**Marketing and Regeneration Committee**

**Tuesday 17 October 2023**

**6.30 pm - 8.30pm**

**Council Chamber**

**Minutes**

**Attendees:**

**Members: Cllrs. P Kyne (Chair), C Elsmore, M Cox, R Drury, S Cox**

**Also in attendance: Cllr. K Robbins**

**Chris Jones, Chris Gentle (Chris Jones Regeneration)**

**Wendy Jackson (Forest of Dean District Council, FODDC)**

**Chris Haine (Town Clerk), Laura Jayne (Assistant Clerk taking minutes)**

1. Apologies of absence received from Cllr. N Penny, Laura-Jade Schroeder, and Barry Bodin-Jones (FoDDC), report from Barry sent in absence.
2. There were no declarations of interest.
3. There were no new dispensations received, and the Town Clerk reminded committee of Cllr. N Penny’s pre-registered Dispensation re: Events.
4. There were no members of the public present.
5. The minutes of 19 September 2023 were unanimously approved.

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

1. **Matters arising from the minutes of 19 September 2023**

Chris Jones Regeneration payment schedule progressed, as agreed.

Newsletter completed by Cllr. K Robbins (with thanks) and to be printed by Tuesday next week.

Faddle Fair query – No progress, Cllr. P Kyne to engage interested traders, in the hope to progress this.

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

Chris Jones and Chris Gentle summarised their activities to date, with presentation (see attached) and after further discussion, the following actions were noted:

**The brief was to access and find key issues affecting towns**

**Chris Jones:**

* Working now on amended vision for the future of the town and then can create plan, capital based projects, physical in nature, hardware and software, e.g. people
* Governance and management (partnership working)
* Extending our capacity, officers and precepts, to make them work harder
* Funding skills from Chris Jones

Full consideration of data and information received to date (appreciation of Cllr. M Cox work on this)

Need to understand amenity space, neighbourhood etc.

Baseline review, a lot of stats, policy and data, for consideration. Demographics and trends to be further considered.

**Chris Gentle:**

* Need to look at whole place and neighbourhood, full consideration of assets, e.g. Bells Field.
* Wider Parish facilities, e.g. Surgeries, Five Acres and impact on new housing developments
* Focus on town centre, as works well with links into it, but going out is more challenging
* Look at location of key buildings, e.g. Co-op, Lidl, Council, Clock Tower, Cinema etc. Churches and employment spots.
* Consider traffic flow / lights, especially arrival and vehicle movements into town.
* Linked to above, where do cars park, look more critically at car parking (both private e.g. Lidl and public car parks)
* Focus on the towns jewel, the clock tower and the central island
* Flow of people, e.g. how they move on foot and cycle: look at green corridors, key cycle routes and bus stops
* Footways possible yellow arrows on pavements and car parking design, as a lot are tarmacked and could be enhanced and further integrated.
* Look at allocation whether needs to be increased or could be better utilised and also flow of traffic from car parks, e.g. no clear route out.
* Overall quality of street and townscape
* Streetscape is good, intact in terms of architecture and baseline is there
* Signage
* Many opportunities, need to fully capture area between car parks and gateway

Central area of town / clock tower

Look at specific characteristics of town, e.g. single tree has great impact and people sit under it similarly in St Johns Street

* Clock tower is heart of town but dominated by traffic highways
* Look at development opportunities, e.g. Building for sale down Newland Street
* Key themes for projects a lot to do with gateways, sense of arrival and how to get from arrival points to town centre.
* Look at quality of shop frontage, e.g. some paint is peeling off the canvas,
* Overall good quality signage / front shops.
* Centre of town a main focus for gathering, e.g. market place and to look at ways to encourage people to stay longer.
* Whilst seeking to maximise people on foot still need to cater to motor vehicles, e.g. Key parking areas and need involvement of GCC and other stakeholders of the Forest to working on partnership.
* FODDC Active Travel policy key factor and Wendy Jackson to note
* Look at quick win projects e.g. signage, markets

A further meeting needed with Chris Jones keen to engage wider stakeholders, including GCC and FoDDC, to further scope the project, to also include joined up approach and clarity regarding funding opportunities.

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

Wendy Jackson summarised UKSPF, corporate plan, four priority themes, community environment/climate change, economy, finance.

Key personnel Jonathan Lane head of Economy and Adrian Birch of Community, Chris McFarling who Chris Jones will be able to engage with, re. Regeneration partnership.

Also summary re. Five Acres and associated costs.

Five Acres able to submit to planning this month, next few weeks we should be consulted on application.

Active travel to be promoted to that site, so people can walk and cycle to site.

Further update of UKSPF, including public toilet improvement.

4 town centre toilets, Barry Bodin-Jones, Project Officer, absent from meeting but report provided. District Cllr. P Kyne involved.

Re. Active travel strategies, not much progress since Alistair Chapman left last October, stakeholder group now in existence, led by Nick Murry, also to include climate change.

Commissioned tender compliments active travel strategy, walking and cycle, hope to announce consultant soon.

Wendy Jackson to report further re. Active travel strategy and timeline.

Funding was discussed re. Markets and possible revenue funding for business grants available. Also funding from Rural England.

Coleford Traders group could be a benefiting funding recipient, Chris Jones to explore further re. Markets.

Further clarity sought re. Active Travel and Cllr. M Cox keen to know when adopted.

Re. Historic England, Wendy Jackson announced Coleford to be granted Heritage Action Zone status, which will benefit conservation activity, e.g. Clock tower.

This to be referred to Clock Restoration & Reparation Committee.

1. **To agree a date for the next Town Centre Traders’ forum (linked to item 7 re: markets), and make recommendations, as necessary**

After some discussion re. Market background, Cllr. P Kyne to schedule a further Traders Forum meeting, to include Chris Jones.

1. **To receive update re: the Autumn/Winter programme of events, and make recommendations as necessary**

Updates received re. Remembrance services and Christmas activities.

Re. Faddle Fair, Cllr. P Kyne to pursue further with interested Traders

**To receive update re: Autumn/Winter newsletter, and make recommendations as necessary**

Autumn / winter newsletter now printed and available, with appreciation noted re. Cllr. K Robbins for coordinating work on this. All Cllrs. to be encouraged to distribute, e.g. GP Surgeries, liaison with Lena Maller re. Community Engagement Officers and for main office to arrange social media and known circulation list distributions and for all newsletter to be distributed.

1. **To receive TIC quarterly report, and make recommendations as necessary**

**Ella happy to receive questions.**

TIC Coordinator latest quarterly report including last quarter, presented, and for all Cllrs. to consider reporting back any queries and or questions for Town Clerk to liaise with TIC Coordinator accordingly.

**Meeting end: 8:20pm**