



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Wednesday 9th March 2022

To: All Members of the Communications & Events Committee:
Councillors Murdoch (Chair), Smith-Winnard (Vice-Chair), Jacquet, 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 15th March 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 11th January 2022.
- 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 May 2022 at 11:30am in the Stable Gallery, 11 Corn Square, Leominster HR6 8YP (subject to approval of the meetings calendar at the next Full Council meeting on 28th March 2022).

LEOMINSTER TOWN COUNCIL

COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Tuesday 11th January 2022 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster, HR6 8YP.

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

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

CE44/21 APOLOGIES FOR ABSENCE

Apologies for absence were received and accepted by the Committee for Cllr Rumsey (Isolation).

CE45/21 DECLARATIONS OF INTEREST

- Cllr Thomas – Leominster News

CE46/21 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE47/21 QUESTIONS FROM THE PUBLIC

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

CE48/21 MINUTES OF PREVIOUS MEETING

Committee **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 16th November 2021 be agreed and signed as a correct record.

CE49/21 CLERK'S REPORT

The clerk informed the Committee that:

- The 'Welcome to Leominster' signs include reference to 'Leominster in Bloom Gold Award Winners'. It was previously agreed that the signs should include a 'Fair Trade' sign and potentially details of events. The clerk will investigate the price of signage and the wording to be included.

CE50/21 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 consider investing in 'Market open' signage and to consider including market details on the 'Welcome to Leominster' signs;
- To note that a number of people paid for parking at the Victorian Street Market as the 'Free parking' signs were not prominently displayed. It was noted that the parking meters should also be covered to prevent people from paying;

MINUTES (AGENDA Item 5)

- To provide early advance notice to residents in Broad Street of the Victorian Street Market parking restrictions;
- To consider enhancing the next Victorian Street Market by:
 - Encouraging shopkeepers to decorate their shops / have pavement stalls and awarding a prize for the best dressed shop / pavement stall;
 - Operating pony & trap rides around the town (and to use as transport in the opening ceremony);
 - Including a range of Victorian games (and Santa Claus) for children in the Secret Garden.

CE51/21 TOURIST INFORMATION CENTRE

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

- To note the report.
- To note that an enquiry for a long term booking for the Servants Quarters has been received;
- To note that the annual stock take has been completed and details have been forwarded to the accountant. Stock takes will be undertaken on a quarterly basis in future.

CE52/21 COMMUNICATIONS & EVENTS UPDATE REPORT

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

- To note the report;
- To consider holding events in Corn Square, in the afternoon, following the monthly Farmers market;
- To note the following appointments attended by the Mayor:
 - Tuesday 30th November – Meeting with Rob Ewing from Herefordshire Council regarding HSHAZ
 - Wednesday 1st December - HSHAZ Steering Group meeting
 - Saturday 4th December – Leominster Priory Christmas Bazaar
 - Tuesday 7th December – Mayor’s meeting (Hereford)
 - Friday 10th December – ECHO AGM via Zoom
 - Saturday 11th December – Victorian Street Market
 - Saturday 11th December – St John Ambulance carol service (Hereford)
 - Saturday 18th December – Through the Wardrobe event
 - Monday 20th December – Christmas Carols by Candlelight
 - Saturday 25th December – Taking Christmas presents to West Eaton nursing home
- To note that the Business Promotion Event is provisionally planned for 19th March 2022;
- To invite the Business Project Manager to meet with Councillors;
- To contact Balfour Beatty to establish the street closure policy for street parties in respect of the Queen’s Platinum Jubilee;

MINUTES (AGENDA Item 5)

- To consider holding a 'Picnic in the Park' and fireworks event in the Grange, on Sunday 5th June 2022, to celebrate the Queen's Platinum Jubilee;
- To find out whether a beacon can be lit on Eaton Hill to mark the Queen's Platinum Jubilee;
- To take over organisation of the Leominster Food Fayre to be held on 3rd September 2022;
- To appoint the Environment & Grounds Supervisor as the overall manager for Leominster Food Fayre and the Victorian Street Market;
- To contact the rector at the Priory, to establish their plans for Christmas events, in order that the Town Council can consider complementing the plans with the Christmas Lights Switch On Event;
- To consider setting up a Town Council steward volunteer list;
- To liaise with local organisations / businesses, regarding potential events to be held at the same time as the Victorian Street Market, to avoid duplication;
- To note that the Through the Wardrobe event was a success with 405 attendees;
- To discuss proposed Leominster Festival dates with the organisers as the dates coincide with the Queen's Platinum Jubilee bank holiday weekend;
- To note that Hereford Triathlon Club are holding a triathlon on 2nd July 2022, starting at Leominster Leisure Centre and finishing at Earl Mortimer College;
- To note that the Three Choirs Festival are holding two concerts at the Priory on 23rd July 2022;
- To note that Leominster Seed Swap will take place at the Priory on 12th February 2022;
- To consider producing a map of Leominster town that highlights local eateries and businesses;
- To increase support for Leominster News through the purchase of an additional page for £50. The clerk will check whether funding is available in the Covid recovery fund to support this.

CE53/21 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 15th March 2022 at 11:30am in the Stable Gallery, 11 Corn Square, Leominster, HR6 8YP.

There being no other business, the Chair thanked members for their attendance and closed the meeting at 13.19 hours.

CHAIR:

DATE:

Friday Markets

Date	Regular	Casual	Charity	£
7/1/22	8			170.00
14/1/22	11			245.00
21/1/22	11			245.00
28/1/22	8			Concession Day free
4/2/22	10			220.00
11/2/22	12			259.00
18/2/22	4			Storm Day free
25/2/21	12			259.00
4/3/21	11	1		254.00
				£ 1,652.00

Market attendance stability has been maintained throughout the period. The bad weather over the last few weeks has had an impact on attendance and footfall.

The Farmers market on 12/3/22 forms the heart of the “Leominster Independents Day” and it is hoped that this will be well attended.

Tourist Information Centre Manager's Report February 2022

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
Staff	<p>A new part-time staff member has been appointed and is going through the training and induction process. As well as overseeing the day to day running of the TIC along with the manager, they are responsible for the Town Council and Tourism websites, and the social media.</p> <p>Most of the volunteers have now returned after the COVID restrictions were lifted, although a few have other commitments so will not return for a few weeks.</p>	
Tourism Development	<p>The Leominster tourism website has been brought up to date, with omissions and errors corrected. There can now be stronger links with Leominster in Bloom and Walkers are Welcome. Herefordshire BID has been launched and all the local TICs continue to have regular Zoom meetings hosted by Visitherefordshire. They are keen for each of the Town Councils to provide representatives to be on the board of directors.</p> <p>The next big promotion that VH are working on is to highlight the Black and White village trail. They have worked on a cycling version that takes people on the less busy minor roads in the reverse direction taking in Eyton and Kingsland first.</p> <p>Herefordshire Council has reproduced an excellent set of circular walks, many that are close to Leominster. These are proving very popular. These have been featured extensively on social media and the posts have been bringing people in.</p>	
Leominster in Bloom	<p>Judging day has been requested for Friday 8th July, LIB always suggests a Friday as it is Market Day so the town is lively.</p> <p>An application has been put in for a grant for Jubilee celebrations. There will be various places around the town to admire art and craft items linked to the history of the Ryland sheep and the plans include a walking trail connecting them all. The bollards will be decorated with red, white and blue floral knitted 'hats' and the painted benches will also be red, white and blue to celebrate the Queens Jubilee.</p>	Volunteers are busy knitting flowers to decorate the bollards, and the Buttercross Arcade.

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
	No further news on Bertie Bargates as the door needs to be retrieved and repaired. A grant application has been approved by Leominster Town Council for the replacement wooden door frame.	
Servants Quarters	<p>Bookings have been coming in well in recent weeks as the weather starts to improve and COVID restrictions are gradually eased.</p> <p>Booked earnings for the year so far are: £3,625.00</p> <p>Latest reviews:</p> <p>‘Beautiful flat, clever, period design. Well equipped. Right in town centre. We’ll be back!’</p> <p>‘A quirky apartment like stepping back in time but in a modern way. Comfortable and warm with all the amenities you could need. In a central location but also very quiet at night.’</p>	
Other news	<p>Jay Britton from the Small Breeds Farm at Kington is retiring. The farm is being taken over as a going concern by a local family who have been involved in tourism for many years.</p> <p>Westonbury Mill Water Gardens will reopen soon under new ownership. The new people have been working on improvements over the Winter including clearing weeds adding seating and new furniture for the café. The plan is to repair the cuckoo clock and extend planting further into the adjacent field.</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	2022
January	2048	1890	1871	1752	1111	513	1568	1170	1260	1441	1292	1226	1393	1242	1394	0	488
February	2028	2827	2135	1693	1766	1756	1700	1546	1554	1793	1690	1192	1630	1408	1405	0	818
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:	9th March 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 4.4, 5.3, 5.3.1, 5.6, 5.7, and 5.8.**

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

- 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*

To receive a verbal update on the HSHAZ and the Cultural Consortium programme.

4.2 *Mayoral Engagements*

To receive a report on the Mayoral Events attended.

4.3 *Business Project Update*

To receive a verbal report on the project following the Leominster Independents Day Event on Saturday 12th March 2022 and to discuss how the project can be taken forward at the end of the funding period.

4.4 *Draft Civic Events List 2022-23*

To consider the draft Civic Events list for the coming year.

5. EVENTS UPDATE

5.1 *May Fair 2022*

This year's May Fair will be on 28th – 30th April 2022. The event will have a Civic opening and Leominster Town Council will be supporting the event by providing additional hours for the public toilets to be open.

5.2 *The Leominster Festival 2022*

To have a verbal update on festival plans.

5.3 *The Queen's Platinum Jubilee Celebration*

To discuss the Big Jubilee Lunch for the Queen's Platinum Jubilee Bank Holiday on 5th June 2022.

5.3.1 To discuss the possibility of a Jubilee beacon.

5.4 ***The Three Choirs Festival***

Two festival events are planned for Leominster, Viol consort Fretwork on 23rd July and the third concert in the Young Artist Organ Recital. Leominster Priory is the only venue outside Hereford city centre in 2022.

5.5 ***Party in The Park***

Currently still planned. Funding from the Great Places to Visit Fund for footpath closure and signage. This will be a two-day event, the second day being a family event.

5.6 ***Leominster Food Fayre***

To consider the planning of the Leominster Food Fayre.

5.7 ***Christmas Lights Switch-on Event***

To discuss the Christmas Lights Switch-on Event for 2022.

5.8 ***Victorian Street Market***

To receive an update on plans for the Victorian Street Market 2022.

Scheduled events

Corn 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. COMMUNICATIONS

6.1 ***Leominster News***

To discuss content for our Leominster News pages.

6.2 ***Website/Social Media***

To discuss website/social media content and meet the new Tourism & Media Assistant.

LEOMINSTER TOWN COUNCIL CIVIC EVENTS 2022

DATE	EVENT	LOCATION/TIME	ATTENDANCE	ROBES
28 th – 30 th April	May Fair	11 Corn Square/TBC	Councillors, Mace Bearers & civic list	Yes
21 st May	Mayor Making	Priory Church at 7pm	Councillors, Mace Bearers and Town Crier	Yes
TBC	Leominster Festival Market	11 Corn Square TBC	Councillors, Mace Bearers, Town Crier & Civic list	Yes
TBC	Leominster Festival service	The Priory Church 5 th June 10am	Councillors, Mace Bearers, Town Crier & Civic list	Yes
TBC	Leominster Festival Parade	TBC	Councillors, Mace Bearers and Town Crier	Yes
July TBC	Ivington Fete	Ivington	Councillors	Yes
3 rd September	Food Festival	11 Corn Square	Councillors, Mace Bearers and Town Crier	Yes
23 rd October tbc	Civic Service	Priory Church 10am	Councillors, Mace Bearers and Town Crier	Yes
TBC	Ivington Harvest Festival	Ivington Church	Councillors, Mace Bearers	Yes
6 th November	Polish Remembrance Service	Leominster Cemetery	Councillors	Yes
11 th November	Remembrance	Cenotaph	Mayor, Deputy	No
13 th November	Remembrance Sunday	Cenotaph	Councillors, Mace Bearers	Yes
26 th November	Christmas Lights Switch On	11 Corn Square	Councillors, Mace Bearers	Yes
10 December	Victorian Market	Council Offices at Official opening 11am	Councillors, Mace Bearers and Town Crier	Yes