**Marketing and Regeneration Committee**

**Tuesday 20 November 2023**

**6.30 pm - 8.30pm**

**Council Chamber**

**Minutes**

**Attendees:**

**Members: Cllrs. P Kyne (Chair), N Penny, C Elsmore, M Cox, S Cox**

**Chris Jones (Chris Jones Regeneration)**

**Kara Kibble (Regeneration Officer, FODDC)**

**Laura-Jade Schroeder (Town Clerk)**

1. Apologies of absence received from Cllrs. Drury, Robbins and Wendy Jackson.
2. There were no declarations of interest.
3. There were no new dispensations received.
4. Cllr M Cox updated that there would be a workshop for Cllrs and staff on Wednesday 22nd November at 3:30pm with UWE students.
5. **The minutes of 17 October 2023 were unanimously approved.**

**Cllr. P Kyne signed a copy of the minutes, as a true record of that meeting subject to changes Wendy has since indicated re: Heritage Action Zone**

1. **Matters arising from the minutes of 17 October 2023**

Kara Kibble updated that there were spelling mistakes.

Wendy’s update re: amendment of minutes was accepted, although agreed that perhaps it was indicated to be more progressed and positive than it actually is.

1. **To consider Canopy Arts next steps, and make recommendations as necessary**

Rob Olins (Canopy Arts) updated re: Canopy Arts next steps and the staff vacancy that they have now successfully received funding for. Events at various places around town - arts community (painting, ceramics, photography, Artspace, choirs, etc). Wyldwood Arts will do similar with local schools, and Canopy to build on it and involve other organisations – 15 or so organisations around the town – would like a build up to it – children to make things for parade, help those who can’t get out much, others making decorations for town, changing town. Workshops for 2 months leading up to festivities day. There may be momentum to get more funding from Arts Council to keep this going for a longer period than just a few weeks. Partnership event – could be managed through Events budget, rather than a grant. Would need a detailed cost breakdown. £12k is large scale version. Salary is paid by Arts Council. Canopy happy to produce document to detail this. 2024/25 aim. May bank holiday usually Faddle Fair, and Walking Festival May. Flexible to work around CTC events programme. Working closely with Wyldwood Arts. CTC wants something that will stick around and change attitudes to Arts. Numbers have always increased afterwards. Can continue on a monthly basis if enough people continue.

**Recommendation: To look at this as part of events budget for 2024/25, but Rob to submit detailed costings ahead of F&AM on 12th December 2023.**

1. **To receive update re: Chris Jones Regeneration Consultancy, and to make recommendations, as necessary, including:**
   1. **COMF unclaimed grant**

Chris Jones has sent baseline report today. Met with Cllr Getgood and Marcus Perrin re: Climate change last week. Strategic workshop – people are coming back. FODDC quick take up. Wendy and Kara can make it. Should have a cabinet member for Highways – should be critical. Workshop to discuss role of Town Council, through precept, how we can take action. Arts – sense of place. Kara to see forward Events programme. Reports – data driven, facts based. Pop-up shops, low risk, can be done cheaply. Parish Plan, FODDC Local Plan also being drafted. Need to ensure there’s no duplication. Workshop will look at integration. This is the Town’s plan. How we build a brand/identity for the Town. Low vacancy rate of shops. Need diversity of offer. How to link health and beauty shops with coffee for example. Evening bistro offer is not really there. Tourism is a focus for this town. Monday and Friday are changeover days at Forest Holidays – businesses need to be open – connecting businesses with data. Put a price on the opportunity. Identify value of business on Monday afternoon for example. What are first impressions of town? Look through business owners eyes, tourist eyes, residents eyes. Needs balanced offer. Brand/Personality needs to come from the place. Town Council role should be enabling, not leading. Townscape, property is easier to fix. Product, perception, customer – what will you be known for? What will bring people into town? USP’s.

Planned development mid-December. Consultation mid-February. How to communicate that – social media, shop windows. Stakeholders engaged. Roaming event - exhibition trailer – outlying villages involved. Mid-March end of consultation. Refine plan. Plan adopted June. Two thirds of budget is plan, rest of it is delivery. 5 projects to deliver by March 2025. Projects need to be sustainable. Town Council can deliver parts, GCC and FODDC can do missing links, e.g. Active Travel routes.

Philip Robinson (Cabinet member for Transport GCC) to be invited. Workshop at Main Place. Hall is best for space – go with this. Chris to arrange with Main Place. After workshop, a note from Chris and over Christmas develop posters and social media tiles.

COMF – Coleford Grows raised bed planters perhaps? Wendy to agree it can roll forward into April/May or repurpose towards signage? Could go towards map design. Map case and artwork and installation circa £4-5k. Could be earmarked reserves if can roll forward. Kara to check with Wendy.

1. **To receive update from FoDDC Regeneration Manager, and to make recommendations, as necessary**

Five Acres planning application is live. Community meeting 11th Dec 5:30pm Berry Hill Rugby Club – contractors updates and plans, for comments. Cllr Lane is lead on Five Acres. Adrian Birch for Communities.

Town Centre Audit reports – Kara Kibble working on. It is a health check of each town looking at demographics, footfall, car parking, crime, vacant buildings. Statistics Town Centre AI maps movement of people in town, how long people stay, etc. Heat maps, hot and cold spots. You can see where people come in and are dwelling. Target investment. Crime stats from Police data. Town Centre events and markets – we are happy to help. July 22-23 reports cover – NP to send list of markets we had.

Traders meeting – how to engage and get them to come along – Kara would be happy to give benefits of marketing their business. Traders have to want to work together. They need to take ownership. Business arm to strategic workshop – Kara could facilitate. Proactive business community could be a project within regeneration plan.

**Recommendation: To get a commitment from FODDC Regen team at to attend CTC Marketing & Regeneration Committee every quarter.**

1. **To consider town centre buildings, and make recommendations as necessary**

Cllr Kyne updated re: state of some frontages of buildings in Town Centre. We need to find out who landlords are. Wendy has a list. Louise John did mapping around 3 years ago, pre-covid.

**Recommendation: Cllr Kyne to follow up and get list of landlords to join stakeholders on a local level regen meetings with Chris Jones.**

UWE work around design code was good. Pallet of 5 colours for all buildings. Low energy LED lighting could be used.

1. **To consider Spring Equinox Festival, and make recommendations as necessary**

**Recommendation: To agree to this. Safety case will need to be done by Wyldwood Arts for parade. Environment committee to advise most suitable part of Bells Field for this. Site meeting with Cllr Melanie Getgood and Vicki Thornton, and then come back to Full Council.**

**Meeting end: 20:04pm**