

LEOMINSTER TOWN COUNCIL

COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Tuesday 15th March 2022 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster, HR6 8YP.

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 11th January 2022 be agreed and signed as a correct record.

CE59/21 CLERK'S REPORT

- **Leominster Independents Day (Saturday 12th 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 17th 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;
 - 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 4th 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 31st 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 17th March 2022;
 - 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 11th February – Meeting with the High Sheriff in Leominster
 - Saturday 12th February – Leominster Seed Swap Event at the Priory
 - Thursday 24th February – County Food Fayre at Eastnor Castle
 - Saturday 26th February – Boxing Night at Leominster Sports & Social Club
 - Saturday 5th and Sunday 6th March – Mayor’s Charity Pool Event at Duckers Bar (raising £361 for the Mayor’s charities)
 - Tuesday 8th March – Mayor’s Meeting (Hereford)
 - Thursday 10th March – Meeting with Tracy Morriss from Balfour Beatty in Hereford
 - Saturday 12th 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 5th 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 5th 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 3rd 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;
- To consider using the Fetch Theatre Company’s 9-foot lion puppet to switch on the Christmas Lights on 26th November 2022;
- To note that monthly meetings have been taking place regarding the organisation of the Victorian Street Market. Permission has been

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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 1st 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 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).

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

CHAIR:

DATE: