



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Tuesday 10th September 2019

To: All Members of the Communications & Events Committee:
Councillors Rumsey (Chair), Murdoch (Vice Chair), 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 **Tuesday 17th September 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 24th July 2019.
- 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 19th November 2019 at 11:30am in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

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COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Wednesday 24th July 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, Thomas and Williamson

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

CE13/18 APOLOGIES FOR ABSENCE

There were no apologies.

CE14/19 DECLARATIONS OF INTEREST

The following declaration of Interest was made:

- Cllr Sutcliffe – Trader on the Farmers Market.

CE15/19 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE16/19 QUESTIONS FROM THE PUBLIC

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

CE17/19 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 22nd May 2019 be agreed and signed as a correct record.

CE18/19 CLERK'S REPORT

The Clerk had nothing to report.

CE19/19 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;
- To report the issue of motorists ignoring the road closed signs when the Market is being taken down at the end of the day to the Safer Neighbourhoods Team, and to continue to monitor this issue;
- To note that additional Committee Members were being sought to help organise the annual Victorian Street Market event, which would take place on 14th December 2019;
- To note the thanks extended to all those involved with celebrating the Market Charter as part of Leominster Festival.

CE20/19 TOURIST INFORMATION CENTRE

The Centre report was presented. Following discussion, it was **RESOLVED:**

- That the report be noted;
- To support the production of a revised Riverside Walk leaflet, to investigate costings, to identify potential funding and to contact the Wildlife Trust to seek its support;
- To note that a ceremony to receive the Queens Award for Voluntary Service awarded to Leominster in Bloom would take place on Wednesday 11th September 2019 at 2.30pm at Grange Court;
- To note that the Holiday flat had received its Building Regulation certificate and was now available to rent;
- To add Walkers are Welcome to the Tourism website;
- To support the proposal on the Full Council agenda for the TIC to become a refill station.

The Committee received a full report of all the work undertaken by Leominster in Bloom volunteers as part of this year's Leominster in Bloom entry. This had included clearing weeds and debris from road kerbs, cutting back epicormics growth along Bargates and Etnam Street and litter picking. This was on top of all the planting undertaken.

One of the main issues experienced was the amount of cigarette butts, especially at the bus station. Stubbing boxes were provided this year at the bus station to encourage smokers to use them rather than discarding the cigarette butts on the ground.

Following discussion, it was agreed to:

- Investigate options to ensure that Herefordshire Council took more responsibility for the maintenance and upkeep of the bus station;
- Investigate options to encourage the local primary school pupils to develop a series of posters encouraging smokers to use the stubbing boxes and to encourage bus drivers to switch off their engines;
- To contact Lugg Valley Travel to encourage its drivers to switch off their engines and use the stubbing boxes.

CE21/19 COMMUNICATIONS & EVENTS UPDATE

Committee considered the update report and, following discussion,

RESOLVED:

- To note the report;
- To request Full Council to delegate authority to the Christmas Lights Task & Finish Group to accept one of the two quotations received on behalf of the Town Council to provide Leominster's Christmas Lights for the next five years;
- To revise the Open Spaces Hire conditions and fees and submit them for consideration to the next Environment & Services Committee meeting to be held on 16th September 2019;
- To note that a proposal to reintroduce the Market Towns Forum would be presented to Full Council for consideration.

CE 22/19 DATE OF NEXT MEETING

Committee noted that the next meeting of the Committee would be held on Wednesday 18th September 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>Leaflet news</p>	<p>Ten advertisers have been found to finance the Black and White Village Trail. There is one new one, so only one new advert needs to be provided in order for the printing to go ahead. Each advertiser pays £180 for a print run of 40,000. 20,000 were done last year and they are nearly all gone. Once the new advert is provided and the last two payments are received the printing can go ahead.</p>	<p>ABC printers did the printing last time and did a very good job at a good price.</p>
<p>Tourism Association</p>	<p>The new bank account is now up and running so receiving payment is much easier. The payments for the new leaflet are being paid directly into the account and the balance can be read on line. The AGM was held at Grange Court on Tuesday the 6th July. The same committee members were re-elected, with Dennis Downey as Chair.</p>	<p>The old account was with Nationwide Building Society.</p>
<p>Leominster in Bloom</p>	<p>Leominster in Bloom again achieved the coveted gold award. The score sheet and judges' comments have been circulated. Please note that they remarked on how good the relationship is between Leominster in Bloom and the Town Council. A meeting is planned for next week to bring some of the LIB team to speak to Mark from the Town Council Grounds team and Lee from Balfour Beatty so that more forward planning can be done for next year. Lady Darnley and two Deputy Lord Lieutenants will be attending the award ceremony at Grange Court on Wednesday 11th September. The Queens Award for Voluntary Service will be presented by Lady Darnley, the Queen's representative in the county to Leominster in Bloom.</p>	<p>Balfour Beatty have cleaned around the 'keep left' signs recently. With better communication this might have been done before judging day. Mark has already spoken to Lee about better care of road side trees and other matters.</p>
<p>Events</p>	<p>The Teddy Bears picnic went well for a first attempt. Keri worked hard and about 40 children came to enjoy the activities. The gazebo was damaged by the overnight storm the day before; a new bigger tent was requested to match the existing large tent. If further events are planned, then this equipment is essential to make it a success. The two large tents made the children's activities a success at the Leominster Food Fayre. It works well having the market in the Square and activities in the Secret Garden. People of the</p>	<p>A large tent was ordered and arrived in time for the Food Fayre</p>

	<p>town are beginning to recognise the place and enjoy coming.</p> <p>The town was very busy for the Food Fayre and most of the stalls sold out by the end of the day. Customer comments were excellent, with people remarking on the interesting and diverse stalls that were there. Several have asked to come to the Victorian Market in December.</p>	
Servants Quarters	<p>Since opening we have taken 13 bookings for the flat. 2 through Air B&B the rest through the TIC this comprises 25 bed-nights, 37 people including two babies. Total takings so far are: £1912.00.</p> <p>Feedback has been excellent, they all say that they love décor and the ambience and that they would come again.</p> <p>They have requested a hair-drier, and bin for recyclables which has been provided, and a bathroom cabinet to put toiletries in.</p>	<p>Guests provide their own travel cot.</p> <p>It has been a real advantage to offer free parking at the weekends in the garden, otherwise to park nearby means they have to be out by 8am.</p>
Other news	<p>Three volunteers are having long-term health problems. One should return in the next couple of weeks following a broken leg. One has had a heart attack and then fell breaking her shoulder. Another had a suspected heart attack which turned out to be severe reflux, so is undergoing tests.</p> <p>Fortunately, one new volunteer has been recruited recently, so in terms of cover the TIC is managing all right.</p> <p>One volunteer has now been with the TIC for 21 years so there will be a collection for her, and bit of a celebration.</p>	

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		
October	1758	1847	89		
November	1577	2176	599		
December	1894	1897	3		
	24732	25579	847	14554	-2276



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;**
- 1.2 To consider recommending decisions regarding 4.2, 4.4**

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:
 - September 2019 – 28th
 - October 2019 – 12th, 26th
 - November 2019 – 9th, 23rd, 30th
 - December 2019 – 7th, 14th, 15th, 24th

4. CHRISTMAS LIGHTS

- 4.1 Following on from the Full Council meeting on 29th July when delegated authority was given to the Task & Finish Group to appoint a new lighting contractor, it was agreed to award the five year contract to Millennium Quest.
- 4.2 A scoping meeting has now been held with Millennium Quest and the attached new lighting scheme has been provisionally agreed. This now needs to be ratified by Committee. It should be noted that the final cost, including anchor testing requirements that have been become more robust recently, is £796 over budget.
- 4.3 In addition to the lighting scheme it has been recommended that a wireless radio controlled switch on system be considered to help improve the switch on ceremony and ensure better control of the lights throughout the town.
- 4.4 The quotation is attached for consideration. It amounts to a total of £4,854 + VAT to purchase it outright, or £1,500 + VAT per annum of a 5 year period to hire, with the equipment become Town Council property after that period.
- 4.5 It should be noted that the quotation includes two switch on control button transmitters. This could be reduced to one if the signal strength is good. There may not also be the requirement for an aerial to boost signal as the receivers are reasonably close.

Open Spaces Hire Agreement

- 4.6 This matter will be considered by the Environment & Services Committee at its meeting on 16th September 2019. This may include a recommendation regarding commercial hire fees. Currently that fee stands at £100 per day.
- 4.7 In addition to this cost, a further £250 will be charged to close the footpath if required. The length of the closure is not restricted but a long closure would require a good reason.

Bus Station

- 4.8 The bus station is currently being considered as a potential asset transfer from Herefordshire Council to Leominster Town Council. This will probably include the public conveniences. At the previous meeting there was a request to Herefordshire Council to take more responsibility for the maintenance and upkeep of the site. The reality is that the current maintenance programme will not be enhanced due to a shortage of funding.
- 4.9 Now that the schools have returned for the September term work will commence on engaging the Primary School with the possibility of developing posters to encourage the use of the cigarette stubbing boxes installed and identified as an achievement recently by the Leominster in Bloom judges, and to encourage drivers to switch off their engines.
- 4.10 To note that contact will be made to Lugg Valley travel to encourage bus drivers to switch off their engines;

Market Towns Forum

- 4.11 It is hoped that this forum will recommence again soon. One item it will be asked to consider will be the town and parish council response to the declaration of a climate emergency.

Signage

- 4.12 A meeting to update the Task & Finish Group was held on 13th August 2019. A further update will be provided at the meeting.

5. EVENTS UPDATE

Food Fayre

- 5.1 The Leominster Food Fayre was held on Saturday 7th September. An update has been provided under the TIC Manager's Report.

Lights Switch On

- 5.2 The Christmas Light Switch on event is currently being organised. The Fair will be attending once again. This event will take place on Saturday 30th November 2019.

Through the Wardrobe

- 5.3 The organisation of the annual Christmas "Through the Wardrobe" Event will commence soon. The event will take place on Saturday 14th December 2019 following the Victorian Street Market. The reindeer have already been secured.

Party in the Park

- 5.4 This event took place on Saturday 10th August 2019 and was very successful. An initial booking has been received to hold the event again on 8th August 2020. The organisers have been approached by rival towns to host a similar event in their towns.

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.