



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

Wednesday 11<sup>th</sup> May 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 17<sup>th</sup> May 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 15<sup>th</sup> March 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 12<sup>th</sup> July 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 15<sup>th</sup> March 2022 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster, HR6 8YP.

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

**OFFICERS PRESENT:** Town Clerk, Democratic Services Officer, Market Officer, TIC Manager, Projects & Grants Officer, Tourism & Media Assistant.

**ALSO PRESENT:** Programme Development Officer for Leominster Cultural Consortium

**CE54/21 APOLOGIES FOR ABSENCE**

No apologies for absence were received.

**CE55/21 DECLARATIONS OF INTEREST**

- Cllr Sutcliffe – Farmers Market

**CE56/21 REQUESTS FOR DISPENSATIONS**

No requests for dispensations had been received.

**CE57/21 QUESTIONS FROM THE PUBLIC**

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

**CE58/21 MINUTES OF PREVIOUS MEETING**

Committee **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 11<sup>th</sup> January 2022 be agreed and signed as a correct record.

**CE59/21 CLERK'S REPORT**

- **Leominster Independents Day (Saturday 12<sup>th</sup> March 2022)** – The event was widely advertised and well attended with many visitors from out of town. Free parking was available in Council car parks. The event included a Children's Lion Trail around the town resulting in some shops attracting new customers. Free tote bags were given out to people who spent £10 in local shops. Bags are still available through the TIC on production of a receipt to show that £10 has been spent in a local shop.  
The Business Project Officer has circulated a survey to local businesses for their feedback and will be producing a full report on the event.

**CE60/21 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 current market layout is under review;
- To consider repositioning power points in Corn Square under the proposed public realm improvements;
- To consider holding events in Corn Square, in the afternoon, following the monthly Farmers market;
- To contact Earl Mortimer College and Leominster Primary School to find out if they would be interested in providing entertainment in Corn Square;
- To note that the HSHAZ works in Corn Square are due to commence in January 2023. Market traders will be advised of alternative plans, whilst the works are taking place, when full details are available.

**CE61/21 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 subscribe to membership of VisitHerefordshire;
- To consider appointing a Councillor to represent the Council in respect of VisitHerefordshire;
- To note that the TIC Manager thanked the Council for the grant award to Leominster in Bloom for the Bertie Bargates project. The defibrillator will be purchased shortly;
- To investigate the procedure to record the location of defibrillators on the national website database;
- To note that the TIC Manager will be attending an annual swap shop at Craven Arms Discovery Centre on 17<sup>th</sup> March 2022;
- To note that there were 162 visitors to the TIC on Leominster Independents Day.

**CE62/21 COMMUNICATIONS & EVENTS UPDATE REPORT**

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

- To note the report;
- To note the following verbal update provided by the Programme Development Officer for Leominster Cultural Consortium:
  - The Programme Development Officer has been conducting a consultation for the Consortium with over 19 groups and 250 people. Positive feedback was received regarding the community spirit and friendliness of the people in Leominster and that Leominster has a train station. Negative feedback included the number of potholes around the town and lack of bus services;
  - A number of projects are in progress:
    - The pupils from Westfield school produced artwork featuring lions and a Leominster song;

## MINUTES (AGENDA Item 5)

- Sixth Form students from Westfield school have written a Lion Trail of Leominster. This will be offered to the TIC for production of a leaflet for resale with a proportion of the proceeds being given to the school. The leaflet could also be made available on the Web App for resale;
  - The Fetch Theatre Company are making a 9-foot-tall lion puppet and plan to launch the puppet on Saturday 4<sup>th</sup> June 2022 for the Queen's Platinum Jubilee. The puppet will spend 2 weeks at Earl Mortimer College during the build so that students can be involved;
  - Everybody Dance are holding a 6-week series of workshops on Thursdays at Barons Cross;
  - Logo designs have been developed by Hereford College of Arts students.
- To note the following verbal update, provided by the Projects and Grants Officer, regarding the High Street Heritage Action Zone:
    - Children's Trail – A Children's trail is being produced, linked to existing heritage interpretation boards in the town centre. A passport and crayons will be available from the TIC, which can be used to collect 'brass rubbings' at each site of interest. The trail can be followed electronically via the HSHAZ Web App;
    - Youth Engagement: A local historic buildings artist is holding workshops with school students. Pictures will be displayed on bus shelters in Leominster bus station;
    - Shops and Buildings Information Trail – The HSHAZ Web App will provide information on historic buildings in the town centre, with links to businesses that currently occupy the buildings. Consideration is being given to producing plaques for buildings of note in the future;
    - Web-based heritage app – The sub-group appointed by the HSHAZ Steering Group has been developing the project with Visual Works and the app will be launched on 31<sup>st</sup> March 2022. Further content will be added throughout the life of the HSHAZ Scheme;
    - Wi-Fi and footfall counters in the town centre – The Wifi provision in Corn Square will go live by the end of March 2022. Further locations are being considered for installation of the infrastructure required to extend Wifi throughout the town and onto the Grange. Westend WiFi will be installing 'things connectivity' that will cover much of Leominster. This infrastructure has a wide range of potential applications for Herefordshire Council and other local organisations, including the installation of technology to assist with flood management, air quality monitoring, and the support of vulnerable adults by monitoring housing humidity (black mould), temperature (fuel poverty), and movement (lack of activity);
    - Conservation Area appraisal – An appraisal briefing is due to take place on Thursday 17<sup>th</sup> March 2022;

**MINUTES (AGENDA Item 5)**

- Listing Enhancement project – Historic England are seeking to use dendrochronology investigations and local knowledge to improve and expand records for Leominster's listed buildings;
- Public Realm – Consultation with the public, shopkeepers and other organisations is planned to start in April / May 2022. The works in Corn Square will commence after January 2023.
- To note the following appointments attended by the Mayor:
  - Friday 11<sup>th</sup> February – Meeting with the High Sheriff in Leominster
  - Saturday 12<sup>th</sup> February – Leominster Seed Swap Event at the Priory
  - Thursday 24<sup>th</sup> February – County Food Fayre at Eastnor Castle
  - Saturday 26<sup>th</sup> February – Boxing Night at Leominster Sports & Social Club
  - Saturday 5<sup>th</sup> and Sunday 6<sup>th</sup> March – Mayor's Charity Pool Event at Duckers Bar (raising £361 for the Mayor's charities)
  - Tuesday 8<sup>th</sup> March – Mayor's Meeting (Hereford)
  - Thursday 10<sup>th</sup> March – Meeting with Tracy Morriss from Balfour Beatty in Hereford
  - Saturday 12<sup>th</sup> March – Leominster Independents Day
- To note the draft Civic Events list for 2022-23;
- To note that Leominster Festival are currently planning to hold the Grapes Big Street Quiz and Birmingham Philharmonic Orchestra (at the Priory) this year. The clerk is awaiting further information regarding other events;
- To note that the clerk has received many requests for road closures for Sunday 5<sup>th</sup> June 2022 in order that residents can hold street parties to celebrate the Queen's Platinum Jubilee. Balfour Beatty will arrange for the road closures to be put in place. It is recommended that residents take out their own public liability insurance to cover the events;
- To note that a 'Picnic in the Park' event will be held in the Grange, on Sunday 5<sup>th</sup> June 2022, to celebrate the Queen's Platinum Jubilee. The event will be organised by Town Council staff although Councillor's will be able to provide assistance;
- To note that the clerk is awaiting information regarding the possibility of lighting a Beacon on Eaton Hill to mark the Queen's Platinum Jubilee;
- To note that the Three Choirs Festival have provided the Town Council with 2 free tickets for the Viol consort Fretwork event and 4 free tickets for the Young Artist Organ Recital. The tickets will be raffled and proceeds given to the Mayor's charities;
- To note that the organisation of the Leominster Food Fayre, to be held on 3<sup>rd</sup> September 2022, has commenced. It was suggested that a green carpet is purchased for Corn Square in order that it resembles a garden. Stallholders from previous events will be contacted to find out if they would like to be involved. A quote has been requested for a coffee cart to be present at the event;

**MINUTES (AGENDA Item 5)**

- To consider using the Fetch Theatre Company's 9-foot lion puppet to switch on the Christmas Lights on 26<sup>th</sup> November 2022;
- To note that monthly meetings have been taking place regarding the organisation of the Victorian Street Market. Permission has been obtained to operate horse and carriage rides around the town. Quotes have been requested for a group of actors (the Ragged Victorians) to dress up as Victorian characters around the town and for a Punch and Judy show in the Secret Garden;
- That Councillors will forward any information to be published on the Town Council website to the clerk initially;
- To consider providing assistance to sell Leominster News at Morrison's supermarket on the 1<sup>st</sup> Tuesday each month. The clerk will circulate details to Councillors.

**CE63/21 DATE OF NEXT MEETING**

Committee noted that the next Communication and Events meeting would be held on Tuesday 17<sup>th</sup> 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 28<sup>th</sup> March 2022).

There being no other business, the Chair thanked members for their attendance and closed the meeting at 13.23 hours.

**CHAIR:**

**DATE:**

## Friday Markets

Date	Regular	Casual	Charity	£
11/3/22	7			165.00
18/3/22	12			259.00
25/3/22	10		<b>1</b>	Concession Day 80.00
1/4/22	10			209.00
8/4/22	11			224.00
15/4/22	12			259.00
22/4/22	12			259.00
29/4/22	9			174.00
				£ 1,629.00

Market attendance stability has been maintained throughout the period. Most traders are reporting a definite increase in sales on most occasions.

The market on Friday 3<sup>rd</sup> June (Jubilee Bank Holiday) will take place as usual with some added attractions and entertainment it is hoped.



### Tourist Information Centre Manager's Report May 2022

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
<b>Staff</b>	One member of staff has helped with cleaning the Servants Quarters covering annual leave, pending the appointment of the new caretaker. A new volunteer has been recruited.	
<b>Tourism Development</b>	The TIC Manager has attended two local leaflet swap shops, where local tourism businesses come to exchange local guides and fliers. One was at the Craven Arms Discovery Centre organised by South Shropshire Tourism, and the other at the Causeway Restaurant at the golf club at Wormsley organised by Eat Sleep Live Herefordshire. As much local information as possible is collected to display for the TIC customers and the Leominster guides, along with the Black and White Village Trails, are taken for the local B&Bs and attractions to take away and display.	
<b>Leominster in Bloom</b>	<p>Judging Day has been confirmed as Friday the 8<sup>th</sup> July from 10 – 12.30. The judges will arrive at the back of the Town Council offices.</p> <p>The Leominster Scouts have been planting herbs in the entrance beds of Etnam Street car park. The containers have all been cleared by volunteers ready for summer planting which will take place fairly soon now that the fair is out of the way. All the plants that can be preserved are either re-used in the permanent beds, or potted up to sell at the Plant Fair that is being organised for Saturday the 21<sup>st</sup> May. The area around the sheep statue (Lady Baabaa) has been tidied and trimmed.</p> <p>The perspex windows have been replaced in the main part of Bertie Bargates and the metal part of the door has been sand-blasted at a local garage and is being painted ready to be put in to the new wooden surround. The defibrillator has been ordered and will be installed once the back board has been replaced and the electricity turned on.</p>	
<b>Servants Quarters</b>	<p>Bookings have been steady. There are still occasional cancellations and postponements due to COVID-19.</p> <p>Guests are still awarding 5 star reviews.</p> <p>Recent earnings: March £675.00 April £289.00 May £1157 (Predicted)</p>	

<u>ITEM</u>	<u>REPORT</u>	<u>TO NOTE / ACTION</u>
<b>Other news</b>	<p>Leominster Festival tickets are being sold for the Birmingham Philharmonic and the walking programme. Other events are being booked online. On Friday 17<sup>th</sup> June VisitHerefordshire is re-launching the Herefordshire Trail. Throughout the county people will be walking parts of the trail so that the entire Trail is being walked all in the same day. Way-markers have been replaced with new branding and the path itself is being cleared and repaired in readiness. Each market town will be asked to purchase two new wooden way-marker posts to show where the trail passes through.</p>	



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

<b>TOURIST INFORMATION CENTRE VISITOR NUMBERS</b>																	
	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
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	1200
April	3452	3353	3091	3047	2779	3352	2249	2037	2635	2952	2179	1956	1923	1735	0	570	1240
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	
	<b>37451</b>	<b>36835</b>	<b>33434</b>	<b>30733</b>	<b>30983</b>	<b>33889</b>	<b>28693</b>	<b>27718</b>	<b>28799</b>	<b>28405</b>	<b>27449</b>	<b>24732</b>	<b>25579</b>	<b>21154</b>	<b>6896</b>	<b>10503</b>	



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

AGENDA Item 9

#### Communications & Events Committee

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<b>Date:</b>	<b>11<sup>th</sup> May 2022</b>
<b>Title:</b>	<b>Communications &amp; Events Update Report</b>
<b>Purpose of the Report:</b>	<b>To provide Members with an update relating to the communications and events projects currently being developed</b>
<b>Contact Officers:</b>	<b>Julie Debbage</b>

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#### 1. RECOMMENDATION

- 1.1 That the report be noted.
- 1.2 To make decisions on 4.4 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 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

- 11<sup>th</sup> June
- 9<sup>th</sup> July
- 13<sup>th</sup> August
- 10<sup>th</sup> September
- 8<sup>th</sup> October
- 12<sup>th</sup> November
- 10<sup>th</sup> 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 *Mayor Making 2022***

Mayor Making will take place at 7pm on 21<sup>st</sup> May in The Priory Church and the final script will be circulated shortly. This will include Civic Awards and will be followed by light refreshments.

**4.4 *TIC Opening Hours***

To discuss a change to the opening hours of the Tourist Information Centre.

**5. EVENTS UPDATE**

**5.1 *The Leominster Festival & Cultural Consortium Events June 2022***

Plans include the following:

Thursday 2<sup>nd</sup> June

10am Leominster Rambling Club Walk to Berrington and back

7pm Walenty Pytel's Sculptures Screening at Grange Court

Friday 3<sup>rd</sup> June

9am – 1pm Leominster Festival Market

3pm Talk with Joe Cocker 'Tales from my travels' at Lion Ballroom

7pm The Grapes Big Street Quiz, Broad Street

Saturday 4<sup>th</sup> June

10am Free children's crafts and tea party at Grange Court

10am ECHO Colour Run from Bridge Street Sports Centre

11am-3pm Family Fun Day on The Grange

2.45pm-4pm Leominster Museum Open Afternoon with 50<sup>th</sup> Birthday Celebrations

4.30pm Platinum Jubilee Celebration – Priory Church

Sunday 5<sup>th</sup> June

10am Walk the Leominster Loop with Walkers are Welcome

7pm Birmingham Philharmonic Orchestra

Friday 10<sup>th</sup> June

11am Organ Walk with Walkers are Welcome – walk from Leominster to Monkland followed by recital at Monkland Church at 2.30pm

5.2 ***The Queen’s Platinum Jubilee Celebration***

1800m of Jubilee bunting have been ordered through the Great Places to Visit Fund and will be delivered mid-May. Requests have begun to be submitted for support for Street parties around the town and it is recommended that existing Union flags could be distributed on a first come first served basis. A Jubilee flag has been purchased to fly at 11 Corn Square over the week leading up to the Bank Holiday weekend.

5.3 ***Party in The Park***

The footpath closure and signage are currently being organised.

5.4 ***Leominster Food Fayre***

Invitations have been sent out to stallholders, the risk assessment is being completed and it is planned that the Secret Garden will be used as a food court. Street entertainment is currently being researched.

5.5 ***Victorian Street Market***

The Ragged Victorians and Tenbury Brass Band have been booked and a horse and carriage have been organised.

**Scheduled events**

Corn Square

- May 2022 – 21<sup>st</sup> **Leominster in Bloom Plant Fair** – Road Closure in place.
- Sept 2022 – 3<sup>rd</sup>, 17<sup>th</sup> **Leominster Food Fayre & Leominster In Bloom Plant Fair** – Road closure in place
- Nov 2022 - 26<sup>th</sup> – **Light Switch On Event** – Road closure TBC
- December 2022 – 10<sup>th</sup> **Victorian Street Market**–Road Closure in place 06:00 – 21:00

Broad Street

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

Pinsley Road - Church St end

- November 2022 –13<sup>th</sup> **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 with the Tourism & Media Assistant.