



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Wednesday 6th July 2022

To: All Members of the Communications & Events Committee:
Councillors Jacquet, Marsh, Murdoch, Smith-Winnard, Sutcliffe, Thomas and Williams.
(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 12th July 2022** commencing at **11:30am** in the Stable Gallery, 11 Corn Square, Leominster HR6 8YP.

Julie Debbage

Julie Debbage
TOWN CLERK

AGENDA

1. **ELECTION OF CHAIR**
2. **ELECTION OF VICE CHAIR**
3. **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.
4. **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.
5. **REQUESTS FOR DISPENSATIONS**
To consider requests for dispensations (must be notified in writing).

- 6. QUESTIONS FROM THE PUBLIC (maximum 15 minutes)**
To receive questions and statements from members of the public as provided for in Standing Orders.
- 7. MINUTES OF PREVIOUS MEETING**
To receive and approve as a correct record the minutes of the Communications & Events Committee meeting held on Tuesday 17th May 2022.
- 8. CLERK'S REPORT**
To receive the Clerk's Report on matters outstanding that may not appear on the agenda.
- 9. MARKET OFFICER'S REPORT**
To receive the attached report from the Market Officer.
- 10. TOURIST INFORMATION CENTRE**
To receive the attached report from the TIC Manager.
- 11. COMMUNICATIONS & EVENTS UPDATE**
To receive the attached report from the Town Clerk.
- 12. DATE OF NEXT MEETING**
The next meeting of the Committee will be held on Tuesday 20th September 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 17th May 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, Rumsey and Sutcliffe.

OFFICERS PRESENT: Town Clerk, Democratic Services Officer, TIC Manager, Projects & Grants Officer.

CE01/22 APOLOGIES FOR ABSENCE

Apologies for absence were received and accepted by the Committee for Cllr Thomas (Holiday) and the Market Officer (Prior Engagement).

CE02/22 DECLARATIONS OF INTEREST

- Cllr Sutcliffe – Leominster Food Fayre

CE03/22 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE04/22 QUESTIONS FROM THE PUBLIC

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

CE05/22 MINUTES OF PREVIOUS MEETING

Committee **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 15th March 2022 be agreed and signed as a correct record.

CE06/22 CLERK'S REPORT

The clerk had nothing to report.

CE07/22 MARKET OFFICER'S REPORT

The clerk presented a report updating Committee on the Leominster markets. Following discussion, it was **RESOLVED:**

- To note the report;
- To note that 4 stallholders have been provided with access to the town centre's Wi-Fi. Some stallholders are still only accepting cash payments but can contact the clerk if they require access to Wi-Fi in order that they can accept card payments;
- To note that the clerk has contacted Herefordshire Council to request the green canopies that Herefordshire Council previously used (the canopies have been replaced with purple canopies);
- To note that the HSHAZ works in Corn Square are due to commence in January 2023 and alternative plans will need to be made for Market traders. It was suggested that Broad Street is used as an alternative site. The clerk will contact the Licensing and Enforcement Officer at

- **MINUTES (AGENDA Item 7)**

Herefordshire Council to establish if the road closure could be changed from Corn Square to Broad Street.

CE08/22 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 VisitHerefordshire have a number of influencers on Facebook promoting the Black and White Village Trail (including the use of podcasts);
- To note that Leominster in Bloom are currently filling their planters with compost. They are testing the use of peat free compost in some planters with a view to moving to peat free compost by 2023. They are also investigating planting more permanent types of plants. A number of planters are due to be replaced with half-barrelled planters;
- To note that the door on Bertie Bargates is due to be completed on 22nd May 2022. Leominster in Bloom are investigating the cost of installing CCTV;
- To note that the Town Council will be purchasing two oak fingerposts for Leominster for the Herefordshire Trail;
- To note that the TIC windows have been decorated to celebrate the Queen's Platinum Jubilee.

CE09/22 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 Projects and Grants Officer, regarding Leominster Cultural Consortium:
 - Church Street Voices project - About Face Theatre ran community-building and place-based story collecting workshops with people living and working on Church Street;
 - Food for Stories project - this is a joint venture from Salt Road and Plantastik CIC. Participants swap stories for ethically produced food that also contributes to reducing landfill waste. The first Food for Stories session took place with residents at Arkwright Court;
 - Fetch Theatre Company's Lion Puppet – the 9-foot-tall lion puppet will be launched on Saturday 4th June 2022 for the Queen's Platinum Jubilee. The Cultural Consortium is looking for volunteers to train to become puppeteers in order that teams can be set up to operate the lion at future events. Cllr Sutcliffe suggested advertising for volunteers in Leominster News.
- To note the following verbal update, provided by the Projects and Grants Officer, regarding the High Street Heritage Action Zone:
 - HSHAZ Grant scheme – the Herefordshire Council Grants Scheme Officer is working with 22 properties that have applied for funding. Capital works agreements need to be fully signed before information on the properties can be publically released.

- **MINUTES (AGENDA Item 7)**

- Information regarding some of the properties accepted for funding should be available within the next few weeks;
- Wi-Fi and footfall counters in the town centre –the Wi-Fi provision is now live in Corn Square, the Secret Garden and the Grange. Further areas to be covered will go live shortly – Broad Street, Church Street, High Street, Drapers Lane, West Street and South Street. Collection of footfall data commenced when the Wi-Fi went live. Westend Wifi are investigating extending Wi-Fi to the Old Priory and to provide maximum social value benefit by identifying pockets of economic deprivation within the community. Wi-Fi advertisement stickers will be available for shopkeepers to display on their premises;
 - Youth Engagement: A local historic buildings artist has completed workshops with students from Westfield School and Earl Mortimer College. The pictures have been made into a collage and will be displayed on bus shelters in Leominster bus station;
 - Children’s Trail – the draft of the passport has been produced. 1000 A6 copies of the passport will be printed and made available at the TIC. Crayons will be provided with the passport in order that ‘brass rubbings’ can be collected at each site of interest. The brass signs are small in order to fit onto the legs of each lectern and the signs will link to information on the interpretation boards;
 - Web-based heritage app – the web app has launched and can be accessed via www.leominsterheartandheritage.co.uk;
 - Public Realm – the Leominster HSHAZ delivery team are undertaking a six-week public consultation on how the public spaces in the town can be improved. Full project details, a video briefing and an online survey are available at [Leominster HSHAZ](#). Hard copies of the survey and consultation documents are available from the Town Council Offices, for those who are unable to access the online materials. A Q&A webinar was held on 16th May. Members of the consultation team will be on-site at the Friday market in Corn Square on 27th May to answer questions;
 - Conservation Area appraisal – the appraisal is complete. A public consultation on the document is on hold until the Public Realm consultation has finished.
 - Listing Enhancement project – Historic England are seeking to use dendrochronology investigations and local knowledge to improve and expand records for Leominster’s listed buildings. The Cultural Consortium are considering submitting information including details of previous occupants of the buildings. Cllr Sutcliffe advised that The Royal Oak is only listed due to external features and that the listing of internal features could be considered.

- **MINUTES (AGENDA Item 7)**

- To note the following appointments attended by the Mayor:
 - Monday 4th April – Opening of Leominster Museum
 - Monday 4th April – Leominster Annual Town Meeting
 - Tuesday 5th April – Forbury Chapel AGM
 - Saturday 9th April – Civic Service (Malvern Link)
 - Saturday 9th April – Mayor’s Charity Dance at Leominster Sports & Social Club
 - Tuesday 12th April – E. Stanley Holland charity meeting
 - Thursday 14th April – Opening a bar at the Forbury Care Home
 - Sunday 17th April – Easter Sunday Civic Service at The Priory
 - Saturday 23rd April – Hereford Gang Show
 - Thursday 28th April – Opening of the May Fair in Leominster
 - Tuesday 3rd May – 15-year celebration event at Waverley House Care Home
- To change the TIC opening hours to 9.30am – 4pm (Mon – Sat) from June - August 2022;
- To note that a request has been received for the Town Council to take over the media work for the Cultural Consortium;
- To note that TIC volunteers have raised concerns regarding anti-social behaviour. The clerk has obtained a quote for walkie talkies through the Shop Watch scheme which provides a direct link to the Herefordshire Council CCTV officer;
- To note that Jubilee bunting is due to arrive on 17th May 2022. Existing Union flags and any leftover bunting will be distributed to people holding street parties on a first come first served basis;
- To note that Everybody Dance will be holding a tea party in the Secret Garden on 26th May 2022;
- To note that a licensing application has been submitted for Party in the Park;
- To ensure that prominent signage is displayed between local car parks, Corn Square and the Secret Garden, to promote Leominster Food Fayre;
- To ensure that there is a balance between business and charity stalls at the Victorian Street Market;
- To note the following attractions that have been booked for the Victorian Street Market:
 - Punch and Judy Show in the Secret Garden;
 - Horse and carriage rides around the town. The rides will be operated by a horse charity free of charge, although charitable donations will be requested.
- To note a request to discuss Fair Trade at the next Environmental Working Group meeting.

CE10/22 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 12th July 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 12.55 hours.

CHAIR:

DATE:

Friday Markets

Date	Regular	Casual	Charity	£
6/5/22	10			214.00
7/5/22			1	10.00
13/5/22	12			244.00
20/5/22	10			204.00
27/5/22	11			234.00
10/6/22	12			260.00
17/6/22	12			244.00
24/6/22	9			199.00
1/7/22	12			244.00
				£ 1,853.00

Market attendance stability has been maintained throughout the period.

The Jubilee Market was a success and many thanks to Councillors for their attendance. Thank you also to the photographers that contributed to various Facebook pages. It is hoped that there will be a full Ale taster etc event at the Food Fayre in September which will also include visits to Town pubs and bakeries.

A waiting list for pitches has been started. A Ukrainian refugee family selling gifts will be in attendance on a number of Fridays over the next 8 weeks. Their shop and workshop have been bombed and they are anxious to become established in the area.

Tourist Information Centre Manager's Report July 2022

<u>ITEM</u>	Manager's Report	<u>TO NOTE / ACTION</u>
Staff	Two new volunteers have been taken on, this will help considerably with cover on Saturdays.	
Tourism Development	The Tourism Association had its AGM on Tuesday the 7 th June in the Council Chamber, the first since before COVID. Two committee members have stepped down as they have moved away, and one new one has stepped in.	
Leominster in Bloom	Judging Day is Friday the 8 th July so there is a great deal of last minute weed clearing and tidying going on to prepare. The TIC will host the judges and serve refreshments for all the volunteers on the day. The Mayor and Town Clerk will meet and greet them first thing, along with the Tourism Officer. They will then be taken round the town and meet back the TIC for the refreshments.	
Walkers are Welcome	<p>The Herefordshire Trail has had a relaunch. VisitHerefordshire had a major marketing campaign to promote it through the Herefordshire Walking Festival.</p> <p>On Friday the 17th June there was a special event to walk the whole trail in a day. All over the county different walking groups covered each part of the trail. There were two Leominster groups, one leaving from Leominster heading to Edwin Ralph, the other arriving from Richards Castle to Leominster. The TIC hosted their arrival and the Leominster Walkers Are Welcome group helped to provide refreshments. This provided a photo opportunity tagged in to the marketing campaign.</p>	
Other news	Stock take has been done. New tea towels have been ordered. The TIC manager had fire extinguisher training.	



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	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	1701
June	4029	3721	3303	3076	3284	3575	2898	3147	2647	2950	2508	2225	2600	1807	0	1462	1277
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 11

Communications & Events Committee

Date:	6th July 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 3.2 and 4.3.

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

- 13th August
- 10th September

- 8th October
- 12th November
- 10th December

3.2 Market gazebos – a request has been made to Herefordshire Council to ask if some of the old Hereford Market gazebos are available. If they are not, it is recommended that 3 should be purchased, that could be rented for events.

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 *Herefordshire Bid Membership*

It was agreed at the last Full Council meeting on 27th June that either the chair of the Communications & Events Committee or Cllr. Thomas should represent Leominster Town Council on the town Council panel that meets with the board.

5. EVENTS UPDATE

5.1 *Cultural Consortium Events July/August 2022*

The Leominster Lion, Kyiv, is scheduled to make appearances at local events. It has already visited the Leominster Festival, the 50 years of Leominster Museum Event and will be at the Leominster in Bloom judging.

5.2 *Party in The Park*

The footpath closure has been applied for and signage is being organised.

5.3 *Leominster Food Fayre*

Bookings for the event are good and weekly monitoring meetings are taking place. Street entertainment is being sought and a Temporary Event Notice will be required.

5.4 *Victorian Street Market*

Invitations will be sent out in August and the hire of a traction engine as an attraction is being investigated.

5.5 *Secret Garden*

Two successful children's parties have been held in the Secret Garden with more enquiries being taken. A fridge and equipment for the kitchen is being sourced and the accessible toilet requires further work.

Scheduled events

Corn Square

- 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
- December 2022 – 10th **Victorian Street Market**–Road Closure in place 06:00 – 21:00

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.