



Coleford Town Council

Marketing and Regeneration Committee

Tuesday 8 June 2021
6.30 pm - 8.00pm
Council Chamber

Minutes

Attendees: Cllrs Penny, Elsmore, S Cox, M Cox, Elsmore, Barnham, Drury & Kyne

1. To elect a Chairperson

Cllr. Penny nominated Cllr. Barnham, for Chair and, after some discussion, it was proposed that Cllr. Barnham be appointed.

Proposed: Cllr. Penny

Seconded: Cllr. Kyne

On being put to the vote the proposal was agreed unanimously.

2. Apologies received from Richard Morgan

3. Dispensation requests.

Re: Item 13: The Assistant Clerk reported a Dispensation Request, recorded for Cllr. Penny, dated: 4 June 2019, in respect of Coleford Parish Events, which allowed him to discuss item(s) on this agenda, but would require him to declare a pecuniary interest, if any recommendations are subsequently presented to Full Council, from this meeting, requiring him to withdraw from any vote/decision(s).

4. There were no members of the public present

5. To approve the minutes of the Events and Marketing committee of 6 April 21

The minutes of 6 April 21 were unanimously approved, as an accurate record.

Cllr. Barnham signed the minutes

6. Matters arising from the above minutes

Item 8: Cllr. Drury asked about smaller events, and Cllr. Penny updated.

7. To approve the minutes of the Regeneration committee of 19 May 21

The minutes of 19 May 21 were unanimously approved, as an accurate record.

Re: Item 8: Review of Town Market: Cllr. Barnham, further updated, and the preparation, and purchase of 2 banners, to promote subsequent Markets was noted, having already been agreed as part of the market promotion strategy, to be placed strategically in the centre of town

Cllr. Barnham signed the minutes

8. To make recommendation regarding the remit of this Committee

Cllr. Penny summarised his, already circulated, 'Remit' paper and, after some discussion, it was unanimously proposed that:

Recommendation:



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1. the presented remit is adopted, with the additional bullet point re: membership, that additional non-Council representation, would be invited, as necessary, in an advisory capacity, with no decision making vote

Marketing:

9. To review the May 2021 Social media report from Copper Phoenix, and to make recommendation for future priorities.

Cllr. Penny summarised Copper Phoenix's Report, which all agreed was an excellent summary, with informative data. After further discussion, it was proposed that:

Recommendation:

1. this work continues, focussing on the existing priorities, e.g. focussing on 'Shop Locally', History Heritage, promotion of market, as well as overall marketing, and events, also developing promotion of environment issues.

10. To commence the scoping exercise for the Town Council website.

Cllr. Penny updated on the 'benchmarking' activities re: website and, after further discussion, it was proposed, and unanimously agreed that:

Recommendations:

1. A Website Working Group be established, to 'interactively' view identified, existing, good example sites, to develop the 'scope' for an updated, new CTC Website.
2. As part of this exercise, to involve GAPTC, re: compliance aspects of this new website

11. To have an update, and make recommendation regarding the Town Council Newsletter

Cllr. Penny summarised and, after further discussion, it was unanimously agreed that:

Recommendations:

1. Cllr. Penny would 'pull together' contributions, and for the Assistant Clerk to liaise with printing company to take forward to design/production, printing stages
2. the distribution of this Newsletter will then be arranged asap, by Councillors, through a considered, demographic, and targeted approach, including distribution at the Saturday markets
3. as part of a bigger discussion, for a Communications Working Group to be scheduled, to look at community engagement, to agree how best to promote the Town Council, through effective communication channels, inc. social media platforms.

Regeneration:

12. To make recommendation re: next steps to move forward:



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(i) Cycle linkages

Cllr. M Cox summarised the work with John Grimshaw, which has identified some more work needing to be undertaken re: land ownership, and it was unanimously proposed that:

Recommendation:

- 1. Once land ownership has been clarified, that a meeting is scheduled with landowners, and John Grimshaw, to explain the cycleway linkages, in order to progress**

(ii) Mushet Walk Corridor (Gateway 7)

Cllr. M Cox summarised, and it was unanimously agreed that re: Gateways, the town council should work through them all, in the context of the Neighbourhood Development Plan (NDP). After further consideration, it was unanimously proposed that:

Recommendation:

- 1. The Town Council convene a meeting with Jasmine Williams, FoDDC, Wendy Jackson, FoDDC, and Clive Bath, Landowner, also representatives from the Co-op, and Georgianna Jayne, representing the local police, to discuss Gateway 7**

7.55pm: An extension of 30 minutes was unanimously agreed

Note: It was noted that re: Committee meetings, under these new 'merged' arrangements, that they should be scheduled for 2 hours.

(iii) Scope for Consultancy work to take forward regeneration project

Cllr. Penny summarised and, after discussion, particularly around FoDDC support, partnership, collaborative, and consultative working, it was unanimously proposed that:

Recommendation:

- 1. the Town Council write to FoDDC, seeking for them to work with CTC, to prepare a 'scope of works' eligible for funding, to include such initiatives like the Lower Lane / Christchurch cycle linkage.**
- 2. FODDC are written to, seeking support from the Regeneration Manager to work with the Town Council.**

Note: Cllr. Penny's Dispensation request (Item 3 refers) already noted re: next Item 13

13. To make recommendation re the following events / budgets:

- Coleford Area Walking Festival
- Coleford Busking Festival
- Pride of Coleford Community Awards
- Bells Field Events - open mics, brass bands and skate jam
- Request from Cancer Research UK re Stand Up to Cancer Event
- Allocation of any monies to community led events

After discussion, and consideration of Cllr. Penny's summary event's paper, it was unanimously proposed that:



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Re: Coleford Area Walking Festival

Recommendation:

1. Event to be organised in partnership with Coleford Area MCTi Partnership as per previous events. 12-14 walks taking place between Friday 3rd and Tuesday 7th September, with a proposed budget allocation request from CTC of £1200 to cover design, printing, advertising, project execution (Nick Penny Event Services). Distribution of leaflets will be via credit held over from 2020 with Glide Media.

Note: Cllr. Elsmore abstained from voting on this item.

Re: Coleford Busking Festival

Recommendation:

2. Music Industry Services CIC to run a one-off return of the Coleford Busking Festival (potentially Saturday 31st July), with open mic stage running from 10am until 4pm (or later if demand is there). Event will include a seating area in the town centre and will be run via a TEN license, with a budget allocation request of £1000 from CTC to cover stage and PA hire, marketing and promotion. £500 match funding in place from Mid Counties Coop to cover organisational costs, and all Covid RA items funded by FoDDC/GCC.

Re: Pride of Coleford Community Awards

Recommendation:

3. Suggested date of event, is Saturday 20th November, and to focus awards this year on Covid and Community response, as previous decision via Public Safety, with nominations open from 5th July, and to close on 17th September. Then, for a Community Panel to review and make recommendation by the end September 21.

Note: For office to produce simple nomination form available on website and also produce a Google Form for online promotion.

Re; Bells Field Events

Recommendation;

4. Open Mics to be scheduled for Sunday's 13th and 27th June, 4th and 18th July, 1st, 15th and 29th August and 12th and 26th September, with an agreed payment of £200 to event organiser: Alex Davies.

5. Brass Band Programme to be scheduled as follows:

- 25th July Lydney Town Band
- 8th August Forest of Dean Brass
- 22nd August Pillowell Silver Band
- 5th September Berry Hill Band
- 19th September Lydbrook Training Band

Note: All of these are booked on the suggested fee £150 (£75 if wet), and also need to allow an organisational fee for Ian Whitburn for managing this programme



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and putting chairs in and out, plus a fee for hire of chairs for the bands (£150).
Approximate budget cost of £1,000

6. Skate Jam by Maverick is scheduled for Saturday 28th August, with an agreed cost of £2,500 (to include all prizes), and for CTC to provide First Aid cover with an allocated budget cost of £150.00

7. Request from CRUK re Stand Up to Cancer event

This was noted, and agreed in principle, and to be taken forward in 2022

14. To make recommendation from Working Group updates

Cllr. M Cox updated on UWE activity, with a presentation scheduled (via You Tube) on June 22, at 2.10pm, which was noted.

Meeting ended: 8:24 pm