



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Wednesday 10th November 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 16th November 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 14th September 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 11th January 2022 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 14th September 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 (12.11) and Sutcliffe.

OFFICERS PRESENT: Town Clerk, Democratic Services Officer, Market Officer, Projects & Grants Officer (12.45).

CE23/21 APOLOGIES FOR ABSENCE

Apologies were received from Cllr Thomas (Holiday) and the Tourist Information Centre Manager (Holiday). Apologies were also received from Cllr Rumsey who had a prior engagement. Cllr Rumsey joined the meeting at 12.11.

CE24/21 DECLARATIONS OF INTEREST

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

CE25/21 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE26/21 QUESTIONS FROM THE PUBLIC

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

CE27/21 MINUTES OF PREVIOUS MEETING

The Projects and Grants Officer had requested that CE21/21 (Cultural Consortium) was amended to include that the further bid for £35000 is to be submitted to the Arts Council and other funders.

Following the amendment it was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 13th July 2021 be agreed and signed as a correct record.

CE28/21 CLERK'S REPORT

The clerk informed the Committee that:

- The Royal British Legion are planning to carry out the normal remembrance parade this year. They have received a grant of £400 per annum towards the parade in the past and had queried whether it had been included in the Armed Forces Covenant as a rolling grant. The clerk advised that it hadn't been included in the covenant and will send out the grant application forms. The clerk will also submit details of the required road closures to Herefordshire Council;

MINUTES (AGENDA Item 5)

- A representative from Leominster Community Centre has advised that they will be running an event for volunteers on land to the rear of the Priory and has asked if the Town Council have insurance cover for the volunteers. The clerk confirmed that the land is the responsibility of the Town Council and that the volunteers would be covered under the Town Council's public liability insurance;
- The Ivington Harvest Festival will be held on Sunday 10th October 2021. Robing for councillors will take place in the village hall. The clerk will clarify timings for the event.

CE29/21 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 some members of the public are unaware of the removal of the road closure in Victoria Street during the Friday market. Cllr Marsh advised that, as Ward Councillor for the South Ward, she would write to Herefordshire Council and request that Victoria Street remains closed on a Friday from 10am - 2pm;
- That Leominster Town Council will support the organisation of the Victorian Market to be held on Saturday 11th December 2021 and the Environmental Team will provide assistance on the day.

Cllr Sutcliffe expressed concern regarding the number of charity stalls at events / markets due to the potential to undercut other traders especially if the charities are offered free stalls.

Cllr Sutcliffe advised that stallholders at the recent Farmers Market received verbal abuse from a disabled driver who wanted to park in a disabled bay in Corn Square. It was noted that Victoria Street should be closed for the Farmers Market and so drivers should not be able to access Corn Square. Barriers / signs should be in place advising of the road closure.

CE30/21 TOURIST INFORMATION CENTRE

The Clerk presented a report updating Committee on the Tourist Information Centre. Following discussion, it was **RESOLVED**:

- To note the report;
- That an updated job description will be prepared for a new member of TIC staff to replace the member of staff who is leaving in October;
- To note that there have been Wi-Fi issues in the Servants Quarters and the booster has been replaced. The clerk will obtain a quote for wired-in internet to be installed when the apartment is closed for decorating and snagging;
- To note that the Airbnb app for Servants Quarters bookings will need to be assigned to another member of staff (as it is currently assigned to the member of staff who is leaving).

CE31/21 COMMUNICATIONS & EVENTS UPDATE REPORT

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

- To note the report;
- To note that the Priory Church has been booked from 4.30pm for a rehearsal prior to the Mayor Making ceremony at 7pm on 25th September 2021. Following the ceremony refreshments will be provided by Town Council staff;
- To note the following appointments attended by the Mayor:
 - Thursday 29th July - Mayor's Charity Market, Ludlow
 - Saturday 31st July - Monkland Fete
 - Friday 13th August - HSHAZ Steering Group meeting
 - Saturday 28th August – Dementia Friendly Leominster Family Fun Day
 - Saturday 11th September – Hampton Ferry Evesham Classic Car Show
 - Sunday 12th September– Royal British Legion 81st Anniversary of the Battle of Britain at Hereford Cathedral
 - Tuesday 14th September – Meeting with Angela Tyler from the Ely Memorial Fund at Leominster Police Station
- To insert a clause on the Public Open Space Events booking form that event operators and stallholders should vacate the site within 30 minutes of the end of the event;
- To request a refundable deposit for Public Open Space Events which will be refunded if the site is left in a clean condition;
- To note that the Christmas Light Switch On event will take place on Saturday 27th November 2021. It is planned to erect a stage, hire a Michael Buble tribute act and put Children's Fairground rides in the middle of Corn Square;
- To note that the Through the Wardrobe Event will take place on Saturday 4th December 2021. Costings are currently being planned for the event. Normally 450 tickets are available for children in HR6 postcodes. Cllr Marsh requested that some tickets are given to Leominster Food Bank for distribution;
- To prepare a flyer listing the 3 Christmas events – Victorian Market, Christmas Light Switch On and Through the Wardrobe – for issue to local traders.

Cllr Marsh left the meeting at 12.45 hours.

The Projects & Grants Officer gave the following verbal update:

Cultural Consortium

- The Programme Officer has been appointed and will prepare a community engagement and consultation plan for the next few months. She will also be seeking to recruit volunteers to support Leominster Festival and the Cultural Consortium.

MINUTES (AGENDA Item 5)

- The first instalment of the grant in the amount of £21250, from Historic England, is due to be received shortly. Further payments of £25000 should be received in January 2022 and November 2022, with 2 smaller payments expected in the final 2 years. It is anticipated that a further bid will be submitted to the Arts Council to supplement the income for the final 2 years;
- The online consultation survey finished on 31st August 2021 and all respondents that provided their contact details were entered into a draw to win a £50 local shopping voucher. There were 70 responses to the survey;
- The consortium will review the responses from the consultation held at Leominster Festival and the online survey to identify any areas that can be looked at by the focus groups;
- At the end of the consultation period, the consortium will consolidate results and produce briefs for artists ready for commissioning in January 2022;
- The Projects and Grants Officer will give a presentation to the Full Council to update the councillors on the Cultural Consortium.

CE 32/21 CONFIDENTIAL ITEMS

High Street Heritage Action Zone Scheme (HSHAZ)

The Projects & Grants Officer gave a verbal update updating the Committee on the HSHAZ. Following discussion, it was **RESOLVED:**

- That Leominster Town Council will liaise with Herefordshire Council for the reimbursement of the cost of the additional time spent on the project, by the Projects and Grants Officer, due to the absence of the HSHAZ Project Officer;
- That the Projects and Grants Officer will set out the roles and responsibilities within the HSHAZ scheme for publication on Leominster Town Council's website;
- That the clerk will update the risk register to include partnership working with Herefordshire Council;
- That the Mayor will sign a letter prepared on behalf of Leominster Town Council regarding the operation of the HSHAZ scheme.

CE 33/21 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 16th November 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 13.55 hours.

CHAIR:

DATE:

Friday Markets

Date	Regular	Casual	Charity	£
10/9/21	10			239.00
17/9/21	10			189.00
24/9/21	11			224.00
8/10/21	10			239.00
15/10/21	12		1	254.00
22/10/21	10			189.00
29/10/21	10			239.00
5/11/21	10			239.00
				£ 1,812.00

The market is in a period of relative stability with regard to attendance. Enquiries for pitches are coming in and whenever possible these are accommodated, but lay out prevents this on most occasions. The market layout will change slightly to accommodate the Christmas tree.

The 6-month insurance check will take place on 19th November.

Christmas Markets. The dates for December are as follows: Fridays: 3rd 10th 17th 24th

Tuesday: 21st N.B. The Market on New Year's Eve is being discussed but is unlikely to happen.

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

Tourist Information Centre Manager's Report November 2021

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
Staff	There is currently a vacancy for a Tourism and Social Media Assistant which will be advertised shortly. The role has been adjusted to reflect the changing needs of the TIC and Town Council with responsibility for updating both websites as well being and social media pages.	
Tourism Development	<p>The Tourist Information Centre Manager attended a conference organised by Eat Sleep Live (ESL) Herefordshire at the Waterworks Museum in Hereford. There were about 60 people there. There was an update from Heidi Chamberlain on ESL advertising campaigns. Other presentations included NMITE, about their new intake and aspirations, a new Vegan company from Ledbury, the Federation of Small Business, the Hereford Business Improvement Plan and a presentation on Group and Coach Travel and its importance to the area from 'While We Visit'. There was then the opportunity to look around the Waterworks Museum.</p> <p>There have been several Zoom meetings organised by Visitherefordshire. They are having regular meetings for all the Herefordshire TICs including some shops that act as Information Points in some towns.</p> <p>20,000 'Leominster Country' area leaflets have now been printed. 15,000 will be distributed by Glide Media all over the UK and 5,000 will come to the TIC.</p>	ESL and Visitherefordshire are two different entities with similar aims.
Leominster in Bloom	The Winter planting has been completed and the bunting taken down. Work has just been finished on refreshing the Coningsby Road flower bed. The AGM is on Weds 10 th November in the Council Chamber at 11 Corn Square at 7pm.	LIB is keen to be involved in partnership with the Town Council.
Servants Quarters	Bookings have continued to be fairly steady, with most being for two people for two days. Reviews continue to be excellent and many of the guests plan a return at some point. The flat was closed for one week at the beginning of November for general maintenance and deep cleaning.	

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
	<p>Some recent reviews: ‘Lovely property. Spotlessly clean. Great theme. Renovated beautifully. Private note Thanks, we shared your place on Facebook and got plenty of likes. Only marked down on the check in because we felt 4.00pm was rather late.’</p> <p>‘The Servants Quarters are ideally placed in Leominster with car parking nearby. Decorated to a high standard you feel as though you have stepped into a different era once behind the main door. Lots of eateries and antique shops within walking distance and a cosy retreat to come back to. Would definitely return. Thank you. Private note Thank you for hosting our stay at The Servants Quarters. We found check in easy and using your car park was a plus. The space was decorated to a high standard and very clean. Would happily stay again.’</p> <p>£1,060 was taken for October 2021.</p>	
Other news	<p>The Tourist Information Centre Manager has been out to give evening talks about the work of the TIC to Preston Wynne and Dilwyn W.I.s. Calendar sales are proving as popular as ever. There are six different local calendars to choose from. A meeting took place for Walkers are Welcome. Staff have had a First Aid training refresher course. The Manager was consulted about the prospects of setting up a new TIC in another market town.</p>	<p>Going out to speak is a good way to recruit potential new volunteers as well as publicising what we do for local people as well as visitors.</p>



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	1411
October	3064	3096	2492	2366	2551	2794	2116	3056	2169	2199	1843	1758	1847	1924	687	1167
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:	9th November 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 a decision on 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

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

- January 2022 - 8th
- February 2022 – 12th
- March 2022 – 12th

4. COMMITTEE MATTERS

4.1 *HSHAZ/Cultural Consortium*

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

4.2 *Mayors Engagements*

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

5. EVENTS UPDATE

5.1 **Scheduled events**

Corn Square

- 11th Dec 2021 –**Victorian Street Market** – Road Closure in place
- 21st Dec 2021 **Christmas Market** – Road closure in place
- 24th Dec 2021 **Christmas Eve Market** – Road closure in place

Broad Street

- 14th Nov 2021 – **Remembrance Parade** – Road closure in place
- 10th/11th December 2021 (from 6pm) **Victorian Street Market**–Road Closure in place

Pinsley Road - Church St end

- 14th November 2021–**Remembrance Parade**–Road Closure in place

5.2 ***Victorian Street Market***

To consider taking over the organisation and delivery of the Victorian Street Market (VSM). It was agreed that the Town Council would support the running of the VSM but it is now recommended that the Town Council should take over the whole event as they are best placed and have the resources for booking, payment and delivery. There will be free parking in the Herefordshire Council car parks all day on 11th December 2021.

5.3 ***Christmas Lights***

The Christmas Lights and the Christmas tree will be installed on 15th-16th November 2021. The lights will be switched on without an event on 27th November 2021.

5.4 ***Through the Wardrobe Event***

An application for funding to support this free event for local children has been submitted to the Welcome Back Fund and we are currently waiting for

approval of all projects in the application. Due to operational issues, the event is now planned for 18th December and not 4th December as originally planned.

5.5 ***Children's Christmas Service – Priory Church***

To note that this service will not take place this year due to concerns of rising cases of COVID-19. A verbal update by the clerk on an alternative event will be given at the meeting.

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 is now up and running

[Leominster Tourism website link](#)

This will be developed further upon recruitment of the Tourism & Media Assistant Role.

6.3 ***Tourism and Media Vacancy***

A new job description has been developed for a Tourism & Media Assistant to work in the Tourist Information Centre and have responsibility for updating both the Town Council and Tourist Information websites and social media. This will be advertised from next week.