

## **Marketing and Regeneration Committee**

**Tuesday 13 July 2021**

**6.30 pm - 8.30 pm**

**Council Chamber**

### **Minutes**

**1. Attendees: Cllrs Penny, Elsmore, S Cox, M Cox, Elsmore, Barnham, Drury & Kyne**

**2. There were no apologies for absence**

**Cllr. Barnham declared a pecuniary interest in Item 11c and personal interest in Item 12.**

**3. There were no dispensation requests.**

**4. There were no members of the public present**

**5. The minutes of 8 June were unanimously approved.**

**Cllr. Barnham signed the minutes of 8 June 21 as a true record.**

**6. Matters arising from the above minutes**

**Re: Item 11: Newsletter**

The Clerk updated re; newsletter, which has now gone to print and 4000 copies should be ready for distribution by the end of the week.

Cllr. Penny emphasised the importance of all Councillors sharing the responsibility to distribute within their areas, and the Clerk will allocate accordingly.

Cllr. Barnham also stated that this was also a great opportunity, in light of the market on Saturday 17/7, for newsletters to be distributed, and further emphasised the commitment for Councillors to be present as part of the agreed recommendation for increased councillor profile, as part of the Council's commitment to community engagement.

**Re: Item 12(iii): Scope for Consultancy work to take forward regeneration project**

Cllr. Barnham sought clarification re: letter to FoDDC, and it was noted that this was for the Clerk still to do.

**Re: Item 14: UWE Working Group activities**

Cllr. M Cox updated on UWE activity, and that their presentation had been distributed

**7. There were no members of the present.**

**8. To receive updates against items included within the action tracker**

Cllr. Barnham noted the Tracker, and that she would work with the Clerk, and other to bring it up to date, and populate accordingly.

**9. Marketing:**

**a. To receive quarterly report from Mrs Ella Beard, TIC Coordinator.**

Ella Beard, TIC Coordinator gave an excellent presentation, of this first Quarterly Report, and this facilitated some clarifying, informative discussion, esp. in respect of data, and comparisons.

Cllr. Penny thanked Ella, on behalf of the Town Council, for this helpful presentation. **After further discussion, it was recognised that marketing of the TIC should be discussed at the next committee meeting**

**d. To make recommendation re Coleford Town Council name badges for use at events and engagement activities, and purchase of a branded gazebo (renewal of previous decision).**

Cllr. Penny, and Ella Beard led discussion and, after further discussion, it was unanimously proposed that:

**Recommendation:**

- 1. Examples A2, and some A3 of example name badges were purchased, and for TIC Coordinator to take forward accordingly**
- 2. A gazebo is purchased, as presented, up to maximum expenditure of £1000.**

**b. To note the June 2021 Marketing Report and agree any future priorities.**

Cllr. Penny presented Copper Phoenix's latest report and, after further discussion, it was recognised that photographs, and imager, from across the parish, was still required, and that the marketing activity should also have an increased environmental element. The report as noted.

**c. To make recommendation re request from Foresters' Forest Forest of Dean map in Coleford Town Centre.**

Cllr. Penny summarised and, after further discussion, it was unanimously proposed that:

**Recommendation:**

**Foresters Forest prepare, and submit art work, agreed in principle, taking responsibility for the cost of the product; and for the Town Council to make available an appropriate panel space within the town centre notice board.**

**d. To make recommendation re updating the Coleford Town Council website.**

Cllr. Simister summarised the work, and style of the Environment Committee webpage, to be considered as a working example, to be used for other town council committee pages, and further presented 3 Town Council website: Henley-on-Thames, Stow-on-the-Wold, and Tetbury as good examples, to consider in style, and viability for Coleford Town Council. After further discussion, it was unanimously proposed that:

**Recommendation:**

**Cllr. Simister takes forward this work, with a Working Group, to present recommendations, and 'scoping' document, at July 21 Full Council.**

- e. To consider Coleford Town Council's profile, and public presence, to raise awareness of its work, to increase public engagement (with recommendations, as necessary).**

Cllr. Barnham summarised her thoughts re: community engagement, hosting surgeries, etc and, after further discussion, it was recognised that the distribution of newsletters by councillors was a good opportunity to engage, as well as the councillor presence at the market, each month. It was further noted that this profile, of councillors, and engagement, is also linked to the development of the website, and should be fed into that working group.

#### **10. Regeneration:**

- a. To receive an update on the recent meeting with the Forest Youth Association.**

Cllr. Barnham summarised and provided details re: summer holiday youth programme, the range of activities, etc. and also working with a number of organisations, including the police, and locally appointed youth worker, which was noted.

- b. To make recommendation re Rubicon proposal for Bells Field activities.**

Cllr. Penny summarised and, after further discussion it was unanimously recommended that:

#### **Recommendation:**

**The Town Council formally approach Rubicon, to schedule a skateboarding event for Easter 2022**

**7.45pm Cllr. Barnham left the room re: Pecuniary Interest in next Item 11. c**

**Cllr. Penny was unanimously proposed, and agreed, to temporarily take the Chair, in Cllr. Barnham's absence**

- c. To determine request funding request from Thurstans Rise Residents Association for a community event.**

Cllr. Penny summarised and, after further discussion it was unanimously proposed that:

#### **Recommendation:**

**The Community Award grant of £250, is made to Thurstan's Rise Residents Association (TRRA)**

**7.52: Cllr. Barnham**

- d. To consider increased utilisation of the Town Council's facilities, and community provision, to enhance community engagement (with recommendations, as necessary)**

Cllr. Barnham summarised her thoughts re: maximising, and marketing, the Town Council facilities, particularly the KGV Recreation Ground re: pavilion /playing field hire, and Natural Burial Ground. After further discussion, it was noted that this was an important part of the website, marketing activity, and would be captured within its design.

- e. To receive an update on Cycle and Walking related projects.**

Cllr. M Cox summarised, and it was noted that a meeting with Wendy Jackson, FoDDC was needed, and would be progressed.

Cllr. S Cox also gave updates on other walking/Cycling projects, and activities.

**8.25 pm Cllr. M Cox proposed 10 minute extension, and it was unanimously agreed**

**In Committee:**

**11. To make recommendation re request for s106 funding to Forest of Dean District Council**

Cllr. Penny summarised the context of this item, and it was proposed, and unanimously agreed, that:

**Recommendation:**

**The Town Council would formally apply to FoDDC for funding, linked to its identified projects, as part of its regeneration strategy**

**Meeting ended: 8.39pm**