



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

Thursday 12<sup>th</sup> November 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 17<sup>th</sup> November 2020** commencing at **11:30am** remotely via Zoom.

**Meeting ID: 896 5872 5902**

Press and public are cordially invited to attend. Those wishing to join the meeting should contact the clerk on [townclerk@leominstertowncouncil.gov.uk](mailto: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 15<sup>th</sup> September 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 12<sup>th</sup> January 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 15<sup>th</sup> September 2020 commencing at 11:30am remotely via Zoom.

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**MEMBERS PRESENT:** Councillors Rumsey (Chair), Murdoch (Vice-Chair), Smith-Winnard, Sutcliffe (11.38) and Thomas.

**OFFICERS PRESENT:** Town Clerk, Market Officer, TIC Manager, Grants and Projects Officer (11.50).

**CE21/20 APOLOGIES FOR ABSENCE**

No apologies for absence were received.

**CE22/20 DECLARATIONS OF INTEREST**

Cllr. Smith-Winnard – Leominster in Bloom

Cllr. Sutcliffe – Farmer's Market

**CE23/20 REQUESTS FOR DISPENSATIONS**

No requests for dispensations had been received.

**CE24/20 QUESTIONS FROM THE PUBLIC**

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

**CE25/20 MINUTES OF PREVIOUS MEETING**

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 14<sup>th</sup> July 2020 be agreed and signed as a correct record when the social distancing restrictions are lifted by central government.

**CE26/20 CLERK'S REPORT**

The clerk reported that running alongside the High Street Heritage Action Zone (HSHAZ) programme there will be a separate amount of funding that can be used to provide a Cultural programme. The Projects and Grants Officer provided further detail later in the meeting.

**CE27/20 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 Friday Market is now up to the capacity of stall holders pre-COVID-19 and that positive feedback has been received regarding the layout.
- To note that the current footfall is good and some traders carry out deliveries after the market has finished.

#### MINUTES (AGENDA Item 5)

- The Farmers Market is picking up and the new layout, for social distancing reasons, is appreciated by traders and customers.
- An enquiry was made regarding the Leominster In Bloom Plant Fair to be held on the Grange. At this current time markets need social distancing measures put in place but otherwise they can still trade.
- Following adjustments, the Victorian Street Market on Saturday 12<sup>th</sup> September, will still go ahead. It was recognised that this could change due to the government regulations being tightened. The Market Manager left the meeting at 11.45am.

#### CE28/20 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 a new TIC assistant has now been recruited and trained so we now have the capacity to extend opening hours.
- To investigate boosting the Wifi and the addition of a key safe for the Servant's Quarters flat.
- To investigate Apple themed recipe posters to support 'Apples in Autumn' through the Visit Herefordshire re-launch promotional campaign.
- To record thanks to the Tourist Information Centre Manager for her hard work to enable the Tourist Information Centre to remain open in difficult times.

#### CE29/20 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.

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

- To note the reports;
- To cancel the Christmas Light Switch-On Event and Through the Wardrobe town council event for 2020 as a result of the COVID-19 pandemic and the related social distancing issues and public safety. This was proposed by Cllr. Rumsey and seconded by Cllr. Thomas.
- To investigate an alternative Christmas Light Switch-On coverage.
- To investigate an alternative event in association with a local charity.
- To note that that the Party in the Park ticket refunds have been advertised on social media.
- To note the verbal report from the Projects and Grants Officer regarding signage;
  - Work is currently ongoing to complete the events panels for the bottom of the new Welcome Signage.

#### **MINUTES (AGENDA Item 5)**

- That permission for the new car park signage should be received from Herefordshire Council by the end of the week.
- The interpretation boards are being supplied in two pieces, the panel and the lectern frame. The boards are currently being manufactured so that the deadline of the end of October can be met.
- The fingerposts have been delivered, checked and the foreman has commenced installation.
- To note that a Cultural Consortium will run alongside the economic and heritage development projects set out in the HSHAZ. Each of the 69 High Street have been asked to produce an accompanying Cultural Programme. To celebrate what is unique about the high street location. The brief is very broad and the Cultural Programme can include art, theatre, festivals, literature, music and dance, amongst other activities. The Cultural Programme for each town needs to be developed by a Cultural Consortium, made up of representatives from the local community who are already engaged in delivering arts and culture in the town. The role of the Consortium is to design and deliver Leominster's Cultural Programme, with support from Herefordshire Council and Leominster Town Council. The Consortium is able to apply for funding of between £10,000 and £80,000 to develop the Programme, which will need to be delivered between 2021-2024.
- To note that the clerk had contacted the other market towns to arrange a meeting of the Market Towns Forum but had to postpone. Another meeting will be arranged shortly.
- To discuss the Civic Service at the next Full Council meeting on 28<sup>th</sup> September 2020.
- To note that the clerk has had a meeting with a representative of the Royal British Legion to discuss available options for a Remembrance Sunday event and further advice is being sought at this time.
- To note that the High Sheriff will now visit the town council offices and town on Friday 9<sup>th</sup> October 2020.
- That Aubergine had been contacted regarding a new website and initial discussions about requirements had taken place.

#### **CE30/20 DATE OF NEXT MEETING**

Committee noted that the next Communication and Events meeting would be held on Tuesday 17<sup>th</sup> November 2020 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 12:42pm.

**CHAIR:**

**DATE:**

## Friday Markets

Date	Regular	Casual	Charity	£
11/9/20	10			£229.00
18/9/20	12			£252.00
02/10/20	6			£120.00
09/10/20	11			£226.00
16/10/20	11			£238.00
23/10/20	13			£253.00
30/10/20	13			£253.00
6/11/20*	6			£72.00
Total				£1,643.00

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. There was some confusion over the Plant Stall. Plants may be sold but not cut flowers as with government guidelines. The Plant trader sells considerably more plants than cut flowers so under the advisory notes it is permissible for him to trade.

With the review of this lockdown due on 2/12/20 or before, non-exempt traders will return immediately if allowed.

## Farmer's Market

The monthly market will continue to trade with exempted traders present. The planned market on 12/12/20 will take place (restrictions in place if required) However the Victorian Street market will now not take place. This was a hard decision to make but the uncertainty and the various logistical problems surrounding the event were a major determining factor. If restrictions allow there will be some additional charity stalls and a little entertainment.

## TIC Manager's Report November 2020

ITEM	REPORT	TO NOTE / ACTION
Staffing	<p>A new assistant has joined the TIC staff and has settled in really well. After some initial training she is now fully capable of working without assistance. We are all delighted that she has been taken on permanently.</p> <p>She is currently working on an 'Accessible Tree Walk' around the town, looking for funding and working on a route and design.</p> <p>Now that we are in the second lock down a 'click and collect' scheme for the TIC is being organised. This will ensure that people can still buy green sacks along with any of our other gift ideas. Two orders were received on launching(10.11.20). The idea of buying a Leominster jute bag and filling it with local produce as a hamper is being promoted.</p>	<p>We have had occasions when volunteers have been willing to step in. This tends to be at the weekends to prevent lone working. Council staff around during the week.</p>
Tourism Development	<p>Visitherefordshire has started work raising the profile of the county with the new funding they have received. There have already been some excellent articles in national papers including the Guardian and Sunday Times. They were promoting cider trails in the area and some high end accommodation near Pudleston. They have revamped the <a href="http://www.visitherefordshire.com">www.visitherefordshire.com</a> website to look more contemporary and set the theme of Apples across all the branding.</p> <p>After a discussion with Helen Bowden from Orphan Press, Gill went round the town to get the shops and cafes involved. The theme was 'Apples for Autumn'. The shops responded really well doing window displays featuring apples for the half term week. This was widely shared on social media using the branded logo provided by Orphans. Some of the pubs and cafes provided a special promotion featuring apples, although they were less enthusiastic than the shop-keepers.</p> <p>The October's Farmers Market picked up with the apple theme and Cllr Sutcliffe brought his press and pressed apples on the Square, and on a couple of occasions at Grange Court.</p> <p>Unfortunately one of the biggest apple sellers broke down on the day and couldn't get there. The museum curator put together a fascinating display in our Old Stable Gallery. It featured a selection of items provided by Tony Locock, a</p>	

ITEM	REPORT	TO NOTE / ACTION
	<p>local Morris Man. These included some Morris costumes and various implements used in apple harvesting.</p> <p>The next phase of the project will be to promote each of the Market Towns. Unfortunately the brief on this has been stalled by the second lock down.</p>	
Leominster in Bloom	<p>Everyone has been very complimentary about the effort Leominster in Bloom has put in this year. It has been difficult to keep a momentum going when we have had to restrict meetings, however, there was an Autumn Plant Fair on 19<sup>th</sup> September which helped to recover some of the lost income from the usual Spring Fair. It proved very popular as it was one of the very few events that went ahead this year. Plans are now taking place to provide a few Christmas decorations in the Buttercross, and there will be a social media campaign to get the whole town to put fairy lights in their windows to 'Light up Leominster'.</p>	<p>This year's AGM will be held virtually due to the COVID restrictions. All officer positions have been allocated with volunteers so it should go ahead smoothly without hitch.</p>
Servants Quarters	<p>The Servants Quarters now has the status of 'Superhost' with a 5 star rating thanks to our excellent reviews, and we also have a COVID SECURE rating. This reflects our rigorous cleaning regime. The months of July and August have been busy. There have been several cancellations but we are getting quite a lot of interest in the accommodation and traffic to the website.</p>	
Other news	<p>The doors were opened fully on the 1<sup>st</sup> September as there was an exhibition in the gallery. John Barrett put up a wonderful colourful display of his paintings from the South of Spain. It brought a bit of welcome warm sunshine in to the TIC.</p> <p>A local artist; Emma Beebee, has been asked to provide some local designs of Christmas cards and these have started to sell in packs of five different designs. Local calendars were just taking off as well, but like all things have now stalled until we are able to re-open.</p> <p>During this lock down staff will be keeping up with e-mails and social media and the Tourism Association to see how they are faring and with the volunteers to ensure that they are all well.</p>	<p>One of the TIC volunteers; Bridget Middleton, is a keen photographer and puts together a 'Leominster Country' calendar every year</p>



**Visitor  
Numbers**

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
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	
December	2169	1977	1849	1480	1368	2007	1411	1368	1736	1266	1695	1894	1897	1089	
	<b>37451</b>	<b>36835</b>	<b>3343</b> 4	<b>3073</b> 3	<b>3098</b> 3	<b>3388</b> 9	<b>2869</b> 3	<b>2771</b> 8	<b>2879</b> 9	<b>2840</b> 5	<b>2744</b> 9	<b>2473</b> 2	<b>25579</b>	<b>21154</b>	

## **Communications & Events Committee**

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<b>Date:</b>	<b>12<sup>th</sup> November 2020</b>
<b>Title:</b>	<b>Communications &amp; Events Update Report</b>
<b>Purpose of the Report:</b>	<b>To provide Members with an update relating to the communications and events projects currently being developed.</b>
<b>Contact Officers:</b>	<b>Julie Debbage</b>

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### **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 2020 Farmers Markets and other market related events. Roads that can be closed are Corn Square, Corn Street and Victoria Street. Measures to allow for social distancing, as a result of the COVID-19 pandemic, were introduced on 24<sup>th</sup> July 2020 by Herefordshire Council but a variation to the measures means that the road closure 10am to 1pm will only operate on Fridays.

The Christmas week market will now be on 22<sup>nd</sup> December 2020 as that is the only day that traders can attend. A new road closure will need to be applied for

- 21<sup>st</sup> and 28<sup>th</sup> November
- 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>, 22<sup>nd</sup>\* December

\*Note change from 21<sup>st</sup> and 23<sup>rd</sup> December

#### 4. COMMITTEE MATTERS

##### 4.1 ***Christmas Lights and Switch On Event***

Work to the lighting infrastructure has been carried out and the Christmas tree has been delivered ready for installation. The Christmas light installation will commence as from wc 16<sup>th</sup> November ready for them to be switched on, without an event as we will still be in lockdown restrictions, on 28<sup>th</sup> November 2020.

##### 4.2 ***Through the Wardrobe Event***

A decision was made to not hold this event this year but the theme will be continued through the dressing of the Tourist Information Centre windows during the Christmas period.

##### 4.3 ***Market Towns Forum***

An email has been received to ask if there is any interest in restarting the Market Towns Forum or whether the Mayor & Chairs meeting could accommodate the business that was discussed at the Market Towns Forum.

##### 4.4 ***Signage***

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

##### 4.5 ***HSHAZ Cultural Consortium***

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

##### 4.6 ***Servant's Quarters Holiday Let***

The Servant's Quarters let is receiving great feedback. It is currently closed because of the lockdown restrictions but it is hoped that bookings can be honoured when the restriction is lifted.

##### 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 up and running again as a result of the second lockdown. We have updated the volunteer database with details of volunteers that are available again and began to receive calls on the Community Wheels and Town Council phoneline from 5<sup>th</sup> November 2020.

#### 5. EVENTS UPDATE

##### 5.1 ***Civic Service***

The Civic Service went ahead on 25<sup>th</sup> October 2020 at 10am at The Priory church. Councillors were met and were seated, complying with social distancing regulations, before making the promise during the service to care for the people of Leominster.

5.2 ***High Sheriff's Visit***

The High Sheriff visited the Town Council Offices on 9<sup>th</sup> October 2020. The visit began with introductions to the Mayor, Deputy Mayor and Town Council staff, followed by visits to Community Wheels, Leominster Museum, Grange Court, the Community Centre, The Forbury Chapel to see About Face Theatre, Leominster Food Bank and finally Leominster Tourist Information Centre.

5.3 ***Remembrance Day***

A meeting was held between representatives of The Royal British Legion, the Town Council, the Church, the Police and organisations usually involved in the event on Remembrance Sunday. In conjunction with social distancing regulations, it was decided to encourage the public to observe the silence on their doorsteps and gardens followed by applause, to prevent gathering on The Grange.

The short service took place at the War Memorial and wreaths were laid by the Royal British Legion and the Town Council, with other organisations laying wreaths throughout the rest of the day.

A short Armistice Day service was also conducted on 11<sup>th</sup> November at 11am.

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 19<sup>th</sup> of each month.

6.2 ***Town Council Website***

Town Council staff are completing a form to submit to Aubergine, the website provider so that they can begin to construct the new compliant website.