



Coleford Town Council

Events & Marketing Committee Tuesday 1 August 2017 Minutes

Attendees: Cllrs Penny, C Elsmore, Lusty, Baird, E Elsmore & Allaway-Martin

Cllrs Whittington and Drury did not attend

1. Apologies were noted from Cllrs Kay, Holloway and Ball
2. There were no declarations of interest on items on the agenda
3. There were no dispensations requests
4. The minutes of 4 July were noted. Cllr Penny recommended that the request for Item 8 (from June 6 Meeting) regarding marketing of Town Council assets be rescheduled for the next meeting in September:

5. To receive an update on August events

Cllr. Penny thanked Cllr Ball for the costings and preparatory work undertaken in respect of the Master Sken Academy (MSA) Workshops planned for August and, following further logistical, availability of venues discussions, a schedule of Workshops was agreed, as follows:

	Date	Venue	Time
Workshop 1	14 August	Main Place	1.00 - 2.00pm
Workshop 2	16 August	Coalway Rec. Ground	1.00 - 2.00pm
Workshop 3	21 August	Broadwell	1.30 - 2.30 pm
Workshop 4	23 August	Five Acres Campus	1.00 - 2.00pm
Workshop 5	29 August	Coalway Rec. Ground	2.00 - 3.00pm
Workshop 6	30 August	Sixteen Café	1.00 - 2.00pm

It was agreed that Cllr. Lusty would finalise venue bookings and liaise with administrative assistant in the CTC Office, and for arrangements to then be agreed with MSA. In respect of publicity and promotion, Cllr Penny agreed to manage these aspects and to then further liaise with the main office to further organise, take forward, etc.

6. To make recommendations re: Coleford Town Council's involvement with Christmas Lights' 'Switch-On' event

Cllr Penny summarised the Council's position that it had been agreed for the Town Council to be fully involved with the 'Switch-On' event on 2 December, in partnership with Christmas Lights and that once the programme for the event had been agreed, the Town Council would then oversee and manage the logistics, etc.

It was generally thought that there should be more activity leading into the 'switch-on' at 6.00pm, and some discussion about schools involvement, local brass band activity on a staged area through the afternoon, as well as market traders offering Christmas fayre too. The timing was thought to be from midday through the afternoon to



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6.00pm. The latter procession, previously held, was also mentioned. Cllr Baird volunteered to work with other Councillors in respect of schools involvement and it was overall agreed that Cllr Penny would attend the next Christmas Lights meeting, scheduled for next week and report back, to then agree Council's role in taking forward at next meeting. Cllr Penny also stated that it would be for the Town Council to arrange publicity and promotional leaflets, as part of the Council's responsibilities.

7 To review Coleford Town Council's' Promotional Video' and agree final changes

Cllr Penny thanked everyone for comments, and summarised feedback received so far. All were agreed that the 'voice-over' needed to be more localised, and representative of the area. The clear emphasis was to be on Coleford, although some discussion acknowledged that the surrounding area was relevant to any promotion of the Town, as many saw Coleford as a hub for tourism to the wider aspects of the Forest of Dean and Wye Valley. The sequence of the video was thought to be key, i.e. history, town centre, leisure, events, local beauty and it was overall thought to be close to being finalised, and covered the important aspects that it needed to. Cllr Penny suggested some further 'tweaking' as agreed, and proposed to consult colleagues in Wye Valley and Forest of Dean Tourism, to then present for 'final edit' at the next Full Council Meeting in September

5 minute extension

Proposed by: Cllr. Lusty

Seconded: Cllr Penny

On being put to the vote it was unanimously agreed

8. To make recommendations re: remaining events within Financial Year 2017/18

Cllr Baird summarised that a visit of 30 people from St Hilaire de Riez was scheduled for October, and presented a draft programme of activities. All agreed that the activities should focus on being localised to the area. After some discussion, it was agreed that the Council should consider organising some activities e.g. banquet, dance evening with local musicians, petanque/boules competition and to be discussed further at the next meeting. Cllr Penny reminded members that money had been allocated to cover some costs associated with Twinning events. It was also noted that travel costs, associated with the trip, would be met by the St Hilaire de Riez Group.

Meeting ended 7.00pm