



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Thursday 6th January 2022

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 11th January 2022** commencing at **11:30am** in the Stable Gallery, 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 16th November 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 15th March 2022 at 11:30am in the Stable Gallery, 11 Corn Square, Leominster HR6 8YP.

LEOMINSTER TOWN COUNCIL

COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Tuesday 16th November 2021 commencing at 11:30am in the Council Chamber, 11 Corn Square, Leominster, HR6 8YP.

MEMBERS PRESENT: Councillors Murdoch (Chair), Marsh and Thomas.

OFFICERS PRESENT: Town Clerk, Democratic Services Officer, Market Officer, TIC Manager, Projects & Grants Officer (12.25).

CE34/21 APOLOGIES FOR ABSENCE

Apologies for absence were received and accepted by the Committee for Cllr Rumsey (Illness), Cllr Smith-Winnard (Personal) and Cllr Sutcliffe (Work).

CE35/21 DECLARATIONS OF INTEREST

No declarations of interest were received.

CE36/21 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE37/21 QUESTIONS FROM THE PUBLIC

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

CE38/21 MINUTES OF PREVIOUS MEETING

Committee **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 14th September 2021 be agreed and signed as a correct record.

CE39/21 CLERK'S REPORT

The clerk informed the Committee that:

- The Hereford Times had published an article regarding the cancellation of the Christmas Light Switch On event. The article was copied and posted on social media. It was noted that the event had been cancelled due to concerns about the ongoing Covid-19 situation and the possibility of large crowds gathering;
- The Christmas lights are in the process of being installed and will be switched on on 27th November 2021;
- The grant from the Welcome Back Fund was finalised on 11th November 2021. The clerk will circulate a list of the projects to be funded under the scheme.

CE40/21 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;

MINUTES (AGENDA Item 5)

- To note that due to the installation of the Christmas tree at the top of Corn Square, the flower stall will move to the opposite end of the market and another stall will move up by the tree;
- To note that there will be an additional market on 21st December 2021;
- To note that arrangements are in hand for the Victorian Market and a temporary event notice has been applied for. The Victorian Market will be open from 10am – 3pm, on 11th December 2021, with an official opening at 11am.

CE41/21 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 that a new job description has been developed for a Tourism & Media Assistant and will be reviewed at the Personnel Sub-Committee meeting on 19th November 2021;
- To note that there have been issues regarding the receipt of emails by the TIC. The clerk will review the situation;
- To note that a Ryeland sheep heritage event is being planned for 2022;
- To note that the curtains in the bedrooms of the Servants Quarters have been lined to help block out the light during the Summer.

CE42/21 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 clerk will be submitting a list of road closure dates for 2022 in January. Councillors to advise the clerk of any road closures to be added to the list;
- That Leominster Town Council will take over the organisation of the Victorian Market to be held on 11th December 2021;
- To note the following appointments attended by the Mayor:
 - Sunday 3rd October – Mayor of Ledbury Civic service
 - Thursday 7th October – Services For Independent Living, 25 year celebration event
 - Saturday 9th October – Autumn Inaugural Banquet
 - Monday 11th October – Institution & Induction of Rev Guy Spenser Cole at Leominster Priory
 - Friday 15th October – Queens Green Canopy Planting Campaign
 - Friday 15th October – Shrievalty service at Hereford Cathedral
 - Saturday 16th October – Leominster Apple Fair
 - Thursday 21st October – Wye Valley NHS zoom meeting
 - Sunday 24th October – Civic service at Leominster Priory

MINUTES (AGENDA Item 5)

- Tuesday 2nd November – Armed Forces Covenant silver award ceremony at the National Memorial Arboretum
- Sunday 7th November – Patron’s curry lunch at Suvla Barracks Hereford
- Thursday 11th November – Remembrance Day, Leominster
- Saturday 13th November – Poppy Dance at Leominster Sports & Social Club
- Sunday 14th November – Leominster Remembrance Parade
- To note that there wasn’t an identified budget for the Through the Wardrobe Event but a grant has now been received through the Welcome Back Fund to enable the event to proceed.

The Projects & Grants Officer gave the following verbal update:

HSHAZ

- An initial meeting has been held with Visual Works to set up a Working Group for the web-based heritage app. The web app will be launched at the end of March 2022;
- The focus group is looking into communication and engagement and identifying the branding materials that will be used;
- The installation of Wi-Fi and footfall tenders went out to tender and 2 applications have been received. The contract will be awarded following a review of the 2 proposals.

Cultural Consortium

- Currently focus groups are being operated by Rachel Buchanan and there have been 3 proposals for taster events;
- A Memorandum of Understanding has been prepared and will be reviewed at the Full Council meeting on 29th November 2021.

CE43/21 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 11th January 2022 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 12.37 hours.

CHAIR:

DATE:

Friday Markets

Date	Regular	Casual	Charity	£
12/11/21	10			229.00
19/11/21	10			224.00
26/11/21	10			229.00
3/12/21	10		1	269.00
10/12/21	9			209.00
17/12/21	10			234.00
21/12/21	9			205.00
				£ 1,599.00

Market attendance stability has been maintained throughout the period.
 The extra Market on 21/12/21 proved popular and stall holders reported brisk trade.
 There was no Market on 31/12/21

The annual insurance check was completed on 19/11/21

The Victorian Street Market on 11/12/21 was well attended and most traders reported that a good day was had. Feedback from market goers was very positive. Problems with parked cars in Broad Street were resolved before the commencement of trading. Many thanks to the "LTC team" for their hard work and support during the day.

Tourist Information Centre Manager's Report January 2022

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
Staff	The interviews for the new member of staff should take place in January 2022.	
Tourism Development	<p>The e-mails issues from the tourism website seems to have been resolved and enquiries are being received.</p> <p>A request to visit the TIC has been received from someone hoping to set up one in Ledbury and they will visit in the New Year. One of the other market towns is closing theirs and has a similar request to come and see the Leominster set up.</p> <p>Visitherefordshire now arranges regular catch-up meetings for the TICs on Zoom. They up-date the staff on their various projects and each TIC has a chance to say what is going on in their town.</p>	
Leominster in Bloom	<p>£278 was raised on the tombola on the Victorian Market. It was so popular that everything was sold out by 1pm. A recent collection at Morrison's raised £336.</p> <p>This year's theme is the heritage of the Ryeland sheep in the town. The Buttercross will be decorated with a countryside scene with lots of sheep and other animals. There will be an additional theme of red, white and blue to mark the Queens Jubilee.</p> <p>Knitting patterns are going out to the volunteer crafters to create woolly toppers for the many bollards in town and the letter boxes.</p> <p>The Bertie Bargates project is making slow but steady progress. The painting is done on the main frame of the box but the door is proving a challenge as it requires extensive repair to the joinery. The Perspex panels have been sponsored so are ready to go in and there is sufficient money on the funds for the defibrillator which has now been ordered. The box will be dedicated to the ambulance worker who passed away last year in an accident whilst on duty.</p>	
Servants Quarters	Weekday bookings decreased during the winter months although weekends have been holding up. There have been a few cancellations due to the new COVID variant. However there was a three night stay for three people and seven night stay for four over the Christmas period.	

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
Other news	<p>Following government advice in December to 'Work from home if possible', the volunteers were asked not to come in, and the door was closed again. Customers were served through the window.</p> <p>The Through the Window event was a huge success. All the feedback was very positive. 405 people came through including 198 children with tickets.</p> <p>The Walkers are Welcome group had its Annual General Meeting in the Council Chamber and appointed new officers. A post COVID relaunch is planned for May to coincide with the Leominster Festival.</p> <p>During November and December over 110 calendars of five different local designs were sold.</p> <p>There has been a delivery of several circular walks leaflets that have been reprinted by Herefordshire Council. They range from 2 – 10 miles and are free.</p>	<p>Circular walks leaflets arrived on Wednesday afternoon so publicity will begin on social media in January.</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	1043
December	2169	1977	1849	1480	1368	2007	1411	1368	1736	1266	1695	1894	1897	1089	450	559
	37451	36835	33434	30733	30983	33889	28693	27718	28799	28405	27449	24732	25579	21154	6896	10503



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

AGENDA Item 9

Communications & Events Committee

Date:	6th January 2022
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 5.3, 5.4, 5.5, 5.6, 5.7 and 6.1.**

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 2022 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 2022

- 8th January
- 12th February
- 12th March
- 9th April
- 14th May
- 11th June
- 9th July
- 13th August
- 10th September
- 8th October
- 12th November
- 10th December

4. COMMITTEE MATTERS

4.1 *HSHAZ/Cultural Consortium*

A full update will be provided at the Full Council meeting on 24th January 2022.

4.2 *Mayoral Engagements*

To receive a report on the Mayoral Events attended.

4.3 *Business Project Officer*

A freelance Business Project Officer has been recruited to work on building a Business Group and organise a Business Promotion Event with free parking and promotional items in March 2022.

5. EVENTS UPDATE

5.1 *Party in The Park*

Currently still planned. Funding from the Great Places to Visit Fund for footpath closure and signage.

5.2 *The Medieval Pageant*

Unfortunately, this event has now been postponed until 2023.

5.3 *The Queen's Platinum Jubilee Celebration*

To consider organising an event for the Queen's Platinum Jubilee Bank Holiday weekend 2nd – 5th June 2022.

5.4 *Leominster Food Fayre*

To consider taking over the organisation of the Leominster Food Fayre.

5.5 *Christmas Lights Switch-on Event*

To discuss the Christmas Light Switch-On Event for 2022.

5.6 ***Victorian Street Market***

To review the 2021 Victorian Street Market and discuss ideas for 2022.

5.7 ***Through the Wardrobe Event***

To review the 2021 Through the Wardrobe Event.

Scheduled eventsCorn Square

- May 2022 – 21st **Leominster in Bloom Plant Fair** – Road Closure in place.
- Sept 2022 – 3rd, 17th **Leominster Food Fayre & Leominster In Bloom Plant Fair** – Road closure in place
- Nov 2022 - 26th – **Light Switch On Event** – Road closure TBC

Broad Street

- November 2022–13th, **Remembrance Parade** – Road closure required
- December 2022–10th (from 6pm), 11th **Victorian Street Market**–Road Closure in place 18:00-00:00 9th December and 00:00 – 21:00 10th December.

Pinsley Road - Church St end

- November 2022 –13th **Remembrance Parade**–Road Closure required

6. COMMUNICATIONS6.1 ***Leominster News***

To consider increasing support, promotion and opportunities with regard to the Leominster News.

6.2 ***Tourism and Media Vacancy***

Interviews for this position will be held week commencing 10th January 2022.