

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: 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 expresses the desirability of Mount Edgcumbe House and Country Park joining the Cornwall Association of Tourist Attractions and gives costs.

Implications for Medium Term Financial Plan and Human Resources: The initial and ongoing costs can be met from the Joint Committee's advertising budget.

Other Implications: None.

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.

Alternative Options Considered & reasons for recommended action: Not to join CATA and continue with existing publicity arrangements.

Background Papers: Copy of Rules of the Cornwall Association of Tourist Attractions held at Mount Edgcumbe House.

Sign Off

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

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.

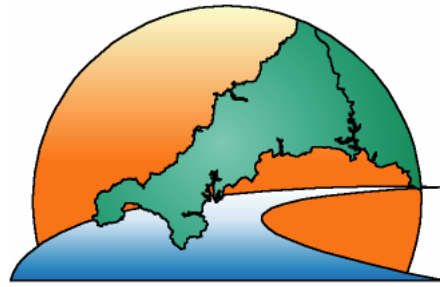
The inspection process includes checks of the attractions, signage, toilet facilities, catering, cleanliness and welcome received.

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.



C·A·T·A
HOLIDAY ADVENTURES

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

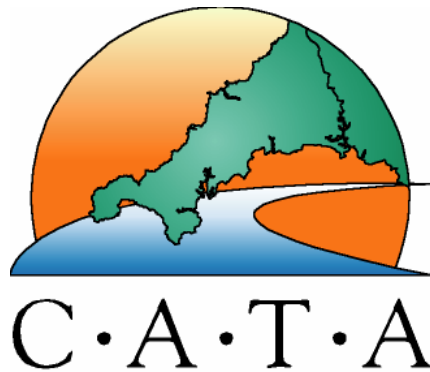
Penalties Relating to the Distribution of Cata's Promotional Material

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 official 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

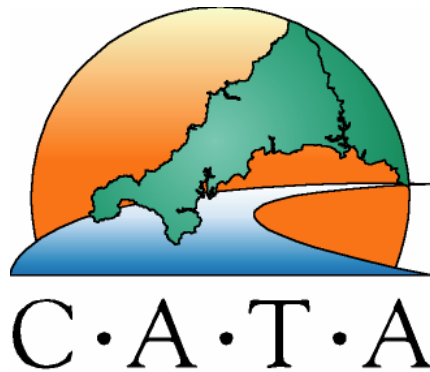
In order that staff from Attractions can keep up to date with other Attractions progress and innovation, the CATA Executive Card was introduced. Each Attraction is entitled to five CATA cards that entitles the holder, plus, up to 4 others free entry to all CATA Attractions. All CATA Attractions will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

<u>Inspection Charges</u>	£
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
 <u>Joining Fees</u>	
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
 <u>Annual Subscription</u>	
Rule 4.(3)	450.00
 <u>Penalties Relating to the Distribution of Cata’s Promotional Material</u>	
Rule 11.(8) and Rule 11.(9) – First default in a 12 month period (Or a £50.00 charge for rechecking if no penalty is imposed)	100.00
 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	

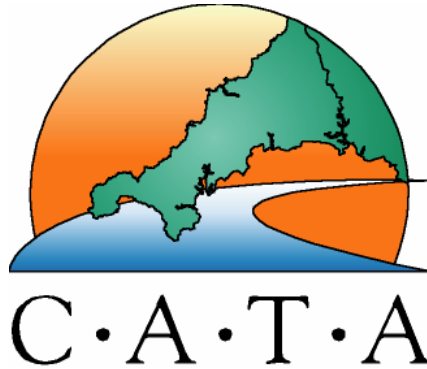
CATA's joint promotional ventures for one year and may also result in the Member being expelled from CATA .

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
Lamorran 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