



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

Tuesday 9<sup>th</sup> March 2021

To: All Members of the Communications & Events Committee:  
Councillors Rumsey (Chair), Murdoch (Vice Chair), Smith-Winnard, Sutcliffe  
and Thomas.  
(Copies to other Councillors for information)

### NOTICE OF MEETING

In accordance with the Local Authorities (Coronavirus) (Flexibility of Local Authority Meetings) (England) Regulations 2020, you are hereby summoned to attend a meeting of the **Communications & Events Committee** to be held on **Tuesday 16<sup>th</sup> March 2021** commencing at **11:30am** remotely via Zoom.

**Meeting ID:** 864 4900 4171

Press and public are cordially invited to attend. Those wishing to join the meeting should contact the clerk on [townclerk@leominstertowncouncil.gov.uk](mailto:townclerk@leominstertowncouncil.gov.uk) in advance for the meeting password.

***Julie Debbage***

Julie Debbage  
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 Tuesday 12th January 2021.
- 6. CLERK'S REPORT**  
To receive the Clerk's Report on matters outstanding that may not appear on the agenda.
- 7. MARKET OFFICER'S REPORT**  
To receive the attached report from the Market Officer.
- 8. TOURIST INFORMATION CENTRE**  
To receive the attached report from the TIC Manager.
- 9. COMMUNICATIONS & EVENTS UPDATE**  
To receive the attached report from the Town Clerk.
- 10. DATE OF NEXT MEETING**  
The next meeting of the Committee will be held on Tuesday 11<sup>th</sup> May 2021 at 11:30am, either remotely via Zoom or in the Council Chamber, 11 Corn Square, Leominster HR6 8YP depending on the central government social distancing restrictions being lifted.

# LEOMINSTER TOWN COUNCIL

## COMMUNICATIONS & EVENTS COMMITTEE

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### MINUTES

Minutes of the Communications & Events Committee meeting held on Tuesday 12<sup>th</sup> January 2021 commencing at 11:30am remotely via Zoom.

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**MEMBERS PRESENT:** Councillors Rumsey (Chair), Murdoch (Vice-Chair), Smith-Winnard, Sutcliffe and Thomas.

**OFFICERS PRESENT:** Town Clerk, Market Officer, TIC Manager, Democratic Services Officer.

**CE41/20 APOLOGIES FOR ABSENCE**

No apologies for absence were received.

**CE42/20 DECLARATIONS OF INTEREST**

Cllr. Smith-Winnard – Leominster in Bloom  
Cllr. Sutcliffe – Farmer’s Market

**CE43/20 REQUESTS FOR DISPENSATIONS**

No requests for dispensations had been received.

**CE44/20 QUESTIONS FROM THE PUBLIC**

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

**CE45/20 MINUTES OF PREVIOUS MEETING**

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 17<sup>th</sup> November 2020 be agreed and signed as a correct record when the social distancing restrictions are lifted by central government.

**CE46/20 CLERK’S REPORT**

The Clerk had nothing to report.

**CE47/20 MARKET OFFICER’S REPORT**

The Market Officer presented a report updating Committee on the Leominster markets. Following discussion, it was **RESOLVED**

- To note the report;
- To note that attendance at the Farmer’s Market had improved as a result of the new layout (originally changed to allow for social distancing) and new enquiries for stalls were being received.
- To note that only stalls selling essential items will be trading at the Friday Market and the Farmer’s Market.
- To note that if the February Farmer’s Market goes ahead, it will be publicised in the Leominster News and on social media.

## **CE48/20 TOURIST INFORMATION CENTRE**

The Centre report was presented by the TIC Manager, Mrs Gill Ding. Following discussion, it was **RESOLVED:**

- To note the report;
- To note that bookings for the Servant's Quarters for the month of February have now been cancelled due to the national lockdown that is currently in place.
- To note that the annual Tourist Information Centre stocktake had now been completed.
- That a letter of thanks be sent from the Mayor and Deputy Mayor to the staff for managing to continue working to provide services to the town under difficult circumstances in compliance with government guidelines during the third national lockdown.

## **CE49/20 COMMUNICATIONS & EVENTS UPDATE REPORT**

Committee considered the update report from the Town Clerk and, following discussion, **RESOLVED:**

- To note the report;
- To note the following verbal updates;

### Signage Project

- Visitor Information signs were received on 04/12/20 and the Foreman will be installing the majority of those in the coming weeks.
- Final print files for the Heritage Interpretation boards were submitted to Leander Architectural on 25/11/20 and I am now waiting on a confirmed delivery date from the manufacturing team.
- The faculty permission process for the signage to be erected in the Priory grounds was completed on 18/11/20 and we are currently waiting for legal licences to be issued by the registrar.
- The grant report and claim form was submitted to the Herefordshire Council LEADER Team on 30/11/20, however funds cannot be issued until all signs have been installed and photographic evidence is supplied.

### HSHAZ Cultural Consortium

- Dawn Turner has been appointed as the Herefordshire Council Project Officer for the Leominster HAZ Scheme, with a start date of 04/01/21. Now that the Project Officer is in place, work can progress on individual scheme projects.
- The HAZ Steering Group had an initial meeting on 01/12/20, which was very positive. Sub-groups are being established to focus on each of the key project areas of the scheme.
- We are still in need of a community business representative for the Steering Group, so any recommendations would be gratefully received.
- The submission date for the funding application for the HAZ Cultural Programme has been extended to 20/01/21. The LTC Projects Officer is currently working with other Cultural Consortium members to complete and finalise the application.

- To note the list of scheduled events that will have a road closure organised at a later date as a result of the COVID-19 pandemic.
- To note that an example of the new empty website was shown and that staff had been trained to administrate the website but that further accessibility training would be required to ensure that the site is a WCAG 2.1 Compliant website.

#### **CE 50/20 DATE OF NEXT MEETING**

Committee noted that the next Communication and Events meeting would be held on Tuesday 16<sup>th</sup> March 2021 at 11:30am either remotely via Zoom or in the Council Chamber, 11 Corn Square, Leominster HR6 8YP depending on the social distancing restrictions being lifted by central government.

There being no other business, the Chair thanked members for their attendance and closed the meeting at 12:07pm.

**CHAIR:**

**DATE:**

## Friday Markets

Date	Regular	Casual	Charity	£
15/1/21*	5			£72.00
22/1/21*	5			£72.00
29/1/21*	5			£72.00
5/2/21*	5			£72.00
12/2/21*	5			£72.00
19/2/21*	3			£38.00
26/2/21*	4			£56.00
5/3/21*	6			<u>£91.00</u>
				<b>£545.00</b>

Note to above \* indicates reduced rent charged on that day.

The Friday Market has complied with the new lock down regulations with only essential traders on site. Footfall initially dramatically decreased but has picked up over the last 2 weeks. It is hoped that all other traders can return to the Market on 16<sup>th</sup> April. This of course depending on HM Government announcements. The Market Officer will be talking to returning traders over the next couple of weeks. Trader numbers have also been down due to illness and vehicle breakdown. The pet supplies trader, will unfortunately be absent for some time as he has recently had an operation on his arm. It is hoped that in late April entertainment for queuing shoppers will return!

## Farmer's Market

The farmers Market on 13/2/21 was well received and slow but steady trading took place. The Market Officer attended and spoke to a number of Market goers who were very happy that the event was taking place again. It is hoped that the planned monthly markets will now continue as usual.

## TIC Manager's Report MARCH 2021

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
<b>Staff</b>	<p>Staff have been working from home preparing the new Town Council website, liaising with Visitherefordshire and keeping in touch with volunteers throughout the pandemic. There has been plenty of activity on social media, particularly on Hereford Hour on Twitter each Monday.</p> <p>Members of staff did have to come in for a few days to do a stock-take which was done following careful COVID guidelines.</p> <p>Since the announcement from government permitting non-essential shops to re-open on the 12th April, staff have been in to check expiry dates on food stuffs. Locally produced biscuits that would have gone past their date by April, have been sent to the Leominster Food Bank along with a few soft drinks.</p> <p>Various training opportunities have arisen that have been taken up during lockdown.</p>	
<b>Tourism Development</b>	<p>Visitherefordshire has been extremely active since receiving their new funding. There has been a great deal of contact from them with the TIC staff, asking for information, contacts and photo opportunities etc. There was a 'soft launch' of their new website on the 1<sup>st</sup> May, but it will be under constant review and development. They have had some excellent coverage in the national press.</p> <p>There has been discussion about the re-print of the Black and White Village trail leaflet and plans to produce an app or something similar for it. It has been suggested that there might be a suitable means of accessing the information from the internet rather than an app.</p>	Further discussion to be had with Orphans Press about this.
<b>Leominster in Bloom</b>	<p>Leominster in Bloom will go ahead this year, although the regional judging will be 'virtual' and with certain limitations.</p> <p>As well as the floral displays, the intention is to do a display in the Buttercross, but to ensure it is safe it will largely be above head height and out of reach to discourage crowding. The theme will be 'Wish You Were Here', the Great British 'Staycation'. This will include sea-side style bunting and images of donkey rides, sandcastles and ice-cream stands etc.</p>	The national 'In Your Neighbourhood' competition will also still go ahead. So LIB will be in touch with groups that wish to take part.

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
	There will also be a local holiday theme in the Morris Mews passageway. There will be a Front Garden Competition organised locally.	
<b>Servants Quarters</b>	Since the government's announcement there have been three bookings from the 12 <sup>th</sup> April. Two were for people who had tried to come before lockdown, and one new one came through the Air B&B booking site. These are being accepted on condition that the situation stays the same.	
<b>Other news</b>	<p>Dates for events have been coming in with the lifting of restrictions, see table at end. More will be added as they come in.</p> <p>There has been contact from one or two of the artists previously booked and then cancelled in the Old Stable Gallery. Hopefully they can all be accommodated at some point and the exhibitions will bring people in.</p> <p>People are also contacting the TIC about getting the green waste bags again, however they are being put off until April 12<sup>th</sup> when the TIC re-opens.</p> <p>Zoom meetings have been attended to discuss the following: Herefordshire LEP funding. Up-dates on Leominster HAZ. Regular Visitherefordshire up-dates. Herefordshirechurches Tourism group. Regular planning meetings Leominster in Bloom.</p>	

<b>Date</b>	<b>Event</b>	<b>Contact</b>
22 <sup>nd</sup> April	Earth Day (International ) Leominster in Bloom to do a 'Clean-Up' in town.	tbc
22 <sup>nd</sup> May	Leominster in Bloom Spring Plant and Craft Fair	07504724983
3 <sup>rd</sup> June – 6 <sup>th</sup>	Leominster Festival: Family Fun Day Sat 5 <sup>th</sup> Secret Garden Birmingham Philharmonic Sun 6 <sup>th</sup>	tbc
4 <sup>th</sup> Sept	Leominster Food Fayre	07730351929
18 <sup>th</sup> Sept	Leominster in Bloom Autumn Plant and Craft Fair	07504724983
12 <sup>th</sup> Dec	Victorian Street Market	01568 616460



## **Communications & Events Committee**

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<b>Date:</b>	<b>9<sup>th</sup>March 2021</b>
<b>Title:</b>	<b>Communications &amp; Events Update Report</b>
<b>Purpose of the Report:</b>	<b>To provide Members with an update relating to the communications and events projects currently being developed</b>
<b>Contact Officers:</b>	<b>Julie Debbage</b>

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### **1. RECOMMENDATION**

- 1.1 That the report be noted.**
- 1.2 To agree a date for the Annual Town Meeting in April.**
- 1.3 To agree a date for Mayor Making either virtually or later in the year.**
- 1.4 To agree a date for the Annual Town Council Meeting.**

### **2. BACKGROUND**

- 2.1 The Committee's main responsibilities are as follows. These are included in the Terms of Reference and are not exhaustive:
  - Markets and Fairs;
  - The Tourist Information Centre;
  - Council events;
  - Council communication;
  - Local Events supported by Leominster Town Council.
- 2.2 This report provides background information to Committee on progress events and communications projects and initiatives currently being developed, and identifies actions required.

### **3. MARKETS**

- 3.1 The following road closures are in place for the 2021 Farmers Markets and other market related events. Roads that can be closed are Corn Square, Corn Street and Victoria Street.

#### Corn Square, Corn St, Victoria Street – Farmers Markets

- March 2021 – 13<sup>th</sup>
- April 2021 - 10<sup>th</sup>
- May 2021 – 8<sup>th</sup>
- June 2021 – 12<sup>th</sup>
- July 2021 – 10<sup>th</sup>
- August 2021 – 14<sup>th</sup>
- September 2021 – 11<sup>th</sup>
- October 2021 - 9<sup>th</sup>,

- November 2021 – 13<sup>th</sup>
- December 2021 – 11<sup>th</sup>

#### 4. COMMITTEE MATTERS

##### 4.1 ***Annual Town Meeting 2021 and Annual Report***

To discuss a date for the Annual Town Meeting, and to set a date to discuss the Annual report with the Mayor.

##### 4.2 ***Mayor Making 2021***

To discuss the options for Mayor Making 2021.

##### 4.3 ***May Fair 2021***

To consider a communication from Herefordshire Council regarding this event for 2021.

##### 4.4 ***Signage***

A verbal update will be provided by the Projects & Grants Officer at the meeting.

##### 4.5 ***HSHAZ Cultural Consortium***

A verbal update will be provided by the Projects & Grants Officer at the meeting.

##### 4.6 ***Servant's Quarters Holiday Let/Stable Gallery***

We are beginning to receive bookings for the Servant's Quarters for after 12th April 2021 when the restrictions imposed by central government are lifted. Bookings for the Stable Gallery are being rearranged and it is anticipated that a new exhibition will begin in April 2021.

##### 4.7 ***Covid-19 response***

The COVID-19 Response will be scaled down from 12<sup>th</sup> April 2021 and will be communicated out through various partner support organisations. Leominster Town Council staff will still be able to help with requests but this will be during office hours only, 9am – 1pm, Monday to Friday.

#### 5. EVENTS UPDATE

##### **Scheduled events**

###### Corn Square

- May 2021 – 22<sup>nd</sup> **Leominster in Bloom Plant Fair** – road closure in place but may be moved to The Grange depending on the amount of stall holders and the requirement for attendees to be able to social distance
- June 2021 – 5<sup>th</sup> **Leominster Festival Event** – road closure TBC- **this may be subject to change**
- July 2021 – 17<sup>th</sup>, 24<sup>th</sup> **Heritage Action Zone Events** – road closure TBC
- Sept 2021 – 4<sup>th</sup>, 18<sup>th</sup> **Leominster Food Fayre & Leominster In Bloom Plant Fair** – road closure in place

- Nov 2021 - 27<sup>th</sup> – **Light Switch On Event** – road closure TBC
- Dec 2021 – 21<sup>st</sup> – **Christmas Market** – road closure in place

#### Broad Street

- June 2021–4<sup>th</sup> from 3pm-11pm – Big Quiz Leominster Festival – road closure TBC – **this may be subject to change**
- November 2021–14<sup>th</sup>, 29<sup>th</sup> **Remembrance Parade** and **RAC Rally** finish – road closure TBC
- December 2021–10<sup>th</sup>(from 6pm),11<sup>th</sup> **Victorian Market**–Road Closure

#### Pinsley Road - Church St end

- November 2021–14<sup>th</sup> **Remembrance Parade**–Road Closure TBC

## 6. COMMUNICATIONS

### ***Leominster News***

6.1 The Town Council continues to submit a monthly column to Leominster. The submission date for editorial is normally around the 19<sup>th</sup> of each month.

### 6.2 ***Town Council Website***

The new Town Council website has now gone live, there are still items to add but a weekly meeting is being organised for staff who contribute to the website, to ensure that it will be updated regularly.