NARBERTH TOWN COUNCIL
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c/o Narberth Community Library, 3 Town Moor Mews, Narberth, Pembrokeshire, SA67 7DF

CET

MINUTES

Community, Events & Tourism Committee

Held at Narberth Community Library, 3 Town Moor Mews, Narberth, Pembrokeshire, SA67 7DF. on Tuesday, 23 June 2026 at 19:00

Document name: MINUTES–NTC.CET.260623 Community.Events.and.Tourism.Committee–23rd.June.2026–DRAFT

Present:
Cllr K. Jones — Chair
Cllr H. Cole
Cllr C. Sturman
Cllr T. Williams-Mason

Also Present

Cllr Ceri Barnes — Deputy Mayor, attending as a non-voting member

In attendance:
K. O'Kane (Mr.), Town Clerk & Responsible Financial Officer

Members of the public present:

No members of the public were present.

Apologies

Apologies were received from Cllr D. Rigby.

Attendance note: Attendance and remote attendance should be checked against the formal attendance record before approval.

MINUTES

CET 260623.01 Welcome and Apologies

The Chair welcomed Members to the meeting.

Apologies were noted as above.

It was RESOLVED that the apologies be accepted.

CET 260623.02 Declarations of Interest

Members were invited to declare any interests in relation to items on the agenda.

Cllr K. Jones noted her involvement with the Eisteddfod Committee and Civic Week Committee where relevant to later discussion.

No formal declarations requiring withdrawal from the meeting were recorded.

CET 260623.03 Urgent Community Wellbeing Matter

A sensitive community wellbeing matter was raised at the beginning of the meeting, including reference to possible community-led connection events and wider multi-agency discussions.

The Clerk advised that, if required, the matter could be brought forward through the appropriate agenda process or treated as urgent business where legally appropriate.

No decision was taken.

CET 260623.04 Minutes of Previous Meetings

The Committee considered the minutes of the previous CET meetings, including the inaugural meeting and the meeting held on 18 March 2026.

It was noted that signed copies required checking and completion.

It was resolved that the minutes were accepted as a true and accurate record, subject to the Clerk confirming the signing record.

Action: Clerk and Chair to ensure the relevant signed minute copies are completed and retained.

CET 260623.05 Actions Arising from CET 260318

The Committee reviewed actions and discussion points arising from the previous meeting.

The Chair explained that the previous meeting had included a broad discussion of possible areas of work for the Committee, and that the purpose of this item was to begin identifying which matters should be progressed, deferred, or closed.

The Clerk referred to an officer summary circulated shortly before the meeting and advised that it should be treated as a working document rather than a document requiring formal approval.

The following matters were discussed:

Draft Committee Objectives

The Chair advised that the draft objectives required further work and would be brought back to a future meeting for proper discussion.

Action: Chair to develop revised draft objectives for future consideration.

Community and Organisation Mapping

The Committee noted that this remained a potentially useful but substantial piece of work. Members agreed that its priority should be considered alongside the Committee's other workstreams.

Events, Listings and Communications

The Committee noted that previous discussion around noticeboards, digital noticeboards, website listings and other communication improvements would need to be streamlined into achievable actions.

Tourism Data and External Speaker

The Chair advised that further work had been undertaken on tourism data and potential external speaker arrangements. It was noted that there may be costs involved and that the value of the work would need to be considered before any commitment was made.

Action: Chair to bring further information to a future meeting, including likely costs and options.

Tour of Narberth Proposal

The Committee noted that no further contact had been received from the proposer.

It was agreed that this item would be closed unless further information or a renewed proposal was received.

Eisteddfod Opportunities

The Chair provided an update on discussions relating to Eisteddfod-linked opportunities.

It was noted that a larger "fringe" style programme in Narberth was unlikely to be deliverable for the current year. Members noted that there may be future opportunities for projects linked to any legacy funding or wider cultural activity.

Branding and Style Guidelines

The Clerk advised that branding and style guidance was being treated as an operational matter for the time being, with work ongoing as capacity allowed.

Members noted that branding would become more important as signage, publicity and public-facing projects developed.

Town Map and Heritage Interpretation

Members discussed the illustrated town map and the potential for future interpretation, licensing and public use.

The Clerk advised that the Council held an exclusive licence for the current specified use of the map until 2031, but that further use would require careful consideration of the artist's copyright and licensing terms.

Action: Clerk to keep licensing and intellectual property issues under review before any further map use is proposed.

CET 260623.06 Active Travel, Bike Racks and Coach Access

The Chair advised that representatives from Pembrokeshire County Council had been due to attend the meeting but were unable to do so.

Bike Racks

The Chair reported that discussions had taken place with Pembrokeshire County Council regarding additional bike racks in Narberth.

Members discussed the need for additional cycle parking, including for e-bikes, regular bicycles, visitors and cyclists using active travel routes.

Possible locations discussed included:

- Market Square, near the telephone box area;
- Outside / near the Hub;
- Existing provision near Rebecca's Cell;
- Possible future signage to existing cycle parking.

The Chair advised that Pembrokeshire County Council had indicated that bike racks could be installed at two locations for approximately **£452.42 plus VAT**.

Members discussed whether the proposed Market Square location was appropriate, whether the Hub location should be prioritised, and whether the provision should be reviewed after installation.

Members also discussed the need to publicise existing and new cycle parking.

It was resolved to recommend to Full Council that additional bike racks be approved at two locations in Narberth, at an estimated cost of approximately **£452.42 plus VAT**, subject to confirmation of arrangements with Pembrokeshire County Council.

Action: Clerk to seek confirmation from Pembrokeshire County Council on installation, ownership and maintenance responsibilities.

Action: Chair / Clerk to consider publicity and signage for existing and new cycle parking.

Coach Access and Visitor Management

The Chair provided an update on discussions regarding coach access and visitor management.

Members noted that the current Pembrokeshire County Council position appeared to be that coaches should drop passengers at the Hub and park at Penblewin. The Chair reported that feedback from coach operators suggested that this was not well understood and was not attractive to drivers due to distance, facilities and perceived safety.

Potential alternative areas were discussed, including:

- the area near the sorting office;
- the station / railway land;
- Station Road;
- the Town Moor car park;
- Bloomfield;
- school land outside term time;
- other edge-of-town or industrial estate areas.

Members noted significant practical constraints, including road layout, turning circles, land ownership, pedestrian safety, and the medieval layout of the town.

Members discussed whether encouraging more coach visitors would benefit the town and whether further engagement with local businesses would be needed before developing this work further.

It was agreed that the wider issue was linked to Narberth's overall visitor offer, cultural identity and tourism strategy.

It was agreed that the coach access and visitor management discussion should be brought back as part of a wider future discussion on culture, heritage, tourism and the commercial offer of Narberth.

CET 260623.07 Wayfinding, Heritage Signage and Interpretation

The Committee discussed the need for better wayfinding, heritage signage and interpretation across Narberth.

Members noted that visitors arriving at Narberth railway station had little clear guidance on how to reach the town centre.

Members discussed possible signs or interpretation relating to:

- the railway station and route into town;
- the Castle;
- Rebecca's Cell;
- St Andrew's Church;
- the Landsker Line;
- the Museum;
- Market Square;
- St James Street;
- Spring Gardens;
- High Street;
- other businesses and points of interest shown on the town map.

Members also discussed the benefit of signs showing walking times, rather than just destinations.

It was noted that some existing signs are worn, dirty, non-bilingual or inconsistent, and that there is crossover with work being considered by the Planning, Highways and Development Committee.

The Committee also discussed the need to lobby for improved brown tourism signage on the A40, including recognition of Narberth as a historic market town.

Members noted that any future signage would need to consider:

- bilingual requirements;
- branding and style;
- land ownership;
- whether the signage is highway signage or decorative / interpretive signage;
- possible external funding;
- maintenance responsibility.

Action: Chair and Clerk to begin scoping a signage and wayfinding audit, including existing signs, possible new sign locations, and priority areas.

Action: Clerk to explore potential funding or partnership opportunities for railway station-to-town signage, including relevant transport or travel partnership funding.

Action: Clerk to consider routes for lobbying the relevant highway authority regarding brown tourism signage.

CET 260623.08 Public Noticeboards and Community Listings

The Committee considered the community noticeboard proposal previously raised by Cllr N. Makepeace.

Members discussed the purpose of the proposed noticeboards, including whether they would display Council notices, community event posters, or wider "what's on" information.

Members noted that any scheme would require clear management arrangements, including:

- who would approve material;
- who would place and remove notices;
- how often the boards would be updated;
- what content would be permitted;
- how disappointment would be handled where space was limited;
- long-term maintenance;
- ownership and insurance;
- avoiding promotion of private businesses;
- landowner permission and installation requirements.

The Clerk advised that freestanding noticeboards on land where permission could be secured from Pembrokeshire County Council may be preferable to fixing boards to private buildings.

Members also discussed whether a digital noticeboard or digital display could offer a better long-term solution, including the potential to display community posters, heritage trails, QR codes and visitor information.

Members noted that a digital display would require further consideration of cost, planning permission, conservation area impact, location, management and ongoing administration.

It was agreed that the proposal required further development before any formal recommendation could be made.

Action: Cllr C. Sturman to continue working with Cllr N. Makepeace on the proposal and bring back a clearer management and delivery plan.

Action: Clerk to advise on governance, permissions and ownership considerations as the proposal develops.

CET 260623.09 Access to Cash

The Chair provided an update on access to cash in Narberth following the removal or loss of availability of cash machines in the town.

Members noted concern that current cash access was insufficient, particularly for:

- residents;
- visitors;
- the nighttime economy;
- businesses needing to pay in cash;
- people who rely on cash;
- accessibility and reliability.

The Chair advised that a LINK review had been triggered by elected representatives and that evidence would be needed to show the wider need for improved cash access.

Members discussed the need to gather information from:

- local businesses;
- hospitality businesses;
- residents;
- surrounding communities;
- visitors;
- available population and catchment data;
- cash usage and cash payment levels where businesses can provide this.

The Committee noted that cash access should not be assessed only on the basis of Narberth's resident population, given the town's role as a service, visitor and commercial centre.

Action: Chair to prepare evidence for the LINK review, including business engagement and a simple public survey.

Action: Members to assist with promoting the survey when available.

CET 260623.10 Christmas Illuminations

The Chair provided an update on Christmas illuminations.

The Committee noted that the Council was already committed to the existing Christmas lighting contract and that significant change to that contract was unlikely for the current year.

Members discussed possible additional or complementary lighting options, including:

- warm white string lights across the High Street;
- additional lighting at the top of town near J.J. Morris;
- canopy lighting in existing trees;
- possible lighting at Market Square;
- possible permanent or seasonal lighting around the Town Hall / rear garden area;
- testing any older lights currently in storage;
- whether buying lights may offer better long-term value than renting;
- possible future launch event or community element.

Members also discussed the need to respond to the public petition and previous public concern about Christmas lights.

A detailed discussion took place regarding public consultation. Members noted the need to listen to residents while also being clear that the Council must make financial decisions as the elected body and cannot promise that every suggestion will be affordable or deliverable.

Members discussed whether an open public meeting should be held immediately or whether an initial online consultation should be used first to gather structured feedback.

It was resolved that an initial online Christmas lights consultation should be prepared and published, supported by a Council notice explaining that the Council is listening to residents and gathering structured feedback.

Members agreed that:

- the consultation should be structured rather than an open online debate;
- comments on the social media post should be switched off;
- responses should be gathered through the consultation form;
- the wording should make clear the existing contract position;
- the consultation should explain that feedback will inform future planning but does not bind the Council to any specific expenditure;
- the consultation should be published in July and close by the end of July;
- wording should be circulated to Members by email before publication.

Action: Clerk to draft the public notice and consultation wording.

Action: Chair and Members to review the wording by email before publication.

Action: Chair / Clerk to continue gathering costings for realistic lighting options.

Action: Clerk to arrange for stored lights to be inspected / tested where appropriate.

Action: Matter to be brought back to Council or Committee once consultation responses and costings are available.

CET 260623.11 Civic Week

The Committee briefly discussed Civic Week.

It was noted that bunting / street arrangements had been progressed and that any float arrangements should take account of height restrictions and highway requirements.

No further decision was made.

CET 260623.12 Culture, History, Welsh Language and Heritage Activity

Due to time constraints, the substantive item on Narberth's culture, history, Welsh language and heritage offer was deferred.

The Chair noted that there were local individuals and groups interested in developing cultural and heritage activity, potentially including an event during the October half-term.

Members briefly discussed possible themes including the Mabinogion, the Landsker Line, Rebecca's Cell and wider Narberth heritage.

The Clerk advised that any Council involvement would need to be properly authorised, either through a Council-led project, a grant application, or another lawful mechanism using appropriate statutory powers.

It was agreed that this item should be brought back for fuller discussion at a future meeting.

CET 260623.13 Future Meeting Arrangements

The Clerk reminded Members that additional Committee meetings could be arranged if required, provided they were properly convened and advertised.

Members noted that the remaining items may require a further meeting before September if progress was needed over the summer period.

Action: Chair to consider whether an additional CET meeting should be arranged and, if so, to liaise with the Clerk regarding dates.

CET 260623.14 Close

Certification of Approval

These minutes were approved as a true and accurate record of the meeting at the meeting held on [date of approving meeting].

Signed:

Mayor / Chair

Name:

Date:
