**Coleford Town Council**

**Marketing and Regeneration Minutes**

**Tuesday 20th June, 2023**

**6:30pm – 8:30pm**

**Council Chamber**

**Present:** Cllrs. P Kyne, R Drury, C Elsmore

Cllr. M Parker also in attendance

Illiana Watkins, Alethea Bumpstead FoD Youth Association FVAF

Helena Kane

1. Apologies from Cllr N Penny, Cllr S Cox and Oliver Forsyth
2. Declarations of Interest – None noted.
3. Dispensation requests – No new dispensation requests
4. To take comments from the Public Forum - FVAF skate park Skate Jam – 14:00-18:00 per letter =275+250+800+Materials - £1500 Upper end Compare with Maverick all groups need all insurance – 20-50

HAF Bells Field every Thursday, Gloucester Ski Slope, Golf

**Recommendation: Sent to Full Council for funding**

1. **To approve the minutes of Marketing & Regeneration Committee, 23 May 2023**

Minutes were approved

1. **Matters arising from the minutes of 23 May 2023**

There were no matters arising

1. **To receive update on UK Shared Prosperity Fund (SPF) associated activities; to make recommendations, as necessary**

**Procurement** panel will meet on Saturday to agree applicants to invite to interview – update to Full Council.

1. **To receive update from FoDDC Regeneration Manager, inc. Cycle Ways; and to make recommendations, as necessary**

No update yet. Cabinet will meet on 13th July – further update after this.

1. **To consider Town Centre markets, and make recommendations, as necessary**

**Recommendation. - Engage with farmers/country market and find how we could support.**

Less commercial more local

1. **To consider Bells Field Summer events, and make recommendations, as necessary**

16th July - Pillowell Band

30th July

13th August Open Mic Time With festival of words??

Will Band be able to do Morning teaser?

10th Sep Coleford community Choir

16th Sep Street Food and Music

1. **To consider Tourism decline and make recommendations, as necessary**

Local business drop in footfall and spending. Rebecca pinched from Visit Gloucester. Prepared files national drop in footfall. Social media is dead and more should be done to promote local engagement. Tender is an option, to build internet engagement and footfall, designing an outreach program. Tik Tok, Instagram, Google

**Recommendation: Audit of Social Media to be started by Helena Kane / Rebecca Clay – Head of tourism Forest of Dean & Wye valley – Communication Plan.**

**Cllr Parker to build a presentation on what is social Media and how can we use it.**