



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Wednesday 8th July 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 14th July 2020** commencing at **11:30am** remotely via Zoom.

Meeting ID: 864 2890 7103

Press and public are cordially invited to attend. Those wishing to join the meeting should contact the clerk on townclerk@leominstertowncouncil.gov.uk in advance for the meeting password.

Julie Debbage
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.



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5. MINUTES OF PREVIOUS MEETING

To receive and approve as a correct record the minutes of the Communications & Events Committee meeting held on Tuesday 12th May 2020.

6. CLERK'S REPORT

To receive the Clerk's Report on matters outstanding that may not appear on the agenda.

7. MARKET OFFICER'S REPORT

To receive the attached report from the Market Officer.

8. TOURIST INFORMATION CENTRE

To receive the attached report from the TIC Manager.

9. COMMUNICATIONS & EVENTS UPDATE

To receive the attached report from the Town Clerk.

10. DATE OF NEXT MEETING

The next meeting of the Committee will be held on Tuesday 15th September 2020 at 11:30am, either remotely via Zoom or in the Council Chamber, 11 Corn Square, Leominster HR6 8YP depending on the central government social distancing restrictions being lifted.



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COMMUNICATION & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Tuesday 12th May 2020 commencing at 11:30am remotely via Zoom.

MEMBERS PRESENT: Councillors Rumsey (Chair), Murdoch (Vice-Chair), Smith-Winnard (11.38), Sutcliffe (11.34) and Thomas.

OFFICERS PRESENT: Town Clerk, Market Officer, TIC Manager, Grants and Projects Officer (11.42).

CE01/20 APOLOGIES FOR ABSENCE

No apologies for absence were received.

CE02/20 DECLARATIONS OF INTEREST

Cllr. Smith-Winnard – Leominster in Bloom
Cllr. Sutcliffe – Farmer's Market

CE03/20 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE04/20 QUESTIONS FROM THE PUBLIC

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

CE05/20 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 10th March 2020 be agreed and signed as a correct record when the social distancing restrictions are lifted by central government.

CE06/20 CLERK'S REPORT

The clerk had nothing to report.

CE07/20 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;
- That the Friday Market should reopen on Friday 15th May 2020. This was proposed by Cllr. Thomas, seconded by Cllr. Murdoch and the committee voted unanimously to reopen the Friday Market.
- That the market would be limited to 3-4 essential item traders, Fish, Fruit and Vegetables, Cheese/butter/pies and possibly pet food, and that a barrier system should be put in place accompanied by large advisory signage regarding social distancing.
- Toilet and handwashing facilities for traders would be provided at 11 Corn Square.
- Opening hours for the Market would be reduced to 8am-2pm.



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- To note that the Market Officer would be on site for the duration and that a Police Officer and a member of the Herefordshire Council Environmental Health Team would be on site at some point during the day.
- To note that the Market Manager would liaise with the organiser of the Farmer's Market regarding the June market.

The Market Manager left the meeting at 11.40am.

CE08/20 TOURIST INFORMATION CENTRE

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

- To note the report;
- That refunds for the bookings of the holiday let and the gallery had to be made if rebooking wasn't an option;
- That a local tourism app was to be investigated by TIC staff;
- To note that the Leominster in Bloom Front Garden Competition would still go ahead later in the year and that volunteers were currently emptying planters in line with social distancing guidelines;

CE09/20 COMMUNICATIONS & EVENTS UPDATE

Committee received an update from the Town Clerk. The Grants and Projects Officer presented an update on the LEADER signage project. The interpretation signage was now a priority, with one last permission to be obtained. A draft design of the visitor information signage had been received and the pedestrian signage was currently in production, but a delivery date had not been finalised. The Welcome Signage had been delivered to the installation contractor and STAT plans from Balfour Beatty were being chased so that installation could commence as soon as possible.

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

- To note the reports;
- To note that funding would not be needed from the Town Council for a COVID-19 support services bookmark, as this had been funded by a grant from the National Emergencies Trust through the Herefordshire Community Foundation;
- To note that a verbal report had been given by Cllr. Thomas, Mayor of Leominster and that a decision regarding the Party in the Park event scheduled for August 2020 would be made shortly;
- That the Town Clerk would contact the Christmas Light Contractor to discuss Christmas 2020 plans;



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CE 10/20 DATE OF NEXT MEETING

Committee noted that the next Communication and Events meeting would be held on Tuesday 14th July 2020 at 11:30am either remotely via Zoom or in the Council Chamber, 11 Corn Square, Leominster HR6 8YP depending on the social distancing restrictions being lifted by central government.

There being no other business, the Chair thanked members for their attendance and closed the meeting at 12:11pm.

CHAIR:

DATE:

Market Report

Friday Markets

The Friday Market resumed trading on 15th May with only essential traders on site. The safe set up was achieved with a great deal of help from Traders, who had experience of trading on other markets that were open. On the re-opening day an EHO from Herefordshire Council visited accompanied by a police officer. Discussions took place and they were happy with the layout and the signage and were satisfied that social distancing was being well promoted and observed. Friday 12th June saw the return of non-essential traders. The layout was adjusted and the EHO was happy with this and the way that each trader was dealing with the current regulations regarding environmental health and hygiene. Space is now at a premium and some rejigging will be necessary to get all of the pre” lock down “traders on site. Discussion will take place over the next few weeks concerning the interim layout of the market. Trade is steady and traders are happy to be back and trading.

I would like to take this opportunity on behalf of all concerned with the market to thank the Deputy Mayor Cllr. John Rumsey for his help and support during what has been a quite difficult time for Leominster Friday Market. It is very appreciated. The Market Office proposes to charge rents as from 17th July. A discussion will take place with the Town Clerk before this is implemented.

Farmer's Market

The Saturday Market returned on June 13th. The layout has been modified to allow social distancing and has in fact made the whole event look more appealing. It is hoped to keep this new look layout for the future. Trading was good and the next Market is scheduled for Saturday 11th June.

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| <p>Leaflets</p> | <p>There are no new leaflets being printed at present as there are plenty in stock for now. The Tourism Association Membership fee was waived due to Corona Virus. Work will shortly begin on the new heritage app that Liz aiming to do, an add-on about B&W trail will be done.</p> | <p>A list is being compiled to provide an up-date listing of which attractions are functioning.</p> |
| <p>Leominster in Bloom</p> | <p>The front garden competition went ahead thanks to Cynthia Partridge. Social media posts have continued with Rylan the Ryland Sheep mascot on lock down. The planters and tubs have been cleared with a few working in a socially distanced manner. Philpotts have planted for us as usual. They were very busy trying to catch up with lost time so the volunteers who were able to helped with everything to reduce their workload. The beds in Central Car Park have been filled with used compost and the lavender to create a sensory walkway. 5 were stolen but have been replaced. It includes a wooden sculpture that was made specially with chimes on. The Buttercross is decorated in a simple manner, along with the Hen Pen with just woollen flowers and some rainbow ribbons to thank the NHS. The 'Leominster Wool' project has been deferred until next year. Zoom meetings have been held to discuss the content for the new website to replace the old, rather dated one. Archive material has been compiled for website heritage section. The website is nearly complete thanks to the help of Cynthia and Viv, who have given Ian Wilkinson all the information. It should go live within days.</p> | <p>Most of LIB volunteers have been isolating, but a few have been working around the town to make it look good. The national competition has been cancelled this year.</p> |
| <p>Other news</p> | <p>As walking was allowed during lockdown, it seemed a good idea to provide people with our 'Walking out from Leominster' books. They have been in the TIC for over 25 years. Hundreds of them were printed by Lisette Davies, who was the Tourism Office for Leominster District Council. There were more than 30 boxes originally. They have been sold steadily ever since and due to be up-dated a bit. However most of the information is still in date as it was very well researched by Pete Blench in the first place. Alan put them out on the step as requested and a message was put out on the Facebook page. By 3pm the box was empty and people were asking for more. A second box was put out the next day. Over 250 have now been taken and still counting. A post</p> | <p>Press releases have gone out to regional newspapers and magazines about the walks book..</p> |

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| | <p>about cycle trails was also successful and several have gone since we opened up.</p> <p>Jaimie has been working on a very interesting 'A-Z' of Leominster for fun on Facebook, but we have thought that this could be made in to some sort of children's guide to Leominster. There has been excellent feedback about the work she put on there. She has been out to a few of our attractions to familiarise herself with the arrangements they are making in the current circumstances, and spent a day giving some advice on the use of social media to the owner of Westonbury Mill Water gardens to help with publicity. She also sends all the TIC and TC editorial to Leominster News.</p> <p>She has put in a lot of time researching a new website provider for the Town Council.</p> <p>The arched sashed window at the front of the building has been opened up so the TIC can function using it as a hatch, through which to pass information and sales.</p> | |
| <p>Servants Quarters</p> | <p>There have been no bookings due to the lock-down. All existing bookings had to be cancelled and refunded. However there has been renewed interest since the beginning of July. Work is in progress to attain a new standard on the AirB&B web-page, it involves additional cleaning precautions and blocking the bookings for 3 additional days after each guest.</p> | |
| <p>Events</p> | <p>As all local events were cancelled it has been difficult for Keri to work all her allocated hours during the lock-down. She has spent time working on a potential virtual teddy bears picnic and treasure trail around the town.</p> <p>She is working on a list of all the shops and businesses in town and what their opening times are now.</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 | 614 |
| April | 3452 | 3353 | 3091 | 3047 | 2779 | 3352 | 2249 | 2037 | 2635 | 2952 | 2179 | 1956 | 1923 | 1735 | 0 |
| May | 2902 | 3822 | 3402 | 2859 | 2839 | 3376 | 3015 | 2871 | 2872 | 3203 | 2911 | 2485 | 2208 | 1863 | 0 |
| June | 4029 | 3721 | 3303 | 3076 | 3284 | 3575 | 2898 | 3147 | 2647 | 2950 | 2508 | 2225 | 2600 | 1807 | 250 |
| 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 | 33434 | 30733 | 30983 | 33889 | 28693 | 27718 | 28799 | 28405 | 27449 | 24732 | 25579 | 21154 | |

Communications & Events Committee

Date: 8th July 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. As a result of the COVID-19 pandemic neither the market or the Farmers Market has not been held since 20th March.

- 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

4.1 *Party in the Park*

This has now been postponed until next year and the TIC is issuing refunds for tickets sold.

4.2 *Market Towns Forum*

The clerk has enquired about the possibility of holding this meeting remotely via Zoom. There is some interest in this and a meeting may be arranged when all the responses have been received.

4.4 *Signage*

A verbal update will be provided by the Grants and Projects Officer at the meeting.

4.5 *Servant's Quarters Holiday Let*

We currently have three bookings for the flat. We have been following a five step enhanced cleaning protocol.

4.6 *Covid-19 response bookmarks*

The bookmarks have now been distributed to all four pharmacies in the town and we have received additional requests for support because residents had seen the details on the bookmark.

5. EVENTS UPDATE

5.1 *Armed Forces Week*

Armed Forces week was marked by the flag being raised and flown for the whole week.

5.2 *St John Day*

The Mayor and Deputy Mayor attending a socially distanced event to celebrate St John's Ambulance, where 11 Corn Square was lit in green. A short article will be submitted to the next edition of Leominster News.

5.3 *Civic Service*

A civic service is planned for the last Sunday in October and a meeting will be held to discuss the arrangements.

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. It is hoped that a feature on the Friday Market Traders will be submitted for the August edition. The further lifting of social distancing measures will mean that more outlets are available to purchase copies.