



Coleford Town Council

Events & Marketing Committee Tuesday 7 November 2017 Minutes

Attendees Cllrs Kay, Allaway Martin, Lusty, C Elsmore & E Elsmore

1. Apologies were noted from Cllrs Penny, Holloway & Baird
Cllr Kay assumed the Chair
2. Cllr C Elsmore declared a personal interest in item 5
3. There were no dispensations requests
4. The minutes of 3 October 17 were noted
5. **To make recommendation re budget items for 2018-19**

	Original	Notes		Original	Notes
EVENTS:	£k		MARKETING:	£k	
Coleford Music Festival	20		Event Leaflets	2	
Carnival of Transport	3		Newsletter	1	
Festival of Words	2		Bells Field Promo Video	0.4	
Xmas Lights (fixtures etc)	5		Website	1	<i>Ongoing costs/development of CTC and Tourism sites</i>
Xmas Lights (Switch On/Parade)	4		Lampost Banner Signage	2	<i>Cost of putting up/taking down</i>
Civic Dinner (Flowers and Music)	1.5		Town Guide	0	<i>Funded through advertising</i>
Community Awards	2		Adverts in Tourism Publications	2.5	<i>To discuss with T/A in lieu of them paying rent</i>
Busking Festival	1.9		Town Branding eg pull up banners	0.5	
Dancing in the Street	1		Marketing of heritage app	0.4	
St Georges Day Parade / Event	1.5			9.8	
Walking Festival	1.5				
WW1	7.5				
Day of Street Theatre	2	1	TWINNING:	£k	
Bike Festival	5	1	Hosting visits from St Hilaire	4	
Cycling Event	6.5	1	Admin, gifts etc	0.5	
Soap Box Derby	5	1	Grants to assist groups visiting FR	2.5	
Festival of Flight	6	1		7	
Bells Field Opening	3				
Faddle Fair Stall Hire	2.5	2		Original	
To be defined Events inc brass bands etc on tump	5		BALANCE:	£k	
	85.9		EVENTS	85.9	
			MARKETING	9.8	
			TWINNING	7	
				102.7	

NOTES:

- 1 - Suggest we discuss how many of these new events we can deliver
- 2 - Run by St John Street traders associated but stalls hired bt CTC

Recommendation

That the above schedule is submitted to Finance & Office Committee for consideration within the whole budget. It was noted that it was a considerable hike in allocation.



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6. To receive an update on marketing of assets

The Clerk reported that the meeting & training rooms had been advertised on face book. This would be followed by the King George V facility being promoted this month.