



Coleford Town Council

Events & Marketing Committee Tuesday 3 April 2018 Minutes

Attendees: Cllrs C Elsmore, Lusty, Baird and Penny

Sue Middleton (Foresters' Forest) also attended

1. Apologies were noted from Cllrs Kay, Holloway and E Elsmore.
2. Cllr. Penny reminded the committee that he had a pecuniary interest in items 6 and 7 of the agenda but since no recommendations were to be made members requested that he remain in the room to provide the updates.
3. There were no dispensations requests.
4. The minutes of 6 March were noted and signed.
5. **To receive an update on the Coleford's Hidden Heritage app**
Sue Middleton provided a demonstration of the new app which is now live and available to download via the apple store. It is expected to be available for android within the next couple of weeks.

Sue informed members that a walk was planned to familiarise the TIC volunteers and councillors with the app at 10am on 14 April starting at the Main Place. The formal media launch will be around the 9 May. All members were very impressed with the result of the work undertaken to date to deliver the working app on time and within budget.

Cllr. Penny expressed the Council's thanks to Sue, Mark, Neil and Bob for their hard work in delivering this project and also to the Coleford Area MCTi Partnership for their additional financial support of the app.

6. **To receive an update on 2018 Town Events Leaflet**
Cllr. Penny reported that the leaflet had been designed and 10,000 copies printed of which 2750 had been distributed via Tourism Leaflet Distribution, 3000 via local schools and around 2000 in town centre business. Top up distribution will be carried out as necessary.
7. **To receive an update on current Coleford Town Events (St. George's Day, Walking Festival and Coleford Grand Prix)**

Cllr Thompson arrived at 6:42pm

St George's Day Parade – Cllr Penny reported that around 240 youngsters would be present for the event. All invitations have now been sent out and the arrangements for the service are well underway. The service will be led by Rob Saunders from the Baptist Church and the parade led by Pillowell Band.

Coleford Area Walking Festival – Everything is on track with this event and bookings are coming in online. Leaflets have been distributed and there will be a marketing presence at the Forest Activities Festival on the 29th April.

Coleford Grand Prix – Good progress to date with this event with the route map drawn, website constructed and bookings live. Sponsorship packages have been defined and are



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being discussed over coming weeks. A further meeting is planned with the Brockweir CIC team on Wednesday 4th April.

The meeting closed at 6:55pm