

## Introduction

This plan aims to make Bodmin and the six surrounding parishes a better place to live. It's the result of asking people who live here about their own future. It shows local, regional and national bodies, that we are proud of our area, we work well together and how we want them to work with us to build a 21st century economy here, based on learning and enterprise. It should put Bodmin on the map.

For the last year and a half, we've consulted all kinds of people about what they wanted for this area in the next twenty years, from schoolchildren to business people, from every parish, voluntary groups, tenants, churches, landowners, tourism providers, shopkeepers, councils, schools and the police. So this plan is a voice for all parts of our community.

This is the result. It is our vision for Bodmin and the parishes of Cardinham,



Blisland, Helland, Lanhydrock, Lanivet and Withiel. It covers all aspects of community life and shows how we will make it happen. It represents the hard work, commitment and dedication of everyone who has participated. We are proud and privileged to present to you our plan.

*Cllr Ann Kerridge,  
Chair of Bodmin and  
Surrounding Area Forum*



## Our 2020 Vision

*"We will strengthen the beating heart of our communities to achieve a future built on quality, partnership and a 21st century economy. We will use our natural environment to attract and retain the wealth creators. We will nurture and sustain learning as the foundation for our enterprising economy and community. We will be the strategic urban centre of Cornwall, the place where skills and qualifications create well-rewarded employment and enhance our quality of life."*

By 2020 we will:

- Be regarded as A CENTRE OF EXCELLENCE, creating an enterprise economy driven by a partnership between the community, public and private sectors. This will be underpinned by the highest quality of educational facilities at all levels.
  - Position Bodmin as the STRATEGIC URBAN CENTRE of Cornwall
  - Make a difference through LEARNING and ACTIVE CITIZENSHIP where confidence is high and all ideas are valued as we work towards our vision.
  - Have a HEALTHY community with a sense of WELL-BEING
  - Place the principles of SUSTAINABLE DEVELOPMENT at the very heart of our regeneration plans, running through each and every theme and action.
- Value our extraordinary NATURAL ENVIRONMENT as key to attracting WEALTH CREATORS and building a 21ST CENTURY ECONOMY.
  - Have a flourishing CULTURAL LIFE creating local employment, supporting tourism and contributing to the well being of our residents and pride in our communities
  - INSPIRE OUR COMMUNITY through the creation of BODMIN FUTURES and forums such as A YOUTH PARLIAMENT to deliver our plan
  - See VOLUNTEERING and the VOLUNTARY SECTOR as instrumental to the success of our work.
  - Take a STAKE in our community and economy, creating a LOCAL INITIATIVE FUND to reinvest in community projects, social enterprises and the wider economy.



## Our Principles

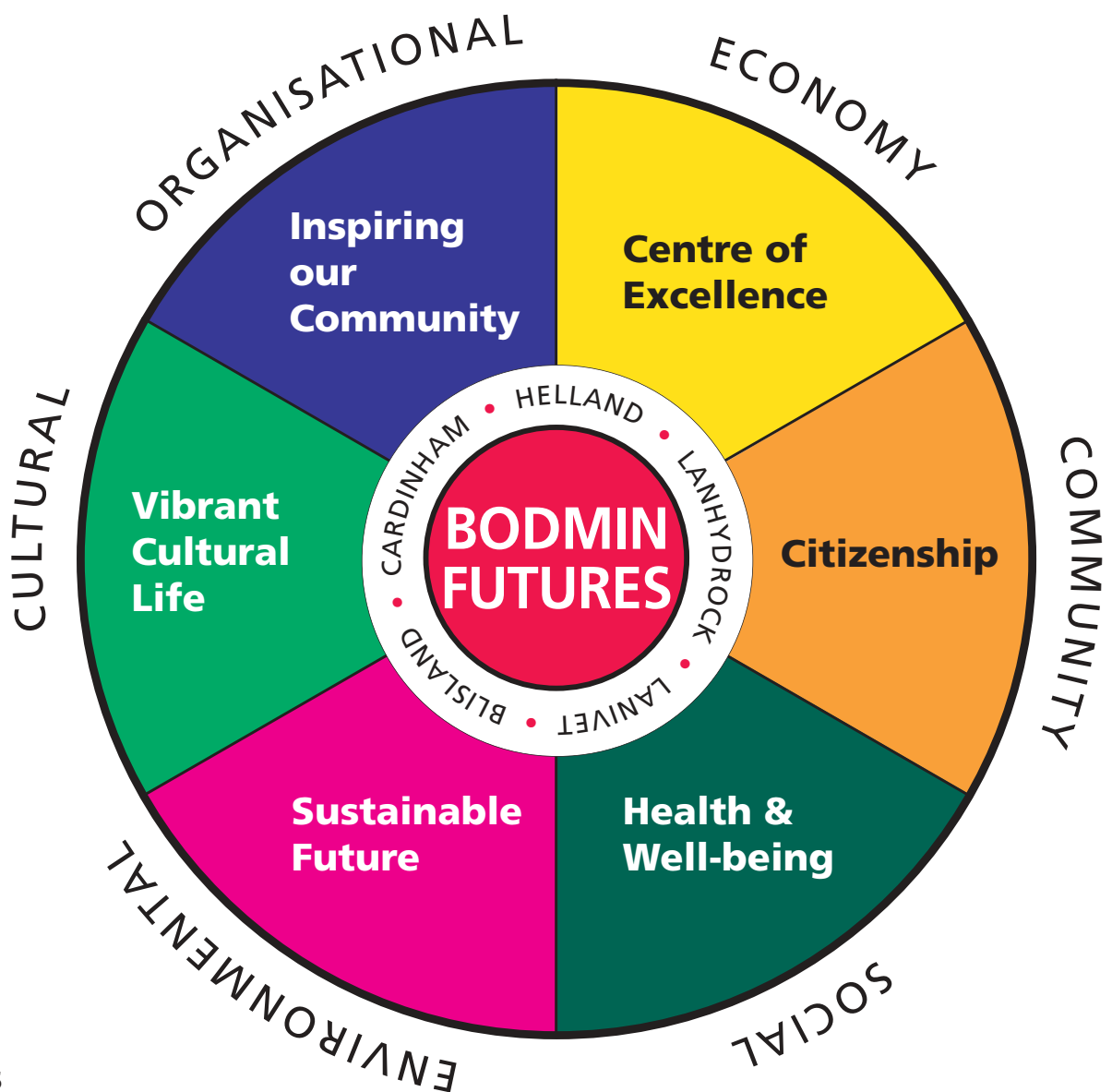
In achieving our vision we will be guided by the following principles:

- Seeking excellence in everything we do.
- Partnership working between the community, private and public sectors.
- Building the skills and experience of local people.
- Maximise the £ circulating in the local economy. Promote local sourcing and local enterprise. Always thinking locally and globally.
- Active citizenship.
- Making a difference through learning.
- Promoting citizenship. Respecting diversity in our community and promote tolerance and patience.
- Progressing through engagement and meaningful consultation.
- Supporting local systems to meet educational needs for all (e.g. Higher Education in Bodmin).
- Always allowing 'thinking room' to consider ideas and issues and space to learn.
- Owned by and achieved by our community.
- Learning from best practice regionally, nationally and internationally and put this into practice.
- Environmentally, economically, culturally and socially sustainable.
- Valuing our extraordinary natural environment.
- Always including the outlying areas, the villages and our rural hinterland.
- Always thinking about how we can assist existing projects, actions, groups, schools, employers etc.
- Managing expectations and raising aspirations.



## Our Themes

Our themes are the areas of interest that BODMIN FUTURES will have to address to move from where we are now to where we want to be in 2020.



## Centre of Excellence

The key to achieving our vision is an enterprising economy with communities and businesses that strive for excellence

in everything they do. Our enterprise economy will be driven by a partnership between the community, public and private sectors. It will be underpinned by the highest quality of educational facilities at all levels.

## THEME: Business, enterprise and regeneration

**Our goal:** To have positioned Bodmin as the strategic urban centre of Cornwall.

### Projects:

- Establish a BODMIN FUTURES 21st century economy panel to co-ordinate and promote this Theme.
- Undertake a research and development project to support this Theme.
- Develop and implement a marketing and promotion strategy for the area based on quality of the environment, educational facilities and our partnership working.
- Develop a programme to support all aspects of visitor hospitality.
- Identify potential sites and buildings to support the creation of new community and commercial enterprises.

- Establish 'Sustainable Business Clusters' to promote all aspects of sustainability.
- Support existing business and enterprise ensuring success and well-being of all industrial parks and estates.
- Develop a 'Centre of Excellence' in quality, training and innovation for the food industry.
- Ensure the highest quality of ICT infrastructure throughout our area to support our 21st century economy.
- Explore options to link into and expand upon business clusters in other Southwest towns and cities.
- Develop the area as a centre of excellence for business development (courses etc).

## THEME: Learning and skills

**Our goal:** To create a local culture where skills and qualifications create well rewarded employment and life long learning is contributing to the well-being of the area.

### Projects

- Promote practical projects to link employers, employment opportunities and skills development through the work of the BODMIN FUTURES 21st century economy panel ►

# Our Themes

- Undertake a research project on skills shortage and training needs to support an enterprising community and economy for the area.
  - Establish an ongoing skills monitoring project.
  - Undertake a research project on life long learning requirements, promote current provision and develop a future strategy.
  - Secure a Higher Education facility in Bodmin through the Combined Universities in Cornwall.
  - Support Bodmin College in their future plans to build upon their new Science status.
  - Develop a project with 'Sure Start' to provide nursery facilities for every child in Bodmin.
  - Research, promotion and support for local employers to embrace skills development as an integral part of employee's terms of employment.
  - Develop a programme of holiday activities for children and teenagers.
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## THEME: **Tourism**

**Our Goal:** To develop a quality, local tourism association that is an integral part of our 21st century economy and serves both our community and our visitors.

**Projects:**

- Establish a local Tourism Association, working with the Tourist Information Centre and other partners to promote the sector.
  - Encourage all tourist providers to be accredited under at least one approved quality standard and promote training opportunities.
  - Prepare a marketing strategy for BODMIN FUTURES tourism sector.
  - Support the development of Bodmin TIC both in Shire Hall and through the creation of a wider network of information points.
  - Enhance and maximise existing opportunities (e.g. linking the Camel Trail to the town).
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## THEME: Villages and parishes

**Our Goal:** To ensure that each Parish has a thriving and dynamic parish council providing leadership and direction for their community.

### Projects

- Challenge each parish to create a Steering Group to prepare and implement a Parish Plan as an integral part of BODMIN FUTURES.
- Support parish councils as a key organisation in leading their community.

- Encourage community enterprises to support and deliver local services and create employment opportunities.

- Pilot "Parish Service Delivery" to devolve responsibility for local services such as ditch cleaning, hedge trimming etc.

- Encourage learning (and dissemination of best practice) from other parish council projects nationally.

- Consider and promote an updated charter for parish councils.

## THEME: Town centre

**Our Goal:** To create a safe, clean and vibrant heart to Bodmin providing a place where people want to be with a quality mix of shops, entertainment, services and homes to support our 21st century economy.

### Projects:

- Undertake a major urban design study of the town centre to create a

development and marketing framework for the town centre and the Conservation Area.

- Implement a development and marketing framework.

- Support and encourage the Chamber of Commerce and Industry.

## THEME: Transport

**Our Goal:** Bodmin is ideally placed to be the strategic urban centre of Cornwall by 2020. Our goal is to ensure a high quality, integrated transport system throughout the area and to the wider region to reduce our dependency on the private car.

### Projects:

- Work with Cornwall County Council and East Cornwall Rural Transport

Partnership to develop and implement a high quality transport plan for the area.

- An information and education project to raise awareness of available transport services.

- Research and development project to explore different public and voluntary transport options (cycle buses, car sharing etc) and survey transport issues (journey to work problems, siting of bus stops etc).

# Our Themes

## Citizenship

We believe that our plan for 2020 must be built on an enterprising community where confidence is high and all ideas are valued as we work towards our vision. Our enterprising community will respect the strengths of diversity

and promote tolerance and patience. In 2020 local people from all age groups will have a strong sense of place and will participate in all aspects of community and economic life. We will have made a difference through LEARNING and our success will be built on active citizenship.

### THEME: **Active citizenship**

**Our Goal:** To have tangible evidence that pride in our community is increasing and that local people, groups and businesses are becoming more involved in all aspects of community life.

#### **Projects and actions:**

- Prepare a 'Citizens Charter' for Bodmin and the surrounding area.
- Work with schools via citizenship curriculum.

- Design, implement, monitor and evaluate a survey to measure our progress.
- Encourage projects across the age range (and inter-generational projects) to help promote active citizenship.
- Support the introduction of the Citizens Cup to be presented by Bodmin Town Council.

## Health & Well-being

By 2020 we will have a healthy, housed and happy community with vibrant,

engaged individuals belonging to the community (geographical and of interest).

### THEME: Healthy living

**Our Goal:** To increase the number of years people are free from illness and disease to increase their overall sense of well-being and quality of life.

**Projects:**

- Promote healthy living and access to quality information to enable people to

take responsibility for their own life-choices.

- Ensure local people have access to top quality services – primary, community, acute and specialist.

- Undertake Health Impact Assessments on all projects and actions in the plan.

### THEME: Housing

**Our Goal:** To secure the resources to house our community and support our enterprising economy. This will include a full range of housing types and tenures.

**Projects:**

- Undertaking a detailed survey of housing needs in the area in partnership with the local authorities and housing agencies.

- Undertaking a survey of potential development sites for affordable housing.

- Explore the creation of a local housing development fund linked to BODMIN FUTURES.

- Research innovative solutions (good practice) to affordable housing in rural areas.

- Research current housing strategy and planning guidance.

- Explore the establishment of training programmes linked to housing developments to build the skills and experience of the local labour force.

# Our Themes

## THEME: Leisure and recreation

**Our Goal:** The creation of accessible, diverse and quality leisure opportunities to meet the needs of our whole community and support our strategy encouraging healthy living and well-being.

**Projects:**

- Research to identify how existing facilities can be better utilised and what

the barriers to participation are at present.

- Survey residents to support the research project and identify potential new facilities.
- Develop a fundraising strategy to support survey and research.
- Develop specific projects to support access to leisure and recreation facilities.

## THEME: Access to services and overcoming barriers

**Our Goal:** To close the gap between the services required by our community and the services (and their accessibility) that are currently available.

**Projects:**

- Feasibility study into one stop shop and single access point promoting partnership working in service delivery.

- Research and promotion project to highlight problems and promote solutions to social exclusion in Bodmin and the surrounding area.

## THEME: Estate action

**Our Goal:** To actively engage local residents on the estates in improving their living environment and access to essential services.

### Projects:

- Undertake a campaign of involvement and awareness raising
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about the opportunities through BODMIN FUTURES.

- Target specific action on the improvement of service delivery to the residents of local estates.

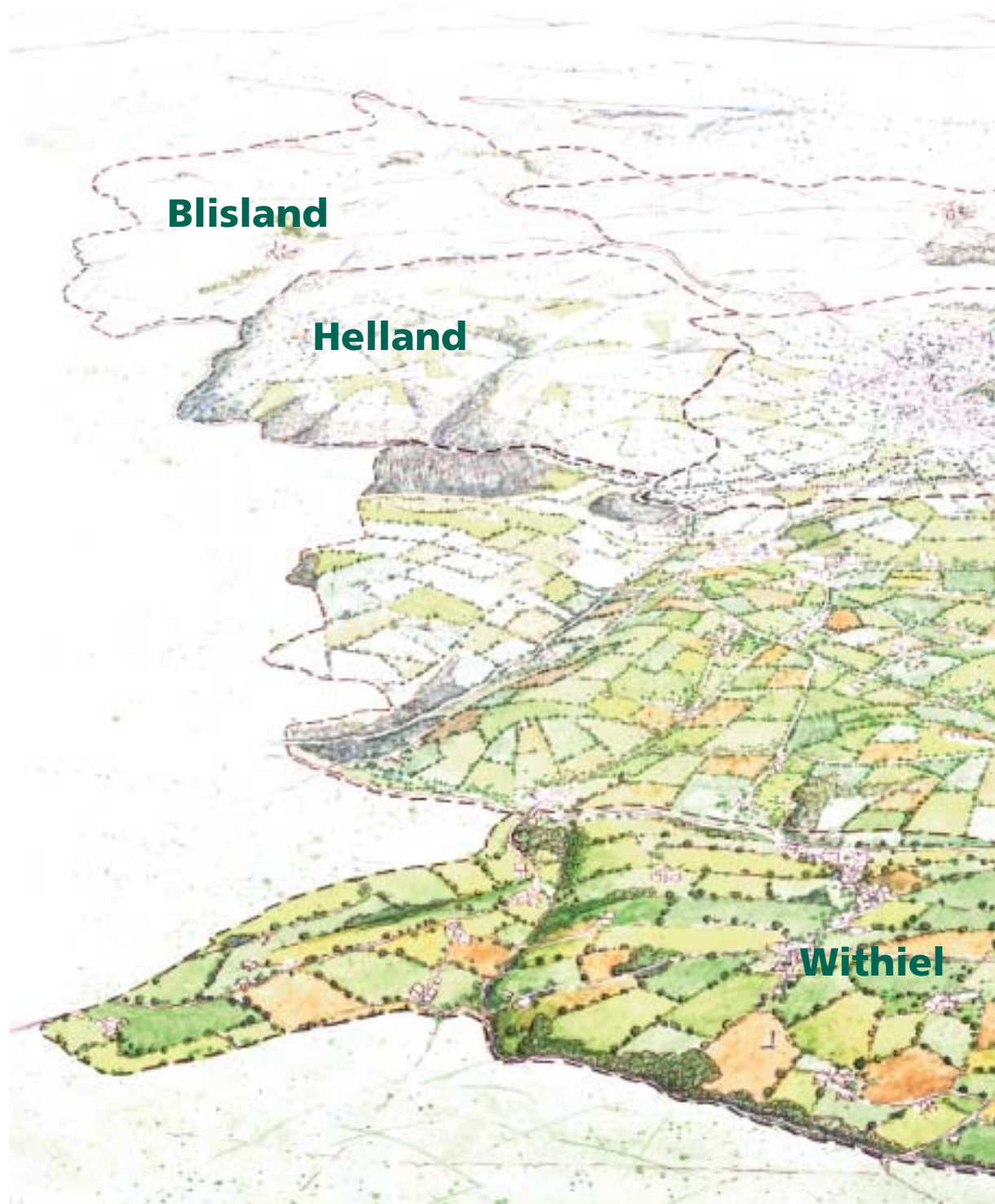
## THEME: Young people

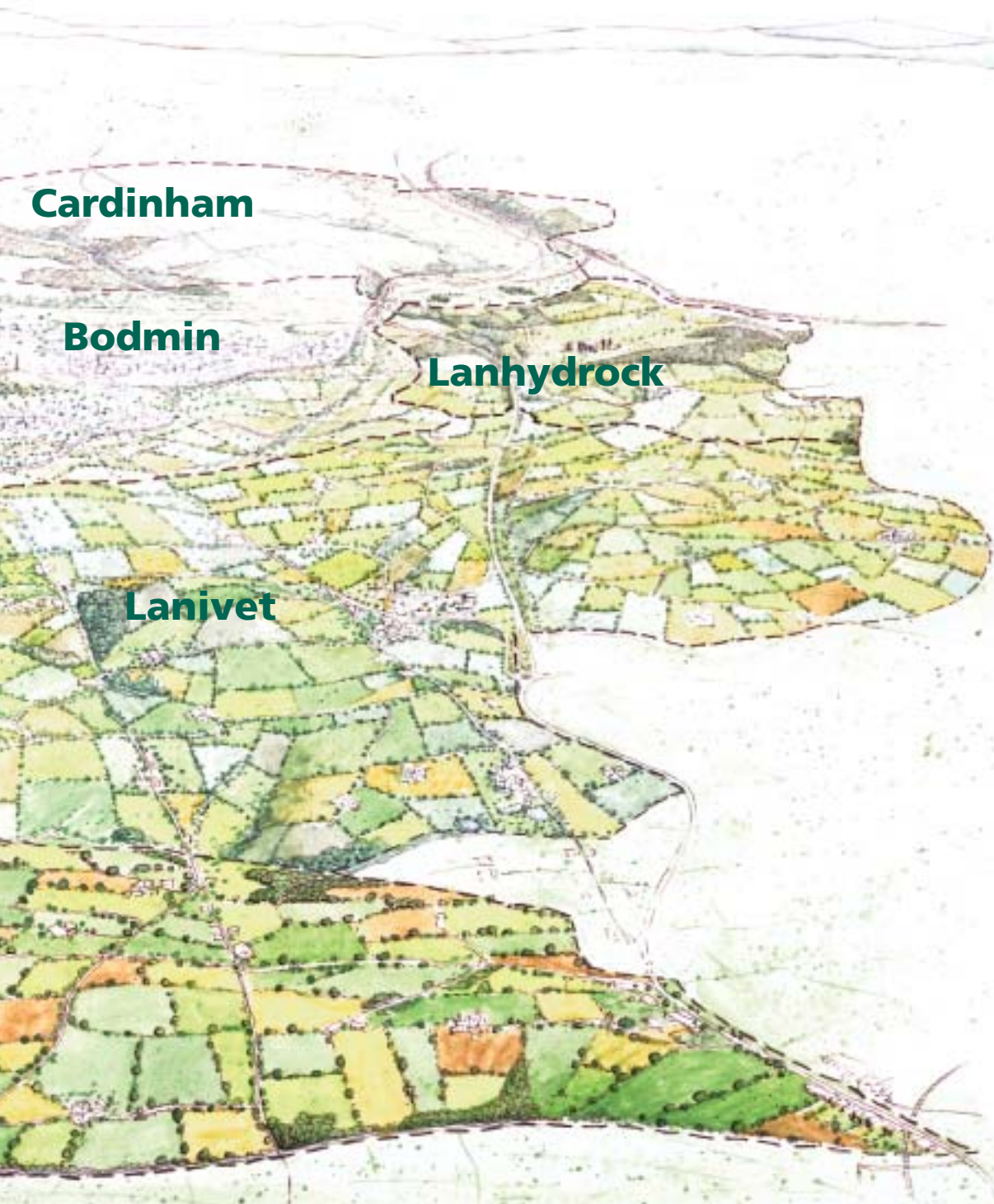
**Our Goal:** To highlight the needs of our young people and focus resources on meeting those needs across our Themes.

- To support Bodmin Town Council in the creation of a Youth Parliament.
  - Build on the Cornwall Youth Manifesto and promote a BODMIN FUTURES Youth Manifesto.
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- Promote the active involvement of the Youth Parliament to support a learning culture where skills and qualifications are essential to our 21st century economy.

- Establish a project through the Youth Parliament to tap the resources skills and experience of the retired community.





## Sustainable Future

The principles of sustainable development are at the heart of our regeneration plans and run through each and every theme and action. We will maximise the £ circulating in the local economy promoting local sourcing and local enterprise. We will take pride in our local economy and think local and global. We will create secure green

spaces and urban environment. We place an extremely high value on our extraordinary natural environment as a key to attracting wealth creators and building our 21st century economy.

Exploring the potential of recycling and renewable energy as key parts of our community and economic life will be central to our work. We will seek to measure our progress against 'indicators of sustainability'.

## THEME: Sustainable development and environment

**Our Goal:** To show dramatic achievements against all our indicators of sustainability developed to monitor and evaluate our progress (e.g. sustainable construction methods, business longevity, recycling rate, CO2 omissions, renewable energy, public composting).

### Projects:

- Establish BODMIN FUTURES sustainability forum to promote, educate and advise on issues of sustainability in the implementation of the plan.
- Form a working partnership with Sustainability South West to promote and educate on issues of sustainability.
- Prepare a fundraising strategy to support the work of BODMIN FUTURES sustainability forum.
- Establish indicators of sustainability and undertake an Ecological Footprint.

- Promote sustainable construction methods in all future development in the area.
- Provide public composting and recycling facilities throughout the area.
- Create 'Sustainable Business Clusters' among our business community to promote recycling, renewables etc.
- Feasibility study into 'green transport' options.
- Promote access to countryside (bridleways, footpaths etc).
- Promote conservation of green spaces as an integral part of our town environment.
- Investigate the establishment of a 'Renewables Loan (and/or grant) Scheme' to encourage businesses and homeowners to invest in renewable energy sources.
- Encourage the preservation of the built environment (architecture etc).

## Vibrant Cultural Life

*"Culture is about people and their lifestyles, and about the environment in which they live."*

Bodmin will be an exciting place to live and work, somewhere you come away

from with a buzz! Our flourishing cultural life will create local employment, supporting tourism and contributing to well-being of our residents. It will support our desire to create active citizenship. We will make Bodmin the place where our young people will want to stay and, for those who leave, a place to come back to.

## THEME: Sense of place, cultural identity and belonging

**Our Goal:** To create a framework for the community and the younger generation of our area, that includes active citizenship, creativity, ownership, self-development and responsibility.

### Projects:

- Develop a programme of public arts for BODMIN FUTURES encouraging a 1% for arts funding support from all developments and business creation.
- Develop a cultural strategy for BODMIN FUTURES in partnership with schools, local groups, Youth Parliament etc.
- Hold a large annual event to give people a sense of pride in Bodmin (first year launching the cultural strategy).
- Research the role of a cultural strategy in promoting our 21st century economy.

- Promote 'open building programme' where important (but inaccessible) buildings are open to the public.
- Organise a programme of walking tours (e.g. 'Hidden Bodmin').
- Celebrate all local Saints days. Parishes are dedicated to many unique and local saints.
- Promote Saints Way walk.
- Re-enactments.
- Big dig to promote interpretation and enjoyment of local archaeology sites. Interpretation and promotion of ancient monuments and archaeological sites.
- Investigate bilingual signage.
- Initiate a regular programme of 'Welcome to your new town' events to welcome and involve new residents.
- Support local attractions (e.g. Bodmin and Wenford Steam Railway, St Petroc's etc).

## Inspiring our Community

Our work will be owned and achieved by our community through the

partnership working of BODMIN FUTURES. We see volunteering and the voluntary sector as instrumental to the success of our work.

## THEME: Participating community

**Our Goal:** To create a culture of participation.

**Projects:**

- The creation of BODMIN FUTURES as a community led organisation to drive the plan forward.
- The preparation of an annually reviewed Operational Plan for BODMIN FUTURES.
- Establish the BODMIN FUTURES learning network to exchange lessons and best practice across all of our projects and strategies.
- Provide the highest quality of inform-

ation and support in all aspects of the plan to encourage community involvement.

- Establish a local community radio project and establish promotional strategy involving local press and media.
- Explore current Community Development resources and secure funding for additional requirements (estates, town and/or parishes).
- Build the skills and experience of volunteers and voluntary groups to create local solutions to local problems.
- Work with agencies to encourage the 'cultural shift' required to promote and support local solutions to local problems.

## THEME: Voluntary sector and volunteering

**Our Goal:** To make volunteering a normal part of life in the community, public and private sectors in our area and engage all parts of the voluntary sector in our work.

**Projects:**

- Research and promote exactly how volunteering and the voluntary sector

can support the implementation of the plan through a volunteering and voluntary sector strategy (including funding) for BODMIN FUTURES.

- Support the idea of a 'One-stop-shop' for voluntary sector organisations (Awareness raising project for voluntary, public and private sector organisations).
- Promote employee volunteering and participation in government schemes.

## THEME: Infrastructure

**Our Goal:** To have a fully operational Local Initiative Fund for BODMIN FUTURES investing in research, projects, actions, land and enterprises.

### Projects:

- Research good practice in Local

Initiative Funds throughout the UK and overseas.

- Establish BODMIN FUTURES Local Initiative Fund.

## THEME: Communication

**Our Goal:** To have an excellent communication system operational across our area that is affordable, sustainable and flexible to allow information exchange at all levels.

### Projects:

- Develop a communications and media strategy for BODMIN FUTURES.
- Encourage information sharing between statutory agencies, between voluntary organisations and with each other.

- Develop central signposting service linked to surrounding areas (touch screen) and through one-stop shop.

- Establish a community newsletter for BODMIN FUTURES.

## Our Strategies

BODMIN FUTURES will be using the following strategies to realise its vision for the area:

- **Research and Planning:** is essential in all aspects of our plan.
- **Taking a Stake:** investing in land, buildings and enterprise to achieve the vision.
- **Training and developing human resources:** concentrating on developing the skills and experience of the people within our groups, businesses, enterprises and community facilities.
- **Influencing others:** seeking to influence the policy, programmes and actions of others.
- **Inward investment:** looking outside our community to attract wealth, enterprises, skills, employment and resources. Investing in indigenous businesses especially growth businesses to create employment opportunities and wealth.



- **Loan funding:** giving enterprises in our community access to development funding.
- **Technical assistance:** providing the technical expertise required by enterprises and organisations in our community.

## Our Progress

We will monitor and evaluate our work to understand and measure our progress towards our 2020 vision. We will achieve this through our:

- **Community Profile:** Regularly updating and expanding our Community Profile as new survey work is undertaken and our community changes.
- **Ecological Footprint:** Undertaking an 'Ecological Footprint' to guide our work and ensure our actions are indeed sustainable.
- **Sustainability Indicators:** We will develop simple and effective indicators of sustainability for each one of our Themes.
- **Health Impact Assessments:** We will carry these out for every project we undertake.

■ **Project criteria:** We will assess any programme or project through the following criteria:

- **Sustainability:** meeting the sustainable development standards set by BODMIN FUTURES.
- **Support of Partners:** will it secure the practical support of our partners?
- **Impact:** what will its social, environmental, cultural or economic impact be?
- **Integration:** how does it fit with our overall strategy and vision?



## Our Organisation

### Bodmin Futures

Partnership is one of our core values and we will create a new local organisation, BODMIN FUTURES, as the focus for working together to implement our 2020 vision.

BODMIN FUTURES will champion our work towards a 21st century economy as a locally owned partnership organisation. It will be fiercely independent and will ensure that our 2020 vision is implemented by taking a direct stake in projects and the wider economy, while working in partnership to influence and encourage others to make things happen.

BODMIN FUTURES will prepare a detailed Operational Plan that will be reviewed and revised annually. It will be

committed to ongoing training and skills development for those involved. It will fundraise, create our Local Initiative Fund and be a strong, credible, focussed and dynamic force in building our 21st century economy.

Most importantly, BODMIN FUTURES will complement not duplicate the work or role of any partner. It will build strong links with our Local Authorities, local businesses, voluntary sector and regional and national organisations to involve them in the organisation and the work outlined in the Plan. It will add value.

