



## SHIFNAL TOWN COUNCIL

### Minutes of the Regeneration and Events Committee Meeting of the Town Council held on Tuesday 7<sup>th</sup> May 2024, Commencing at 4:00pm at the Shifnal Community Hub, Tudor Way, Shifnal, TF11 8DJ.

**Present:** Councillors: J. Coulson (Chairman)  
K. Booker, R. Cox, B. Haddon, E. Moore, J. Moore, P. Williamson.

**In Attendance:** G. Bailey, Locum Town Clerk  
S. Themans (Good 2 Great)

**RE748/23 Fire Safety Announcement**

This was given by the Chair Cllr. J. Coulson

**RE749/23 Public Session**

None Present

**RE750/23 Apologies received from Councillors**

Cllr D Marriott

NOTED.

**RE751/23 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

**RE752/23 To CONFIRM and sign the Minutes of the Regeneration Committee Meeting of the Town Council held on 11<sup>th</sup> March 2024.**

The Minutes of the Regeneration Committee Meeting held on Monday 11<sup>th</sup> March 2024 were CONFIRMED and signed by the Chairman.

Signed by Chairman.....

RE753/23

**Love Shifnal**

Members NOTED a verbal and update from Sally Themans of Good 2 Great.

**i) May Day:**

- Reported positive feedback from May Day event.
- One retailer who opened reported takings increased by over £700.
- It was noted that use of the Love Shifnal WhatsApp group had dropped off. Cllr Haddon to assist with revisiting this.
- It was noted that events are also for engaging residents and children.
- It was good to see the tennis club promoting themselves, other sports groups could be encouraged to participate rather than having a separate event.
- The next event, the Heritage Motorcycle/Cycle event is on a Saturday, it will be interesting to see how this impacts traders.

**ii) 10k:**

- Good coverage by the Bridgnorth Journal; 8 photos
- Social media posts had a 26,000 reach on the day with 8,000 engagements with posts.
- It was suggested that more use could be made of the Telford Journal.
- The potential for expansion of the event was discussed, issues with toilets and parking would need to be resolved.

**iii) Press / Social Media Coverage**

- There are 6 further press releases planned for upcoming events
- It was suggested that a flyer with dates of future events.
- In and Around produced a flyer which was delivered to 3,800 homes in Shifnal. It was agreed the leaflet was good quality, well presented and good value for money. There are some leaflets left from the print run which Sally will arrange for these to be dropped off at the office.
- Cllr J Moore suggested a review of marketing methods to ensure best value and reach.
- Sally reported that following a concerted effort social media engagement had increased from 8,000 to 23,000 in the last two months.
- 24 different Shifnal businesses have been mentioned / tagged in social media posts.

It was proposed by Cllr J Coulson and **AGREED** unanimously to authorise expenditure of up to £800 for the printing and distribution of the next In and Around publication.

**iv) Shifnal Station**

The station will be 175 years old in November. Sally has found four volunteers to help with litter picking etc. There is a longer term proposal for 'adoption' of the station.

- v)** Cllr Haddon raised the issue of the Market Place, which although one of the most historical parts of the town, is looking neglected.

It was proposed by Cllr Haddon that a working group be established to consider a strategy for Market place. There were three votes against the proposal.

**APPROVED.**

RE754/23

**Shropshire Festivals**

- i) It was agreed that feedback on the May Day event had been covered under the previous item.
- ii) The proposal for the History Trail and Ale Trail events were **CONSIDERED**.

Signed by Chairman.....

- The History Trail is signed off.
- Officers raised a number of concerns about the Ale Trail. It was believed that these had mostly been addressed. The Locum Clerk agreed to check that this was the case.

**ACTION**

**RE755/23 Christmas Lights Switch on and Market Event**

i) 2023 event

Members were still waiting for confirmation of costs for the 2023 event. Locum Clerk to follow this up.

**ACTION**

ii) 2024 event

It was acknowledged that work had not begun on this event and that this needed to be progressed as soon as possible.

**ACTION**

**RE756/23 Midlands Motorcycle and Cycle Heritage Day**

Cllr Cox gave a verbal report on the progress of the Motorcycle and Cycle Heritage Day.

The Locum Clerk confirmed that she was already tasked with extending the PRS licence to ensure that live music (choir) was covered for this event.

**RE757/23 D Day 80**

- i) Cllr R. Cox provided a verbal update on the D Day event.

**RE758/23 Stake Holder Meetings**

Members DISCUSSED Stake Holder Meetings. It was agreed that

Cllr Coulson to set up a stake holder meeting for Christmas Lights event 2024.

**ACTION**

Cllr Coulson and Haddon to consider a stake holder meeting for Market Place..

**ACTION**

**RE759/23 To Review Actions from Previous Committee Meetings**

766 – completion date TBA

844 – completed

858 and 916 – Locum Clerk to investigate financial reporting

914 – completed

915 – completed

917 – reschedule

918 – reschedule

**RE760/23 Public Bodies (Admission to Meetings) Act 1960**

To resolve that "pursuant to the Local Government Act 1972 s100A and Schedule 12A, the following items will be likely to disclose exempt information and in accordance with the provisions of the Public Bodies (Admission to Meetings) Act 1960 the public and press be excluded for the remainder of the meeting".

**APPROVED.**

Signed by Chairman.....

**RE761/23 To CONSIDER Good2Great contract renewal**

It was agreed that the work undertaken by Good2Great has been very successful and of great benefit to the Town.

It was agreed to ask Good2Great to provide a proposal for consideration at Full Council in June,

**APPROVED**

**RE762/23 Next Regeneration and Events Committee Meeting**

To be confirmed as part of the 2024/25 meeting schedule.

The Meeting Closed at 17:30 hrs.

