MINUTES
Community, Events & Tourism Committee (CET 260318)

Held on: Wednesday 18th March 2026
Time: 19:00
Location: Narberth Community Library, 3 Town Moor Mews, Narberth, Pembrokeshire, SA67 7DF

Present
Cllr. K. Jones (Chair)
Cllr. H. Cole
Cllr. C. Sturman
Cllr. T. Williams-Mason
Cllr. E. Rogers
In attendance:
Town Clerk & Responsible Financial Officer

CET 260318.01. Apologies for Absence
No apologies were received.
Cllr. K. Monroe was absent.

CET 260318.02. Declarations of Interest
No declarations of interest were made at the commencement of the meeting.
(A personal interest relating to Eisteddfod involvement was declared later under the relevant agenda item.)

CET 260318.03. Minutes of Previous Meeting
The minutes of the previous meeting were considered.

Resolved:
That the minutes of the previous meeting be approved as a true and accurate record.
Proposed: Cllr. K. Jones
Seconded: Cllr. T. Williams-Mason

CET 260318.04. Correspondence (Christmas Lights Contract)
The Clerk reported receipt of the Year 2 sales order from Blachere Illumination under the existing 4-year contract.

Members noted:
The contract forms part of an agreed budget commitment
Payment timing requires careful management across financial years

Resolved:
That the correspondence be noted
That the Clerk manage payment timing in line with budgetary considerations

CET 260318.05. Committee Objectives
Members discussed the strategic purpose of the Committee.
Key areas identified:

- Tourism (footfall, dwell time, spend)
- Community engagement and participation
- Events support (not duplication)

- Communication and promotion

Supporting themes:
- Volunteer development
- Improved coordination between organisations
- Clear focus to avoid overreach

Resolved:
That a concise set of Committee objectives be drafted.
Action: Chair to prepare and circulate draft objectives prior to the next meeting.

CET 260318.06. Community & Organisation Mapping
Members identified the absence of a comprehensive directory of local organisations.

Resolved:
- To undertake a structured mapping exercise of:
- Community groups
- Cultural organisations
- Sports clubs
- Businesses and charities
- To invite organisations to submit their own details

Further Resolved:
That the resulting directory will support:
- Engagement
- Grant processes
- Invitations to Council activity
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Action: Clerk to establish shared working document.

CET 260318.07. Communications & Promotion
Members considered improvements to communication across the town.
Options discussed:
- Centralised "What's On" system
- Digital submissions via website
- Quarterly newsletter
- Use of digital display screens

Resolved:
To explore a centralised events listing system
To investigate automation through Council digital systems

CET 260318.08. Tourism Data & Insight
Members discussed the potential use of anonymised footfall and behavioural data.

Resolved:
To investigate available data tools
To invite a representative from a comparable town to present findings

Action: Clerk/Chair to arrange external input.

CET 260318.09. Tour of Narberth Proposal

Members considered an initial proposal for a cycling event.

Resolved:
To support the concept in principle
To request a formal proposal from organisers

Further Resolved:
That support will include:

- Guidance on governance and compliance
- Advice on insurance, safety, and licensing

Action: Clerk to respond outlining next steps.

CET 260318.10. Event Support Framework

Members agreed the need for structured support for community-led events.

Resolved:
That an Event Guidance Pack be developed, covering:

- Risk assessment
- Insurance requirements
- Licensing considerations

Action: Cllr. C. Sturman to lead initial draft.

CET 260318.11. Eisteddfod Opportunities

A personal interest was declared by the Chair.
Members discussed opportunities to attract visitors during the Eisteddfod period.

Resolved:
To explore a Narberth Fringe-style programme
To coordinate with local venues and organisations
Action: Chair to liaise with Eisteddfod organisers and report back.

CET 260318.12. Branding & Style Guidelines

Members discussed the need for consistent Council communications.

Resolved:
To develop Council branding and style guidelines
To recommend delegation of this work to the Committee (subject to Full Council approval)

Further Resolved:
That a scoped proposal, including officer time requirements, be prepared.
Action: Clerk to prepare proposal.

CET 260318.13. Coach Access & Visitor Management

Members considered concerns regarding coach access to the town.
Issues identified:

- Lack of designated parking
- Visitor experience limitations

- Safety and operational concerns

Resolved:
To gather evidence (including photographic evidence)
To engage with coach operators
To write formally to Pembrokeshire County Council

Action:
Evidence to be collated
Draft correspondence to be prepared

CET 260318.14. Christmas Lights Consultation
Members considered representations requesting a public consultation.

Resolved:
That a structured consultation process be undertaken, including:
- Survey (digital and in-person)
- Targeted stakeholder engagement
- Public consultation meeting

Further Resolved:
That the process be completed within approximately 8 weeks
That options be developed prior to the public meeting to ensure meaningful consultation

Action:
Survey design to be prepared
Consultation timeline to be issued

CET 260318.15. Town Map & Heritage Interpretation
Members considered improvements to the town map and surrounding interpretation.

Resolved:
To explore Welsh-language provision
To investigate additional interpretation panels
To review licensing arrangements with the original artist
Action: Clerk to progress options and report back.

CET 260318.16. Deferred Items
The following items were deferred due to time constraints:
- Narberth Castle
- Town of Culture Grant
- Eisteddfod Legacy Funding

CET 260318.17. Next Meeting
Date to be confirmed.

CET 260318.18. Close of Meeting
The meeting closed at 21:25.

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Prepared by: Town Clerk & RFO
Date: 15th April 2026