



# Coleford Town Council

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## Events & Marketing Committee Tuesday 1 September 2020 Minutes

**Attendees: Cllrs Penny, Elsmore, S Cox & Holloway**

1. Apologies were noted from Cllrs Kay & Lusty
2. There were no declarations of interest on items on the agenda
3. There were no dispensations requests
4. There were no members of the public present.
5. The minutes of 3 March 2020 were noted
6. To note matters arising from 3 March 2020  
The Clerk raised that the work of the communications working group needed to recommence as soon as possible.
7. **To review the August social media marketing campaign and set priorities for September**  
Cllr Penny's report is attached. This was a very successful marketing exercise
8. **To have an update regarding the Dean Wye Tourism website content build**  
Cllr Penny reported that he would forward the photographic material required. As the FoDDC had not contributed on behalf of any other town the Council would be willing to meet its contribution of £2000.00. Something should be available for everyone to see by the end of September
9. **To make recommendation re Remembrance Events**  
**Recommendation**  
That the Clerk contact the British Legion and the Churches to see how they would like to proceed. It was felt that an outside event of some sort minus a parade was the only option viable with the covid restrictions.
10. **To make recommendation re Christmas Events and Marketing campaigns**  
Cllr Penny supplied a wealth of information about possible social media and physical displays which could occur with the covid restrictions  
**Recommendations**  
Confirmation is sought from the Christmas Lights committee about the erection of the lights this year  
That a video is created promoting Coleford at Christmas for a cost not exceeding £500.00  
That a social media campaign Coleford Christmas Countdown is conducted similar to the August promotion. This could incorporate an advent calendar with 'gifts' of discounts for local shops to encourage local shopping  
That the Christmas window competition is held  
That shop local Saturday is marked  
That should the Christmas lights committee fail to put up an ornate few lights a projected light show is considered. This could also be a project for the New Year
11. **To make recommendation re 2020 Pride of Coleford Awards**  
**Recommendation**  
That this event is not held this year.



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## **AUGUST 2020 SOCIAL MEDIA CAMPAIGN**

31 days of action

Facebook (CTC) and Twitter (@Coleford Town) Profiles

Using #thisAugustinColeford (all), #Coleford (all) and #ShopLocal (majority)

### **Highlight Information:**

Increase in our social media following:

- Facebook Likes +243
- Facebook Follows +257
- Twitter Follows +30

Average Reach (Facebook) = 3330 daily. Average engagement 834 with peak of 2737.

- Forest Deli – 9509
- Perrygrove Railway – 7858
- Friendly Independent Traders – 7348
- Heritage App – 7107
- Home makeover – 6516

### Twitter Performance

	Twitter August Summary		Twitter Average (Feb-July)
Tweets	38	8	
Profile Visits	342	95	
Impressions	47,700		7,190

### Top Tweets:

- Social distancing – 5,446 impressions
- High Street – 2,844 impressions
- Bells Field – 2,551 impressions
- Perrygrove Railway – 2,526 impressions

### **Feedback/Review:**

- Support of CTC very much welcomed by Traders and wider community
- Some traders only interested in their own business. Others fully engaged throughout
- Quickly realised that I wouldn't be able to please everyone!
- Start the campaign with a day to day plan but be prepared to flex e.g. Puzzlewood closed the day I planned to cover them on 2 occasions!

### **Future ideas:**

- Volunteer Thank Yous
- Health and wellbeing week
- Days out on your doorstep
- Countdown to Christmas