**Marketing and Regeneration Committee**

**Tuesday 12 March 2024**

**5.00 pm - 7.00pm**

**Council Chamber**

**Minutes**

**Attendees:**

**Members: Cllrs N Penny, C Elsmore, S Cox, K Robbins, M Cox, R Drury**

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

**In the absence of Chair Cllr P Kyne, it was proposed and unanimously agreed that Cllr Penny should take the Chair.**

1. Apologies received from Cllr P Kyne
2. Cllr Penny has an ongoing interest in Events.
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 13 February 2024 were unanimously approved.**

**Cllr. N Penny signed a copy of the minutes, as a true record of that meeting**

1. **Matters arising from the minutes of 13 February 2024.**

Cllr N Penny has ordered lamp light of peace. PA and tech side is booked for D-Day event.

1. **To receive update from Chris Jones Regeneration Consultancy, and make recommendations as necessary**

Youth:

CJ spoken to 35 young people last week 9-11 year olds, 8 teenagers. Spent time getting to know requirements of young people and youth workers, prepared a brief issued yesterday. It must be designed to be flexible beyond young people and be mindful of how groups will access it in the day time. Will turn this plan around by Thursday. Remaining tasks waiting on documents from FVAF. This will give consultation evidence for FVAF to apply for funding for youth fit out upstairs – small grants can be used for match funding for larger grants. FVAF will do applications on behalf of CTC. What is the situation with St. John Ambulance? – waiting on agent of SJA to authorise access. Different aspects of youth could be delivered under different premises, so both premises could still be considered. No decisions to be taken. This is on track.

Signage:

Cllr M Cox updated re: Chepstow walkabout she and Cllr S Cox did to see Chepstow’s regeneration. Height of signage from accessibility perspective certain fingerposts have been criticised. Coastal trail and Heritage trail in ground signs – old. Main street has lots of pavement signs fitting into paving stone size – looking at historical significance of certain areas over time. Could link this to QR codes to Heritage app in Coleford. Coins from different times embedded in paving stones. Older Heritage trail – sepia photo sign. Ceramic signs have held up well after 25 years. Weymouth sign - £800. Strapline and marker to trail. Topographical map was good – CTC like this. Map in town centre showing wider footpaths/PROW/trails around area.

Brown signage – not something we can influence and deliver quickly because of criteria. Darkhill won’t get brown sign.

1. Get people from main attractions into town centre with imagery sign – needs photos – not directing to other attractions – take to centre of town for food/shopping from main attractions: Puzzlewood, Clearwell caves, Perrygrove, Forest holidays, Whitemead, Beechenhurst?, Hopewell Colliery?

NP to circulate PDF of existing map to KR and office.

1. Make more of assets we’ve got – Tom Cousins has his own trail of murals – could follow around town and lead people to other shops/restaurants. CJ to design message (design layout and imagery and over years invest in locations to put heritage linked signage – according to points of interest on heritage app). CJ to design scheme, give colour palette to work with, and we roll out. Some high quality. Start with main 5 tourist sites.

Attraction signage imagery at 5 sites, giving people reason to visit town centre, visually appealing, topographical mapping, just how close they are to town centre (Puzzlewood, Perrygrove, mins by car, mins by walk).

1. Heritage signage around the town. CJ to guide as place consultant. When people get here, how to get them to spend more time. Replicate some car park signage. Map with route of heritage walk.

CTC to get costings of tidying up of existing fingerposts. Noticeboard needs lettering and painting. CTC arm on fingerposts to sign post to where we are.

CJ to provide design examples – we will get graphic designer. Research piece is what we are buying. We brief others to do design for us. CJ to get us to what visualisation of what good looks like. CTC to look at other trails at a later date. We need a template. We may only put 3-4 plaques up per year, but grows year on year.

Flags on street lampposts can go back up. Steve Oakey to price for 28 signs up in May and down in September.

Content and ideas of visualisation for tourism and car parks. Imagery not just words. Car parks and moving around town. Heritage – murals, clock tower, etc – how do we bring to life and connect with app and Tom Cousins site, QR codes. Show us what good looks like – template - so we can brief a designer. CJ to guide us with what good looks like. Chepstow map centre, with images around edge – brings it to life. Streetscapes around edge? Pictures of businesses with people sitting outside, etc.

Costings are useful to understand this has to be in bitesize chunks. £2k on temporary correx signage is too much, so we’d rather do it right first time. Heritage info is very useful. This is over a number of years. We can prioritise.

1. **To receive update re: FODDC bins, and make recommendations as necessary**

Cllr M Cox updated. It was noted that our feedback was heard. May have to look at planting next season. Can FODDC do temporary wooden screening e.g. Tesco overflow in Lydney? Hedging and trees will take some time to fill out. Better location with screening and new bins.

1. **To receive update re: Eurovision, and make recommendations as necessary**

Cllr Penny updated that BBC prefer cinema option. Cinema do not have screening rights yet. It was proposed and unanimously agreed:

**Recommendation: CTC to cover cost of hiring Studio 1 for the day, cost of decorating venue and appropriate refreshments (e.g. popcorn and non-alcoholic fizz)**

Cinema have alcohol sales, we fund non-alcoholic fizz. Free entry for public. First come, first serve. Red carpet entrance. Encourage dress up. BBC want to go live next Monday. Make voting fun. Best dressed, etc. Theme shop windows.

1. **To receive update re: St. George’s Day event, and make recommendations as necessary**

It is happening in Coleford again. No other town came forward. Risk assessments are done. Poster is done. Guides have also engaged this time. School Five Acres is involved again – talking about role of young people in community. 20th April Saturday afternoon 2:15pm parade for 2:30pm service. Budgeted to run this already.

1. **To set a programme of events for August, and make recommendations**

Artspace circus skills and Sportily as per last year – they guide us as to their availability. NP to look at Scarr bandstand programme and run a music programme around this. Brass band, Sea shanty, Community Choir. Bowls, croquet on amphitheatre. Busking Festival hasn’t connected with young people the last 2 years, so have dropped this for this year. Music Works will be involved in Music Festival and doing 2 Tuesdays a fortnight apart – prefer centre of town. Avoid bank holiday weekend due to other events. Music in middle weekend. Sports and circus other weekends. Focused around Bells field.

**Recommendation: To run Circus, Sports events as outlined above, NP to investigate music weekends.**

1. **To receive update re: Bike Display team, and make recommendations as necessary**

If it has to be flat, open grass, we don’t have anything. If they can do hardstanding, we can consider it up to £1000. Google earth view of space being proposed.

**Recommendation: To ask further questions re: above and to spend up to £1000**

1. **To consider Marketing & Regeneration meeting schedule, and make recommendations as necessary**

We can always not have a meeting if there is nothing to discuss. It was proposed and unanimously agreed that:

**Recommendation: It should be a set time every month. 4:30pm-6:30pm. Swap position to avoid FODDC planning meeting. Switch with F&AM.**

**Meeting ended: 18:42pm**