



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Tuesday 3rd March 2020

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 10th March 2020** commencing at **11:30am** in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

Julie Debbage
TOWN CLERK DESIGNATE

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 14th January 2020.
- 6. CLERK'S REPORT**
To receive the Clerk's Report on matters outstanding that may not appear on the agenda.



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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 12th May 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 14th January 2020 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, Town Clerk Designate, Market Officer, TIC Manager and the Grants & Projects Officer.

CE43/18 APOLOGIES FOR ABSENCE

All Members were present.

CE44/19 DECLARATIONS OF INTEREST

There were no declarations of Interest made.

CE45/19 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE46/19 QUESTIONS FROM THE PUBLIC

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

CE47/19 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 12th November 2019 be agreed and signed as a correct record.

CE48/19 CLERK'S REPORT

Committee noted that the Clerk had nothing to report.

CE49/19 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 acknowledge that the weather had caused a major issue for traders over the past few months and had highlighted significant concerns regarding the poor state of the highway surface;
- To note that there had been a number of falls reported by the Traders due to the uneven surface;
- To raise concerns regarding the flooding at the Lloyds Bank end of the Square with Balfour Beatty and request that some remedial action is taken;
- To note that the Friday Market scheduled to take place on 8th May 2020 will include some entertainment to celebrate VE Day;
- To note that a Festival Market on 6th June 2020 is being planned to include entertainment and additional stalls;

- To include the additional market held on 24th December 2019 as part of the main report.

Committee noted that the Victorian Street Market event held on 14th December 2019 had been successful. Discussions on the format of the event for 2020 would be taking place in the next few months.

Committee noted that Corn Square formed an integral part of the Heritage High Street Zone funding application. A decision on the final proposal was still awaited but, if approved, it would include the refurbishment of the Square including the surface.

CE50/19 TOURIST INFORMATION CENTRE

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

- To note the report;
- To ratify the production of a holiday flat flyer;
- To note that the Town Council would be represented at the Herefordshire Tourism Forum;
- To note that 540 people visited the Christmas “Through the Wardrobe” event;
- To note that there had been some initial issues with the Christmas Lights but these had been addressed. Positive comments on the lights had been received. A letter of thanks would be sent to the young people who had been involved in choosing the lighting scheme;
- To discontinue the trial with the Museum to sell TIC stock at that outlet.

CE51/19 COMMUNICATIONS & EVENTS UPDATE

Committee received the following update on the Signage Project being funded through LEADER:

- There had been a delay in obtaining the various permissions required from Balfour Beatty and Herefordshire Council for the proposed signage scheme. There were still some issues to be addressed but it was hoped that the deadline of 31st March could still be met;
- One of the Welcome signs would require traffic management and there may be some other additional fees to be met but the projected budget was not expected to be exceeded.

The Mayor agreed to raise the various issues that had been experienced at the next Mayors’ Meeting with Herefordshire Council.

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

- To note the report;
- To apply for the relevant footpath closure in respect of the Party in the Park event taking place on Saturday 8th August 2020;
- To await feedback on the Market Towns Forum following the Mayors meeting on 27th January 2020.

CE 52/19 DATE OF NEXT MEETING

Committee noted that the next meeting of the Committee would be held on Tuesday 10th March 2020 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 12:45pm.

CHAIR:

DATE:

TIC MANAGER'S REPORT MARCH 2020

<p>Leaflet news</p>	<p>Jaimie has produced a new flier advertising the Servants Quarters. Packs of our local guides have been sent out, including this one, to hotels and B&Bs in the region, along with coach companies to try and encourage them to come. There is also an 'in-house' events flier, that is made available in the TIC and elsewhere on request.</p> <p>A new 'Leominster Country ' edition will be produced in the new financial year, once Tourism Association membership payments are in. The Association committee has asked that an app be developed with the funds that are currently in the account. This has been put to Barringtons printers for a quote and members of the committee will assist Gill and Jaimie in looking into it. Other companies will also be approached.</p>	<p>It is useful to have our Accommodation information at other B&Bs as they need to know that there is a place in the town centre, apart from the Talbot.</p>
<p>Leominster in Bloom</p>	<p>Volunteers are busy clearing, cleaning and refurbishing the tubs ready for spring planting. They are going to have to re-do the Central car park as the new soil that was put in last year has dropped and lavenders are not doing well at all. They will need digging out, new soil added and additional grit for improved drainage. Work will also begin soon for the raised beds at the Old Priory. Sponsors are all being approached again in the hope that they will continue to be generous. People are busy knitting squares and creatures for the 'Country Lane' exhibition that is going in the Buttercross. Work is on-going to upgrade the LIB website, which is a bit dated although there is a lively Facebook presence and more recently a Twitter page as well. Stalls are almost full for the annual Plant Fair. Volunteers have regular collections at each of the supermarkets.</p>	<p>Date for the Plant Fair is Saturday the 23rd May in Corn Square.</p> <p>Town judging is on Friday the 10th July.</p>
<p>Other news</p>	<p>Gill and Keri attended a 'Safe-Guarding' training morning, along with other members of Town Council staff.</p> <p>Although numbers through the door have been low, due to the appalling weather, there have been quite a few enquiries from group organisers which is more encouraging. Several magazines have been in touch for copy and photos which have been provided. Advertising space has been taken in the 'Kingfisher Guide to Herefordshire', and the Coach Drivers Manual.</p>	<p>Eat Sleep Live Herefordshire always run a feature on Leominster including information specific to the TIC.</p>

	<p>Sadly, one of our long-serving volunteers has passed away. Joyce Jones was a volunteer for at least ten or more years and stopped coming due to ill health just before Christmas. She was well known in Leominster as she had been a midwife for many years and then a community nurse until her retirement.</p>	
Servants Quarters	<p>The fliers are proving very helpful in the TIC as we now have something to give people who enquire about the flat. It goes out with every postal enquiry that we get.</p> <p>We were able to accommodate a family of four who were flooded out and needed somewhere for one week, and we have our first overseas booking coming from Canada in May. So far, since January we have had 44 bed-nights.</p>	
Events	<p>Gill is to give a talk to the Dilwyn Cedar Club about the work of the TIC. Gill will attend a networking conference at Ludlow Castle on the 30th March and the seasonal opening of the Leominster Museum on 4th April.</p> <p>Gill attended a recent meeting about local public transport.</p>	
Stock	<p>We are now stocking a new range of locally made chocolate. Alexandra Pechabadens has been a regular the Farmers Market for a few years. We will shortly receive some apple cider vinegar from Russell Sutcliffe</p> <p>The annual stock take is underway and will be completed in time for the end of year accounts.</p>	

Visitor
Numbers

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
January	2048	1890	1871	1752	1111	513	1568	1170	1260	1441	1292	1226	1393	1242	1394
February	2028	2827	2135	1693	1766	1756	1700	1546	1554	1793	1690	1192	1630	1408	1405
March	2508	1961	2378	2308	2415	2994	2434	1604	1878	1996	1872	1997	1826	1913	
April	3452	3353	3091	3047	2779	3352	2249	2037	2635	2952	2179	1956	1923	1735	
May	2902	3822	3402	2859	2839	3376	3015	2871	2872	3203	2911	2485	2208	1863	
June	4029	3721	3303	3076	3284	3575	2898	3147	2647	2950	2508	2225	2600	1807	
July	4206	3440	3780	3382	3799	3431	3293	3056	3088	2958	3123	1983	2212	2382	
August	5365	4556	3915	4008	3987	4498	3283	3585	3872	3116	4378	2542	3038	2204	
September	3554	3978	3373	3129	3376	3340	2988	2552	3372	3093	2223	3897	2829	2197	
October	3064	3096	2492	2366	2551	2794	2116	3056	2169	2199	1843	1758	1847	1924	
November	2126	2214	1845	1633	1708	2253	1738	1726	1716	1438	1735	1577	2176	1390	
December	2169	1977	1849	1480	1368	2007	1411	1368	1736	1266	1695	1894	1897	1089	
	37451	36835	3343 4	3073 3	3098 3	3388 9	2869 3	2771 8	2879 9	2840 5	2744 9	2473 2	25579	21154	



Communications & Events Committee

Date: 10th March 2020

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: Julie Debbage

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 2020 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:

- 14th and 21st March
- 11th and 18th April
- 9th and 23rd May
- 6th, 13th and 27th June
- 11th and 25th July
- 8th and 29th August
- 5th, 12th and 26th September
- 10th, 17th, 24th and 31st October
- 14th, 21st and 28th November
- 5th, 12th, 19th, 21st and 23rd December

4. COMMITTEE MATTERS

Party in the Park

- 4.1 Rob Parker, organiser of Party in the Park, taking place on Saturday 8th August 2020 will be providing an update at the meeting.

Christmas Lights

- 4.2 A meeting will be held on 6th March with the Christmas lighting contractor, Millennium Quest, to discuss issues with the lighting provision and the removal of the old lights on West Street. An update on this will be provided at the meeting.

Market Towns Forum

- 4.3 The new Market Towns Forum meeting has been scheduled for 6th March 2020. An update on points raised will be provided at the meeting.

Signage

- 4.4 An update will be provided at the meeting.

Servant's Quarters Holiday Let

Jaimie has filmed a promotional video which is being used to advertise the Servant's Quarters on the Tourist Information Centre Facebook page and the website.

5. EVENTS UPDATE

Teddy Bears Picnic

Following the success of this inclusive event in 2019, planning is currently underway for another Teddy Bear's Picnic, to be held in the Summer at 11 Corn Square in the garden.

6. COMMUNICATIONS

Leominster News

- 6.1 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.