



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Wednesday 8th September 2021

To: All Members of the Communications & Events Committee:
Councillors Murdoch (Chair), Smith-Winnard (Vice-Chair), Marsh, Rumsey,
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 14th September 2021** commencing at **11:30am** in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

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).

AGENDA

- 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 13th July 2021.
- 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 16th November 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 13th July 2021 commencing at 11:30am in the Council Chamber, 11 Corn Square, Leominster, HR6 8YP.

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

OFFICERS PRESENT: Town Clerk, Democratic Services Officer, Environment & Grounds Supervisor, Market Officer, TIC Manager.

ALSO PRESENT: One member of the public.

CE11/21 ELECTION OF CHAIR

Nominations were invited for the position of Chair of the Committee.

Cllr Murdoch was proposed by Cllr Smith-Winnard and seconded by Cllr Rumsey. There being no other nominations, Cllr Murdoch was formally elected Chair of the Communication & Events Committee.

CE12/21 ELECTION OF VICE CHAIR

Nominations were invited for the position of Vice-Chair of the Committee.

Cllr Smith-Winnard was proposed by Cllr Rumsey and seconded by Cllr Sutcliffe. There being no other nominations, Cllr Smith-Winnard was formally elected Vice-Chair of the Communication & Events Committee.

CE13/21 APOLOGIES FOR ABSENCE

There were no apologies for absence.

CE14/21 DECLARATIONS OF INTEREST

Cllr Smith-Winnard – Leominster in Bloom
Cllr Sutcliffe – Trustee of Grange Court

CE15/21 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE16/21 QUESTIONS FROM THE PUBLIC

One member of the public was present. The following matter was raised:

- **Party in the Park** – it is planned to hold this event on 6th August 2022 together with a Charity family day on 7th August 2022. The organiser requested hire of the Grange for the 2 days and PROW closure for footpath ZC139.
Cllr Sutcliffe advised that Grange Court had received complaints from neighbours regarding the noise levels at the previous Party in the Park event and that they had received no notification of the

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event. The organiser advised that leaflets publicising the event had been delivered to all neighbouring properties.

Cllr Marsh advised that a charge would need to be levied for the hire of the Grange and requested that the entrance charge on the charity day was low.

CE17/21 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 18th May 2021 be agreed and signed as a correct record.

CE18/21 CLERK'S REPORT

The Clerk had nothing to report.

CE19/21 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 NHS will be distributing COVID 19 test kits in Corn Square during the week.

Cllr Sutcliffe reported that the Farmers Market had lost one stallholder following the issue of a parking ticket. The stallholder had been issued with a ticket after stopping on the pavement which was necessary due to another vehicle blocking the road. The stallholder appealed the issue of the ticket but lost the appeal. The clerk requested that the stallholder contact her regarding the issue if they want to take the matter further.

CE20/21 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 the suggestion that the curtains in the bedrooms of the Servants Quarters are lined to help block out the light during the Summer;
- To note that 50% of the funds have been raised towards the cost of the defibrillator to be installed in the Bargates phone box. A further fundraiser is being held in the Secret Garden on Saturday 17th July 2021. Leominster in Bloom is also in consultation with the railway station regarding the possibility of renovating the phone box situated there;
- To note that the judging of Leominster in Bloom will be based on a portfolio that needs to be completed by the end of July 2021.

CE21/21 COMMUNICATIONS & EVENTS UPDATE REPORT

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

- To note the report;

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- To note that the centre poles in Corn Square will be removed on the 25th July 2021 in preparation for the May Fair. Balfour Beatty will be reducing the poles by 1 metre. The planters will be moved to the garden at Lloyds Bank on 22nd July 2021. Access will be granted to allow the Council to water the plants. The clerk is checking that the bunting in the town will not interfere with the fairground rides;
- To contact Herefordshire Council regarding the reimbursement of the cost of the time spent on the HSHAZ project by the Project & Grants Officer;
- To note that the Cultural Consortium has received an official funding offer of £85000 from Historic England to run a Cultural Programme to accompany the Leominster HSHAZ Scheme (2021-2023). A further bid for £35000 is to be submitted;
- To consider setting a rental price for use of the Secret Garden to include toilet and kitchen access and cover cleaning after use. It was suggested that the rental charges should be set at a level where costs can be recovered over a 5-year period and that the charges are reviewed annually. Committee members to contact the clerk with suggestions for the pricing structure;
- To review the parking arrangements in the Secret Garden. The clerk will investigate solutions to the current parking problems and associated costs and report back to the Committee. Committee members to email the clerk if they have any suggestions;
- To note that the Leominster Festival proved to be a success. Representatives from the Cultural Consortium and Heritage England attended the Leominster Big Green Family Fun Day to engage with the community. The event was attended by over 700 people. There were 139 people at the Big Quiz event. A civic service was held to commemorate the 50th anniversary of Westfield School. Two concerts by the Birmingham Philharmonic Orchestra were held at the Priory;
- To support the plans for the Party in the Park event to take place in August 2022. The clerk will check the cost to use the Grange, obtain a quote for the closure of the footpath and contact the Cultural Consortium to find out if any financial support is available;
- To support the plans for the Medieval Pageant to take place in September 2022. The clerk will forward details of the Cultural Consortium to the organisers to find out if any financial support is available and will obtain a quote for footpath closures;
- To purchase an accessible website for the Tourist Information Centre;
- To note the recommendations for the siting of new noticeboards. The noticeboards will be reviewed weekly to ensure they are up to date. Cllr Sutcliffe suggested that the existing Grange Walk noticeboard is refurbished instead of being resited.

Committee noted the following report, presented by the clerk, from the Projects & Grants Officer:

HSHAZ

- Additional staffing resource to support delivery of the HSHAZ Scheme during the absence of the HSHAZ Project Officer has now been put in place by Herefordshire Council and Historic England.
- Governance and finance structures within Herefordshire Council continue to cause delays, which we have raised with the relevant officers and the Chief Executive.
- The building grant scheme is now up and running and is a current priority for the HSHAZ Programme. Full details are provided online on the Herefordshire Council website.
- A supplier has been selected for the Web App and a contract will be issued as soon as the relevant Herefordshire Council governance is in place.
- Consultation for the public realm projects has been delayed due to Herefordshire Council governance requirements, but should begin in Autumn/Winter 2021.
- A community consultation stand was held at the Leominster Festival Family Fun Day. HSHAZ are currently looking for engagement from:
 - Business owners and landlords who would be interested in applying for the building grants programme
 - Volunteers who would be interested in helping with the following:
 - o Listing enhancement project (those with an interest in learning how to contribute to building listings and owners of listed buildings who would be happy to let HSHAZ representatives visit their properties)
 - o Producing content for the HSHAZ Web App (blog posts, helping to develop historical trails, photographs)
 - Local businesses who would be interested in attending stakeholder meetings to advise on the design and function of the HSHAZ Web App.

Cultural Consortium

- The funding agreement has been reviewed by the Task & Finish group and will be signed once Historic England have confirmed responses to a couple of outstanding queries. We will then receive an advance grant payment of ¼ of the total funding grant.
- Recruitment for the Programme Officer is underway, with interviews taking place on Wednesday 14th July. Earl Mortimer College students are assisting with the interview process.
- Consultation started at the Leominster Festival and the Consortium will be ramping up promotion/engagement once the Programme Officer is in post. An online consultation survey is now live and can be accessed via [Leominster ROARS Survey Monkey](#). The survey is one of several consultation strands and will be followed up with focus groups in September, looking at points of interest that emerge from the survey findings. The closing date for the survey is 31st August and all respondents that provide their contact details will be entered into a draw to win a £50 local

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shopping voucher. There is potential for the consultation period to end with a stand/display at the Apple Fair in mid-October, allowing the Consortium time to consolidate results and produce briefs for artists ready for commissioning in January 2022.

CE22/21 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 14th September 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 13.10 hours.

CHAIR:

DATE:

Friday Markets

Date	Regular	Casual	Charity	£
9/7/21	9			224.00
16/7/21	9			224.00
23/7/21	11		1	264.00
30/7/21	9			224.00
6/8/21	8			170.00
13/8/21	10			194.00
20/8/21	11		1	254.00
27/8/21	10			240.00
3/9/21				235.00
				£2,024.00

This period has seen the lifting of most restrictions and in general market customers are behaving in a sensible manner. Trader attendance has been variable

Enquiries for pitches are coming in and whenever possible these are accommodated, but lay out prevents this on most occasions. The addition of two small pitches for casual traders in the centre of the space is being looked at. The current layout has the approval of most traders and many of the market goers have said that they prefer this arrangement to the pre - lock down layout. This will be further discussed with the traders.

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

A final decision on the format and scope of the Victorian Street market has yet to be made. The Farmers Market will be in the Square on Saturday 11th December as normal.

Tourist Information Centre Manager's Report September 2021

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
Staff	A garden party was held in the Secret Garden for the volunteers, to welcome them back and up-date them on everything. Not all are yet prepared to return and two have decided to move away altogether. However, the majority still wish to come back and many have chosen the beginning of September as their starting date.	
Tourism Development	<p>A member of TIC staff is now working on the new website. It involves creating a page for each of our paid up members as well as writing more general information on the area. This is very time consuming and particularly difficult as the internet connection frequently drops out.</p> <p>The up-dated version of the area guide is almost ready to print. Local shops, tourism business and attractions have been invited through letters, and social media to get themselves listed. Seven of the local self-catering cottages have now closed. Seven of the new shops in town have joined. There are currently 84 members.</p> <p>There have been Zoom meetings organised by Visitherefordshire with all the TICs or representatives from each of the towns. Leominster and Hereford are the only TICs with paid members of staff.</p> <p>The Visitherefordshire Tourism Forum takes place on 9th Sept. The TIC manager and a member of staff to attend to represent Leominster with a stand. This is a great networking opportunity and a chance to promote Leominster to other businesses in the industry, and encourage them to keep in touch with the TIC.</p> <p>There will be a similar event at the Waterworks Museum in October organised by Eat Sleep Live Herefordshire.</p>	
Leominster in Bloom	The virtual judging has taken place and results should be announced later in the month. Sponsors and supporters are being invited to a tea party in the Secret Garden, including the 'It's Your Neighbourhood' entrants.	
Servants Quarters	Bookings continue to be good, and reviews are all very good too. The apartment will be closed for a week for redecorating and snagging in the first week of November.	

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
Other news	Visitor numbers are starting to pick up again after COVID. From an average of about 40 each day there have been days that were up to 80 and more. There have been a few coach parties from the Midlands area stopping off on their way to do the Black and White trail.	



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	1576
August	5365	4556	3915	4008	3987	4498	3283	3585	3872	3116	4378	2542	3038	2204	662	1711
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 9

Communications & Events Committee

Date:	8th September 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 5.1 and 5.2.

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

- September 2021 – 11th
- October 2021 - 9th,

- November 2021 – 13th
- December 2021 – 11th

4. COMMITTEE MATTERS

4.1 **Mayor Making 2021**

This year Mayor Making will take place on Saturday 25th September at 7pm in The Priory Church. Invitations have been sent out and requests for nominations for Civic Awards have been made.

4.2 **HSHAZ/Cultural Consortium**

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

4.3 **Secret Garden**

The toilets are complete with the exception of the accessible toilet. Repairs to the wall have been made and the remaining parts of the wall are currently being repointed. We have had several bookings and charity events in the garden including Tai Chi and a choir. Alterations to the car park for safety and operational reasons are currently being costed.

4.4 **Mayors Engagements**

To receive a verbal report from the Mayor regarding events attended.

5. EVENTS UPDATE

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

5.1 **Public Open Space Events**

A number of events have taken place on our open spaces since the lifting of COVID-19 restrictions, including the Leominster Festival Family Fun Day, a Dementia Fundraiser and a Dog Show. There is an element of paperwork to bookings and we have had to provide additional services, for example, bin emptying, opening toilet facilities and bollard removal for access and suggest

that it is not unreasonable to charge a booking fee to cover these additional costs.

5.2 ***Christmas Light Switch On/Through the Wardrobe Event***

To discuss plans and costs for the two events.

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***

The new Tourist Information Centre website has been commissioned and is in the process of being built. It is anticipated that it will go live for the end of September 2021 and will be WCAG compliant website with the same format as the Leominster Town Council website.