



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Thursday 10th November 2022

To: All Members of the Communications & Events Committee:
Councillors Thomas (Chair), Smith-Winnard (Vice-Chair), Jacquet, Marsh,
Murdoch, Norman, Sutcliffe 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 15th November 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).

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 12th July 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.
To note that the Market Officer retires in December.

8. TOURIST INFORMATION CENTRE

To receive the attached report from the TIC Manager.
To note that the TIC Manager retires in January.

9. COMMUNICATIONS & EVENTS UPDATE

To receive the attached report from the Town Clerk.

10. CONFIDENTIAL

Certain items are expected to include the consideration of exempt information and the Environment & Services Committee is, therefore, recommended to resolve "That, in accordance with Section 100A(4) of the Local Government Act 1972, the public be excluded during the discussion of certain matters, on the grounds that they involve the likely disclosure of exempt information, as defined in the respective paragraph of Part 1 of Schedule 12A of the Act, and the public interest in maintaining the exemption outweighs the public interest in disclosing the information".

(a) To review the High Street Heritage Action Zone Communications Strategy

11. DATE OF NEXT MEETING

The next meeting of the Committee will be held on Tuesday 10th January 2023 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 12th July 2022 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster, HR6 8YP.

MEMBERS PRESENT: Councillors Thomas (Chair), Smith-Winnard (Vice-Chair), Jacquet, Marsh, Murdoch and Sutcliffe (11.34).

OFFICERS PRESENT: Town Clerk, Democratic Services Officer, Market Officer, TIC Manager.

CE11/22 ELECTION OF CHAIR

Nominations were invited for the position of Chair of the Committee.

Cllr Thomas was proposed by Cllr Jacquet and seconded by Cllr Marsh. There being no other nominations, Cllr Thomas was formally elected Chair of the Communication & Events Committee.

CE12/22 ELECTION OF VICE CHAIR

Nominations were invited for the position of Vice-Chair of the Committee.

Cllr Smith-Winnard was proposed by Cllr Marsh and seconded by Cllr Jacquet. There being no other nominations, Cllr Smith-Winnard was formally elected Vice-Chair of the Communication & Events Committee.

CE13/22 APOLOGIES FOR ABSENCE

Apologies for absence were received and accepted by the Committee for Cllr Williams (Illness).

CE14/22 DECLARATIONS OF INTEREST

There were no Declarations of Interest made.

CE15/22 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE16/22 QUESTIONS FROM THE PUBLIC

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

CE17/22 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 17th May 2022 be agreed and signed as a correct record.

(Proposed: Cllr Murdoch; Seconded: Cllr Smith-Winnard Unanimous).

CE18/22 CLERK'S REPORT

- **English Class for Ukrainians** – a Ukrainian support group are planning to hold an English course from 6-7pm weekly for a set number of weeks and have asked the Town Council for support. The clerk will check whether any grant funding is available to support the group. If funding is not available, the clerk will liaise with the Community Centre manager regarding the provision of a room, free of charge, at either the Town Council Offices or the Community Centre. The clerk will also advise the group that they can apply for a grant from the Town Council.

CE19/22 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 live streaming and / or photographing the Ale taster event at the Food Fayre;
- To consider reviewing market rents in 2023. It was suggested that rents are calculated on the basis of the length of each pitch and to consider including an electricity charge;
- To contact Herefordshire Council to negotiate the relocation of the market whilst the HSHAZ works in Corn Square are undertaken;
- To note that the Rankin Club are due to have scaffolding erected in order that works can be undertaken on the building. The clerk will find out how far the scaffolding will encroach onto the pavement and to consider requesting the closure of Corn Street and Victoria Street, to make more space for the markets, whilst the works are undertaken.

CE20/22 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 confirm that seating in the TIC is suitable for the new volunteers;
- To note that a final quote has been received for the purchase of 1000 tea towels at a cost of £3.95 per unit (the RRP will be £10 - £12). The TIC Manager will be sent 3 samples for approval. The designer will also be charging a design fee of £150;
- To consider producing a promotional event leaflet listing all Leominster events to be held in 2023. The clerk will contact Leominster Festival and other event organisers to confirm events and dates;
- To send a letter of congratulations from the Town Council to Leominster in Bloom for this year's display.

CE21/22 COMMUNICATIONS & EVENTS UPDATE REPORT

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

- To note the report;

MINUTES (AGENDA Item 5)

- To note the following verbal update, provided by the clerk, regarding the High Street Heritage Action Zone and Cultural Consortium:
 - Conservation Area appraisal – the final version of the document has been completed but requires amendment. A public consultation on the document will run from 15th August – 26th September 2022. Two webinars will be held and there will be two in-person events - one at a Friday market and the other at a room in the Council Offices at 11 Corn Square – dates to be confirmed. A press release will be issued shortly to promote the consultation;
 - Public Realm – the public consultation has finished and the designs are being produced;
 - Children’s Trail – copies of the passport, crayons and the brass signs have been received. The clerk will ask the Grounds Team to install the brass signs onto the legs of the lecterns;
 - 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 when the wraps have been received;
 - Wi-Fi in the town centre – installation of Wi-Fi on buildings – other than the Council offices at 11 Corn Square – is awaiting planning consent;
 - Cultural Consortium - the 9-foot-tall lion puppet was in attendance at the Leominster in Bloom judging day. A payment was made to Fetch Theatre Company to operate the lion as there were insufficient volunteers available. It was suggested that the Cultural Consortium set up a protocol advising how much it would cost for the lion to appear at events and to consider whether funding is required to train more volunteers. Committee noted there may be funding available to book the lion to appear at events around the town such as the Food Fayre, Victorian Street Market and Light Switch On Event.
 - The Programme Officer has received an iPad and an iPen to help them with their work.
- To note the following appointments attended by the Mayor:
 - Sunday 22nd May – Civic thanksgiving service, Hereford
 - Wednesday 25th May – Ludlow Mayor making ceremony
 - Friday 27th May - Jubilee lunch & run, Earl Mortimer College
 - Tuesday 31st May - Cream tea at Norfolk house
 - Thursday 2nd June - Waverley house jubilee event
 - Saturday 4th June – Echo Colour run, Bridge Street
 - Saturday 4th June - Greeting the Leominster Lion, Kyiv, at the Leominster Festival Fun day in the Grange
 - Saturday 4th June - Leominster Museum 50th Birthday tea
 - Sunday 5th June – Birmingham Philharmonic Orchestra concert at the Priory

MINUTES (AGENDA Item 5)

- Wednesday 8th June – TIC Volunteers tea party in the Secret Garden
- Friday 17th June - Herefordshire Trail walk send offs in both directions plus tea with TIC on return
- Sunday 19th June – Mike Thornhill memorial celebration and civic award event at Grange Court
- Monday 20th June - Armed Forces Flag Raising, Hereford
- Thursday 23rd June - Reopening preview of Herefordshire Light Brigade Museum
- Saturday 25th June – Hereford Symphony Orchestra summer concert at the Priory
- Wednesday 29th June - NMITE skills breakfast in the Lion ballroom
- Saturday 2nd July - Herefordshire hoard outreach at Leominster Community Centre
- Saturday 2nd July - Leominster Priory fete dog show judging
- Sunday 3rd July - HALO Community thank you event
- Tuesday 5th July - Farewell to Martin & Nico Baines event at Grange Court
- Friday 8th July - Welcoming Leominster in Bloom judges
- Friday 8th July - Save the Lugg Mayoral charity day
- Saturday 9th July - Leominster Brownies 100th Birthday event at Leominster Community Centre
- Saturday 9th July - Ivington Church Fete opening
- Saturday 9th July - Romanian healing service at Stretford
- Sunday 10th July - Leominster triathlon sprint start
- Sunday 10th July - Re-Opening of Violette Szabo museum
- To note that an application has been received for one of the Civic Officer vacancies and will be discussed at the next Full Council meeting on Monday 25th July 2022;
- To note that a request has been made to Herefordshire Council to ask if some of the old Hereford Market gazebos are available. If they are not, Committee **RESOLVED** to purchase 3 robust Market gazebos and weights, that could be rented for events.
(Proposed: Cllr Thomas; Seconded: Cllr Sutcliffe Unanimous);
- To note that signage is being prepared to advertise the 'Party in the Park' event on the 'Welcome to Leominster' signage boards and that the event is being promoted on Facebook;
- To note that the Town Council will be receiving a small number of complimentary tickets for the 'Party in the Park' event. The clerk will request nominations for individuals who deserve the tickets;
- To consider holding a 'bear hunting trail' event for children in October;
- To note that following discussion regarding the licensing requirements for Corn Square, the clerk advised that a Temporary Event Notice, for Leominster Food Fayre, would be applied for if required;
- To consider preparations for the Light Switch On Event;

MINUTES (AGENDA Item 5)

- To liaise with Leominster Festival regarding using their volunteers at Town Council events and to look at ways of building up a team of volunteers. The clerk will approach ATC cadets to find out if they would be interested in providing volunteers;
- To note that Earl Mortimer College have expressed an interest in being involved in the Victorian Street Market. The clerk will include the college in the invitations which are due to be sent out in August;
- To contact Jo Cockcroft at Hintons to find out if she would like to be involved in the Victorian Street Market;
- To note that there will be availability for shopkeepers to erect stalls outside their shops at the Victorian Street Market;
- To publish details of the Conservation Area appraisal in Leominster News;
- To publish 'before and after' photographs of the Ginhall Green wildflower meadow in Leominster News;
- To invite youth organisations to the Civic Service at the Priory on 23rd October 2022;
- To set up a Mayoral page on the Town Council website. Councillors to send any information to be included on the page to the Tourism & Media Assistant;
- To note that the Tourism & Media Assistant is undertaking a weekly check on the Town Council website and is updating pictures on the website. Cllr Jacquet is available to take current photographs if required;
- To consider holding a celebration event (including a Leominster Independents Day) when the public realm works in Corn Square have been completed.

CE22/22 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 20th September 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 13.15 hours.

CHAIR:

DATE:

Friday Markets

Date	Regular	Casual	Charity	£
9/9/22	10			230.00
16/9/22	10			230.00
23/9/22	10			200.00
30/9/22	11			200.00
7/10.22	11			254.00
14/10/22	12	1		274.00
21/10/22	10			220.00
				£ 1,606.00

The erection of scaffolding outside the Rankin Club in Corn Square as of 26/9/22 has been factored into the layout. Space is now very tight and problems arise when there is heavy rain as the area in front of the Rankin main door floods. The LTC “pledges” stall in the middle of the space worked well and it is likely that a pitch can be offered providing the gazebo is no more that 3mx3m with optimum being 2.5mx2.5m

The Market Officer has announced that he is retiring on Friday 23rd December. All possible help will be offered to achieve a seamless transition!

Tourist Information Centre Manager's Report October 2022

<u>ITEM</u>	Manager's Report	<u>TO NOTE / ACTION</u>
Staff	All staff have now been notified about the Manager's plans to retire at Christmas. The post has been advertised.	
Tourism Development	<p>Tourism Association fees are now all in apart from one. Seeking new members will be a priority to ensure new shops are included.</p> <p>Work has begun on the Black and White Trail as it is nearly ready for a reprint. It requires ten advertisers to be viable, and of the previous advertisers, only one has declined. There are minor alterations to be made. The main change is that the Monkland Dairy is no longer making cheese. They will continue as a café and cheese shop, and thankfully they do still want their advert. One accommodation provider has dropped out and another is taking their place. Once all the new advertising images are in, it can go to press. 20,000 will be printed, distribution is through Glide Media.</p> <p>The Manager and TIC assistant attended a food forum in Hereford. Fliers about the Victorian Street Market were handed out to each provider who exhibited and several booked to attend as a result.</p>	Three quotes for the leaflets were received – the supplier providing the cheapest quote will be printing the leaflet.
Leominster in Bloom	<p>The winter planting has now been done. Some planters had to be moved from Corn Square as they impeded the scaffolding, they are now in School Lane.</p> <p>Bertie Bargates had his official unveiling on Friday the 4th November. The event was attended by the Deputy Lord Lieutenant, the Mayor, the family of the paramedic to whom it was dedicated and all the sponsors and volunteers.</p>	
Walkers are Welcome	<p>The AGM took place on the 9th November.</p> <p>The speaker was a representative from Accessible Herefordshire.</p>	
The Servants Quarters	<p>Bookings have slowed down a bit now that the summer season is over. There have been some enquiries for slightly longer stays and discounts have been offered. These are largely from people seeking a week's break to visit friends and family.</p> <p>A fire check and some minor maintenance repairs were carried out recently.</p> <p>Reviews continue to be good:</p>	

<u>ITEM</u>	Manager's Report	<u>TO NOTE / ACTION</u>
	<p>'We had a wonderful stay at the Servants quarters. The apartment is carefully decorated with so many lovely touches. It had everything we needed and is comfortable & immaculately clean. The location is perfect in the main square and the staff at the tourist office were friendly and helpful. Hope to stay again in the future.'</p> <p>'Great place, very clean and tastefully decorated. Lots of coffee places, antique shops to mooch and farmers market setting up outside the front door Saturday morning which was lovely to start our weekend.'</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	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	1468
August	5365	4556	3915	4008	3987	4498	3283	3585	3872	3116	4378	2542	3038	2204	662	1711	1770
September	3554	3978	3373	3129	3376	3340	2988	2552	3372	3093	2223	3897	2829	2197	1048	1411	2201
October	3064	3096	2492	2366	2551	2794	2116	3056	2169	2199	1843	1758	1847	1924	687	1167	1208
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:	8th November 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 decisions be made on 4.4 and that the report be noted.

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 closure is 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 – Christmas Lights Switch On Event and the Victorian Street Market

- 26th November
- 10th December (includes Broad Street)

4. EVENTS UPDATE

4.1 ***Christmas Light Switch On***

The catenary wires that hold the lights require have been tested and the remedial works will be carried out when the lights are installed, week commencing 14th November. The road closure is in place and the stage with marquee booked for the entertainment and countdown at this Civic Event. The Nativity service at The Priory ends at 4.45pm and the lights will be switched on between 5.15pm and 5.30pm. We are currently looking for stewards for the event.

4.2 ***Victorian Street Market***

Approximately 40 stalls have been booked for the Victorian Street Market with Corn Square being full and limited space on Broad Street. A TENS will be applied for and all entertainment has been booked. The Town Council Grounds Team will erect the market and carry out some stewarding but we will require additional stewards over the course of the day. The event is a Civic Event and Councillors will be able to robe and have light refreshments with our invited dignitaries in the council chamber before touring the market.

4.3 ***Tourist Information Centre Changes***

Shortlisting for the Information Centre Manager is currently taking place and interviews will be held wc.14th November 2022.

Following the resignation of two members of staff, the job description is being reviewed and the positions will be advertised as soon as possible.

4.4 ***Leominster Independents Day 2023***

To discuss holding the event in 2023.

4.5 ***Cultural Consortium***

To receive a verbal update on Cultural Consortium activities.