



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Thursday 24th January 2019

To: All Members of the Communications & Events Committee:
Councillors Thomas (Chair), Bartlett, Lacey, Norman, Rumsey and Sutcliffe.
(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 30th January 2019** 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 21st November 2018.
- 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 Wednesday 27th March 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 21st November 2018 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster HR6 8YP.

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

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

CE32/18 APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllr Norman.

C323/18 DECLARATIONS OF INTEREST

The following declaration of Interest was made:

- Cllr Sutcliffe – Cider Fest to be held at Grange Court in 2019.

CE34/18 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE35/18 QUESTIONS FROM THE PUBLIC

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

CE36/18 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 26th September 2018 be agreed and signed as a correct record.

CE37/18 CLERK'S REPORT

Committee noted that the signage for the TIC and Council Offices was almost complete and the jute bags for the TIC with the new logo were on order.

CE38/18 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. The following matters were specifically noted:

- That the traders meeting would be held in January 2019;
- That there had been a slight seasonal upturn but that this would not continue past Christmas. A Christmas Eve market was being held and it was agreed to obtain a road closure for 24th December 2019;
- That the Farmers Market now had seven regular traders;
- That the Victorian Street Market was gradually filling up but it had been necessary to reduce the number of stalls. The shortfall would be made up using the Town Council's stalls.

CE39/18 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. The following matters were specifically noted:

- The Leominster Country leaflet funded by the Tourism Association had now been received and was in the process of being distributed;
- The Association now had 105 members. Their subscriptions funded leaflets and other promotional material;
- Christmas stock has been purchased for the TIC;
- A presentation day and blessing of the Verdun Oak had been organised;
- Revised staffing cover had been implemented;
- That the Mortimer Country Consortium was in the process of folding.

It was **RESOLVED** to develop a Leominster Town Council logo using the coat of arms but including the name of the Council for use on promotional material and to improve the recognition of the Council.

CE40/18 COMMITTEE UPDATE REPORT

The Committee received the update report and, following discussion, **RESOLVED:**

- That the report be noted;
- That a copy of the Corn Square licence be obtained from Herefordshire Council;
- To note the progress of the holiday flat;
- To note the events planned for the 24th November 2018;
- To pursue the proposal to secure an outdoor theatre production to be held in the Secret Garden;
- To support the proposed event that would take place on The Grange on 10th August 2019, subject to the relevant statutory permissions being secured;
- To investigate the possibility of hosting a Fireworks event in 2019;
- To investigate the possibility of holding an event based around a car free town centre possibly to be held during Easter 2019.

CE41/18 DATE OF NEXT MEETING

Committee noted that the next meeting of the Committee would be held on Wednesday 30th January 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 12:40pm.

CHAIR:

DATE:

TIC MANAGER'S REPORT

Leaflet news	The Leominster country leaflet is now out and is being distributed by Glide media to TICs and other places all over the UK.	
Tourism Association	There have been a number of approaches recently from businesses who wish to join the membership, most notably a company known as Treeopia. They have high end glamping tree houses at Kyre near Tenbury Wells. Jaimie has been working to get the new website launched. After many technical hitches it is finally up and running with the new branding on. It looks very clean and clear with all the same features that were there before.	
Purchasing	The bamboo cups have now arrived and feature personalised sleeves so they can be given as gifts with the recipient's name on. These encourage people to re-use cups for take away instead of using non-recyclable card or polystyrene ones. We now also have the jute shopping bags which promote Leominster with the new branding. An end of year stock take has been completed.	
Leominster in Bloom	Leominster in Bloom will be working with the theme of 'Children's Literature' this year. People are coming into the TIC to collect knitting patterns for flowers so that the Buttercross can be filled with a wonderful mixture flowers this year to create 'Alice in Wonderland'.	
Events	Keri is doing some research looking into the possibility of organising a fireworks display and also a Teddy Bears picnic sometime this year. Jaimie is planning the Leominster Food Fayre which will be the 7 th September.	
Other news	<p>The TIC has a new volunteer who has just retired as an administrator for Kingspan. There are now two or three who will need their photos taken for name badges.</p> <p>Gill has ensured that Leominster has an excellent entry as usual in the national reference book: 'Coach-Drivers Handbook'.</p> <p>The Mortimer Country Consortium, which comprises many tourism businesses in the Wigmore area is to cease at the end of March. They have always had an excellent working relationship with Gill and the TIC. Their committee has met with Gill and is proposing to transfer any remaining funds from their account to the Leominster Country Tourism Group, when we spoke it was in the region of about £800. They are advocating that their members join us, although many are already members of both tourism groups.</p>	

	<p>They are requesting that 'Mortimer Country' have its own page on our site which has been agreed, as their existing website will be removed. Jaimie will be putting their information on our site shortly.</p>	
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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	2829	-1068
October	1843	1758	-85	1847	89
November	1735	1577	-158	2176	599
December	1695	1894	199	1897	3
	27,449	24,732	-2,717	25,579	847



Communications & Events Committee

Date:	24th January 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 any items that require a decision or recommendation.

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 have been secured 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:
 - January 2019 – 12th
 - February 2019 – 9th
 - March 2019 – 2nd, 9th
 - April 2019 – 13th, 20th
 - May 2019 – 11th, 25th
 - 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 – 7th, 14th, 15th, 24th

3.2 The consultation information regarding the draft Transport Plan is awaited. Once the consultation process is confirmed the Town Council will be fully supporting Herefordshire Council. However, due to Purdah there may be an unavoidable delay.

4. HOLIDAY LET

- 4.1 The holiday flat is almost completed. Final electrical fixings, testing the heating system, painting the kitchen, installation of floor coverings and furnishing the flat should be completed in the next few weeks.
- 4.2 The Building Regulations Officer has been contacted and will inspect the building once the final electrical works have been undertaken. Once it has been signed off it can be let. Interest to rent the accommodation has already been received. A further update will be provided at the meeting.

5. SIGNAGE

5.1 The LEADER grant is currently under consideration by Herefordshire Council and an update will be provided at the meeting, if available. Additional information including confirmation that permission has been agreed to install the signage has been submitted while the application is undergoing its final review.

6. EVENTS

- 6.1 The various events hosted by the Town Council in December 2018 were successful and plans for a number of 2019 events are currently being developed.
- 6.2 The events outlined below have been suggested:
- A Teddy Bears Picnic Party – It has been suggested that this take place around Saturday 20th July 2019, which is the Saturday before school holidays. It would be an event for young children of the community that are aged between 5-11. A parent or guardian must accompany the child. Attractions could include a bouncy castle at a cost of £40. This would cover the entire day, inclusive of set up and strike down, plus the company covers its own public Liability. If agreed, further enquiries would be made to the Town Council's insurers.
 - Prizes would also be required for party game winners and for arts and crafts materials. Food would be "bring your own" picnic due to food hygiene and the vast amount of allergies and latest diets.
 - However, an option such as 'Just VW Desserts' could be asked to attend to sell their own produce. It would be at the parent's discretion. Staff

members would provide the entertainment, from party games to glitter tattoos. A budget would be required.

- Easter egg hunt – This would be a shop window style hunt with the winner winning a chocolate surprise. The hunt would be through the town being completed in the Secret Garden. The existing ‘Easter egg hunt’ is usually a last minute idea but with forward planning it could be made into an event.

6.3 Permission is requested to purchase a PA system at a cost of £805 + VAT. It would be funded from 101/4900 Contingency, which has a balance of £1,984 remaining. The specification is as follows:

- 2 x HH Vector VRE-12A active loudspeakers
- 2 x Loudspeaker stands
- 1 x Studiomaster 8ch Mixer interface
- 1 x FBT hand held cabled microphone
- 1 x Microphone stand
- Interconnecting cables as required
- The total cost of the above including delivery and instruction on set up would be £620.00 + VAT
- We also discussed the option of using a radio microphone system as this would allow for wireless operation often more convenient. These units have got a lot more affordable over the last few years and I would suggest using a twin system giving you more scope at events. A good starting quality twin hand held system would cost £185.00 + VAT.

6.4 2018 was the final year of the current Christmas Lights agreement. Over the next few months 3 quotations, including a quotation from current supplier LITE, will be obtained. A budget of £15,000 has been allocated, of which £500 is ringfenced for electrical charges.

6.5 The revised scheme will develop more of a focus on Corn Square, and will also seek to purchase the stock so that at the end of the contract the lights will become the property of the Town Council. This will then mean that in 2022 there will be a stock of lights that can be used, plus the ability to add to the stock through a new agreement.

6.6 Initial proposals will be presented to Committee in March 2019, if received, with a final decision being made regarding the awarding of the contract in July 2019.

7. COMMUNICATIONS

Leominster News

7.1 The Town Council continues to submit a monthly column to Leominster including The Mayors Blog. It was previously suggested that a “Meet the Councillor” feature every month. Due to elections on 2nd May 2019 it is suggested that this commences following the election of the new Council. Standard questions will be developed and each member will be requested to respond.

Social Media

- 7.2 Town Council has now been added to the TIC Facebook page. The Leominster Tourist Information Centre page is now entitled the Leominster Tourist Information and Town Council. There are already over 800 followers. There are Town Council and TIC Twitter accounts but at present only the TIC account is regularly used.

Websites

- 7.3 The Leominster Town Council website continues to be updated and some new pages are currently being added. Quotations have been sought to replace the existing site but this has not been taken further at present. The Leominster TIC website is now completed and live.

Outdoor Theatre for 2019

- 7.4 An update will be provided at the meeting.

Potential Events 2019

- 7.5 Support had been given to the proposed event to be held on The Grange. A further update on whether this will go ahead on 10th August 2019 is awaited and will be subject to the organisers obtaining all the relevant permissions.
- 7.6 At present no further work has been undertaken on developing a Fireworks event in 2019. No budget had been included in the 2019/20 budget, although if it was a pay to see event then it may be cost neutral or even cost positive. 5th November 2019 is a Tuesday. Costs of displays are around £2,000 + VAT. A suitable site would need to be identified if this was to be pursued.
- 7.7 Due to the lack of time, the elections and illness, no further work has been undertaken regarding the proposal to hold an event based around a car free town centre possibly to be held during Easter 2019. It is suggested that this idea be developed over the next few months with a view of delivering it in 2020. A Task & Finish Events Group should be appointed to specifically develop this suggestion following the elections in May 2019.