



SHIFNAL TOWN COUNCIL

**Minutes of the Town Regeneration Committee Meeting of the Town Council
held on Monday 10th July 2023, Commencing at 4:00pm at the Shifnal
Community Hub, Tudor Way, Shifnal, TF11 8DJ.**

Present: Councillors: J. Coulson (Chairman)
R. Cox, B. Haddon, D. Marriott, E. Moore, J. Moore, P.
Williamson

In Attendance: D. Gough (Community Projects Officer)

P089/23 Fire Safety Announcement
This was given by the Chairman Cllr. J. Coulson

P090/23 Public Session
None Present

P091/23 Apologies received from Councillors
Cllr. E. Bird – Annual Leave - NOTED
Cllr. K. Booker – Annual Leave - NOTED

P092/23 Declaration of Members' Interest

To receive declarations and requests for dispensations about any items under consideration on this agenda in accordance with the Localism Act 2011, the Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012 and Shifnal Town Council Code of Conduct. Declarations may be of a pecuniary or non-pecuniary nature.

Members are reminded that subject to provisions of the current Code of Conduct that they are required to;

not speak, participate in the discussion or voting on the matter and leave the room in the event of a declaration of pecuniary interest and

not speak (unless in the public session if applicable), participate in the discussion or voting on the matter and leave the room in the event of a non-pecuniary interest.

NONE

P093/23 Minutes of Previous Meetings

i) Members NOTED the Report of the Town Regeneration Working Group Meeting held on 26th June 2023.

Signed by Chairman.....

P094/23

To CONSIDER the draft proposal for an Active Town Regeneration Project.

- i) Members CONSIDERED the draft report and proposal for an Active Town Regeneration Project as prepared by the Town Regeneration Working Group.

The Committee recommends to Full Council that a contract for the provision of Place Marketing as per the quotation provided, be awarded to Good2Great for a one year term, break clause to be inserted on the 6 month review. The costs of the contract will be £24,000 plus VAT (Budget line Regeneration and Earmarked Reserves Regeneration, The Parish Council (General Power of Competence) (Prescribed Conditions) Order 2012)

The Committee further recommends to Full Council that the additional budget sum of £11,000 for incidentals to support the place marketing activities, be agreed as necessary throughout the one year term. (Budget lines Earmarked Reserves Regeneration and Marketing/Publicity/Consultation. The Parish Council (General Power of Competence) (Prescribed Conditions) Order 2012) or applicable legislation identified on each element.

P095/23

To CONSIDER the provision of events in the Town.

- i) Members DISCUSSED how the Council can best enable interested parties to host events in Shifnal.
- ii) Members CONSIDERED the provision of a streamlined and repeatable process with steps and a template available on the Council website.

Members AGREED that large Council-led events like the Christmas market would fall under category A events, managed by the Events Committee.

Smaller third party managed events like a market, using only the event space would fall under category B events.

Cllr. B. Haddon to follow up with the National Market Traders Federation for category B events – ACTION.

Self-organised pop-up events for community and not for profit organisations would fall under category C events.

The CPO to investigate a procedure for Shifnal Town Council for bookings for the Category C - ACTION

Signed by Chairman.....

P096/23 **Members DISCUSSED what additional resources and staffing this project may require to support the proposals above.**

- i) Members AGREED that any potential place marketing company would not require any Shifnal Town Council staff or resources to deliver their working programme.
- ii) Members AGREED that any potential place marketing company would run an independent website and social media campaign, with information shared with Shifnal Town Council for possible inclusion on its platforms.
- iii) Members AGREED that the Committee would meet six times a year, as per the schedule from the May 2023 full town council meeting.

Members requested that the CPO provide clarification on the attendance of an officer for the working group meetings – ACTION.

The Meeting Closed at 17:25 hrs.