



# Visit Dursley Minutes of Meeting

On Zoom - Tuesday 20<sup>th</sup> February at 10:30am.

## Present:

Leah Wellings (Dursley Town Council), Chris Shaw (Dursley Welcomes Walkers (DWW)), Amy Helliwell (Stroud District Tourism Officer), Charlie Marwood (Escape Room), Sam Tombs (VIC/Library), Claire Parry (Hewitts), Miranda Clifton (Cam Parish Council), Helen Williams (Helen's Wishes)

## 1. Welcome

Leah chaired the meeting. It was noted that Councillor Danae Savvidou had resigned as a Town Councillor since the last meeting, due to other commitments. Danae would be missed, having supported and chaired the group since its inception.

## 2. Apologies

Apologies at the meeting - Nola Bradley (Tyndale Arts), Andy Barton (Dursley Heritage Centre), Councillor Theresa Kinnison (DTC & Play & Sculpture Trail), David & Julie Orchard (Ashen Plains Campsite), Karen Crowcombe (The Pulse), Joe Dymond (Kingshill House).

## 3. Matters Arising from the Minutes ()

The following points were noted:

- A small group of traders attended the Escape Room networking event, feedback previously circulated.
- The Silver Street 'pinch point' continues to be raised as an issue across town. No easy fix to widen road or path. Look to include area in the signage audit – Boulton Lane (DWW walking route) /Broadwell.
- Regarding the 'Welcome to the Cotswold Guide' – **Leah/Amy to contact Cotswold Partnership again about membership levels and new opportunities to promote town in publications/online** e.g. via <https://www.cotswolds.com/partnership> .
- The Pancake Race was good for the town, despite the weather. It received much coverage by BBC Radio Gloucestershire presenters who attended and had their own special race! (*some visitors from Cheltenham*). Good number of children racing, also Pride Unicorns. It doesn't always fall on half term unfortunately and having a race on a weekend would fall outside of the traditional Shove Tuesday. The Town/traders could make more of the race build up, with pancake race themed promotions throughout the week.
- The '2024 Visit Stroud Guide' distributed by the Visitor Guide (45,000 mailout) featured 3 Dursley business adverts. Charlie reported that it had generated a good amount of Escape Room bookings from afar – it was felt worth the £150 cost of the advert. **Leah/Amy to feed back to Visit Stroud.**
- Parked cars are becoming an issue for traders/pedestrians in Parsonage Street, some also enter the street the wrong way. **Leah to pass to Town Clerk/County Councillor to raise with Highways.**
- Plans are in place to hold the 26<sup>th</sup> August Pride event on the War Memorial Recreation Ground this year, Dursley Pride would be asked to consider ways the town high street could be included, to help footfall. **Leah to discuss with Dursley Pride.**

## 4. Update from Stroud District Tourism Officer

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

### Filming Venue Request

- There had been a filming request from the Great Sewing Bee who want to come to a mill venue in the Stroud area, would require exclusive use between Sept to November 2024. Suitable venue still being sought. **Ideas for venues to be passed to Amy.**

## **Easter time**

- Visit England are looking for events and activities to promote over Easter. **All - Please forward to Amy.**
- Stroud District comms team have just filmed a social media video relating to the sculpture trail – **Amy to forward details to Terri/Leah so that any social media post can be reshared.**
- Need to find out if there are any local easter egg hunts taking place which can be promoted. **Everyone.**
- Amy keen to develop a trail for the App taking in a Cam Walk as part of the village offering. **Amy to liaise directly with Miranda.**

## **5. Town Map**

- It was noted that a link to a basic interactive town map has now been included on the Council's Visit Dursley website pages: <https://www.dursleytowncouncil.gov.uk/our-town>
- The draft 'Mock Up' town map was presented by Leah and amendments/suggestions were made:
  - Move the key to try & include in Discover Dursley section.
  - Move Town Centre inset to where the key is currently.
  - Illustrations will work better than photos.
  - Show more of Stinchcombe Hill, links to woodland walks, circular route Twinberrow.
  - Extend the yellow main road lines, sign post to other places/sites & distance to e.g. Tetbury/Nailsworth.
  - Look to include other venues close to Dursley if possible e.g. Prema Arts.
  - Cotswold Way needs to be clearer.
  - Share with Bristol – show we are here.
  - Be bolder, use a strapline EXAMPLE - 'Gateway to the Cotswolds'.
  - Share with accommodation places – 20 mile radius (e.g. The George, campsites, Airbnbs)
- Funding might fit with the new Market Town Vitality Fund agreed by Stroud District Council.
- **Leah to amend and recirculate the draft Town Map and specification, prior to getting quotations. The budget for the project is not available until April 2024.**

## **6. Terms of Reference for the Visit Dursley Group**

The draft Visit Dursley Terms of Reference document was presented and agreed, no comments were raised. The document would go back to Council's Town Improvement Committee.

## **7. Action Plan**

The discussion paper on developing a strategy and action plan was considered. Ideas put forward:

- Need to be realistic when it comes to the group's capacity, break action items down into steps.
- Timescales need to be clear.
- **Chris volunteered** to lead on a review of **online promotion**. Council pays for a VisitDursley domain name which has not been used to date, but could be. Needs to be a sustainable approach. **Leah/Chris to meet.**
- **Charlie agreed** to speak to the person arranging the new Neighbourhood Networking event on 14/3/24.
- The Chantry Centre is exploring the **cycle hire/electric bike charge point** idea. Adrian Judge is the lead there and is looking to set up a pilot project to see how it runs.
- Charlie reported on a project The Engine is working on to use the old Oxfam unit for a **pop up shop/activities**. The space is available for a 2 year period and can be accessed from April. Ideas, including an eco-shop, are being explored for what is a fantastic opportunity, to see what businesses might do well. **Forward ideas to Charlie.**
- **Could include a banners and flags project** – could use at key gateways/positions in town/on key routes to promote festivals/the seasons, to add a changing visual display in the town. It would need to be used in a co-ordinated and branded way. **Chris offered to share the work DWW had already done on this with highways for the walking festival (covering Cam & Dursley areas). It could help as a template and in assessing whether a wider scheme could be viable.**

- Action plan to be amended and brought back to the next meeting.

## 8. Market Town Vitality Fund & Ideas

- Leah shared information on Stroud District Council's new Market Town Vitality Fund which totals £200K (£50k of which is allocated to admin). No decisions on the use of the £150k have been made yet as discussions with Market Town's had only just started.
- Ideas are welcome and the group having a clear action plan (as above (7)) would help the town respond and move forward when such funding opportunities appear.

## 9. Updates from group members:

### **Dursley Welcomes Walkers (DWW) (Chris Shaw)**

- This year, DWW have agreement to put in 2/3 new benches on Cam Long Down to help along the walking route.
- DWW will be offering other groups the opportunity to raise funds for their own cause, by doing the refreshments at the festival events e.g. teas at Methodist Church. This model benefits both and could be used as a template at other events. DWW will be putting a call out on social media around May time.

### **Tyndale Arts 2024 (Leah on behalf of Nola Bradley)**

- Plans are being made for the 2024 event.
- The organisers would like to work with DWW again this year if possible. Contact details to be passed for **Chris/Nola to get in touch directly.**
- **Sam offered the Library as a space that could be used for art work.**

### **Pedersen Event Saturday 6<sup>th</sup> April (Leah Wellings)**

- Plans are in place for the Veteran Cycle Club Pedersen's to coming to the town on Saturday 6<sup>th</sup> April.
- Arrival is planned for around 11-12:30 in Market Place to meet the Mayor, Visit Heritage Centre etc.
- Kingshill House will host the club and a public display of Pedersen's in the afternoon, with a social event with history talks/pizza van/bar in the evening.
- Poster promoting Pedersen activities is being drafted to go out shortly. It will also promote the Pedersen Trail on the app.

### **Summer Festival Saturday 13<sup>th</sup> July (Leah Wellings on behalf of Festive Dursley)**

- Plans are underway for the Summer Festival in the Town Centre with the usual stalls, music etc.
- This year the theme will be Art (to tie in with The National Gallery visit to the area).

### **The National Gallery – Art Road Trip coming to Cam & Dursley area - 15<sup>th</sup> -17<sup>th</sup> July**

- Cam and Dursley are one of only 18 places in the UK selected to be part of the road trip which celebrates 200 years of the National Gallery – starting in May 2024.
- Create Gloucestershire are the main contact for our area in relation to the visit. The Cam & Dursley Creatives group is involved.
- The National Gallery will be bringing a Mobile Art Studio in – exact details/location TBC.

### **100 Years of Listers Club - 2026 (Charlie Marwood on behalf of the Chantry Centre)**

- The Chantry Centre will be marking 100 years of the Listers Club in 2026.
- The anniversary celebration will be used as a relaunch for the centre, following improvements which are taking place incrementally.
- An online survey to gather public feedback on the centre, usage, access, improvement ideas etc went out on Facebook.
- **Ideas related to events and activities that could tie in with this anniversary year for the centre in 2026, and promotion of the town/Listers heritage, should be forwarded to Leah/Charlie.**

### **Other Members Updates**

- **Costume Swap taking place at the Library** – to tie in with World Book Day – 7<sup>th</sup> March 2024.
- **Escape Room** – Launching new room in time for Easter. Witches and wizards theme.
- **Stroud Rocks** – This website recently contacted The Engine about listing the Escape Room online. The website details information about the area – what to do, food, drink etc. **Amy to investigate but suggested that if its free and it looks OK, it wouldn't hurt to list.**

### **10.Date of next & 2024 meetings:**

14<sup>th</sup> May 2024. 13<sup>th</sup> August 2024. 12<sup>th</sup> November 2024.

All on Zoom, 10:30am start.

Meeting finished at 12:20pm

**Members are encouraged to work together and share information between meetings.  
Regular updates relating to existing activities/projects can be circulated via email.**