



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

Thursday 16<sup>th</sup> May 2019

To: All Members of the Communications & Events Committee:  
Councillors Murdoch, Rumsey, 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 22<sup>nd</sup> May 2019** commencing at **11:30am** in the Old Stables Gallery, 11 Corn Square, Leominster HR6 8YP.

Paul Russell  
TOWN CLERK

#### AGENDA

1. **ELECTION OF CHAIR**
2. **ELECTION OF VICE-CHAIR**
3. **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.
4. **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.
5. **REQUESTS FOR DISPENSATIONS**  
To consider requests for dispensations (must be notified in writing).
6. **QUESTIONS FROM THE PUBLIC (maximum 15 minutes)**  
To receive questions and statements from members of the public as provided for in Standing Orders.
7. **MINUTES OF PREVIOUS MEETING**  
To receive and approve as a correct record the minutes of the Communications & Events Committee meeting held on 27<sup>th</sup> March 2019.



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

- 8. CLERK'S REPORT**  
To receive the Clerk's Report on matters outstanding that may not appear on the agenda.
- 9. MARKET OFFICER'S REPORT**  
To receive a report from the Market Officer.
- 10. TOURIST INFORMATION CENTRE**  
To receive a report from the TIC Manager.
- 11. COMMUNICATIONS & EVENTS UPDATE**  
Please see the attached report.
- 12. DATE OF NEXT MEETING**  
The next meeting of the Committee will be held on Wednesday 24<sup>th</sup> July 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 27<sup>th</sup> March 2019 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster HR6 8YP.

---

**MEMBERS PRESENT:** Councillors Thomas (Chair), Bartlett (12:24), Rumsey and Sutcliffe.

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

### **CE52/18 APOLOGIES FOR ABSENCE**

Apologies were received and accepted from Cllrs Lacey (holiday) and Norman (personal).

### **CE53/18 DECLARATIONS OF INTEREST**

The following declaration of Interest was made:

- Cllr Sutcliffe – Trader on the Farmers Market.

### **CE54/18 REQUESTS FOR DISPENSATIONS**

No requests for dispensations had been received.

### **CE55/18 QUESTIONS FROM THE PUBLIC**

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

### **CE56/18 MINUTES OF PREVIOUS MEETING**

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 30<sup>th</sup> January 2019 be agreed and signed as a correct record.

### **CE57/18 CLERK'S REPORT**

The Clerk had nothing to report.

### **CE58/18 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;
- That additional signage be acquired to address the health & safety issues of cars driving into the Corn Square car park when the market was operating;
- That the relevant authorities be notified of future incidents.

### **CE59/18 TOURIST INFORMATION CENTRE**

The Centre report was presented. Following discussion, it was **RESOLVED** that the report be noted. The following matters were specifically noted:

- A further 10,000 Leominster maps had been ordered;
- Renewal notices for the Tourism Association had been sent out;

- Committee noted with concern that there had been an increase in recent weeks of aggressive behaviour from people complaining about matters that were not the responsibility of the Tourist Information Centre. It was agreed to consider erecting zero tolerance notices up and provide additional information about the responsibilities of the Town Council and Herefordshire Council.

**CE60/18 COMMITTEE UPDATE REPORT**

The Committee received the update report and, following discussion,

**RESOLVED:**

- That the report be noted;
- To note that the Building Inspector would be inspecting the fire safety works carried out in the holiday flat on 26<sup>th</sup> March 2019;
- To agree that a TEN be applied for in respect of the Leominster Food Fayre;
- That a Task & Finish Group would be appointed following the election to oversee the LEADER signage project;
- That the organisers of the musical event scheduled to take place on 10<sup>th</sup> August 2019 would be submitting a portfolio of paperwork required along with an Open Spaces hire form;
- To review the Open Spaces hire form and charges following the election on 2<sup>nd</sup> May 2019;
- That the following feedback regarding the Herefordshire Council free car parking initiative be submitted:
  - More notice of any future events must be provided;
  - Information provided by Herefordshire Council regarding the February 2019 initiative had been ambiguous and misleading;
  - Ensure that the date and time of future free parking events are clear and that adequate signage is provided;
  - That better liaison with small businesses be pursued in future;
  - That promotional material should be put in the relevant car parks;
  - That each town be given the choice of date to hold future free car parking days;
  - That Herefordshire Council considers providing free car parking County wide to help promote Small Business Saturday held on the first Saturday of December every year.

**CE61/18 DATE OF NEXT MEETING**

Committee noted that the next meeting of the Committee would be held on Wednesday 22<sup>nd</sup> May 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 12:47pm.

---

**CHAIR:**

---

**DATE:**

**TIC MANAGER'S REPORT**

<p>1. Leaflets</p>	<p>The first 10,000 copies of the Leominster town map and mini-guide have nearly all been distributed, so another 10,000 have been ordered with one or two up-dates and alterations. Packs of these have recently been sent out, along with the Black and White Village Trail guides to hotels and guest houses that are within the distance of a day trip. They have also gone out to coach companies.</p>	<p>The Town Council pays for these.</p> <p>The B&amp;W trail is funded by advertising, 20,000 were printed last year.</p>
<p>2. Membership</p>	<p>Invoices have been issued for membership renewal, this is still £25 per year. Membership is available to any business in the Leominster area connected to tourism e.g shops, B&amp;Bs, activity centres, attractions, cafes, food producers etc. They get an entry with a hyper-link to their own site on our <a href="http://www.leominstertourism.com">www.leominstertourism.com</a> website and an entry on the 'Leominster Country' area guide.</p> <p>In recent months we have had the following new members: Carrot and Wine Stores, Wellington Stores, Rowden Mill Station self-catering , Ralph Court Gardens, Hicks Farm Holidays, Swan Brewery, Oldfields Garage campervans, Owls Corner self-catering, The Cross, Eardisland.</p>	<p>If everyone pays to renew we currently have 131 members.</p>
<p>3. Website</p>	<p>The website became jammed late last year and we were unable to edit anything on it. Eventually we decided it would have to be built from scratch. This coincided with the Town Council getting the TIC rebranded, so the site was rebuilt using the colourful branding that also goes on all the leaflets now. Gill's assistant, Jaimie is responsible for the site and adds new members accordingly. Although it has a new look, the format is the same.</p>	<p>As this work was done 'in house' there was only £150 additional charge to the membership for the new website for some technical assistance.</p>
<p>4. Mortimer Country</p>	<p>Mortimer Country was a tourism consortium that had been running for almost twenty years in the Wigmore area that has now folded. Many of their members were also members of Leominster Country. They are giving their remaining funds to Leominster Country Tourism Group, as they wish the brand name to be kept alive. Jaimie has</p>	<p>Gill attended their final meeting and was thanked for the work being done on their behalf.</p>

	added a page that acts like a mini-site for Mortimer Country.	
5. Leominster events	<p>Jaimie has been sending out application forms for this year's Leominster Food Fayre which takes place on Saturday September the 7th.</p> <p>Keri compiles the listings for the local events, they go on our website and on our Facebook and Twitter pages. A copy is e-mailed each month to all the Tourism Association members as well as the Leominster News, this is posted as the listing on its back pages.</p> <p>She is planning a 'Teddy Bears' Picnic on the 20<sup>th</sup> July, in the Secret Garden behind the TIC for July and is looking for story-tellers and children's entertainers, face-painters etc. It will be a free event for local children.</p> <p>There is going to be a Big Party on the Grange on August the 10<sup>th</sup> which the TIC will be selling tickets for.</p>	
6. Networking	<p>Gill attended the Shropshire Tourism networking event at the Ludlow racecourse and distributed the Leominster country leaflets to attractions and accommodation providers in the Shropshire area.</p> <p>Jaimie attended the 'Eat Sleep Live' Herefordshire' meeting at the Green Dragon in Hereford and did the same there.</p>	



## Communications & Events Committee

---

**Date:** 16<sup>th</sup> May 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;
- 1.2 To appoint a Task & Finish Group to support the delivery of the LEADER funded signage project;
- 1.3 To appoint a Task & Finish Group to support the delivery of the annual Christmas Lights display.

### 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:
  - June 2019 – 1st, 8th, 15th, 29th
  - July 2019 – 13th, 27th
  - August 2019 – 10th, 31st
  - September 2019 – 7th, 14th, 28th

- October 2019 – 12th, 26th
- November 2019 – 9th, 23rd, 30th
- 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 is reaching completion. The gas has finally been connected and it is hoped that the flat will be available for hire as from 3<sup>rd</sup> June 2019. Bookings will be made through Airbnb.
- 4.2 The final certification for the flat is being collated and will be submitted to Building Regulations for sign off by the end of May 2019.

#### **5. SIGNAGE**

- 5.1 A LEADER grant has been secured to upgrade the signage in Leominster. The Grants & Projects Officer held a meeting on 15<sup>th</sup> May 2019 with local organisations to map out the project and request feedback. The project has a very tight timescale and must be completed by February 2020.
- 5.2 It was agreed that a Task & Finish Group be appointed following the election to oversee the LEADER signage project. Up to three members are requested to be appointed to this Group.

#### **6. EVENTS UPDATE**

##### ***Food Fayre***

- 6.1 The Leominster Food Fayre will take place on Saturday 7<sup>th</sup> September 2019. Booking forms have been sent out and are now being returned.
- 6.2 There will be additional attractions to the food fayre this year, including children's activities. An enhanced TEN from Herefordshire Council is being applied for to enable stalls to sell on-sales in Corn Square. A food related book signing or event it also being pursued.
- 6.3 The Rifles will be exercising the Freedom of the Town on Saturday 29<sup>th</sup> June 2019. The event will commence at around 10.30am with a parade at 11am from The Grange to Corn Square. A road closure has been applied for. The event will form part of the Armed Forces Day events in Herefordshire. The Rifles will then be going to Queenswood followed by an event in Hereford City.
- 6.4 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.
- 6.5 The Christmas Lights display also needs to be confirmed. Two proposals have been received and a further proposal is being requested. It is requested that a Task & Finish Group be set up to help develop this initiative.

**7. COMMUNICATIONS**

**Leominster News**

- 7.1 The Town Council continues to submit a monthly column to Leominster. It is suggested that monthly profiles of each councillor be included as from the July edition. Councillors will be requested to submit around 200 words for inclusion and this will be accompanied by an official photograph.

**Websites**

- 7.3 The Holiday Let website is currently being developed. Pictures of the rooms now that the flat is mostly furnished have been taken and will be included.

**Outdoor Theatre for 2019**

- 7.4 A Teddy Bear's Picnic event will take place on Saturday 20<sup>th</sup> July 2019 in the Secret Garden.

**Musical Event 2019**

- 7.5 The music event will be taking 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.