**Marketing and Regeneration Committee**

**Tuesday 16th July 2024**

**4:30pm – 6.30pm**

**Coleford Town Council Chamber**

**Minutes**

**Attendees:**

**Members: Cllrs N Penny, C Elsmore, S Cox, M Cox, K Robbins, R Dix, R Drury, M Beard, P Kay**

**Laura-Jade Schroeder (Town Clerk)**

**Rob Olins**

1. **To elect a Chair**

Cllr Robbins put herself forward as Chair. It was seconded and unanimously agreed.

1. **There were no apologies received**
2. **To declare interests on any items on the Agenda**

Cllr Penny has a pecuniary interest in CMF, but would report re: the recent event as he holds an existing dispensation request.

1. **Cllr Penny’s existing dispensation request was reiterated**
2. **There were no members of the public present**
3. **The minutes of Marketing & Regeneration Committee, 18th June 2024 were proposed (CE), seconded (NP) and unanimously agreed.**

**Cllr Robbins signed the minutes as a true and accurate record**

1. **Matters arising from the minutes of 18th June 2024**

Cllr M Cox asked if we had had the cycle track drawings yet. We have not. It is with Rhodri Lawrence and Barry Bodin-Jones. CTC to chase.

First floor – Cllr Dix updated that the guitar show went well. Difficult to pinpoint signage-wise. Need to review signage for future use – to be seen both sides. Dishwasher has been plumbed in today and painting has begun. Incorporating town colour palette could be a consideration.

At TIC training earlier – it was suggested that an ‘i’ could go on the side of the wall for ‘information’.

1. **To receive feedback from Canopy re: Artsfest, and make recommendations as necessary**

Rob Olins updated re: the recent Canopy Artsfest event, showing photos of the sessions. Workshops included the Orchard Trust, a Batique workshop, St John’s School. They advertised through a mini parade around the new estates to generate some interest. Went past GWR museum, morris dancing and singing stops, up to the Clock Tower. Youth theatre performance. 1500 people at the event, 25% increased sales reported from local traders. 20 creatives and 2 part time employees, 18 volunteers, provides work for local designers and printers, supports voluntary organisations. Wanted to encourage use of local traders, so didn’t provide refreshments. People found out about it from local news/radio mainly.

Cllr M Cox noted that the parade was effective in bringing people into the town. Comments from traders said they could have done with having the leaflets sooner to give out.

There is a link now with Gloucestershire College (Cinderford Campus) so this will be built into their curriculum to get involved in these events.

Canopy can manage 2 events per year Forest of Dean wide, so will rotate across the Forest and will re-visit Coleford again in 2 years.

Cllr M Cox reiterated about the Local Plan – asked Rob to look at this schedule. Cllr Drury updated that there is a meeting set up with FODDC to talk about arts and culture.

Coleford is known as the ‘Events Centre of the Forest of Dean’.

1. **To receive update re: Chris Jones Regeneration Consultancy, and make recommendations as necessary**

**Tenancy at will** – Council is happy with this as is and not to seek legal advice.

Location of cycle shelter as bike park needs to be updated on the town map

**Re: Fingerposts** - Ask contractor to point the fingerposts in the correct direction first of all. Cllr Beard will examine and see what can be achieved and report back.

It was proposed and unanimously agreed that:

**Recommendation: To ask contractors to degrease and make signposts adjustable, re-aligning and repainting. Cllr Beard to carry out examination to help spec the works.**

We have dots on asset register maps where fingerposts are.

**Community Regeneration Plan priorities** –

Toilets – short term and high priority

Reconfiguring car park

The Hive - high priority

Urban green concrete outside co-op – medium term

Old Station Way to Clock Tower and along St John Street – scope of regen plan

Local Plan comments mentioned small green areas, shop front regen

Guardian Office as cycle hub – long term

Multi-hub for fire/ambulance

This plan should drive what community use for health centre is – long term. Chris to drive consultation to fit with NDP too.

Historic England working with FODDC on conservation areas generally. Need functional corridor to fit with heritage.

Clock Tower – fulcrum of St John’s St and Old Station Way arms, centre of conservation area.

Full Council agenda item – move ahead with Clock Tower or delay Clock Tower and make part of Regen project. Context of whole can be put in with it.

Environmental improvement – greening area in that corridor through Mushet. Moveable trees in pots. Nature of paving – permeable paving to deal with drainage – sustainability – medium term.

1. **To agree a date for the multiagency Town Regeneration workshop, and make recommendations**

25th July 6-8pm. CTC to check with Chris Jones re: location.

1. **To agree information around Heritage signage, including locations and wording, and make recommendations**

Imagery relating to heritage app

4 in the first instance. Positions on map – Old police station, Angel Hotel, Market Hall, Clock Tower

Take from app text pertinent words – run it past NP/MC. Ned to verify wording is ok.

MC or CJ will have images. Developer to be first point of contact.

NC will do work around existing pennant sandstone first.

Reference tile to app. For more information…, insert QR code. A point on Coleford Hidden Heritage Trail. Put 8 if relating to 8, download app. To have this on the floor tile.

1. **To receive update on location for cycle shelter, and make recommendations as necessary**

Cllr Penny checked with our landlord and he was pretty sure that the land is not his land. Landlord was going to double check.

CJ had no response from the Co-op. CJ to approach again with specific point and location and being a temporary measure.

1. **To consider quotes for map case installation, and make recommendations as necessary**

It was proposed, seconded and unanimously agreed:

**Recommendation: To accept the quote from TJones Contracting**

Check orientation of map before installing. Speak to graphic designer to address. Same map in 2 different forms – one for clock tower and one for car park. Graphic Designer to advise.

TIC to have A3 giveaways to circle on it.

1. **To review CMF event, and make recommendations as necessary**

Cllr Penny updated re: CMF event. Huge success helped by the weather. Record number for Saturday. Estimated around 1800-2000 people. Sunday was quieter due to football. 4 stages – new addition from The Music Works – catered for a younger, more diverse audience. Workshops with local artists and FYA team. Resulting in an extra volunteer for Coleford Youth Hub. Guitar Show was a nice addition – thanks to Rob Dix for organising.

Last minute addition of the screen – lots of risk assessment etc. Good will cleaned windows. Additional unbudgeted cost of £1000.

£3887.46 in buckets.

Only one noise complaint – Railway Museum

1 arrest I believe Sat (following an assault to one of SIA team). Great working relationship with local police but concern re Sunday evening cover being withdrawn.

Some drink related First Aid but now ‘discharged to hospital’ or SWAST calls. Sheeted Chamber in case of illness.

SUP slightly higher than last year – need to use balance of earmarked reserves to support events. All Food Traders fully compliant.

**MAIN AREA TO FOCUS ON – ACCESS** around the town. Some issues overcome by road closure but particularly hard in St John Street and Newland Street.

**BABY CHANGE**

Cllr M Cox wanted to register thanks to CMF for all the hard work and to NP as overseer.

**Meeting ended: 18:26pm**