

**Minutes of the Meeting of the Community Services Committee Meeting held at  
Corsham Town Hall on Wednesday 16 January 2019**

**Present** Councillor D Jarman (Acting Chairman)  
Councillors Ms L Bray, M Jackson, Mrs G Sanders, R Taylor, Mrs M Wakeman,  
Mrs A White

**In Attendance** Mrs K Gilby (Planning and Events Officer)  
Mrs S Leigh (Arts and Tourism Officer)  
Mrs S Thomas (Head of Community Services)

**CS 37/18 Apologies**

Apologies were received from Cllrs N Farmer, C Fuller and Miss C Woodward.

**CS 38/18 Public Question Time and Petitions**

There were none.

**CS 39/18 Declarations of Interest**

To receive any Declaration(s) of Interest under Corsham Town Council's Code of Conduct issued in accordance with the Localism Act 2011.

There were none.

**CS 40/18 Matters arising from the Minutes of the Community Services Committee Meeting held on 19 September 2018.**

There were none.

**CS 41/18 Christmas Lights Switch On 7 December 2018 (*Minute CS 32/18 and others*)**

The Planning and Events Officer reported on this year's Christmas Lights Switch On. The event had been very well attended with a great deal of positive feedback from those attending, stallholders and entertainers.

Ideas and suggestions for 2019's event included: a wet weather plan (purchasing a 3x6m gazebo to cover the entertainers on the stage); a charity collection at Santa's Grotto; considering having an entrance and exit system at the grotto; emphasising the fact that both the grotto and the Wishing Tree (held the week before) are free; creating a "flatpack" grotto that would be easier to move and store – it was suggested that the

Brunel Shed be contacted about the potential for building something; music around the tree in the High Street and improving the speaker coverage of the PA system.

**CS 42/18 Corsham Market (*Minutes CS 35/18, 23/18 and others*)**

With reference to the Town Council's Strategic Plan Objective (OB5) – *To review the town market and explore ways to improve this activity*, a briefing paper to review Corsham's market had been sent to the Society for Local Council Clerks' Local Council Consultancy for an estimate of the costs involved in carrying out the work. The estimate, for three days of consultancy, to carry out preliminary investigations, research and consultation, plus travel expenses, was approximately £1,300. The Committee was asked to approve the funding for the review.

The Chief Executive, who did not attend the meeting, asked that the Committee be made aware formally that he had to declare an interest in the potential contract as an elected Director of the Society of Local Council Clerks Board of Directors. This was not a paid position, but travel expenses could be claimed.

**Resolved:**

- i) That the funding for the review of Corsham's market be approved.
- ii) That the Chief Executive's declaration of interest, as a Director of the Society of Local Council Clerks, be noted.

**CS 43/18 Public Art and Exhibitions**

The Arts and Tourism Officer updated the Committee on the plans for supporting the Arts, public art, exhibitions, etc in the first quarter of 2019.

Support of the regular Artists' Café at The Pound was ongoing; discussions were underway with Bill and Andrew Hall, of Martingate, regarding public art sites in the town and work was ongoing to identify the sites, their owners and potential artists/organisations to carry out the work; local artists and art groups had been contacted with regard to exhibiting in the Council Chamber and a diary of exhibitions would be put together; a meeting of StoryTown stakeholders, including the Town Council, Bath Spa University, The Pound and Corsham Primary School, would take place in March to discuss 2019's plans, and a meeting would be held with the organisers of the Peacock Arts Trail to discuss the Town Council's involvement.

**Resolved:**

That the plans for the various Arts-related projects be approved.

**CS 44/18 Marketing and Promotion Impact**

The Head of Community Services would be undertaking a research project to measure the success, or otherwise, of the advertising, marketing and promotion undertaken by the Town Council in 2018/19 as part of the Visit Corsham work.

The Committee was asked for ideas and suggestions for Key Performance Indicators (KPIs) and other ways of measuring marketing and promotional activity. Suggestions included: surveying visitors; getting feedback from stallholders at events; asking Visit Wiltshire, Visit Bath and other tourism organisations for data from website and social media activity linked to Corsham; talking to the Methuen Arms and local B&B and

Airbnb owners; looking at entries on Trip Advisor; setting up Google Analytics and using specific campaign website addresses to monitor reaction; researching Visit Britain's Tourism Benchmarking report, compiled by the Office for National Statistics, and asking for advice from the Society of Local Council Clerk's forum.

The meeting commenced at 7.30pm and closed at 8.22pm. There were no members of the public present.

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CHAIRMAN

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DATE