



# Coleford Town Council

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## Events & Marketing Committee Tuesday 8 January 2019 Minutes

**Attendees: Cllrs Penny, Kay, Holloway, Lusty, Ball, Allaway-Martin, C Elsmore  
E Elsmore & Baird**

1. No apologies were noted
2. There were no declarations of interest on items on the agenda
3. There were no dispensations requests
4. The minutes of 6 November 2018 were noted
5. **To make recommendation re marketing activities since the removal of the Severn Bridge tolls**  
There was a wide ranging debate with examples of literature produce by other towns  
**Recommendation**  
A leaflet advertising the area with information about events, places to stay and attractions Heritage Guides are approach to produce the leaflet on the same basis as the Town Guide  
The new leaflet replaces the Town Guide  
The leaflets are distributed to all the major conurbations in a 50 mile radius  
Wye Valley & Forest of Dean Tourism association are asked to approach Bristol based bus companies for an advertising campaign on or in the buses  
The TIC Co-ordinator is asked to liaise with the Bristol Tourist Centre
6. **To make recommendation re the Civic Dinner**  
It was confirmed that the Bells Hotel had been booked for 6 April 2019 and a menu agreed. Invitations would be distributed shortly  
The committee were asked for original fund raising ideas for Cllr Penny that would make him step out of his comfort zone.
7. **To make recommendation re the Battle of Coleford event - 23rd February**  
Confirmation that this event would occur on 23 February 2019 at 11.30 am and that the Mayor would be firing a musket  
**Recommendation**  
That the Council provide a small finger buffet after the event
8. **To make recommendation re St George's Day event - 23rd April**  
There was a debate as to whether this event was appropriate this year as the date normally chosen would be Easter Sunday. Also the Activities Festival would not be running this year. It was suggested a small parade & service could be held in the early evening on Tuesday 23 April – St Georges Day  
**Recommendation**  
The youth groups involved are contacted and asked if this smaller event is something they would like to attend.
9. **To make recommendation re the promotion of 2019 Town Events**  
**Recommendation**  
That the budget allocation is used to produce some event promotion lamppost banners  
That a leaflet is not produced this year
10. **To review the committee remit & relevant policies**  
**Recommendation**  
Attached



# Coleford Town Council

Committee	No of members	Frequency
Events & Marketing	5 Members	Quarterly

## Responsibilities

**This Committee has no decision making responsibility and can only make recommendation to Full Council**

The Town Council will provide a member of this committee as the Town Council representative on the Forest of Dean & Wye Valley & Forest of Dean Tourist Association.

## Town Events

- To provide a range of activities which promote tourism and visitors to the parish throughout the year.
- To work with all partners that provide facilities or events in the town, e.g. the Christmas Lights Committee, the Coleford Carnival of Transport, the Coleford Music Festival, The Coleford Area MCTi Partnership, Churches Together, and the Festival of Words.
- To promote the use of the Town Centre as an open performance space.
- To improve the activities available for all sections of the community
- To work with the outlying communities to provide events and activities outside the town centre
- To work with local businesses to provide a variety of cultural and entertaining events, e.g. St John St Traders Association

## Town Marketing and Tourism

- To ensure that the town and town events are marketed to the wider surrounding area.
- To network with the Forest of Dean and Wye Valley Tourism Association to ensure that all content relating to Coleford is up to date and portrays the town in the best way possible
- To collect where possible data information about the visitors to the area.
- To monitor the performance of the Tourist Information Centre. (TIC)
- To maintain all TIC records of stock and sales
- To review TIC sales and promotion strategies.
- To promote Coleford and the wider area both locally and nationally.
- To enhance opportunities with St Hilaire de Riez, our twin town, and twinning association

## Council Marketing

- To ensure that the activities of the Council are well published
- To ensure that the website is current and user friendly
- To ensure that an effective social media profile is maintained
- To produce when necessary a local newsletter
- To ensure that there are adequate and well used notice boards around the parish
- To promote all the Town Council assets

## That the committee contribute to:

- the implementation of relevant aspects of CNDP, CTC1, CTC3, CE1 its review and production and implementation of the 4 year Town Council Plan
- and produce a recommended budget for the forth coming year for its account codes to be put before Finance and Office Committee at its October / November meeting.

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