



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

Wednesday 9<sup>th</sup> September 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 15<sup>th</sup> September 2020** commencing at **11:30am** remotely via Zoom.

**Meeting ID: 845 0078 7804**

Press and public are cordially invited to attend. Those wishing to join the meeting should contact the clerk on [townclerk@leominstertowncouncil.gov.uk](mailto: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.



## LEOMINSTER TOWN COUNCIL

### COMMUNICATION & EVENTS COMMITTEE

**5. MINUTES OF PREVIOUS MEETING**

To receive and approve as a correct record the minutes of the Communications & Events Committee meeting held on Tuesday 14<sup>th</sup> July 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 17<sup>th</sup> November 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.

Minutes of the Communications & Events Committee meeting held on Tuesday 14<sup>th</sup> July 2020 commencing at 11:30am remotely via Zoom.

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

**OFFICERS PRESENT:** Town Clerk, Market Officer, TIC Manager (11.40), Grants and Projects Officer (11.45).

**CE11/20 APOLOGIES FOR ABSENCE**

No apologies for absence were received.

**CE12/20 DECLARATIONS OF INTEREST**

Cllr. Smith-Winnard – Leominster in Bloom

Cllr. Sutcliffe – Farmer’s Market

**CE13/20 REQUESTS FOR DISPENSATIONS**

No requests for dispensations had been received.

**CE14/20 QUESTIONS FROM THE PUBLIC**

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

**CE15/20 MINUTES OF PREVIOUS MEETING**

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on Tuesday 12<sup>th</sup> May 2020 be agreed and signed as a correct record when the social distancing restrictions are lifted by central government.

**CE16/20 CLERK’S REPORT**

The clerk had nothing to report.

**CE17/20 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;
- To note that the Friday Market resumed trading for essential traders only on 15<sup>th</sup> May 2020 and were visited by an Environmental Health Officer from Herefordshire Council and a police officer to ensure compliance with COVID-19 social distancing regulations.
- To note that traders of non-essential goods returned on 12<sup>th</sup> June and that to date, trade is steady.
- To thank Cllr. John Rumsey for his help and support to organise the market at what has been a difficult time.
- To resume charging market rents.
- To note that the Farmers Market returned on 13<sup>th</sup> June 2020 and that the new layout made the event look more appealing.
- To write a feature on the Market Traders for Leominster News to promote the market.

- To look at promotion of both markets for which there is a budget available.

The Market Manager left the meeting at 11.43am.

**CE18/20 TOURIST INFORMATION CENTRE**

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

- To note the report;
- To note that a list is being compiled in order to provide an update of which attractions and shops are open.
- To note that the Front Garden Competition went ahead and prizes were awarded at the Farmers Market.
- To note that clearing/planting work has been carried out by Leominster in Bloom whilst observing social distancing regulations.
- To note that Leominster in Bloom had a new website that includes a heritage page.
- To note that the distribution of free 'Walking out from Leominster' books has been very successful in promoting exercise at this time.
- To note that an A-Z of Leominster has received excellent feedback on social media and that a new website provider is being researched to ensure compliance with accessibility regulations.
- To note that the TIC opened and is currently trading through the sash window at the front of the building.
- To note that the TIC now stock Herefordshire Council green waste bags which are proving popular and currently have next year's calendar on sale.

**CE19/20 COMMUNICATIONS & EVENTS UPDATE REPORT**

Committee received an update from the Town Clerk. The Grants and Projects Officer presented an update on the LEADER signage project.

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

- To note the reports;
- To note that the Party in the Park has now been postponed until 2021.
- That the clerk would investigate holding the Market Towns Forum via Zoom if there is enough interest.
- To note that the Servant's Quarters were now being cleaned following the 5 step enhanced cleaning protocol and that three new bookings.
- To note that the COVID-19 bookmarks have been distributed and have resulted in additional requests for support.
- To note that the flag was raised and flown for Armed Forces Week.
- To note that the Mayor & Deputy Mayor attended a socially distanced event to celebrate St Johns Ambulance and the Town Council Offices

were lit in green. An article was published in the Hereford Times and an article submitted to Leominster News.

- To note that the signage project was well under way with three welcome signs installed, events panel signs were being made, posts refreshed ready for the new fingerposts, interpretation panels being typeset and the lectern surrounds were being made. Promotion of the welcome signage on Facebook had a good reach.
- That the clerk would contact The Priory regarding the Civic Service in October.
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**CE 20/20 DATE OF NEXT MEETING**

Committee noted that the next Communication and Events meeting would be held on Tuesday 15<sup>th</sup> September 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 12:14pm.

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**CHAIR:**

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

**TIC Manager's Report August 2020**

<p>Staffing</p>	<p>Staffing issues have dominated the running of the TIC this month. Jaimie continued to work from home and has created an excellent website for the Servants Quarters. She works in the TIC alternate Saturdays returning to her usual hours in September. One staff member has now left. This means that Gill has to be here every day and the TIC can therefore only continue to be open until 2pm, as there are insufficient hours to do more. Demand is such that this is not an issue at present. We had a 'get-together' for the volunteers in the garden, just to keep them informed of how we were adapting. Some are keen to return but there is not enough going on yet to warrant their return and social distancing in the office won't be easy. Julie was able to attend for a while and answer any concerns that they had.</p> <p>Clare Stanton has been appointed, she is very experienced and willing to take on her own projects when possible.</p>	
<p>Town Council</p>	<p>Since closing the TC office the TIC has been on the front line for Council enquiries. On the whole this is not a problem as we have always fielded a certain amount of information, directing people to the correct departments. (Usually Herefordshire Council). However, there was a recurring request for green garden sacks. Herefordshire Council will only provide at the retail price, there is no cost price. After some discussion with other outlets, it was agreed to sell them at £4.50 the same as other retail outlets, thus providing a valuable service selling over 500 rolls of 5 bags.</p>	
<p>Leominster in Bloom</p>	<p>The new Leominster in Bloom website has now been launched. Content has been provided. The history of Leominster in Bloom is still pending, articles have been submitted but that bit of the site has still not had its final edit.</p> <p>Last year's judges came recently just for an informal chat and to see how we were getting on. They were very impressed with how much had been done. The displays are fantastic again, however they did notice the terrible mess in the river. Fortunately that has now been cleared, but it is hoped to take them down that way next year as the aim is to paint the bridge. In this case it is vital to ensure that the river is better cared for. They were invited for teas at Mike</p>	

	<p>Thornhill's garden and he had his model trains running. This went down very well indeed!          The Spring Plant Fair, which is a vital fund-raiser for Leo in Bloom, had to be cancelled so an Autumn one is happening on the 19th September. To ensure social distancing it will be on the Grange. There will be apple pressing at Grange Court on the day as well and Mike Thornhill's garden will open with the model trains running.</p>	
<p>Other news</p>	<p>Gill has taken part in Zoom calls organised by Marches Family Network on the subject of making tourism inclusive in Herefordshire.          There was a recent Zoom meeting to launch the 'Apples in Autumn' promotional campaign through the Visitherefordshire re-launch that has funding from the LEP.          Orphans Press has the contract to do the marketing. Gill and Clare are working on the Great Leominster Apple Challenge, and other ideas. A meeting with Helen from Orphans is due this coming Friday the 11<sup>th</sup>.</p>	
<p>Servants Quarters</p>	<p>Jaimie has created an excellent website for the Servants Quarters this will have a hyper-link from the <a href="http://www.leominstertourism.com">www.leominstertourism.com</a> website.</p> <p>Bookings since the 1<sup>st</sup> July have so far brought in £2477.06. Guest comments continue to be very favourable. These get posted on the Air B&amp;B website by our entry so the more reviews we get the better. Here are some:</p> <p><b>Here's what Sonia wrote</b></p> <p>"The Servants Quarters is a quirky place to stay in Leominster, located in the square. It is clean and spacious and truly a unique find! A great place to stay for a few nights."</p> <p><b>Sonia's private feedback for you:</b></p> <p>"Gill went above and beyond with her hospitality and the other staff were very friendly! The apartment was clean and spacious and we enjoyed the character of the place. It was a truly unique find! Thanks again for an enjoyable stay!"</p> <p>This is from Winnie:          "This was one of the best Airbnbs I have stayed at, in terms of character and decor. It's very stylishly decorated a la Victorian style - I have even taken away some ideas and inspiration. The place itself</p>	<p>The most pressing issues we have had are to do with the lack of WIFI and getting the key. This can be addressed by getting a key safe attached to the door so people can let themselves in rather than have to call Phil out. And getting an extender for the WIFI.</p>

	<p>was more than adequate size wise for our family of four, and we took great pleasure in noting the very quirky/authentic Victorian artefacts. The location of the place is in the very centre of Leominster so handy in terms of access to the shops. The car park is literally on your doorstep and there is a park and big green open space just a few minutes' walk away. It was a great base to explore the nearby areas and Ludlow was about 20 mins drive away. I would definitely recommend this place and stay there again without hesitation.”</p> <p><b>Here’s what Adam wrote</b></p> <p>“The apartment is well decorated and in a good central location. The host answered messages quickly and everyone was very helpful. Would recommend a stay to anyone.”</p> <p><b>Adam’s private feedback for you:</b></p> <p>“Thanks we had a brilliant stay and will book again I you’ll have us!? Only small suggestion is the possibility of a range extender for the WiFi as it only worked outside the loo.”</p> <p>Kerri’s Review We had a fabulous stay, the location is perfect and the flat is beautifully decorated. The beds were comfortable and the kitchen had everything we needed to cook with. We would thoroughly recommend it.</p> <p>Iain wrote “Centrally located, very stylish and clean.”</p>	
<p>Visitors</p>	<p>Although it has been very quiet, there are visitors in the area and many of them are delighted to see a TIC open. It would seem that many of the others in the area are not functioning so we are getting enquiries for all over Shropshire and Herefordshire. There are people camping in the area and plenty of walkers and cyclists.</p> <p>A list has been compiled of the attractions that are open and those who have closed for the duration of this season. Several of the B&amp;Bs are not planning to reopen again, others are just closed for now and waiting to see where we are in a few months' time.</p>	<p>It will be interesting to see how many renew their membership next year.</p>



	<p>Total number of visitors this August 662. Last year : 2204</p> <p>From the 1<sup>st</sup> September there has been an art exhibition in the gallery, so the TIC opened the door fully with all the COVID-19 restrictions being observed.</p> <p>The exhibition has been very well received as people are keen to do anything and go anywhere new at this time.</p>	
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**Visitor Numbers**

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	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
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	558
August	5365	4556	3915	4008	3987	4498	3283	3585	3872	3116	4378	2542	3038	2204	662
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	
	<b>37451</b>	<b>36835</b>	<b>33434</b>	<b>30733</b>	<b>30983</b>	<b>33889</b>	<b>28693</b>	<b>27718</b>	<b>28799</b>	<b>28405</b>	<b>27449</b>	<b>24732</b>	<b>25579</b>	<b>21154</b>	

**Communications & Events Committee**

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**Date:** 8<sup>th</sup> 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

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**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. Measures to allow for social distancing, as a result of the COVID-19 pandemic, were introduced on 24<sup>th</sup> July 2020 by Herefordshire Council meaning that the High Street was closed to traffic 10am to 1pm, Monday to Saturday. This also meant there was also no access to Corn Street, Corn Square and Victoria Street at this time. The measures were changed from 4<sup>th</sup> September 2020 meaning that the road closure 10am to 1pm will only operate on Fridays.

- 26<sup>th</sup> September
- 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup> and 31<sup>st</sup> October
- 14<sup>th</sup>, 21<sup>st</sup> and 28<sup>th</sup> November
- 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>, 21<sup>st</sup> and 23<sup>rd</sup> December

#### 4. COMMITTEE MATTERS

##### 4.1 ***Christmas Lights and Switch On Event***

Some work to the lighting infrastructure will be required, which was agreed at the Finance & General Purposes Committee Meeting on 7<sup>th</sup> September 2020. This will greatly improve the display reliability and allow full timer control over the entire display area. The electrical works will be an investment for the future and will be installed to meet all current wiring and safety regulations. A decision will have to be made on the Christmas Light Switch On Event. There is the possibility of an alternative event and a verbal report will be submitted by the clerk at the meeting.

##### 4.2 ***Through the Wardrobe Event***

A decision will have to be made regarding this event. If it goes ahead, numbers will have to be reduced and the event timed and ticketed to prevent a large queue forming.

##### 4.3 ***Market Towns Forum***

A meeting was supposed to be arranged in August but as a result of the Leominster Town Clerk's work commitments and some councils having a Summer break, organising a date has been postponed until September.

##### 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***

The Servant's Quarters let is receiving a good number of bookings at present and as shown in the TIC Managers report, it is receiving excellent feedback. Some time will need to be taken out of the booking calendar to allow cabling works to be carried out under the floor.

##### 4.6 ***Covid-19 response***

The COVID-19 Response by the Town Council in association with Leominster COVID-19 SOS group of volunteers and Community Wheels is currently being stood down as the number of calls has decreased significantly. The attached statement has been circulated and we intend to call a debrief meeting for all the organisations concerned so that we are able to quickly reinstate the response, should the need arise.

#### 5. EVENTS UPDATE

##### 5.1 ***VJ Day Commemoration***

Due to the pandemic, unfortunately all planned events to mark the 75<sup>th</sup> anniversary of VJ day across the county were cancelled. The Herefordshire Lieutenancy asked Town Councils to mark the two minutes' silence at 11:00hours on Saturday 15<sup>th</sup> August and encourage members of the

public to do likewise. The Mayor, Deputy Mayor and the Town Crier marked the two minutes' silence with members of the public and councillors and the flag was flown. It was a low key event as advised.

**5.2 Civic Service**

A civic service is planned for the last Sunday in October. An update regarding this will be given at the meeting.

**5.3 High Sheriff's Visit**

A visit from the High Sheriff has been planned for Friday 2<sup>nd</sup> October 2020. An itinerary is currently being planned for the visit.

**5.3 Remembrance Day**

A meeting has been held with a representative of The Royal British Legion regarding an event on Remembrance Sunday. A verbal update will be given at the meeting.

**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 19<sup>th</sup> of each month.

**6.2 Town Council Website**

In order to meet the Website Accessibility Standard WCAG 2.1 AA the Town Council has agreed to change its website provider and build a new accessible website as soon as possible. An update on this will be provided at the meeting.