



# Coleford Town Council

---

## Events & Marketing Committee Tuesday 1 May 2018 Minutes

**Attendees: Cllrs C Elsmore, Lusty, Baird, Holloway, Thompson, Kay and Penny**

1. Apologies were received from Cllr E Elsmore
2. There were no declarations of interest.
3. There were no dispensation requests.
4. The minutes of 3 April were noted and signed. Cllr Penny updated the committee that the Hidden Heritage app launch date was now 10 May.

**5. To review the recent St George's Day Parade event**

Councillors all felt that this had been a worthwhile event with great engagement with the younger members of our community. Cllr Penny reported that around 180 youngsters had been involved which was slightly lower than last year but mostly due to the Girl Guide movement being on camp. There was a short discussion around whether the event should be held on Sunday 21<sup>st</sup> April, Tuesday 23<sup>rd</sup> or Sunday 28<sup>th</sup> April 2019 – as the 21<sup>st</sup> is Easter Sunday all felt the event would be better the week later. It is recommended that admission to the Forest Activities Festival be charged based on tickets collected not issued in future years.

Cllr Allaway-Martin arrived at 6:40pm

**6. To make recommendation re Pride of Coleford Community Awards**

Cllr. Penny reminded the committee of the recommendation approved following the March 2018 meeting on this subject. After a short discussion the following additional recommendation is made:

**Recommendation:**

- Recipients must be volunteers within the Coleford Parish
- Awards to be launched at the Annual Assembly and followed up with direct communication with schools, churches, community groups and the press
- Cut-off date for applications to be 31 August
- That an application form be created and downloadable from the website to include details of the individual nominated, the reason for the nomination, the volunteering activity, the impact they have made etc.
- That a community panel is formed to review all applications consisting of employers, a representative from the churches, a representative from the schools (Head Boy and Head Girl recommended) and a council representative.

**7. To make recommendation regarding potential cycle event on 23 September 2018**

Cllr Penny updated members regarding the potential plans discussed with the Forest of Dean Cycling Club. Cllr Penny also shared indicative costings for event infrastructure and communications from British Cycling. On review of all of these items the following recommendation is made:

**Recommendation:**

Not to pursue a cycling event for 2018 but instead to ask the Forest of Dean Cycle Club to provide more information regarding anticipated demand, specific barrier/course requirements and likely income from such an event.

**The meeting closed at 6:55pm**