



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Tuesday 5th May 2020

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 May 2020** commencing at **11:30am** remotely via Zoom.

Meeting ID: 867 9841 3487

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

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 10th March 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 14th July 2020 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

Minutes of the Communications & Events Committee meeting held on Tuesday 10th March 2020 commencing at 11:30am in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

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

OFFICERS PRESENT: Town Clerk Designate, Market Officer, TIC Manager.

CE53/19 APOLOGIES FOR ABSENCE

Cllr. Smith-Winnard, Cllr. Sutcliffe.

CE54/19 DECLARATIONS OF INTEREST

There were no declarations of Interest made.

CE55/19 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE56/19 QUESTIONS FROM THE PUBLIC

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

CE57/19 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 14th January 2020 be agreed and signed as a correct record.

CE58/19 CLERK'S REPORT

The Town Clerk Designate presented a verbal report. Following discussion, it was **RESOLVED**

- To note the report;
- To promote the new television series called History Hunters, featuring a military memorabilia specialist shop in Leominster. It will be aired on 17th March at 8pm on the Yesterday channel;
- That the Town Clerk Designate should investigate an alternative to VE day banners for the lighting columns. There is a commemorative bench available from David Ogilvie;
- To investigate a new website ahead of the new accessibility regulations that come into force in September 2020;

CE59/19 MARKET OFFICER'S REPORT

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

MINUTES (AGENDA Item 5)

- To note the report;
- To acknowledge again that the stormy weather had caused a major issue for traders but the traders were grateful that the market had not been cancelled as with other market venues. Permission is always granted for the traders to leave the site if conditions become a concern but the traders are well seasoned and come well prepared;
- The acknowledge that the condition of Corn Square continues to be a concern for traders and customers;
- To note the following market venue changes;
Friday 10th April for a Good Friday Presentation by Churches Together – Relocated to Etnam Street Car Park
Friday May 1st for the May Fair – relocated to Etnam Street Car Park
- To note that other markets include VE Day Bank Holiday Friday 8th May and LTC Festival Market Saturday 6th June;
- To note that the Market Officer was to meet with David Griffiths, Farmer's Market organiser on Saturday 14th March.
- To note that the Market Officer has been asked by a number of traders if there are plans to close the market due to the COVID 19 Virus. The Market Officer replied that any orders from the Chief Medical Officer and HM Government/NHS will be relayed immediately and likewise, any order that originates from Leominster Town Council or Herefordshire Council. The National Association of British Market Authorities are acting as an information point and the Market Officer, via the Community Centre, has access to up to date information released by NHS and HM Government including appropriate information posters and handouts.

CE60/19 TOURIST INFORMATION CENTRE

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

- To note the report;
- To note that a branded advert has been published in Welcome to Herefordshire, The Coach Drivers Manual and Eat, Sleep, Live;
- To note that an events list had been circulated;
- To note that an App for the Black and White Village Trail was being investigated;
- To note that a promotional video of The Servants Quarters has been made by Jaimie and distributed on social media;

CE61/19 COMMUNICATIONS & EVENTS UPDATE

Committee received an update from Rob Parker regarding the preparations for Party in the Park on 8th August. The event was held successfully last year and a number of changes and improvements were outlined by Rob including increased toilet facilities, increased security and testing for compliance every 30 minutes.

MINUTES (AGENDA Item 5)

The Mayor updated the committee on s106 and flooding signage issues discussed at the Market Towns Forum meeting on 6th March.

Committee considered the update report and, following discussion,

RESOLVED:

- To note the report;
- To agree additional work by Millennium Quest to remove old lighting from the trees in West Street, Corn Square and Broad Street and carry out checks to the infrastructure at a cost of £1020.00+VAT;
- To thank Grants and Projects Officer, Liz Womack, for her work on the LEADER signage project and the update provided for the meeting.
- To set a budget of £300 for the Teddy Bears Picnic inclusive event to be organised in the Secret Garden in the Summer.

CE 62/19 DATE OF NEXT MEETING

Committee noted that the next meeting of the Committee would be held on Tuesday 12th May 2020 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 13:01pm.

CHAIR:

DATE:

FRIDAY MARKETS

The last Market, before HM Government's announcements concerning the closure of non-essential retail outlets, took place on Friday March 20th. It was planned to hold a Market on Friday March 27th and arrangements were being made for this to take place following the published guidelines. After a number of discussions and in light of the negative public reaction it was decided to cancel all Markets until further notice.

The Market Officer has been in contact with the three traders who are, under the current legislation, permitted to trade:

Paul's Fish Ltd. Lee Humphrey (cheese, butter, pies) Paul Totney (fruit and vegetables)

Discussions took place concerning setting up a "Food Hub" that would allow shoppers to pre-order and pay for goods and then collect from one venue in the Town, either Corn Square or a smaller space at the Community Centre. The traders decided to go for door to door deliveries (Paul's Fish Ltd.) with Lee Humphrey focusing on other markets that remained open and Paul Totney, his shop in Birmingham with some occasional deliveries to this area. This has been moderately successful for these traders.

The response to the closure has been mixed. The Market Officer had contact with a number of residents who felt that the Market was a much safer place to shop.

On May 1st Paul's Fish Ltd. spoke to the Market Officer and explained that markets in the region were beginning to reopen under strict guidelines and asked for information on the planned reopening of Leominster Market. The Market Officer agreed to put forward a proposal for this happen. A number of emails, telephone calls and texts have ensued and a plan has been discussed and following is a quote from an email:

Us Market traders already know how to operate safely as we have been doing so on our markets that haven't closed for essential traders as per government guidelines. We have found that customers are extremely pleased to see us as they are either scared or apprehensive about shopping in supermarkets.

Me, Paul (fish) & Paul (veg) suggest that we set up in one line along the "Coffee One" side of the square and our customers can queue safely across the carpark with the back of the queues stretching towards the Rankin side of the square (three separate queues, one for each of the stalls)

This will utilise, to best advantage, the considerable space that is available. It was also discussed that there should be large advisory notices in and around the square. The queues would be separated by barriers and tape. A police presence for some or all of the market would be an advantage and the Market Officer would be on duty throughout the opening hours.

AGENDA Item 7

The Market Officer feels that this plan is a positive way forward and should be implemented as from Friday March 15th, with opening hours reduced to 8am to 2pm. Toilet facilities for the Traders will need further discussion.

Farmers Market/Other Business

The Farmers Market organiser David Griffiths has cancelled the May market and depending on the progress of the Friday Market reopening and its reception will look toward restarting the Farmers Market on June 13th.

Leominster Tourist Information Centre Manager's Report 1st May 2020

ITEM	REPORT	TO NOTE / ACTION
1	All the end of financial year accounts were completed. The counting and inputting of the stock-take was completed and submitted to the Finance Officer.	
2	Before the enforced closure, food that had a limited shelf life was donated to the Leominster Food Bank. This comprised mostly Frank's Biscuits, a few chutneys and a handful of beers. This was done working on the understanding that the closure would probably be at least two months.	Most items in the TIC have a much longer shelf-life.
3	There had to be a few refunds for flat bookings and gallery bookings as a result of the lock-down.	
4	The following events that were to be attended had to be cancelled: Paul's leaving party, The opening of the Leominster Museum, two talks about the work of the TIC to Preston Wynne W.I, and Dilwyn Cedar Club. The annual area 'Leaflet and info Swap-Shop' at Ludlow Castle. Walkers are Welcome committee meeting, Leominster in Bloom committee meeting and the launch of the Forbury Chapel historical video.	All of these are good networking and promotional opportunities.
5	From the first Government announcement about Coronavirus lock-down, all the volunteers became ineligible to leave their house due their age or underlying health issues. Keri was unfortunately stuck for some time during her holiday abroad. Jaimie has a small child who, at the time, was showing symptoms and I had a daughter about to give birth living in my house. This meant that I needed to self-isolate for two weeks before the expected date. It became clear that the TIC could not continue to open. It was also clear that trying to encourage visitors to the	I notified the Tourism Association of the closure and many sent kind messages of support, expressing their sadness wishing me and the staff the best.

ITEM	REPORT	TO NOTE / ACTION
	area was simply no longer possible and our items for sale were in no way 'essential'.	
6	Normally, at this time of year it would be time to invoice all the members for their annual fees, and a new edition of the area guide would go into production. Clearly this is not possible in the current climate. It would be impossible to ask for money at a time when these businesses face a very uncertain future, and travel is so severely restricted. The hope is that eventually people will opt for UK holiday over any foreign travel, but even that is likely to be a while yet. Any form of print could potentially go out of date immediately if some businesses are unable to continue.	Information from the members will be very valuable, at a later date to measure the impact of the virus on the local tourism economy.
7	<p>Since closure I have been keeping in touch with the volunteers and paid staff to make sure they are all ok. Many live alone and it is important to make sure they are not in any difficulty or feeling too lonely. They tell me that they miss the TIC and appreciate the contact, and I have been able to put them in touch with each other for company. One volunteer, Justin Lewis, particularly appreciated this as he was stranded on the stricken ship the Zaandam, off the coast of Buenos Aires. A large number of crew and some passengers became ill and four died. He was extremely worried and was very grateful for the contact with home while the awful adventure unravelled. They were eventually allowed through the Panama Canal, and finally docked in Miami through a personal intervention from Donald Trump. A rescue plane was sent for them by the Foreign Office.</p> <p>Jaimie has been keeping the Town Council and the Tourism websites up to date although she has been experiencing all sorts of local technical problems with connectivity. She also posts on the social media.</p> <p>Keri is working on ideas for future events that we could potentially run whilst keeping social</p>	Jaimie has taken an early decision to cancel the Food Fayre.

ITEM	REPORT	TO NOTE / ACTION
	<p>distancing measures in place. She is preparing to make short videos for a possible Teddy Bears Picnic at the end of July, showing how to craft simple items from things that are easily found around the house.</p> <p>She is also compiling a portfolio of all the rooms we let at the Town Council offices, giving details such as room size, electrical plugs and other technical capabilities.</p> <p>She is keeping the events listing up-dated but sadly, at the moment, it is simply to cancel them all.</p>	
8	<p>At the last Tourism Association committee meeting the possibility of creating a local tourist app was suggested. This has been discussed with both Barrington's and Orphan's printers, as is something that I can be getting on with during the lock-down. Neither of the companies is a specialist in this field and I am awaiting further information from each of them to see what they suggest. There are funds in the Tourism Association account for this, and it should be a good alternative to producing a leaflet which could be out of date the minute it goes to print.</p>	<p>Orphans Press produced a Cider Trail App a few years ago so this could be the similar sort of framework to aim for.</p>
9	<p>Leominster in Bloom – I am currently helping with the LIB front garden competition. A further update will be provided at the meeting.</p>	

**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	
June	4029	3721	3303	3076	3284	3575	2898	3147	2647	2950	2508	2225	2600	1807	
July	4206	3440	3780	3382	3799	3431	3293	3056	3088	2958	3123	1983	2212	2382	
August	5365	4556	3915	4008	3987	4498	3283	3585	3872	3116	4378	2542	3038	2204	
September	3554	3978	3373	3129	3376	3340	2988	2552	3372	3093	2223	3897	2829	2197	
October	3064	3096	2492	2366	2551	2794	2116	3056	2169	2199	1843	1758	1847	1924	
November	2126	2214	1845	1633	1708	2253	1738	1726	1716	1438	1735	1577	2176	1390	
December	2169	1977	1849	1480	1368	2007	1411	1368	1736	1266	1695	1894	1897	1089	
	37451	36835	3343 4	3073 3	3098 3	3388 9	2869 3	2771 8	2879 9	2840 5	2744 9	2473 2	25579	21154	



Communications & Events Committee

Date:	5th May 2020
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 That the Town Council funds the COVID-19 book mark at a cost of £160.50 per 2000 ex. VAT if the funding is not available from the National Emergencies Trust.**

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 2020 Farmers Markets and other market related events. Roads that can be closed are Corn Square, Corn Street and Victoria Street between the hours of 6am to 9pm. As a result of the

COVID-19 pandemic neither the market or the Farmers Market has not been held since 20th March.

- 23rd May
- 6th, 13th and 27th June
- 11th and 25th July
- 8th and 29th August
- 5th, 12th and 26th September
- 10th, 17th, 24th and 31st October
- 14th, 21st and 28th November
- 5th, 12th, 19th, 21st and 23rd December

4. COMMITTEE MATTERS

4.1 *Party in the Park*

An update on this will be provided at the meeting.

4.2 *Christmas Lights*

The additional work to remove old lighting from the trees and carry out infrastructure in the town has been completed.

4.3 *Market Towns Forum*

The Market Town Forum has paused due to the current COVID-19 pandemic and the associated social distancing restrictions.

4.4 *Signage*

A verbal update will be provided at the meeting.

4.5 *Servant's Quarters Holiday Let*

Three bookings have been cancelled and the staff are currently trying to contact the people to offer refunds of £720.

4.6 *Covid-19 response bookmarks*

In order to reach a wider audience of residents that may need support whilst social distancing, a bookmark has been designed that would be sent out to all four chemists in the town, so that they can be given out with prescriptions. A grant from the National Emergencies Trust Coronavirus Fund which is administered by the Herefordshire Community Foundation. At the time of this agenda being circulated, we were waiting a response.

5. EVENTS UPDATE

5.1 *Teddy Bears Picnic*

Due to the COVID-19 pandemic, planning is currently underway for an alternative inclusive Teddy Bear's Picnic, to be held remotely, possibly on YouTube.

5.2 *Mayor Making*

This has now been cancelled. A decision will be made at the next full council meeting on 18th May regarding whether the council wants to elect a Mayor and Deputy Mayor or to continue with the current Mayor and Deputy Mayor until next May.

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. If members wish to have any item included, please contact the office. The circulation of the Leominster News has been restricted as a result of some of the retail outlets that stocked it being closed. There is the option to purchase copies to be delivered to your door that is currently being promoted.