Edgcumbe Joint Committee
Date:	29 th October 2004
Author:	K.Johnson, Museum Development Officer
Contact:	kate.johnson@plymouth.gov.uk / 01752 822236
Ref:	IB/JC/10/04
Part:	I

Executive Summary:	This report outlines the case for applying for HLF grant to restore the Mount Edgcumbe tapestries and to develop an educational programme for the House.
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Implications for Medium Term Financial Plan and Human Resources:	The overall project cost is £50,000, of which 85% will come from HLF if successful therefore the Joint Committee would need to contribute £7,500 spread over 3 years. 05/06 £2,500, 06/07 £2,500, 07/08 £2,500.
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Other Implications:	This can be met from the Joint Committees existing collection budget.
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Recommendations & Reasons for Recommended action:	It is recommended that:- i. Members give officers the authority to apply for the HLF grant. ii. Members agree to allocate a total of £7,500 from the Joint Committee's Collection budget over three financial years starting 05/06.
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Alternative Options Considered & reasons for recommended action:	The main reasons for making these recommendations are:- i. Preservations of tapestries identified as being in urgent need of conservation. ii. Fulfilling the key aims of the House (included) iii. HLF have indicated that this application would represent a positive step towards the larger bid that we intend to make in the future.
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Background Papers: Conservators report dated November 7th 2003
HLF correspondence received.

Sign Off

Fin	R.O	Leg	C.R	HR	N/A	L.P	N/A	IT	N/A
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1. Introduction

1.1 The Tapestries

In the collection we have what are currently described in our records as a set of '*three early 17th century Flemish Game Park tapestries*'. There is little additional information available about these items. We do know, however, that they are in urgent need of conservation and we have had them assessed by a conservator who has come up with an estimate of the cost of the work.

The HLF put 'conservation of our heritage' high up on their agenda but any conservation work that they fund must go hand in hand with their other criteria which are to 1) increase opportunities for learning about heritage and 2) open up heritage resources and sites to the widest possible audiences.

These criteria fit in with the overarching aims of the 'Lifelong Learning' Department as well as corresponding to the Statement of Purpose and Key aims that we signed up to as part of the Registration process. (see appendix I attached)

2. The Proposal

- 2.1 The proposal is to get the tapestries conserved and to set up a pilot education project, using the tapestries as a key primary source, based on a Tudor theme, for local primary schools. This will involve classes visiting the House and receiving formal learning sessions that are relevant to the curriculum.

3. The Bid

- 3.1 The bid itself will require evidence of consultation to demonstrate that there is a need for this facility and I am currently gathering information from teachers (via a questionnaire that has gone out to local schools and consultation with the Advanced Skills teacher for History), other professionals (e.g. the Education Department at PCMAG and the Museum education and Outreach development Officer for Cornwall) and other sites locally offering similar resources. Consultation will help us to create a resource that is in line with what is required by our potential customers. Formulation of the detail of the project will take place if we are successful with the bid (which will include consultation time) and for the duration of the project we will be acquiring feedback from our users to feed into a resource for the future.

There is much scope for learning opportunities at the House and in the Park. This is a contained and time limited project to test the water and find out a) what our customers want and b) how we could best deliver it.

Interpretation of the collections and family history will also benefit from research and activities developed over this period.

The HLF have indicated that they would like to receive our application by Christmas this year.

I am expecting the cost of the project to be around £50,000, which is the maximum amount for a 'Your Heritage' bid. The HLF would expect at least a 15% contribution from Mount Edgcumbe (£7,500) spread over 3 financial years beginning in 05/06.

4. Application Process

4.1 There are a number of things to be considered for the application to HLF. The main ones are:

- The historical significance of tapestries
- An outline of proposed project
- Evidence of need
- How it fits in with the HLF's criteria
- Timetable
- Costs
- Other financial contributions including volunteer time

5. Impact of the Project

5.1 The initial 'pilot' stage of the project to be funded by HLF would involve the following:-

- i. Improved interpretation for our visitors
- ii. Increased visitor numbers
- iii. New audiences including local ones
- iv. Issues of space to accommodate school groups will need to be addressed (possibility of using the meeting rooms in the House).
- v. Items from the reserve collection will need to be considered to fill space when tapestries are being conserved.
- vi. Development of website to enable us to broaden the range of learning opportunities.

The future: Once the 'pilot' stage is over, for which the cost implications will be covered by the grant, other implications will come into play:

- Cost implications of running sessions with schools
- Potential income generation with paying school visits
- Staffing implications re delivery of education sessions
- Possible support with education delivery from PCMAG education staff

- Possible resolution of cost implications through income generation.

6. Financial Implications

6.1 The overall project cost is £50,000, of which, 85% will come from HLF if successful therefore the Joint Committee would need to contribute £7,500 spread over 3 years.

- 05/06 - £2,500
- 06/07 - £2,500
- 07/08 - £2,500

7. Recommendations

7.1 It is recommended that Members give officers the authority to apply for the HLF grant.

7.2 It is recommended that members agree to allocate £7,500 from the Joint Committee's Collections budget over three financial years starting 05/06.

Reasons for Action

The main reasons for making these recommendations are:

- i. Preservations of tapestries identified as being in urgent need of conservation
- ii. Fulfilling the key aims of the House (included)
- iii. HLF have indicated that this application would represent a positive step towards the larger bid that we intend to make in the future



Mount Edgcumbe House

Guideline 2D Statement of Purpose and Key Aims

STATEMENT OF PURPOSE

The purpose of Mount Edgcumbe House is to preserve, interpret and make available to the public the house, its historical contents, the gardens and the associated information. Curatorial research and the development of public interest will contribute to this purpose. We believe that achieving this will lead to a greater understanding and appreciation of the locality, the collections and the historical context of the Edgcumbe family.

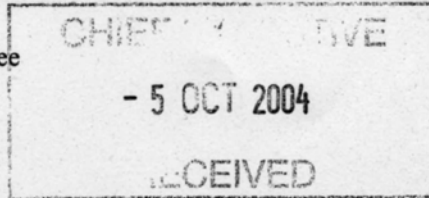
KEY AIMS

1. Care of collections: to safeguard the collections for the future
2. Museum Registration: to maintain registration standards
3. Interpretation: to interpret the collections in ways that will make them accessible and enjoyable to as wide a range of audience as possible
4. Education: to develop the house and collections as an educational resource that will address aspects of the National Curriculum and that will provide learning opportunities for people of all ages
5. Access: to ensure that physical, intellectual and cultural access to the collections is maximised wherever possible

6 - OCT 2004

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0117 9754396 (home: answer-machine)
0117 9858093 (home: fax)
oharris@talk21.com

30/09/2004

Mount Edgumbe Joint Committee
Clerk
Plymouth City Council
Civic Centre
Plymouth
PL1 2EW

Dear Sir/Madam,

**Re: Raleigh Battery/Whitsand Bay Holiday Camp/Whitsand Bay Lodge Park
Whitsands Bay
Nr Millbrook
Cornwall
PL10 1JZ**

As a chalet owner on the cliffs at Whitsand Bay I have become most concerned by the apparent trade off with Mr Wintle (owner of above) by the Local Council, the Environment Agency and English Heritage in trying to rescue a sadly abused National Monument – the Raleigh Battery.

The trade off appears to be to allow Mr Wintle to flout Planning Directions for the area (approved by the Secretary of State Transport, Local Government and the Regions) and turn the Camping facilities outside the Battery into a Lodge Park. The Monument would be salvaged and protected yet at the same time the plan (deal) will allow Mr Wintle to maintain many of the fixed site caravans, **improve** the shopping, service and leisure facilities inside the National Monument.

The proposed Lodge development is on the whole perfectly acceptable but the first phase is not – it's in a field which has never had any development in it that is on the road side on the cliff top.

I understand the need sometimes for a "trade off" when trying to bring about change but what is happening here appears to be flying in the face of common sense.

I have enclosed a copy of my recent letter to Caradon District Council in which I am questioning the soundness of part of a recent planning decision that in my mind flouts local planning Directions and denigrates an area of Outstanding Beauty. I hope the enclosure explains my concerns more clearly.

I appreciate that the Whitsand Bay Lodge Park is not part of the Mount Edgumbe Estate (Jointly managed with Cornwall County Council) but there are cliff chalets with in the Estate the will be within a 100 metres of this development.

I would welcome your comments.

Yours sincerely,

Owen Harris

local gossip and news. I'm also very inquisitive about anything that may affect the beauty and uniqueness of the cliffs at Whitsands.

Since that meeting I have asked the Newsagent, the Hairdresser and the Chemist's Assistant in Millbrook about any prior knowledge they had about the proposed Lodge development on Southfield. They told me that they had been made aware of the general plans from an article in the Cornish Times 24/04/04 (the editorial content was critical of the plans) and then from gossip from employees at the Holiday Camp. All of it vague and no understanding that Southfield was going to be used, let alone be Phase 1 with 11 landscaped lodges monitored by CCTV and a secure entrance to that Phase. Even the early adverts in the local Estate Agents did not alert them to this Southfield development.

I also asked three of the cliff chalet owners' Associations if they had been approached by Mr. Wintle about his plans. The answer was negative.

I'm not at all sure how to continue with my bid to prevent what now appears to be a *fait accompli*. As you can see from the photo (above) Southfield has had its top soil removed and is scrubland with a nasty gravel track laid in preparation. Mr Wintle has diverted the Campers footpath north away from this field. (That should improve the restoration of the Monument, especially the bits of faced granite stone he's bulldozed out of the way.)

If only there were no plans to build in Southfield!

If only phase 1 was not in Southfield but elsewhere and so less obtrusive!

(What happens to the Southfield site if the Lodges are not a success?)

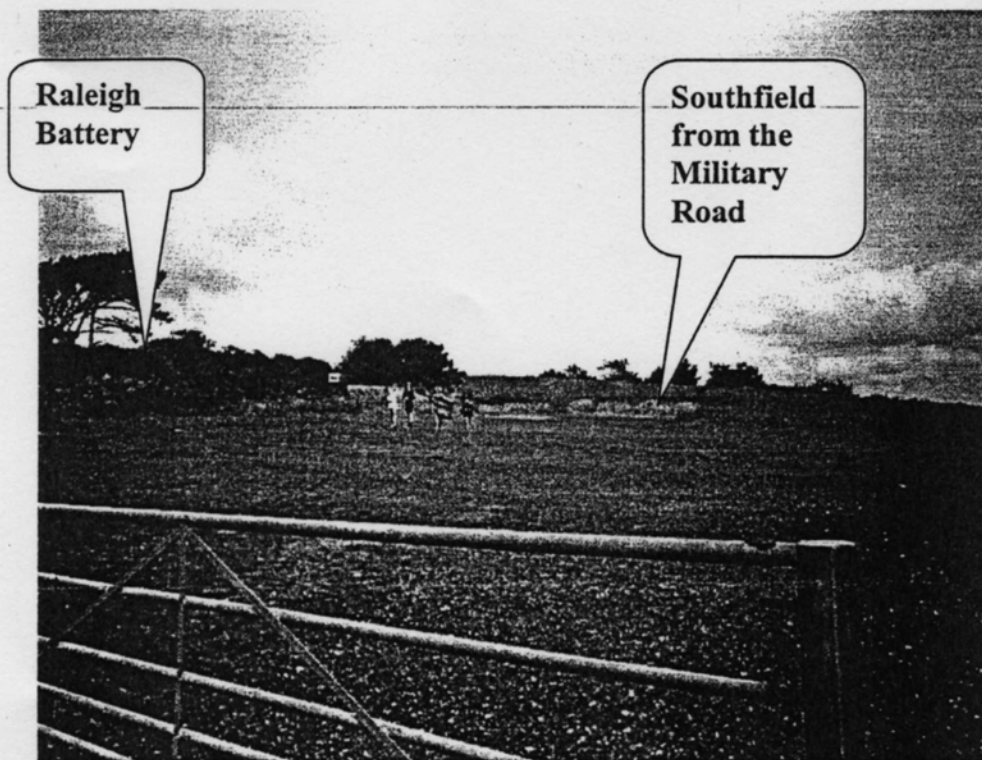
So in desperation, I am copying this letter with a covering note to all of these organisations with a plea for them to try and put pressure onto you to force Phase 1 to a different and more acceptable part of the site as lots of us believe that the current consent is really an incorrect decision. Not enough people have been listened to.

Yours sincerely,

Owen Harris

Copy to:

- Secretary of State for Transport, Local Government and the Regions
- Ombudsman
- National Trust
- Environment Agency
- National Heritage
- Tregonhawke and Withnoe Chalet Owners Assoc.
- Wiggle and Treninnow Tenants Assoc.
- Mount Edgcumbe Joint Committee (PCC/CCC)



11 lodges are planned for Southfield which is on the cliff top, visible to all and is in a field that has never had any development in the past 50 years. The proposed landscaping will be out of character and the Lodges much bigger than any permitted by Article 4. (300 sq. ft.)

This is in an area that is recognised as being of Scientific Interest, Outstanding Beauty and Lodge development in Southfield appears to flout not only the spirit of Article 4 but its written guidelines approved by the Secretary of State and proposed by Caradon District Council to protect the beauty of Whitsands Bay.

Article 4 was also proposed by Caradon Council to help clarify the position for the many chalets owners on the cliffs as to what was likely to be permissible in terms of size, shape, appearance and replacement in order to protect and maintain the Whitsands Bay environment.

The granting of this development in the Southfield will now muddy these waters again. It will make it more difficult for those of us on the cliffs that favour the spirit and principles behind Article 4 to successfully encourage our fellow cliff dwellers to conform to it even if they cannot approve of it. They will simply say that they will copy the Lodges' example!

At my meeting with Ms. Susan Waters at Caradon Planning Office in August 2004 I expressed my dismay at the lack of prior information I had about this development especially missing the planning notice and now it appeared too late to affect any decision making. Ms. Waters sympathised and reassured me that the decision had not been taken lightly. Also she believed that there had been articles in the local press and that whilst she was not sure she thought that Mr Wintle (owner/developer) had had meetings with people from the nearby Millbrook village and some group of cliff chalet owners.

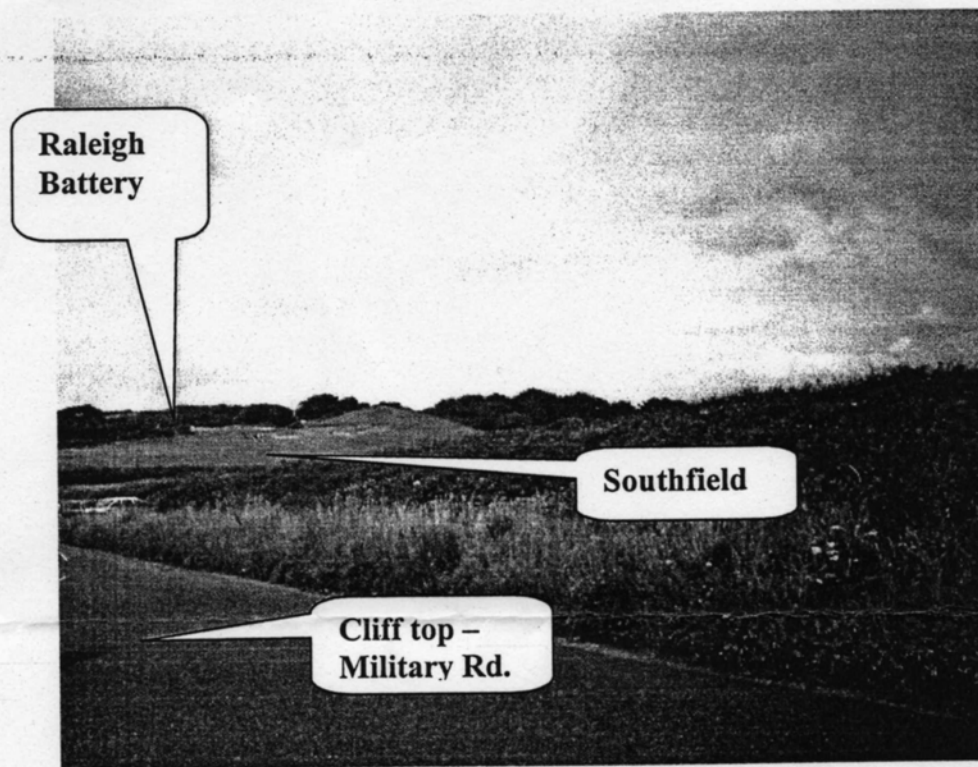
I explained that this also surprised me as whilst I do not live locally I do spend time there every month and have many local acquaintances who are always keen to keep me up to date with all the

the moat is to be halved and what is left of the Battery is to be “protected” and improved *to be made available to the public*. (I’d love to know what this really means.)

As a result the pay off appears to be that the current owner of the Holiday Camp, Mr Wintle, will be allowed to develop over 70 Lodges that will all be outside the Battery on surrounding land – some of which is currently used for 3-4 months of the year by touring tents and caravans. These lodges will be up to 45ft * 20ft (900 sq. ft.) and will have electricity, cable TV, CCTV, Landscaping etc and will cost around £200,000. Around each Phase will be some sort of security that will only be accessible via a Key Code. They are being marketed as an investment opportunity. (This appears to mean that they are **not** eligible to contribute to the Local Council Tax as second homes.)

My concern is not so much about the upgrading but about the fact that planning approval has been given for the first phase of this development to take place in a field known as **Southfield**. The rest of the plan looks quite appropriate.

There is a Development Plan (Article 4 (1) approved by the Secretary of State in April 2002. This plan outlines strict guidelines for development in a designated area that includes the Whitsands Bay Holiday Camp/Raleigh Battery.



Copy

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30/09/2004

Caradon District Council
Development and Building Control Services
Luxstowe House
Liskeard
Cornwall
PL14 3DZ

Dear Mr Rolfe,

**Ref: Whitsands Bay Lodge Park
Whitsands Bay
Nr Millbrook
Cornwall
PL10 1JZ**

I am an owner of a hut on the cliffs at Whitsands Bay and this summer was amazed to learn that the nearby Whitsands Bay Holiday Camp was to be redeveloped. I say amazed because despite my fixation with reading yellow planning notices on the cliffs I had not seen one for this proposal (and nor had any of the chalet owners on Tregonhawke Cliff nor residents of the nearby village of Millbrook that I spoke to).

A visit to your offices in August confirmed that planning permission had been requested, a yellow notice had been placed at the entrance to the Camp and that permission had been granted. An arrangement with National Heritage and the Environment Agency had been agreed so that the Raleigh Battery, as a National Monument could be protected and more favourably displayed and to facilitate this the owner of the Whitsands Bay Holiday Camp would be able to upgrade this site into a Lodge Park in areas outside the Battery.

The original site, Raleigh Battery, was a Napoleonic Defence (a Palmerston "folly") and as a child I used to stay in one of the WW II barracks that had been built in it and had been "passed" onto the farmer whose land surrounded the Battery.

Over the years this Battery (Raleigh) has been developed into a Holiday Camp with many of the gun emplacements, underground defences, the moats and drawbridge being destroyed to allow for this.

However this new plan is far more radical – the majority of overnight caravan and camping facilities are to be dramatically reduced, the number of permanent standing caravans in what was

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Whitsand Bay Marine Sanctuary (no-take) Zone proposal

Have your say by filling in the [questionnaire](#) and referring to the [chart](#) showing options for the location of the Zone

[Click here if you want to read more details about the background to the proposal](#)

Background

Following a number of local workshops at which anglers and fishermen first suggested a possible Marine Sanctuary Zone in Whitsand Bay, Cornwall County Council's Environment and Heritage Service is now undertaking a consultation on behalf of a local partnership to establish exactly how this might work.

A Marine Sanctuary (no-take) Zone is an area of the sea where fishing is not allowed.
[Frequently asked questions](#)

The creation of a Marine Sanctuary Zone in Whitsand Bay could help to improve the protection of marine wildlife and fish which use the area, as well as providing wider benefits to the local economy.

It could help to support the tourism and leisure businesses which have already been boosted by the sinking of the Scylla (an old warship) in Whitsand Bay to create an artificial reef for divers.

Associated links -

- [Next page](#)
- [Consultation home page](#)

Last revised - 9th September 2004

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CORNWALL COUNTY COUNCIL

Not Confidential

MOUNT EDGCUMBE JOINT COMMITTEE**29 OCTOBER 2004****MOUNT EDGCUMBE JOINT COMMITTEE - SUBSTITUTES - CORNWALL
COUNTY COUNCIL****Report by County Solicitor****1. INTRODUCTION**

At its meeting on 30 June 2004 Cornwall County Council's Executive considered a report regarding the appointment of substitutes by the County Council on the Joint Committee. It was noted that the County Council's Constitution did not prevent the attendance of substitutes as long as the substitutes fulfilled the same eligibility criteria as those appointed to the Joint Committee. The 'two-fifths' rule had been interpreted to enable Members from electoral divisions within the Caradon and North Cornwall Districts to be appointed. Accordingly, the County Council's Executive agreed to the appointment of nominated substitutes on the Joint Committee. Substitutes included any Member representing an electoral division within the Districts of Caradon or North Cornwall.

The County Council's Procedure Rules limit the number of substitutes per group to a maximum of four. The names are:

<u>Conservative</u>	<u>Liberal Democrat</u>	<u>Independent</u>
Ellison, R E	Mrs V A Cox	T R J Nettle
Miller, D G	G J R Hocking	J M Philp
Toms A J	Mrs J M Mepsted	A H Quinnell
	D Whalley	W M Flooks

However, the Labour group do not have any Members who satisfy the eligibility rules.

2. PROPOSALS

Members of the Joint Committee are requested to note this report.

3. OFFICER CONSULTATION

Any relevant financial issues arising from this report have been considered by the County Treasurer. Name of Treasurer: Joe Jacques

☐ The author considers that there are no legal issues arising from this report.

or

☒ Legal issues arising from this report have been considered by the County Solicitor and advice has been received that the recommendation(s) can be made.
Name of Solicitor: Richard Williams

4. RECOMMENDATION

That the Mount Edgcumbe Joint Committee note the decision of Cornwall County Council's Executive regarding the appointment of nominated substitutes to the Joint Committee.

CHIEF OFFICER Ian Kennaway
County Solicitor

REPORT AUTHOR Cheryl Simpson

APPENDICES

None.

List of Background Documents (under provisions of the Local Government (Access to Information) Act 1985)

None.

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By virtue of paragraph(s) 9 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

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