



# Visit Dursley

## Minutes of Meeting

On Zoom - Tuesday 13<sup>th</sup> Aug 2024 at 10:30am.

### Present:

Leah Wellings (Dursley Town Council (DTC)), Cllr Andrew Rowe (DTC), Amy Helliwell (District Tourism Officer), Charlie Marwood (The Engine), Sam Tombs (VIC/Library), Claire Parry (Hewitts), Chris Shaw (Dursley Welcomes Walkers (DWW), Andy Barton (Dursley Heritage Centre), Miranda Clifton (Cam Parish Council), Laura Pardoe (Cotswold Hern Centre), Cllr Sue Creswick (DTC), Brigid Schoombie (Belle's Kitchen) and Cllr Tyler White (DTC / Pride).

### 1. Welcome & Introductions

Cllr Andrew Rowe joined the meeting for the first time as Chair. Introductions were made.

### 2. Apologies received

Helen Williams (Helen's Wishes), Joe Dymond (Kingshill House) and Rosie Powell (Dursley Farmers Market). After meeting - Julie Orchard (Ashen Plains).

### 3. Confirmation of the 14<sup>th</sup> May 2024 Minutes

The above minutes were confirmed.

### 4. Matters Arising from the Minutes

There were no matters arising.

(Note: Original numbering of items on the agenda adjusted to allow for Amy's update later in the meeting)

### 5. The Action Plan

The latest copy of the draft action plan was reviewed along with progress:

- SWOT – The large developments in the area (e.g. Box Rd) present opportunities - to do more to promote local facilities / tell people about our industrial heritage in particular. The area's heritage offers a great opportunity.
- It was noted that Slimbridge Playing field had been used for heritage displays – could we do similar in Dursley for the town's industrial heritage, Lister links?
- It's not practical to have a bigger Heritage Centre; Ashen Plains already hosts a Lister Engine rally. There are some plans in place for the Chantry Centre 2026 anniversary event. Could look at a longer-term project.
- How can we promote the area to new residents? The Vale Vision What's on used to be distributed. Could we co-ordinate a suitable newsletter delivery between Cam & Dursley? Could have flyers in local shops/supermarkets.
- Could we devise a treasure hunt so that people can be encouraged to get to know the area?
- Herb related email newsletter for the area due to start monthly at the end of August, to launch Cotswold Herb Centre. Will promote new Elderflower Trail could be a good vehicle to share other info as well?
- The action plan should cover the appearance/aesthetics of the town generally, in terms of floral displays, heritage etc. (The Sainsbury's Manager would be contacted about the heritage boards – see signage item). The Environmental Sub Committee also have ideas about improvements that cross into gateway areas e.g. Long Street Car Park. **Leah to liaise with Dursley in Bloom and Env. Sub Committee.**
- The Engine window on Silver Street can be used to promote the town – **please forward ideas to Charlie.**
- **The action plan is a working document, any new ideas above would be further investigated and included where possible/viable – in short or long term.**

## 6. Contractor for Town Map project - update

It was noted that Four Point Mapping had been appointed to develop the Town Map using the specification drawn up by Council/Visit Dursley.

## 7. Update on website project & agree the domain name

It was noted that the Council's Town Improvements Committee had resolved to secure the domain names: visitdursley.com, visitdursley.co.uk, visitdursley.org, discoverdursley.org, discoverdursley.com, discoverdursley.co.uk; visitdursley.org.uk had already been obtained. The Committee had a preference to actively use discoverdursley.org for the new website.

- **The group agreed that the Council should use [discoverdursley.org.uk](https://discoverdursley.org.uk), which was considered the best domain name, which would tie in with others. A QR code would need to be set up to link everything back to the current Visit Dursley pages until a new website was up and running.**

## 8. To Consider the Signage Audit information & provide feedback

The signage audit information covering existing town centre wayfinding and brown highways signs was considered. It was noted that the audit covered permanent signage and not temporary events signs.

The following feedback was recorded:

- Important not to clutter the town with too much signage, it can also lead to information overload.
- Box Road development and new residents – no signage to pool facilities etc at junction with A4135.
- Visitor and area related signage at Cam and Dursley Rail Station – Cam Parish Council have started a project to look at signage and information boards – **Leah to speak with Project Officer at Cam Parish Council.**
- The heritage wall boards on Sainsburys get blocked by vegetation and appear to need a clean, it had been difficult to get a consistent contact point at Sainsbury's regarding improvement works. **Leah to approach Sainsbury's Manager again, Charlie offered to help if required.**
- The bus stop on Castle Street may be a good place for information board e.g. Parsonage 53 wall.

## 9. Update from Stroud District Tourism Officer, Incl. Market Town Vitality Fund

Amy (SDC) gave an update and the following points were noted:

- August usually busy but has been a little slower this year.
- Walking app continues to do well, in past month 200 more downloads. Dursley number 3 in the most downloaded places.
- The NEW Elderflower Trail featuring sites in Cam and Dursley, had just been launched, 6 downloads so far, some promotional information had been shared with Leah for social media.
- Dursley trails remain popular, Dursley Town Centre, Cam Peak & Around and Ghosts & Gallows in top 10.
- Some scavenger hunts have been launched in Stroud. If you spot small things that could work as a scavenger hunt for Dursley please let Amy know.
- The Market Town Vitality Fund had received 3 applications so far – including one from Dursley Town Council (for improvements to Christmas Tree lights infrastructure). A decision had yet to be made.
- A Visit England call out had been received for Autumn – want content aimed at market group in 25-35 age range, without children.
- A Christmas Call out from Cotswolds received – deadline end August.
- Work with Creative England to promote the area to film makers – Amy working on portfolio aimed at production crews in America/UK. Please forward location ideas. Minchinhampton Common and local Morris dancers (Boss Morris) had recently been used for White Stuff Campaign.
- Footfall data can still be supplied monthly by Amy. Detailed reports being produced by Visit Stroud.

## 10. To Receive Brief Progress Updates on actions in the plan as follows:

### Accommodation Audit

- It was noted that Ann-Marie (DTC Admin Assistant) had updated the accommodation list for Dursley.
- The next step is to make contact with information about Dursley etc. It was suggested that it may be useful to **design some business cards with a QR code**, these could then be left in venues/ accommodation.

### Insider Guides

- No update at the moment. Keen to see whether Immersa would be interested in doing a business related Insider Guide, could also feature a Trader – what’s great about having a business in Dursley. **Charlie offered to help and window space at The Engine.**

### Welcome from the traders /photo project

- Claire has some ideas for this project which aims to get more local people into town.
- Dursley has lots of friendly, small businesses to shout about.
- Chipping Sodbury shared a lovely trader video on Instagram which was very simple – consisting of shots of traders outside shop, which moved from one to the next to music. Maybe Dursley could do similar?
- Orange Frog are very proactive on social media and regularly put up short videos to introduce products etc – may be worth a discussion.
- **Amy keen to work with social media influencers, will try to see if we could get a visit from an influencer, can go out and do some filming – if a budget can be secured.**

### Herb Town

- Laura is launching the Cotswold Herb Centre at the Flower and Produce Show at the Chantry Centre, the website covers lots of herb information across the Cam and Dursley area. <https://cotswoldherbcentre.uk/>
- People can sign up to a monthly email newsletter and find out more about herbs, plant-related events, workshops etc. It can be used to promote the local area.
- Worked with Amy on the recently launched ‘Elderflower Trail’ for the Discover Stroud Trails App. Amy may be able to develop a ‘Herb Hunt’ for the app.
- Hoping to hold a monthly herb related walk.

The idea of business cards with QR codes came up again, could also include bookmarks?

## 11. To receive general updates from members, including:

### Dursley Welcomes Walkers

- Chris gave an update on the upcoming festival taking place 2<sup>nd</sup> – 6<sup>th</sup> October.
- It will be smaller this year, featuring 20 walks. The programme will be available end of August.
- The email mailing list has 1000 people.
- Dursley Green Drinks is held monthly at Kingshill House -

### Festive Dursley plans for Halloween & Christmas

- Festive Dursley are planning a Market Place Halloween event on Saturday 26<sup>th</sup> October.
- Children’s Halloween trails will also be available in the Town Centre and the Dursley Sculpture and Play Trail during the half term holiday.
- Any Halloween activities/events taking place across town will be promoted as part of the season, including the ‘Ghosts & Gallows’ Trail on the Stroud District Trails App.
- The Library will be doing the costume swap again this year.

## VIC

- Just a note of **useful information to share** - if walkers arrive by train to the Cam & Dursley Station to do the Cotswold Way, they can book the new **Robin** service via the app/phone number to get into town to join the trail. Website: <https://www.gloucestershire.gov.uk/transport/the-robin>  
Telephone: The Robin call centre on 0345 263 8139.

## 12. To note the latest events/what's on & to email listing updates to:

The latest events list was noted.

<https://www.dursleytowncouncil.gov.uk/events1>

Please forward updates to Ann-Marie at - email: [assistant@dursleytowncouncil.gov.uk](mailto:assistant@dursleytowncouncil.gov.uk)

## 13. Dates for 2024/25 meetings:

12<sup>th</sup> November 2024. 11<sup>th</sup> February 2025. 13<sup>th</sup> May 2025. 10:30am Start.

- Leah to work with new Chair, Cllr Andrew Rowe, to look at meeting schedule- dates/times and formats. Maintaining a zoom element was useful for ease of attendance.

**Meeting finished at 12:08pm**

**Members are encouraged to work together and share information between meetings.**