

Redruth Town Council



Consel An Dre Resrudh

Redruth Civic Centre, Alma Place, Redruth, Cornwall TR15 2AT

Tel No: 01209-210038 e-mail: admin@redruth-tc.gov.uk

Town Mayor: Cllr A Biscoe

Town Clerk: C Williams

Our Reference:

RTC/Comm Committee

Date:

29th October 2025

See Distribution

Dear Councillor

Meeting of the Community Committee of Redruth Town Council – 3rd November 2025

You are summoned to attend a Meeting of the Community Committee of Redruth Town Council to be held in The Langman Room, Redruth Civic Centre, Alma Place on Monday 3rd November 2025. Proceedings will commence at 7:00pm.

The Agenda and associated papers are enclosed for your reference and information.

Yours sincerely

A handwritten signature in black ink that reads "Charlotte Williams".

Charlotte Williams
Town Clerk

Enclosures :

Agenda and associated documentation

Distribution & Action:

Cllr I Thomas	Cllr J Morrison
Cllr E Allen	Cllr A Biscoe
Cllr H Biscoe	Cllr P Broad
Cllr K Cunningham	Cllr R Jolly
Cllr R Major	Cllr D Reeve
Cllr S Barnes	Cllr B Ellenbroek

All other Redruth Town Councillors, Totally Locally, Redruth & District Chamber of Commerce, Twinning Associations.

Redruth Town Council

Community Committee Meeting – 3rd November 2025

AGENDA

PART I – PUBLIC SESSION

1. To receive apologies for absence.
2. Members to declare any disclosable pecuniary interests or non-registerable interests (including details thereof) in respect of any item(s) on this Agenda.
3. To allow the public to put questions to the Committee relating to any Town Council matters.
4. To confirm the minutes of the meeting of the Community Committee held on 4th August 2025. [Minutes attached]
5. To receive a short verbal presentation by the Community Liaison Manager on her visit to the award-winning Braunstone Council.
6. Reports from Officers:
 - 6.1 Report from the Senior Library Officer. (See report attached)
 - 6.2 Report on the work of the Strategic Projects Officer. (See report attached)
 - 6.3 Report on the work of the Community Liaison Manager. (See report attached)
 - 6.4 Report on the work of the Communications Team. (See report attached)
 - 6.5 Report on Anti-social behaviour issues (verbal report)
 - 6.6 Verbal update on Lottery application – East End park
7. Community Budget – draft for consideration at meeting (papers to follow).
8. To receive an update from the Redruth & District Chamber of Commerce and Totally Locally.
9. To receive short verbal updates from the three Twinning Associations, Real Del Monte, Plumergat and Mineral Point.



Redruth Civic Centre, Alma Place, Redruth, Cornwall TR15 2AT

Tel No: 01209-210038 e-mail: admin@redruth-tc.gov.uk

Town Mayor: Cllr A Biscoe

Town Clerk: Ms C Caldwell

Minutes of a Meeting of the Community Committee held at Redruth Civic Centre, Alma Place, Redruth
on Monday 4th August 2025

Present: Cllr I Thomas
Cllr E Allen
Cllr A Biscoe
Cllr H Biscoe
Cllr P Broad
Cllr K Cunningham
Cllr B Ellenbroek
Cllr R Jolly
Cllr D Reeve

Chair

In attendance: Ms C Caldwell
Mrs H Bardle
Ms J Turner
Ms R Pearce
Ms C Welsh
Ms L Akerman
Mrs H Mabbott
Summer Intern

Town Clerk
Responsible Finance Officer/Deputy Town Clerk
Senior Library Officer
Communications Manager
Strategic Projects Officer
Community Liaison Manager
Administrator

2 members of the public were also in attendance

PART I – PUBLIC SESSION

1630.1 To receive apologies for absence

Apologies were received from Cllrs Major and Morrison and Alan Jewell (Twinning).

1630.2 Members to declare any disclosable pecuniary interests or non-registerable interests (including details thereof) in respect of any item(s) on this Agenda

Cllr Allen declared a non-pecuniary interest in item 5 on the agenda upon arrival and signed accordingly.

1630.3 Public participation session – to enable members of the public to put questions to the Council relating to any items on the agenda

A member of the public raised the amount of litter in the dry leat behind the church. Cllr Ellenbroek responded that this is an ongoing issue and the riparian responsibility lies with the owners and not Redruth Town Council or Cornwall Council. The Town Clerk said that she had written letters to Cornwall Council on multiple occasions and that a site visit with their Waste team had taken place last year with no action resulting. Cllr Ellenbroek said that on previous visits to the leat she had seen needles and cannisters of waste that may have been a biohazard.

1630.3.1 Unanimously RESOLVED for the Town Clerk to write to Cornwall Councillor Sally Harison, the Health & Safety Executive and the Environment Agency (as any leat water will eventually outlet into the sea at Portreath) [Proposed Cllr Ellenbroek; Seconded Cllr A Biscoe].

1630.4 To confirm the Minutes of the Meeting of the Community Committee held on 27th May 2025

Unanimously RESOLVED to confirm the Minutes of the Meeting of the Community Committee held on 27th May 2025 [Proposed Cllr Thomas; Seconded Cllr A Biscoe]

1630.5 To receive correspondence – Lowender Festival and email from Cllr E. Allen

1630.5.1 The Town Clerk has received a letter from the Chair of Trustees of Lowender asking if the Council could help support their search for a permanent home for the Festival.

1630.5.1.1 RESOLVED by Majority for the Town Clerk to write offering a letter of support. [Proposed Cllr A Biscoe; Seconded Cllr H Biscoe]. Cllr Allen abstained.

1630.5.2 The Town Clerk has received an email from Cllr Allen containing 27 questions around the reports attached with the Agenda to this meeting. Cllr Thomas said that as the email containing the questions had only been received on the day of the Committee meeting, that in order to give Officers sufficient time to prepare answers then these be dealt with in writing, within a reasonable timescale following the meeting. Cllr Allen said that she had been encouraged to write in with questions by the Chair, and that due to personal commitments she had not had time to do this between the meeting papers being circulated on the Wednesday and the meeting the following Monday evening. The Town Clerk clarified that Agenda papers and reports go out on a Wednesday; 3 working days before a meeting, in line with national protocols. Cllr Allen stated that she felt that it was unfair that her questions were being sidelined to follow up rather than being answered in the meeting. The Chair said that it was due to the volume of questions that meant this was the case, to enable fulsome answers to be given and that the meeting was conducted within a reasonable timescale. He said that of course Members are free to ask questions during the meetings but that this needed to be proportionate.

1630.5.2.1 RESOLUTION UPHOLD by Majority for the right to ask questions but to be reasonable as to the volume of questions and the time it takes as staff have many other responsibilities. [Proposed Cllr Thomas; Seconded Cllr H Biscoe]. Cllrs Ellenbroek and Reeve against. Cllrs Jolly and Allen abstained.

1630.5.2.2 At the time of typing these minutes, the Town Clerk has provided the answers to Cllr Allen's email the following day after the meeting, so are included as follows:

1630.5.2.2.1 Library Report

May Report Updates

General Library & Information Service Updates: Could we have an update on the search for additional staff training? Has the library's safeguarding policy been reviewed or updated? I understand the full council recently approved a safeguarding policy, does the library have a separate policy of its own?

Our HR Officer is currently looking into training, and we are waiting to hear back when this will be. We've also undertaken staff appraisals so have been identifying other training needs. Part of the work to be done was to speak to other local organisations about what support we can be effectively signposting to, rather than staff taking on support that they aren't qualified for or knowledgeable in. The meeting with the Outreach Support Officer at CN4C has been incredibly useful and we are working this up into some guidance for the team. We have linked in with the Volunteer Cornwall Community Maker, so we can start linking in with other organisations that we can signpost to or who can signpost to us.

There is Cornwall Council Libraries Safeguarding Guidance, and we are just waiting for confirmation that a small update has been made to it, then it can form part of the RTC Safeguarding Policy as one of the support documents.

1630.5.2.2.2 Library E-newsletter: There isn't a copy included with this report, how frequently is the newsletter issued?

At the moment this is sporadic as it is currently reliant on one member of library staff, who is also responsible for social media and marketing. Following staff appraisals, we are going to be setting up a small working group comprising library staff, and a member of the Communications Team looking at our communications, marketing and social media for the Library and Information service. This is so we can have a more resilient and linked up approach with the wider Library team and Council and be able to promote the service across wider channels (at the moment we are quite reliant on social media). This is also why the Tik Tok account for the Library hasn't launched yet. Timing wise the working group this is likely to get going towards the end of August/early September because of how busy the run up to the Summer Reading Challenge has been, and how busy the Library is with Summer Reading Challenge and numerous other summer events.

1630.5.2.2.3 Upcoming Projects

It was previously noted that The Writer's Block would pilot audio from their Imagine project on Murdoch Day. Did this go ahead? If so, how did it go? The last report mentioned that, if successful, further opportunities for generating audio content would be explored.

The set up we tried out worked well. It was a good way to test an alternative use for the Silent Disco equipment. We seemed to have more interest in the photos with people coming in to have a look at those alone, on the Friday. On Saturday, due to the weather, music acts were brought into the Library where the exhibition was, so unfortunately this overshadowed the exhibition.

We still have the intention to explore audio content, and this was discussed in staff appraisals also. At the moment we need to get through the summer event schedule and then we will have time to look further at opportunities to do this.

1630.5.2.2.4 Discover Redruth Hub

Regarding the Town Council merchandise: who is designing it? And who decided on the merchandise themes, was any market research undertaken?

The proposed merchandise is being designed by our illustrator who has designed the Discover Redruth branding. Suggestions on themes and items has come from staff based on enquiries or comments they have had in conversations with the public or based on past merchandise that sold well, which represents customer market research. Once there are some initial designs back, we can display these in the foyer and invite public feedback. Initial feedback suggests tote bags, beanie hats, mini Tolgus toys, notebooks, pens, etc. There will also be a free map available for visitors.

1630.5.2.2.5 Performance Report

The last report included stats (e.g. signposting, enquiries, etc.) for April, but there are no comparable figures for May or June. Could we have an update on these, or an explanation if this element is no longer being tracked?

As Senior Library Officer, I am awaiting access to the Cornwall Council Lagan system which is where this data is stored, and where it sets out what is collected. I can only access the most recent month at the moment, and the stats don't match with what I observe out in the library so I think we are either underreporting, or the limited categories I can see don't match with what is being logged. I want to produce guidance on report categorisation and logging so it is consistent, not just for the library team but also as we have had the admin team out on a welcome desk in the library and again some of the conversations and support for the public will cross over with reporting. For this report (and until I can do some work around logging) I have left the other data out.

Library numbers (people through the door) for July: 5766 and June: 4340.

In addition, the team have spoken to over 2000 school students in June/July in order to promote the Summer Reading Challenge.

1630.5.2.2.6 Strategic Projects Officer Report

Lease of Alma Place Property

Could we have more detail on the rationale behind taking on this additional cost, especially when the Chamber is already under-utilised? What made Alma Place the preferred choice over other available spaces in town?

As was discussed at the Community Committee, this is purely exploratory at this stage and will be brought to Council in September.

1630.5.2.2.7 Community Liaison Manager Report

May Report Updates

Outreach Plan: It was previously mentioned that three summer sessions would be held in local supermarkets, could we have an update?

Outreach plans are ongoing, and the Community Liaison Manager will be working with supermarkets vis the Residents survey.

1630.5.2.2.8 Field Research: Feedback from the visit to Braunstone Council would be helpful, were any actions identified as a result?

A presentation is planned for the November Community Committee to feed into the Strategic Plan.

1630.5.2.2.9 Volunteer Network: The last meeting was quite long, and this one is also scheduled for 2.5 hours. Will the same groups be invited? What's the incentive for them to attend again?

As mentioned in the report by the Community Liaison Manager, the idea is to support the volunteer led organisations to form a network. The next session will explore ways in which this can happen, making space where it is possible for the group to lead. Participants in attendance at the last meeting requested a second meeting, we will have to assess the viability of these meetings longer term on the attendance of the next session.

1630.5.2.2.10 Residents' Survey

Paragraph 4 references an ethics overview, risk assessment, and GDPR compliance statement. Are these documents intended for public viewing as part of the survey, or are they internal only? Who will see them?

GDPR compliance is public and Ethics review and risk assessment are internal documents.

1630.5.2.2.11 In-person Liaison (Paragraph 2)

While I recognise that community engagement falls within this role, isn't sharing information with the public the remit of the Communications Team?

The Community Liaison Manager was recruited to develop two-way communication and engagement channels with the local community. The Comms team focus more on broadcasting and corporate communications but the two work together as part of their respective roles.

1630.5.2.2.12 Emergency Plan

The previous report indicated that a draft plan would be produced between late June and mid-July. Has there been a delay?

1630.5.2.2.13 Also, are we a member of the Cornwall Community Flood Forum?

Yes, there has been a delay due to the fact that we redirected resources to the Residents survey. Also, the Community Liaison Manager has been building strong relationships with the participant volunteers of the Emergency Plan group and yes, we are a member of the Community Flood Forum.

1630.5.2.2.14 Climate Change Action Plan

It was hoped that the Climate Action Group would be re-established in mid-June, did this happen?

After research with potential partners, it was felt that September was a better time after the school holidays.

1630.5.2.2.15 While I appreciate the suggested themes; would it not make sense for the group to determine their own focus areas?

The suggested themes are a way to organise activity rather than set goals. Should the Climate group when established disagree with this suggestion, we can redesign as we see fit.

1630.5.2.2.16 Regarding the proposed focus on "reducing carbon": while this may align with our property portfolio, would a broader theme allow for wider community engagement?

It is not an either-or situation, both can be looked at in more detail.

1630.5.2.2.17Is the Action Plan intended for Redruth Town Council's operations, or for the wider town?

Both.

1630.5.2.2.18Communications Team Report

May Report Updates

Youth Festival: Is there any update on the collaboration with No Fit State?

We have been in correspondence with No Fit State, mostly with regards to their marketing, which over the weekend has ramped up to include posters throughout the town. The initial collaboration was to explore whether East End Park was a good site to hold the No Fit State Circus, and we were going to explore holding Youth Fest inside the big top. However, Redruth School as a site worked better for No Fit State, who have two shows one at 2pm and one at 7pm happening on Saturday, 30th August. With that in mind, we have decided to work with a local CIC Cirk Hes, to bring Circus fun to Youth Fest!

1630.5.2.2.19Redruth International Mining and Pasty Festival: Any developments regarding the Pasty Championships?

The Events Coordinator has liaised with Cllr Morrison regarding this, and Cllr Morrison is working hard to get David Rowe and Ed Rowe involved. This year, we will be holding a series of Pasty competitions for edible and crafty categories. The edible Pasty Competition will begin at 3pm in the Buttermarket. The crafty pasties will be dropped off and showcased in the library before judging in the afternoon.

1630.5.2.2.20Marketing Co-ordinator Update

How is it decided what content goes on Discover Redruth versus the Redruth Town Council page? For example, I noted that Murdoch Day wasn't featured on the Council's page, only the road closure notice.

Discover Redruth is where postings about events and tourism type content is posted. The Town Council's other website is for meetings and more corporate information and content. There is an embedded link on the website directing people to Discover Redruth.

1630.5.2.2.21It's also unclear that Discover Redruth is a Town Council-run platform, was this a deliberate branding choice?

This was a historic choice to make the Discover site distinctively different to focus on events and community. This can of course be re-visited.

1630.5.2.2.22Could we consider cross posting more frequently between platforms (including Redruth Chit Chat and Redruth Notice Board) to maximise reach?

Yes. Sharing our content with relevant groups is something the Marketing Coordinator will do more frequently.

1630.5.2.2.23Festival Naming and Themes

At the last meeting, it was agreed that the theme for the Pasty Festival would be "stories surrounding the pasty". The report now references a focus on international elements. Can we clarify how many themes (and names) are being used for what is essentially a two-day festival?

Following the Councillors ideas meeting on 8th July, we have taken the feedback on board with regard to the 'international' elements of the International Mining and Pasty Festival. With this in mind, the team have been working hard to highlight the international elements of the event by curating an indoor international market.

The story theme aims to encompass a range of ideas, for example, on Friday 19th Cobweb Tours will lead a storytelling walk from the Town to the Wheal Uny Mine stacks, and on Saturday 20th Hotch Potch will hold a storytelling grotto in 89 Fore Street. There will also be a series of talks taking place at the Wesley Chapel, all linked to the festival theme.

The festival theme helps us to programme the event; to keep each festival exciting, engaging and unique each year.

1630.5.2.2.24 Proposed 2026 Festival Dates

Murdoch Day consistently receives feedback that it ends too early. Has there been any consideration of extending it past 4pm?

These are suggested times only. However, with the capacity of the current team, it is difficult to extend the day without it having a greater impact on the team's ability to effectively set up and pack down the event. We are working hard to recruit festival volunteers, which will allow for the days to be extended without impacting the team.

We have also considered working with venues that could host fringe events for the evening. Ahead of the 2026 festival programme, we would like to facilitate a meeting with a range of venues that could support evening fringe events, to help the festivals carry on from day to evening.

1630.6 To receive an update from Redruth & District Chamber of Commerce and Totally Locally

1630.6.1 Chamber of Commerce

Cllr Reeve said on behalf of Mr Hernandez, the Chamber continues to meet and the website has recently been updated. The Wooden Block Race which was postponed from last year will now be happening at the Youth Fest on 30 August 2025.

1630.6.2 Totally Locally

Sarah Sullivan sends her apologies and had asked Cllr Allen to read out her update, starting with thanks to the Council for the payment of the grant, gratefully received. The map is being updated for the Totally Locally website. There will be a business only meet up to discuss the clear digital map, with the next meeting being held at the International Mining and Pasty Festival.

1630.7 Reports from Officers:

1630.7.1 Report from the Senior Library Manager

The Senior Library Officer directed the Council to item 4.10 of the report for decision in forming a working group for the siting of future community artworks including the Bal Maiden Ruth sculpture.

Nominations were made by Cllrs Reeve, Ellenbroek and A Biscoe. Any other nominees should email her.

1630.7.1.2 Cllr Ellenbroek said she had visited the library and spoken to visitors who were all very impressed both with the number of people signed up to the Reading Challenge and how calmly and professionally the staff deal with people visiting the library. She went on to say that she

commends the service in engaging with young people. Cllr Reeve had spoken to some visitors from Penzance who were similarly impressed with the service received.

1630.7.2 Report on the work of the Strategic Projects Officer

The Strategic Projects Officer stated that the CCTV and Control Room set up had met the dates for implementation, and that staff are now in place. The wifi connection was to be set up this week. Regarding point 6 of the report, and the Alma Place property, she is exploring potential uses and will bring a report to a future meeting. The Town Clerk reiterated that this investigation was exploratory at this stage.

1630.7.3 Report on the work of the Community Liaison Manager

Under items 2.4 and 2.5 nominations for a Working Group for the Emergency Plan to meet from September.

Nominations were made by Cllrs Allen, Jolly and Ellenbroek.

- 1630.7.3.1 Nominations were requested for a Working Group also so starting in September for the Climate Action Plan. This was also to include members of the public.
Nominations were received from Cllrs Reeve, Allen, Jolly and Cunningham.

- 1630.7.3.2 The Community Liaison Manager explained that she may switch the expertise between the two groups as they work going forwards. Cllr Reeve questioned why there were 7 areas covered in the previous Action Plan and only 2 (to reduce carbon and increase biodiversity) in this one and she explained that the two themes covered all the previous areas.

1630.7.4 Report on the work of the Communications Team

Regarding point 2.7 of her report, she would like to add that she has now contacted all the Managing Directors of the pasty makers in Cornwall. Cllr Reeve asked if Etheringtons had been contacted and The Communications Manager confirmed their arranged meeting is next Thursday.

- 1630.7.4.1 The dates for next years festivals were put forward for acceptance with the amendment that the times are flexible and the addition of a Family Fun Day is considered.
Unanimously RESOLVED to accept the dates for 2026 festivals [Proposed Cllr Ellenbroek; Seconded Cllr H Biscoe]

- 1630.7.4.2 Clarification was requested as to why only half of the budget had been used for Murdoch Day. The DTC/RFO responded that £1500 had been received in income so the net expense was down. When the Council had originally approved the budget, it was agreed that we should try to get sponsorship to cover half of each festival. The RFO pointed out that the Communications team had worked hard to reduce costs and gain sponsorship. The festival did not suffer as the budget was to maintain the costs, and we could look to get more sponsorship in future. We are not looking to scale back but are looking to reduce costs to the council by getting more money in future. Cllr Jolly asked if we are looking to pay the artists a fair rate? The RFO responded that we will always pay a fair rate to artists but that we are looking at creative ways to run events and how we direct our resources. The Town Clerk added that for example for one workshop this year we paid £800 but next year we are looking to pay £600 and get the difference in sponsorship. The Business Liaison Manager is looking to develop strong relationships with businesses who can support events that are based on the various industrial estates.

- 1630.7.4.3 Cllr Ellenbroek stated that the report on Murdoch Day was very informative, and the team should be commended for the honesty in the report. Cllr Thomas seconded that and said he would like to see the festivals expand and increase in number.
- 1630.8 **To consider the following issues carried forward from the last meeting:**
- 1630.8.1 **To consider the Civic Centre as a wedding venue**
Unanimously RESOLVED to investigate the potential for all occupied Town Council premises (including St Rumons and Chambers) [Proposed Cllr Thomas; Seconded Cllr H Biscoe]
- 1630.8.2 **To receive an update on the letter to the Cornwall Wildlife Trust regarding a red squirrel colony**
The Communications Manager updated the Council that she had previously not had a response to her emails and has since rewritten to General Enquiries address, hoping to get a response soon.
- 1630.8.3 **To discuss the cleaning of the Redruth Welcome signs**
Discussion included inspection and a possible redesign and replacement of the signs to bring up to date.
- 1630.8.3.1 Unanimously RESOLVED that the existing signs should be cleaned. Claire Applegarth should be contacted for a quote. [Proposed Cllr Reeve; Seconded Cllr H Biscoe]
- 1630.8.3.2 RESOLVED by Majority to look into new signs [Proposed Cllr Reeve; Seconded Cllr Jolly; no one against, Cllr H Biscoe abstained]
- 1630.9 **To receive a presentation by Cllr Cunningham on an E Rickshaw project for Redruth**
Cllr Cunningham talked through her presentation and made the proposal that a Working Group is set up to look at the idea and decide how to take it forward. The Town Clerk advised that a mandate was required from the Committee to explore the idea.
- 1630.9.1 Unanimously RESOLVED that the appropriate officers investigate and explore the idea when there is time to do so. [Proposed Cllr Thomas; Seconded Cllr Reeve]
- 1630.10 **To receive short verbal updates from the three Twinning Associations, Real Del Monte, Plumergat and Mineral Point.**
- 1630.10.1 **Real Del Monte** Mr Hernandez was not in attendance but Ms Reeve gave an update on the rescheduled AGM meeting.
- 1630.10.2 **Plumergat et Meriadec Mr Jewell was unable to attend the meeting and had emailed and requested Cllr Allen to read out the following:**
The recent visit by 30 Bretons was said by them, 'the best one yet'. The main change was that they spent more time with their host families. It seemed to work well. Many thanks to the Mayor and Council for their support at the official function at the Community centre. Whilst here the Bretons went to a concert at The Wesley Chapel which featured a group of youngsters singing close harmony shanties. Kessenyan. (HARMONY IN CORNISH). The Bretons were very impressed as they have a similar group in Brittany.
Also, whilst here the Chairman of the Plumergat Twinning was amazed at the costs that we had to finance our trips over to Brittany, and has proposed a Fez Noz in Plumergat Salle de Fete in January 2026 feeding 350 people followed by a concert. The profits to help with the cost of coach hire during our trip in May 2026. She has requested that we send some members along to represent Redruth. Also, KESSENYAN are heartily invited. 6 of our members are planning to go at our own expense. We are looking into sponsorship to pay for the youngsters travel costs. Ferry: £100 each return.

We also have a few plans for social evenings during the late summer to raise funds for May 2027 when we host them again. Barbecue, Quiz evening, Town Festival stall, wine and cheese taster evening etc.

The Report was noted.

1630.10.3 **Mineral Point**

No report was given for Mineral Point

Chair

1.0 SUBJECT OF REPORT: To update the Committee on the work of the Redruth Library and Information Service

2.0 SUMMARY OF IMPLICATIONS

- | | | | |
|----|-----------|---|----|
| a. | Policy | - | No |
| b. | Financial | - | No |
| c. | Legal | - | No |

3.0 TERMS OF REFERENCE

- 3.1 To provide the committee with information of the work carried out by the Redruth Library and Information Service since the last report (4th August 25).

4.0 REPORT

4.1 Actions

Below is a table of actions that were reported in the last Community Committee Meeting along with other projects assigned to the SLO.

Item	Update:
Increase in requests for digital support	Appointment system has been implemented and is proving to be successful. See Item 4.2 for a more in-depth update.
Discover Redruth Hub	Discussions underway with Hannah Beech with regards to the map design and mural. Further research with customers is being undertaken on merchandise.
Summer Reading Challenge	The Summer Reading Challenge was the biggest yet for the library with 417 children completing the challenge over the summer. A huge well done to everyone who took part and supported.
Funding Proposals	Joint funding bid with Kresen Kernow, to SWRLS, has been successful. We will be going out to recruit students to the project before Christmas with an aim to deliver the 6 workshops between April and December 2026.
Library Newsletter	This is now resuming monthly, via the email list and paper copies which are available in the library. A copy is also hosted on the Cornwall Libraries site for Redruth Library. Due to an increase in sign ups for the newsletter we no longer qualify for the free version of Mailchimp so are investigating alternatives.

Community Bookshelves	On hold whilst deal with other priorities
Tik Tok	Our Tik Tok account has now launched. We are using existing content for the moment whilst a wider staff base becomes more familiar with creating marketing content for our other outlets, and we can consider youth involvement.
Public Art Working Group	Initial meeting of the working group comprising Town Council members of staff, Councillors and David Westby, took place at the end of August. Work is ongoing to recruit external members prior to future meetings.
To consider licensing the Civic Centre as a wedding venue.	Ongoing. Liaising with the licensing team at Cornwall Council, with regards to requirements, desk-based research of venues and costs. Some site visits are planned to research first hand existing similar licensed venues.
Heritage Artifacts	The old display cabinet has housed some artifacts donated to the Council, and which had previously been hidden behind the Library Counter. Currently it is displaying pottery from a summer workshop by Leach Pottery. Further work to do in this area to develop the display options and exhibit themes.

4.2 Digital Support

A number of the Library Team have undertaken the basic Digital Champion training offered by the Good Things Foundation, which allows more availability of appointments for those needing support. Redruth Library and Information Service is now a listed Digital Inclusion Hub and we are in the process of registering to become a National Databank Centre which means we will be able to distribute donated mobile SIM cards to those experiencing data poverty or living on a low income in their community.

As part of Get Online Week we delivered an all-day drop in event titled 'Try One Thing' We were also joined by a James Butcher from the NHS App team in NHS England's Transformation Directorate. We did have some quality conversations and were able to provide support to everyone who attended.

4.3 Regular Events & Support Delivered by the Library or Partners

Digital Coach; Rhymetime; Lego Club; Get Crafty; Games Club; Reading Clubs; Read Easy; Police Surgery; Veterans Hub; Writers Club, Healthy Cornwall.

Community Energy Plus and South West Water have also started regular drop-in sessions, and we welcomed Smarter Smiles for a one off oral care promotion. Pentreath have also started their Recovery College programme on Thursdays.

Coding workshops delivered by the Cornwall Council Family Learning Unit have proved very popular so we are looking into the viability of these being delivered on a regular basis during term time.

4.5 Special Events

We had a special visit by the Littlest Yak in September, courtesy of the Regal Theatre and were also joined by the National Literacy Trust to deliver a special storytime and crafting activity to children aged 0-4.

The Coppice Theatre delivered 2 sittings of their show the Bookwitch which was enjoyed by our younger visitors and staff alike. A big thank you to Coppice for selecting Redruth as one of the Libraires to host their tour.

Redruth Library has been selected to deliver the Cosmic Explorers programme which is a joint initiative by the Reading Agency and the Royal Observatory, Greenwich, to engage young people with STEM via space exploration.

4.7 Outreach and External Engagement

We took advantage of as many opportunities to promote the Library Support and wider Council services over the summer. The Family Fun Day at Carn Brea Leisure Centre was a fantastic way to engage with families and we have asked to attend next year's event.

The SLO attended the most recent Mining Villages Community Meeting and had the opportunity to promote the library services.

4.9 Data and Performance

We are undergoing a process to map and record service delivery; to complement the data captured via Cornwall Council's Lagan system so we can use this to support operational decisions. Below are included the headline stats from Lagan, which will be the last time they are presented in this form for the Library Report. Going forward we will provide the following headline data on an annual basis to the Council to provide a year in summary: Monthly Footfall, Membership, Books Borrowed, Computer Use, Digital Appointments.

July 25	August 25	September 25
7692 books borrowed	7760 books borrowed	6226 books borrowed
273 new borrowers	157 new borrowers	91 new borrowers
400 accessing computers	359 accessing computers	294 accessing computers

5.0 Recommendation

To note and accept the report of the Senior Library Officer.

Josie Turner, Senior Library Officer

1.0 SUBJECT OF REPORT: To update the Council on the work of the Strategic Projects Officer

2.0 SUMMARY OF IMPLICATIONS

- | | | | |
|----|-----------|---|-----|
| a. | Policy | - | Yes |
| b. | Financial | - | No |
| c. | Legal | - | No |

3.0 TERMS OF REFERENCE

- To provide the Committee with an update on Strategic projects
- To request the piloting of the Gateway Assessment tool

4.0 REPORT

5.0 CCTV Control Room and CCTV monitoring service

- Projects team has visited Newquay CCTV control room to share best practice and procedures
- The CCTV Operatives team have met with ASB Officers, Police and Rangers (Truro City Centre) both ad-hoc and on organised monthly meetings to begin working as a wider partnership to maximise resources and share information/intelligence.
- Cameras are being monitored, and the approach remains flexible and pro-active.

6.0 TRIP Funded Projects

Project Name	Status	Notes
The Chambers Feasibility Study	Live	Consultant appointed CPE Limited with SMT Limited
Market Way and Market Hall Lighting Scheme	Live	Contractor appointed Cornwall Electric • Works to start mid-November • Traders have been consulted • Briefing note circulated to Councillors
Christmas Lights Infrastructure	Live	• Electricians are checking infrastructure in the town centre and undertaking repairs, installing lights on Lower Fore Street w.c. 27 October 2025. • Upper Fore Street repair work scheduled to be completed in the next 2-weeks. This will include a road closure.
DISC	Live	GDPR being reviewed by Solicitors
Projector in Market Way	Live	Quotes requested; one received
CCTV Cameras and upgrade of Wi-Fi in Market Hall	Live	Contractor appointed Acronyms Limited

		• Work will be scheduled in partnership with the lighting contractor
Town Centre Wi-Fi	Live	Contractor appointed Proximity Futures Limited The scheme has achieved extended coverage to incorporate half-way of Upper Fore Street, Green Lane. This has been achieved at no extra cost. • Site visit completed • Permission from property owners where infrastructure will be installed secured • Awaiting response from Cornwall Council Heritage regarding the placement of infrastructure on top floor of The Chambers • Acronyms liaising with Proximity Futures regarding infrastructure (IT)
Market Hall Toilets	Live	Quotes secured for scheme

The installation of the Market Way and Market Hall lighting scheme, CCTV & Wi-Fi and the Projector will be undertaken as a wider scheme to minimise impact on businesses, the markets and visitors to the town centre.

7.0 Gateway Assessment Tool

The Projects team would like to pilot a new “Gateway Assessment” tool to determine which project proposals, funding streams etc meet a first stage assessment.

This approach is widely used for many grants funded programmes to check initial eligibility against a list of criteria.

We feel this would be beneficial to assess project ideas prior to establishing working groups, task and finish groups and identify projects that meet both the Redruth Town Council 8 Strategic Objectives, have available the required resources and/or funding to ensure the successful delivery and sustainability of projects and initiatives.

The form is first draft for comments and/or amendments.

8.0 PCC CCTV Funding

On the 18 September 2025 the OPCC (Office of the Police and Crime Commissioner) invited Expressions of Interest from local parish councils, town councils and voluntary sector organisations across Devon, Cornwall and the Isles of Scilly who are seeking financial support to install or upgrade CCTV systems. Applications are considered against the following criteria and must meet the priorities of the Police and Crime Plan 2025-29.

- Current CCTV installation
- Plans for new CCTV installation/upgrade, including monitoring arrangements
- Timeline for funding to be used
- Confirmation and details of match funding/third party contribution
- Location(s) of CCTV
- Sustainability plan and appropriate infrastructure in place
- Who will benefit from the CCTV?

Each local authority can apply for £10,000 of capital funding and we submitted our EOI on Thursday 23 October 2025 (deadline Friday 24 November 2025).

Redruth Town Council has submitted an Expression of Interest on behalf of Redruth TC, Camborne TC, Perranzabuloe PC and Truro City Council for a total of £40,000.

The Expression of Interest represents a partnership approach to maximising the impact of the funding, achieving cost efficiencies and widening the impact of the investment should the EOI be successful.

The EOI is for the following:

- One workstation; decoder, managed switch, licences, 4 monitors, 4k display monitor (2), 27" monitors (2) and "playback" equipment to expand the existing system (£12,000)
- Contribution to the relocation and upgrade of key equipment from Camborne Police Station to Camborne Town (£10,000)
- CCTV project for coverage of toilets, new Library and new Youth Hub in Perranzabuloe Parish (£10,000)
- Relocation of a camera in Truro City Centre (£8,000)

To date we do not have an indication of the timescales with regards to when decisions will be made on applications.

9. Recommendation

- It is recommended that this report be noted.
- That the Gateway Assessment tool is noted and comments forwarded to the Strategic Projects Officer for stage two draft.

Cheryl Welsh, Strategic Projects Officer.

Projects@redruth-tc.gov.uk

Redruth Town Council Project Gateway Assessment

The appraisal aims to bring together information, knowledge and findings to determine whether a project is viable and sustainable. An honest appraisal will also determine whether the Council should commit to further cost, risk and effort in further developing a project and/or proposal.

This will also be a document that we can provide to stakeholders, supporters and funders to help them understand the steps we have taken to test the feasibility of ideas, project proposals and recommendations.

A good benchmark is “likely to require”.

Submission Date					
Project Name					
Project Description					
Task proposed					
Locality and context	(Outline the need and demand of the project/proposal)				
Proposed by					
Meeting (where applicable)					
Outcome of analysis	Viable/Non-Viable/Requires further information/research				
Task	In place y/n	Resource Required	Resource Cost Revenue/Capital	Pass/Fail	Comments
Demonstrated need Public and Stakeholder consultation undertaken, data available, historic interventions					
3 Core Values Does the project meet the Redruth 3 core values					

Task	Answer	Resource Required	Resource Cost Revenue/Capital	Pass/Fail	Comments
8 Objectives How many of the 8 RTC objectives does the project meet					
Market Research Has any market research been undertaken or available?					
Initial or Outline Business Case Is there an initial or outline business case developed					
Consents or Permissions Are there any planning permission(s) or consent(s) required?					
Similar Projects Have similar projects been delivered in the area that have not succeeded – why is this one different					
Council lead Is the Council the most appropriate body/organisation to deliver this project/proposal?					
Employment Is there any employment creation/safeguarding/loss of employment?					
Volunteering Are there any volunteering opportunities?					

Task	Answer	Resource Required	Resource Cost Revenue/Capital	Pass/Fail	Comments
Displacement Will this displace any current project provision?					
Duplication Does this duplicate any existing provision?					
Sustainability Has the sustainability of the project been considered?					
Specialist Resources Are specialist resources required?					
Economic Outcomes How does the project contribute to local economic growth and the vitality of the town					
Comms needs Consideration of resources and impact on comms team					
Resource and Cost Analysis Here is where there should be an approximate total of £ cost and human resources required					

Final Decision Here we detail the final decision from the outcome of the analysis/assessment and rationale	
Feedback This is where the outcome of the assessment will be fed through to i.e. an individual, organisation or committee	

1.0 SUBJECT OF REPORT: To update the Council on the work of the Community Liaison Manager

2.0 SUMMARY OF IMPLICATIONS

- | | | | |
|----|-----------|---|----|
| a. | Policy | - | No |
| b. | Financial | - | No |
| c. | Legal | - | No |

3.0 TERMS OF REFERENCE

To provide the Committee with an update on the work of the Community Liaison Manager.

4.0 REPORT

Engagement

In recent weeks I have attended the opening of the Ladder and Redruth Charity Awards, volunteered at Gwealan Tops and the Clothes Bank and attended Friendly Friday and Social Sunday at Community Neighbourhoods for Change.

Emergency Plan

Two meetings have been held with Members. I will be attending the Cornwall Community Flood Forum Annual Conference in November with Councillor Barbara Ellenbroek. The working group will be expanded in January 2026 to include members of the public.

Climate Action Plan

A revised working structure has been sent to Members for feedback ahead of presentation at Full Council in November.

Resident Survey

We now have 800 responses; our minimum target is 1,200 completed questionnaires. I am currently engaging with WILD, Gwealan Tops, Redruth School, and Bethel's Larder for cross-promotional support and will also be attending the Ladies that Brunch with the Town Clerk to help further promote this.

5.0 Recommendation

- It is recommended that this report be noted.

Lucie Akerman, Community Liaison Manager

REDRUTH TOWN COUNCIL

REPORT FOR: Meeting of Community Committee on Monday 3rd November 2025

SUBJECT OF REPORT: To update the committee on the work of the Communications Team

SUMMARY OF IMPLICATIONS

- a. Policy - No
- b. Financial - No
- c. Legal - No

1.0 TERMS OF REFERENCE

- 1.1 To provide the committee with information on the work carried out by the Communications team.

2.0 REPORT

Agenda Item Number:	Topic / Theme:	Comments or Action Taken by Communications Manager or / for decision
2.1	Organisation of Community Events 2025	The remaining 2025 Community Events are: Remembrance Sunday – 9 th November Redruth in Lights – 29 th November Redruth's Free Charity Christmas Grotto - 29 th November and 6 th December
2.2	Communications Manager Update	The last three months have seen the team deliver the following; the first-ever Youth Festival, International Mining and Pasty Festival and guide and the Autumn Record. The Communications Strategy is now in the draft phase. Key areas have been identified which sit within a three part structure of introduction, internal communications and external communications. This sits alongside the commissioning of a new RTC website and work on setting a draft budget for the Comms team. We have been working on planning for next year's scheme of work, pinpointing where the team's busier

		periods are. In this planning phase, the team have considered the distribution of publications and how this could be further enhanced, particularly ahead of town festivals. For decision: Nominations are sought for Councillors willing to support the distribution of publications.
2.3	Marketing Coordinator Update	Work has focused on social media channel management and updating, including regular updates about Council Meetings, and information about activities happening throughout the town. Collaborative work has taken place with Community Liaison regards promoting the Residents survey.
2.3.1	Statistics (As of 28/10/2025)	Facebook Redruth Town Council - 1K Likes, 1.6K Followers Discover Redruth - 5.6K Likes, 7.2K Followers Instagram Discover Redruth – 2628 Followers LinkedIn Redruth Town Council – 339 Followers
2.4	Events Coordinator Update	Work has focused on planning for Redruth in Lights, reflecting on feedback from past festivals, reaching out to a wide range of different traders, to invite them to attend Redruth in Lights and future festivals. Following feedback from Redruth's International Mining and Pasty Festival, work is ongoing with marquee provision for Redruth in Lights and future festivals.
2.5	Previous Events – Youth Fest	Despite the weather, Youth Fest was a great success for a first-time event. For an in-depth analysis of the festival, please read the attached festival report.
2.5.1	Previous Events – Redruth's International Mining and Pasty Festival	This year, the International Mining and Pasty Festival had a wide range of themed activities from pasty crimping competitions to historical talks at the Wesley Chapel. The team worked with the Business Liaison Manager and Deputy Town Clerk to secure sponsorship from a variety of different local businesses.

		For an in-depth analysis of the festival, please read the attached festival report.
2.6	Redruth in Lights	A call out to local artists to facilitate lantern workshops for the local schools ahead of the festival has taken place and artists have been appointed. Weather proofing the event is a key priority. The Christmas Guide will be published sooner, to advertise the event much earlier. For decision: Nominations are sought for Councillors willing to support the Redruth in Lights Festival. Duties are to include supporting the festival information stand, greeting musicians and workshop facilitators.
2.7	Redruth's Charity Christmas Grotto	Due to scheduled works at the Community Centre, Redruth's Charity Christmas Grotto will be moving to a unit in Market Way. Due to limited space, this year we will be implementing a free ticketing system using the platform Ticket Tailor. This platform also allows us to collect donations in aid of Penhaligon's Friends. The library team can support those who are unable to book tickets using electronic devices. For decision: Nominations are sought for Councillors willing to support Redruth's Free Charity Christmas Grotto on 29/11 and 06/12.

3.0 RECOMMENDATION

It is recommended that this reported is noted.

To make decisions as appropriate under 2.2, 2.6 and 2.7.

Rebecca Pearce – Communications Manager

REDRUTH
TOWN
COUNCIL



REDRUTH'S FIRST EVER...

♥ REDRUTH
THE HEART OF CORNISH MINING

YOUTH FEST!

LED BY REDRUTH YOUTH COUNCIL

EAST END PARK

CELEBRATE
THE
SUMMER

FREE ACTIVITIES • LIVE MUSIC
DEMONSTRATIONS • CRAFTS
MARKET STALLS • STREET
FOOD • FACEPAINTING •
AND MUCH MORE!

SAT 30
AUGUST 2025
12 - 6PM



COMMUNITY
FUND

DISCOVERREDRUTH.CO.UK

Executive Summary

This report provides an analysis and evaluation of Redruth's first Youth Fest, which took place in East End Park on 30th August 2025. This report covers Youth Fest activities, communications, marketing, press coverage, print, project plan, stall holders, National Lottery Funding, and operations.

The report analyses feedback from the team, Youth Council, and Traders.

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1. Introduction

This year, we welcomed Redruth's first-ever Youth Fest to East End Park. It was a celebration for the young people of Redruth, allowing them to participate in free activities and enjoy live music showcased by young, local talent. The ideas for the festival were primarily guided by Redruth's Youth Council, which comprises young people aged between 10 and 18.

Redruth Town Council successfully secured funding for two years from the National Lottery Community Fund. The Fund has four guiding principles, which are to 'support communities to come together, be environmentally sustainable, help children and young people thrive and enable people to live healthier lives.'

Both the guiding principles and the Youth Council played a key role in leading the festival and contributing to the programme.

2. Youth Fest 2025

YOUTH FEST!

EAST END PARK



**EAST
END
PARK**



**30TH
AUGUST
2025**



**12PM -
6PM**

**12PM -
3PM**

**WRITER'S BLOCK -
SUMMER DREAMING**



**CALM
ZONE**

**12PM -
5:30PM**

**WILLOW CRAFT
WORKSHOP
WITH JASMINE FASSENFELT**



**CALM
ZONE**

**12PM -
6PM**

**BEAUTIFUL BUTTERFLYS
WORKSHOP
WITH CORNWALL BUTTERFLY
CONSERVATION**



**NATURE
ZONE**

**12PM -
6PM**

**COMMUNITY
WEAVING WORKSHOP
WITH OLGA OWCZAREK**



**CALM
ZONE**

**12PM -
6PM**

**FRIENDSHIP
BRACELET
MAKING**



**CALM
ZONE**

**12PM -
6PM**

**BUG HUNT AND
WORKSHOP
WITH BUG LIFE**



**NATURE
ZONE**



**SAT 30
AUGUST 2025
12 - 6PM**

YOUTH FEST!

EAST END PARK



EAST
END
PARK



30TH
AUGUST
2025



12PM -
6PM

12PM -
1PM

FOOTBALL
ACTIVITIES



SPORTS
PARK

1PM -
3PM

BALANCE SKILLS
WITH CIRK-HES



SPORTS
PARK

12PM -
5PM

COMMUNITY
SKATEJAM
WITH TEAM RUBICON



SKATE
PARK

2PM -
4PM

AERIAL WORKSHOP
WITH CIRK-HES



SPORTS
PARK



COMMUNITY
FUND

SAT 30
AUGUST 2025
12 - 6PM



2.1. Pre-event activities

Two pre-event activities took place. The first was a mentorship session with three young people who had applied to be comperes at the festival. The session was supported by a Councillor who is an experienced Ceilidh Caller. This session helped prepare the young people to confidently get on stage and announce the bands at the festival.

The comperes were highly successful and have asked if they could return for future festivals.

The second pre-festival event was a block car-making day that took place in the Library, in collaboration with the Chamber of Commerce. The session supported the young people in creating their own wooden race car.

2.2. The programme

The programme aimed to provide free activities for all young people, including a variety of interests and ages. The musical lineup included young people aged between 11 and 18. This was an opportunity for them to perform on a large main stage for the first time and showcase the musical talent of Redruth.

The programme for this year's festival was limited due to the heavy rain that we experienced on the day. This led to certain organisations cancelling planned activities.

Most of the activities and workshops could be moved inside the large festival marquee.

All music on the main stage proceeded smoothly due to the covered stage we hired for the Festival.

The festival comprised different zones, where young people could participate in activities.

The Calm Zone had four different activities: The Writer's Block, Summer Dreaming, a Willow Craft Workshop with Jasmine Fassenfelt, and a Sustainable Community Weaving Workshop with Olga Owczerek. There was also a Friendship bracelet-making workshop with recycled wool.

Within the Nature Zone, we hosted a 'Beautiful Butterflies' workshop in collaboration with Cornwall Butterflies Conservation, and an apple pressing event with Resilient Orchards, where they pressed 60kg of apples saved from food waste to produce 30 litres of juice for festival goers to taste.

Cirk Hes, a community circus charity based in Helston, ran the physical activities. These included balancing skills, Aerial Rig and demonstrations from the Youth Circus. Cirk Hes aims to 'nurture grassroots creative and community projects.'

3. Marketing

The Youth Fest had a powerful marketing campaign because it was the first-ever event. The team worked hard to promote the festival across Redruth.

3.1. Marketing Objectives

The primary objective of the Youth Fest marketing campaign was to promote a newly established event. As a first-time initiative, Youth Fest was not yet embedded within

Redruth's community calendar. The event required extensive marketing and promotional efforts to ensure public awareness and engagement.

Throughout August, the promotional content achieved approximately **84,000 views**. Notably, the number of three-second reel views (instances where a reel was viewed for at least three seconds) increased by **105%**, indicating substantial growth in audience exposure and awareness.

The advertising campaign for Youth Fest demonstrated promising indicators of growth and audience engagement. The most popular post promoting the event received approximately **5,000 views**. When considered alongside Redruth's population of around 15,000 residents (based on the 2021 Census), this suggests a strong level of local reach and awareness. While there remains scope for further expansion as the festival becomes more established, these figures indicate a highly successful outcome for a first-time event.

A Youth Councillor volunteered with the team once a week, primarily focusing on supporting the marketing.

3.2. Marketing Strategy 2025

The main aim of the marketing strategy was to promote Youth Fest and raise awareness of the event. As a new festival, establishing its identity was essential. While this takes time, maintaining consistency was key – to achieve this there was recognisable branding and promotion with the same illustrations reinforced throughout.

It was also determined that collaboration with those involved in the festival in a professional capacity, such as vendors, performers, and charities, was a key component of the overall marketing approach. Early in the process, emails were sent inviting these stakeholders to contribute to the creation of promotional content. Throughout the campaign, a significant proportion of the marketing output reflected these collaborations, featuring videos and social media posts produced by the participants themselves.

All of these posts were produced methodically and followed a structured approach. A series of 'zone reveals' was implemented to introduce the different areas of the festival, including the Demonstration Zone, Physical Zone, Charity Zone, and Quiet Activities Zone, alongside the Main Stage designated for live music. This approach helped to build anticipation for the event and provided an effective means of showcasing what attendees could expect. It also offered an opportunity to promote vendors and participants within specific categories, thereby enhancing both audience engagement and targeted promotion.

It is also important to acknowledge the necessity of reaching individuals without access to digital technology. Relying solely on social media to market Youth Fest would have risked excluding those affected by digital poverty or those without the means to engage online. To ensure inclusivity and broader community engagement, posters were distributed not only throughout Redruth but also across the wider catchment area, including locations such as Truro and St Ives. In Truro, for instance, posters were displayed in cafés, shops (including HMV and local businesses), and even pubs, thereby extending the festival's visibility beyond digital platforms and outside the town.

3.2.1. Branding, design and communications

Consistency emerged as a fundamental principle in the communications and marketing campaigns. Our Illustrator produced an eye catching poster design, and key visual elements from this, such as specific vectors and design components, were repurposed across various promotional materials to maintain cohesive branding.

3.2.2. Social media channels

Identifying and understanding the target audience is a crucial aspect of festival marketing. In this case, particular attention was given to engaging parents/guardians/carers as a key demographic. While it was essential to design marketing materials that appealed to younger audiences, parents and grandparents were recognised as the primary decision-makers, especially during the summer holidays when they are most likely to seek family-oriented activities and attend events with their children or grandchildren.

Recognising this, it was determined that Facebook would serve as an essential platform for marketing, given its strong user base among parents and older audiences. However, it was also acknowledged that focusing too heavily on this platform risked overlooking the festival's primary target demographic, the young people of Redruth.

The Youth Council played a key role in helping us better understand this audience and their preferences. As the festival itself was inspired by their ideas, collaboration with the Youth Council felt both natural and essential. Working closely with one member in particular, we co-created social media content tailored to younger audiences, including posts and videos for TikTok, a platform widely used and highly influential among young people.

It is also worth noting the use of Instagram, a platform with a demographic that is arguably used by both younger and older audiences. Primarily, we used this platform to publish both reels and the more traditional content posted on Facebook.

3.3. Promotional strategy

3.3.1. Flyering and print

Festival posters were distributed across shops in Redruth and the surrounding areas, such as Truro and St Ives. The team also attended Carn Brea Fun Leisure Centre's Fun Day to distribute posters and flyers to the target audience and families in the local area.

3.3.2. Advertising

Redruth Town Council paid for advertising in Cornwall 365 and Blackbird Pie Primary School magazine. We also paid for advertising on @DiscoverRedruth Facebook and Instagram.

Redruth Rocks!





Family Summer ARTchive at Kresen Kernow

Join artists and storytellers to get creative and discover stories of Cornish art history. All sessions are FREE and for all ages. Drop in, 10am-12pm, on Tuesdays, Thursdays and alternate Saturdays during the holidays. The sessions are run in collaboration with disAbility Cornwall & Isles of Scilly and are part-funded by The Little Parc Owles Trust. For full details see: <https://kresenkernow.org/>

Kresen Kernow, Little Vauxhall, TR15 1AS.




Lights, camera, action!

Regal Redruth

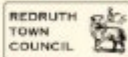
offers film, live theatre, and dining all under one roof - whatever the weather! This summer's film lineup includes family films such as *Superman*, *The Smurfs*, *The Fantastic Four: First Steps*, *The Bad Guys 2*, and more! Make the most of the restaurant with a Movie and Meal Deal, combining your ticket and meal for one great price and with something to suit the whole family. Keep your eyes peeled for the popular Mini Movie Deal screenings with tickets for just £3.99 including a popcorn and a drink!

merlincinemas.co.uk/

Join Redruth Town Council for a summer of events!

Redruth Library have a host of exciting activities to grow your imagination with this year's Story Garden-themed Summer Reading Challenge. Then on Saturday, 30 Aug, expect music, activities, and a whole lot of fun at the first Youth Festival, at East End Park.

Summer activities don't end when school begins - on 19 & 20 Sept Redruth's International Mining and Pasty Festival will be splat! Experience an immersive storytelling walk, complete with the smoking of Wheal Uiny mine stacks. Celebrate the heritage of Cornish mining and the humble pasty at the Mining and Pasty Celebration Day!




The Buttermarket – Cornwall's very first Food Hall and Redruth's tastiest summer hangout!

Bring the family to tuck into mouth-watering street food from six unique kitchens, cool off with local ice cream, and sip something refreshing in the sun. With a laid-back vibe and plenty to tuck into, the Buttermarket is a perfect foodie stop. Whilst you relax and enjoy the flavours, kids can get stuck into free courtyard activities and pop-up entertainment, with Crafty Courtyard on Tuesday lunches and free lunchtime fun every Wednesday throughout the summer – see the full schedule at buttermarket.org/events

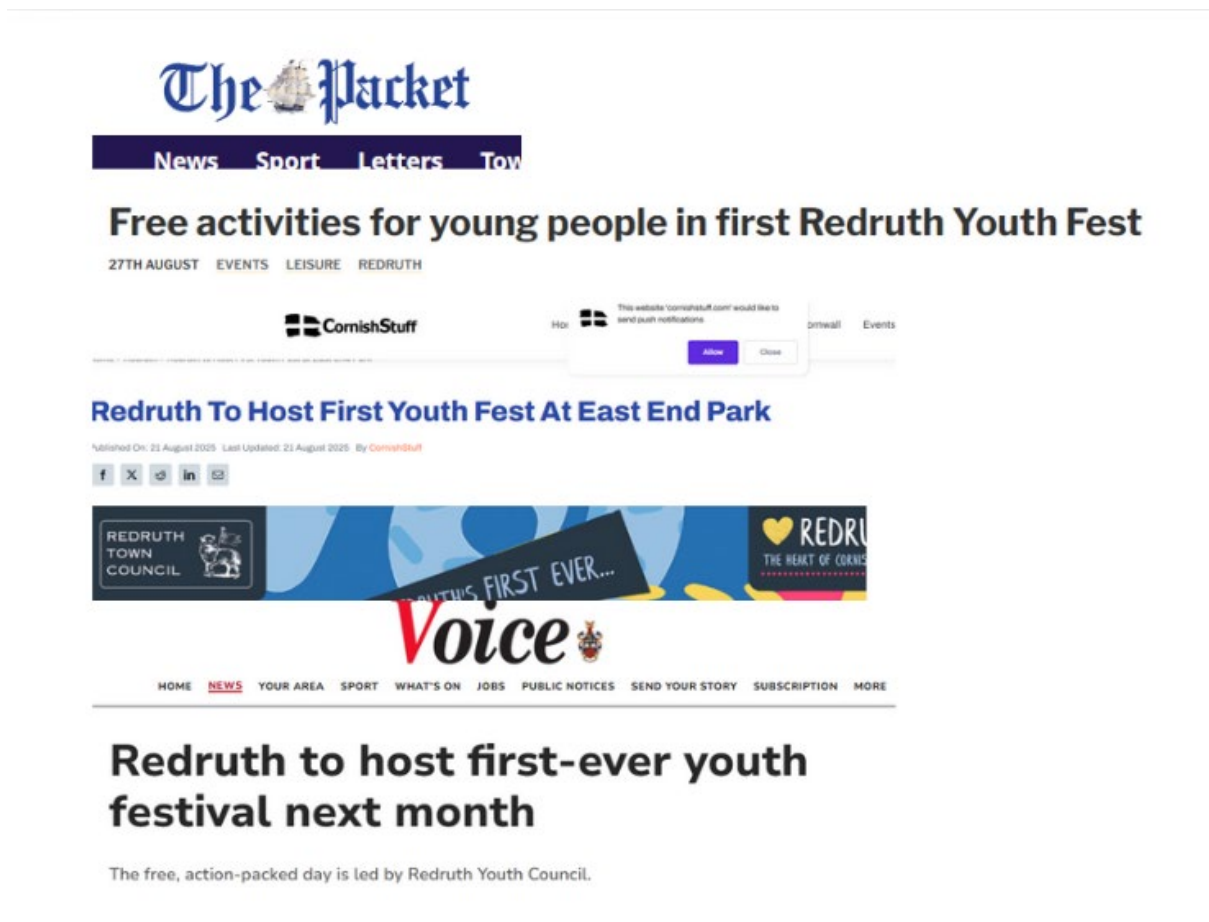





What's on >>>> continues on page 10

3.3.3. Press

The team published a press release on 21/08/2025. Several online and print media, including the Falmouth Packet, Cornish Stuff and Voice, picked up the press release. The team, alongside the Mayor, conducted a Radio interview with BBC Cornwall on Friday, the 29th of August. This interview promoted all of the activities and music at the Festival.



4. Administration

4.1. Project Plan

The festival team used a Gantt chart to help keep track of tasks and deadlines.

4.2. Stall Holders

The stallholders applied through an online application form. The team focused on curating stalls that were aimed at young people. These included charities that support young people, such as Hideaway 77 and Gwealan Tops Adventure Playground. The stalls inside the marquee were a mixture of activities, bakery items and nature charities.

The catering provided high-quality, affordable food. **Action - For future festivals, the team will further explore vegetarian/vegan food options.**

4.3. Funding

The National Lottery Community Fund funded the festival. Redruth Town Council was awarded £20,000 to run two years of the Youth Festival. The National Lottery supports community-led projects, and the four key missions guide the funding.

Mission one is '**Communities come together.**' The outcomes of this mission include communities having an inclusive place and activities that bring people from all backgrounds together, fostering positive relationships and connections.

The festival met mission one by offering activities that allowed all young people to participate and come together. The Community Weaving Project created positive connections and brought people of all ages together to contribute to a collective piece of artwork. The Friendship bracelet making was intergenerational, with both parents and children taking part.

Mission two is for '**Communities help children and young people thrive.**' The mission outcomes are for the communities to support young people in fulfilling their potential and thriving into adulthood.

The festival met mission two by giving young people the opportunity to find out about local charities that support young people within Redruth. The festival also offered opportunities to young local musicians to perform on stage for the first time. The comperes introduced musicians on the main stage, which helped them grow their confidence.

Mission three is '**communities are healthier.**' This mission is aimed at those who are experiencing poverty in the "towns of Redruth, Camborne and Pool. Reports have suggested that this part of the county is the second-most deprived region in Northern Europe." (Team, 2024).

The Circus was part of this year's Festival, and they encouraged young people to take part in activities such as aerial rig and balancing activities, which supported active lifestyles and health/wellbeing. Resilient orchards pressed apples and helped raise awareness on food waste and the importance of fresh fruit.

Mission four is '**communities are environmentally sustainable.**' The mission aims to enable community organisations to positively impact the environment and provide people with access to quality natural spaces in their communities.

This mission was met by using East End Park as the location of the festival. This differed from our town festivals, which typically take place in areas with no green space. All stall holders and workshop facilitators kept the environment in mind and used sustainable and recycled materials. Resilient Orchards was able to save 60kg of Apples from food waste. Sustainability was also crucial to our Youth Council, so this was kept in mind throughout the planning of the festival.

Redruth Town Council aims to meet these four missions for next year's festival and keep them as guiding principles throughout the planning process.

5. Operations

5.1. First aid

The first aid support was provided by St John Ambulance. Some Redruth Town Council staff members who were working at the festival were level three first aid qualified.

5.2. Insurances and Licenses

To attend the Festival, all traders were required to provide the following documentation:

- Public Liability - All traders
- Risk Assessment - All traders
- Food Hygiene Certification - All food traders
- Gas Safety Certification - where applicable
- Electrical Certification - where applicable

To support the traders, we provided a risk assessment template and a comprehensive example.

Workshop facilitators provided:

- Risk Assessment
- Public Liability

6. Feedback

6.1 Team Feedback

The Team feedback was gathered in a wash-up meeting. All staff and councillors were invited to the meeting; if they were unable to attend, they were all invited to submit feedback via email. Comments were shared with the Communications team and the broader team.

6.1.1. Pre-event planning

The pre-event planning process went well, and the facilities team received a festival map and equipment list, which facilitated the loading of the vans and made the unloading easier.

Action - The team will continue to use this.

The park has one gate for vehicle access. The team put together a traffic management plan with time increments to ensure traders did not all arrive at the same time. The facilities team supported them in bringing their equipment down to the marquee. This stopped the ground from being churned up.

Action - As part of the pre-event planning, ensure that a wet-weather traffic plan is put in place.

6.1.2. Communications and Marketing

The marketing for the festival needs more emphasis on the fact that it is free to attend and all of the activities are free.

Action - make sure that this is added to all posters and promotional material.

The team will continue to work with the illustrator Hannah Beech. It helps to have consistent marketing across all Redruth Town Council Festivals.

6.1.3. Set-up

The setup process went well despite the heavy rain. The Marquee was set up the night before, which made the morning set-up quick and straightforward. The providers for the marquee and the stage were very professional and easy to work with.

Action - Use the same providers for next year's festival.

The team will explore having two marquees for the festival, one for the music/entertainment and one for the marquees and workshops. This will further weatherproof the festival.

6.1.4. Traders

The festival traders were successful, offering a great mixture of workshops, activities, and stalls inside the marquee. The marquee was able to fit all the stalls that were initially meant to be outside inside. It created a creative and friendly atmosphere.

Due to the wet weather plan being implemented, some traders cancelled at the last minute. To prevent this at future festivals, the team will ensure that all traders make provisions and are prepared if the wet weather plan is implemented.

6.1.5. Workshops and Activities

The team organised a variety of inside and outside activities. The Circus and all the craft activities took place inside the marquee. The activities organised outside could not take place due to the extreme rain we experienced that day.

To further weatherproof the festival, the team will look to work with organisations that can successfully run activities in the rain, such as the scouts/guide groups.

6.1.6. Music

All musicians were selected after sending in a short sample of their music. The team chose a variety of acoustic, semi-acoustic, solo performers and bands. Each musician was given a 30-minute slot, with the more experienced musicians at the start and end of the day having longer slots.

The sound engineering was provided by KMF (Kernow Music Foundation) radio, a local not-for-profit organisation. Nick supported the young musicians and offered excellent sound engineering. **The team will work with KMF radio for future festivals.**

The music at the festival will grow organically, and the team will showcase young talent from Redruth. They will work with bands from schools and colleges in the local area.

6.1.7. Pack Down

The stalls stopped trading at 6 pm, and they packed up with support from the team. The park was kept clean with sufficient bins around. **Action - The facilities team will look into recycling provisions ahead of the next festival.**

The professional contractors were efficient and packed down the site in good time. **Action - The team will continue to use these contractors for future festivals.**

6.2. Youth Council Feedback

The Youth Council was a central part of organising the festival, and their feedback was integral to planning next year's event. Overall, the Youth Council really enjoyed the Festival; they felt it was important that all activities offered there were free. The timings worked well for the young people as it meant they did not have to get up too early.

The Youth Council expressed that they would like the date to be moved for next year's festival.

Action - The team will look into setting up a steering group for the next festival. This will include young people from other local youth community groups. This will help to drive engagement and gain a wide variety of ideas.

6.3. All Other feedback

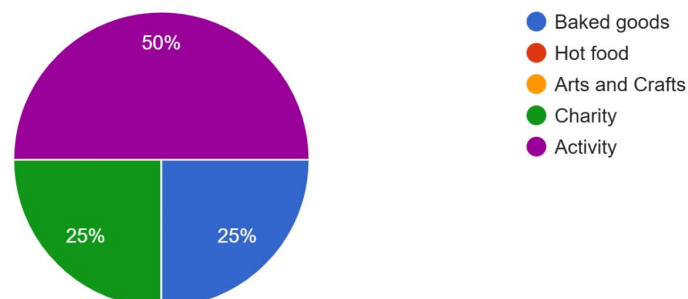
6.3.1. Trader Feedback

We were able to gather four responses from the traders' feedback form. The team also gathered verbal feedback from all traders on the day.

What type of stall do you have?

What type of stall do you have?

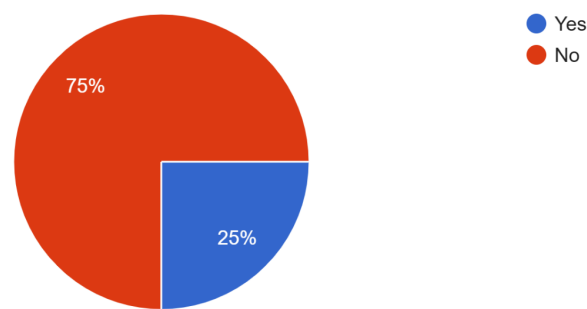
4 responses



Have you previously been a trader at a Redruth Festival?

Have you previously been a trader at a Redruth Festival

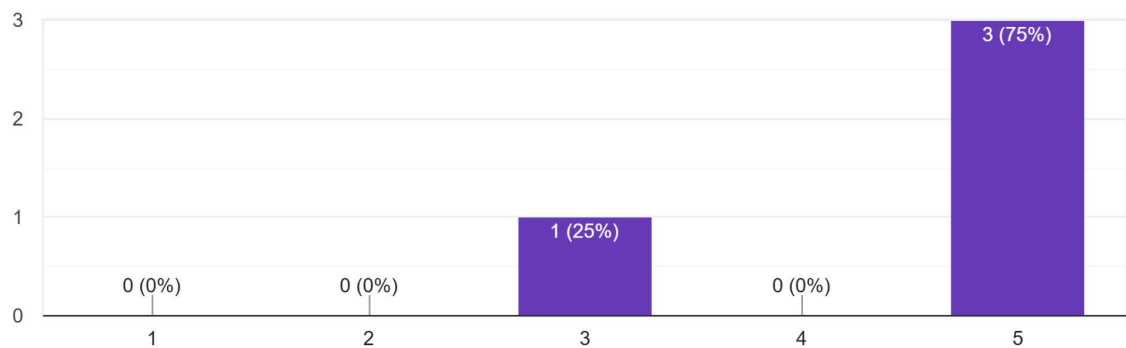
4 responses



How well-informed did you feel about the event beforehand based on the information provided?

How well-informed did you feel about the event beforehand based on the information provided?

4 responses

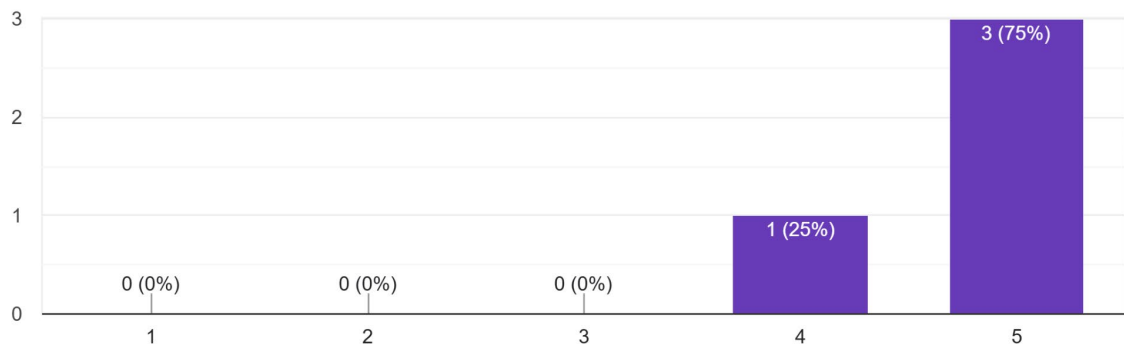


The team worked hard to inform all traders effectively, with ¾ of the traders feeling very well informed.

On a scale of 1 to 5, how clear was the booking process?

On a scale of 1 to 5, how clear was the booking process?

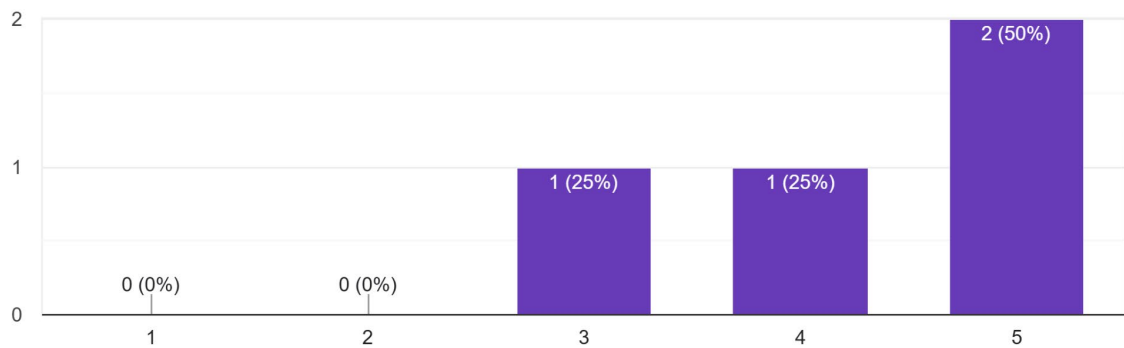
4 responses



On a scale of 1-5, how did you find the payment process?

On a scale of 1 to 5, how did you find the payment process?

4 responses

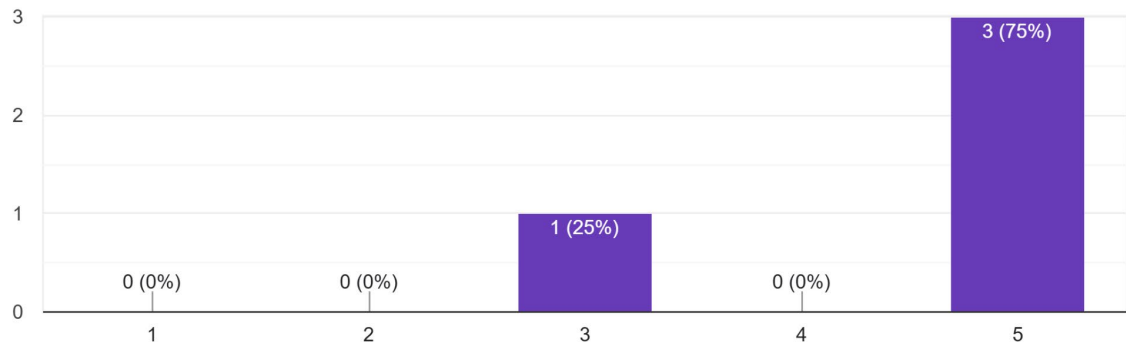


Not all workshop/stall holders had to use the payment process (Stripe), so they were unable to comment on the process.

How would you rate your point of contact during Youth Fest?

How would you rate your point of contact during Youth Fest?

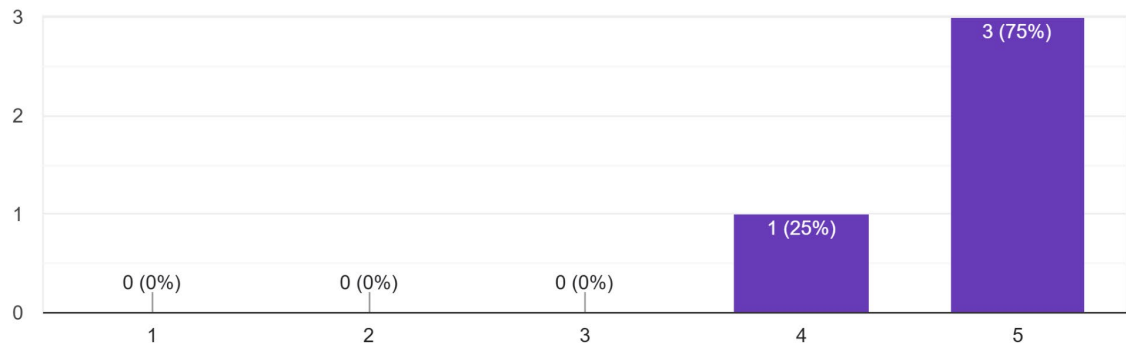
4 responses



How did you feel about the location of your stall at the Festival?

How did you feel about the location of your stall at the festival?

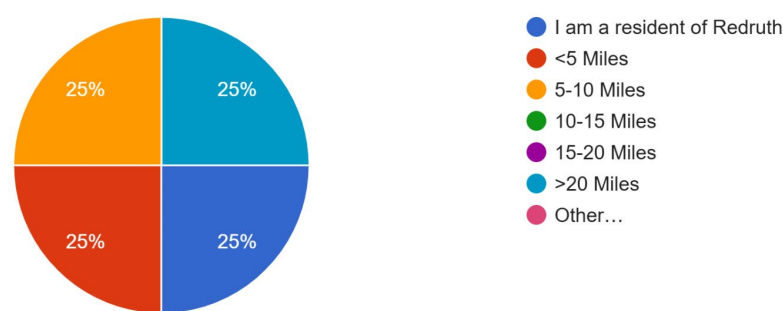
4 responses



How far did you travel to be a stallholder at Youth Fest?

How far did you travel to be a stall holder at Youth Fest?

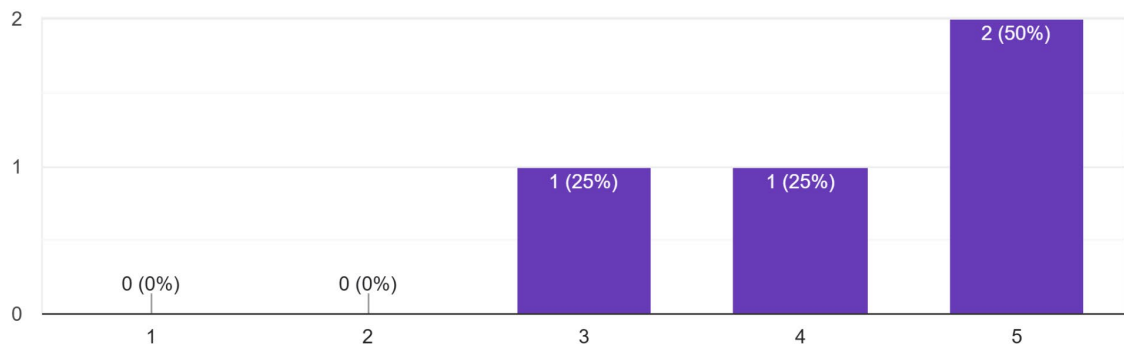
4 responses



Did you get much engagement from the public at your stall?

Did you get much engagement from the public at your stall?

4 responses



Is there anything that you would change for next year's Youth Fest?

Event Planning / Logistics

- **Positive:**

- The wet weather plan was well executed and appreciated.
- Great effort noted in making the event weatherproof.

- **Suggestions for Improvement:**

- **Parking Timing:** A participant was required to arrive two hours early, which felt excessive.
 - *Possible action:* Review and communicate arrival times more clearly or adjust based on role/needs.
- **Gazebo Ventilation:** The enclosed space got warm and humid.
 - *Possible action:* If the weather allows, design future setups for better airflow or more open sides.

Food & Dietary Options

- **Concern:**

- Limited vegetarian/vegan options (only chip butties were available).
 - *Result:* Attendees had to leave the event space to find food.
 - *Possible action:* Ensure food vendors offer diverse options, including vegetarian, vegan, and allergy-friendly meals.

Weather / Stage Setup

- **Concern:**
 - The stage cover was inadequate given the weather conditions.
 - *Possible action:* Fully cover the stage in future, except for the front section, to better protect performers and equipment.

Any other comments

'I think everything was great, especially considering it was an adaptation of the outdoor version! Had a lovely day, thanks for having us!'

7. Actions for 2026

Music:

- Showcase the talent of young people in Redruth - the team will issue an open call to young musicians in the area.

Compere:

- Young people to compere the main stage again.

Free activities:

- were essential to everyone who attended the festival.

Marketing:

- The team will start marketing earlier to get more advertising in schools.
 - Emphasis on the fact that the festival is free to attend.

Stalls:

- The team will explore vegetarian and vegan food for the festival.

National Lottery Mission:

- Continue to meet these missions and enhance how the festival can achieve them. To support communities to live healthier, happier and kinder lives. They will be used as guiding principles throughout the planning process.

Pre-event planning:

- Ensure that the wet-weather traffic management plan is implemented in the event of rain.

Further weatherproof the festival:

- Work with organisations that can successfully run activities in all weather.

Sound engineering:

- Continue to work with local not-for-profit organisations.

Pack down:

- The facilities team will look into recycling provisions ahead of next year's festival.

Youth council:

- The team will look into setting up a working group for the next festival. This will include young people from other local youth community groups. This will help to drive engagement and gain a wide variety of ideas.

Volunteers:

The Council supported the parking costs to remove barriers for volunteers and this is now embedded in our Volunteer policy to encourage more people to volunteer in the future.

REDRUTH
TOWN
COUNCIL



♥ REDRUTH
THE HEART OF CORNISH MINING



REDRUTH'S INTERNATIONAL MINING AND PASTY FESTIVAL

2025

FRIDAY 19 SEPTEMBER

- STORYTELLING WALK WITH COBWEB TOURS
- SMOKING OF THE WHEAL UNY MINE STACKS
- FOLLOWED BY REFRESHMENTS AT ST EUNY CHURCH

SATURDAY 20 SEPTEMBER

- MINING AND PASTY CELEBRATION DAY
- MARKET STALLS ● MUSIC
- WORKSHOPS PASTY COMPETITIONS
- AND SO MUCH MORE!

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Executive Summary

This report provides an analysis and evaluation of Redruth's International Mining and Pasty Festival, which took place between 19th -21st September 2025. This report covers the festival theme, the programme, marketing, press coverage, print, project plan, stall holders, and operations.

The report analyses feedback from the team and Traders. `

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1. Introduction

The International Mining and Pasty Festival took place between Friday, 19th September, to Sunday, 21st September, with Redruth Town Council planning events and activities from Friday 19th and Saturday 20th. This report covers all areas of festival planning, marketing, promotional strategy, project plans, and operations. The final part of the report covers the festival feedback and the actions for 2026.

2. International Mining and Pasty Festival 2025

Redruth's International Mining and Pasty Festival (RIMPF) is an annual event well established in Redruth's Community calendar. It is a three-day event that celebrates the town's rich mining heritage and Cornwall's most iconic food. On Friday 19th September, the festival started with a storytelling walk from the Miner Statue to Wheal Uny, led by Cobweb Tours. The day culminated in the dramatic smoking of the Wheal Uny stacks using colours of Redruth's twinned towns' flags.

Saturday brought the town centre alive with market stalls, live music, heritage talks, exhibitions, and family activities. Highlights included crimping demonstrations, a Crimping Competition, and the Pasty Competitions in the Buttermarket, with categories for amateur, professional, and most creative pasties.

On Sunday, the festival concluded with a pilgrimage walk from Wheal Basset Stamps to Wheal Uny, followed by a reflective service at St Euny Church. This was organised and facilitated by Rev Becca Bell of St Andrew's Church.

2.1. Festival theme - Stories surrounding Mining and Pasties

The theme for this year's festival was 'Stories surrounding Mining and Pasties'. As part of this year's theme, we focused on storytelling in different ways. These included our Storytelling walk with Cobweb Tours to the Wheal Uny mines, during which they shared location-specific historical stories.

On Saturday, we had three Heritage talks at Wesley Chapel, covering a variety of topics. Graham O'Callaghan presented a talk on a whistle-stop tour of Cornwall and West Devon's mining heritage. Dr Sharon Schwartz spoke about Redruth's great Mining Migration and its enduring global links. Finally, Leonard Phillips MBE gave a talk on Marie Curie and Cornwall.

Leonard Phillips MBE also gave guided tours of Tolgus Mill at Cornwall Gold. The team organised a free festival bus, travelling from St Rumon's Club, Moseley Heritage Museum and Cornwall Gold every half an hour.

Hotch Potch created an immersive storytelling Cafe in 89 Fore Street. Cafe Petite told stories of Cornish folk tales inspired by Celtic lore. This attracted people of all ages, including families and Younger Children.

2.2. The programme

The programme included a variety of performances, activities, competitions, exhibitions and heritage tours. Due to unforeseen circumstances, Pasty Box CIC was unable to attend the festival and run their scheduled Pasty Making workshops.

Due to unexpected rain during the festival, outdoor performances were moved to the Library foyer. Music and the pasty crimping competition went ahead on the main stage, as it was fully covered.

The Pasty Competition, located within the Buttermarket, was hosted by the comedians Anna Keirle and Mel Drew. The judging panel included Ross Buist, from Prima, Kernow King and Jasper Morrison. The judges covered three different categories: Most Creative Pasty, Best Traditional Cornish Pasty, Amateur and Professional.

The heritage bus tour took place despite the rain. The bus stopped at Cornwall Gold (Tolgus Mill) and the Mosley Heritage Museum. Len Phillips gave guided tours of the Mill. 'Tolgus is a living example of Cornish ingenuity, showcasing the innovative methods used to extract tin. It also highlights what life was like for people who worked in the mining and milling industry hundreds of years ago.'(Cornwall Gold, 2025).

Cobweb Tours shared historical food in St Rumon's Gardens and shared traditional Cornish Crafts.



3. Communications and Marketing

Marketing for the festival began three weeks before the event, after the Youth Festival. This was a tight turnaround. The marketing for RIMPF included a social media campaign, a festival guide and poster/print distribution.

The team also published a press release on 10/09/2025.

ITV West Country, BBC Spotlight, and an interview on BBC Cornwall also publicised the festival.

3.1. Marketing Objectives

The main objective of the marketing was to promote one of Redruth's core, much-loved festivals. Following the cancellation of last year's festival, the team were conscious to promote the festival in a positive and engaging way, to welcome back potentially disappointed attendees from last year's event.

Redruth's International Mining and Pasty Festival is unique because it is the only festival in Cornwall dedicated to celebrating the Cornish Pasty. However, the festival transcends far beyond just the Cornish Pasty; it is a celebration of heritage, and Cornwall's international links through the diaspora.

The team were keen to attract a wide range of different audiences, therefore they used a wide range of different media, including social media, strategically placed posters and a printed festival guide.

In addition to promoting the festival, the team were also promoting sponsors in all materials.

3.2. Marketing strategy 2025

The strategy was to target both residents in Redruth, in addition to individuals outside of Redruth including international visitors. Events such as the smoking of the Wheal Uny stacks are a spectacle that is appealing for all. The team used the drone footage from last year's event to promote this, and it was very well received, with posts receiving 93k views and almost 600 likes.

Another key element of the Marketing Strategy was Collaboration. This was particularly important when it came to showcasing our key sponsors who created content that we could cross-post across multiple platforms.

Action - The team aims to seek more opportunities for collaboration with relevant businesses and sponsors.

3.2.1. Branding, design and communications

The team worked with our illustrator to design content that was consistent with the core values, whilst also maintaining a sense of the identity of the festival.

The team used core assets and key images from this work across posts designed in-house to ensure all posts were both visually appealing and consistent with the festival's established branding.

When writing copy, the team were aware of the UK average reading age being between 9 and 11 years of age (National Literacy Trust). Therefore, they made sure all copy was both engaging and easy to understand, using plain English.

The branding maintained consistent across digital and printed material.

3.2.2. Social media channels

The main social media channels that were used were Instagram and Facebook.

3.3. Promotional strategy

Both Facebook and Instagram advertising were key platforms for advertising the event. The team used a mixture of general posts, Reels and paid for advertising to share content about the events. Our sponsors also get involved with the social media, with one having a 'social media takeover.'

The teams press release was shared far and wide by a range of media outlets including Cornwall365, Cornish Stuff and the Falmouth Packet. The press release was shared on websites, social media platforms and in print media.

The press release was also picked up by local TV Broadcasters, with both BBC Spotlight Southwest and ITV Westcountry being interested in sharing coverage from

the event. ITV Westcountry's Kathy Wardle did a live TV interview from the smoking of the stacks event with Mayor Cllr Alison Biscoe.

3.3.1. Flyering and print

A free festival guide was printed and distributed across Redruth. It was also distributed in the Library.

Action: Create a distribution list for where the guide can go.

Action: Ask Volunteers to distribute them.



3.3.2. Press

Several outlets published the festival's press release. These included BBC Spotlight, ITV News West Country, Business Cornwall, Proper Cornwall, Cornish Stuff, Cornwall Forever, Falmouth Packet, and Rewind Radio.

The press release's success helped bring new audiences to the festival. The press release will help to attract new sponsors and partners to the festival.



Listen now

Redruth's International Mining & Pasty Festival hopes to bring exotic pasties to North Cornwall

Julie caught up with Redruth Town Mayor Allen Bloice and Rebecca Pearson from the Council.

The festival is on from 19th - 21st September. Image: Redruth Town Council.

12 September 2025
7 minutes

This clip is from

Julie Shortliffe
13/09/2025

BBC Sign in Home News Sport Weather iPlayer

NEWS

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Festival's smoking stacks honour world's miners



Towns Attractions **PROPER CORNWALL**

Redruth International Mining and Pasty Festival 2025



In Brief

International Mining and Pasty Festival in Redruth, Cornwall

23RD SEPTEMBER EVENTS LEISURE CORNWALL AND ISLES OF SCILLY REDRUTH




By Kate Lockett
Reporter
@PacketKate

Festive Lights



Buy Now

Kernow BYS VYKEN!

THE PEOPLE THE PLACES THE HISTORY THE YEAR

Redruth Pasty Festival

ARTICLE MEDIA

WHEN?
September

WHERE?
Redruth

Redruth International Mining and Pasty Festival is a three-day event held every September. It celebrates the UNESCO World Heritage Site status that parts of Cornwall and west Devon were awarded in 2006.



International Mining and Pasty Festival coming

13TH SEPTEMBER EVENTS HERITAGE LEISURE REDRUTH



By Bobby Angelov
Reporter

Business CORNWALL

Save up to 65% on business energy in Cornwall
Use a trusted, local company to find a better deal for your business...

HOME SUBSCRIBE EVENTS FEATURED ADVERTISING BUSINESS CORNWALL MAGAZINE JOBS CONTACT

More by Location: Cornwall, Porth and Redruth. Ad set for Mining & Pasty Festival



Kernow King to Judge Pasty Competitions at Redruth's International Mining and Pasty Festival

News Home More from News

Wednesday, 10 September 2025 15:24

The International Mining and Pasty Festival will be taking place in Redruth with three days' worth of events happening from Friday 19th to Saturday 21st September.

The festival begins on Friday afternoon, with a storytelling walk, led by guides from Cobweb Tours dressed as a Cornish Miner and Bal Maiden. The walk departs from Redruth's Tin Miner Statue in the town centre at 4:30pm and heads to the Wheal Uny Mines, pausing along the way for some location-specific



3.3.3. TV Coverage

The team at ITV West Country liaised with the Communications Manager to cover the Smoking of the Stacks on the ITV West Country news on Friday, the 19th of September. This is a visual spectacle, and they interviewed the Mayor of Redruth, Allison Biscoe, who told them all about the upcoming festival and the activities that were happening in town on Saturday, the 20th of September.



4. Administration

4.1. Stallholders

Stallholders applied via an online application form. The stalls included a variety of retail, home goods, charity and craft stalls.

The team sent a letter to a wide range of pasty companies inviting them to participate in the festival. They followed this letter up with a phone call, and several different pasty companies

said they would be interested in hearing about more information ahead of next year's festival.

4.2 Sponsorship

The team put together a sponsorship package with the support of the Business Liaison Manager and the Responsible Finance Officer/Deputy Town Clerk. It was distributed to several local businesses with a focus on pasty companies. Sponsors included GEL, Thurstan Hoskin Solicitors, Berryman's and Etherington's. The sponsorship packages ranged in price from £100 to £1500. They also included bespoke packages where sponsors could create a personalised package tailored to their business needs and choose a custom amount.

Sponsorship packages included adverts in the guide, logos on the posters, the name and logo on the sponsorship board, a shout-out on our social media, and the opportunity to have a stall space at the festival to showcase their brand.

Through these packages, the team secured £850 in sponsorship, which helped fund new activities and the festival's entertainment.



ABOUT THE INTERNATIONAL MINING AND PASTY FESTIVAL

What is the International Mining and Pasty Festival?

The International Mining and Pasty Festival is a jam-packed celebration of Cornish heritage and international connections. Redruth's International Mining and Pasty Festival is just one of many global celebrations that take place in countries all around the world, including the United States and Mexico. Redruth's festival is celebrated over three days:

FRIDAY 19TH SEPTEMBER

The festival starts with Cobweb Tours leading a story-based walk from the heart of Redruth to Wheal Uny Mines. Once at the old mine workings, colourful smoke fills the skies as the stacks of the engine houses are smoked in a poignant moment that celebrates everyone around the world who worked in mining, above and below ground.

SATURDAY 20TH SEPTEMBER

The festival continues with a day filled with live music, street food, interactive stalls, pasty competitions, an exhibition, talks and workshops. This year, we will be working with Pasty Box CIC, who will be delivering pasty-making workshops. We will also be running a free bus that goes from Redruth Town Centre to two local museums.

SUNDAY 21ST SEPTEMBER

The festival is brought to a close with a deeply moving and spiritual event to honour those who died and suffered during the Industrial Revolution in Redruth. This service and pilgrimage marks the end of a weekend celebrating Redruth's heritage.



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4.2.1. In-Kind Sponsorship

The team received in-kind sponsorship with a value of £450. The in-kind sponsorship from 89 Fore Street allowed the gallery space to be used for Hotch Potches' Cafe Petite. Etherington's offered the prizes for the Pasty Competition as part of their sponsorship package. These included popular Cornish goods from their Farm Shop, and the prizes were awarded to the first-place winners of the Pasty Competition.

Action: Build relationships with local businesses and create sponsorship packages for 2026 festivals with a view to attracting increased income from sponsorship activities.

5. Operations

5.1. First aid

The first aid support was provided by White Cross Training. Some Redruth Town Council staff members who were working at the festival were level 3 first-aid qualified.

Action: Continue hiring White Cross Training for First Aid coverage. They provided good quality, reliable coverage.

5.2. Insurances and licences

To attend the festival, all traders were required to provide the following documentation:

- Public Liability - All traders
- Risk Assessment - All traders
- Food Hygiene Certification - All food traders
- Gas Safety Certification - where applicable
- Electrical Certification - where applicable

6. Feedback

6.1. Team Feedback

Team feedback was gathered in a wash-up meeting. All staff and councillors were invited to the meeting; if they were not able to attend, they were invited to send feedback via email.

6.1.1 Pre-Event Planning

Pre-event planning happened in tandem with the Youth Festival planning. Both festivals were within three weeks of each other. With such a short turnaround between the two festivals, it was challenging to market both events simultaneously.

Action: explore moving the Youth Fest earlier in the summer to achieve a much longer leadtime in marketing and organising this important festival.

Alongside the festival briefing, the business liaison manager suggested holding an operations planning meeting. This will help the team to bring wider knowledge to the operational aspects of the festival.

Action: Organise an operational planning meeting with the wider Council Team.

6.1.2. Marketing and Communications

RIMPF was promoted across our social media channels, a Festival Guide, bus stop banners and the library screen. There was limited time to promote the festival due to the crossover with Redruth's Youth Fest. The team completed real-time coverage of the festival. The team commented that the guide needs to be more widely distributed.

Action: Create a distribution list for the guides and ask volunteers to distribute them.

One thing missing from the guide was a festival map and guidance on the locations of all the pasty shops in town. The team felt as though it would have been helpful to have a large printed map at the information stand to guide people around.

Action: Work with our Illustrator to create a festival map with pasty shop locations.

6.1.3. Smoking of the Stacks

The smoking of the stacks walk is the most visual element of the festival. It worked well with the storytelling from Cobweb tours. During the feedback meeting, there was some discussion about whether it could be commissioned to an outside organisation. This could allow the smoking of the stacks to expand and include other events, such as walking theatre.

6.1.4. Set Up

The setup process was complex due to the weather forecast on the day of the festival. The Zone leaders were in place throughout the day; these were the primary contacts for the stall holders. The exhibition was set up the day before the festival. The stage was set up early in the morning on the day of the festival.

Action: Have a local staff member oversee the stage setup at the location so it is not too far back in the road.

Action: The team will be exploring the provision of marquees to address all the above issues

6.1.5, Stalls

RIMPF had a variety of stalls, including jewellery, arts and crafts, Mining villages, and charity stalls. Next year, there needs to be a greater focus on Pasty Stalls. There is the opportunity to work closely with the Cornish Pasty Association to get more pasty sellers into town. Saturday of the Festival can be more focused on food.

Action: Work with CPA to secure more pasty sellers.

6.1.6. Music, Activities and Entertainment

The stage featured professional musicians all day. Due to the weather, the stage did not gather a large audience. The wet-weather venues were enacted on the day, and outdoor performances were moved inside the Library. These, however, were not advertised in the guide.

Action: Achieve a weatherproof plan through introducing the provision of marquees throughout the town.

Action: Advertise alternative venues in the guide so all music is enjoyed.

Notify all team members on the day before/the day of the festival of any cancellations that have occurred.

The town crier must be utilised to announce different events/music across the town. This will help support the programming and direct people to the activities/music.

6.1.7. Pack Down

Due to the rain, the stalls on Fore Street were asked to pack down early. The bollard at the bottom of Fore Street was unable to be lowered due to the Cornwall Council's inability to give out the Code.

Action: Ensure the bollard is lowered for the duration of the festival, or provide access to the code. This need will be alleviated by the use of marquees.

6.1.8. Festival Timings

The Festival currently runs from 10-4 pm. To get larger mechanics (such as a marquee) into the festival, there needs to be more time to set up.

Action: Explore delaying the festival by an hour, for example, 11 am - 5 pm, so it bleeds into the evening venues and also attracts different evening economy audiences.

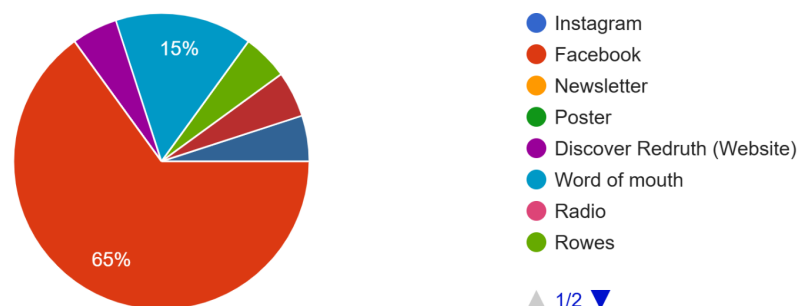
6.2. Feedback from the Audience

The team collected 20 responses for the Audience survey form. These were all gathered online. No in-person feedback forms were completed at the Mining and Pasty Festival.

1. How did you hear about the Mining and Pasty Festival?

How did you hear about Mining and Pasty Festival?

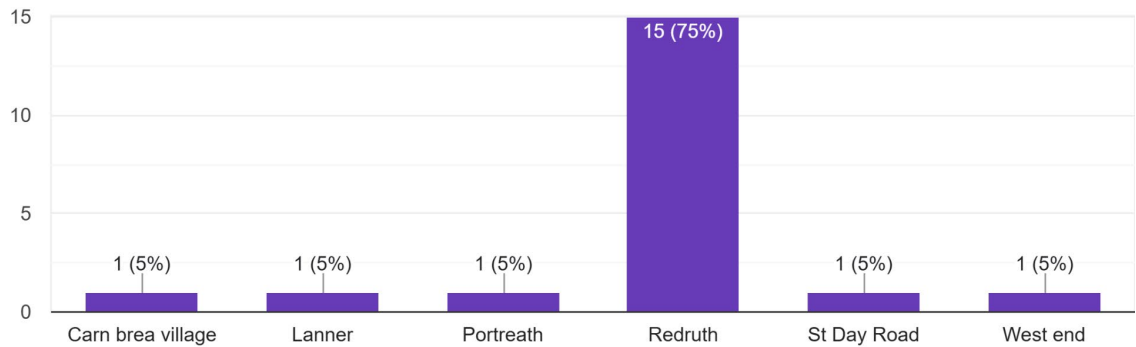
20 responses



2. Where did you come from today?

Where have you come from today?

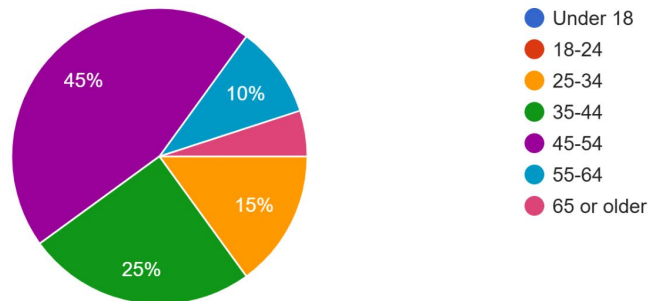
20 responses



3. What is your age range?

What is your age range

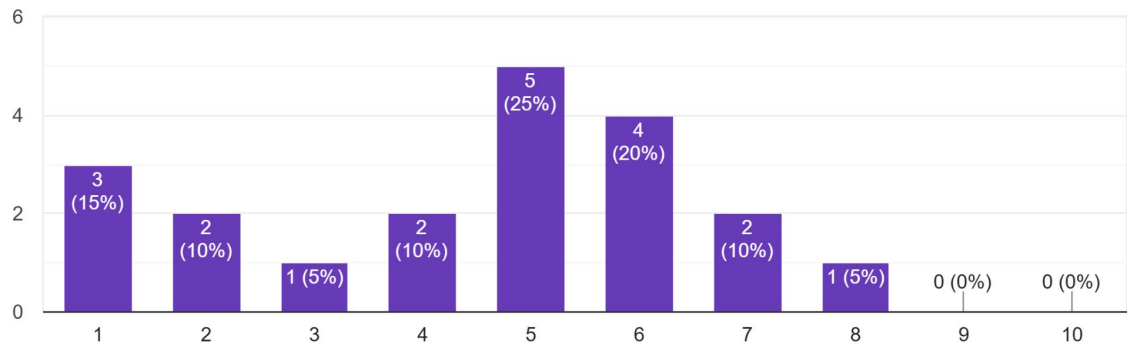
20 responses



4. On a scale from 1-10, what did you think of the Festival?

On a scale from 1-10 what did you think of the Festival?

20 responses



Audience members gave an average rating of 4.5 stars.

5. What did you enjoy at the Mining and Pasty Festival?

Theme	Mentions	Example Comments
Buttermarket area	8	'Singing in the Buttermarket area,' 'The Buttermarket,' 'The music and food at the Buttermarket,' 'Atmosphere and marketplace.'
Music & performances	9	'Undercover stage,' 'Music and market,' 'The performers were all very good,' 'Music in the library,' 'The music on Green Lane.'
Community atmosphere/town spirit	4	'I love that when the weather is great it does bring the town together,' 'Atmosphere and marketplace,' 'I enjoyed looking round Redruth,' 'The history, pasties and stacks.'
Market & stalls (non-food specific)	4	'Market stalls – the music,' 'The cake stalls and raffles,' 'Marketplace,' 'Music and market.'
Heritage/mining connection	2	'The walk to the mines,' 'The history, pasties and stacks.'

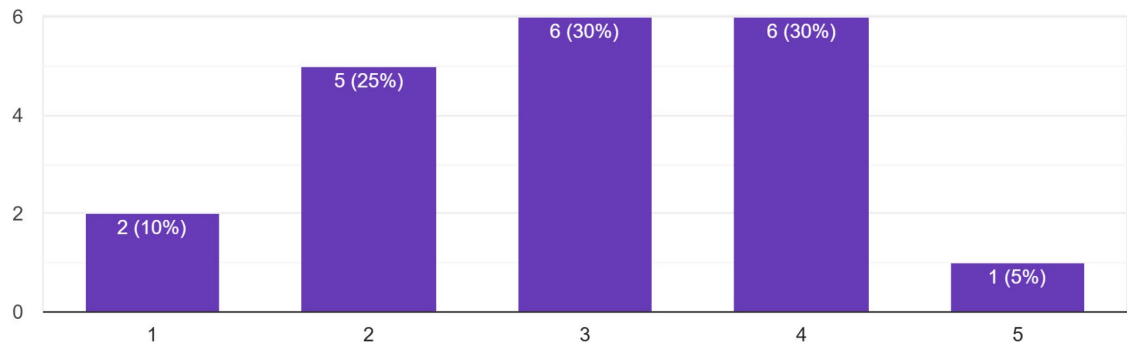
Summary of Enjoyment

- **Music and entertainment** were the standout positives — over half of all respondents mentioned enjoying performances.
- **The Buttermarket** was clearly the festival's most popular area — repeatedly cited for food, music, and atmosphere.
- **Community feel** and **local heritage** remained valued themes, even in years with poor weather or lower turnout.
A minority reported no enjoyment or said they couldn't tell a festival was happening — likely reflecting poor visibility or weather effects.

6. How would you rate the organisation of the Mining and Pasty Festival?

How would you rate the organisation of Mining and Pasty Festival?

20 responses

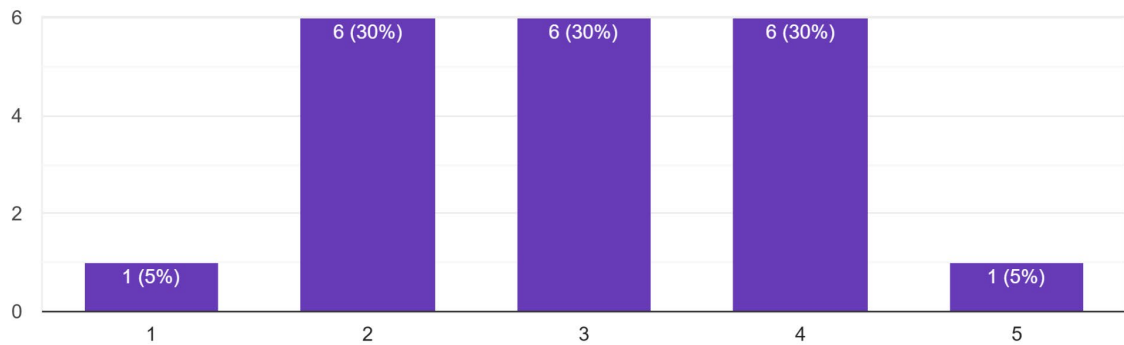


Metric	Result
Number of responses	20
Average rating	3.0 / 5
Median rating	3
Mode (most common score)	3
Range	1 → 5

7. How clear and informative did you find the signage, program information and social media posts for Mining and Pasty Festival

How clear and informative did you find signage, program information and social media posts for Mining and Pasty Festival?

20 responses



Metric	Result
Number of responses	20
Average rating	3.0 / 5
Median rating	3
Mode (most common score)	3
Range	1 → 5

8. What does the Mining and Pasty Festival mean to you?

Heritage and Identity

Most respondents link the festival strongly to **Cornish heritage**, **mining history**, and **local pride**.

- Words like *heritage*, *Cornish*, *Redruth*, and *mining* appear frequently in feedback.
- Many people view it as a way to **celebrate and preserve local traditions** and to teach children about their roots.

‘Great for our heritage and learning for children.’

‘A chance to celebrate the local community and heritage.’

‘A great day to celebrate being Cornish.’

Pasties and Food Traditions

The Cornish pasty is clearly seen as a **symbol of local culture**, but several comments express **disappointment about the lack of actual pasties** or related content.

‘It’s a festival about pasties, I felt... but there wasn’t really an international feel.’

‘Just pasty festival really, but there wasn’t really any pasties.’

This suggests people expect **more food stalls, demonstrations, or international pasty connections** as part of the event.

Community and Togetherness

Many people describe the festival as a **community celebration** and a chance for the town to come together and showcase itself.

‘Local community coming together.’

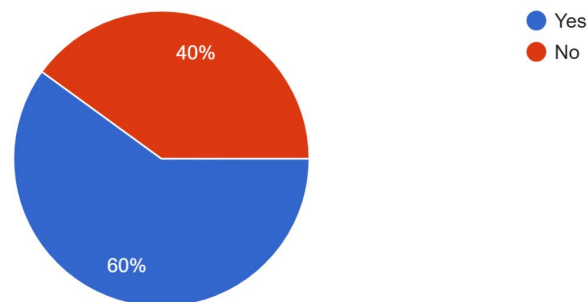
‘Community and opportunity.’

‘A celebration of a wonderful community. Being proud of Redruth and all its recent achievements.’

9. Did you buy anything from the traders at the festival?

Did you buy anything from the traders at the festival?

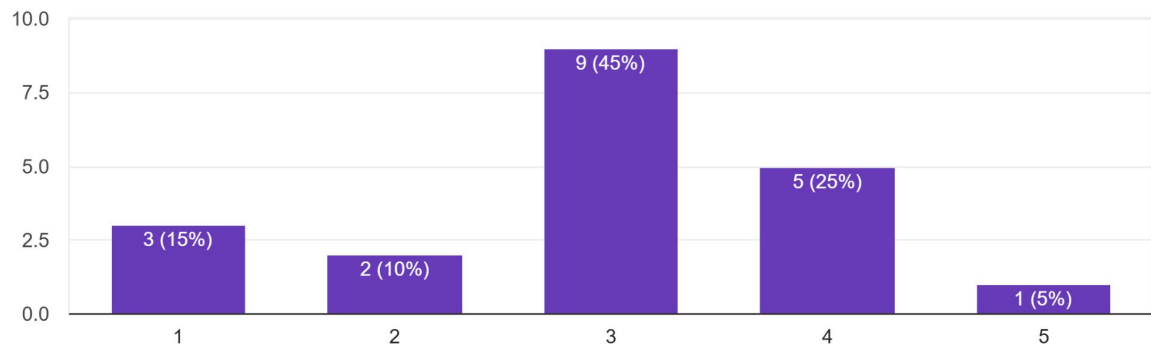
20 responses



10. How much did you enjoy the entertainment at the festival?

How much did you enjoy the entertainment at the festival?

20 responses



11. What would you like to see at next year's Mining and Pasty Festival?

1. More Pasties (by far the strongest theme)

Nearly every respondent mentioned **wanting more actual pasties** available for purchase or tasting.

- People miss the **pasty-making tent** and want **different varieties** and **international pasty connections** (e.g. Mexico, South Africa, Australia).

Possible Action:

Pasties should be the centrepiece again — cooking demos, tasting areas, pasty trail, and international links.

2. Music and Entertainment

Many enjoyed the live acts but want **more variety**, especially beyond folk music.

- Requests for **local bands** (e.g. Redruth Town Band).
- Calls for **better wet-weather planning** and **covered performance spaces** so the audience can stay.

‘You need somewhere undercover for the audience and performers.’

Possible Action:

Broaden the music mix, include community bands, and plan for weather resilience.

3. More (and Better) Stalls

Strong desire for **more market stalls, food options**, and **greater variety** beyond tombolas or advertising stands.

‘More stalls and events. Bring it back to what it used to be.’

‘More stalls, more free activities for children.’

Possible Action:

Focus on **independent traders, local produce**, and **interactive/creative stalls** for adults and children.

4. Children’s Activities

Repeated requests for **free or family-friendly activities** and **more for children to do**.

‘Much more for children.’

‘More stalls, more free activities for children.’

Possible Action:

Include more child-friendly entertainment — crafts, games, storytelling, or family workshops.

5. Weather & Event Logistics

The weather was a recurring frustration — people want **better wet-weather options**, and some suggested moving the festival to **earlier in the month** for more reliable weather.

Possible Action:

Consider covered spaces, alternative indoor venues, and contingency planning.

7. International & Heritage Links

Several respondents want to **rebuild the festival’s international mining and pasty connections** — showcasing Cornwall’s global story.

‘More acknowledgement of Mexico, Australia etc.’

‘Diaspora sections in the street, like the South Africa quarter and Little Mexico.’

Possible Action:

Revive the **‘international pasty’** theme cultural displays, global food stalls, storytelling, and partnerships. Develop stronger links earlier with the Twinning Associations.

Overall Message

The community clearly values the festival and wants it to thrive, but they’re asking for:

- **More authenticity** (real pasties, heritage)

- **More vibrancy** (music, stalls, family fun)

6.3. Feedback from performers and contactors

6.3.1. Performance feedback

The speakers at the Wesley Chapel suggested that a more intimate venue would be good for the talks. This would help support the speakers and the audience feel more connected.

Action - The team will explore various venues across Redruth to determine whether there is a more suitable space for talks.

Cabin Fever Audio provided the sound engineer, who provided extremely positive feedback for the festival. The team provided them with all the technical requirements for the performance. There were enough gaps provided between performances. The stage was proficiently covered, so the performances could proceed in the rain without risking the sound equipment.

Some Musicians provided feedback; they commented that the market hall was a good place for music and suggested that the set times be posted on a chalkboard.

Action - Find a way to display the set times for the market hall.

The Library worked well as a wet-weather venue, the performers had a changing audience, and they provided great feedback.

Action - The team will consider programming performance and music for covered venues, as the bad weather at the festivals poses a high risk to outdoor programming. Alternatively, the guide could list alternative venues in case of wet weather.

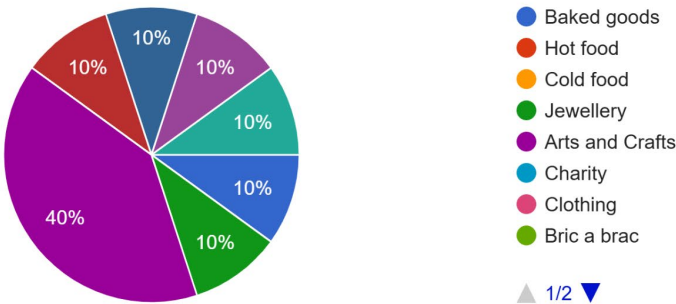
6.4. Feedback from Traders

We collected 10 responses from the traders' feedback form.

1. What type of stall do you have?

What type of stall do you have?

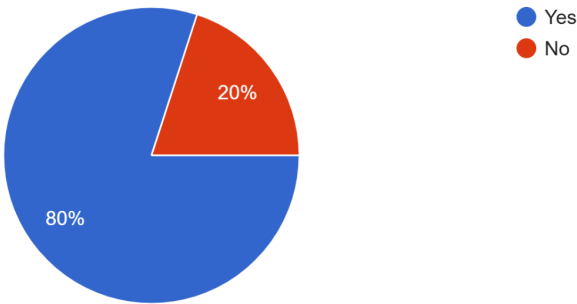
10 responses



2. Have you previously been a trader at a Redruth Festival?

Have you previously been a trader at a Redruth Festival

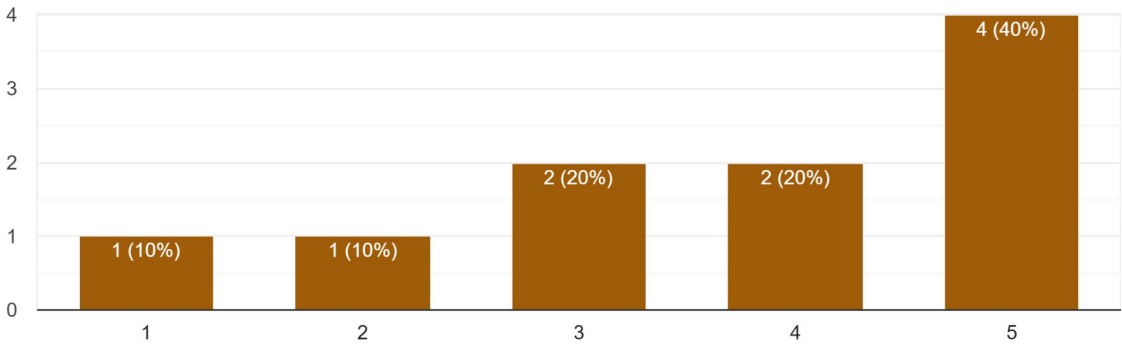
10 responses



3. How well informed did you feel about the event beforehand based on the information provided?

How well-informed did you feel about the event beforehand based on the information provided?

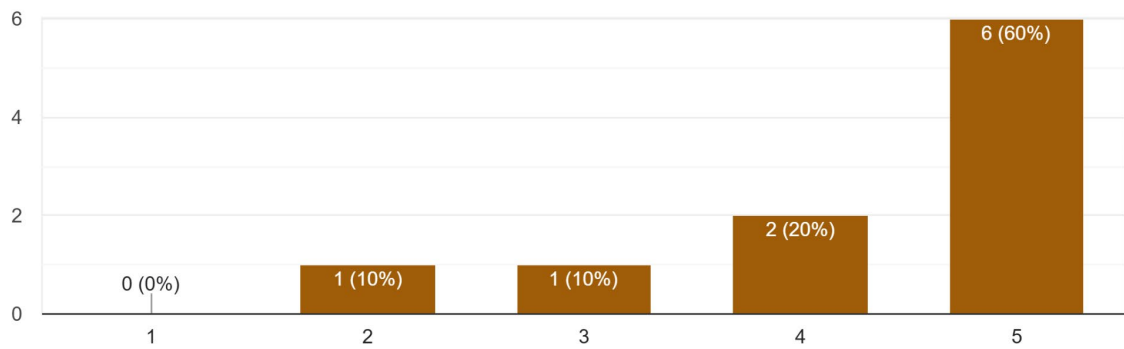
10 responses



4. On a scale of 1-5, how clear was the booking process?

On a scale of 1 to 5, how clear was the booking process?

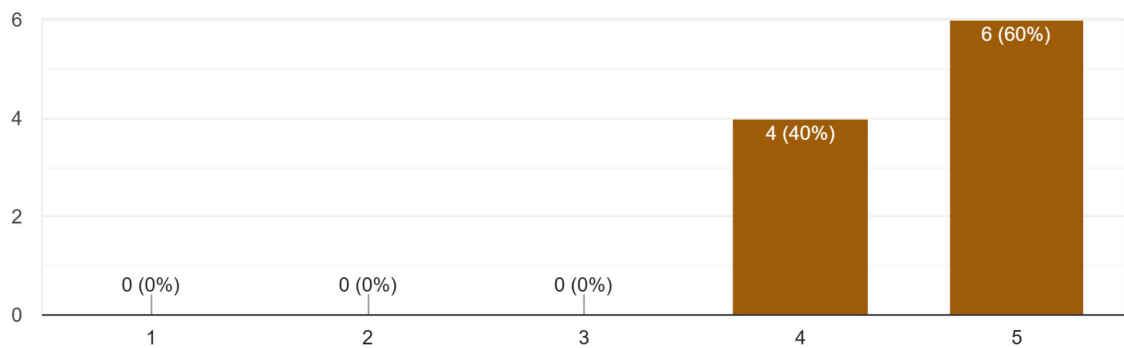
10 responses



5. On a scale of 1-5, how did you find the payment process?

On a scale of 1 to 5, how did you find the payment process?

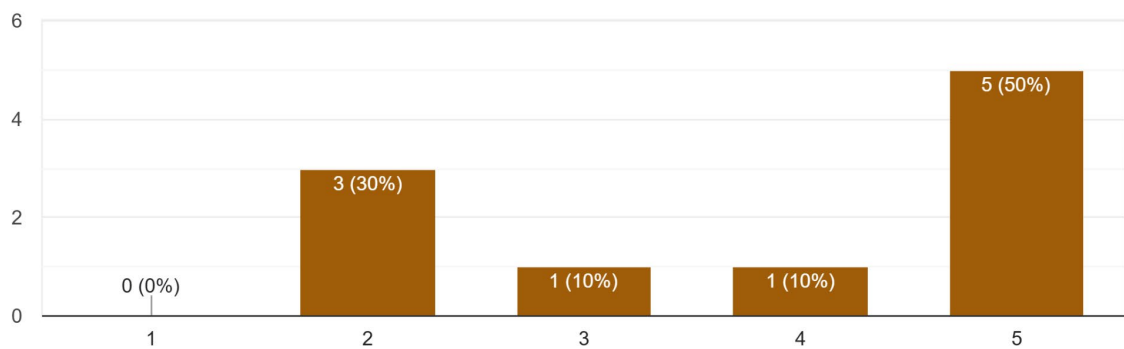
10 responses



6. How would you rate your point of contact during the Mining and Pasty Festival?

How would you rate your point of contact during the Mining and Pasty Festival.

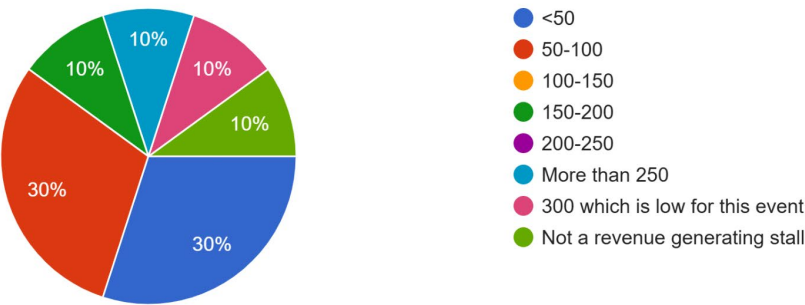
10 responses



7. Approximately how much revenue did you generate at this event?

Approximately how much revenue did you generate at this event?

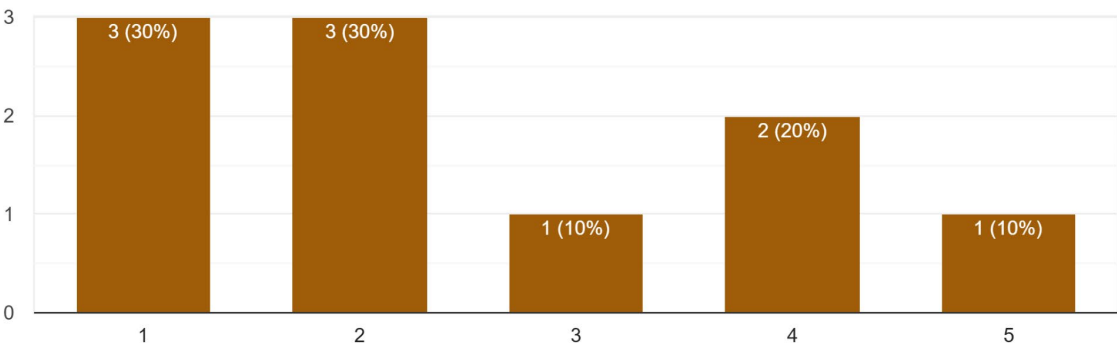
10 responses



8. How did you feel about the location of your stall at the festival?

How did you feel about the location of your stall at the festival?

10 responses

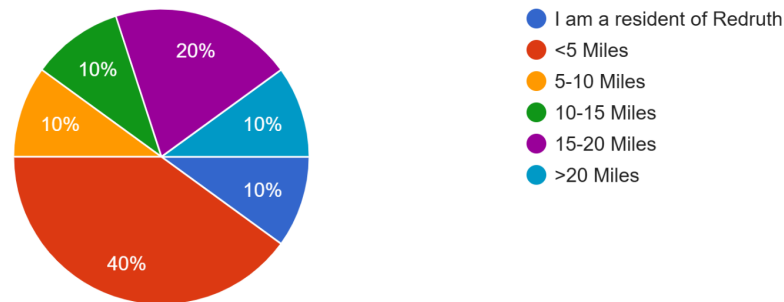


Action: Add a stall preference question to the forms. This can help to determine the stall plan.

9. How far did you travel to be a stallholder at the Mining and Pasty Festival?

How far did you travel to be a stall holder at The Mining and Pasty Festival?

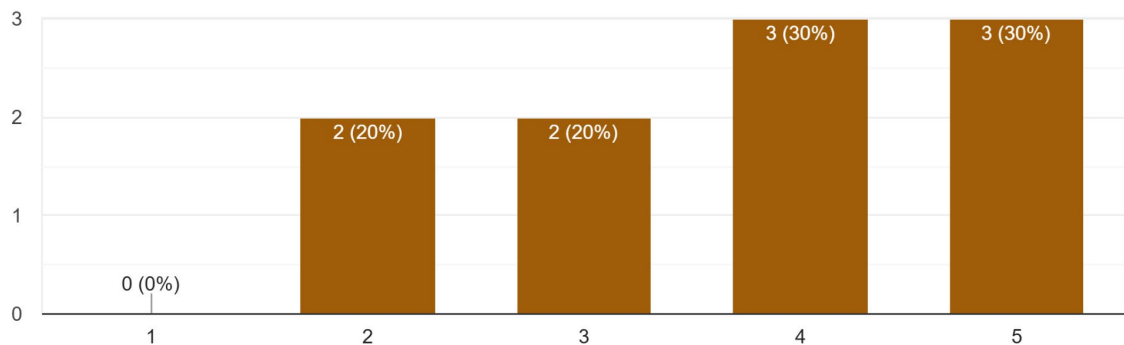
10 responses



10. Did you get much engagement from the public at your stall?

Did you get much engagement from the public at your stall?

10 responses



11. Is there anything you would change for next year's Pasty Festival?

Key themes:

Advertising/promotion:

- The event information seemed inconsistent
- They would like more information regarding the traders
- They would like the advertising to start earlier

Action - Trader highlight post. Advertise the traders that will be at the Festival.

Event layout:

- As part of the map advertisement, showcase where the stalls are located
- Increase the signage - point the yellow arrows towards the stalls

Action - create a festival map with 'stall zones'

Variety and activities

- Stall holders suggested that there should be more variety of stalls.
- More activities at the festival for children and families.

Action - Booking more free activities for families.

Trader engagement

- Get in touch with traders as soon as they complete the application form to update them on its status.

. **Action:** Continue to update traders on the status of their applications. Improve ongoing communications with traders throughout.

7. Actions for 2026

Sponsorship - The team will continue building relationships with local businesses and creating new sponsorship packages for the 2026 Festivals.

First aid - Continue to hire White Cross Training for First Aid coverage. They provided good quality, reliable coverage.

Venue spaces:

- The team will explore venues across Redruth to find a more suitable space for talks.
- Marquee provision will address many of the issues highlighted.

Activities:

- Wider variety of activities for children and families.

Music:

- Display set times for Market Hall
- Programme all music in a covered area/venue. This is to stop any performance from being moved due to the weather.
- List alternative venues in the guide if the wet weather plan is implemented.
- A wider variety of Musicians.

Festival guide:

- create a distribution list for the guide.
- Ask volunteers to help distribute the guide.
- Map - Festival locations of the town centre, including the location of the stage, the stalls and the activities.
- Pasty shop map - highlight the local sellers in town. Make this the centrepiece of the festival.

Festival Calendar:

- a longer leadtime in planning and organising the event will address the issues experienced this year.

Operational planning:

- organise an operational planning meeting with the wider Council Team.
- Ensure the bollard is lowered for the duration of the festival, or provide access to the code.

Staff:

- a local staff member to oversee the early elements of the festival being set up.

Stalls:

- Work with the Cornish Pasty Association to secure more pasty sellers in town.
 - Increase the interactive/creative stalls.
 - Create a highlight post with the stalls that will be at the festival.
 - Continue to update the traders on the status of their application.

Wet Weather:

- The marquee provision will fully address these issues.