



Coleford Town Council

Marketing and Regeneration Committee

Tuesday 8 February 22
6.30 pm - 8.30 pm
Council Chamber

Minutes

Attendees: Cllrs. Baker, M Cox, S Cox, Elsmore, Kyne & Drury

1. Apologies were received from Cllr. Penny and Stuart Budd, GCC Highways.
2. There were no declarations of interest at this point of the meeting.
3. There were no dispensation requests at this point of the meeting.
4. There were no members of the public present
5. The minutes of 11 January 22 were unanimously approved, with noted amendment to the date of meeting.

Cllr. Baker signed the minutes of 11 January 22, as a true record.

6. Matters arising from the minutes of 11 January 22

Page 1 Item 17: Welcome Back Fund

Cllr. M Cox, and Cllr. Elsmore further updated, and a meeting was scheduled for Wednesday, 9 February with Bernie O'Neil, Cabinet Member, FoDDC, where this matter would be discussed further.

Page 2 Item 10: Newsletter

Cllr. M Cox stated that a CTC Newsletter was still thought to be needed, particularly in light of the delayed Website development; and for a Comms. Working group to be scheduled urgently, to prepare a timely Newsletter, to capture upcoming events

Page 2 Item 11: Copper Phoenix

Further discussions, and Town Clerk to confirm prices, re: Training from Copper Phoenix

7. To receive update re: Marketing & Regeneration Tracker

In light of the new appointment of Cllr. Baker, as Chair of this Committee, the Town Clerk suggested meeting with Cllr. Baker, to consolidate actions outstanding, and to bring this Tracker up to date, as part of the Town Council's Tracker System improvements.

Note: This Item to be taken at end of meeting to populate, and bring up to date

8. Report from the TIC Coordinator for Q3 21/22

Committee considered the TIC Coordinator's Report (already circulated), with summary points, as follows:

- This Summary Report was welcomed, and appreciated.



Coleford Town Council

- Takings were discussed, compared to footfall, and new stock was noted, and welcomed.
- Card Transactions was suggested, for consideration; as this would improve takings;
- New Note Pad, with interactive accessibility was welcomed; and also noted that it had facility for Card Transactions, if / when agreement to extend to this facility
- Signage to TIC needed to be enhanced, especially on Market Days
- TIC Coordinator's hard work re: Refurbishment noted, and next Committee Meeting, in March, scheduled to be held at TIC.

9. To make recommendation re 2022 Town Centre Markets (following meeting with Green Top Events)

The Clerk summarised discussions, and agreements, following a meeting with Green Tops, that Cllrs Penny and Baker attended and, after some discussion, it was proposed, and unanimously agreed that:

Recommendations:

1. the once a Month Market arrangements (to be reviewed Quarterly), should continue, every third Saturday, with the exception of February, due to a pre-existing event having been scheduled;
2. the agreement, with Green Tops, to exclude specifically discussed items being traded, should be adopted, and applied;
3. the offer of 2 free stalls, by Green Tops, each month, was welcomed and should be allocated each month: One for Traders, and the other for Town Council / Community usage.

10. To make recommendation from Communications Working Group

An update re: Website was received, and it was recognised that this remained the primary, and urgent focus; although Newsletter was still seen to be important, in the wider context of Community Engagement (see Item 6 above)

11. To have an update on the Development of the new Website

Update received, noting meetings with Website Developers were scheduled this month.

12. To make recommendation re top 3 Training Priorities for this Committee

Cllr. Baker summarised and, after some discussion, it was proposed, and unanimously agreed that, this Committee's Training priorities should be:

1. Marketing Strategies & Use of Social Media
2. Regeneration Funding: How it Works, and How to Secure Funding



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13. To consider the request to support the development of a Coleford to Monmouth Cycleway

It was noted that this Item needed more clarification from Cllr. Simister, and was deferred to next Committee meeting

14. To make recommendation to hold a street food and music event on Friday 25th March (5pm until 8.30pm)

Cllr. Penny's summary proposal, already circulated, was considered and, after further discussion it was proposed, and unanimously agreed that:

Recommendation:

- 1. a Street Market, as proposed, for March, should be arranged, as detailed in Cllr. Penny's proposal;**
- 2. insurance cover, if bad weather requires cancellation, should be considered.**

15. To make recommendation re: 2022 events

The updated Events Schedule was noted and, after further discussion, it was proposed, and unanimously agreed, that

Recommendation:

- 1. an urgent meeting should be scheduled with Faddle Fair organisers re: moving forward, in support re: dates, financial arrangements for hiring stalls, etc.**
- 2. additional events should be considered, as part of a more innovative approach, and for Cllr. Drury to provide more information**

8.25pm An 10 minute extension was proposed, and unanimously agreed

16. To receive any updates from FoDDC, Regeneration Manager

Absence of Report noted, and to see Item 6, for discussion at the scheduled meeting with FoDDC Cabinet Member, leading on regeneration matters.

17. To receive any updates from GCC, Highways

GCC Highways, Stuart Budd's Summary Report was noted, and Cllr. M Cox further summarised, with some works now having been undertaken; recognising that there were a number of other actions still outstanding, to be considered further by Highways Committee

Item 7: To receive update re: Marketing & Regeneration Tracker (Continued)

Cllr. M Cox led on discussion regarding outstanding matters, and this Committee's Tracker was updated, and populated, for Cllr. Baker, and Clerk to take forward, as necessary.

Meeting ended: 8.15pm