



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

Thursday 20<sup>th</sup> September 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 26<sup>th</sup> September 2018** commencing at **11:30am** in the Old Stables Gallery, 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 16<sup>th</sup> May 2018.
- 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 Wednesday 21<sup>st</sup> November 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 Wednesday 25<sup>th</sup> July 2018 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster HR6 8YP.

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

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

### **CE09/18 ELECTION OF CHAIR**

Committee noted that Cllr Norman had formally stepped down from the position as Chair of the Committee. Nominations were invited for the position of Chair of the Committee.

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

### **CE10/18 ELECTION OF VICE CHAIR**

Cllr Lacey informed Committee that due to work pressures she wished to step down as Vice Chair. Nominations were invited for the position of Vice-Chair of the Committee.

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

### **CE11/18 APOLOGIES FOR ABSENCE**

Apologies were received and accepted from Cllr Norman (work)

### **CE12/18 DECLARATIONS OF INTEREST**

There were no Declarations of Interest made.

### **CE13/18 REQUESTS FOR DISPENSATIONS**

No requests for dispensations had been received.

### **CE14/18 QUESTIONS FROM THE PUBLIC**

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

### **CE15/18 MINUTES OF PREVIOUS MEETING**

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 16<sup>th</sup> May 2018 be agreed and signed as a correct record.

**CE16/18 CLERK'S REPORT**

Committee noted the following report:

- (a) **Holiday** – The Clerk would be on holiday as from Friday 26<sup>th</sup> July until Tuesday 7<sup>th</sup> August 2018 with the exception of Monday 30<sup>th</sup> July 2018.
- (b) **Herefordshire Family Festival 2018** – Committee noted a brief outline of this Festival which would be taking place during the October half term week. A Festival activity would be held in Leominster on Friday 2<sup>nd</sup> November 2018 and hosted by Grange Court. Activities would be based on a circus theme. Following discussion Committee **RESOLVED**:
- To support the Festival;
  - To host a craft event as part of the Festival at 11 Corn Square.

**CE17/18 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 the revised layout of the market be supported and implemented. Consideration would be given to providing some weekly casual stalls as part of the revisions;
- That efforts continue to attract additional traders;
- That the proposed Christmas Eve Market be supported and that the Town Council contributes £125 towards the cost of the road closure. The Market Traders would fund the remaining £125.

Committee noted that discussions were currently in progress regarding plans for the future of the Victorian Street Market which would be held on Saturday 8<sup>th</sup> December 2018. A further update would be provided when available. It was the flagship event of Leominster.

**CE18/18 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;
- That the date of the Tourism Association's AGM, which would be held on 14<sup>th</sup> August 2018 at 2pm at 11 Corn Square, be noted;
- That the free distribution of the Black & White leaflets be welcomed;
- That continued development of the TIC and its stock be supported.

Committee congratulated and thanked the Leominster Town Council staff for all the effort they had put into organising and delivering a very successful Herefordshire Armed Forces Week.

**CE19/18 CORPORATE OBJECTIVES**

The Committee considered the draft Corporate Objectives and, following discussion, **RESOLVED** to submit them for inclusion in the emerging Corporate Strategy subject to an additional objective to be developed

regarding the Website and its role in informing the community especially with regard to events.

**CE20/18 COMMITTEE UPDATE REPORT**

The Committee received the update report and, following discussion,

**RESOLVED:**

- That the report be noted;
- That the quotation to decorate the holiday flat amounting to £3,000 be accepted;
- That the Events budget be formally allocated to fund the Christmas Lights Switch-On and Through the Wardrobe events;
- That support be given to the GBHigh Streets initiative.

The Leominster Small Business Group would be contacted with details of the Town Council representative.

**CE21/18 DATE OF NEXT MEETING**

Committee noted that the next meeting of the Committee would be held on Wednesday 19<sup>th</sup> September 2018 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.

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**CHAIR:**

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

**TIC MANAGER'S REPORT**

<p>Leaflet news</p>	<p>Work is under way to up-date the 'Leominster Country' area guide. Several B&amp;Bs need to be removed as they have gone. New attractions and businesses have been approached to encourage up-take. New additions so far are 'War and Son' specialist shop, The Forbury Chapel, 'Oldfield Garage' self-drive campervan, Rowden Mill Station self-catering accommodation, and 'Creative Breaks' short residential craft courses. The deadline has been given as the 25<sup>th</sup> September so with luck it should be at the printers by the beginning of October. This is fairly urgent as supplies are now very low in the TIC.</p>	<p>Two Town Clerks have been in touch since Gill gave a talk to them on the 19<sup>th</sup>.</p>
<p>Tourism Association</p>	<p>The AGM went very well, the committee all stayed in post with Dennis Downey continuing as Chair. The Speaker was Cath Warren who detailed the changes at the Forbury Chapel.</p>	
<p>Purchasing</p>	<p>Looking towards Christmas some new carousels have been ordered, one with ceramic mugs has arrived and some personalised bamboo cups are to follow. Attempts are also being made to source some jute bags that will take new branding images. All new items are consciously trying to avoid plastic wherever possible.</p>	<p>Our branding has several colours and detailed images that cause problems with reproduction especially on jute material.</p>
<p>Leominster in Bloom</p>	<p>Leominster won a Gold award in this year's Heart of England in Bloom. The Town Crier announced the great news at in Corn Square on Friday 21<sup>st</sup> September and photographs were taken.</p> <p>Plans for next year are under way, the theme will be 'Children's Books'. Various groups are already planning suitable craft items and other aspects to be revealed at a later date.</p>	
<p>Events</p>	<p>The Leominster Food Fayre went very well. Most people seemed to be happy with the way the day went. The first Great Lemner Bake Off was very well supported with some really excellent cakes. Children's activities went well in the garden, and the cookery demonstrations in the gallery were well received. The TIC had 770 people through the doors. The 'Open Mike' needs better planning next time as there weren't enough chairs to encourage people to sit and watch, and there was no mike stand. The 'Bar in a Box' withdrew at the last minute meaning there was no alcoholic drink out there.</p>	<p>New deck chairs and sound equipment have been discussed and plans are already in hand.</p>

Walkers are Welcome	Several walks are planned for the St Edfrith's Festival. The TIC is the booking office. There is a 10 mile one around Bache Camp, a 3 mile Walk for Health and a historic one 'Remembering the Fallen' proceeds to Marie Curie. The Monk's Guide to the Priory is in aid of the Church. .	
Stock Take	The TIC is required, by the auditor to do a stock take four times a year. As this takes about two weeks to compile and a further two weeks to input, it has been requested that twice a year would be sufficient. Under Herefordshire Council this was only expected once a year.	

**Visitor numbers:**

Month	2016	2017	Variance	2018	Variance
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	2212	229
August	4378	2542	-1836	3038	496
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>16830</b>	<b>1224</b>



## Communications & Events Committee

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<b>Date:</b>	<b>20<sup>th</sup> September 2018</b>
<b>Title:</b>	<b>Communications &amp; Events Update Report</b>
<b>Purpose of the Report:</b>	<b>To provide Members with an update relating to the communications and events projects currently being developed.</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 consideration be given to providing financial support for Small Business Saturday.

### 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. HOLIDAY LET

- 3.1 The Holiday Flat is close to completion although the target date of end of September will not be met.
- 3.2 A quotation has been accepted to install a 30 minute fire proof suspended ceiling as required by Fire Regulations in the ladies, gents and disabled toilets and corridor on the ground floor. The company installing the ceiling is the same one that undertook the TIC refurbishment project. The total cost of installing the ceiling will be £3,510 + VAT. A budget of £5,000 was set.
- 3.3 The following works are still outstanding:

- Compartmentalisation of the attic space to address fire regulations;
- Fire regulation works along the fire escape route (intumescent strips and works to compartmentalise the cellar are outstanding)
- Works to the ceiling in the downstairs corridor to meet fire regulations (quotation accepted);
- Completion of the decoration of the flat. The bathroom and kitchen have not yet been completed;
- Completion of the kitchen;
- Carpets, flooring and furnishings.

3.4 Funding to complete the renovation of the flat will not be taken from the Capital Receipt fund and will not be funded from a PWLB loan.

3.5 A further update will be provided at the meeting.

**4. SIGNAGE**

4.1 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.

4.2 The grant is currently under consideration by Herefordshire Council and an update will be provided at the meeting, if available.

**5. EVENTS**

5.1 The following events are scheduled to take place in Leominster up until December 2018:

<b>DATE</b>	<b>EVENT</b>	<b>TIME</b>
Saturday 13 <sup>th</sup> October	Farmers Market	Morning
Sunday 28 <sup>th</sup> October	Civic Service	10:00am
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	SBS Tour Bus	All day
Saturday 24 <sup>th</sup> November	Christmas Lights Switch On	Afternoon
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	All day

5.2 A meeting to discuss Remembrance Parade arrangements for 11<sup>th</sup> November 2018 will be taking place on Monday 1<sup>st</sup> October 2018 at 7pm at the Leominster Sports & Social Club (formerly the RBL). Councillors have been invited to attend.

5.2 The Council has agreed to support Small Business Saturday. The following request has been received on behalf of the Leominster Business Group:

- The Small Business Group has submitted a request whether the Town Council would please pay/sponsor the full parking initiative this year for

Small Business Saturday on 1<sup>st</sup> December 2018, as their pledge. The pledges basically work by recording them online and they are advertised nationally. When the SBS bus is in Leominster it would be very keen to hear what the town is pledging in support of SBS.

5.3 The cost of hiring the car parks is as follows:

<b>Leominster</b>	<b>Spaces</b>	<b>Cost</b>
Broad Street	269	£308
Central Area	79	£318
Dishley Street	64	£170
Etnam Street	163	£283
<b>Total</b>	<b>575</b>	<b>£1,079</b>

5.4 The Town Council will be erecting 14 market stalls in the Square on 14<sup>th</sup> November 2018 for use by businesses and local organisations.

5.5 The Town Council will oversee the Christmas Lights Switch-On ceremony. This will be run alongside the Through the Wardrobe event. Outlined below is an update on both events:

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

- Due to the expected numbers there will be no Christmas market as originally planned;
- Morris’s Fair have been contacted and invited to attend as in previous years. It is hoped that some fairground rides may be available;
- The possibility of asking glow-stick sellers of glow-sticks to attend will continue to be explored;
- The Three Tenders and Keri Hoffman have confirmed and will provide musical entertainment in the square.
- Businesses around Corn Square will be contacted and encouraged to decorate with lights, lanterns and/or Greenery to create a festive atmosphere.

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

- The entire garden will be used to create Narnia;
- Lighting has been secured and will light up the garden;
- It is hoped that some of the queues and bottle necks experienced last year can be avoided;
- Trevor Hill Animal and Birds, a local company, will provide reindeer;
- The sets that were build last year for the wardrobe will be reused.

**6. COMMUNICATIONS**

6.1 The new TIC website is currently being finalised prior to launch. An update will be provided at the meeting.

6.2 The TIC signage has been ordered and will be put up as soon as it is received.