



## Members of the Town Environment Committee

You are hereby summoned to attend a meeting of the Town Environment Committee to be held on Monday 21<sup>st</sup> February 2022 at 7pm at Stonehouse Library, High Street, Stonehouse, GL10 2NG.

### Committee Members:

Councillors: Rachel Armstrong, Neil Gibbs (Deputy Committee Chair), Carol Kambites (Vice Chair, Deputy Mayor, Committee Chair), Gary Powell (Chair/Town Mayor), Val Randell, Pam Swain, Keith Terry, David Thorpe

A period of up to 15 minutes will be set aside at the beginning of the meeting for members of the public to raise questions

Carlos Novoth  
Town Clerk  
14<sup>th</sup> February 2022

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*Attendees are reminded that the Proceedings of this meeting may be filmed, photographed or recorded.*

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## A G E N D A

E/471 To receive apologies

E/472 Declarations of Interest

E/473 To approve the minutes of the Town Environment Committee meeting held on 17<sup>th</sup> January 2022

E/474 To comment on planning applications as listed

E/475 To receive a report on planning decisions received from Stroud District Council, 11 January 2022 to 14 February 2022

E/476 To receive a report on Committee Budget

E/477 To receive report on progress of Restoring Your Railways scheme re Bristol Road Station

E/478 To consider a contribution of up to £5,000 towards a Market Towns Tourism content project and note a proposal for District wide tourism app.

E/479 To consider request from Stonehouse Climate Change Action Forum to fund printing costs for an Eco-Directory.

E/480 To receive an update from Stonehouse In Bloom

E/481 To receive reports from Working Groups and consider recommendations:

Canal Rejuvenation

To consider the following recommendation to Town Council regarding the recent community consultation on the Ship Inn site:

Stonehouse Town Council thanks everyone who responded to the Community Consultation on the Ship Inn site and recognises the following:

1. that the Stonehouse residents voted overwhelmingly for the use on the Ship Inn site to be for the Community
2. that the Ship Inn site is owned by Stroud District Council
3. the strategic importance of the position and location of the Ship Inn Site in relation to the canal and the Town
4. the importance of this site to the Stonehouse Town's future relationship with the newly regenerated Canal corridor
5. that the Ship Inn site should be included in the future Local Plan as land not suitable for Housing and should be reserved for Community use

Stonehouse Town Council commits to work and co-operate with Stroud District Council to achieve community use of the Ship Inn site.

Events

PROW

Recreation

Transport and Highways

**E/481 Date of next Environment Committee meeting: 21 February 2021**

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#### **E/474 Planning Applications for comment**

**22/0096/VAR** Stonehouse Court Hotel, Bristol Road, Stonehouse  
Variation of condition 2 (approved plans) on permitted application S.19/1580/FUL.

**22/0092/FUL** Costa Coffee, Stonehouse Park, Sperry Way, Stonehouse  
Installation of two rapid electric vehicle charging stations

**22/0068/FUL** Unit 2A, Brunel Centre, Brunel Way, Stonehouse.  
Erection of workshop

**22/0172/HHOLD** 59 Park Road, Stonehouse, Gloucestershire, GL10 2DW.  
Rear two storey extension

**22/0217/HHOLD** 8 Court View, Stonehouse, Gloucestershire, GL10 3PL.  
Erection of front porch and single storey rear extension replacing conservatory

**22/0268/HHOLD** 27 Kings Road, Stonehouse, Gloucestershire, GL10 2EZ.  
Erection of two storey side extension

**22/0279/FUL** Renishaw PLC, Brunel Way, Stonehouse, Gloucestershire.  
The erection of six carport structures comprising solar pv panels for the generation of renewable energy



Minutes (subject to agreement at the next Committee meeting) of a meeting of the Town Environment Committee at Park Junior School, Stonehouse, GL10 held on Monday 17<sup>th</sup> January 2022 at 7pm.

**Present:** Councillors Rachel Armstrong, Carol Kambites (Vice Chair of Council, Committee Chair), Neil Gibbs, Gary Powell (Chair of Council), Val Randell, Pam Swain, Keith Terry.

**In attendance:** Two residents, Rachel Russell, Deputy Clerk (Minutes)

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**E/455 To receive apologies**

Apologies were received from Cllr. Thorpe.

**E/456 Declarations of Interest**

There were no declarations of interest.

**E/457 To approve the minutes of the Town Environment Committee meeting held on 13<sup>th</sup> December 2021**

The minutes of the meeting of 13<sup>th</sup> December 2021 were agreed as a true record. All in favour.

**E/458 To comment on planning applications as listed**

**21/2760/VAR** Land Near Horsetrough Roundabout, Ebley Road, Stonehouse  
Variation of condition 2 (approved plans) on Planning permission S.19/1905/FUL to revise the design, remove glazing and simplify the construction

**COMMENT:** No objection but it is suggested that more detail is provided on materials proposed to ensure they are appropriate to the site and its context.

**19/0291/FUL**

**Stroudwater Canal Phase 1B, Eastington,**

Reinstatement of the 'Missing Mile' section of the Stroudwater Navigation and development of associated infrastructure.

**COMMENT:** The provision of canal related facilities is supported but following issues should be addressed:

The design of the canal as it goes under the M5 limits use of the canal because of the restricted height and width. It would be preferable if the canal could be used by a wider variety of craft along this section.

It would also be preferable if the towpath went alongside the canal for the whole of the route rather than being diverted away for some sections.

The proposal would be improved by providing links to the existing footpaths along the River Frome (EEA46, EHW17).

Adequate cycle parking and EV charging points should be provided.

The concerns of the Environment Agency regarding the impact of the proposal on the River Frome Key Wildlife Site and flooding risk must be addressed.

**21/2944/FUL** Flat 2, Anavrin, St Cyrils Road, Stonehouse  
Erection of extension  
**No observations**

**21/2724/TPO** TPO 517, Bristol Road, Stonehouse, Gloucestershire.  
Tree Preservation Order: Work to five trees- fell three trees (T1, T3, T5), reduce (pollard) two trees(T2,T4).  
**No observations**

**22/0030/FUL** Land Adjacent To 26, Severn Road, Stonehouse,  
Erection of two storey dwelling - resubmission of S.21/0473/FUL  
**No observations**

Cllrs. Randell and Terry declared an interest in application 22/0037/FUL (close relative lives close to site) and took no part in the discussion.

**22/0037/FUL** Site of Former Reliance Works, Downton Road, Bridgend.  
Development of supported living accommodation (Use Class C2) comprising of 8 flats and communal facilities, with associated access, parking, landscaping and refuse/recycling facilities.  
**Support: The proposal is a good use of a brownfield site.**

**21/3067/FUL** 8A Gloucester Road, Stonehouse, GL10 2PB.  
Amendments to drive. (Resubmission of S.21/2530/HHOLD)  
**No observations**

**22/0005/HHOLD** 36 Park Road, Stonehouse, Gloucestershire, GL10 2DE.  
Erection of single storey front extension and two storey rear extension.  
**No objection if no objection from neighbours.**

**E/459** To receive a report on planning decisions received from Stroud District Council, 7 December 2021 to 10 January 2022  
The report was noted.

**E/460** To consider a further change to the proposed parking changes for the High Street  
Town Council on 6 December 2021 (TC2721) agreed a request to Gloucestershire County Council regarding a proposed Traffic Regulation Order for consultation for changes to parking in and around the Shared Space. In response to comments received from a business owner, it was agreed to amend the request to remove the reference to provision of a loading bay.

**Recommendation to Town Council: To request that GCC draws up a Traffic Regulation Order for consultation for changes to parking in and around Shared Space as follows:**

- Replace the bay to the South of the exit from Laburnum Road with planters,
- Two permanent short stay, half hour, parking places are provided in the area outside Wynn's and Harry Daniel's.
- Additional planters of a suitable height to be provided as existing wooden planters not suitable for proposed location.

**E/461 To receive a report on Committee Budget**

The report to 11 January 2022 with income at £13,646.38 and expenditure at £53,585.81 was noted.

**E/462 To consider Town Environment Committee budget for 2022/23**

There were no further comments on the draft Committee budget for 2022/23.

**E/463 To receive report on progress of Restoring Your Railways scheme re Bristol Road Station and consider any recommendations from Bristol Road Station Working Group**

Cllr Kambites reported that Stroud District Council would soon be appointing a consultant to carry out the RYR funded Strategic Outline Business Case (SOBC) and had involved the Town Council in the tender selection process.

Stroudwater Bristol Road Stonehouse station working group's recommendation for the adoption of a two- tier governance structure for managing the production of a Strategic Outline Business Case, similar to the model adopted by the Wellington and Cullompton Station group, was **supported** along with continued engagement with a wider set of stakeholders.

**E/464 To agree a recommendation to Town Council on a response to Stroud District Council's economic development strategy consultation**

The following comment was agreed for recommendation to Town Council:

**The draft Economic Development Strategy is welcomed and the vision and economic objectives and commitments are supported.**

**The three priority sectors selected for the Stonehouse cluster are relevant to the town. The Town Council would also like recognition of the potential to develop different sectors of the economy in Stonehouse. For example, there are opportunities to develop the tourism and visitor economy sector in Stonehouse which has good public transport links and is on a Sustrans National Cycle Route.**

**It is suggested that the Economic Development Strategy gives greater emphasis to the potential of the Cotswold Canals Connected project to bring tourism and visitors to all the settlements along the canal.**

**E/465 To consider a proposal for six new planters for the entrance to Old Chapel Garden.**

Deputy Clerk advised that Stonehouse In Bloom budget will be increased once virements are agreed at Town Council.

It was **agreed** to provide six new planters with reservoirs, liners and brackets for the entrance to the Old Chapel Garden at a cost of £836 excluding VAT, cost to be met from Stonehouse In Bloom budget.

**E/466 To agree in principle work to trees in Laburnum Field and Old Chapel Garden**

It was **agreed** in principle to carry out the following work subject to quotations being obtained and agreed by Committee:

1. Remove any substantial dead branches from the poplar tree in Laburnum
2. Substantially reduce size of mature Oak trees overhanging Community Centre carpark, two this year and two in subsequent years.
3. Some ground decompaction around base of oak tree adjacent to poplar tree.
4. Removal of dead branch on conifer in Old Chapel Garden.

Deputy Clerk advised that a tree inspection and maintenance plan of all the Town Council's trees was required.

**E/467 To receive an update from Stonehouse In Bloom**

Cllr Swain gave a brief update: working groups have begun to meet again. The four rusty planters have been emptied in preparation for installation of reservoirs. Two further wooden planters will be sited opposite Break shop, before railway bridge. Summer displays will be unlikely to include three floral towers in line with the move using more perennial planting.

**E/468 To agree content of consultation for proposals for Stagholt Field**

Cllr. Gibbs advised that the Recreation Working Group had looked at a first draft of the consultation material. Deputy Clerk had not yet produced a second draft.

It was **agreed** to delegate production of the consultation material to the Recreation Working Group subject to draft consultation material being circulated for comment to all councillors.

**E/469 To receive reports from Working Groups and consider recommendations:**

**Canal Rejuvenation:** Cllr Swain advised that the working group were looking at the whole canal area in Stonehouse to consider all the areas offering access to the canal and the best use of land around the canal. A meeting with Ward Councillors in relation to the recent survey is being arranged.

**Events:** Due to meet. A Jubilee Celebration Working Group has started to meet.

**PROW:** Meeting with landowner re paths around Doverow to be arranged.

**Recreation:** Cllr Gibbs reported that the recent Accessibility Audit raised the issue of the pedestrian access to Oldends Lane near the Pavilion where a bar to prevent motorbikes entering also reduces accessibility for people. It was agreed that there is a need for a more accessible gate, subject to costed proposals being sought.

**Transport and Highways:** Cllr. Terry reported he is due to organise a working group meeting.

**E/470 Date of next Environment Committee meeting: 21 February 2021**

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**E/474 Planning Applications for comment**

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**22/0092/FUL**                    **Costa Coffee, Stonehouse Park, Sperry Way, Stonehouse**  
Installation of two rapid electric vehicle charging stations

**22/0068/FUL**                    Unit 2A, Brunel Centre, Brunel Way, Stonehouse.  
Erection of workshop

**22/0172/HHOLD**                **59 Park Road, Stonehouse, Gloucestershire, GL10 2DW.**  
Rear two storey extension

**22/0217/HHOLD**                **8 Court View, Stonehouse, Gloucestershire, GL10 3PL.**  
Erection of front porch and single storey rear extension replacing conservatory

**22/0268/HHOLD**                **27 Kings Road, Stonehouse, Gloucestershire, GL10 2EZ.**  
Erection of two storey side extension

**22/0279/FUL**    **Renishaw PLC, Brunel Way, Stonehouse, Gloucestershire.**  
The erection of six carport structures comprising solar pv panels for the generation of renewable energy

**E/475 Planning Results received from Stroud District Council from 11 January 2022 to 14 February 2022**  
(N.O. = NO OBSERVATIONS)

**21/2762/HHOLD**                **97 Ryelands Road, Stonehouse, Gloucestershire, GL10 2PG.**  
Erection of rear extension

**COMMENT**                        **CONSENT**

**21/3042/DISCON**                **Dairy Partners Ltd, Brunel Way, Stonehouse, Gloucestershire**  
Discharge of conditions 5 (noise management plan), 9 (ecology 1) & 10 (ecology 2) from the application 19/2282/FUL.

**CONSENT**

**21/2465/FUL**                    **Land At, Oldends Lane, Stonehouse, Gloucestershire.**  
Erection of three terraced dwellings and associated access and parking (Revised scheme to S.21/1344/FUL)

**OBJECTION**                    **CONSENT**

**21/2525/FUL**                    **18 High Street, Stonehouse, Gloucestershire, GL10 2NA.**  
Erection of first-floor rear extension & change of use of first floor ancillary retail storage space (Class E) to a self-contained flat.

**SUPPORT**                        **CONSENT**

**21/2449/HHOLD**                **10 Kings Road, Stonehouse, Gloucestershire, GL10 2EZ.**

Erection of single storey rear extensions

**N.O**                                 **CONSENT**

**21/2606/HHOLD**           **45 Crescent Road, Bridgend, Stonehouse, Gloucestershire.**

Proposed single storey side and rear extensions. Dormer extension

**COMMENT**                         **CONSENT**

**21/0519/HHOLD 4** **Verney Road, Stonehouse, Gloucestershire, GL10 2QB.**

Single storey rear extension.

**COMMENT**                         **CONSENT**

**21/2701/FUL**   **Dairy Partners Ltd, Brunel Way, Stonehouse, Gloucestershire.**

Renovation and extension of an existing use class B2 food production facility and associated yard and landscape works.

**OBJECTION**                       **WITHDRAWN**

**21/2883/FUL**                       **Land At The Rear Of 42, High Street, Stonehouse, Gloucestershire.**

Demolition of storage buildings and erection of a two bed detached single storey dwelling including change of use to residential

**SUPPORT**                           **WITHDRAWN**



# Financial Budget Comparison

## for Town Environment Committee

Comparison between 01/04/21 and 14/02/22 inclusive. Includes due and unpaid transactions.

Excludes transactions with an invoice date prior to 01/04/21

		2021/2022	Reserve	Actual Net	Balance	Variance
<b>INCOME</b>						
<b>Town Environment Committee</b>						
200	Stonehouse in Bloom	£0.00	£1,646.00	£1,832.82	£186.82	100.00%
205	Event Income/Donations	£0.00	£0.00	£3,043.80	£3,043.80	100.00%
210	Planting Sponsorship	£0.00	£0.00	£0.00	£0.00	0.00%
215	Grants	£0.00	£3,997.33	£9,013.56	£5,016.23	100.00%
<b>Total Town Environment Committee</b>		£0.00	£5,643.33	£13,890.18	£8,246.85	100.00%
<b>EXPENDITURE</b>						
<b>Town Environment Committee</b>						
1190	Amenity Areas	£37,500.00	£11,983.00	£33,510.32	£15,972.68	-42.59%
2000	Christmas Lights	£5,000.00	£0.00	£4,167.80	£832.20	-16.64%
2005	Climate Change	£2,000.00	£0.00	£0.00	£2,000.00	-100.00%
2010	In Bloom	£7,000.00	£0.00	£6,702.60	£297.40	-4.25%
2020	Street Furniture/Bus Shelters	£2,000.00	£0.00	£3,937.46	-£1,937.46	96.87%
2030	Traffic Calming/Transport Studies	£0.00	£0.00	£0.00	£0.00	0.00%
2040	Town Greens Maintenance	£0.00	£0.00	£0.00	£0.00	0.00%
2050	Cultural Events & Studies	£5,000.00	£0.00	£7,894.45	-£2,894.45	57.89%
2060	Signage	£300.00	£0.00	£464.00	-£164.00	54.67%
2070	Town Centre Partnership	£0.00	£540.00	£540.00	£0.00	0.00%
2080	Neighbourhood Plan Review	£4,000.00	£0.00	£0.00	£4,000.00	-100.00%
2090	Planning Specialist Advice	£1,000.00	£0.00	£0.00	£1,000.00	-100.00%
<b>Total Town Environment Committee</b>		£63,800.00	£12,523.00	£57,216.63	£19,106.37	-29.95%

Notes on Agenda items, Town Environment Committee, 21 February 2022

<p>E/477 To receive report on progress of Restoring Your Railways scheme re Bristol Road Station</p>	<p>Since 4<sup>th</sup> January 2022, Stroud District Council (SDC), in partnership with Stonehouse Town Council, has undertaken the following activities:</p> <ul style="list-style-type: none"><li>• 17 January 2022 – Assessed proposals for consultancy services to help produce the Strategic Outline Business Case (SOBC).</li><li>• 18 January 2022 – Appointed Stantec UK Ltd to help produce the SOBC</li><li>• 21 January 2022 – Held Project Start Up meeting with Stantec UK Ltd</li><li>• 25 January 2022 – Sent first draft completed Grant letter to Dept for Transport (DfT) and Network Rail (NR) leads for consideration</li><li>• 25 January 2022 – Sent proposed governance arrangements to DfT and NR leads for consideration</li></ul> <p>4<sup>th</sup> February 2022 – Dept for Transport Restoring Your Railways Steering Group meeting.</p> <p>STC has sent draft stakeholders for engagement list to SDC; full list has been sent to Stantec. Stantec are working on Draft Case for Change.</p> <p><b>Governance arrangements:</b> <b>Project Team</b> – Role: To deliver the SOC <b>Members:</b> Officers <b>Monthly meetings</b>, last week of the month (just before submission of monthly reports to DfT). Dates have been set. <b>Steering Group</b> – Role: To support the development of the SOBC by the Project Team <b>Members:</b> MP, County, Ward &amp; Town Councillors, DfT, NR, GWR, Cross Country, GFirst LEP, Rail Future, GCRP, Stroud Chamber of Trade <b>Meetings</b> every two months between February and September 2022 (February, April, June, September, before the monthly Project Team meeting.</p> <p>See further information on proposed governance arrangements: <a href="#">Link</a> and in supporting papers.</p>
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# **Restoring Your Railway Strategic Outline Business Case for Stonehouse Bristol Road Station**

## **Proposed Governance Arrangements**

### **Governance and Links**

The lead promoter for developing and signing off the Strategic Outline Business Case (SOBC) will be Stroud District Council (SDC).

A Project Team (terms of reference below) will put together the SOBC.

A Steering Group (terms of reference below) will support and advise the Project Team.

The input and advice provided by the Steering Group will be reported to Stroud District Council's Regeneration and Investment Board (a cross party advisory body of members and officers), with any necessary decisions taken by the Council's Strategy and Resources Committee as required.

The support of the local MP (Siobhan Baillie) will be essential to the SOBC. SDC will be responsible for liaising with the MP, ensuring that she is kept updated on progress and that she is supportive of the final SOBC. The MP or member of staff will also be invited to join Steering Group meetings.

The input of key stakeholders will be sought at key intervals during the preparation of the SOBC.

### **Terms of Reference**

**A Project Team** will:

- Deliver the SOBC and intermediate deliverables to DfT in accordance with the milestones and timetable set out within the Grant Agreement (subject to change control)
- Discuss and agree the detailed methodology for delivering the project
- Discuss and agree the scope, format and content of the deliverables
- Report progress to the RYR Programme Team (monthly)
- Report progress to and seek views from the Steering Group (February, April, June, September 2022)

The Project Team membership will be:

- Stroud District Council officers (lead promoter and client to the consultant)
- Stonehouse Town Council officers (promoter)
- Stantec UK Ltd (consultant reporting to Stroud District Council)
- Department for Transport lead officer (supporting the promoter and reporting to RYR Programme Team)
- Network Rail Lead officer (supporting the promoter and reporting to RYR Programme Team)

The Project Team will meet:

- Monthly, and more frequently if necessary, between February and September 2022

**A Steering Group** will:

- Support the development of the SOBC by the Project Team
- Advise the Project Team on the development and submission of the SOBC
- Provide information to the Project Team
- Provide views and feedback when requested by the Project Team
- Seek support for the project from the wider community and stakeholders
- Advise on longer term governance arrangements should the OBC be successful

The Steering Group membership will be:

- Members of the Project Team
- Siobhan Baillie MP (sponsor)
- Stroud District Council councillors (lead promoter) (chair)
- Stonehouse Town Council councillors (promoter)
- Gloucestershire County Council councillors/officers (Local Transport Authority)
- Department for Transport (Government department)
- Network Rail (rail owner and operator)
- Cross County Railway (rail operating company)
- Great Western Railway (rail operating company)
- Gloucestershire Community Rail Partnership (community partnership)
- GFirstLEP (local enterprise partnership)
- Stroud & District Chamber of Trade and Commerce
- Rail Future

The Steering Group will meet:

- Every two months between February and September 2022 (February, April, June, September) or more frequently if requested by the Project Team

### **Confidentiality**

Meetings of the Project Team and Steering Group will be confidential and any papers and notes will be treated as exempt from publication.

### **Communications**

Stroud District Council will lead on any communications activity relating to the development and submission of the SOBC, liaising with partners as appropriate.

**Report to: Town Environment Committee 21<sup>st</sup> February 2022**

**Subject: E/478 Funding for Market Towns tourism content project; information on pilot project for District level Tourism App**

**From: Rachel Russell, Deputy Clerk**

## **1 Funding for Market Towns Tourism content project**

- 1.1 Town Council agreed to contribute £5000 towards a Tourism Officer post shared between market towns (Town Council 15 March 2021 TC2582). The proposal to fund a Tourism Officer post came from the Stroud Tourism Forum, a group of stakeholders who were meeting with the aim of promoting tourism in the Stroud District, particularly after the loss of Tourism Officers and Information Centres at District level.
- 1.2 Stroud District Council (SDC) are now going to fund a Tourism Officer post for two years and have consulted with market towns on the workplan for the post. The workplan relates to the Economic Development Strategy being developed by SDC. The post is likely to be filled from April 2022.
- 1.3 Therefore, the market towns' contribution to a Tourism Officer post is no longer required. An alternative use of the funds is proposed to promote tourism, particularly in the lead up to the Easter period.
- 1.4 The proposed project is to promote the market towns and their surroundings to day and other visitors by commissioning a copy writer and photographer to provide promotional material for each of the five towns involved (Dursley, Nailsworth, Stonehouse, Stroud and Wotton).
- 1.5 Stroud Town Council's Project Officer has drafted following on the scope of the project. See also full draft Specification at Appendix 1:
  - *Provide engaging and informative tourism content for five market towns and their immediate surroundings*
  - *Content should be individual to each town, but also form a cohesive, recognizable set of information across the district*
  - *Be capable of use across a variety of platforms e.g., websites, social media*
  - *Be capable of incorporating graphics and/or photographs*
  - *Be available for March 2022, exact dates to be confirmed with each town*
  - *Promote a responsible, sustainable approach to tourism*
- 1.6 Consultants would be required to visit each town and liaise with Town Council Officers and members to gain an understanding of the features, character and visitor opportunities for each town.
- 1.7 The Market Towns propose working together on the specification for the copy writer and photographer. It is likely that Stroud Town Council will commission the work and it is hoped that this will be a cost effective approach benefiting all the towns involved.
- 1.8 When the tourism post funding was approved at TC in March 2021 it was not agreed whether this was to be met from reserves or budget. Options to fund a contribution towards the content project, which would all need to be agreed by Town Council are:

- Using a Reserve of £651.27 from a previous SDC Tourism Grant
- Allocating an amount from the General Reserves
- Vireing £4,350 from underspent TEC budgets.

**1.9 Recommendation: That Environment Committee approve a contribution of up to £5,000 towards a Market Towns Tourism content project and recommend funding options to Town Council.**

## **2 Information on possible Tourism App**

2.1 Dursley Town Council are investigating how technology can help promote the town. They have received information and a presentation on a tourism app. Stroud District Council are considering applying for Welcome Back Funding to pilot a tourism app across the District, for a year.

2.2 Other Town and Parish Councils are not being asked for a financial contribution at this stage. However, if they wish to participate in the project, staff would need to be trained in how to add content and would also have to source content.

## **Appendix 1 - DRAFT SPECIFICATION, Stroud Market Towns Tourism, by Stroud Town Council Project Officer**

### **Background**

Stroud District Council is reengaging with tourism after a gap of some years and is appointing a new Tourism Officer. The Stroud Market Towns (Dursley, Nailsworth, Stonehouse, Stroud, Wotton) welcome the creation of this post and the town councils want to complement it by work to improve their own tourism offer.

Work needs to commence immediately to capture the important Spring holiday/visitor market.

### **Aim**

The aim is to promote the market towns and their immediate surroundings, and by default, the district to visitors who may not be familiar with the variety of things to see/do and range of facilities available. These visitors could be day or overnight/weekend visitors.

This will be done by providing visitor information that emphasizes each town's distinctiveness but which is presented in a common format in terms of content, tone, design and layout so that it is complementary and easy for visitors to absorb.

## Scope

### Summary

- Provide engaging and informative tourism content for five market towns and their immediate surroundings
- Content should be individual to each town, but also form a cohesive, recognizable set of information across the district
- Be capable of use across a variety of platforms e.g., websites, social media
- Be capable of incorporating graphics and/or photographs
- Be available for March 2022, exact dates to be confirmed with each town
- Promote a responsible, sustainable approach to tourism

Consultants are required to

1. Write copy in a clear, informative, friendly, and enthusiastic tone.
2. Identify different potential approaches. This could include, but not limited to, a travel blog, '24 hours in..', 'a weekend in..' or via interviews with previously identified individuals and businesses who can best represent the town. Following discussions with each town, approaches may vary slightly.
3. Liaise with each town council to fully understand the features and encapsulate the 'essence' of each town. Consultants are expected to make one visit to each town. Expenses will be paid at agreed rates.
4. Copy should include, where appropriate, details of travel options (including active travel and public transport), car parks, local walks, access to canal activities, businesses, festivals etc.
5. Be capable of including photographs/graphics /maps (Stroud Market Towns are commissioning photographs for each town and the successful consultant will be required to liaise with the photographer)
6. Be capable of further updates in the future.
7. Copyright status of each article to be agreed with individual market towns.

### Audience

The primary audience is both local and non-local visitors. The pandemic has demonstrated local people/families can be unaware of the attractions on their doorstep. Highlighting these and ways to access them (especially by walking, cycling or using or public transport) is an important part of this work. However, visitors from further afield are also sought. The towns are an undiscovered part of the Cotswolds and an increase in overnight stays is to be encouraged. Further discussion with each market towns is expected to fully understand the desired target demographic. A secondary audience are the relevant destination

management organisations and wider travel who, arguably, have overlooked the towns as tourist destinations.

### **Outputs**

Attractive, engaging articles/copy for each market town, capable of future adaptation and updating, which can be used on a variety of platforms and print media.

### **Timeframe**

To be confirmed by each market town, but likely to commence early March 2022.

### **Cost**

There is an initial budget of £5,000 to cover Stroud town, but this is likely to be extended to include other towns in Stroud District. Please indicate your hourly rate.

### **Assessment Criteria**

<b>Criteria</b>	<b>Weighting</b>
Price	50%
Relevant experience	20%
Proposed timeframe	15%
Creativity of approach towards managing requirements of individual market towns	15%



## **Notes of a Canal Rejuvenation Working Group meeting, Stonehouse Library, 9.30am, 3<sup>rd</sup> February 2022**

Present: Cllrs. Callinan (part), Powell, Swain (Convenor), Debbie Curtis, Marcus Dixon  
Rachel Russell, Deputy Clerk (notes)

1. JC advised that he was resigning from the Canal Rejuvenation Working Group as well as a number of other Town Council working groups and left the meeting before any decisions were taken.

### **2. Agenda for meeting with Ward Councillors**

It was agreed that the aims of the meeting were to share information and to work towards a way forward on the Ship Inn site and other canal side sites.

The following agenda was agreed:

- Update from Ward Councillors on Ship Inn site and canal corridor
- Results of STC Community Consultation on Ship Inn Site and SDC Canals Strategy Consultation.
- SDC approach to management of Cotswold Canals Connected HLF funded project.

PS advised Cllr. Carol Kambites has offered to Chair the meeting which will be held in the Library.

### **ACTIONS**

**MD** to send slides on canal side sites for circulation before meeting with Ward Councillors.

**PS** to invite Ward Councillors.

### **3. Proposal for recommendation to Town Council**

After some discussion the following proposal was agreed for recommendation to Town Council:

**Stonehouse Town Council thanks everyone who responded to the Community Consultation on the Ship Inn site and recognises the following:**

- 1. that the Stonehouse residents voted overwhelmingly for the use on the Ship Inn site to be for the Community**
- 2. that the Ship Inn site is owned by Stroud District Council**
- 3. the strategic importance of the position and location of the Ship Inn Site in relation to the canal and the Town**
- 4. the importance of this site to the Stonehouse Town's future relationship with the newly regenerated Canal corridor**
- 5. that the Ship Inn site should be included in the future Local Plan as land not suitable for Housing and should be reserved for Community use**

**Stonehouse Town Council commits to work and co-operate with SDC to achieve community use of the Ship Inn site.**