

LEOMINSTER TOWN COUNCIL

COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Monday 9th October 2017 commencing at 19:00 hours in the Council Offices, 11 Corn Square, Leominster HR6 8YP.

MEMBERS PRESENT: Councillors Norman (Chair), Lacey, Herschy, A Pendleton and R Pendleton.

ALSO PRESENT: Two members of the public.

OFFICERS PRESENT: Town Clerk and Markets Officer.

Prior to the commencement of the meeting the Chair thanked all those who had been involved in making Leominster so attractive this year. The bunting, floral arrangements and general upkeep of the town centre was a credit.

CE15/17 APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllrs Bartlett, Davies, Rumsey, Rosser and Thomas.

CE16/17 DECLARATIONS OF INTEREST

There were no Declarations of Interest made.

CE17/17 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE18/17 QUESTIONS FROM THE PUBLIC

There were two members of the public present. No issues were raised.

CE19/17 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 12th June 2017 be agreed and signed as a correct record.

CE20/17 CLERK'S REPORT

The Clerk had nothing to report.

CE21/17 2017-18 WORK PROGRAMME

Committee considered the Committee Work Programme for 2017/18 which had been developed in line with the recently adopted Corporate Strategy. Committee discussed the Work programme in some detail and, following consideration, **RESOLVED:**

- That the amendments to the Work Plan be noted;
- That the Town Map leaflet be produced in time for the forthcoming RAC Rally which was being hosted by Brightwells in Leominster;
- A welcome pack be developed for the RAC Rally event.

- That LEADER and other grant funding be pursued to enable the projects identified to be implemented.

It was noted that the RAC Rally event commenced on 8th November 2017 with a number of events being held locally and would leave Leominster on the 10th November 2017.

CE22/17 FRIDAY MARKET

The Market Officer presented his report on the development of the Markets. Following discussion it was **RESOLVED:**

- That the report be noted;
- That efforts continue to attract new traders and support existing traders;
- That the retirement of three existing traders be noted;
- That the issue of waste continues to be monitored and that the Take Away be requested to carry out a litter pick to help address the additional litter created;
- That the increase of stalls at the Farmers Market be welcomed and that the introduction of craft stalls be encouraged;
- That trader insurance options be investigated to establish whether temporary cover can be provided to new and casual market traders;
- That the Victorian Street Market Window Competition be supported again this year.

It was noted that Markets are dropping in popularity although the food traders remain very popular.

The Victorian Street Market preparations were underway. Councillors would once again parade in robes this year. Details of the itinerary would be provided in due course. Queen Victoria would be in attendance with some form of transport.

CE23/17 TOURIST INFORMATION CENTRE

The TIC Manager presented a report on the new Tourist Information Centre. Following discussion it was **RESOLVED:**

- That the report be noted;
- That internal and external signage utilising the new branding be provided at 11 Corn Square;
- That the lack of new volunteers coming forward to volunteer in general be noted and that efforts be made to encourage new volunteers;
- That training for both staff and volunteers to operate in the Tourist Information Centre be developed;
- That the general town mini-guide be produced as soon as possible;
- That congratulations be extended to all those involved in the third Leominster Food Fayre.

CE24/17 COMMITTEE UPDATE REPORT

The Committee update report outlining Committee responsibilities and projects was presented. Following discussion it was **RESOLVED:**

- That the report be noted;

- That involvement in the H-Art initiative be pursued as it had had a positive impact on the town in 2017;
- That issues regarding staffing capacity be noted.

CE25/17 CONFIDENTIAL ITEMS

As certain items were expected to include the consideration of exempt information and the Communications & Events Committee **RESOLVED** that, in accordance with Section 100A(4) of the Local Government Act 1972, the public be excluded during the discussion of the matters referred to in the items listed below, on the grounds that they involve the likely disclosure of exempt information, as defined in the respective paragraph of Part 1 of Schedule 12A of the Act, and the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

(a) Draft Interpretation Plan Report – Committee considered the draft Interpretation Plan Report which had also been shared with the Destination Leominster Group. It was agreed to continue to liaise with various other groups in the town to enable this initiative to come to fruition. Funding would probably be drawn down from the LEADER fund or Heritage Lottery. The following additions were suggested:

- The document to be proof read prior to publication;
- The inclusion of QR codes on all information boards;
- The inclusion of Fair Trade, Walkers are Welcome and Dementia Friendly logos on relevant signage.

(b) TIC Visitor Numbers – The visitor number information was noted. Numbers were down in 2017 but this was due to the move from 1 Corn Square and a lack of external signage. However, those who had visited the new TIC had been complimentary.

CE26/17 DATE OF NEXT MEETING

Committee noted that the next meeting would be held on Monday 12th March 2018 at 19:00hrs in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

There being no other business, the Chair thanked members for their attendance and closed the meeting at 8:43pm.

CHAIR:

DATE: