**Marketing and Regeneration Committee**

**Tuesday 13 February 2024**

**5.00 pm - 7.00pm**

**Council Chamber**

**Minutes**

**Attendees:**

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

**Chris Jones (Chris Jones Regeneration)**

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

1. No apologies received
2. Cllr Penny has an ongoing interest in Events, but nothing relevant to this agenda
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 15 January 2024 were unanimously approved.**

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

1. **There were no matters arising from the minutes of 15 January 2024**
2. **To receive update re: Canopy Arts, and make recommendations as necessary**

Following the presentation from Canopy Arts, there was a lot of discussion. It was decided that we need a firmer structure once Katie is in post. Next meeting should be a workshop outside of the committee.

1. **To receive feedback from Chris Jones Regeneration Consultancy re: future direction of project, and make recommendations, as necessary**

Part 1 of plan is stakeholder community engagement. Part of job was to align other partners. Enhancements to add to Active Travel as an example that we can do quickly, but need to do something as part of wider plan. Toilet block is separately funded, but could add to it – map, cycle stands, landscaping. We can add value to public realm. Cycle stands and planters are modular - can be bolted on. Could add modular, easily moveable items. Consultants for FODDC (Flying Geese) – concern around duplication, and over-consultation. Typeface, colour palette which will come out of the research, mood board, this could feed into town map. Jennifer Jones (FODDC) - design code – they don’t see a colour palette being important especially for conservation area, but may be features we want to look at. May need us to do preliminary work. Conservation character assessment and appraisal needed. If done under NDP, will be under a different timescale. Trying to get requirements of UKSPF done – 1 project delivered and 1 feasibility study. We had visionary schemes from UWE – town centre reconfiguration – already shown to traders. We need to deliver visible change on the ground. Reconfiguring car park won’t bring more people into the town. Signage will. We need to quickly move forward with delivery, then we will miss UKSPF opportunity. Signage audit to follow. Marcus Perrin is working towards joint goals – FODDC bins. Relocate and screen off bins could be a deliverable. Temporary signage trial – strategy before end of year – corex can be used temporarily. Town map could be £2-3k. Glos City signage is good. Make it clear it is a temporary measure as a trial and if it brings more people in, great, see if it works for everybody. We can show traders we are testing something, and if it’s ok then we will invest in that. Bringing more people into town – focus should be to bring people into the town, not moving people around the town centre. Linking Perrygrove, Puzzlewood, Clearwell Caves to the town centre. Capitalise on day trip visitors. We need to get people into our car parks. We need them to want to stay in town. Markets have a role. Signage to get people into town, animation, role of markets, how to promote that online. Planting and landscaping – is this important and will impact? CTC need to be clear to CJ. Be very specific. Signage outside Perrygrove, etc, as a clear measurable task. Incorporating within signage ‘what’s on’. Within branded signage, direct to town and find out what’s on. Bid writing for Clock Tower project – how CJ can bring in funding - EOI form. Another session around Youth provision needed. Active travel – brought parties together, and FODDC have now launched a consultation. Project – cycle, walker friendly town. Money for bike racks in GCC Highways – we could apply. Understanding from cycling community where they would be happy to chain their bike up. Access to local cycling club to consult. Signage – mini signage strategy – vehicular, tourism. Of various project strands, we need a feasibility study of e.g. potential to use upstairs of 4, Mushet Walk as a youth hub. What young people desire for Coleford – engage – feasibility is how do they want to use this space. Stakeholder engagement. Secondary schools, weekly y5 & 6 youth groups at Baptist Church, youth group at Mount of Olives Church. Youth would be a good feasibility study. Good relationship with Tourism Association

**Agreed**:

* Signage strategy (subject to chat with Nathan for approval). Need business community meeting in between.
* Youth provision as a feasibility study – St John Ambulance building and 1st floor of 4, Mushet Walk. Need contact names from NP.
* Active Travel furniture, shelters and infrastructure – stepping stones through corridor of Mushet Walk. Cycle stands, map, seating, planting.
* Added value – e.g. Toilet block - map on side of toilet wall, living wall, cedar roof, ground planting, e.g. Picnic area by Pyart Court, e.g. FODDC bins being moved
* Markets
1. **To receive update re: Eurovision, and make recommendations as necessary**

Cllr Penny updated re: meeting with Vicky Thornton. BBC are interested in links. Pre-recorded video from Olly. Outdoor event will be c. £6500 with partial road closure at Clock Tower. Estimating c. 300 people attending. Screen at back of stage. Without shutting town centre, could do St John Street, bunting across street, businesses will hopefully get more involved, similar costings. Need to understand from cinema if they want to do a broadcasting. Function room at Old White Hart is also an option. Defer decision to Full Council where we have full costings and answer from BBC. We would be on UK BBC footage – good marketing for Coleford. Encourage costumes, virtual scoring, etc. Talent event. Approx. 3:30pm kick off for this part of the event. Agenda for Full Council.

1. **To consider D-Day commemorations, and make recommendations as necessary**

We should mark 80th anniversary. Focus on 6:30pm until lights out. Bell ringing from upper clock tower, choir, reading tribute, light clock tower in red, 9:15pm end. Unbudgeted event. Cost is c. £800. Undefined events are in the budget. Could take it from this pot. There’s a group of hand bell ringers through the forge – to fill. Invite Twin town? It was proposed and unanimously agreed:

**Recommendation: To run this event, as described, within estimated costs**

1. **To consider Bike Display Event, and make recommendations as necessary**

After some discussion, it was proposed and unanimously agreed that:

**Recommendation: To understand pricing, and availability from the company. To talk to the Carnival of Transport – would they be interested in having this as a side entertainment?**

**Meeting ended: 18:31pm**