



Town Hall, High Street, Corsham, Wiltshire SN13 0EZ

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10 January 2019

To: All Members of the Community Services Committee: Councillors Ms L Bray, N Farmer, C Fuller, M Jackson, D Jarman, J Maloney, Mrs G Sanders, R Taylor, Mrs M Wakeman, Mrs A White, Miss C Woodward.

All other Members of the Council for information.

Dear Councillor

The next meeting of the Community Services Committee will be held in the Town Hall on Wednesday 16 January 2019 commencing at 7.30pm.

Yours sincerely

David J Martin
CHIEF EXECUTIVE

AGENDA

1. Apologies
2. Public Question Time and Petitions
3. 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.

4. Matters Arising from the Minutes of the Community Services Committee meeting held on 19 September 2018 – *for information only.*

5. Christmas Lights Switch On 7 December 2018 (*Minute CS 32/18 and others*) - The Planning and Events Officer will give feedback on the Christmas Lights Switch On and the Town Council's other Christmas activities. Ideas and suggestions for this year's event are welcome – *for information and comment.*
6. Corsham Market (*Minute CS 35/18, 23/18 and others*) - With reference to our Strategic Plan Objective (OB5) - *To review the town market and explore ways to improve this activity*, a briefing paper to review Corsham's market has been sent to the Society for Local Council Clerks' Local Council Consultancy for an estimate of the costs involved. The estimate, for three days' consultancy to carry out some preliminary investigations, research and consultation, plus travel expenses is approximately £1,300. The Committee is asked to approve the review - *for discussion and approval.*
7. Public Art and Exhibitions - The Arts and Tourism Officer will update the Committee on the plans for supporting the Arts, public art, exhibitions, etc in the first quarter of 2019 – *for comment and approval.*
8. Marketing and Promotion Impact – Ahead of the 2019/20 financial year, the Head of Community Services is undertaking a research project to measure the success, or otherwise, of the advertising, marketing and promotion undertaken by the Town Council in 2018/19, particularly as part of the Visit Corsham work. The Committee is asked for ideas and suggestions for Key Performance Indicators (KPIs) and other ways of measuring our marketing and promotional activity – *for discussion.*