



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Thursday 7th November 2019

To: All Members of the Communications & Events Committee:
Councillors Rumsey (Chair), Murdoch (Vice Chair), Smith-Winnard, Sutcliffe
and Thomas.
(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 November 2019** commencing at **11:30am** in the Council Chamber, 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 17th September 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 Tuesday 14th January 2020 at 11:30am in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

LEOMINSTER TOWN COUNCIL

COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Tuesday 17th September 2019 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster HR6 8YP.

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

OFFICERS PRESENT: Town Clerk and TIC Manager

CE23/18 APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllr Williamson.

CE24/19 DECLARATIONS OF INTEREST

There were no declarations of Interest made.

CE25/19 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE26/19 QUESTIONS FROM THE PUBLIC

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

CE27/19 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 24th July 2019 be agreed and signed as a correct record.

CE28/19 CLERK'S REPORT

Committee noted the following Clerk's report:

(a) **Drop in Surgeries** – Committee noted that Leominster Town Council was working alongside Stonewater, West Mercia Police - Safer Neighbourhood Team, Citizens Advice Bureau (CAB), Leominster Children's Centre, Marches Family Network and other support organisations to provide monthly drop-in surgeries at the Barons Cross Community Centre. These surgeries would be held every month from 1pm until 3pm as follows:

- 18th September 2019
- 16th October 2019
- 13th November 2019
- 11th December 2019

CE19/19 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 note that volunteers had been requested to support the Victorian Street Market taking place on 14th December 2019;

- To review whether the Farmers Market scheduled for January 2020 should be held due to poor attendance and weather.

CE20/19 TOURIST INFORMATION CENTRE

The Centre report was presented by the TIC Manager, Mrs Ding. Following discussion, it was **RESOLVED:**

- To note the report;
- To note that the production of the Black & White Village Trail leaflet was progressing;
- To note that the Tourism Association had now set up a new bank account.

The Committee formally congratulated Leominster in Bloom for achieving another Gold Award and for receiving the Queen's Award for Voluntary Services.

CE21/19 COMMUNICATIONS & EVENTS UPDATE

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

- To note the report;
- To formally accept the quotation received from Millennium Quest to provide the Christmas Lights for Leominster for the next five years at a cost of £15,796, including the anchor testing;
- To clarify with Herefordshire Council whether it was intending to continue to charge an additional cost to close footpaths and roads;
- To fully support the proposed asset transfer of the bus station and part, or all, of the Etnam Street car park;
- To delegate authority to the Town Clerk to liaise with PulseFX regarding the Christmas Lights switch on ceremony and the 2020 Party in the Park;
- To develop and print an annual events leaflet for Leominster. The first would be produced ready for distribution in January 2020.

It was proposed, seconded and **RESOLVED** to request Council to support the purchase of a wireless Christmas Lights switch-on system as quoted by Millennium Quest at a cost of £4,854 + VAT to be funded from the Town Centre Reserves fund. The system would improve the consistency of the lights in the town centre and contribute towards additional footfall.

CE 22/19 DATE OF NEXT MEETING

Committee noted that the next meeting of the Committee would be held on Tuesday 12th November 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 1:00pm.

CHAIR:

DATE:

TIC MANAGER'S REPORT

<p>Leaflet news</p>	<p>20,000 Black and White Village Trail guides have been printed and are now being distributed throughout the UK at supermarkets, motorway services, hotels and other similar outlets. This is paid for through advertising.</p> <p>The Leominster mini-guide and map has been signed off for a reprint of 5,000.</p>	
<p>Leominster in Bloom</p>	<p>The Buttercross Arcade has been cleared. Next year's plan is to create a 'Herefordshire Country Lane' along it. The main theme for the whole town being the celebration of the Ryeland Sheep.</p> <p>Large wooden poppies are going up around the town for Remembrance Sunday.</p>	
<p>Other news</p>	<p>'Eat Sleep Live Herefordshire' hosted a tourism forum at Longworth Hall in Lugwardine. This was an interesting familiarisation visit to this recently refurbished hotel. Formerly owned by the SAS, it is largely unknown as it had to be removed from all local maps. Now reinstated it is proving a popular business stop-over mid-week, particularly for the NHS and wedding venue at weekends. Leaflets were swapped with other accommodation providers and attractions.</p> <p>Gill was invited to host a meeting of local TICs at Queenswood. Representatives from Ledbury, Tenbury, Ross on Wye, Bromyard and Ludlow attended. It was a useful exercise in finding how each TIC was doing with very little funding. All found it a helpful exchange and expressed an interest in coming to see Leominster in the near future.</p> <p>An up to date list of contact details was collated and circulated by Gill.</p> <p>Gill has been invited to attend the launch of the 'Virtuous Circles 2 Project' in the Priory Church on 5th November. This is a project aimed at 'sustainable tourism for sustainable churches', hosted by the Herefordshire Churches Tourism Group.</p> <p>Gill will be attending a familiarisation meeting and leaflet exchange on the 19th November in Llandrindod Wells, organised by the group that</p>	<p>Liz Hill from the Hereford TIC was invited but she is about to leave. It is unclear how the Herefordshire City Council will go forward with it, although it looks as though a small TIP will go to the Town Hall. Liz will continue with her successful 'Rural Concierge' tourism business.</p>

	has put together the 'Heart of Wales Line Walking Trail.' Local businesses and tourism organisations have been invited to a presentation, followed by workshops and networking opportunity.	
Servants Quarters	October was a quiet month, with only one booking. November is looking more encouraging as we have already taken £600 in advanced bookings. There was an additional booking from New Zealand, but unfortunately his plans were altered and he had to cancel.	
Events	Jaimie has been working with Lena to plan and promote both 'Through the Wardrobe' and the Christmas Lights Switch-on. Three hundred 'Through the Wardrobe' tickets went on the first two days they were released. It was agreed to release a further 50 after a few days to ensure people who don't use social media had a chance to get tickets, these went in a day.	The tickets are free and only children need them. Therefore there should be 350 children accompanied by other family members.
Christmas stock	Extra stock has been ordered to bring in the Christmas sales. It is hoped that local people will want to purchase local drinks, jams, books, gifts and calendars. All put together in a 'Leominster' jute bag.	

Month	2017	2018	Variance	2019	Variance
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	2382	170
August	2542	3038	496	2204	-834
September	3897	2829	-1068	2197	-632
October	1758	1847	89	1924	77
November	1577	2176	599		
December	1894	1897	3		
	24732	25579	847	18675	-2831



Communications & Events Committee

Date:	11th September 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

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:
- November 2019 – 9th, 23rd, 30th
 - December 2019 – 7th, 14th, 15th, 24th

4. COMMITTEE MATTERS

Christmas Lights

- 4.1 The Christmas Lights will be erected in the next week. Anchor testing has been completed and the report awaited.

- 4.2 The Switch On event is currently being organised. The event will take place on Saturday 30th November 2019 following the Nativity service at The Priory.

Bus Station

- 4.3 Due to budget restrictions it is unlikely that the Town Council will be able to take on the bus station a potential asset transfer from Herefordshire Council to Leominster Town Council. No further information has been received from Herefordshire Council so it is suggested that this be reviewed in 2020/21 by the new Town Clerk.

- 4.4 A meeting is being arranged with the bus companies to discuss public transport. There will also be a public meeting in due course.

Market Towns Forum

- 4.5 No further update has been received regarding the Forum.

Signage

- 4.6 An update will be provided at the meeting.

5. EVENTS UPDATE

Through the Wardrobe

- 5.1 The organisation of the annual Christmas “Through the Wardrobe” Event has commenced. All tickets have been given out. The event will take place on Saturday 14th December 2019 following the Victorian Street Market.

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 19th of each month. If members wish to have any item included, please contact the office.

Holiday Flat

- 7.2 The Holiday Flat is now advertised on Airbnb and a link has been included on the front page of the Town Council website.