



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Wednesday 12th May 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

You are hereby summoned to attend a meeting of the **Communications & Events Committee** to be held on **Tuesday 18th May 2021** commencing at **11:30am** in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

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 16th March 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 13th July 2021 at 11:30am 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 Tuesday 16th March 2021 commencing at 11:30am remotely via Zoom.

MEMBERS PRESENT: Councillors Rumsey (Chair), Murdoch (Vice-Chair), Smith-Winnard (11:37), Sutcliffe and Thomas.

OFFICERS PRESENT: Town Clerk, Market Officer, TIC Manager, Democratic Services Officer, Projects & Grants Officer.

CE51/20 APOLOGIES FOR ABSENCE

An apology was received from Cllr. Smith-Winnard in advance of the meeting as she had a prior appointment that could over run.

CE52/20 DECLARATIONS OF INTEREST

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

CE53/20 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE54/20 QUESTIONS FROM THE PUBLIC

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

CE55/20 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 12th January 2021 be agreed and signed as a correct record when the social distancing restrictions are lifted by central government.

CE56/20 CLERK’S REPORT

The Clerk reported that she had received a communication from Herefordshire Council Markets and Fairs Department regarding the May Fair 2021 in Leominster.

CE57/20 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 the Farmers Market on 13th March 2021 was well attended and trading was good.
- To note that the Market Manager was looking to recruit more community volunteers to help organise the Victorian Street Market.
- To note that a review of the layout of the market will be undertaken later in the year. Market traders will take the lead on any decisions made in respect of the layout.

CE58/20 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 had begun to be received for the Servant's Quarters when the restrictions begin to be lifted from 12th April 2021.
- To note that volunteers would not return to the Tourist Information Centre when it re-opens on 12th April but will return later in the year when safe to do so.
- To note that the Leominster Food Fayre would go ahead.
- To note that a new line of recycled handbags will be stocked in the Tourist Information Centre.
- To note that local venue, Burton Court, will be putting on performances of plays in the garden.
- To note that rehearsal aerial displays, in respect of the Our Man In The Moon event, will take place in the Secret Garden. The main display will take place in the Grange as part of the Leominster Festival.

The Market Manager and Tourist Information Manager left the meeting at 11:58 hours.

CE59/20 COMMUNICATIONS & EVENTS UPDATE REPORT

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

- To note the report;
- To set the date for the Annual Town Meeting for 7:30pm on 19th April 2021;
- To note that a Mayor Making Event would not be possible in The Priory because of restrictions. An event could be organised for later in the year subject to social distancing regulations being relaxed;
- To set the date for the Annual Town Council meeting at 7:00pm on 24th May 2021;
- To put an order for further road closures together for events from June onwards when more information has been received from event organisers and risk assessments have been completed.
- That, following discussion with Herefordshire Council, the May Fair dates will be put back until later in the year when social distancing measures are relaxed. The Town Council would be happy to support the opening as a Civic event as usual.

The Projects & Grants Officer gave the following verbal update;

Signage Project

- There are only two final signs to be installed – A finger post at Leominster Priory and an interpretation board at the Railway Station.
-

MINUTES (Agenda Item 5)

- The project will be promoted via the town council website and an audio version of each sign will be produced.
- The Projects & Grants Officer would like to acknowledge the volunteers that made the signage project possible.

HSHAZ Cultural Consortium

- The initial feedback from the Cultural Consortium bid has been very good and it is hoped that an offer will be received in the next week.
- A full report will be presented at the Full council meeting on 29th March 2021.

It was proposed by Cllr.Thomas, seconded by Cllr. Rumsey and unanimously **RESOLVED** to formally thank the Projects and Grants Officer, on behalf of the residents of Leominster, for her work on the Signage Project and HSHAZ Cultural Consortium.

CE 60/20 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 11th May 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 12:27 hours.

CHAIR:

DATE:

Friday Markets

Date	Regular	Casual	Charity	£
12/3/21*	6	1		89.00
19/3/21*	6	1		99.00
26/3/21*	5	1		79.00
2/4/21*	5	2		99.00
9/4/21*	3	2		79.00
16/4/21	10	2		249.00
23/4/21	8	2		209.00
30/4/21	7	1		176.00
7/5/21	9	1	1	264.00
				£1,343.00

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

The lifting of some restrictions in early April has seen a marked increase in foot fall on the Market . All traders prior to lock-down have returned. Social distancing has been well observed by customers and any problems with queuing have been dealt with as and when observed.

On May 7th “Me and Him” returned to entertain market goers. This , it is hoped, will continue every other Friday and also on 2nd Saturdays at the Farmers Market.

The current lay out will stay as it is till the end of the summer and layout for the Autumn and Winter will be fully discussed

Tourist Information Centre Manager's Report May 2021

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
Staff	<p>All three paid staff are now back in work. Opening hours are extended back to the usual 9.30 -4.30 every day except Sunday.</p> <p>One or two volunteers are being asked to come in on an ad hoc basis.</p>	
Tourism Development	<p>20,000 Black and White trail leaflets have been produced. 10 advertisers paid to cover the cost of the production. 10,000 have been collected for distribution throughout the uk, by Glide Media.</p> <p>The membership is currently being invoiced for the annual fee of £25 each which was waived last year due to the pandemic. There are currently about 90 members, so far 10 have paid. It usually takes about three months to get all the payments in. Hopefully this will be less time consuming this year as the can pay by BACS, a facility that wasn't there before.</p> <p>Once the payments are complete invitations will be sent out to potential new members. Currently the website is frozen and cannot be edited until a new replacement has been set up. This will also hold up the production of a new area guide as new members are always needed to replace those that leave. Several local accommodation providers have been in contact as they have taken the opportunity to remain closed permanently after the pandemic.</p> <p>Some of the newer shops in town are keen to get on the website so the sooner this is sorted out the better.</p>	<p>Leominster Country Tourism Group is a separate entity with its own account. Funds are spent exclusively on tourism leaflets and the Leominster Tourism website.</p>
Leominster in Bloom	<p>The winter plants have been removed. Any that could be, were saved for the Plant Fair. The rest was sent to Grange Court for composting.</p> <p>The raised beds at the Old Priory were cleared and filled with compost. The deputy Mayor did an official hand –over to the Meeting Centre and ECHO so they can grow plants and vegetables in them. They will enter as an 'In Your Neighbourhood' group this year.</p> <p>Other IYNs include the Allotments, the BUPA home, Eaton Barn, Grange Court and Arkwright Court.</p> <p>Earth Day was celebrated on the 22nd April. The shops and businesses were invited to display a poster with their 'carbon footprint' on with a pledge to reduce waste, increase recycling and other</p>	<p>(1) Summer planting should start on the 19th May.</p> <p>(2) The crates and pots that the wildflowers came in will be returned to 'Peter and the Bee' who</p>

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
	<p>similar promises. It is hoped that something more could be made of this next year.</p> <p>The Bertie Bargates campaign is going well. The phone box needs a great deal of repair. A local blacksmith and college lecturer has offered to do the work. Fund-raising will be done through a 'just-giving' page and other locally organised events. The neighbours will take on responsibility for the defibrillator instalment inside. Leominster in Bloom's interest lies primarily in improving the look of it, but members will stay with the project to see it through.</p> <p>Wildflowers provided by the Town Council have been planted along the Worcester Road. Others are being planted by the Town Council operatives up around Buckfield estate (see note 2).</p> <p>The Buttercross has been decorated with 'Staycation' themed bunting.</p> <p>Three members met with two representatives from Tenbury who are aiming to start a new group to get Tenbury Blooming. They were wanting tips about getting it off the ground.</p>	<p>provided them.</p>
Servants Quarters	<p>Bookings are coming in well now through Air B&B. One journalist has been booked by Visitherefordshire. He is Norman Miller who writes for 'Reclaim' antiques magazine, he also writes pieces for the Times and Telegraph.</p> <p>The reviews continue to be very complimentary, giving us an excellent rating.</p>	
Other news	<p>The TIC now sells a range of handbags that are made in Leominster and are made largely of recycled materials by a company called NUSHI. These include bags made from inner tubes and the linings are from table cloth off-cuts.</p> <p>There is an artist exhibiting in the gallery. Jane Taylor is displaying some excellent watercolours. Several pictures have sold and she is there two or three times a week painting.</p>	



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COMMUNICATION & EVENTS COMMITTEE

TOURIST INFORMATION CENTRE VISITOR NUMBERS																
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
January	2048	1890	1871	1752	1111	513	1568	1170	1260	1441	1292	1226	1393	1242	1394	0
February	2028	2827	2135	1693	1766	1756	1700	1546	1554	1793	1690	1192	1630	1408	1405	0
March	2508	1961	2378	2308	2415	2994	2434	1604	1878	1996	1872	1997	1826	1913	614	0
April	3452	3353	3091	3047	2779	3352	2249	2037	2635	2952	2179	1956	1923	1735	0	570
May	2902	3822	3402	2859	2839	3376	3015	2871	2872	3203	2911	2485	2208	1863	0	
June	4029	3721	3303	3076	3284	3575	2898	3147	2647	2950	2508	2225	2600	1807	0	
July	4206	3440	3780	3382	3799	3431	3293	3056	3088	2958	3123	1983	2212	2382	558	
August	5365	4556	3915	4008	3987	4498	3283	3585	3872	3116	4378	2542	3038	2204	662	
September	3554	3978	3373	3129	3376	3340	2988	2552	3372	3093	2223	3897	2829	2197	1048	
October	3064	3096	2492	2366	2551	2794	2116	3056	2169	2199	1843	1758	1847	1924	687	
November	2126	2214	1845	1633	1708	2253	1738	1726	1716	1438	1735	1577	2176	1390	78	
December	2169	1977	1849	1480	1368	2007	1411	1368	1736	1266	1695	1894	1897	1089	450	
	37451	36835	33434	30733	30983	33889	28693	27718	28799	28405	27449	24732	25579	21154	6896	



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

AGENDA Item 9

Communications & Events Committee

Date: 12th May 2021

Title: Communications & Events Update Report

Purpose of the Report: To provide Members with an update relating to the communications and events projects currently being developed

Contact Officers: Julie Debbage

1. RECOMMENDATION

- 1.1 That the report be noted.
- 1.2 To make decisions on 4.2, 4.7, 4.8, 4.9a, 4.9b.

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

- June 2021 – 12th
- July 2021 – 10th

- August 2021 – 14th
- September 2021 – 11th
- October 2021 - 9th,
- November 2021 – 13th
- December 2021 – 11th

4. COMMITTEE MATTERS

4.1 ***Annual Town Council Meeting 2021***

Due to a change in the regulations from 7th May 2021, we are no longer allowed to hold virtual council meetings. Committee meetings will be held in person in the Council Chamber at 11 Corn Square but the Full Council will need a larger venue to allow for social distancing. The John Abel room at Grange Court has been booked for the Annual Town Council meeting on 24th May 2021.

4.2 ***Mayor Making 2021***

To discuss the options for a civic Mayor Making event for September 2021.

4.3 ***May Fair 2021***

The May Fair will now be visiting Leominster from 29th - 31st July 2021. A meeting has been held between the organisers, Leominster in Bloom and the town clerk to confirm arrangements regarding moving planters and installing town bunting. The May Fair organisers brought a vehicle into Corn Square on 29th April to honour the Charter and publicise the new date.

4.4 ***HSHAZ/Cultural Consortium***

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

4.5 ***Secret Garden***

The toilets are complete with the exception of hand driers and the accessible toilet and we have bookings for the rental of the garden for Pilates and an enquiry about Tai Chi.

An aerial dance, stilt walking, storytelling workshop is scheduled for 24th May to 5th June 2021 as part of the community project Our Man in the Moone.

4.6 ***Mayors Engagements***

To receive a verbal report from the Mayor regarding events attended.

4.7 ***NHS Carers Day***

To receive information on marking this day on 5th July 2021.

4.8 ***Flag Flying***

To review the designated Union flag flying days' document, new guidelines for flying the Union Flag on government buildings and purchasing other flags.

4.9a ***St John's Day***

To consider the request to support this day by lighting up 11 Corn Square in green on 24th June 2021.

4.9b ***Leominster Festival***

To receive a verbal update on the Leominster Festival from the town clerk.
To consider a civic Festival Service at The Priory Church.

5. EVENTS UPDATE

Scheduled events

Corn Square

- May 2021 – 22nd **Leominster in Bloom Plant Fair** – moved to The Grange to enable attendees to be able to socially distance more easily.
- Sept 2021 – 4th, 18th **Leominster Food Fayre & Leominster In Bloom Plant Fair** – road closure in place
- Nov 2021 - 27th – **Light Switch On Event** – road closure TBC
- Dec 2021 – 21st – **Christmas Market** – road closure in place

Broad Street

- July 2021 – 2nd from 3pm-11pm **Big Quiz Leominster Festival** - road closure required
- November 2021–14th, 29th **Remembrance Parade** – road closure required
- December 2021–10th(from 6pm),11th **Victorian Market**–Road Closure in place

Pinsley Road - Church St end

- November 2021–14th **Remembrance Parade**–Road Closure required

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 19th of each month.

6.2 ***Tourist Information Website***

The Tourist Information Centre website is faulty and they will require a new accessible site. The Tourism Association has offered to contribute towards the cost and quotes/examples are being sought at the moment.