**Marketing and Regeneration Committee**

**Monday 15 January 2024**

**4.00 pm - 6.00pm**

**Council Chamber**

**Minutes**

**Attendees:**

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

**Chris Jones (Chris Jones Regeneration)**

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

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

1. Apologies of absence received from Cllr. Starr and Wendy Jackson.
2. Cllr Drury is involved in Canopy Arts – a personal interest.
3. There were no new dispensations received. Cllr Penny wanted to reiterate the existing dispensation he has for events.
4. There were no members of the public present
5. **The minutes of 20 November 2023 were unanimously approved.**

**Cllr. P Kyne signed a copy of the minutes, as a true record of that meeting**

1. **Matters arising from the minutes of 20 November 2023**

Re: 5 Acres site, MC and KK attended. It is still pending consideration by the District Council. It hasn’t come to the committee yet. KK has links she can share.

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

Chris Jones updated that we will need to work with Nathan Davis (GCC) – street design and Nathan Choat (GCC Highways). Getting a meeting together for January - how this interfaces with Mushet Walk.

Chris Gentle is looking at FODDC public conveniences, active travel, how this continues into centre.

Planning application for Clock Tower has gone in for listed building consent.

Link with drainage to be considered re: Clock Tower.

Marcus Perrin and JBA climate work – fluvial run off and stored water capacity – GCC Flood agency.

Car park behind doctors – James Bray NHS Property – what will be end use for the building? What is their strategy? They will probably say they haven’t been served notice of intention to hand it back, but early contact is worthwhile. Cinder Hill medical is privately owned. CJ has only approached NHS at the moment.

Hybrid (via Teams) acceptable for Workshop on 29th/30th with stakeholders – CJ presenting design proposals.

Local stakeholders meeting – early Feb

Traders meeting – can be part of stakeholder collective or a separate session.

CJ will join with FODDC regen session with KK – community consultation will overlap, so join together.

Signage – when will first new sign go up? After workshop at end of Jan, understand phasing, get buy in from stakeholders, consultation late Feb/early March, look at quick wins – signs, bike stand, etc. Need to make sure have all info first – do it once and do it well.

Signage by March.

Need a strategic plan.

Need to be compliant with grant we were given – deliver 1 project by end of March.

Timescales – expedite something being done without compromising a cohesive plan. Pilot plan to show progress in between. E.g. Tree planting can only happen at a certain time, so we don’t want to lose the window.

Sign placement, even if we don’t have the sign to go on there yet, we could indicate the placement so we can show something is being achieved.

Pedestrian waymarking can be done quicker.

After workshop end of Jan, have half a day to look at signage strategy including KK. Align with consultant KK is working with, so things aren’t being done twice. End of Feb will see more progress.

Unit cost for signage, artwork, map cost.

Critical path – idea, and then installed – could be 6 months. Even if we can show something while preparatory work is being done.

Sign in car park doesn’t get a tourist to the town centre. B4228 signage – nothing posting from Puzzlewood to town centre.

Once agreed big ticket items, (can take years), start to

KK has Good Friday target to have report done to outline typeface, colours, business feedback, marketing branding and insights project by FODDC – to market towns in FODDC. CJ will then have colour palette to work with.

MC noted emerging local plan, design code for KK to be aware of in this.

Is there demand for Town Centre market? Who should run it, etc? Who is it for? Is it viable? Is it general or themed? Insurance? Marketing of it?

Markets should be District level and Town level strategy.

Business consultation due in by 31st Jan. Markets will be an arm of this.

Mural on barber’s wall, ref to Market charter.

Venues for consultation. Manned consultation from CJ team.

Late Feb community consultation. Once agreed critical path and dates, CJ will do posters, advertising.

Signage and tree planting could be turned into mini campaigns. Town palette, we are helping FODDC with this.

No hall in Milkwall to use. Gazebo onto green space. End of school time. Football clubs, etc. Leaflet all houses on green area.

CJ to work with KK so there’s not too many people asking same questions.

Health visitors do weekly drop-in.

Designs out by next workshop, plan stakeholder session, work through consultation – how to run and advertise, work through signage strategy.

1. **To receive update from FoDDC Regeneration Manager, and to make recommendations, as necessary, including:**
   1. **COMF unclaimed grant**

Town Audit report – FODDC investing in consultant to establish a USP, talking to businesses and consumers, ground up insights, can’t get this data from census. Colours that represent town. Starts next week. Collaborate with CJ. Flying Geese (consultant). Investments in last 12-18 months. Old White Hart, Lidl, King’s Head, Foxglove Gardens, Bells Field before that. Chalets at Forest Hills. Greenacres campsite – significant tourism investment.

Historic England have invested £50k to review conservation areas in FOD.

Looking at listed buildings, how to protect them, are they registered correctly?

Old White Hart said no guidelines for windows in building. Told one thing by Fire Officer, opposite by Conservation Officer. Not clear.

Lost another set of sash windows on Gloucester Rd to UPVC.

Mike’s autos on High Street – windows are gone.

Enforcement in conservation area is poor.

NDP will be an accurate record – has pictures and comments all around parish. Listed buildings – possibly appendix M

Appendix G – non designated heritage

CE – will take action up with enforcement

Too few people in the department

District councillors can do more – raise it with enforcement. Town councillors cannot take action.

FODDC can put stop notice on any works

People may not know they are in a conservation area. We can inform them so that they are aware.

Most of Gloucester Rd conversions - conservation has been lost.

‘Use our loo’ – Barry will pick up tomorrow with NP and MC.

COMF – cannot push to next year, but put an action – Barry work tomorrow, Mushet Walk, Chris Gentle proposals – this will be the plan to spend the money – we are a couple of weeks away from having this but we can invoice it and send to FODDC.

Existing free car parks are under discussion at FODDC budget 2024/25.

Increase in income if first hour is £1 – this is still reasonable.

Timescale for letter – more info being received on Wednesday, so we will email CTC response over Friday morning.

Toilets in Coleford – while they are improving them, there will be a scheme to use toilets in businesses (‘Use our loo’) – open for consultation now. Explore more tomorrow with Barry.

Possibility of extending opening hours then.

If it goes well, would FODDC end up closing public toilets?

Opportunity to market – e.g. on toilet door

1. **To make recommendation regarding Coleford's 2024 Events**

Festival of Words – working with Canopy Arts rather than running separate festival.

Faddle Fair – Tony and Lucy have indicated they want to talk to us about continuing this – Mon or Tues. Needs to be more collaborative, not just them. Traders that have offered to come forward. Run 3 initially. There is money in budget for markets.

Repeat some form of youth event on Bells Field – 300+ people last year with Youth Association – youth workers will lead on this – for August.

Street Food and Music – September – best for this

Angus Buchanan – asked us to pick up shortfall on their carnival last year – they want to run this annually - small provision for this of £1000. Will AB lead on this? It didn’t get community support they had hoped for. Community to lead on it. Ask them to call a public meeting to find out support.

Undefined events element still included.

Olly Alexander – do we want to do a big screening around that? 11th May is actual event. Cinderford did this last year for Eurovision. We should do something with Olly having grown up in Coleford. Put a screen on Bells Field? First day of walking festival – could we link? NP and RD to explore this and take a decision next time – agenda for Feb.

It was proposed and unanimously agreed that:

**Recommendation: Cllr Penny and Cllr Drury to explore a Eurovision event**

**10.To make recommendation regarding Coleford's 2024 Events Leaflet**

Events leaflet ahead of Easter.

Targeted distribution through local schools.

Work with TIC, library, local businesses. Scouts/Guides door to door delivery through local parish.

Wyldwood Arts event in March to Battle of Coleford 2025.

By Feb Regen need to have agreed events going on leaflet.

Cllr Robbins happy to help.

A4 posters for TIC window.

Budget unspent for this year, then £1200 in next year’s budget proposal.

It was proposed and unanimously agreed that:

**Recommendation: Cllr Penny, Cllr Robbins and office to design the leaflet to issue as close to 1st March 2024 as possible.**

**Meeting ended: 5:23pm**