



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Tuesday 3rd October 2017

To: All Members of the Communications & Events Committee:
Councillors Norman (Chair), A Pendleton (Vice Chair), Bartlett, Davies, Lacey,
Herschy, R Pendleton, Rosser, Rumsey and Thomas.
(Copies to other Councillors for information)

NOTICE OF MEETING

You are hereby summoned to attend a meeting of the **Communications & Events Committee** to be held on **Monday 9th October 2017** commencing at **19:00 hours** in the Council Offices, 11 Corn Square, Leominster HR6 8YP.

Paul Russell
TOWN CLERK

AGENDA

- 1. APOLOGIES FOR ABSENCE**
Schedule 12 of the Local Government Act 1972 requires a record be kept of the members present and that this record form part of the minutes of the meeting. Members who cannot attend a meeting should tender apologies to the Town Clerk as it is usual for the grounds upon which apologies are tendered also to be recorded. Under Section 85(1) of the Local Government Act 1972, members present must decide whether the reason(s) for a member's absence are acceptable.
- 2. DECLARATIONS OF INTEREST**
Under the Localism Act 2011 (sections 26-37 and Schedule 4) and in accordance with the Council's Code of Conduct, members are required to declare any interests which are not currently entered in the member's register of interests or if he/she has not notified the Monitoring Officer of it.
- 3. REQUESTS FOR DISPENSATIONS**
To consider requests for dispensations (must be notified in writing).
- 4. QUESTIONS FROM THE PUBLIC (maximum 15 minutes)**
To receive questions and statements from members of the public as provided for in Standing Orders.
- 5. MINUTES OF PREVIOUS MEETING**
To receive and approve as a correct record the minutes of the Communications & Events Committee meeting held on 12th June 2017.
- 6. CLERK'S REPORT**
To receive the Clerk's Report on matters outstanding that may not appear on the agenda.



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

7. 2017-18 WORK PROGRAMME

Please see the attached Work Programme for 2017/18. A verbal update on progress will be provided at the meeting.

8. FRIDAY MARKET

The Market Officer will present a report on the development of the Markets.

9. TOURIST INFORMATION CENTRE

Please see the attached report from the TIC Manager.

10. COMMITTEE UPDATE REPORT

Please see the attached report for consideration.

11. CONFIDENTIAL ITEMS

Certain items are expected to include the consideration of exempt information and the Communications & Events Committee is, therefore, recommended to resolve "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 – Please see attached. This is currently a work in progress.

(b) TIC Visitor Numbers – Please see the attached information.

12. DATE OF NEXT MEETING

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

LEOMINSTER TOWN COUNCIL

COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Monday 12th June 2017 commencing at 19:00 hours in the Council Offices, 11 Corn Square, Leominster HR6 8YP.

MEMBERS PRESENT: Councillors Bartlett, Lacey, Herschy, Norman, A Pendleton, R Pendleton, Rosser and Thomas.

ALSO PRESENT: Cllr Davies.

OFFICERS PRESENT: Town Clerk, Markets Officer and the TIC Manager.

CE01/17 ELECTION OF CHAIR

Nominations were invited for the position of Chair of the Committee.

Cllr Norman was proposed by Cllr Bartlett and seconded by Cllr A Pendleton. There being no other nominations, Cllr Norman was formally elected Chair of the Communications & Events Committee.

CE02/17 ELECTION OF VICE CHAIR

Nominations were invited for the position of Vice-Chair of the Committee.

Cllr A Pendleton was proposed by Cllr Thomas and seconded by Cllr R Pendleton.

Cllr Rosser was proposed by Cllr Lacey. There was no seconder so the nomination fell.

There being no further nominations, Cllr A Pendleton was formally elected Vice-Chair of the Communications & Events Committee.

CE03/17 APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllr Rumsey.

It was **RESOLVED** to appoint Cllr Davies to serve on the Committee.

CE04/17 DECLARATIONS OF INTEREST

The following Declarations of Interest were made:

- Cllr Thomas: Member of the Leominster Small Business Group

CE05/17 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE06/17 QUESTIONS FROM THE PUBLIC

There were no members of the public present.

CE07/17 MINUTES OF PREVIOUS MEETING

It was noted that as this was the inaugural meeting of the Committee there were no minutes of previous meetings to consider.

CE08/17 CLERK'S REPORT

The Clerk informed Committee that he would like to outline the potential of a Leominster Flag Festival and A north Herefordshire Sheep Trail under the Committee update report Item. This was agreed.

CE09/17 2017-18 WORK PROGRAMME

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

- That the Work Programme be formally adopted and implemented;
- That the Outcome column be renamed Route to Outcomes;
- That a Destination Leominster meeting be arranged as soon as practicable to begin to identify appropriate partners for the various projects to be developed;
- That efforts be made to begin to co-ordinate the various festivals and events being held in Leominster;
- That a budget to enable the Branding project to be delivered be requested from the Finance & general Purposes Committee;
- That a Task & Finish Group to oversee the Branding project be appointed following confirmation of a budget.

A number of possible events were put forward for consideration and these would be included in the review and recommendations to be carried out.

CE10/17 FRIDAY MARKET

The Market Officer presented a 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;
- To continue to promote the opportunity for Charities to use the pavement apron under the Millennium clock;
- To improve access to the TIC on Friday market days;
- To consider ways to roll out recognition of trader loyalty;
- To address the issue of storage for the Town Council's market stalls.

CE11/17 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;
- To welcome the Leominster Area Guide leaflet produced by the Leominster Country Tourism Association;
- To note box office trading figures achieved during the Leominster Festival. The TIC received a 10% commission;

- To support the social media activity especially during Hereford Hour and Marches Hour;
- To replenish TIC stock following the recent move;
- To begin developing a series of leaflets to help support the TIC in providing information including Black & White Buildings in Leominster, a holiday at home event and the utilisation of the Corn Square garden;
- To organise Dementia Friendly training for TIC staff and volunteers.

CE12/17 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 a series of events and markets to be held at 11 Corn Square be developed and a report presented to Committee at its next meeting;
- To give delegated authority to the relevant Officers to experiment with new stock lines, events, exhibitions and merchandising in the TIC;
- To organise the first exhibition in the exhibition space to be held in September 2017. In future years it was suggested that consideration be given to becoming part of H-Art;
- To investigate the possibility of working with the local secondary school to display students work. Cllr Herschy would make initial enquiries;
- To investigate a new TIC and Holiday Flat website and present a report and costing to Committee at its next meeting;
- To note that the completion date for the garden and flat was expected to be 28th July 2017;
- To develop a series of events including a Christmas Festival;
- To appoint an Events Task & Finish Group. Cllrs Herschy, A Pendleton and Thomas were formally appointed;
- To continue to develop a communications policy.

CE13/17 CONFIDENTIAL ITEMS

Committee noted that there were no confidential items to consider.

CE14/17 DATE OF NEXT MEETING

Committee noted that the next meeting would be held on Monday 9th October 2017 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 9:20pm.

CHAIR:

DATE:

12 th June 2017		Report Deadline: 5 th June 2017		
Item	Objective	Officer	Route to Outcomes	
Part 1				
Annual Work Plan Programme	<ul style="list-style-type: none"> To review the draft annual work plan programme To formally adopt the plan 	Clerk/RFO, Office Manager.	<ul style="list-style-type: none"> Amend and agree the draft work programme for 2017 Agree timelines and targets Agree implementation programme 	<ul style="list-style-type: none"> June 17 June 17 June 17
Through interpretation projects, develop and improve access to historical information about the area for visitors to and resident of Leominster.	<ul style="list-style-type: none"> Identification of interpretation options Identification of suitable sites Identification of suitable partners Identification of budget and funding required Development of timeline for implementation 	Clerk/RFO, Office Manager, Events Officer, TIC Manager.	<ul style="list-style-type: none"> Develop an interpretation policy and action plan; Assess whether external expert help and advice should be commissioned; Identify sites that would benefit from interpretation; Identify a range of interpretation formats; Cost proposals Develop designs Commission. 	<ul style="list-style-type: none"> 2020
Review events supported and/or organised by Leominster Town Council including event support provided by the Environmental Team. Review events	<ul style="list-style-type: none"> Review of all events taking place in Leominster Identify opportunities to develop existing events Identify opportunities to develop new events Identification of suitable partners Identification of budget and funding required 	Clerk/RFO, Office Manager, Events Officer, Markets Officer, TIC Manager.	<ul style="list-style-type: none"> Carry out an initial review of all events taking place in Leominster and produce a report for consideration by the Committee; Identify any opportunities to develop existing events; Identify any opportunities to develop new events; 	<ul style="list-style-type: none"> 2019

AGENDA ITEM No: 7

<p>supported and/or organised by Leominster Town Council including event support provided by the Environmental Team.</p>	<ul style="list-style-type: none"> • Development of timeline for implementation 		<ul style="list-style-type: none"> • Cost proposals; • Develop some proposals for Christmas Events, Christmas Lights etc; • Obtain costs; • Commission 	
<p>Continue to develop and plan the various historic trails in the town</p>	<ul style="list-style-type: none"> • Identification of existing trails • Identification of potential trails • Identification of suitable partners • Identification of budget and funding required • Development of timeline for implementation 	<p>Clerk/RFO, Office Manager, Events Officer, TIC Manager.</p>	<ul style="list-style-type: none"> • Initial liaison with Destination Leominster • Review current rails in and around Leominster; • Identify new trail opportunities (children's, heritage, Arkwright); • Develop trail routes and required infrastructure; • Identify potential funding streams through grant funding; • Draw up a list of trails to be delivered; • Review options to develop the trails (in-house, volunteers, contractor); • Obtain costs; • Commission 	<ul style="list-style-type: none"> • 2019
<p>Develop leaflets and a town map highlighting the many historic attractions of Leominster.</p>	<ul style="list-style-type: none"> • Identification of existing provision • Identification of perceived gaps • Identification of additional revenue streams • Identification of suitable partners • Identification of budget and funding 	<p>Clerk/RFO, Office Manager, Events Officer, TIC Manager.</p>	<ul style="list-style-type: none"> • Review current range of leaflets including those printed by all town attractions; • Identify range of leaflets required to help promote 	<ul style="list-style-type: none"> • 2019

AGENDA ITEM No: 7

	<p>required</p> <ul style="list-style-type: none"> • Development of timeline for implementation 		<p>the town of Leominster;</p> <ul style="list-style-type: none"> • Complete the development of the Leominster branding; • Identify potential funding streams through advertising income etc; • Develop content for the leaflets; • Appoint a suitable design company and printer; • Obtain costs; • Commission. 	
<p>Develop market and event opportunities at 11 Corn Square</p>	<ul style="list-style-type: none"> • Assessment of infrastructure required • Provision of infrastructure • Programme of events • Identification of suitable partners • Identification of budget and funding required • Development of timeline for implementation 	<p>Clerk/RFO, Office Manager, Events Officer, Markets Officer, TIC Manager.</p>	<ul style="list-style-type: none"> • Carry out a full review of the opportunities to develop in Corn Square Garden;; • Develop a discussion document to develop market and craft events throughout the year, including Christmas • Develop seasonal Visitor markets (Spring, Summer, Autumn, Winter) • Develop themed markets (Antiques, craft, charity) 	<ul style="list-style-type: none"> • 2019
<p>Continue to develop and invest in the weekly market and the Farmers/Specialist markets held in Corn Square</p>	<ul style="list-style-type: none"> • Understand current situation • Draw up development proposals for a range of markets • Identification of additional traders • Identification of suitable partners • Identification of budget and funding 	<p>Clerk/RFO, Office Manager, Events Officer, Markets Officer</p>	<ul style="list-style-type: none"> • Carry out a full review of the current Friday Market, identify gaps, identify ways to encourage new market traders and put in place an action plan to replace lost 	<ul style="list-style-type: none"> • 2018

	<p>required</p> <ul style="list-style-type: none">• Development of timeline for implementation		<p>traders;</p> <ul style="list-style-type: none">• Develop a discussion document to develop additional markets including the Farmers Market, throughout the year, including Christmas• Review locations;• Develop a series of market and craft events at 11 Corn Square;• Develop seasonal markets (Spring, Summer, Autumn, Winter)	
--	--	--	---	--



Communications & Events Committee

Date: 3rd October 2017

Title: TIC Management Report

Purpose of the Report: To provide Members with an update from the TIC Manager.

Contact Officers: Paul Russell

1. RECOMMENDATION

1.1 That the report be noted.

2. BACKGROUND

2.1 Please see the Manager's Report below.

Tourist Information Centre	The centre is all but finished apart from internal and external branding and signage. There are additional built-in surfaces required for display space that will be completed soon. There have been problems with the automatic door which has caught several people out, but this is being looked at. The outer shattered and needs replacing urgently.	Meeting with branding company due Tuesday the 3 rd Oct. Door repair is imminent.
Tourism Association	Tourism Association leaflet, 'Leominster Country', is being distributed all around the country. 20,000 were printed. The association committee meets three or four times a year. Gill has been invited to the launch of the new Destination Management Plan for Rural Herefordshire, put together by Herefordshire Sustainable Food and Tourism Partnership.	
Box Office	The box office service sells tickets for the Playhouse Cinema and live streams These have included the Royal Opera, the RSC and an exhibition on screen, taking you into Buckingham Palace to view the Queen's collection of Canaletto paintings. Tickets are also sold for the Lion Ballroom which runs a series of classical music recitals, Hampton Court and Burton Court also had some outdoor performances during the summer.	

Staffing	Our oldest volunteer is, sadly, very ill, and two are planning to move to pastures new. However one new lady has been recruited recently.	The TIC can run with one volunteer on duty with one paid member of staff, however two per shift is preferable.
Purchasing	New ideas for sales are being explored. There is now a selection of old-fashioned family board games. Local crafts are displayed in the window spaces, and a variety of local foodstuffs is available including cooking oils, chocolate, juices and popcorn. There are several local calendars in, which are already selling well. There are organic sheepskin rugs sourced from a person in Ross on Wye who pioneered a chemical free method of preparing skins. A large range of sheepskin products has been ordered, including hats, mittens and slippers. These should be arriving shortly. Stands have been built for plant-sales outside.	
Visitor numbers	Please see attached sheet.	
Leominster in Bloom	The team were delighted to win the gold award this year. Judges comments have been widely posted on social media and the local press. Next year's plans are based on the centenary of WW1 and will revive interest in the Verdun Oak and the surroundings by the war memorial.	
Leaflets	Now that the branding has been approved, once all the signage has been planned, new leaflets can be started. A general town mini-guide will be a priority.	
Food Fayre	The third Leominster Food Fayre was a huge success. Changing the venue to Corn Square and the Secret Garden made everything much easier to manage than having part of it in Broad Street. Over 1,650 people were counted through the TIC doors that day, most of them commented on how nice the new TIC looked.	



Communications & Events Committee

Date: 3rd October 2017

Title: Committee Update Report

Purpose of the Report: To provide Members with an update relating to the Committee, identify items for consideration and further actions/decisions required.

Contact Officers: Paul Russell

1. RECOMMENDATION

1.1 That the report be noted;

2. BACKGROUND

2.1 Leominster Town Council formally set up the Communications and Events Committee at its annual meeting held on 15th May 2017.

2.2 Its main responsibilities are as follows. These are included in the Terms of Reference and are not exhaustive:

- Markets and Fairs, including the use of Corn Square;
- The Tourist Information Centre;
- Promotion and management of 11 Corn Square including the holiday flat let;
- Local Events supported by Leominster Town Council.

2.3 An Annual Works programme has been developed to help develop the projects identified by Council in its Corporate Strategy.

2.4 This report provides background information to Committee on all projects, updates members on progress to date and identifies any further actions required.

3. MARKETS & FAIRS

3.1 A full report will be presented by the Market Manager at the meeting.

3.2 The two Corporate objectives under this heading are:

- Develop markets and events at 11 Corn Square;
- Continue to develop and invest in the Friday Market and specialist markets held on the Corn Square car park.

- 3.3 Work to review potential opportunities for markets and events to be held in Corn Square Garden in 2018/19 has commenced. The following events are currently being considered:
- Christmas Lights Switch On – 25th November 2017 (Christmas Jubilee Committee)
 - Narnia Christmas – 9th December 2017 at 11 Corn Square;
 - Exhibitions in the exhibition space throughout 2018;
 - H-Art involvement in 2018;
 - Fund raising coffee mornings at 11 Corn Square;
 - Plant Fairs at 11 Corn Square;
 - Craft and Antique markets to the rear of Corn Square;
 - Drama events, 11 Corn Square;
 - Armed Forces Day in Leominster – June 2018;
 - Leominster Food Fayre – September 2018
 - Christmas Events including the Christmas Lights Switch On in November and December 2018.
- 3.4 Work has also commenced to review the Friday Market, the Farmers Market and existing specialist markets held on the Corn Square car park. This review is at its very early stages and a business plan will be developed for investment into the Market in 2018.
- 4. TOURIST INFORMATION CENTRE**
- 4.1 The TIC commenced trading on 2nd May 2017 from its new premises. The TIC Manager's report will have been considered under agenda item 9.
- 4.2 The following actions have been taken since the last meeting:
- The layout of the TIC has been reviewed and continues to be changed to display additional merchandise;
 - Additional lighting has been fitted to better enhance the displays;
 - The stock lines have been reviewed and new merchandise sourced;
 - A premises licence has been applied for and the outcome is currently awaited;
 - Additional stock lines will include local beer, cider and spirits if a licence is granted. The majority of sales will be off-sales but there will be the occasional on sales during events;
 - A small outdoor plant sales area has been created;
- 4.3 Work still to be undertaken includes:
- A review the TIC website and costings to invest in a new modern site;
 - The development of TIC event days especially for children.
- 4.4 An open day is currently being considered which will help further promote the TIC.
- 4.5 A programme for the exhibition space has not yet been developed.

5. HOLIDAY LET

- 5.1 This project has now been halted until additional funding to complete the works, including the completion of all the works relating to the fire regulation requirements.
- 5.2 A further update will be provided at the meeting.

6. LOCAL EVENTS

- 6.1 The Christmas Lights Switch On event will be held from 4pm to 9pm on Saturday 25th November 2017. This will be the last event organised by the Christmas Jubilee Committee. It is expected that the 2018 event will need to be organised by the Town Council.
- 6.2 The Food Festival took place on 2nd September 2017 and was very successful. The 2018 event will take place on 1st September 2018.
- 6.3 The Small Business Saturday will take place on 2nd December 2017.
- 6.4 The Victorian Street Market will take place a week later on 9th December 2017.
- 6.5 The Christmas Narnia Festival is currently being developed. To date the following items have been completed:
- Reindeer have been secured for the 2017 event;
 - A wardrobe has been purchased (£25) and will be in place for the 9th December;
 - Santa's Grotto will be in a medieval tent in the garden. A tent has been secured;
 - Christmas trees are currently being sourced;
 - A snow machine has been purchased.
- 6.6 Costumes and themed characters are being developed and a further verbal report will be presented at the meeting..

7. COMMUNICATIONS

- 7.1 A proactive communications strategy is being implemented by the TIC staff to ensure that what is happening in Leominster is properly communicated.
- 7.2 The Leominster Country branding is nearing completion and signage is being developed for the TIC. In addition a suite of leaflets will start to be developed. These will include:
- The Black & White trail;
 - A Town Map;
 - A What's On leaflet for 2018.
- 7.3 Final design options for the logo will be presented for sign off.