



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Tuesday 19th March 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 27th March 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 30th January 2019.
- 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 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 30th January 2019 commencing at 11:30am in the Stable Gallery, 11 Corn Square, Leominster HR6 8YP.

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

OFFICERS PRESENT: Town Clerk and the Markets Officer.

CE42/18 APOLOGIES FOR ABSENCE

There were no apologies to be received.

CE43/18 DECLARATIONS OF INTEREST

The following declaration of Interest was made:

- Cllr Sutcliffe – Trader on the Farmers Market.

CE44/18 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE45/18 QUESTIONS FROM THE PUBLIC

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

CE46/18 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 21st November 2018 be agreed and signed as a correct record.

CE47/18 CLERK'S REPORT

Committee noted the following items:

- The draft updated Town Council logo presented was agreed;
- A Warning Order regarding the Rifles Freedom of the Town that was to be exercised over Armed Forces Week was noted;
- The Neighbourhood Plan referendum information was noted.

CE48/18 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. No specific matters were raised.

CE49/18 TOURIST INFORMATION CENTRE

The Centre report was presented. Following discussion, it was **RESOLVED** that the report be noted. The following matters were specifically noted:

- The TIC website was now fully operation and a number of additional businesses had expressed an interest in membership of the Association;

- The Mortimer Country Consortium would cease to operate as from March 2019. It had been agreed to transfer the remaining funds held by the consortium subject to a Mortimer Country page being provided on the TIC website;
- Further concerns were expressed regarding the lack of accommodation in Leominster. The future use of the Royal Oak now it had been sold was unclear and the Barons Cross Inn had now closed;
- It was agreed to submit Asset of Community Value applications for the Royal Oak and Barons Cross Inn, and to investigate whether the Barons Cross Inn was up for sale.

CE50/18 COMMITTEE UPDATE REPORT

The Committee received the update report and, following discussion,

RESOLVED:

- That the report be noted;
- That the road closures applied for be noted;
- To approve the organisation of a Teddy Bears Picnic Party on 20th July 2019. A budget of £200 was approved out of the Events budget;
- To approve the organisation of an Easter Egg hunt. It was recommended that advantage be taken of the road closure that had been secured for 20th April 2019 for the event;
- To allocate a sum not exceeding £805 to purchase a new PA system and radio microphone. A second quotation was requested;
- To note that initial Christmas Light schemes would be available at the March 2019 meeting. A final decision on the preferred scheme would be made in July by Full Council;
- Thanks were extended to Cllr Preece and Oldfields Garage for their valued support of the Christmas Lights;
- That further information on the outdoor theatre proposals be obtained and submitted to Committee for approval;
- That further information on a proposed Fireworks event for Leominster be submitted to Committee for consideration;
- That further information regarding the event planned on The Grange on 10th August 2019 be requested. It was noted that the alcohol and entertainment licence had been approved.

CE51/18 DATE OF NEXT MEETING

Committee noted that the next meeting of the Committee would be held on Wednesday 27th March 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>The first 10,000 copies of the Leominster map and mini-guide have nearly all been distributed, so another 10,000 have been ordered with one or two up-dates and alterations.</p> <p>Packs of these have recently been sent out, along with the Black and White Village Trail guides to hotels and guest houses that are within the distance of a day trip. They have also gone out to coach companies.</p>	<p>An accompanying letter was sent asking the proprietors to encourage their guests to visit Leominster and surrounding area.</p>
<p>Tourism Association</p>	<p>Invoices will be going out shortly for membership renewal, this is £25 per year. Membership is available to any business in the Leominster area connected to tourism e.g shops, B&Bs, activity centres, attractions, cafes, food producers etc. They get an entry with a hyper-link to their own site on our www.leominstertourism.com website and an entry on the 'Leominster Country' area guide.</p> <p>Jaimie has been working on the website and has added a page that acts like a mini-site for Mortimer Country. This is a tourism consortium that has been running for almost twenty years in the Wigmore area that has now folded. They are giving their remaining funds to Leominster Country Tourism Group, as they wish the brand name to be kept alive. Many of their members were already members of the Leominster group as well.</p>	<p>These guides get distributed throughout the UK and sent to any customer enquiry by mail.</p> <p>They formerly had their own site and annual leaflet but it proved too expensive and membership was dwindling</p>
<p>Leominster in Bloom</p>	<p>The group were very sorry to say 'goodbye' to Julie Debbage. She has worked so well with the volunteers and has made the partnership with the Town Council extremely good.</p> <p>As well as the instalment in the Buttercross Arcade, another is being planned for Morris Mews passage. The annual Plant and Craft Fair takes place on 25th May, this year it will be in Corn Square rather than the Grange. The group does now have charitable status which will help significantly with fund-raising.</p>	<p>The theme this year is 'Children's Literature'.</p>
<p>Events</p>	<p>Jaimie has started sending out application forms for this year's Leominster Food Fayre which takes place on Saturday September the 7th.</p> <p>She has been making enquiries about outdoor theatre companies for the Garden.</p>	<p>Applications for the Food Fayre are coming in already, some from new</p>

	<p>Keri compiles the listings for the local events, they go on our website and on our Facebook and Twitter pages. A copy is e-mailed each month to all the Tourism Association members as well as the Leominster News, this is posted as the listing on its back pages.</p> <p>She is planning a ‘Teddy Bears’ Picnic on the 20th July, in the garden for July and is looking for story-tellers and children’s entertainers, face-painters etc. It will be a free event for local children.</p> <p>Amongst other recent events the TIC sold 25 tickets for the Shanty Singers concert for the Janice and Peter McCaull Trust. This raised £250 from which the TIC took 5%.</p> <p>Borderlines: on top of our usual bookings for the Playhouse the TIC took 61 bookings during the Borderlines Film Festival which has a value of £396.50. The TIC takes 10% commission of this.</p> <p>Early Music Festival in the Lion Ballroom: Ticket sales for the festival amounted to £2262, the TIC took 10%.</p>	<p>stall-holders who have not been on previous occasions.</p>
<p>Other news</p>	<p>Gill was invited to attend the closing meeting for the Mortimer Country Tourism Consortium at the Mortimer’s Cross Inn. The directors were delighted that Gill was taking on their brand within the Leominster Country website and will be handing Gill a cheque for about £700. The Consortium has advised all their remaining members to join the Leominster Country Tourism Group. They were delighted with the work Jaimie has done on the website.</p> <p>Gill will attend the Shropshire Tourism meeting and swap shop at the Ludlow Racecourse. All the local leaflets will be taken and distributed to the Shropshire B&Bs and other exhibitors.</p> <p>Gill will also attend the Visitherefordshire Tourism Forum and swap shop at the Green Dragon Hereford. Our leaflets will be distributed to the Herefordshire B&Bs and attractions.</p> <p>Jaimie has been working on the ‘welcome packs’ for users of the ‘Servants Quarters’ and setting up the booking system with Air B&B.</p>	

	<p>There has been an increase in recent weeks of local people coming in to complain about matters that are nothing to do with the TIC. On two occasions Jaimie has been shouted at angrily by shop-keepers about matters that were either the responsibility of Herefordshire Council or Leominster Town Council. Volunteers and staff are the front line for ‘the Council’ and frequently field queries that are not Tourism related. This is not a problem in itself, as we have always done this, however the TIC staff should not feel threatened either directly or indirectly.</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: 19th March 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.

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:

- 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

4. HOLIDAY LET

- 4.1 The holiday flat is almost completed. Final works to meet fire regulations are currently being undertaken and furniture has been secured. The Building Inspector has been requested to attend to hopefully “sign off” the flat. An open day will be organised once the flat has been completed.

5. SIGNAGE

- 5.1 A LEADER grant has been secured to upgrade the signage in Leominster. The Grants & Projects Officer has had an initial meeting with Herefordshire Council and a full update will be provided once the project plan has been developed.

6. EVENTS UPDATE

Food Fayre

- 6.1 Preliminary work is being undertaken for the Leominster Food Fayre, which will be held on Saturday 7th September. Booking forms have been sent out and 4 new exhibitors have confirmed that they will be attending this year.
- 6.2 Additional attractions to the food fayre are being developed including children’s activities (possibly hiring a kids kitchen & entertainment, funds permitting), cookery demos and entertainment in the garden. An enhanced TEN from Herefordshire Council is being applied for to enable stalls to sell on-sales in Corn Square. A food related book signing or event it also being pursued.
- 6.3 Research is currently being undertaken to develop potential “one off” events such as a crafts fair showcasing local arts and crafts makers to take place in the Summer.
- 6.4 It is unlikely that the Town Council will be able to host and outdoor theatre/show this summer as most companies have now been booked. An eye is being kept out for any cancellations.
- 6.5 The organisation of the Rifles Freedom of the Town is currently being discussed and a further update will be provided at the meeting.
- 6.6 Later on in the Spring/Early Summer research ideas for the Christmas Light Switch on events will be undertaken.
- 6.7 An initial proposal has been received and will be presented to Committee in March 2019. Following receipt of feedback a final scheme will be developed.

7. COMMUNICATIONS

Leominster News

- 7.1 The Town Council continues to submit a monthly column to Leominster including The Mayors Blog. Copy for the April edition has been submitted

Websites

- 7.3 Information is currently being gathered for the Holiday Let website.

Outdoor Theatre for 2019

- 7.4 A Teddy Bear's Picnic event is being organised in the Summer. Organisations such as WildPlay, The Creation Station and others are going to be approached so that a programme of children based events in the Summer Holidays can be developed. Rough costings from The Creation Station are being obtained.

Musical Event 2019

- 7.5 Support had been given to the proposed event to be held on The Grange. It has been confirmed that the event will go ahead on 10th August 2019 as all the permissions have now been secured. A further update will be provided at the meeting.

8. OTHER MATTERS

Herefordshire Council Free Car Parking Initiative

- 8.1 The free car parking initiative promoted by Herefordshire Council took place in February 2019. Discussion regarding the formulation of a policy to advertise such initiatives in the future is to be considered with any decisions being taken following the election on 2nd May 2019.