

# LEOMINSTER TOWN COUNCIL

## COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Monday 12<sup>th</sup> June 2017 commencing at 19:00 hours in the Council Offices, 11 Corn Square, Leominster HR6 8YP.

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**MEMBERS PRESENT:** Councillors Bartlett, Lacey, Herschy, Norman, A Pendleton, R Pendleton, Rosser and Thomas.

**ALSO PRESENT:** Cllr Davies.

**OFFICERS PRESENT:** Town Clerk, Markets Officer and the TIC Manager.

### **CE01/17 ELECTION OF CHAIR**

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

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

### **CE02/17 ELECTION OF VICE CHAIR**

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

Cllr A Pendleton was proposed by Cllr Thomas and seconded by Cllr R Pendleton.

Cllr Rosser was proposed by Cllr Lacey. There was no seconder so the nomination fell.

There being no further nominations, Cllr A Pendleton was formally elected Vice-Chair of the Communications & Events Committee.

### **CE03/17 APOLOGIES FOR ABSENCE**

Apologies were received and accepted from Cllr Rumsey.

It was **RESOLVED** to appoint Cllr Davies to serve on the Committee.

### **CE04/17 DECLARATIONS OF INTEREST**

The following Declarations of Interest were made:

- Cllr Thomas: Member of the Leominster Small Business Group

### **CE05/17 REQUESTS FOR DISPENSATIONS**

No requests for dispensations had been received.

### **CE06/17 QUESTIONS FROM THE PUBLIC**

There were no members of the public present.

### **CE07/17 MINUTES OF PREVIOUS MEETING**

It was noted that as this was the inaugural meeting of the Committee there were no minutes of previous meetings to consider.

### **CE08/17 CLERK'S REPORT**

The Clerk informed Committee that he would like to outline the potential of a Leominster Flag Festival and A north Herefordshire Sheep Trail under the Committee update report Item. This was agreed.

### **CE09/17 2017-18 WORK PROGRAMME**

Committee considered the Committee Work Programme for 2017/18 in line with the recently adopted Corporate Strategy. Committee discussed the Work programme in some detail and, following consideration, **RESOLVED:**

- That the Work Programme be formally adopted and implemented;
- That the Outcome column be renamed Route to Outcomes;
- That a Destination Leominster meeting be arranged as soon as practicable to begin to identify appropriate partners for the various projects to be developed;
- That efforts be made to begin to co-ordinate the various festivals and events being held in Leominster;
- That a budget to enable the Branding project to be delivered be requested from the Finance & general Purposes Committee;
- That a Task & Finish Group to oversee the Branding project be appointed following confirmation of a budget.

A number of possible events were put forward for consideration and these would be included in the review and recommendations to be carried out.

### **CE10/17 FRIDAY MARKET**

The Market Officer presented a report on the development of the Markets. Following discussion it was **RESOLVED:**

- That the report be noted;
- That efforts continue to attract new traders and support existing traders;
- To continue to promote the opportunity for Charities to use the pavement apron under the Millennium clock;
- To improve access to the TIC on Friday market days;
- To consider ways to roll out recognition of trader loyalty;
- To address the issue of storage for the Town Council's market stalls.

### **CE11/17 TOURIST INFORMATION CENTRE**

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

- That the report be noted;
- To welcome the Leominster Area Guide leaflet produced by the Leominster Country Tourism Association;
- To note box office trading figures achieved during the Leominster Festival. The TIC received a 10% commission;
- To support the social media activity especially during Hereford Hour and Marches Hour;

- To replenish TIC stock following the recent move;
- To begin developing a series of leaflets to help support the TIC in providing information including Black & White Buildings in Leominster, a holiday at home event and the utilisation of the Corn Square garden;
- To organise Dementia Friendly training for TIC staff and volunteers.

**CE12/17 COMMITTEE UPDATE REPORT**

The Committee update report outlining Committee responsibilities and projects was presented. Following discussion it was **RESOLVED:**

- That the report be noted;
- That a series of events and markets to be held at 11 Corn Square be developed and a report presented to Committee at its next meeting;
- To give delegated authority to the relevant Officers to experiment with new stock lines, events, exhibitions and merchandising in the TIC;
- To organise the first exhibition in the exhibition space to be held in September 2017. In future years it was suggested that consideration be given to becoming part of H-Art;
- To investigate the possibility of working with the local secondary school to display students work. Cllr Herschy would make initial enquiries;
- To investigate a new TIC and Holiday Flat website and present a report and costing to Committee at its next meeting;
- To note that the completion date for the garden and flat was expected to be 28<sup>th</sup> July 2017;
- To develop a series of events including a Christmas Festival;
- To appoint an Events Task & Finish Group. Cllrs Herschy, A Pendleton and Thomas were formally appointed;
- To continue to develop a communications policy.

**CE13/17 CONFIDENTIAL ITEMS**

Committee noted that there were no confidential items to consider.

**CE14/17 DATE OF NEXT MEETING**

Committee noted that the next meeting would be held on Monday 9<sup>th</sup> October 2017 at 19:00hrs 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 9:20pm.

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**CHAIR:**

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**DATE:**