

LEOMINSTER TOWN COUNCIL

COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Tuesday 18th May 2021 commencing at 11:30am in the Council Chamber, 11 Corn Square, Leominster, HR6 8YP.

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

OFFICERS PRESENT: Town Clerk, Market Officer, Projects & Grants Officer.

CE01/21 APOLOGIES FOR ABSENCE

Apologies were received from the Market Manager, Tourist Information Centre Manager and the Democratic Services Officer.

CE02/21 DECLARATIONS OF INTEREST

Cllr. Smith-Winnard – Leominster in Bloom

CE03/21 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE04/21 QUESTIONS FROM THE PUBLIC

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

CE05/21 MINUTES OF PREVIOUS MEETING

It was noted that the date of the next meeting had changed to the 18th May 2021 to comply with the government lifting of regulations allowing local councils to meet virtually.

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 16th March 2021 be agreed and signed as a correct record.

CE06/21 CLERK'S REPORT

The Clerk had nothing to report.

CE07/21 MARKET OFFICER'S REPORT

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

- To note the report;
- To thank 'Me & Him' for providing entertainment at the Friday Market.

CE08/21 TOURIST INFORMATION CENTRE

The Clerk presented a report updating Committee on the Tourist Information Centre. Following discussion, it was **RESOLVED:**

- To note the report.

CE09/21 COMMUNICATIONS & EVENTS UPDATE REPORT

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

- To note the report;
- That the Civic Mayor Making will take place at The Priory Church on 25th September 2021;
- To consider building alternative access to The Grange when looking at The Grange Masterplan;
- To note that the Deputy Mayor attended a handover of flower beds from Leominster In Bloom to ECHO and The Meeting Centre at The Old Priory;
- To purchase an NHS Day flag to fly on 5th July 2021 and a St. Georges Day flag now that dual flag flying is permitted;
- To arrange for 11 Corn Square to be lit in green for St. John Day;
- To attend the Leominster Festival Service, at The Priory Church on 4th July 2021, as a Civic Service.

The Projects & Grants Officer gave the following verbal update:

High Street Heritage Action Zone Scheme (HSHAZ)

Renovation Grants

The Grant Scheme documentation has been legally approved by Herefordshire Council and the scheme is due to be launched in the near future. The following grants will be available as part of the scheme:

- Renovation of shopfronts and frontages – grants of up to 80% of costs
- Restoration of lost features, such as windows, railings and architectural details – grants of up to 80% of costs
- Conversion and repurposing of historic buildings, such as bringing empty space into use for flats, work units or visitor accommodation – grants of up to 50% of costs.

Public Realm & Corn Square

- Estimated date for the start of consultation is currently Sept/Oct 2022.

Heritage Web App

- A brief has been developed for this project and an invitation to tender will be released as soon as the budget has been approved by Herefordshire Council.

Wifi and Footfall Counters

- A brief is currently being developed for this project.
- Wifi uses include:
 - Electronic payment facility for markets and events (secure line)
 - Marketing opportunities through wifi logins (public line – with GDPR consent)
- Potential footfall data includes: number of unique visitors per day, dwell time, footfall flow. Data uses include:
 - Evaluation and monitoring for HSHAZ Scheme projects

- Event planning
- Funding applications
- Guidance for investment in events and initiatives (e.g. free parking days)
- Footfall data to promote uptake of empty shops in the town centre.

Cultural Programme

- With regard to funding for the Leominster Cultural Consortium an embargo is in place until Wed 19th May. After that date a joint press release will be issued by Leominster Festival and Leominster Town Council. A copy will be circulated to Committee members for approval in advance of issue.
- At a Full Council meeting on 29th March 2021, it was agreed in principal that Leominster Town Council would act as the Cultural Consortium's financial body. A task and finish group was nominated to review and approve the funding agreement on behalf of the Town Council. The Projects and Grants Officer will arrange a meeting to review the funding offer documentation, as soon as it is available.

CE 10/21 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 13th July 2021 at 11:30am 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 13:17 hours.

CHAIR:

DATE: