



# Coleford Town Council

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## Events & Marketing Committee Tuesday 6 June 2017 Minutes

**Attendees: Cllrs Allaway-Martin, Baird, Lusty, Ball, Drury & Holloway**  
Mrs V Morgan also attended

1. The Clerk sought nominations for the chair. Cllr Penny was nominated

Proposed Cllr Holloway      Seconded Cllr Lusty

On being put to vote it was unanimously agreed

2. Apologies were noted from Cllr Kay
3. Cllr Penny declared personal interests in items 10 & 11
4. There were no dispensations requests
5. The minutes of 9 May 17 were noted  
Cllr Penny updated that Forester Forester were happy with the contribution of £5,000 of the Hidden Heritage app and that a meeting to progress the points of interest was arranged for Monday.  
The Clerk reported that she had not yet contacted Cinderford TC re their wifi
6. **To receive an update on progress for the Coleford Town promotional video**  
Cllr Penny reported that much of the filming was now complete. It showed a wide variety of businesses in the town plus the tourist attractions. There was a little more to do. Cllr Ball offered some headcam biking footage if needed.  
The film should be available for viewing at the next committee meeting.
7. **To review the Coleford Area Walking Festival**  
Cllr Penny reported that the project had been reviewed by the partners and the outcome was it was a great success that should now become an annual event  
225 walkers participated which was 125% more than expected. Out of the 25 walks only 3 were cancelled. Some proved extremely popular whilst others had moderate to low take up. The programme for next year would take this into account. The descriptions of the walk would be more explanatory. As part of the evaluation questionnaires are being sent to all participants. It was proposed that thanks be sent to the organisers.
8. **To make recommendation re the necessary actions regarding marketing of Town Council Assets**  
There was a wide ranging discussion around the need to market all council facilities to the correct potential client and to do this specific information was needed  
Recommendation  
That
  - a schedule is drawn up showing the booked and available slots for each venue
  - possible markets for each venue are identified
  - this information is available for the next committee meeting
  - this is an agenda item for the next committee meeting



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**9. To review the updated [www.colefordtowncouncil.gov.uk](http://www.colefordtowncouncil.gov.uk) site and make recommendation regarding additional content or changes**

The Clerk reported she was meeting with the web designer on Friday to pull together a few areas which need tweaking. The site had been proof read and she had a series of typos to be corrected. She would resend the link to all members. The site should be live in the next few weeks. It was disappointing that the website did not go live on 23 May 17.

**10. To review ongoing events programme and make recommendation to fill gaps in early July, August and September**

Cllr Penny reported on the events during the period but advised that there was a void during August. Cllr Ball is to investigate so low key children & young person events and Cllr Drury is to pull together a plan for some events in the outlying settlements. Cllr Baird reported that a group of up to 30 visitors from St Hilaire de Riez would visit in October.

June 10th - Dancing in the Street

June 15th - BBC Music Day

June 17th - Coleford Busking Festival

July 3rd-9th - Coleford Festival of Words

July 19th-22nd - Coleford Music Festival

October 7th - Coleford Bike Festival

October 28th - Community Awards

**11. To make recommendation regarding ordering the next Coleford Town events leaflet covering July – October**

**Recommendation**

That a similar leaflet to the last one issued is created. The period being July – October: an individual leaflet for December is planned which will include the Christmas activities at the local tourist attractions that will be issued in October.