



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Wednesday 9th September 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 15th September 2020** commencing at **11:30am** remotely via Zoom.

Meeting ID: 845 0078 7804

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 14th July 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 17th November 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.

Minutes of the Communications & Events Committee meeting held on Tuesday 14th July 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 (11.40), Grants and Projects Officer (11.45).

CE11/20 APOLOGIES FOR ABSENCE

No apologies for absence were received.

CE12/20 DECLARATIONS OF INTEREST

Cllr. Smith-Winnard – Leominster in Bloom
Cllr. Sutcliffe – Farmer’s Market

CE13/20 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE14/20 QUESTIONS FROM THE PUBLIC

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

CE15/20 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 12th May 2020 be agreed and signed as a correct record when the social distancing restrictions are lifted by central government.

CE16/20 CLERK’S REPORT

The clerk had nothing to report.

CE17/20 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 resumed trading for essential traders only on 15th May 2020 and were visited by an Environmental Health Officer from Herefordshire Council and a police officer to ensure compliance with COVID-19 social distancing regulations.
- To note that traders of non-essential goods returned on 12th June and that to date, trade is steady.
- To thank Cllr. John Rumsey for his help and support to organise the market at what has been a difficult time.
- To resume charging market rents.
- To note that the Farmers Market returned on 13th June 2020 and that the new layout made the event look more appealing.
- To write a feature on the Market Traders for Leominster News to promote the market.

MINUTES (AGENDA Item 5)

- To look at promotion of both markets for which there is a budget available.

The Market Manager left the meeting at 11.43am.

CE18/20 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 list is being compiled in order to provide an update of which attractions and shops are open.
- To note that the Front Garden Competition went ahead and prizes were awarded at the Farmers Market.
- To note that clearing/planting work has been carried out by Leominster in Bloom whilst observing social distancing regulations.
- To note that Leominster in Bloom had a new website that includes a heritage page.
- To note that the distribution of free 'Walking out from Leominster' books has been very successful in promoting exercise at this time.
- To note that an A-Z of Leominster has received excellent feedback on social media and that a new website provider is being researched to ensure compliance with accessibility regulations.
- To note that the TIC opened and is currently trading through the sash window at the front of the building.
- To note that the TIC now stock Herefordshire Council green waste bags which are proving popular and currently have next year's calendar on sale.

CE19/20 COMMUNICATIONS & EVENTS UPDATE REPORT

Committee received an update from the Town Clerk. The Grants and Projects Officer presented an update on the LEADER signage project.

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

- To note the reports;
- To note that the Party in the Park has now been postponed until 2021.
- That the clerk would investigate holding the Market Towns Forum via Zoom if there is enough interest.
- To note that the Servant's Quarters were now being cleaned following the 5 step enhanced cleaning protocol and that three new bookings.
- To note that the COVID-19 bookmarks have been distributed and have resulted in additional requests for support.
- To note that the flag was raised and flown for Armed Forces Week.
- To note that the Mayor & Deputy Mayor attended a socially distanced event to celebrate St Johns Ambulance and the Town Council Offices

MINUTES (AGENDA Item 5)

were lit in green. An article was published in the Hereford Times and an article submitted to Leominster News.

- To note that the signage project was well under way with three welcome signs installed, events panel signs were being made, posts refreshed ready for the new fingerposts, interpretation panels being typeset and the lectern surrounds were being made. Promotion of the welcome signage on Facebook had a good reach.
- That the clerk would contact The Priory regarding the Civic Service in October.

CE20/20 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 15th September 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 12:14pm.

CHAIR:

DATE:

Friday Markets

| Date | Regular | Casual | Charity | £ |
|--------------|---------|--------|---------|-----------|
| 24/07/2020 * | 11 | | | £125.00 |
| 31/07/2020 * | 10 | | | £110.00 |
| 07/08/2020 | 11 | | | £233.00 |
| 14/08/2020 | 10 | | | £226.00 |
| 21/08/2020 * | 5 | | | £66.00 |
| 28/08/2020 | 9 | | | £194.00 |
| 04/09/2020 | 10 | 1 | | £244.00 |
| Total | | | | £1,198.00 |

Note to above * indicates reduced rent charged on that day. 21/8/20 short trading because of storm.

The Friday Market has now settled and all stall holders trading prior to lock down have now been accommodated. The various problems relating to the new layout e.g. blocking of view of School Lane, access to the Flying Dutch Man and clearing of area outside Lloyds Bank have now been resolved. The current layout of the Market is liked by a majority of stall holders and very positive feedback has been received from market visitors over this whole period.

In discussions with traders they are happy with current footfall and this seems to match other Markets that they attend. Some traders are continuing their local deliveries that were gained during lock down and this has made a considerable difference to their takings. The Market is advertised on various pages on Facebook each week and the feature in the Leominster News was well received.

Farmer's Market

The Saturday Market is gradually becoming better attended and the new layout is liked by traders and customers.

It is hoped that the Victorian Street Market on Saturday 12th December will take place. There will need to be some adjustments to layout and rather than readymade stalls in broad Street it will be a "bring your own" gazebo event. Stalls in Corn Square will be slightly reduced in number. All the above depends, of course, on regulations regarding trading and Covid19.

TIC Manager's Report August 2020

| ITEM | REPORT | TO NOTE / ACTION |
|---------------------|---|------------------|
| Staffing | <p>Staffing issues have dominated the running of the TIC this month. Jaimie continued to work from home and has created an excellent website for the Servants Quarters. She works in the TIC alternate Saturdays returning to her usual hours in September. One staff member has now left. This means that Gill has to be here every day and the TIC can therefore only continue to be open until 2pm, as there are insufficient hours to do more. Demand is such that this is not an issue at present. We had a 'get-together' for the volunteers in the garden, just to keep them informed of how we were adapting. Some are keen to return but there is not enough going on yet to warrant their return and social distancing in the office won't be easy. Julie was able to attend for a while and answer any concerns that they had.</p> <p>Clare Stanton has been appointed, she is very experienced and willing to take on her own projects when possible.</p> | |
| Town Council | <p>Since closing the TC office the TIC has been on the front line for Council enquiries. On the whole this is not a problem as we have always fielded a certain amount of information, directing people to the correct departments. (Usually Herefordshire Council). However, there was a recurring request for green garden sacks. Herefordshire Council will only provide at the retail price, there is no cost price. After some discussion with other outlets, it was agreed to sell them at £4.50 the same as other retail outlets, thus providing a valuable service selling over 500 rolls of 5 bags.</p> | |
| Leominster in Bloom | <p>The new Leominster in Bloom website has now been launched. Content has been provided. The history of Leominster in Bloom is still pending, articles have been submitted but that bit of the site has still not had its final edit.</p> <p>Last year's judges came recently just for an informal chat and to see how we were getting on. They were very impressed with how much had been done. The displays are fantastic again, however they did notice the terrible mess in the river. Fortunately that has now been cleared, but it is hoped to take them down that way next year as the aim is to paint the bridge. In this case it is vital to ensure that the river is better</p> | |

| ITEM | REPORT | TO NOTE / ACTION |
|-------------------|--|--|
| | <p>cared for. They were invited for teas at Mike Thornhill's garden and he had his model trains running. This went down very well indeed!</p> <p>The Spring Plant Fair, which is a vital fund-raiser for Leo in Bloom, had to be cancelled so an Autumn one is happening on the 19th September. To ensure social distancing it will be on the Grange. There will be apple pressing at Grange Court on the day as well and Mike Thornhill's garden will open with the model trains running.</p> | |
| Other news | <p>Gill has taken part in Zoom calls organised by Marches Family Network on the subject of making tourism inclusive in Herefordshire.</p> <p>There was a recent Zoom meeting to launch the 'Apples in Autumn' promotional campaign through the Visitherefordshire re-launch that has funding from the LEP.</p> <p>Orphans Press has the contract to do the marketing. Gill and Clare are working on the Great Leominster Apple Challenge, and other ideas. A meeting with Helen from Orphans is due this coming Friday the 11th.</p> | |
| Servants Quarters | <p>Jaimie has created an excellent website for the Servants Quarters this will have a hyper-link from the www.leominstertourism.com website.</p> <p>Bookings since the 1st July have so far brought in £2477.06. Guest comments continue to be very favourable. These get posted on the Air B&B website by our entry so the more reviews we get the better. Here are some:</p> <p><i>Here's what Sonia wrote:</i> <i>The Servants Quarters is a quirky place to stay in Leominster, located in the square. It is clean and spacious and truly a unique find! A great place to stay for a few nights."</i></p> <p><i>Sonia's private feedback for you:</i> <i>Gill went above and beyond with her hospitality and the other staff were very friendly! The apartment was clean and spacious and we enjoyed the character of the place. It was a truly unique find! Thanks again for an enjoyable stay!"</i></p> <p><i>This is from Winnie:</i> <i>"This was one of the best Airbnbs I have stayed at, in terms of character and decor. It's very stylishly decorated a la Victorian style - I have even taken</i></p> | <p>The most pressing issues we have had are to do with the lack of WIFI and getting the key. This can be addressed by getting a key safe attached to the door so people can let themselves in rather than have to call Phil out. And getting an extender for the WIFI.</p> |

| ITEM | REPORT | TO NOTE / ACTION |
|----------|---|---|
| | <p><i>away some ideas and inspiration. The place itself was more than adequate size wise for our family of four, and we took great pleasure in noting the very quirky/authentic Victorian artefacts. The location of the place is in the very centre of Leominster so handy in terms of access to the shops. The car park is literally on your doorstep and there is a park and big green open space just a few minutes' walk away. It was a great base to explore the nearby areas and Ludlow was about 20 mins drive away. I would definitely recommend this place and stay there again without hesitation."</i></p> <p>Here's what Adam wrote <i>"The apartment is well decorated and in a good central location. The host answered messages quickly and everyone was very helpful. Would recommend a stay to anyone."</i></p> <p>Adam's private feedback for you: <i>"Thanks we had a brilliant stay and will book again if you'll have us!? Only small suggestion is the possibility of a range extender for the WiFi as it only worked outside the loo."</i></p> <p><i>Kerri's Review</i> <i>We had a fabulous stay, the location is perfect and the flat is beautifully decorated. The beds were comfortable and the kitchen had everything we needed to cook with. We would thoroughly recommend it.</i></p> <p><i>Iain wrote</i> <i>"Centrally located, very stylish and clean."</i></p> | |
| Visitors | <p>Although it has been very quiet, there are visitors in the area and many of them are delighted to see a TIC open. It would seem that many of the others in the area are not functioning so we are getting enquiries for all over Shropshire and Herefordshire. There are people camping in the area and plenty of walkers and cyclists.</p> <p>A list has been compiled of the attractions that are open and those who have closed for the duration of this season. Several of the B&Bs are not planning to reopen again, others are just closed for now and waiting to see where we are in a few months' time.</p> <p>Total number of visitors this August 662. Last year : 2204</p> | <p>It will be interesting to see how many renew their membership next year.</p> |

| ITEM | REPORT | TO NOTE / ACTION |
|-------------|---|-------------------------|
| | <p>From the 1st September there has been an art exhibition in the gallery, so the TIC opened the door fully with all the COVID-19 restrictions being observed.</p> <p>The exhibition has been very well received as people are keen to do anything and go anywhere new at this time.</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 | 0 |
| June | 4029 | 3721 | 3303 | 3076 | 3284 | 3575 | 2898 | 3147 | 2647 | 2950 | 2508 | 2225 | 2600 | 1807 | 250 |
| 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 | |
| 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 | 33434 | 30733 | 30983 | 33889 | 28693 | 27718 | 28799 | 28405 | 27449 | 24732 | 25579 | 21154 | |

Communications & Events Committee

| | |
|-------------------------------|--|
| Date: | 8th July 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.****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. Measures to allow for social distancing, as a result of the COVID-19 pandemic, were introduced on 24th July 2020 by Herefordshire Council meaning that the High Street was closed to traffic 10am to 1pm, Monday to Saturday. This also meant there was also no access to Corn Street, Corn Square and Victoria Street at this time. The measures were changed from 4th September 2020 meaning that the road closure 10am to 1pm will only operate on Fridays.

- 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 ***Christmas Lights and Switch On Event***

Some work to the lighting infrastructure will be required, which was agreed at the Finance & General Purposes Committee Meeting on 7th September 2020. This will greatly improve the display reliability and allow full timer control over the entire display area. The electrical works will be an investment for the future and will be installed to meet all current wiring and safety regulations. A decision will have to be made on the Christmas Light Switch On Event. There is the possibility of an alternative event and a verbal report will be submitted by the clerk at the meeting.

4.2 ***Through the Wardrobe Event***

A decision will have to be made regarding this event. If it goes ahead, numbers will have to be reduced and the event timed and ticketed to prevent a large queue forming.

4.3 ***Market Towns Forum***

A meeting was supposed to be arranged in August but as a result of the Leominster Town Clerk's work commitments and some councils having a Summer break, organising a date has been postponed until September.

4.4 ***Signage***

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

4.5 ***Servant's Quarters Holiday Let***

The Servant's Quarters let is receiving a good number of bookings at present and as shown in the TIC Managers report, it is receiving excellent feedback. Some time will need to be taken out of the booking calendar to allow cabling works to be carried out under the floor.

4.6 ***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 currently being stood down as the number of calls has decreased significantly. The attached statement has been circulated and we intend to call a debrief meeting for all the organisations concerned so that we are able to quickly reinstate the response, should the need arise.

5. EVENTS UPDATE

5.1 ***VJ Day Commemoration***

Due to the pandemic, unfortunately all planned events to mark the 75th anniversary of VJ day across the county were cancelled. The Herefordshire Lieutenancy asked Town Councils to mark the two minutes' silence at 11:00hours on Saturday 15th August and encourage members of the public to do likewise. The Mayor, Deputy Mayor and the Town Crier marked

AGENDA Item 9

the two minutes' silence with members of the public and councillors and the flag was flown. It was a low key event as advised.

5.2 Civic Service

A civic service is planned for the last Sunday in October. An update regarding this will be given at the meeting.

5.3 High Sheriff's Visit

A visit from the High Sheriff has been planned for Friday 2nd October 2020. An itinerary is currently being planned for the visit.

5.3 Remembrance Day

A meeting has been held with a representative of The Royal British Legion regarding an event on Remembrance Sunday. A verbal update will be given at the meeting.

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

In order to meet the Website Accessibility Standard WCAG 2.1 AA the Town Council has agreed to change its website provider and build a new accessible website as soon as possible. An update on this will be provided at the meeting.