



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

Wednesday 18<sup>th</sup> July 2018

To: All Members of the Communications & Events Committee:  
Councillors Norman (Chair), Bartlett, Lacey, Rumsey, Sutcliffe and Thomas.  
(1 vacancy)  
(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 25<sup>th</sup> July 2018** commencing at **11:30am** in the Old Stables Gallery, 11 Corn Square, Leominster HR6 8YP.

Paul Russell  
TOWN CLERK

#### AGENDA

- 1. ELECTION OF CHAIR**  
Cllr Norman wishes to stand down as Chair of the Committee. A new Chair needs to be elected.
- 2. 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.
- 3. 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.
- 4. REQUESTS FOR DISPENSATIONS**  
To consider requests for dispensations (must be notified in writing).
- 5. QUESTIONS FROM THE PUBLIC (maximum 15 minutes)**  
To receive questions and statements from members of the public as provided for in Standing Orders.



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

- 6. MINUTES OF PREVIOUS MEETING**  
To receive and approve as a correct record the minutes of the Communications & Events Committee meeting held on 16<sup>th</sup> May 2018.
- 7. CLERK'S REPORT**  
To receive the Clerk's Report on matters outstanding that may not appear on the agenda.
- 8. MARKET OFFICER'S REPORT**  
To receive a report from the Market Officer.
- 9. TOURIST INFORMATION CENTRE**  
To receive a report from the TIC Manager.
- 10. CORPORATE OBJECTIVES**  
To consider the draft Committee objectives to be included in the emerging Corporate Strategy.
- 11. COMMITTEE UPDATE REPORT**  
To receive a verbal update on events and communication plans for 2018/19.
- 12. DATE OF NEXT MEETING**  
The next meeting of the Committee will be held on Wednesday 19<sup>th</sup> September 2018 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 Monday 16<sup>th</sup> May 2018 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster HR6 8YP.

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**MEMBERS PRESENT:** Councillors Norman (Chair), Bartlett, Lacey, Sutcliffe and Thomas.

**OFFICERS PRESENT:** Town Clerk, TIC Manager and Grants & Projects Officer.

### **CE01/18 ELECTION OF CHAIR**

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

Cllr Norman was proposed and seconded. There being no other nominations, Cllr Norman was formally elected Chair of the Communications & Events Committee.

### **CE02/18 ELECTION OF VICE CHAIR**

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

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

### **CE03/18 APOLOGIES FOR ABSENCE**

Apologies were received and accepted from Cllr Rumsey (holiday)

### **CE04/18 DECLARATIONS OF INTEREST**

There were no Declarations of Interest made.

### **CE05/18 REQUESTS FOR DISPENSATIONS**

No requests for dispensations had been received.

### **CE06/18 QUESTIONS FROM THE PUBLIC**

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

### **CE07/18 MINUTES OF PREVIOUS MEETING**

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 12<sup>th</sup> March 2018 be agreed and signed as a correct record.

### **CE08/18 CLERK'S REPORT**

The Clerk had nothing to report.

**CE08/18 TOURIST INFORMATION CENTRE**

The TIC Manager presented a report updating Committee on the Tourist Information Centre. Following discussion it was **RESOLVED**:

- That the report be noted;
- Leominster Festival would be taking place from the 7<sup>th</sup> to 10<sup>th</sup> June 2018. The TIC would be selling tickets;
- Two new volunteers had recently been recruited to help in the TIC;
- A new website, <https://leominstersfallen.site123.me/>, had been developed to commemorate those who gave their lives from the area during WW1;
- The TIC manager would be undergoing Licence Holder Level II training in the near future;
- Visitor figures to the TIC were noted. Although March and April figures were slightly down due to adverse weather conditions visitor numbers were up by 401 in the first four months of the year;
- It was agreed to develop proposals for the Secret Garden to the rear of 11 Corn Square for consideration. These would include the relevant infrastructure required and possible accommodation provision. Quotations would be sought and presented when available.

Concern was expressed regarding the lack of accommodation in Leominster and the number of empty shop units.

**CE08/18 HEREFORDSHIRE ARMED FORCES DAY**

Committee receive an update on the Project Plan for day. This had been previously distributed to all Members for information. The following events were being organised:

- Flag Raising Ceremony in Corn Square on Monday 25<sup>th</sup> June 2018 following the initial event at 11am in Hereford;
- Formal signing of the Armed Forces Covenant for Leominster;
- Presentation of special beer to local veterans;
- Unveiling of the memorial bench in Corn Square;
- Tea and bun event with the Veterans;
- Opening of the Rifles and Spades Exhibition at 11 Corn Square which would run for the entire week;
- A talk from an Army Chaplain at The Priory;
- Development of a Children's Trail designed by the Cadets;
- Main event on Saturday 30<sup>th</sup> June 2018 which will include a flypast, military vehicles, marching band, children's activities and demonstrations.

Following discussion it was **RESOLVED** that the update report be noted.

**CE08/18 COMMITTEE UPDATE REPORT**

A verbal update report was presented. Following discussion it was **RESOLVED**:

- That the report be noted;
- An update on the Friday Market would be requested from the Market Officer for the next Committee meeting;

- Road closures for the various events in Leominster would be submitted as soon as possible;
- The organisation of the Christmas Lights Switch-On event would be discussed with the Leominster Business Group;
- It was noted that the Leominster Business Group had elected a new Chair.

**CE08/18 DATE OF NEXT MEETING**

Committee noted that the next meeting would be held on Wednesday 25<sup>th</sup> July 2018 at 11:30am in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

There being no other business, the Chair thanked members for their attendance and closed the meeting at 1:00pm.

\_\_\_\_\_  
**CHAIR:**

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

**TIC MANAGER'S REPORT**

<p>Leaflet news</p>	<p>After lengthy re-writes and design changes the Black and White Village Trail guide is now available and is being distributed through Glide media to TICs, attractions and hotels all over England and Wales. Letters were sent out to all the local TICs, attractions and coach companies, who have been ordering readily as it is a very popular guide. The next leaflet needed is the up-dated 'Leominster Country' area guide.</p>	<p>These leaflets are paid for through the Association membership fee of £25 per annum and advertising.</p>
<p>Tourism Association</p>	<p>The Association is due to have its AGM in August and this will double as an opportunity to re-launch the trail. There is no longer any B&amp;B provision in the town apart from the Talbot Hotel, and they have still not renewed their membership. Mrs Smith has had to close the Pinsley Guest House as she is unwell.</p>	<p>Gill to speak to Mr Singh as he has no manager at present .</p>
<p>Box Office</p>	<p>£4046 was taken for Leominster Festival. 10% commission is taken by the TIC. Notable numbers were: 118 people booked for Mark Townsend and 150 for the BPO. £1482.50 was taken for the Armed Forces events. Over 200 people attended the evening concert.</p>	<p>No commission taken.</p>
<p>Volunteers</p>	<p>One of the volunteers has broken her foot, and another has cracked a rib. However thankfully Sandra is back despite the broken neck! We have another new volunteer who is covering ad hoc until a regular spot becomes available.</p>	
<p>Purchasing</p>	<p>Some new magnets have arrived. Made in Leominster at Spencer Brookes and wooden to avoid plastic. Following the themes picked up in the branding there are outlines of top hats, sheep and ladies boots. We continue to sell local ciders and ales in particular the 'Hero's Ale' from Swan Brewery.</p>	<p>20 cases were returned to Swan as they were running low and we still have plenty of stock.</p>
<p>Leominster in Bloom</p>	<p>The TIC as been the point of contact for dropping off all the knitted poppies and for claiming a soldier to adopt.' Leominster in Stitches' has provided a poppy wreath made from stitch-work for a space in the TIC. All the fallen soldiers were allocated to shops which have placed them in their windows to commemorate their sacrifice. The TIC offers a useful point of contact during the 'Big Town Clean-up', as water, drinks, tools and rubbish bags etc need to be co-ordinated. The TIC hosted the judges 'Meet and Greet' on Friday the 6<sup>th</sup> July, and was the venue for the LIB volunteers to join the judges in the garden afterwards. They seem</p>	<p>Letters are being taken to all the shops to thank them for their participation.</p>

	to have been very impressed with the displays and the project as a whole. Results will be announced on the 20 <sup>th</sup> September.	
Training	Gill has been on a one day training course and has now received a full alcohol licence BIIAB Level 2	This stays with the holder for life like a driving licence.
Events	TIC staff members were very involved in helping the TC staff with Armed Forces Week. As well as selling tickets they helped with advertising, particularly on social media. They were on hand for the Veterans tea and TIC volunteers helped serve teas and buns. They also manned the box office at the evening concert.	Keri also performed on the night (Brilliantly of course)
Walkers are Welcome	The TIC sold tickets for the walks during Leominster Festival and Armed Forces Day. The group is planning several themed walks during St Edfrith's Festival.	

**Visitor numbers:**

<b>Month</b>	<b>2016</b>	<b>2017</b>	<b>Variance</b>	<b>2018</b>	<b>Variance</b>
January	1292	1226	-66	1393	167
February	1690	1192	-498	1630	438
March	1872	1997	125	1826	-171
April	2179	1956	-223	1923	-33
May	2911	2485	-426	2208	-277
June	2508	2225	-283	2600	375
July	3123	1983	-1140		
August	4378	2542	-1836		
September	2223	3897	1674		
October	1843	1758	-85		
November	1735	1577	-158		
December	1695	1894	199		
	<b>27449</b>	<b>24732</b>	<b>-2717</b>	<b>11580</b>	<b>499</b>

**COMMUNICATIONS & EVENTS OBJECTIVES**

<b>Action</b>	<b>Lead Committee</b>	<b>Lead Team</b>	<b>Timescale</b>	<b>Comment</b>
Develop a range of additional markets and events to be hosted in the Secret Garden, 11 Corn Square	Communications & Events	Visitors, Events & Town Development	2019	<ul style="list-style-type: none"> <li>• Progress has been slow due to the Royal Visit and Herefordshire Armed Forces Day, both of which demonstrated the capability of the Town Council to deliver high quality events;</li> <li>• Through the Wardrobe was successful in 2017 and will be repeated in 2018;</li> <li>• Outdoor theatre proposal did not progress due to the Theatre company going out of business;</li> <li>• Food Fayre will utilise garden area in sept 2018;</li> <li>• Other options include lunchtime jazz</li> </ul>
Continue to develop and invest in the weekly market and the Farmers/Specialist markets held in Corn Square	Communications & Events	Visitors, Events & Town Development	On-going	<ul style="list-style-type: none"> <li>• Markets nationally are declining in popularity;</li> <li>• Leominster's Friday market remains healthy but with fewer traders now attending;</li> <li>• Farmer's Market is currently in reasonable health;</li> <li>• Focus on the future of the Friday Market is a priority.</li> </ul>
Improve signage throughout the town.	Communications & Events	Visitors, Events & Town Development	2020	<ul style="list-style-type: none"> <li>• LEADER funding of £35,000 has been applied for;</li> </ul>



				<ul style="list-style-type: none"> <li>• If successful, improved entrance signs will be provided;</li> <li>• If unsuccessful, alternative funding opportunities will be explored.</li> </ul>
Improve interpretation in the town	Communications & Events	Visitors, Events & Town Development	2020	<ul style="list-style-type: none"> <li>• LEADER funding of £35,000 has been applied for;</li> <li>• If successful improved interpretation panels and plaques will be provided.</li> </ul>
Develop a series of events to be hosted in Leominster and organised by the Town Council.	Communications & Events	Visitors, Events & Town Development	On-going	<ul style="list-style-type: none"> <li>• HAFD/week was organised and hosted by the Town Council in 2018;</li> <li>• The Royal visit was organised and hosted by the Town Council in 2018;</li> <li>• Leominster Food Fayre is supported by the Town Council;</li> <li>• Through the Wardrobe was organised and hosted by the Town Council in 2017 and will be again in 2018;</li> <li>• The Christmas Lights Switch on for 2018 currently requires an organiser.</li> </ul>
Support Leominster events organised by local organisations such as Leominster Festival and the Victorian Street Market.	Communications & Events	Visitors, Events & Town Development	On-going	<ul style="list-style-type: none"> <li>• Road closures for all events in 2018 have been applied for and funded by the Town Council;</li> <li>• Additional events included the Morris Men in July and Small Business Saturday in</li> </ul>

				<p>December;</p> <ul style="list-style-type: none"> <li>• The Town Council and Tourist Information Centre also provide support with advertising and promotion by displaying posters, advertising via the website and social media.</li> </ul>
Branding	Communications & Events	Visitors, Events & Town Development	On-going	<ul style="list-style-type: none"> <li>• New town map has been developed and received positive feedback;</li> <li>• Branding guidelines developed to ensure proper use of the town logo;</li> <li>• The town logo has been used on the new black and white trail leaflets and posters for town events;</li> <li>• New TIC signage will be in place by the end of 2018;</li> <li>• New TIC website, which will include the new branding, should be completed by the end of 2018</li> </ul>



## Communications & Events Committee

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<b>Date:</b>	<b>18<sup>th</sup> July 2018</b>
<b>Title:</b>	<b>Committee Update Report</b>
<b>Purpose of the Report:</b>	<b>To provide Members with an update relating to the Committee, identify items for consideration and further actions/decisions required.</b>
<b>Contact Officers:</b>	<b>Paul Russell</b>

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### **1. RECOMMENDATION**

- 1.1 That the report be noted;**
- 1.2 That the quotation to decorate the Holiday Flat amounting to £3,000 be formally accepted;**
- 1.3 That the Events budget be allocated to funding the Christmas Lights Switch-On and Through the Wardrobe events.**

### **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, including the use of Corn Square;
  - The Tourist Information Centre;
  - Promotion and management of 11 Corn Square including the holiday flat;
  - Local Events supported by Leominster Town Council.
- 2.2** This report provides background information to Committee on all projects, updates members on progress to date and identifies any further actions required.

### **3. MARKETS & FAIRS**

- 3.1** A full report will be presented by the Market Manager at the meeting.
- 3.2** New Corporate Objectives are currently being drawn for the Markets to help attract new traders and develop the range of markets especially during the summer season.

3.3 The Market Officer continues to review the Friday Market and the Farmers Market. Markets nationally are struggling and the Friday Market is no exception.

#### **4. HOLIDAY LET**

4.1 The Holiday Flat is expected to be completed by the end of September 2018. Work has been delayed due to lack of clarification regarding the Public Works Loan and other pressures of work. The loan is an item that will be considered at Full Council on 30<sup>th</sup> July 2018.

4.2 A quotation has been received to decorate the flat from the decorator responsible for previous decorations undertaken in 11 Corn Square. Cost quoted is £3,000, which has already been incorporated in the budget that was agreed by Council. Committee is requested to accept this quotation.

4.3 The completion of the flat will now be a high priority. Outstanding elements to be completed include:

- Compartmentalisation of the attic space to address fire regulations;
- Works to the ceiling in the downstairs corridor to meet fire regulations;
- Decoration of the entire flat (quotation received);
- Installation of the kitchen;
- Installation of the bathroom;
- Carpets and furnishings.

4.4 A further update will be provided at the meeting.

#### **5. SIGNAGE**

5.1 A full application has now been submitted to the LEADER administration team at Herefordshire Council, requesting £35,000 of funding for additional tourism signage in Leominster.

5.2 The grant will cover manufacture, design and installation of new town welcome signs, improved directional signage, and a series of interpretation boards for the Priory and Grange area.

5.3 The application is expected to be reviewed at some point during the next 3-4 months. If the application is successful, then the Projects & Grants Officer will manage the development of the project, with input from a wide range of key partners. These will include the Museum, LARC, Grange Court, The Priory, Historical Society and Civic Society, amongst others.

5.4 Further updates will be provided once a funding decision has been reached.

#### **6. EVENTS**

6.1 H-Art will be taking place from 8<sup>th</sup> to 16<sup>th</sup> September 2018. An artist has booked the Old Stables Gallery during this period as part of H-Art. An update will be provided at the meeting.

6.2 The following events are scheduled to take place in Leominster up until December 2018, and road closures for the Corn Square car park have been obtained.

DATE	EVENT	TIME
Saturday 11 <sup>th</sup> August	Farmers Market	Morning
Saturday 1 <sup>st</sup> September	Leominster Food Fayre	All day
Saturday 8 <sup>th</sup> September	Farmers Market	Morning
Saturday 13 <sup>th</sup> October	Farmers Market	Morning
Saturday 10 <sup>th</sup> November	Farmers Market	Morning
Sunday 11 <sup>th</sup> November	Remembrance Day	09:00 to 12 noon
Wednesday 14 <sup>th</sup> November	To be announced	All day
Saturday 24 <sup>th</sup> November	Christmas Lights Switch On/ Christmas Market	All day
Saturday 24 <sup>th</sup> November	Through the Wardrobe	5pm – 7pm
Saturday 1 <sup>st</sup> December	Small Business Saturday	All day
Saturday 8 <sup>th</sup> December	Victorian Street Market and Farmers Market	All day

6.3 The Small Business Saturday will be supported by Leominster Town Council and consideration is being given to re-enter the GBHighStreet competition.

6.4 In 2018 the Town Council has had to take responsibility for the organisation of the Christmas Lights Switch-On ceremony. This will be run alongside the Through the Wardrobe event. Outlined below is the initial thoughts regarding both events:

***For the Christmas lights Switch On:***

- Corn square will host a small Christmas market, which could be an income generator for the LTC.
- We will looking into the possibility of Morris's Fair selling doughnuts and candyfloss, etc and possibly providing some ride (ideally something along the lines of a traditional Merry-go-Round)
- In addition we could have sellers of glow-sticks, etc, as these seem to pop up by themselves whenever there is a Christmas Lights switch on.
- We will approach the Community Choir and perhaps our own Keri Hoffman for musical entertainment in the square.
- We will also look into encouraging businesses around Corn Square to decorate with lights, lanterns and/or Greenery to create a festive atmosphere.

***For the Through the Wardrobe Event:***

- This year it should be possible to use the whole garden to create Narnia, as the bottom of the garden has been cleared and the tap sticking up in the middle of the garden has been removed.
- This would mean that we need more lighting in the garden. Although the lighting last year was adequate, it mainly consisted of work lamps which were very harsh.

- It has been suggested that a local professional lighting engineer may be persuaded to do lighting for us at no cost.
- If this is the case, we can expand Narnia, so that some of the queues and bottle necks that happened last year can be avoided, and we have the option to provide additional characters.
- Trevor Hill Animal and Birds, a local company, have been approached to provide reindeer. I am waiting for a response, however last year this company gave me quote for 2 reindeer, a sleigh and a baby reindeer for £500 for 2 hours.
- We will be re-using the sets that were build last year for the wardrobe.
- Although we already have a snow machine, it might be a good idea to purchase another one to be used on the square, and then further down the Narnia garden. The cost for a snow machine was approx. £150 pounds.

6.5 Committee is therefore requested to ratify the use of the Events budget for the Through the Wardrobe event and the Christmas Lights Switch-On, both of which will take place on Saturday 24<sup>th</sup> November 2018. An Events budget of £5,000 has been set aside for events. To date a significant proportion of costs incurred for the Armed Forces Week events has been met through grant funding. It is requested that this be allocated to this event.

6.6 This year a Christmas Market is being planned, which will generate income, and the sale of items to those waiting to go through the wardrobe will help towards the cost of the event. There is also some additional funding allocated in the Christmas Lights budget for additional lighting. Sponsorship will also be sought.

6.7 Please note that the Royal Visit was funded from the Civic budget and Leominster in Bloom has its own budget.

## **7. COMMUNICATIONS**

7.1 The new TIC website will continue to promote Leominster as a visitor destination. Regular social media updates are posted on Facebook and Twitter and consideration is now being given to developing a Town Council Facebook page.

7.2 The Leominster Country branding is being used to support all new leaflet publications and is now being used by some local organisations such as the museum. Use of the branding will continue to be encouraged.

7.3 An application in partnership with the Small Business Group is going to be developed to promote Leominster as a coach friendly destination. A number of initiatives are already in place to attract coaches to Leominster.

7.4 The criteria include the following:

- Clear evidence the destination welcomes coaches and consults on issues relating to coaches (planning, traffic etc);
- Clear directional instructions and signs for visiting coaches;

- Adequate coach car parking;
- Coach and driver facilities;
- Adequate facilities such as toilets, refreshments, waiting areas available;
- Facilities for disabled passengers;
- A named representative from the local authority to liaise regarding issues.

7.5 Each location is assessed, evaluated and audited every twelve months.

## **8. ARMED FORCES UPDATE**

8.1 The following update report is presented to Committee for noting:

### **Herefordshire Armed Forces Week Hosted by Leominster Town Council –**

#### **Monday 25<sup>th</sup> July 2018**

Leominster Town Council held a Flag Raising Ceremony as the official opening to Armed Forces Week. Civic guests, Mace Bearers, Sergeant at Arms, and Town Council members were invited to attend the ceremony.

Corn Square was closed off to traffic for the duration of the Flag Raising ceremony, which took place in Corn Square. As part of the ceremony, the Armed Forces Covenant was signed by Lieutenant Colonel Stuart Hitchman on behalf of the MOD, Jenny Bartlett, Mayor, on behalf of Leominster Town Council and Frank Low on behalf of the Royal British Legion, Leominster Branch.

The flag was raised and the bugler played the Reveille on the roof of the Leominster Town Council Office. The Town Mayor gave an address, thanking everyone for attending and acknowledging the contributions made by Leominster's serving armed forces representatives, cadet groups and RBL branch. Pupils from Earl Mortimer College Student Council were invited to take part in the ceremony. They read a poem, together with a pledge explaining how they could support the local armed forces in their community.

The Lest We Forget bench situated in front of the Tourist Information Centre was dedicated by the Mayor. A two minute silence was observed, following The Last Post being played. The Exhortation was read by a member of the RBL and a pupil from Earl Mortimer College.

Following the ceremony, a Veteran's Reception was held in the garden of 11 Corn Square. Guests were offered tea, coffee and a replica Leominster Bun by the Leominster Tourist volunteers. The Mayor presented each veteran with a bottle of Heroes Ale, in acknowledgement of their contribution to their country. Among the veterans attending were a lady who made parts for the Lancaster Bomber and a gentleman who was part of the Arctic Convoy. Both of these veterans were 95 years old.

Both the Opening Ceremony and Veteran's Reception were well attended. Feedback received was very positive.

## **Tuesday 26<sup>th</sup> June**

A free admission talk was held in The John Abel room in Grange Court. Col Andy Taylor spoke about the history of the Herefordshire Regiment and the County Reservists in World War 1. Pete Weston, a reenactor, brought along WW1 display items and copies of his book, which he briefly spoke about. The proceeds from sales of his book on the evening were donated to a fund raising money to pay for medals that had been acquired by the Herefordshire Light Infantry Museum.

Rev Marcus Small also delivered a talk, describing the experiences of his family members who fought in WW1 on opposing sides.

Approximately 10 people attended the event, including volunteers from Grange Court and Jackie Whittall.

Use of the John Abel Room was given free of charge, with refreshments provided by LARC. Donations of £36 were given to Herefordshire Light Infantry Museum's medal fund.

## **Wednesday 27<sup>th</sup> June**

Eardisland Memorial Walks – Mr Hugh Vernon and a team of volunteers have renamed all the local walks to Eardisland, each in memory of a fallen local soldier from the Parish. A walk in the centre of Eardisland has been renamed in memory of Private Harold Speke, whose family once owned The Cross Inn in Eardisland.

The event included the dedication of a new gate and the official opening of the Harold Speke memorial walk. This free event was attended by approximately 12 people, (some local to Eardisland). There was a WW1 Officer re enactor and a bugle player in attendance. A short service of dedication was held, followed by a talk about Harold Speke. Visitors were then invited to join Hugh Vernon for a 1 ½ mile guided walk.

## **Thursday 28<sup>th</sup> June**

11:00am: Mr Richard Davies, curator of The Welsh Regimental Museum, gave a free talk on the history of the Welsh Regiment. The venue was the Council Chambers and approximately 10 people attended the event.

7:30pm: Mr Robin Thorndyke presented a talk at Grange Court about Herefordshire artist Brian Hatton and the people who sat for his portraits before 1914. Tickets were charged at £3 to cover talk costs. A total of 10 tickets were sold.

Feedback from the attendees at all talks was very positive.

## **Friday 29<sup>th</sup> June**

Herefordshire Armed Forces Day Charity Concert, featuring, Marches Military Wives, Herefordshire Junior Youth Choir, The Three Tenders, Leominster Community Choir and Keri Hoffman. The event was held in the Priory at 7:00pm. The concert was a huge success, enjoyed by all, with £1,428.50 takings on tickets sold (profits to be distributed to charities nominated by the performers). The 151 Air Cadets supplied refreshments, with the proceeds going towards their Marching Band Fund. Bottles of



Hero's Ale were sold during the interval, with a free bottle given to current and ex military personnel.

### **Saturday 30<sup>th</sup> June**

Armed Forces Day started with a procession from Grange Court into Corn Square, led by the RBL standard bearers, military personnel, forces veterans, cadets, mace bearers, sergeant at arms, civic guests and town councillors. The procession was led by Mr Ian M G Stephens, County Parade Marshal, who was welcomed by the Town Mayor. The Deputy Lieutenant of Herefordshire and Major Alan Harray, County President of Herefordshire's Royal British Legion, were also present to receive the parade. The Deputy Lieutenant dismissed the parade.

There were approximately 20 military related stalls on Corn Square, with several military themed gazebos situated on The Grange. There was a display of military vehicles, displays from the Leominster St John's Ambulance Brigade and 151 Air Cadets, who also ran a Children's Trail around the shop windows in the centre of Leominster. There was a walk organised by Jennie Williams at 11:30am to commemorate 100 years of Leominster since 1918. Approximately 12 people attended the walk.

Unfortunately the Lancaster Flyover was cancelled, as it had been grounded in Liverpool due to a mechanical failure. The Flag for Herefordshire's Armed Forces Week was lowered at 4pm, following a brief service of remembrance and prayers for peace at the War Memorial.

### **Review**

Feedback on the week's events has been received from a variety of sources. This feedback was reviewed at a debriefing meeting held by Leominster Town Council staff. Feedback was generally very complimentary, with attendees commenting that the event had been well organised and provided positive exposure for the town. Community involvement from retailers, local performers, military vehicle owners, cadet groups and armed forces charities, was very positive and vital to the success of the week's events. The fantastic work of Leominster in Bloom volunteers in decorating the town was of particular note.

The only negative feedback was from residents who felt that the week's events could have been more widely advertised. The timetable of events was promoted via Town Council and Leominster Tourist Information websites, Facebook, Twitter, Radio (Sunshine and BBC Hereford and Worcester), Hereford Times 'What's On', via veteran's charities, email banners, posters and leaflets circulated county-wide, A-boards at key town locations, and banners sited on Baron's Cross Railings, Broad Street, Corn Square, the TIC building and the Cadbury's Roundabout. Leaflets were also circulated to local schools. A full promotion plan is available on request.

The Armed Forces Day events were delivered as a result of Town Council staff working additional hours outside of their usual working week during the 2 months prior to the event. Moving forwards, the resourcing requirements for events will need to be outlined in detail prior to a delivery commitment being made.

The Town Council's Office Manager and Projects & Grants Officer will be attending Herefordshire Council's debriefing meeting in late July. Discussions will include the potential to collaborate in developing a range of guidance documents that can capture the learning gained during the delivery of Armed Forces Week, in order to assist groups organising the event in future years.