



Coleford Town Council

Regeneration Committee
Wednesday 19 June 2019
Minutes

Attendees: Cllrs Elsmore, M Cox, S Cox, P Kay, Allaway-Martin
Richard Morgan FoDDC
Brian Watkins GCC Highways
Cllr Di Martin FoDDC

1. Apologies were noted from Cllr Penny & Drury, The Rev Sarah Bick & Jay Deakin Tarmac
2. There were no declarations of interest on items on the agenda
3. There were no dispensation requests
4. The minutes of 22 May 19 were noted
Cllr Cox reported that the footfall in St Johns Street had been recorded at various times during the month.
5. **To make recommendation re the EOI for the Heritage Action Zone funding**
A wide ranging discussion the attached notes were compiled for the EOI which needs to be submitted by 12 July 19.



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Please refer to the accompanying High Streets Heritage Action Zone (HSHAZ) Guidance Notes while reading this HSHAZ Expression of Interest Application form.

This Expression of Interest is the only opportunity to apply and will be competitive.

The closing date for submission of your application is 12:00 noon on 12 July 2019.

Part 1: General Details

Q1.1 Lead Applicant details

- a. Name of Lead Applicant Organisation: Coleford Town Council
- b. Name of Lead Applicant contact: Nick Penny
- c. Job title of Lead Applicant contact: Mayor
- d. Business address of Lead Applicant contact: No 2 The Town House Lords Hill Walk Coleford GL16 8BD
- e. Daytime telephone number for Lead Applicant contact: [01594 832103](tel:01594832103)

- f. E-mail address for Lead Applicant contact which?

Q1.2 Scheme details

- a. Location of your proposed High Streets HAZ: Coleford Glos GL16 7HQ
- b. Conservation Area and wards covered by your proposed High Streets HAZ: Coleford CA and Town Centre within Coleford Central Ward
- c. Name of Regional Historic England Office to which your proposed High Streets HAZ relates (see Guidance Notes for full list): South-West
- d. Name of Local Authority Area within which your proposed High Streets HAZ is located: Forest of Dean District Council is the planning authority
- e. Name of your scheme: [Coleford moves forward, looking back](#)

Part 2: Essential Criteria

Essential Criteria	Question	Applicant to Confirm
1 High Streets HAZs must be in a Conservation Area.	Have you included evidence to show that your proposed High Streets HAZ is in a Conservation Area?	Yes No
2 High Streets HAZs must be delivered through a partnership, and include the local authority as a partner (the local authority does not need to be the lead partner, but there needs to be evidence of their commitment to the initiative).	Have you included evidence of commitment from partners to your proposed High Streets HAZ (e.g. signed letters of support from senior representatives)?	Yes No
3 High Streets HAZs must be delivered with demonstrable support of the local community.	Have you included evidence of support from the local community for your proposed High Streets HAZ (e.g. assessment of community support, letters of support	Yes No



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from community bodies)?

4 High Streets HAZs must be capable of delivery (scheme completion) in four years (April 2020-March 2024).

Have you included evidence that your proposed High Streets HAZ is deliverable within a four-year period (e.g. a high-level programme)?

Yes No

Part 3 Supporting Information

A. The Place

Q3.1 Please briefly describe your proposed High Streets HAZ area as it is

(750 words maximum, include maps and supporting evidence as annex documents if required).

Coleford is the market town sitting in a bowl surrounded by forest and hills in the Forest of Dean. It grew out of the mining industries, with tramways and rail connections. This industrial and socio-cultural heritage is fundamental to what this rural market town is and does, but it is getting lost. For context see Coleford Neighbourhood Development Plan (CNDP) <http://www.colefordtownplan.com>. Coleford Town Centre and Conservation Area overlap with a focus on the main streets for retail and services around the Market Place and the Clock Tower – the iconic historic centre of Coleford (see CNDP Map 2, also attached). Within the area, 27 Grade II listed buildings/ streetscapes are found (see Appendix M), In addition seven of our non- designated heritage assets are present, see CNDP Appendix G. The community of Coleford contributed to the CNDP, which is a made and working plan to shape the place, brought together through the Town Council. Now those projects which follow should be starting to show local people that that cohesive approach works on the ground.

The Market Place layout gives an amphitheatre appearance to the centre of Coleford, but it functions more as a roundabout, little green to be seen, not as the tourist attraction and heritage draw it could be. There are large areas off highway which are simply paving and not used to sign and explain the heritage around them. Key buildings and spaces have faded into obscurity: as the town economy has waivered, they have suffered from under investment due to lack of profit and thus available money for upkeep, with a lack of critical repairs, poor ground floor alterations to frontage, a backlog of maintenance and effects of traffic fumes and time. The accessibility shows the whole area does not work together well (see CNDP access report) and has a very low decorative appearance. NDP consultations featured “shabby, needs some TLC, lack of shopping range”. Yet also “friendly shopkeepers, a rural market town, my home .“ Following on from that CNDP we need to move forward now, putting into effect some of the projects in Chapter 7 and before some of these buildings deteriorate too far.

The centre acts as the events focus, with an annual events programme including the marking of the Battle of Coleford by the Sealed Knot, Music Festival, Walking Festival, Morris dancing, and three times a year the Fiddle Fair, attracting thousands of people on occasion. And this can be extended, but a steady income stream from locals shopping in town as well as visitors is needed. This has been partly attributed to lack of a second notable supermarket. Currently Lidl has started to construct their new store in the town centre which is expected to open Feb 2020. This will help claw back footfall into the town, and functions other than shopping will also benefit such as the listed Lloyds Bank and the two-screen cinema (also with a huge family history).

St John St and lower Market Place houses mainly independent shops which are struggling to survive in the current retail climate. Economic downturn is shown in the number of charity shops



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(currently four as one closed down and is empty); **No.** vacant plots and spaces (See the town centre audit report) and increasingly quick turnover of businesses. The route in from the main cycle path and car parks is tired, and poorly arranged with the ex job centre empty and charity shops evident. This will be a lead in from Lidl too. Many eating places have appeared, often take-away, although some traditional businesses have remained. We still have butchers, bakers and greengrocer. In one premises the business has changed ownership three times in as many years as smaller, start-up businesses in particular find it difficult to break even especially in the first year, and fail before they can develop and care for their establishment into succeeding years. Where investment has been more evident and repair/ restoration buildings has taken place, the business has seen more success. (see photos attached with annotation).

Some floors have been developed through private developers and RSLs as flats above shops, and still other storage areas, past flats are empty (CNDP records the need for 1 and 2 bed flats). This would increase town centre residents and add constant, regular footfall.

This mainly Georgian centre, partly resulting from the repercussions of the Battle of Coleford 1643, has had potential for years and now needs to be brought into full heritage splendour. To the east of Market Place exists the first multi-departmental emporium run by an independent female boss outside of ones in London, Manchester and Liverpool. In Musheret Walk is the mural depicting the two Musherets, the father and son entrepreneurs who perfected the practical steel process linked with Bessemer. Alongside is a walk through via Co-op supermarket to the GWR Museum where two lines once met, but it's not designated and lost in a car park. The cycle paths are not evident, the paving, signage and decoration is lacking links to bring people in. Along High St are the Georgian terraces and the ex bus garage, still a garage, which have lost some of their features, and their businesses. Caragh Flats (Grade II listed) are in very poor condition, pebble-dash obscuring the Georgian local stone frontage which formerly housed the home of James Teague the Tramway investor and mine owner.

Coleford's heritage relates to its position, the furthest west of the Forest towns, lying in the coalfield, with iron also locally mined. Finds locally date back to Roman, but key is its use as the 18 and 19 focus of the network for heavy materials to be taken both to Lydney for export and into South Wales. Evidence of tramways, rail and corn stores and the multiplicity of Christian churches survives – though not all intact. Indeed this was part of the reason St Hilaire de Riez was attracted to formally set up the successful twinning with Coleford (see letter of support attached This has led to the French staying locally each year and spending in our town, and broadening the experience of local people, including the young. Further investment will aid the informal as well as formal links as residents invite their linked families, and more school/ sports group exchange.

The Tourist Information Centre is on the Market Place traffic lights, at the edge of the Conservation Area and was put in place by CTC as a result of the Coleford Neighbourhood Development plan consultations. It is staffed by trained volunteers who are ready to give information and stories to attract people to stay, for example recommending the Coleford Heritage App which leads people round the town with scenes of then and now (see also below).

On the community wellbeing index, the town scores below average on education and learning, health, economy work and employment, relationships and trust (see attached results). The making of the CNDP has given clear value to the heritage and the need to learn through it, as it affects well-being as well as economic , work, and planning considerations.

Deprivation – see indices and edit in (Coleford OCSi, St Johns)

Q3.2 Please briefly describe, with evidence, the untapped potential of the high street/ town centre (750 words maximum).

The Forest of Dean is a tourism destination all year round. Over a million visitors come and stay in the Forest annually, but almost 2.4m visit for the day. £64million is spent by staying visitors,



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£70.6m by day visitors. Coleford needs to gain more of that staying spend. (The Economic Impact of Gloucestershire's Visitor Economy 2016, Forest of Dean is attached.) The town centre featured in Karaoke, Dennis Potter's last play. This setting is still much the same as when Potter was born here at the end of WWii. Coleford town has not found the benefit of increased footfall despite the sets in Doctor Who and Starwars bringing people to Puzzlewood a mile away. The town needs to be deliberately and carefully linked into the Forest and shout about its culture and heritage.

1 Coleford has a heritage in learning terms (see C Hart "Coleford" an academic and fascinating compendium of Coleford's social, economic and environmental history). Through mining – and the Deputy Gaveler's office in Bank House, Bank St where Freeminers can apply for registration - through the Christian churches and philanthropists like Isiah Trotter, and through Bells Grammar School, now a local hotel and golf course. The blue plaque at the Angel recognises Warren James and their protest against enclosure: the "Rec" is a memorial to Coleford's VC who learned to be a solicitor despite his blindness. The culture will link in with the Coleford Hidden Heritage App which already exists (carried out through the Foresters Forest scheme in partnership with CTC and CAP). Our young people can gain understanding from using this to walk the centre, viewing and mapping the heritage places, the development through time, and learning the stories/evidence of how people lived. The Heritage Walk is a feature of the annual Walking Festival and many new locals use this to become more a part of their adopted place. New residents, visitors and children can uncover the Tram Road, and talk about that with their friends, neighbours and parents, spreading the word and attracting more people in.

Community well-being scores better than average on culture, heritage and leisure, equality, voice and participation, housing space and environment, transport mobility and connectivity. In the NDP consultation, shopkeepers' and locals friendliness scores highly: customer service is vital to the shopper experience in the High St so, as owners/tenants learn and share more about their place, it will raise their own awareness of its importance and its economic benefit.

With 1229 new dwellings planned within the parish up to 2026 (CNDP) new residents need to know their heritage, and it's a way to welcome them in.

3 Similarly, by upgrading frontages and particularly the listed buildings in the Conservation Area, we can show them off in terms of their real heritage. The public realm gives opportunities to lead people in from the linked Forest round a clear route with heritage information. The initial view from Mushet Walk over the Market Place will encourage people to stay longer. Learn, look and shop.

2 By reinvigorating the Old Guardian Office, Feathers, White Hart and their re-use as arts mews, community learning space/museum, TIC with accommodation over, listed buildings will shine. They will lead by example. They are included within the policies drawn up through 31/2 years of consultation and included in the CNDP, so CTC and the partnership is responding cohesively to what was envisioned by local people.

B. Your Proposed High Streets HAZ

Q3.3 Please briefly outline your proposed High Streets HAZ, the scheme and high-level vision for the high street / town centre. **This will need to refer to the challenges and potential referenced in 3.1 and 3.2 (750 words maximum).**

Coleford moves forward, looking back has three strands:

- 1. Conservation area, town centre: property improvement and cohesive regeneration of frontages**
- 2. Specific building regeneration: White Hart, Old Guardian Office, Feathers, St Johns, Caragh Flats, empty building site Newland St**
- 3. Town Centre Heritage learning and Infrastructure**

With initial break down

- 1. Conservation area, town centre: property improvement and cohesive regeneration of frontages**



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- a. Following NDP consultation, to improve the appearance of and to increase footfall in the town centre for residents and to attract in tourism. Use skills/data of recent upgrades eg Petit Hibou.
- b. To improve the condition of the group of grade 2 listed buildings and frontages within the conservation area and town centre (number and map); include restoring smaller features eg the Red and White sign at garage
- c. Link to parallel initiatives: accommodation upgrade above shops, future high streets part 2; urban forest (see 3) *St John St reorganisation,,*
- d. To show the match by landlords/ tenants/ other grant funding and give confidence to the heritage as a USP for tourists and locals alike.

2. Specific building regeneration from : White Hart, Old Guardian Office, Feathers, Caragh Flats, toilet site Newland St

Focusing on the chosen building(s) to lead by example and delivery to

- a. purchase and make safe the building
- b. consult within that building the identified uses and select uses appropriately, bearing in mind income streams
- c. gain design detail and link with FoDDC planning to check conservation aspects prior to gaining any planning permission
- d. recondition for mixed use as *insert*
- e. blend into Conservation Area palate and frontage (and see 3 infrastructure)
- f. occupy/ let the building appropriately eg TIC, council and community use, commercial use, retail/commercial ground floor
- g. publicise and explain the restore and regenerate initiative in that building in a socially and economically viable function

3. Town Centre Heritage learning and Infrastructure

- a. enable links with landlords and tenants and administer grants for other properties to match fund and deliver spread of improvements
- b. link the heritage theme into and through the gateways into the town centre both on the ground and through design guide,
- c. integrate heritage and culture using CAP and Heritage Days, bespoke signage, public art, Battle of Coleford, possible match with gallery/art organisation
- d. upgraded links into associated infrastructure:
 - a. spatial and transport eg make the most of St John Street, public realm and signage
 - b. Educational: Trotters the first emporium run by a woman to spearhead departmental stores;
 - c. Communication: with Dean Heritage, the Mushet story and Whitecliff/Dark Hill; add to Coleford Heritage app.

Integrate natural environment enhancement see also forestry England fund, Plantlife to help

Q3.4 Please briefly outline the anticipated impact of delivering your proposed scheme and how these outcomes will develop into a sustainable legacy (750 words maximum).

Coleford moves forward, looking back gives the active participation in heritage as a way to take people, market town and heritage into a distinctive and special place for all. Through knowing our patch locals – students, experts, shopkeepers and visitors will be drawn into the hub – the HAZ area to discover, understand and uncover more about the heritage of this Pride of the Forest. In so doing the vibrancy will translate into growth and respect for the fundamental heritage which gives the lift this place needs and which the community demanded in CNDP. Keep what is best and use it to improve the whole.



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Physical realm: Shop fronts and service businesses give cohesive way forward through palate, message and heritage features, to emphasise the Georgian and Victorian phases of the town
Public realm: shop window for signing heritage and arts link through sculpture etc, routeway round heritage with learning prompts
Greener centre; bring in environmental change both natural and built heritage. Learning and doing for climate change generation, respecting previous heritage and looking to new heritage eg vintage trees.
Extended stay time resulting in business footfall increase. Vibrant centre so increased business take up and retail duration. Critical mass ...
Confidence in the business community, increased links between businesses and between businesses and councils/ organisations
Access and social – walking, talking and groups (Main Place) hence monthly walk, monthly talk focus on heritage CTC and TIC move and use the heritage accommodation as stimulus; local voices and arts creative input
Q3.5 Please briefly outline how you will secure the legacy of this scheme after the funding has ended (750 words maximum).
Come under umbrella of 5 yr development plan and responsibility for TC and budgeted on annual basis; volunteers as councillors.
Landlord/tenant agreements on drawing down funding – commitments and change of culture on maintenance of that premises
Targeting visitor economy: Twin town, local accommodation businesses and tourism Associations
Help with advice for listed buildings, materials, manner of building – see FoDDC expertise – also enforcement where necessary.
Use CTC purchased building(s) as flagship and exemplar for legacy. Town Council precept to maintain those premises, develop and market Coleford as heritage learning centre of Forest.Town Council with High St presence is more obvious and different to District Council.
Schools, new residents, visitors and learning about heritage – regular Heritage Days provider for Forest, extend local programme, story telling, walks, use of buildings to illustrate. Engagement via re-enactments, traditional dance, music through time
Integrate commercial approach: creation of network to monitor and drive further forward eg BID

C. Partnerships

Q3.6 Provide a comprehensive list of scheme partners, including evidence of their support (e.g. letters of support from senior representatives) (350 words maximum and supporting information in an appendix).

FoDDC: support through.....

CTC

GCC

CAP

GMTF

Local traders

Dean Heritage Centre

Wye Valley and Forest of Dean Tourist Association

Coleford Twinning Association and St Hilaire De Riez in Vendée

Foresters Forest

Forestry England

CPRE supporting rural towns

Local History Soc

FEP

LEP

Cotswold Tourism Association as exponents of Gloucestershire: destination management

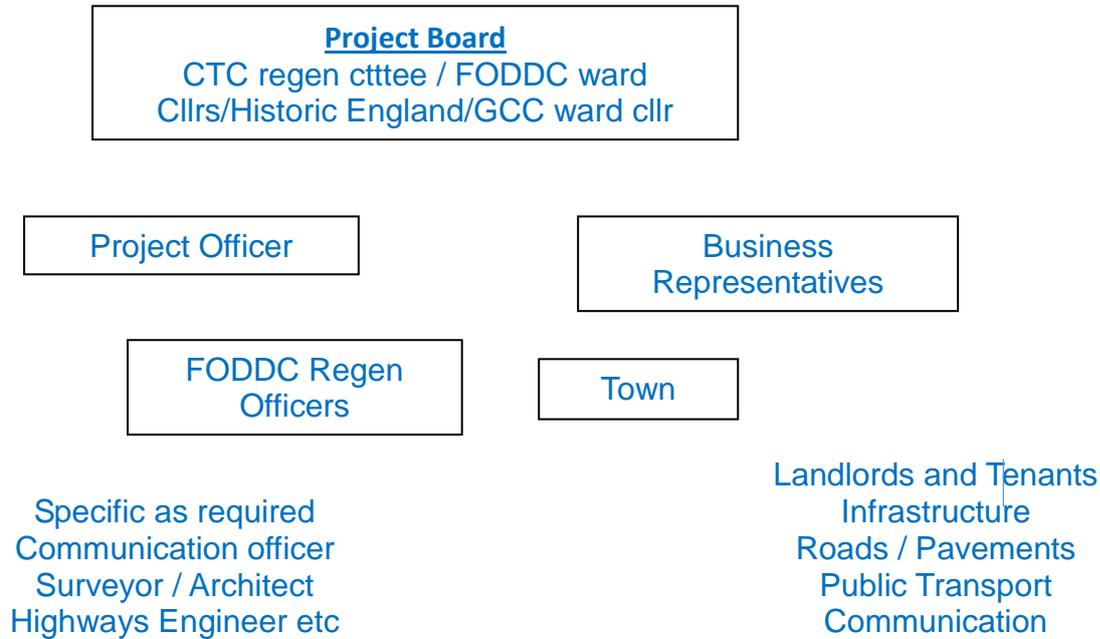
Community Transport,



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British Legion, uniform services, groups and organisations who know, share and learn

Q3.7 Provide details of how the partnership will be led and managed during the course of the delivery period (e.g. governance / organogram or other illustrations) (750 words maximum).



Q3.8 Please confirm whether you anticipate appointing an FTE Project Officer post or describe your existing resources in place to manage delivery of the scheme (350 words maximum).

Intend to appoint – see organogram above

D. Deliverability

Q3.9 Describe the deliverability of your scheme here (750 words maximum).

add

Q3.10 Is there interest and support from existing building owners and stakeholders in the HSHAZ bid? (350 words maximum.)

St John St meeting;add

Q3.11 Are there development plan policies or other regeneration initiatives that support your proposed scheme and/or are there any development threats that could undermine the outcomes? (350 words maximum.)

New Health Centre coming in next two years to serve expanding population; will site in town centre, increasing footfall.

Highways review of Market Place/ St John St traffic management, engineering and lights

Urban forest and cycle path initiative CTC

Lidl construction in Town Centre will bring people in; need to extend their customer visits into town to ensure the threat to traditional and independent shops is countered. Possibly lose one/two butchers, but gain people who want clothes/ household goods/ banking/TIC functions. Could extend range and sustain existing kitchen, house and garden, computer, businesses and some eateries into early evening economy.

Foxglove Gardens



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Q3.12 What is your broad estimate of the total cost of the eligible work required for your scheme (broken down by year in which that cost will fall)? [Not yet.](#)

Estimated Costs	Year 1	Year 2	Year 3	Year 4	Total
Sum	£	£	£	£	£

Q3.13 How much funding in total are you asking us for (broken down by year)?

Request from HS HAZ Fund	Year 1	Year 2	Year 3	Year 4	Total
Sum	£	£	£	£	£

Q3.14 How much funding (from you, partners and/or other sources) can you support the scheme with?

Please detail financial commitment from applicant/ other sources	Year 1	Year 2	Year 3	Year 4	Total
£	£	£	£	£	£

Q3.15 Provide details of the anticipated non-financial resource commitments that will be made by partners and/or other sources.

Please detail non-financial commitment from applicant/ other sources	Year 1	Year 2	Year 3	Year 4	Total
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E. Communities and Engagement

Q3.16 Describe how you will engage with communities to design and deliver your scheme (750 words maximum).

[Use the NDP experience and Bells, and St Johns, Stepbridge, with different ways of consulting, using events and TIC for visitors, Christmas lights events](#)

[Targeting specific groups/ partners and update/ raise feedback, return options](#)

[Purchase building, make safe and invite in for options on re-use, link to NDP findings](#)

F. Cultural Programme

Q3.17 Outline below your capacity to support the Cultural Programme (750 words maximum).

[Use linkages formed through Tourist Association, local groups like Artspace, NG group, Local History, schools,](#)



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Events programme extended with learning about heritage bias, Mushet story with Dean Heritage Centre, local business in listed home of David, Robert Mushet

G. Declaration Form

Your completed EoI must be signed by the Lead Applicant contact named in Q1.2b.

I confirm the applicant organisation has read and accepted the Expression of Interest Guidance Notes and that the information in this declaration form, together with the supporting information enclosed with it, is accurate and complete to the best of their knowledge.

Name of Lead Applicant (in capital letters)

Signature

On behalf of (organisation)

Position in Local Authority or Trust

Date

Please tick to confirm you have attached the following appendices:

Add full list

Map of the HSHAZ Area

Risk Assessment of the scheme

Please list other annexes below:

Traffic survey: HGVs and Newland St ?