



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

Wednesday 17<sup>th</sup> July 2019

To: All Members of the Communications & Events Committee:  
Councillors Rumsey (Chair), Murdoch (Vice Chair), Smith-Winnard, Sutcliffe,  
Thomas and Williamson,  
(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 **Wednesday 24<sup>th</sup> July 2019** commencing at **11:30am** in the Old Stables Gallery, 11 Corn Square, Leominster HR6 8YP.

Paul Russell  
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 22<sup>nd</sup> May 2019.
- 6. CLERK'S REPORT**  
To receive the Clerk's Report on matters outstanding that may not appear on the agenda.



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

- 7. MARKET OFFICER'S REPORT**  
To receive a report from the Market Officer.
- 8. TOURIST INFORMATION CENTRE**  
To receive a report from the TIC Manager.
- 9. COMMUNICATIONS & EVENTS UPDATE**  
Please see the attached report.
- 10. DATE OF NEXT MEETING**  
The next meeting of the Committee will be held on Wednesday 18<sup>th</sup> September 2019 at 11:30am in the Old Stable Gallery, 11 Corn Square, Leominster HR6 8YP.

# LEOMINSTER TOWN COUNCIL

## COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Wednesday 22<sup>nd</sup> May 2019 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster HR6 8YP.

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

**OFFICERS PRESENT:** Town Clerk, Grants & Projects Officer and the Markets Officer.

**CE01/19 ELECTION OF CHAIR**

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

Cllr Rumsey was proposed by Cllr Sutcliffe and seconded by Cllr Smith-Winnard. There being no other nominations, Cllr Rumsey was formally elected Chair of the Communications & Events Committee.

**CE02/19 ELECTION OF VICE CHAIR**

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

Cllr Murdoch was proposed by Cllr Sutcliffe and seconded by Cllr Thomas. There being no other nominations, Cllr Murdoch was formally elected Vice-Chair of the Communications & Events Committee.

**CE03/18 APOLOGIES FOR ABSENCE**

There were no apologies.

**CE04/19 DECLARATIONS OF INTEREST**

The following declaration of Interest was made:

- Cllr Sutcliffe – Trader on the Farmers Market.

**CE05/19 REQUESTS FOR DISPENSATIONS**

No requests for dispensations had been received.

**CE06/19 QUESTIONS FROM THE PUBLIC**

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

**CE07/19 MINUTES OF PREVIOUS MEETING**

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 27<sup>th</sup> March 2019 be agreed and signed as a correct record.

**CE08/19 CLERK'S REPORT**

The Clerk had nothing to report.

**CE09/19 MARKET OFFICER'S REPORT**

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

- That the report be noted;
- To note that the three bank holidays had resulted in a negative impact on income;
- To note that a celebration of the 474<sup>th</sup> year a Charter Market had been held in Leominster would be celebrated as part of the Leominster Festival;
- To note that discussions on extending the trading hours of the monthly Saturday Farmers Market and inviting craft stalls continued to take place.

**CE10/19 TOURIST INFORMATION CENTRE**

The Centre report was presented. Following discussion, it was **RESOLVED** that the report be noted.

**CE 11/19 COMMUNICATIONS & EVENTS UPDATE**

The Committee received an update on the signage project that was being funded through the LEADER programme. A grant of £32,259 had been secured. The project was subject to a number of restrictions and had a very tight timescale. Signage would include 6 new welcome signs, new information boards in the car parks, railway station and hopefully at the OK Diner and Queenswood.

Directional signage would also be replaced and updated in the town centre with new fingerposts being provided. Finally, there would be ten interpretation panels and there was a budget for some illustrations.

It was noted that all signage would require approval from Balfour Beatty. This included content and siting. There would also be discussions held with Grange Court.

The Committee **RESOLVED** to appoint Cllrs Murdoch, Smith-Winnard and Thomas to the Task & Finish Group to help oversee the delivery of this project within the timescale available.

Committee then considered the update report and, following discussion, **RESOLVED:**

- To note the report;
- To appoint Cllrs Rumsey, Thomas and Williamson to the Christmas Lights Task & Finish Group;
- To note that a full Events Plan had been submitted to the Town Council in relation to the musical event taking place on The Grange on Saturday 10<sup>th</sup> August 2019.

**CE 12/19 DATE OF NEXT MEETING**

Committee noted that the next meeting of the Committee would be held on Wednesday 24<sup>th</sup> July 2019 at 11:30am in the Old 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 12:35pm.

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**CHAIR:**

\_\_\_\_\_  
**DATE:**

**TIC MANAGER'S REPORT**

<p>Leaflet news</p>	<p>The Leominster Country area guide is still being distributed around the country, these and supplies of the town map and mini-guide are sufficient for the rest of this year. The Black and White Village trail guides are running low and will need to be reprinted shortly. This is funded through advertising from members of the Tourism Association.</p>	
<p>Tourism Association</p>	<p>There are currently 120 members, although only 81 have paid their membership so far this year. Every year it takes several months to get renewal payments up to date. It is slow work!</p> <p>The Association is in the process of opening a new bank account which will allow BACS payments. This should simplify everything as the Nationwide account can only take cash or cheques.</p>	
<p>Leominster in Bloom</p>	<p>Leominster in Bloom is very proud to have been awarded the <b>Queens Award for Voluntary Service</b>. This is the highest award in this country for voluntary groups and is the equivalent of an MBE. Gill Ding and Romey Worthington attended a garden party at Buckingham Palace which was hosted by the Queen, Prince William and Duchess of Cambridge. The award ceremony will be at Grange Court on Wednesday the 11<sup>th</sup> September at 2.30 and Town Councillors will receive official invitations to the event. Lady Darnley will present the award on behalf of Her Majesty.</p> <p>The volunteers have worked tirelessly to get the town scrubbed clean and looking good for judging day that took place on the 5<sup>th</sup> July.</p> <p>The summer planting has cost a total of £4738.75. This money is all raised by Leominster in Bloom volunteers through supermarket bucket shakes, grants, the Plant Fair and other fund-raising ideas. Romey Worthington in particular spends hours going in person to all the businesses in town to raise money through sponsorship.</p> <p>The Town Council gives a great deal of support which is invaluable to ensure that the town stands a chance of getting a gold award again this year. They provide funding, pavement sweeping, admin support, watering, general maintenance, weed spraying and grass cutting.</p>	<p>The results are not announced until September.</p> <p>So many local people come in to the TIC to say 'Thank you' to Leominster in Bloom. They notice how clean the town is and love the Buttercross display and the new one in Morris Mews.</p>

	<p>The large floral displays were done, as usual, by Philpotts nursery, who quietly replace any damaged or lost and do not charge for labour. LIB makes a point of using local businesses wherever possible. The smaller bins and planters are done by volunteers and maintained and watered by sponsors.</p> <p>The volunteers spent many evenings, not just planting the new beds in Central Car Park and Swan Walk, but clearing the weeds from the Co-op car park and bus station and all roads on the judging route. The work is no longer done by Herefordshire Council. This involves poking each weed out individually, even after they have been sprayed. They dry out but are only partially lifted by brushing. Huge numbers of cigarette butts accumulate everywhere and were swept up several times. Each time the group returned, more butts were accumulating, particularly where the buses pull up. It emerged that this is as a result of drivers taking a cigarette break and the only place to stub out, other than on the ground is on top of the bins that are not near enough. Gill requested that stubbing boxes be put up so that there was a provision for smokers to put their stubs somewhere more hygienic. These are not ash trays, but a place to put what is usually discarded on the ground.</p> <p>The road kerbs are no longer being cleaned by Herefordshire Council so the dust accumulates until it clogs and then weeds start. Volunteers stood in the road to clear around the 'keep left' islands as these were looking terrible. This is dangerous and should really be done with high-viz vests, protective eye goggles and face masks and should be properly coned off. However, the roads and pavements have to look pristine and the town deserves to look its best. The trees on Bargates and Etnam Street are no longer cared for so LIB volunteers had to cut the epicormic growth and low branches along both streets. The kerbs were so full of dirt and weeds that the drains were blocked. These were all cleared out. All the weeds around the Oak Hotel and dangling out of date banners were removed. The endless bags of rubbish, muck and weeds were collected by arrangement with the TC Environmental Services team.</p> <p>This is all being high-lighted because there may be a perception that Leominster in Bloom just provides floral displays. May I please urge all Town Councillors to read the portfolio which is provided for the judges.</p>	
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	<p>This is not for public use as it contains photographs of some of the vulnerable people that took part. This will outline how much work goes on behind the scenes, and how many individuals and groups contribute to the eventual result.</p> <p>There are further contributions from schools, nursing homes and many, many more that are outlined in the portfolio.</p>	
<p>Events</p>	<p>On the 1<sup>st</sup> June the TIC hosted an open day for the Servants Quarters. There has been a great deal of interest locally and people are still invited to look around it whenever the opportunity arises.</p> <p>Leominster in Bloom judging day was hosted by the town council in the TIC and Secret Garden. The Council staff, and the Mayor assisted volunteers to make it a very successful event again. The judges were very impressed with everything they saw including the holiday apartment.</p> <p>Keri has organised a Teddy Bears' picnic for Saturday the 20<sup>th</sup>. Full report to be given after the event. Jaimie is working on the Leominster Food Fayre which takes place on Saturday the 7<sup>th</sup> September.</p>	
<p>Walkers are Welcome</p>	<p>Thanks to funding for the improvements at the Forbury Chapel, Dennis Downey and Richard Brookman will take turns running 'In a Monastery Garden' walk and talk dressed as a monk. This will happen every Friday throughout the summer holidays starting at 11.30 and 1.30 from the TIC.</p> <p>Dennis has seen 21 students through the Bronze level of the Duke of Edinburgh Award Scheme at Earl Mortimer and 15 have signed up to do the Silver. St Edfrith's Festival will be from 26<sup>th</sup> – 27<sup>th</sup> October. Pete Blench give a talk about Leominster Priory and the Bury farms and Rob Walker will lead a walk from Stoke Prior, one of the Bury Farms.</p> <p>Herefordshire Walking Festival will resume next year after the unfortunate death of Lisa Richardson this year which resulted in its cancellation. There will be a memorial walk in her memory.</p> <p>The group met with Mike Watkins who heads up the 'Friends of Leominster Canal' group who organise guided walks along stretches of the defunct canal.</p>	<p>When they did this during Leominster Festival they took over 30 people round.</p>

Other news	<p>Jaimie has set up the booking system for the Servants Quarters through Air B&amp;B so we are ready for any on line bookings. There have been 190 viewings to date on their site. There have been six bed-nights taken so far through the TIC and there are six more booked. Customer feedback is excellent.</p> <p>The TIC could be an official point for people to refill water bottles with tap water. This is a national scheme called 'Refill' which is designed to reduce waste, it requires agreement from the Town Council, but is only a 'written commitment' and there is no financial implication. Logos would be provided and the TIC would be added to national website and app.</p> <p>The TIC hosted a fact-finding meeting with some consultants to put together a new destination Herefordshire bid. Members of the Tourism Association attended as did people from the Destination Leominster mailing list.</p>	
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<b>Month</b>	<b>2017</b>	<b>2018</b>	<b>Variance</b>	<b>2019</b>	<b>Variance</b>
January	1226	1393	167	1242	-151
February	1192	1630	438	1408	-222
March	1997	1826	-171	1913	87
April	1956	1923	-33	1735	-188
May	2485	2208	-277	1863	-345
June	2225	2600	375	1807	-793
July	1983	2212	229		
August	2542	3038	496		
September	3897	2829	-1068		
October	1758	1847	89		
November	1577	2176	599		
December	1894	1897	3		
	<b>24732</b>	<b>25579</b>	<b>847</b>	<b>9968</b>	<b>-1612</b>



## **Communications & Events Committee**

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**Date:** 17<sup>th</sup> July 2019

**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:** Paul Russell

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### **1. RECOMMENDATION**

**1.1 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 closures are in place for the 2019 Farmers Markets and other market related events. Roads that can be closed are Corn Square, Corn Street and Victoria Street between the hours of 6am to 9pm:

- August 2019 – 10<sup>th</sup>, 31<sup>st</sup>
- September 2019 – 7<sup>th</sup>, 14<sup>th</sup>, 28<sup>th</sup>
- October 2019 – 12<sup>th</sup>, 26<sup>th</sup>
- November 2019 – 9<sup>th</sup>, 23<sup>rd</sup>, 30<sup>th</sup>
- December 2019 – 7<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, 24<sup>th</sup>

### **4. HOLIDAY LET**

4.1 The holiday flat has now been completed and the final building regulation paperwork is awaited.

- 4.2 The final inspection by the Building Inspector was undertaken on Wednesday 17<sup>th</sup> July 2019. All the certification relating to the fire alarms, emergency lighting, ceiling specifications, electrical installation and energy efficiency has all been submitted.
- 4.3 The upstairs doors have all been replaced with fire doors and work to the cellar ceiling has been completed.
- 4.4 The Servants Quarters has been listed on Airbnb and Jaimie is currently building a webpage on the Leominster Tourism website. She has set up an in house paper booking system, which works in conjunction with Airbnb. The photos on the website will be updated shortly as the previous photos were taken on a phone and replacement ones have now been taken some using a DSLR camera.

## **5. SIGNAGE**

- 5.1 As Members will recall, a LEADER grant has been secured to upgrade the signage in Leominster. A Task & Finish Group has been set up to oversee the project, which has a very tight timescale and must be completed by February 2020.
- 5.2 An outline design for the Welcome Signs has been approved by Balfour Beatty. The final artwork will be commissioned once the detailed requirements have been agreed with members of the task and finish group.
- 5.3 A date is awaited from Balfour Beatty for a meeting to review and agree the final locations of all the new signage. Initial permissions were granted in advance of the funding application submission, but final installation specifications need to be agreed.
- 5.4 With regard to the interpretation signage, locations and outline content have now been agreed in conjunction with heritage groups in the town. Work has begun on collating content and preparing text, with assistance from LARC, Leominster Museum, Leominster Civic Society, Leominster Historical Society, The Priory, and the Leominster Rail Users Group.
- 5.5 Work has begun on developing a first draft design for the visitor information boards at town centre car parks and the station. Designs will be presented to the task and finish group for comment as soon as they are available.

## **6. EVENTS UPDATE**

### ***Food Fayre***

- 6.1 Preparations for the Food Fayre on Saturday 7<sup>th</sup> September are in full swing and taking up the majority of Jaimie's time. There will be around 30 plus stalls with a lot of new exhibitors attending this year. Jaimie is currently busy sorting out promotional materials and finalising children's activities.

- 6.2 She will shortly be arranging stall locations and has decided not to host live music in the Secret Garden this year. It is difficult sourcing entertainment and the open mic format does not work well for us. Likewise, the Fayre will not host cookery demos this year. They were poorly attended last year and it takes a lot of preparation and time that can be better used elsewhere on the fayre.
- 6.2 The enhanced TEN from Herefordshire Council has been secured to enable stalls to sell on-sales in Corn Square.
- 6.3 The Rifles exercised the Freedom of the Town on Saturday 29<sup>th</sup> June 2019. A marching band led the parade through the town and a number of spectators were present to witness the spectacle. Refreshments were served afterwards in the Community Centre and were well received.
- 6.4 The event was very successful and thanks are extended to all the Town Council staff and volunteers involved in the organisation of the day.
- 6.5 The Christmas Light Switch on event is currently being organised. The Fair will be attending once again. This event will take place on Saturday 30<sup>th</sup> November 2019.
- 6.6 Three quotations were sought to provide the annual Christmas Lights display for the next five years. Two of the companies responded whilst the third declined to quote. A copy of the brief is attached at the end of this report.
- 6.7 Consultation has been undertaken with Leominster Primary School by the Grants & Projects Officer. The pupils and teachers reviewed the two quotations received and have selected their favourite.
- 6.8 The Task & Finish Group now needs to meet to formally agree the adoption of a lighting scheme for the next five years. Delegated authority will be requested from Full Council for the Group to accept one of the quotations on behalf of the Town Council.

## **7. COMMUNICATIONS**

### **Leominster News**

- 7.1 The Town Council continues to submit a monthly column to Leominster. The submission date for editorial is normally around the 19<sup>th</sup> of each month. If members wish to have any item included, please contact the office.

### **Outdoor Events**

- 7.2 A Teddy Bear's Picnic event took place on Saturday 20<sup>th</sup> July 2019 in the Secret Garden. A verbal update will be provided if available.

### **Musical Event 2019**

- 7.3 This event will take place on Saturday 10<sup>th</sup> August 2019. All the permissions have now been secured, a folder with an events plan has been submitted to the Town Council and the relevant authorities have been informed. The event

is being promoted via social media and will be a positive addition to Leominster's annual events calendar.

**Websites/Social Media**

7.4 The TIC and LTC websites are regularly being updated by Jaimie and she is posting TIC and council news to Facebook and Twitter. Hopefully she will be restarting the TIC Instagram account in the next couple of weeks.

7.5 She is currently building a more extensive webpage for the Black and White Trail to go on the TIC website. This will showcase the villages and attractions along the route. At the moment this is being done when there is a spare 5 or 10 minutes so is taking a long time. Once the Food Fayre has taken place, Jaimie will be able to dedicate time to getting this completed with an aim date of the beginning of October.

**Christmas Lights Switch On**

7.6 Jaimie is currently developing some preliminary thoughts about the switch on event but cannot properly research ideas until the food fayre has taken place. Each year a collection is taken during the food fayre for local charities/good causes and she is hoping that they would collect towards the Christmas Lights Switch On this year.

## **CHRISTMAS LIGHTS SCHEME - 2019**

As you will be aware the Town Council is reviewing its Christmas Lights provision for the next few years following the completion of its existing 3 year contract. It is now seeking final quotations for the provision, erection and dismantling of the Leominster Christmas Lights.

Quotations are being sought for the two options as outlined below.

### **Option One**

- A three year contract to provide Christmas Lights for Leominster;
- A maximum expenditure of £14,000 per annum on the infrastructure, erecting and dismantling of the displays (total: £42,000 + VAT);
- A mixture of colours to create a vibrancy in the streets;
- At the end of the contract the lights become the property of Leominster Town Council.

### **Option Two**

- A five year contract to provide Christmas Lights for Leominster;
- A maximum expenditure of £14,000 per annum on the infrastructure, erecting and dismantling of the displays (total: £70,000 + VAT);
- A mixture of colours to create a vibrancy in the streets;
- At the end of the contract the lights become the property of Leominster Town Council.

Note: Each option will be put out to a short consultation hopefully in the third week of July 2019. An order will be placed either at the end of July or the beginning of September 2019. The consultation will help inform the Council's choice. Consultation images are requested.

There may be additional funding each year from donations and fund raising. Flexibility should be included in any quotation to add to the display over the period of the new contract.

An additional quotation is sought for the provision of the following. Funding for this is in addition to the £14,000 allocated to the main light display:

- A remote switch on system to enable the Switch On ceremony to take place without the requirement for a switch on team to be present
- Stress testing of all fixings for the duration of the contract
- Replacement electrical infrastructure as required (subject to a site visit and assessment of current provision)

### **Basic Display Requirements**

The display should cover the following areas of the town. Please note that catenary wire is in place where it street has a \* against it:

- West Street \*
- South Street
- High Street \*

- Broad Street
- Drapers Lane \*
- Corn Square
- Victoria Street \*
- Corn Street \*
- School Lane \*
- Church Street

The basic display options are outlined below:

- West Street– Using existing catenary wire to provide up to three strings of lights across this street. Additional interest such as stars or other features to be hung from the strings.
- Iron Cross – to provide a lighting feature.
- South Street– Using existing catenary wire to provide up to two strings of lights along this street. Additional interest such as stars or other features to be hung from the strings.
- High Street – Using existing catenary wire to provide strings of lights along this street. Additional interest such as stars or other features to be hung from the strings.
- Broad Street – 4 x column displays. Consider option of hanging up to two features across the street (note that catenary infrastructure will need to be provided)
- Drapers Lane – Using existing catenary wire to provide strings of lights along this street. Additional interest such as stars or other features to be hung from the strings.
- Corn Square – 2 x column lights and an external light display at 11 Corn Square. Additional cost to use LED lights on the other buildings in the Square, subject to obtaining the relevant permissions from the property owners.
- Victoria Street – Using existing catenary wire to provide strings of lights along this street. Additional interest such as stars or other features to be hung from the strings.
- Corn Street – Using existing catenary wire to provide strings of lights along this street. Additional interest such as stars or other features to be hung from the strings.
- School Lane – Using existing catenary wire to provide strings of lights along this street. Additional interest such as stars or other features to be hung from the strings.
- Church Street – At junction to provide a lighting feature.