



Coleford Town Council

Events & Marketing Committee Tuesday 3 March 2020 Minutes

Attendees: Cllrs Penny, Lusty, Holloway, S Cox, Elsmore & Brown

1. Apologies were noted from Cllrs Allaway-Martin & Kay
 2. Cllr Holloway declared a personal interest in item 12
 3. There were no dispensations requests
 4. To allow comment from the public.
- There were no members of the public present

5. The minutes of minutes of 4 February 2020 were noted. Item 8 should read £2,500.00.

6. To note matters arising from 4 February 19. It was reported that the accounts had been received from the Faddle Fair which were quite healthy therefore the financial support of the Council should be a maximum of £2500.00

7. To make recommendation re 2020 Pride of Coleford Awards

There was acknowledgement that although efforts had been made the message had not been spread successfully enough last year.

Recommendation

That there should be a single application form with a tick box element

All grant applicants, charity, sports & community groups etc. should be contacted with a poster and an application pack for the awards

That it should be launched in May by press release

That a newsletter should be sent in June featuring the awards with a rip off strip for more info

The music festival should have a Coleford Town Council stall promoting the awards

It should be promoted via the banner & social media including being passed on by councillors own social media

Posters should be distributed

8. To make recommendation re 2021 Sealed Knot Battle of Coleford Event

Recommendation

The Clerk to investigate the cost of holding a town centre battle from the Sealed Knot

The Sealed Knot flag should be flown from the clock tower the week prior to the commemoration

That the Clerk should obtain the costings for the Sealed Knot to do school visits prior to the commemoration

9. To make recommendation re digital notice boards in the parish

Recommendation

That the Clerk should liaise with Ross Town Council re the benefits & costings of digital notice boards

That this should be included in the communications group discussions

A price should be obtained for installing a digital notice board in the TIC

10. To make recommendation re the communication working group proposals

Recommendation

That the next meeting should be on 24 March 2020.

The agenda should follow the proposals from the previous working group. (notes attached)



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A note taker should be asked to attend
All councillors are asked to attend.

11. To have an update on discussions with local theatre companies

The Clerk reported that a meeting had been arranged

12. To have an update on Coleford 2020 Events Programme

Cllr Penny reported that the beer mats had been designed & gone to print to be distributed in all local pubs, restaurants & campsites. They would be distributed in the next week or so.

Table toppers & place maps were in the pipe line

The events leaflet was about to go to print & would be distributed by Glide to all the destinations as per last year

Walking Festival had been launched on line & bookings were coming in

Emergency Service Day was coming together with a wide variety of organisations being involved.

The Fire Service would use this as their open day

VJ Day was being looked at.

It was agreed that a Spring Clean Day on 5 April would be arranged. Councillors would go out & start tidying the parish from the town centre outward. Volunteers would be invited to join them

The clerk to request equipment from GCC Highways, FES & other possible sources.



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Communication workshop 15 Feb 2020

Definition: *sharing and consistent messages in and out, consider roles and methods*

Internal communication discussion:

Roles of office/clerk/councillors as individuals/ committee members/council as corporate body. NB statutory requirements, standing orders and GDPR regulations

Managing expectations: (roles); enquiries to individual councillors and follow up - use of resources (NB not office role)

Info

a) messages by email: all councillors get all emails, they delete as need; email protocol, need to think about and time responses to controversial emails; accuracy of email subject line; email debates issue in context of all decisions have to be made in council NOT by email;

b) timeliness: info sent out in advance of meetings;

Relationships: manner of communications, respect, acceptance of decision once made whether agree or not; body language;

Formal records: held on file and on web; proper officer role and advice re requirements; writing minutes approach and need for context, accuracy and check before sent out/ changed especially date/time meetings; forms and systems (see Office under F and O)

Different modes of communication to cover all people. Could be emails, chat forum.....

Internal Workshop Agenda

1. **Workshop to be attended by ALL councillors and staff.** All to confirm attendance asap.

2. **Roles:**

a. **Proper officer role, administrative assistant role** – what can/should/ cannot do

b. **Councillor role**

c. **Corporate Council (including corporate decisions)**

3. **Managing relationships and timeliness**

4. **Info methods:**

a. email protocol to be agreed

b. verbal communications especially in meetings (all are public)

c. accuracy of info sent round, to whom, with notice

5. **Records:**

a. **nature of minutes/ notes desired (v required).** Office to research style of FoDDC minutes plus 3 other parish councils

b. **community /parish info:** demographic facts etc

c. **website:** see external following

External communication discussion

1. **Need to communicate both directions with all members of council, community, stakeholders and public.** NB legal requirements as building blocks; also note those with protected characteristics to be included.

2. **Communication Plan and context:** link roles/times/ actions/ resources/ vision/ 5 year dev't plan

3. **Roles/targeted groups:** research needed eg parish demographics (ACRE figures)

a. Stakeholders, partners, landowners, councils, key contacts

b. Community groups (including younger people)

c. Businesses

d. Parishioners

e. Wider public

f. Protected groups



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4. **Modes of communication:** varied offer to be accessible (includes **website** - see later workshop)
 - g. **Press:** via the Clerk/Chair (requirement)
 - h. **Noticeboards** – should be one in each area of parish, with relevant Cllr details and notice of meetings with times
 - i. **Newsletters** – regularity (3X year, and done by substitute if Office have other duties at time); see also below; appreciated by residents (good news, too); braille version?
 - j. **Surgery/ out and about more informal meetings (see below)**
 - k. **Social media:** management and timeliness, nature of comments, legal requirements
 - l. **Forest Talk** and link to their website;
 - m. **Event stall** eg Carnival of Transport/ Faddle Fair etc
 - n. **Public forum** at start of meetings/ Annual Parish Meeting

5. **Be realistic: match resources to workloads:** be aware of stress, time constraints, roles and volunteer status

6. **Training:** “Know your patch”

External workshop agenda

1. **Invitations to targeted groups/ public** NB format of workshop/meeting and time/date
2. **Involvement encouraged to this** – by different means and focus, eg short film, display, drop in
3. **Comms Plan:** actions; method framework; timely way; monitor and review; check on quality/response; context (website)
4. **Consistent message out:** vision; mission statement, delivery
5. **Representative messages in:** from three wards via their councillors
6. **Ongoing engagement:**
 - a. Surgery/ drop in with known, useful stakeholder partners in same room to get things done for people
 - b. Informally via bench on Clock Tower; estate session with fliers in advance etc
 - c. Signposting /helping people find right route forward
 - d. Localised around parish
 - e. **Website:** assess & improve; www.colefordtownplan.com domain; document heavy; think through wider context; creative approach; benchmark, monitor and analyse use; good news
7. Collection of **library articles for newsletter** prep: news/ events/ photos

Next steps

- a) Schedule internal workshop on Tues evening. All Cllrs to confirm attendance. Closed session. Office to research council minutes (as above).
- b) Check statutory requirements
- c) Consider timescales for external workshop: public/invitations/target groups and notice needed. Also approach(es).