



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Thursday 8th July 2021

To: All Members of the Communications & Events Committee:
Councillors Marsh, Murdoch, Rumsey, 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 13th July 2021** commencing at **11:30am** in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

Julie Debbage

Julie Debbage
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.
- 7. MINUTES OF PREVIOUS MEETING**
To receive and approve as a correct record the minutes of the Communications & Events Committee meeting held on Tuesday 18th May 2021.
- 8. CLERK'S REPORT**
To receive the Clerk's Report on matters outstanding that may not appear on the agenda.
- 9. MARKET OFFICER'S REPORT**
To receive the attached report from the Market Officer.
- 10. TOURIST INFORMATION CENTRE**
To receive the attached report from the TIC Manager.
- 11. COMMUNICATIONS & EVENTS UPDATE**
To receive the attached report from the Town Clerk.
- 12. DATE OF NEXT MEETING**
The next meeting of the Committee will be held on Tuesday 14th September 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 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

MINUTES (Agenda Item 7)

- 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:

Friday Markets

Date	Regular	Casual	Charity	£
14/5/21	11			269.0
21/5/21	8			185.00
28/5/21	11			269.00
4/6/21	8			174.00
11/6/21	10			239.00
18/6/21	10			239.00
25/6/21	11			254.00
2/7/21	10			239.00
				£1,868.00

Trading on the Friday Retail Market has increased and the majority of traders are reporting good figures. The majority of market visitors are following HMG regulations with the occasional reminder needing to be given by both traders and the Market Officer.

The NHS has been present for some weeks now, distributing free covid test kits. Uptake was excellent to begin with but has reduced of late. There is, as yet, no end date to this presence.

Enquiries for pitches are coming in and whenever possible these are accommodated, but lay out prevents this on most occasions.

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.

The Festival Market 2/7/21 was great fun. Many thanks to Mr Mayor, Mr. Bread Weigher, Mr Ale Taster and Mr Fish Taster for joining in with such gusto!

The Farmers Market continues to grow and is proving to be a popular event.

Tourist Information Centre Manager's Report July 2021

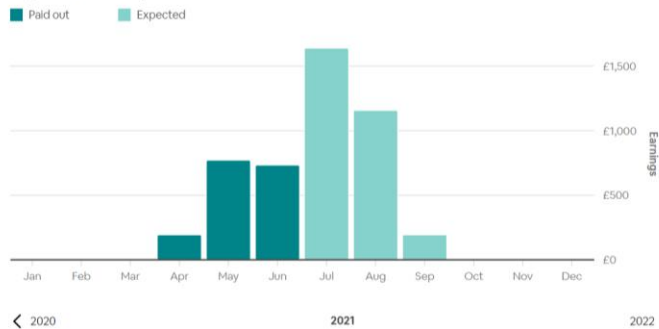
ITEM	REPORT	TO NOTE / ACTION
Staff	Volunteers are gradually being re-introduced. Some are still very nervous about returning to such a public place, but others are keen to get back to it.	
Tourism Development	<p>It is now of paramount importance that the website be re-done. It is stuck with the message that the TIC is closed due to COVID 19. This is a really bad reflection on the TIC and needs to be addressed urgently. It can be done in house and there is funding available in the Tourism Association account. There are businesses on there that are closed and new ones cannot be put on.</p> <p>Fifty tourism businesses have now paid their membership fees and a new publication can begin once it is possible to invite new businesses, but this involves an entry on the website as part of the deal.</p>	The members are offered a place with a hyper-link to their own website on the leominstercountry.com website and an entry on the area guide for £25.
Leominster in Bloom	<p>The team continue to clean and enhance the town. The old benches in West Street and Dishley Street have been painted in 'seaside' colours and many of the shops have joined in the 'Wish you were here, Staycation' theme.</p> <p>Planting has been completed and the flowers are looking really lovely.</p> <p>The schools have produced hundreds of post card designs that are in the empty shop windows.</p> <p>Work has begun on the renovations to the Bargates phone box and money is being raised for a defibrillator to go in it.</p> <p>At LIB's request BT has now also done some renovations to the active phone box in West Street.</p>	
Servants Quarters	<p>Bookings have been going really well this year since re-opening. See notes at the end for stats and reviews.</p> <p>One of the TIC staff has offered to help with extra cleaning shifts when the housekeeper and caretaker are not available.</p>	
Other news	The gallery has been exhibiting local artist David Cope. There has been quite a bit of	

ITEM	REPORT	TO NOTE / ACTION
	<p>interest and there are now people who come regularly to see what is in there. The TIC is acting, once again, as Box Office for the Leominster Festival. The children's activities are very popular and sold out quickly. Other events are less well supported as people are still clearly nervous about crowds. The Birmingham Philharmonic have two performances this year to reduce numbers, but they have not had the usual sort of numbers we would expect.</p> <p>People may well prefer to decide on the night about attending, as there has been a marked resistance to committing to anything for obvious reasons.</p>	

£4,685.00

Booked earnings for 2021

£1,697.00 **£2,988.00**



2021 details

Recent reviews

Maria
11 Jun - 13 Jun 2021 · The Servants' Quarters, An Edwardian gem.

Overall rating ★★★★★

This is a gem of a place - full of history, exceptionally clean, and managed by the most helpful of people from the tourist centre. We had a fantastic time and will definitely come back if we can

[Read review](#)

Alex
3 Jun - 5 Jun 2021 · The Servants' Quarters, An Edwardian gem.

Overall rating ★★★★☆

Very clean and comfortable, perfect location for exploring Leominster.

[Read review](#)

Amanda
30 Apr - 2 May 2021 · The Servants' Quarters, An Edwardian gem.

Overall rating ★★★★★

4.8 ★


Overall rating

19


Total reviews

Compliments [See All >](#)


Over the last year, your guests loved the extra care you put in



14
Sparkling clean



14
Stylish space



11
Quick responses



LEOMINSTER TOWN COUNCIL

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	1004
June	4029	3721	3303	3076	3284	3575	2898	3147	2647	2950	2508	2225	2600	1807	0	1462
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 11

Communications & Events Committee

Date:	8th July 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 4.3, 5.1, 5.2, 6.2, 6.3.**

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

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

4. COMMITTEE MATTERS

4.1 *May Fair 2021*

The May Fair will be visiting Leominster from 29th - 31st July 2021 subject to final approval from Herefordshire Council. The Environmental Team will be removing the floral displays from Corn Square and storing them in the garden of Lloyds Bank.

4.2 *HSHAZ/Cultural Consortium*

A verbal update will be provided by the Projects & Grants Officer at the meeting. Briefing notes are supplied in supporting documents.

4.3 *Secret Garden*

Work to the collapsed section of wall has been completed. Repairs have also been carried out to loose capping stones and repointing is underway on the section that borders the car park. The garden is currently used by a choir, theatre company and for meetings of community organisations requiring outdoor space for their members to meet. It also hosted Everybody Dance and their aerial dance rig which saw engagement over a two-week period of over 300 people. The Leominster Festival held two performances of The Insect Safari by Fetch Theatre Group which was sold out. For events in the garden, a rental price needs to be agreed to include toilet and kitchen access and cover cleaning after use.

4.4 *St John's Day*

The day was marked by the attendance of three veteran St. John's members, the Mayor and Deputy Mayor. The town council offices were lit in green by Rob Parker and it was photographed by Richard Shakespeare.

4.5 *Leominster Festival*

To receive a verbal update on the Leominster Festival from the clerk.

5. EVENTS UPDATE

5.1 Party in The Park – To discuss plans for 2022 following a presentation before the meeting.

5.2 The Medieval Pageant – To discuss plans for 2022 following a presentation before the meeting.

Scheduled events

Corn Square

- 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

- 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 News. The submission date for editorial is normally around the 19th of each month.

6.2 ***Tourist Information Website***

Visit Pershore have transferred their website to the same provider as the Town Council.

Website link: [Visit Pershore](#)

The cost is £1,374 + VAT for an accessible site by Aubergine who built the Town Council website. The Tourism Association have agreed to contribute £1000 towards the cost.

As the current website isn't operational we are at risk of losing approximately 100 members from the tourism association. The town will have no Tourist Information Centre website or printed publications and will be breaching the Disability Discrimination Act 1995 and the Equality Act 2010.

Other providers that are cheaper offer standard Tourist website templates that don't have the functionality required.

Local providers have been investigated but none have been identified that can build a WCAG 2.1aa website.

6.3 ***Noticeboards***

As we have a number of large projects at the moment and in order to improve communication in the town, new noticeboards are recommended for the following sites;

- Grange Walk – on the wall of Grange Toilets to replace the small noticeboard near the entrance to Etnam Street Car Park.
- Sydonia Park – Near the entrance from Conningsby Road.
- Ginhall Green – One at each end.
- Ginhall Lane Allotment Site – on the Community Shed.