



Coleford Town Council

Marketing and Regeneration Committee

Tuesday 12 October 2021

6.30 pm - 8.30 pm

Council Chamber

Minutes

Attendees: Cllrs Barnham, Elsmore, S Cox, M Cox, Kyne, Drury and Baker

1. Apologies were received from Cllr. Penny and Wendy Jackson
2. There were no declarations of interest
3. There were no dispensation requests.
4. There were no members of the public present
5. The minutes of 14 September were unanimously approved.

Cllr. Barnham signed the minutes of 14 Sept 2021, as a true record.

6. **Matters arising from the above minutes**

Item 10: The Town Clerk reported on concerns from a resident re: condition of property, in Coleford, particularly safety issues, regarding loose slates, and this was to be reported to FoDDC, and the Landlord.

7. **To review, and update the Marketing & Regeneration Tracker**

Cllr. Barnham updated, and it was agreed that she would work further with the Town Clerk to bring this Committee Tracker up to date, to integrate fully into the Main CTC Tracker.

8. **To make recommendation to progress items funded through the Welcome Back Fund**

The Town Clerk updated, reporting that the Fund Agreement had been signed, and it was proposed, and unanimously agreed that:

Recommendation:

the Town Clerk should work with Cllr. Penny, and FoDDC in respect of taking the agreed funding forward, re: expenditure, and scheduling

9. **To review and make recommendation re: CTC Newsletters**

Cllr. M Cox summarised, and after further discussion regarding Councillor engagement, and full participation, it was proposed, and unanimously agreed, that:

Recommendation:

all members, and staff should be tasked to write 'blogs', and that additional articles should also be prepared, in readiness for the next Newsletter, and also for the new Website;

Recommendation:

CTC Newsletters should be prepared Quarterly, with a pre-Christmas / Winter edition to be prepared.



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10. To note quarterly update from the TIC Coordinator (written report)

Cllr. Barnham presented the TIC Co-ordinator's Quarterly Report, and the following points were noted:

- engagement not as good on Market Days, as would be hoped, and that signage to the TIC should be considered further
- Saturday volunteer need was discussed, and it was suggested that all Councillors should be asked to undertake a weekend duty.
- Walkers are Welcome status was noted, and that the benefits of the TIC as a walkers focus, should be promoted
- stock management, marketing, and re-profiling of the TIC were also noted.

Cllr. Barnham, on behalf of the Committee recorded appreciation to Ella Beard, for the submitted Report, and for the feedback from this Committee to be passed to her.

11. To make recommendation re: support adverts in local newspapers

The Town Clerk agreed to look at the range of adverts that are posted in local press, as it was recognised that there needed to be some consistency, and agreed protocols, re: advertising, to also be mindful of costs.

12. To receive update re: upgraded Website development

The Town Clerk updated re: website development progress, and that he had started working with the commissioned company, who would present a 30% 'developed' site, for the Council, to review further, before progressing.

13. To note marketing report from Copper Phoenix

Cllr. Barnham summarised the latest Report received and, after further discussion, the following comments were made:

- that engagement needed to be increased
- that there needed to be more data, and material available, as there were gaps; for Copper Phoenix to utilise more fully
- value for money needed to be kept in mind, and overall outcome delivery of this work
- that the newly developed website would be a 'game changer' re: engagement, profile for Council, and its marketing, etc.
- that Social media platforms should have continuous 'feeds'.
- NDP Review would raise profile re: consultation/ engagement
- CTC Comms. Group was key to progressing marketing, engagement aspects of this Town Council, and that this Working Group should be re-established

8.30pm A 10 minute extension was unanimously proposed, and agreed

14. To make recommendation re: Christmas events



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Cllr. Barnham presented a proposed Christmas Events schedule, for December and, after further discussion it was proposed, and unanimously agreed, that:

Recommendations:

This schedule be given more thought, and considered further once feedback from Traders had been sought, commitment secured, and for Cllr. Barnham to work with some Members to progress.

15. To receive update, and make recommendations (if necessary) re: Remembrance Day

The Town Clerk updated, and reported that he was liaising with Paul McMahon, and Rev. Sarah Bick, in respect of both events: Thursday 11 November, and Remembrance Sunday, on 14. It was also noted that Cllr. Penny would be undertaking his Civic duties, in respect of both events.

16. To receive update from FoDDC, Regeneration Manager

Cllr. Barnham summarised attempts to engage with Wendy Jackson, FoDDC Regeneration Manager and, after further discussion, it was proposed, and unanimously agreed that

Recommendation:

Cllr. Elsmore would seek clarification, from FoDDC, in respect of stakeholder engagement, raising with Scrutiny Committee, if necessary.

Cllr. M Cox summarised the Report, now received from GCC Highways, expressing disappointment, as it wasn't what had been expected, or requested re: Cycleway to Lamsquay and, after further discussion, it was proposed, and unanimously agreed that:

Recommendation:

a meeting should be scheduled with GCC Highways, to discuss this Report in more detail

Meeting ended: 8.38pm