



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

Monday 5<sup>th</sup> June 2017

To: All Members of the Communications & Events Committee:  
Councillors Bartlett, Lacey, Herschy, Norman, A Pendleton, 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 12<sup>th</sup> June 2017** commencing at **19:00 hours** in the Council Offices, 11 Corn Square, Leominster HR6 8YP.

Paul Russell  
TOWN CLERK

### AGENDA

1. **ELECTION OF CHAIR**
2. **ELECTION OF VICE CHAIR**
3. **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.
4. **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.
5. **REQUESTS FOR DISPENSATIONS**  
To consider requests for dispensations (must be notified in writing).
6. **QUESTIONS FROM THE PUBLIC (maximum 15 minutes)**  
To receive questions and statements from members of the public as provided for in Standing Orders.



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

**7. MINUTES OF PREVIOUS MEETING**

To note that this is the first meeting of the Committee

**8. CLERK'S REPORT**

To receive the Clerk's Report on matters outstanding that may not appear on the agenda.

**9. 2017-18 WORK PROGRAMME**

Please see the attached Work Programme for 2017/18 in line with the recently adopted Corporate Strategy and the update report outlining the development of items identified within the Corporate Strategy.

**10. FRIDAY MARKET**

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

**11. TOURIST INFORMATION CENTRE**

A verbal report will be provided on the new TIC.

**12. COMMITTEE UPDATE REPORT**

Please see the attached report for consideration.

**13. 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".

**At the time of publication of the agenda there were no confidential items for consideration.**

**14. DATE OF NEXT MEETING**

The next meeting will be held on Monday 9<sup>th</sup> October 2017 at 19:00hrs in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

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

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

**AGENDA ITEM No: 9**

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

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

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**Date:** 5<sup>th</sup> June 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

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### 1. RECOMMENDATION

1.1 That the report be noted;

1.2 That the works proposed in sections 3, 4, 5, 6 and 7 be considered, agreed and implemented as outlined.

### 2. BACKGROUND

2.1 Leominster Town Council formally set up the Communications and Events Committee at its annual meeting held on 15<sup>th</sup> 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 The 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 Initial work to be undertaken is as follows:

- Carry out a full review of potential opportunities for markets and events to be held in Corn Square Garden;
- Present initial proposals to Committee at its meeting on 9<sup>th</sup> October 2017;
- Carry out a full review of the Friday Market, the Farmers Market and existing specialist markets held on Corn Square car park;
- Present initial proposals to Committee at its meeting on 9<sup>th</sup> October 2017.

3.4 The above reports will outline a proposed way forward to develop the potential of both venues in 2018.

#### **4. TOURIST INFORMATION CENTRE**

4.1 The TIC commenced trading on 2<sup>nd</sup> May 2017 from its new premises. The lease on 1 Corn Square was extinguished on Saturday 29<sup>th</sup> April 2017.

4.2 As Members will be aware building works continue within 11 Corn Square so the TIC layout and merchandising has not yet been finalised. This is a work in progress and regular update reports will be provided.

4.3 There are no specific Corporate objectives for the TIC retail unit. However, the following KPI's have been identified for the Committee's responsibilities:

C&E	Economic Regeneration	ER1 – Number of events held annually
C&E		ER2 – Number of regular market traders per week
C&E		ER3 – Average number of casual market traders per week
C&E	Communication	C1 – Annual visits to the website
C&E		C2 – Facebook Posts
C&E		C3 – Twitter Posts
C&E		C4 – Leominster News articles
C&E	TIC	TC1 – Number of volunteer hours per annum helping to deliver the TIC service.
C&E		TC2 – Number of visits per annum to the TIC
C&E		TC3 – Number of holiday flat bookings per annum
C&E		TC4 – Percentage of income against total income of holiday flat
C&E		TC5 – Percentage income against total income of the new TIC centre
C&E		TC6 – Number of lettings per annum of the Exhibition Area
C&E		TC7 – Percentage of income against total income of Exhibition Area



- 4.4 Initial work to be undertaken is as follows:
- Review the layout of the TIC;
  - Develop themed zones for displays;
  - Review current stock lines;
  - Identify additional stock lines including local beer, cider and spirits;
  - Apply for an off licence;
  - Develop small outdoor plant sale area;
  - Review the TIC website and obtain costs to invest in a new modern site;
  - Develop TIC event days especially for children (Easter egg hunt in the garden, craft fairs etc.)
  - Present initial proposals and an update on new product line trials to Committee at its meeting on 9<sup>th</sup> October 2017.
- 4.5 It is requested that Committee agrees to allow the Town Clerk, the TIC Manager, the Events Officer and the Office Manager the opportunity to try out new lines and assess how well these are received. Once again, regular updates will be provided to Members.
- 4.6 With regard to the gallery space the initial exhibition timetable is proposed:
- Opening Art Exhibition in September 2017 (this to coincide with the official opening/open day of 11 Corn Square – date to be agreed);
  - Utilise the space in November and December for Christmas present lines;
  - Utilise the space in January and February 2018 for any surplus stock/sale items;
  - Regular art and craft exhibitions from March through to October 2018.
- 4.7 It should be noted that local artists will be identified and invited to exhibit. Agreements on commission and other matters will be negotiated with each individual artist.
- 4.8 The space could also be used for children's events especially during the school holidays and some initial experiments will be conducted in August 2017.
- 5. HOLIDAY LET**
- 5.1 The issues with fire protection and building regulations has now been completed and work has commenced in the holiday flat week commencing 5<sup>th</sup> June 2017. Completion of the flat is expected to be achieved by 28<sup>th</sup> July 2017.
- 5.2 Work will also be completed in the garden by that date. It will then provide an opportunity to set up the garden as a flexible space which will provide the opportunity to hold events and be used as a quiet relaxing space.
- 5.3 The holiday flat will require a separate website and leaflet. It will also require a charging policy to be adopted and it will need to be furnished prior to letting.
- 5.4 Costs will be obtained for a website and the first series of leaflets.

- 5.5 It is suggested that an initial guide price of £65 per night be agreed. This will fluctuate depending on season and demand. Initially special offers will be developed to encourage initial users of the flat. Each hiring will be consulted to establish how they found the flat, any improvements we could make and other useful information.
- 5.6 Further updates on works and confirmation of completion will be provided when available.

## **6. LOCAL EVENTS**

- 6.1 The Leominster Festival runs from 2<sup>nd</sup> to 10<sup>th</sup> June 2017. The Town Council is involved in supporting the window competition and is holding a public consultation at the Family Fun Day being held on Saturday 10<sup>th</sup> June 2017.
- 6.2 The Food Festival is scheduled to take place on 2<sup>nd</sup> September 2017 and this is currently being reviewed and organised. The review includes areas to be utilised.
- 6.3 The Small Business Saturday will take place on 2<sup>nd</sup> December 2017 and this will coincide with the Christmas Lights Switch On and the church service.
- 6.4 The Victorian Street Market will take place a week later on 9<sup>th</sup> December 2017.
- 6.5 Initial ideas for a Christmas Festival are being considered and it is requested that a small Task & Finish Group be set up to help develop this idea, assess whether it is practical to deliver and the potential costs. Initially the following ideas are being discussed:
- Create a secret garden and Santa's Grotto in the garden/exhibition space at 11 Corn Square;
  - Consider having Santa in situ on Friday 9<sup>th</sup> and Saturday 10<sup>th</sup> December giving out presents and whether a charge should be made;
  - Look into the option of accommodating Santa's Reindeer for one of the days;
  - Develop a Christmas Market in Corn Square Garden for a period of time;
  - Consider other attractions such as an ice rink being provided in future years;
  - Investigate links with local shops and businesses to try to ensure that traders benefit from such an event.
- 6.6 Further events need to be recorded and promoted. A list of annual events is currently being drawn up.

## **7. COMMUNICATIONS**

- 7.1 The Council is developing a more proactive communications strategy to ensure that the activities of the Council and what is happening in Leominster is properly communicated.

- 7.2 The first element of the communications strategy will be to develop a portfolio of leaflets promoting various aspects of Leominster. These will use the final branding for Leominster and be as widely distributed as possible.
- 7.3 The second element of the communications strategy is to improve the TIC website and include a specific What's On page where details of events, including the Friday market, can be downloaded. A Calendar of Events leaflet is also proposed but this would need to be completed by September in time for publication and availability in January 2018.
- 7.4 The third element of the communications strategy will be press releases, Leominster News and liaison with the media to promote Leominster.
- 7.5 The final element will be social media. A report will be presented to Committee as soon as it has been drafted about the potential of Facebook, Twitter and other social media along with the various downsides. Policies will need to be developed and safeguards put in place but the use of social media will be inevitable within the next year.
- 7.6 The Town Council may have a number of accounts to promote various elements. There are already accounts in place for the TIC and the Food Festival. These need to be formalised and developed further.

## **8. CONCLUSION**

- 8.1 There is a great deal of work to do to develop a more proactive communications and events strategy. Funding will be required and capacity identified within the staffing structure.
- 8.2 A Task & Finish Group to begin to develop the Christmas Event will ensure Councillor involvement in new projects and provide additional capacity and ideas.
- 8.3 The use of Corn Square Garden and the exhibition area will provide additional attractions and hopefully increase footfall into the TIC.
- 8.4 The structure of Committee meetings will be developed to ensure that projects being developed are fully reported and if additional meetings are required then these can be arranged.