



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Wednesday 6th January 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 12th January 2021** commencing at **11:30am** remotely via Zoom.

Meeting ID: 841 4125 2638

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

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.



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5. MINUTES OF PREVIOUS MEETING

To receive and approve as a correct record the minutes of the Communications & Events Committee meeting held on Tuesday 17th November 2020.

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 16th March 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

COMMUNICATION & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Tuesday 17th November 2020 commencing at 11:30am remotely via Zoom.

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

OFFICERS PRESENT: Town Clerk, Market Officer, TIC Manager, Grants and Projects Officer.

CE31/20 APOLOGIES FOR ABSENCE

No apologies for absence were received.

CE32/20 DECLARATIONS OF INTEREST

Cllr. Smith-Winnard – Leominster in Bloom

Cllr. Sutcliffe – Farmer's Market

CE33/20 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE34/20 QUESTIONS FROM THE PUBLIC

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

CE35/20 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 15th September 2020 be agreed and signed as a correct record when the social distancing restrictions are lifted by central government.

CE36/20 CLERK'S REPORT

The Clerk reported that the Christmas Tree had been installed in Corn Square and that the Christmas Lights had been installed throughout town and have been tested by the contractors.

CE37/20 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 selling plants and flowers is permitted on the market as stated in government guidelines. If 75% of the stall is made up of plants, then 25% of non-essential products are permitted.
 - To note that the market advertising for December 2020 will be improved.
 - To note that the Leominster Festival 2021 will go ahead.
 - To note that the Chair thanked the Market Traders and Market Manager for their hard work to keep the market trading.
- The Market Manager left the meeting at 11.44am.



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CE38/20 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 the Tourist Information Centre Click and Collect is going well.
- To thank Cllr. Sutcliffe for carrying out the juicing of apples, Helen Bowden from Orphans Press for the photography and Lena Dhansjo of Leominster Town Council for the exhibition in the Stable Gallery to promote Apple Week.
- To note that the Holiday Let key safe is now operational avoiding the need to be onsite when visitors arrive.

CE39/20 COMMUNICATIONS & EVENTS UPDATE REPORT

Committee received an update from the Town Clerk.

The Grants and Projects Officer presented a verbal update on the LEADER/ signage project and HSHAZ Cultural Consortium.

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

- To note the update;
- To note that the Signage Project is nearly complete with all but one of the pedestrian signage and all of the Welcome signage installed. The Visitor Information Boards and the Heritage Interpretation Boards have gone to press and the claim for funding will be completed by the end of November 2020.
- To note that organisations contacted regarding the Heritage Web App were The Priory, Leominster Museum, Grange Court and The Forbury. The community groups will have control of this easy to update system and Heritage Groups will be able to post content.
- To note that a Cultural Consortium has been set up to manage a cultural programme over the next three years, that will run alongside the High Street Heritage Action Zone Project. A brainstorming meeting has been attended by the Projects and Grants Officer. The funding application must be in by 11th December 2020.

CE 40/20 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 12th January 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 12:25pm.

CHAIR:

DATE:



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Friday Markets

Date	Regular	Casual	Charity	£
13/11/20*	6	1		£92.00
20/11/20*	6			£72.00
27/11/20*	6	1		£92.00
4/12/20	11			£204.00
11/12/20	11			£274.00
18/12/20	10			£209.00
22/12/20	9	1	1	£229.00
			Total	£1,172.00

Note to above * indicates reduced rent charged on that day.
The Friday Market returned to the new lock down regulations on 6/11/20. Only those trades on the exemption list being present. On 4/12/20 all traders were able to return to the Market. The final Market of the year took place on 22/12/20 with no Market on 1/1/21. With the announcement of a third lock down the Market on 8/1/21 will be only those traders on the exemption list i.e. only essential goods. All traders have been advised of this by text and phone call.

Farmer's Market

The farmers Market on 12/12/20 was a very welcome sight with good turn out and a seasonal atmosphere. In discussions with David Griffiths of the Farmers Market it has been decided that the event on 9/1/21 will not take place and the event on 13/2/21 will be discussed at a later date. The Farmers Market has asked me to pass on grateful thanks for the support and help from Leominster Town Council members and staff over the last twelve months.



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TIC Manager's Report January 2021

Staffing	Staff appraisals have been completed.	
Tourism Development	There has been an approach from Bromyard Tourism to work together with some market towns promotions. However this has been put on hold for the time being.	
Leominster in Bloom	The team put out a call to encourage shops and houses to 'Light up Leominster' and there was a great response. The shop windows looked fantastic and the town twinkled beautifully. The Annual General Meeting had to be done virtually so all officers were appointed with e-mailed votes from the members.	
Servants Quarters	All bookings have had to be cancelled. Despite this we have attained the 'Superhost' status again from Air B&B. This relates to our customer care and how we have handled our customers with the cancellations.	
Other news	Town Council staff worked alongside the TIC staff to create wonderful Narnia windows in the absence of our usual Narnia event. They were very well received and people have made lovely comments to me and on our Facebook pages. Many local children came back time and again to see them as they were changed throughout the month. Numbers for November were very poor only 78, for obvious reasons, however they rallied in December to 450. This was largely due to the calendar sales. 130 were sold of four different local designs. The new local Christmas cards were well received and some were sold but not as many as hoped, as they only arrived quite late due to the earlier closure in the run up to Christmas. However these will be fine to sell again next year. Staff will come in with COVID secure conditions to do the annual stock take. This should take less time than usual as there won't be customers to	A member of staff actually sat on the throne in the window as the Jadis the White Witch one day. This went down very well indeed! She sat quite still and scared people to death as she suddenly moved!



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	serve at the same time and the stock has been run down to prevent dates running out on the perishables.	
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Visitor
Numbers

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
January	2048	1890	1871	1752	1111	513	1568	1170	1260	1441	1292	1226	1393	1242	1394
February	2028	2827	2135	1693	1766	1756	1700	1546	1554	1793	1690	1192	1630	1408	1405
March	2508	1961	2378	2308	2415	2994	2434	1604	1878	1996	1872	1997	1826	1913	614
April	3452	3353	3091	3047	2779	3352	2249	2037	2635	2952	2179	1956	1923	1735	0
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

Communications & Events Committee

Date:	6th January 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.

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

- January 2021 – 9th CANCELLED
- February 2021– 13th
- March 2021 – 13th
- April 2021 - 10th
- May 2021 – 8th
- 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 *Christmas Lights*

The Christmas Light switch on went well and I believe that apart from High Street and Corn Square timers being set longer than anticipated, there were no issues this year. The lights were switched off by the contractors on 5th January 2021 and will be removed at a later date. The council owned lighting that was displayed on 11 Corn Square has been removed and packed away. We have negotiated a reduced rate for the electricity to supply the Christmas lights with the current supplier and this will take immediate effect.

4.2 *Through the Wardrobe Event*

The theme was continued through the magical dressing of the Tourist Information Centre windows during the Christmas period. This was very popular with the children and pictures of the display have been put on social media.

4.3 *The Leominster Festival*

The clerk will attend the meetings of the Leominster Festival Committee.

4.4 *Signage*

A verbal update will be provided at the meeting.

4.5 *HSHAZ Cultural Consortium*

A verbal update will be provided at the meeting.

4.6 *Servant's Quarters Holiday Let*

Bookings for December and the Christmas/New Year Period for Servant's Quarters let were cancelled due to the second lockdown and guests living in higher tiered counties and therefore unable to travel.

4.7 *Covid-19 response*

The COVID-19 Response by the Town Council in association with Leominster COVID-19 SOS group of volunteers and Community Wheels is still operational and will continue throughout the third national lockdown. A rise in calls is anticipated due to people being advised to shield again. Whilst office staff are working from home again, the Environmental Team and Housekeeper are working hard to ensure that our open spaces and public toilets are safe for residents to make use of.

5. EVENTS UPDATE

Scheduled events

Corn Square

- April 2021 – 3rd HAZ Event – road closure TBC
- May 2021 – 22nd Leominster in Bloom Plant Fair – road closure in place
- June 2021 – 5th Leominster Festival Event – road closure TBC
- July 2021 – 17th, 24th Heritage Action Zone Events – road closure TBC
- Sept 2021 – 4th, 18th Food Fayre & Leo 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

- June 2021 – 4th from 3pm-11pm – Big Quiz Leominster Festival – road closure TBC
- November 2021 – 14th, 29th Remembrance Parade and RAC Rally finish – road closure TBC
- December 2021 – 10th (from 6pm), 11th Victorian Market – Road Closure

Pinsley Road - Church St end

- November 2021 – 14th Remembrance – Road Closure TBC
- April 2021 – 10th – Medieval Festival – 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 19th of each month.

6.2 ***Town Council Website***

The new town council website has now been constructed and staff training has been scheduled for 6th January 2021. An example will be presented at the meeting when we hope to have a date for the website going live.