



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Tuesday 6th March 2018

To: All Members of the Communications & Events Committee:
Councillors Norman (Chair), A Pendleton (Vice Chair), Bartlett, Davies, Lacey,
Herschy, R Pendleton, Rosser, Rumsey 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 **Monday 12th March 2018** commencing at **19:00 hours** in the Council Offices, 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 9th October 2017.
- 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. 2017-18 WORK PROGRAMME**
Please see the attached Work Programme for 2017/18.
- 8. FRIDAY MARKET**
The Market Officer will present a report on the development of the Markets.
- 9. TOURIST INFORMATION CENTRE**
Please see the attached report from the TIC Manager.
- 10. HEREFORDSHIRE ARMED FORCES DAY**
Please see the attached Plan for information and development. A meeting was held with the Royal British Legion on Tuesday 6th March 2018.
- 11. COMMITTEE UPDATE REPORT**
Please see the attached report for consideration. (includes branding guidelines)
- 12. COMMITTEE REVIEW REPORT**
Please see the attached report regarding the restructuring of this Committee. This report was deferred by Full Council on 29th January 2018.
- 13. CONFIDENTIAL ITEMS**
Certain items are expected to include the consideration of exempt information and the Communications & Events Committee is, therefore, recommended to resolve "That, in accordance with Section 100A(4) of the Local Government Act 1972, the public be excluded during the discussion of the matters referred to in the items listed below, on the grounds that they involve the likely disclosure of exempt information, as defined in the respective paragraph of Part 1 of Schedule 12A of the Act, and the public interest in maintaining the exemption outweighs the public interest in disclosing the information".

There were no confidential items at the time of publication.
- 14. DATE OF NEXT MEETING**
The next meeting will be subject to the consideration of the Committee Review report but will be held in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

LEOMINSTER TOWN COUNCIL

COMMUNICATIONS & EVENTS COMMITTEE

Minutes of the Communications & Events Committee meeting held on Monday 9th October 2017 commencing at 19:00 hours in the Council Offices, 11 Corn Square, Leominster HR6 8YP.

MEMBERS PRESENT: Councillors Norman (Chair), Lacey, Herschy, A Pendleton and R Pendleton.

ALSO PRESENT: Two members of the public.

OFFICERS PRESENT: Town Clerk and Markets Officer.

Prior to the commencement of the meeting the Chair thanked all those who had been involved in making Leominster so attractive this year. The bunting, floral arrangements and general upkeep of the town centre was a credit.

CE15/17 APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllrs Bartlett, Davies, Rumsey, Rosser and Thomas.

CE16/17 DECLARATIONS OF INTEREST

There were no Declarations of Interest made.

CE17/17 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE18/17 QUESTIONS FROM THE PUBLIC

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

CE19/17 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 12th June 2017 be agreed and signed as a correct record.

CE20/17 CLERK'S REPORT

The Clerk had nothing to report.

CE21/17 2017-18 WORK PROGRAMME

Committee considered the Committee Work Programme for 2017/18 which had been developed in line with the recently adopted Corporate Strategy. Committee discussed the Work programme in some detail and, following consideration, **RESOLVED:**

- That the amendments to the Work Plan be noted;
- That the Town Map leaflet be produced in time for the forthcoming RAC Rally which was being hosted by Brightwells in Leominster;

- A welcome pack be developed for the RAC Rally event.
- That LEADER and other grant funding be pursued to enable the projects identified to be implemented.

It was noted that the RAC Rally event commenced on 8th November 2017 with a number of events being held locally and would leave Leominster on the 10th November 2017.

CE22/17 FRIDAY MARKET

The Market Officer presented his report on the development of the Markets. Following discussion it was **RESOLVED:**

- That the report be noted;
- That efforts continue to attract new traders and support existing traders;
- That the retirement of three existing traders be noted;
- That the issue of waste continues to be monitored and that the Take Away be requested to carry out a litter pick to help address the additional litter created;
- That the increase of stalls at the Farmers Market be welcomed and that the introduction of craft stalls be encouraged;
- That trader insurance options be investigated to establish whether temporary cover can be provided to new and casual market traders;
- That the Victorian Street Market Window Competition be supported again this year.

It was noted that Markets are dropping in popularity although the food traders remain very popular.

The Victorian Street Market preparations were underway. Councillors would once again parade in robes this year. Details of the itinerary would be provided in due course. Queen Victoria would be in attendance with some form of transport.

CE23/17 TOURIST INFORMATION CENTRE

The TIC Manager presented a report on the new Tourist Information Centre. Following discussion it was **RESOLVED:**

- That the report be noted;
- That internal and external signage utilising the new branding be provided at 11 Corn Square;
- That the lack of new volunteers coming forward to volunteer in general be noted and that efforts be made to encourage new volunteers;
- That training for both staff and volunteers to operate in the Tourist Information Centre be developed;
- That the general town mini-guide be produced as soon as possible;
- That congratulations be extended to all those involved in the third Leominster Food Fayre.

CE24/17 COMMITTEE UPDATE REPORT

The Committee update report outlining Committee responsibilities and projects was presented. Following discussion it was **RESOLVED:**

- That the report be noted;
- That involvement in the H-Art initiative be pursued as it had had a positive impact on the town in 2017;
- That issues regarding staffing capacity be noted.

CE25/17 CONFIDENTIAL ITEMS

As certain items were expected to include the consideration of exempt information and the Communications & Events Committee **RESOLVED** that, in accordance with Section 100A(4) of the Local Government Act 1972, the public be excluded during the discussion of the matters referred to in the items listed below, on the grounds that they involve the likely disclosure of exempt information, as defined in the respective paragraph of Part 1 of Schedule 12A of the Act, and the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

- (a) **Draft Interpretation Plan Report** – Committee considered the draft Interpretation Plan Report which had also been shared with the Destination Leominster Group. It was agreed to continue to liaise with various other groups in the town to enable this initiative to come to fruition. Funding would probably be drawn down from the LEADER fund or Heritage Lottery. The following additions were suggested:
- The document to be proof read prior to publication;
 - The inclusion of QR codes on all information boards;
 - The inclusion of Fair Trade, Walkers are Welcome and Dementia Friendly logos on relevant signage.
- (b) **TIC Visitor Numbers** – The visitor number information was noted. Numbers were down in 2017 but this was due to the move from 1 Corn Square and a lack of external signage. However, those who had visited the new TIC had been complimentary.

CE26/17 DATE OF NEXT MEETING

Committee noted that the next meeting would be held on Monday 12th March 2018 at 19:00hrs in the Council Chamber, 11 Corn Square, Leominster HR6 8YP.

There being no other business, the Chair thanked members for their attendance and closed the meeting at 8:43pm.

CHAIR:

DATE:



Communications & Events Committee

Date: 6th March 2018

Title: Work Programme Update Report

Purpose of the Report: To provide Members with an update on progress related to the adopted Committee Work Programme.

Contact Officers: Paul Russell

1. RECOMMENDATION

- 1.1 That the report be noted;
- 1.2 To consider and agree the actions recommended within the update table.

2. INTRODUCTION

- 2.1 This report outlines progress to date on the Work Programme, adopted by the Committee at its meeting held on 5th June 2017 and revised at the meeting held on 9th October 2017.
- 2.2 The report includes recommended actions which need to be considered and agreed if appropriate.
- 2.3 Update reports will continue to be provided at each meeting.

3. WORK PROGRAMME UPDATE

- 3.1 Please see the following update below:

ACTION	PROCESS	UPDATE
Annual Work Plan Programme	<ul style="list-style-type: none"> • To review the draft annual work plan programme • To formally adopt the plan 	<ul style="list-style-type: none"> • Formally adopted the work programme
Through interpretation projects, develop and improve access to historical information about the area for visitors to and resident of	<ul style="list-style-type: none"> • Identification of interpretation options • Identification of suitable sites • Identification of suitable partners 	<ul style="list-style-type: none"> • An interpretation plan has been developed; • LEADER funding Expression of Interest has been approved; • Develop full LEADER

<p>Leominster.</p>	<ul style="list-style-type: none"> • Identification of budget and funding required • Development of timeline for implementation 	<ul style="list-style-type: none"> • application; • Implement the Interpretation Plan.
<p>Review events supported and/or organised by Leominster Town Council including event support provided by the Environmental Team. Review events supported and/or organised by Leominster Town Council including event support provided by the Environmental Team.</p>	<ul style="list-style-type: none"> • Review of all events taking place in Leominster • Identify opportunities to develop existing events • Identify opportunities to develop new events • Identification of suitable partners • Identification of budget and funding required • Development of timeline for implementation 	<ul style="list-style-type: none"> • Events for 2018 identified; • Road closure application to be submitted; • “Through the Wardrobe” event in December 2017 successfully delivered; • Leominster Community Event and Herefordshire Armed Forces Day events being planned; • Christmas Lights event yet to be confirmed; • Events currently being updated on the website.
<p>Continue to develop and plan the various historic trails in the town</p>	<ul style="list-style-type: none"> • Identification of existing trails • Identification of potential trails • Identification of suitable partners • Identification of budget and funding required • Development of timeline for implementation 	<ul style="list-style-type: none"> • Destination Leominster has identified a number of trails; • LEADER application to incorporate an element of this.
<p>Develop leaflets and a town map highlighting the many historic attractions of Leominster.</p>	<ul style="list-style-type: none"> • Identification of existing provision • Identification of perceived gaps • Identification of additional revenue streams • Identification of suitable partners • Identification of budget and funding required • Development of timeline for implementation 	<ul style="list-style-type: none"> • Leaflets have now been developed following adoption of the branding; • Branding guidelines completed; • Leaflets commissioned.

<p>Develop market and event opportunities at 11 Corn Square</p>	<ul style="list-style-type: none"> • Assessment of infrastructure required • Provision of infrastructure • Programme of events • Identification of suitable partners • Identification of budget and funding required • Development of timeline for implementation 	<ul style="list-style-type: none"> • Initial event has been developed and successfully delivered; • Draft project plan developed and funding allocated via 2018/19 budget; • Additional options currently being developed for consideration.
<p>Continue to develop and invest in the weekly market and the Farmers/Specialist markets held in Corn Square</p>	<ul style="list-style-type: none"> • Understand current situation • Draw up development proposals for a range of markets • Identification of additional traders • Identification of suitable partners • Identification of budget and funding required • Development of timeline for implementation 	<ul style="list-style-type: none"> • Market is currently facing a number of challenges; • Farmers Market is growing; • New ideas for 2018/19 being developed.



Communications & Events Committee

Date: 6th March 2018

Title: TIC Management Report

Purpose of the Report: To provide Members with an update from the TIC Manager.

Contact Officers: Paul Russell

1. RECOMMENDATION

1.1 That the report be noted.

2. BACKGROUND

2.1 Please see the Manager’s Report below.

<p>Tourist Information Centre</p>	<p>The front entrance door and inner door are now fully repaired and functioning. They work really well to retain the heat of the building making a comfortable environment for the staff and volunteers. Customers no longer stumble in to the automatic door as it now has a completely manual function.</p> <p>The shortage of storage space has been resolved with the building of a cupboard upstairs and some shelving in the downstairs passage by the kitchen. Internal and external branding is still needed.</p>	<p>Customers comment on the excellent craftsmanship of the door.</p>
<p>Tourism Association</p>	<p>Annual invoices have been sent out and payments slowly coming in. There are currently 114 members, these include attractions, accommodation, tearooms, pubs, shops, galleries activities, and gardens. Each pays £25 per year. This goes in to a fund to provide the ‘Leominster Country’ leaflets. Each member gets a listing and hyper-link on our tourism website: www.leominstertourism.com.</p> <p>Gill will attend the annual Tourism forum for South Shropshire, which is at Ludlow Castle this year. There will be a leaflet swap shop and a stand has been booked to promote Leominster and the area.</p>	<p>Unfortunately one of our best B&Bs is closing this month. Highgate House has been sold as a family home as the owners are retiring.</p> <p>The new town leaflet will be given out, along with ‘Leominster Country’.</p>

AGENDA ITEM No: 9

Box Office	<p>The TIC has been busy with bookings as it has been Box Office for 'Borderlines', the annual film festival and for the Early Music Festival which sadly had to be postponed due to personal problems of some key musicians and the dreadful, inclement weather.</p> <p>The TIC continues to book for the Playhouse Cinema, the Lion Ballroom, Travelarts trips, Yeomans Travel, National Express, and other occasional events.</p>	<p>Some Borderlines tickets had to be refunded, but most people have retained tickets for a later date.</p>
Staffing	<p>The TIC was very sorry to have to say 'goodbye' to Bob Ellis, our longest serving volunteer. He passed away after being a volunteer at the TIC for over 27 years. However he will always be with us in spirit as he is depicted in the new Leominster in Stitches instalment.</p> <p>All paid members of TIC staff and two volunteers have now been trained and granted a licence sell alcohol.</p>	<p>There are currently 16 regular volunteers, one of whom has broken her neck and is out of action for a while. There are 3 others who cover on a casual basis.</p>
Purchasing	<p>The TIC now stocks locally produced ciders, beers, vodka etc. A recent addition to the local book selection is the story of the Hixon Railway Disaster by Richard Westwood, whose father manned the Leominster level crossing. The book details how he and another man had to push a stranded lorry off the Leominster crossing thus averting a catastrophic disaster here, and the implications that followed.</p>	
Leominster in Bloom	<p>One of the main projects for this year's entry is to fill the town with knitted poppies. This will tie in with the commemoration of the end of the First World War, as well as Herefordshire Armed Forces Day in Leominster. Local groups and individuals have been collecting the patterns from the TIC and bags full of poppies have been arriving to be stored at the TIC.</p>	<p>Provisional date for Leominster in Bloom judging is Friday morning the 20th July 2018.</p>
Leaflets	<p>A new town mini-guide has been produced using the new branding. This was prioritised in order to be ready for the crowds expected for the Roger Clarke Car Rally at Brightwells. The leaflet was included in the 'Welcome packs' that were provided for the drivers who attended the Mayor's reception at Grange Court. The leaflet has been very well received by our customers who comment on how 'bright and cheerful' it is, and how clear the map is. Other people in the Tourism industry have also commented on how 'lucky' Leominster is to have both 'an active TIC', and a 'colourful promotional leaflet'.</p> <p>Costs and funding are currently being looked into</p>	

	<p>for a reprint of the Black and White Village Trail guide. Mr and Mrs Baines have also produced a Black and White leaflet for the town centre which should be available for sale shortly.</p>	
<p>Events</p>	<p>The TIC and Town Council office staff worked together to provide the Christmas event: 'Through the Wardrobe' which was a huge success. It was free to the people of Leominster who queued in their hundreds to get to walk through the wardrobe doors into 'Narnia'. They were delighted to meet Mr Tumnus, and Mr and Mrs Beaver under the lamp post. Snow fell as they approached the Snow Queen who tempted them with her Turkish Delight, before they sat with Father Christmas and met his reindeer. The feedback from this has been fantastic and despite queuing for over an hour in some cases, nobody complained. All staff and many volunteers helped out on the day and over 550 people attended. The Old Stable Gallery has now had two exhibitions which went very well. The artists did much of their own publicity, and invited many of their friends who are also now interested in booking the space. There have been some good sales of art and frequent comments have been very complimentary about the gallery, its colour and its ambience. £520 was taken from sales before the TIC commission which is 20% +VAT. A new art exhibition has now been set up for month, and a 'pop-up' craft shop will be there on Saturday the 10th March. This could become a regular monthly event if it goes well.</p>	<p>This was publicised through social media, schools and local press. Staff all put in many unpaid hours to ensure it was a success.</p>
<p>Customer comments</p>	<p>So many customers come in and make nice observations that the volunteers have started a customer comments book. Here is a selection: 'This is one of the nicest shops in Leominster, it a real treat, so beautifully restored.' 'Thank you for everything you do for Leominster, what a lovely exhibition space, and well publicised.' 'What an interesting selection of books, you have some lovely stuff, and it's so nicely displayed.' What a lovely TIC, you are so lucky to still have one' In all, 50 favourable comments along these lines were written down in the month of February.</p>	<p>Some of these include comments made by local shop-keepers.</p>

Leominster in Stitches	There was a lively press launch of the new Corn Square selection of 'Leominster in Stitches', in the TIC. It is a permanent exhibition, which is the final piece that the group will do. They started depicting the history of the town in 2009 and now have exhibits at Grange Court, the Community Centre, the hospital, Clever Betsy and the library. The latest instalment shows the Leominster market and both the old and the new TIC.	
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2.2 The table below outlines the visitor numbers and relevant variations over the past three years:

Month	2015	2016	Variance	2017	Variance	2018	Variance
January	1441	1292	-149	1226	-66	1393	167
February	1793	1690	-103	1192	-498	1630	438
March	1996	1872	-124	1997	125		
April	2952	2179	-773	1956	-223		
May	3203	2911	-292	2485	-426		
June	2950	2508	-442	2225	-283		
July	2958	3123	165	1983	-1140		
August	3116	4378	1262	2542	-1836		
September	3093	2223	-870	3897	1674		
October	2199	1843	-356	1758	-85		
November	1438	1735	297	1577	-158		
December	1266	1695	429	1894	199		
	28405	27449	-956	24732	-2717	3023	605

2.3 The following update has been received from the Events Officer:

- Currently working on how this year’s Food Festival will be laid out, It has yet to be decided whether to put stalls in the garden or just use it as a venue for music. Bookings will open mid March. The Festival will use Corn Square to hold all of the stalls. It is hoped to involve Grange Court in some way this year.
- A theatre performance was planning for late July/beginning of August. Unfortunately the theatre company the Town Council was going to hire for August has not replied so this proposal is being abandoned. There are a few other companies but they are more or less fully booked.
- Looking at the possibility of having a Halloween themed event during the Autumn half term. It has been preliminarily dubbed it “Leomonster”. Possibly have some kids spooky crafts sessions and the like, Fetch theatre performance, getting Playhouse involved screening a horror movie and the Walkers Group being involved with a horrid history of Leominster walk.
- One of the big projects being worked on at present is redesigning of the TIC website. I am currently transferring all of the data across. Once I have

a blank design with all the information on, a meeting will be arranged to discuss how it should be designed further. There is no guarantee that once we have a new site we will be able to make it go live due to the platform currently being used, but a further update in due course will be provided.

- Have been working on the online events list, putting in local events for the year to make it more substantial.



Communications & Events Committee

Date: 6th March 2018

Title: Herefordshire Armed Forces Day Update Report

Purpose of the Report: To provide Members with an update regarding the development of the Herefordshire Armed Forces Day, which is being hosted by Leominster Town Council

Contact Officers: Paul Russell

1. RECOMMENDATION

- 1.1 That the report be noted;
- 1.2 To receive a verbal update following the meeting with the Royal British Legion Leominster Branch being held on 6th March 2018;
- 1.3 That the HAFD Working Party appointed by Full Council in September 2017 agree a series of meeting dates to develop and manage the hosting of the event which will culminate on Saturday 30th June 2018.

2. OVERVIEW AND UPDATE

- 2.1 An initial approach was made to the Mayor of Leominster in July 2017 following the Herefordshire Armed Forces Day (HAFD) hosted in Hereford, when an interest was expressed that Leominster host the 2018 Herefordshire Armed Forces Day.
- 2.2 An initial meeting was held on 17th August 2018 between the HAFD organisers and the Town Council. At this meeting it was confirmed that The Town Council would be formally requested to host HAFD.
- 2.3 At the Full Council meeting held on 25th September 2017 the following resolution was passed. (It should be noted that HAFD will be hosted on Saturday 30th June 2018):
 - (d) **Armed Forces Day** – Council considered the report presented to host the Herefordshire Armed Forced Day in Leominster on 23rd June 2018. Following discussion it was **RESOLVED:**
 - That Leominster would host Armed Forces Day 2018;
 - That a Task & Finish Group be appointed to oversee the development and organisation of the day;

- That Cllrs R Pendleton, Bartlett, Burke, Egan, A Pendleton, Rosser and Rumsey be appointed to the Group;
 - That funding of between £2,500 and £5,000 be included in the 2018/19 budget to help fund the day.
- 2.4 An initial events plan has been developed by the Officers of the Town Council over the past two months prior to the implementation of the planning process for the event.
- 2.5 An initial meeting will be taking place with the Royal British Legion on Tuesday 6th March 2018 to which all members of the Town Council have been invited to attend. A verbal update will be provided to Committee at the meeting.
- 2.6 A copy of the draft Armed Forces Day Action Plan has been distributed to members and is attached again to this agenda.
- 2.7 Committee is asked to feed into the draft plan for the day, identify people who they would like to be involved and agree a series of regular meetings for the Working Party to oversee the organisation and delivery of this event.



Communications & Events Committee

Date:	6th March 2018
Title:	Committee Update Report
Purpose of the Report:	To provide Members with an update relating to the Committee, identify items for consideration and further actions/decisions required.
Contact Officers:	Paul Russell

1. RECOMMENDATION

- 1.1 That the report be noted;
- 1.2 To formally adopt the branding guidelines to enable Leominster organisations to be able to use them;
- 1.3 That a decision be made regarding the logo to be used on the Street Ambassador uniforms.

2. BACKGROUND

- 2.1 Leominster Town Council formally set up the Communications and Events Committee at its annual meeting held on 15th May 2017.
- 2.2 Its main responsibilities are as follows. These are included in the Terms of Reference and are not exhaustive:
 - Markets and Fairs, including the use of Corn Square;
 - The Tourist Information Centre;
 - Promotion and management of 11 Corn Square including the holiday flat let;
 - Local Events supported by Leominster Town Council.
- 2.3 An Annual Works programme has been developed to help develop the projects identified by Council in its Corporate Strategy. This will have been considered under Agenda Item 7.
- 2.4 This report provides background information to Committee on all projects, updates members on progress to date and identifies any further actions required.

3. MARKETS & FAIRS

- 3.1 A full report will be presented by the Market Manager at the meeting.

- 3.2 The two Corporate Objectives under this heading are:
- Develop markets and events at 11 Corn Square;
 - Continue to develop and invest in the Friday Market and specialist markets held on the Corn Square car park.
- 3.3 Work to review potential opportunities for markets and events to be held in Corn Square Garden in 2018/19 has commenced. The following events are currently being considered and developed:
- Christmas Lights Switch On – This was delivered in 2017 by the Christmas Jubilee Committee, which has now ceased operating. A new organiser needs to be identified and invited to take on the responsibility of this event;
 - Through the Wardrobe – This event was successfully delivered on 9th December 2017 at 11 Corn Square. 550 people attended and over 7,500 people viewed the event via Facebook. Committee to discuss holding a similar event this year, possibly to coincide with the Lights Switch On;
 - Exhibitions in the Stable Gallery have been booked in up until September 2018;
 - Drama events, 11 Corn Square – Initial enquiries have been made of Theatre companies but nothing has been firmed up as yet;
 - Leominster Community Day, Thursday 10th May 2018 – This event is currently being organised by the Town Council Team;
 - Armed Forces Day in Leominster, 30th June 2018 – An agenda item;
 - Leominster Food Fayre – September 2018.
- 3.4 The Market Officer is currently reviewing the Friday Market and the Farmers Market. Additional specialist markets are being considered and may be held either in the Corn Square car park or in the Secret Garden. As Spring approaches opportunities to host such events will become available.
- 3.5 H-Art will be taking place from 8th to 16th September 2018. Closing date to register your venue is 16th April 2018. The cost for a sixth of a page starts at £355 with a third of a page costing £505. The cost per artist is £25, which is paid by the artist to the venue and then passed on to H-Art. Committee is asked to support becoming part of this project.

4. TOURIST INFORMATION CENTRE

- 4.1 The TIC commenced trading on 2nd May 2017 from its new premises. The TIC Manager's report will have been considered under agenda item 9.
- 4.2 The following actions have been taken since the last meeting:
- CCTV has been fitted into the TIC as part of the Licensing requirements;
 - The shop is now licensed to sell alcohol;
 - The stock lines continue to be reviewed and new merchandise sourced;
 - A small outdoor plant sales area has been created.
- 4.3 Work still to be undertaken includes:

- A review the TIC website and costings to invest in a new modern site;
- The development of TIC event days especially for children.

5. HOLIDAY LET

- 5.1 The Holiday Flat LEADER application has been turned down due to Herefordshire Council receiving additional advice on the eligibility of projects receiving public funding. The flat will therefore have to be delivered in-house using potential PWLB funding or use of balances. The projected cost to complete the flat will be £40,000.
- 5.2 A full project plan will be submitted to either Full Council or Finance & General Purposes Committee for approval prior to commencement. In the meantime the flat has been cleared of all rubbish and initial making good works are being undertaken.
- 5.3 A further update will be provided at the meeting.

6. BRANDING

- 6.1 A new set of Branding Guidelines have been drawn up following the adoption of the new branding. A copy of these guidelines are attached.
- 6.2 Vennture is currently developing the Street Ambassador presence for Leominster and is in the process of training volunteers in safeguarding and first aid. The Street Ambassadors will be provided with a uniform. In Hereford the Street Pastors uniform have the BID logo and the Vennture logo.
- 6.3 It has been recommended that in Leominster, in order to underpin the community and economic support element of this initiative the Leominster County logo be used alongside the Vennture logo. It is felt that this would make the Ambassadors more approachable and as well as being part of the tourism package. The alternative is to use the Town Council crest.

7. EVENTS

- 7.1 The following events are being organised by the Town Council and other relevant local organisations. A road closure for Corn Square car park has been obtained for the following:

DATE	EVENT	TIME
Saturday 13 th January	Farmers Market	
Saturday 10 th February	Farmers Market	
Saturday 10 th March	Farmers Market	
Saturday 14 th April	Farmers Market	
Thursday 10 th May	Celebration of Leominster	11:00-15:00
Saturday 12 th May	Farmers Market	
Saturday 9 th June	Farmers Market	
Saturday 14 th July	Farmers Market	
Saturday 11 th August	Farmers Market	

Saturday 8 th September	Farmers Market	
Saturday 13 th October	Farmers Market	
Saturday 10 th November	Farmers Market	
Saturday 1 st December	Small Business Saturday	
Saturday 8 th December	Victorian Street Market and Farmers Market	

7.2. The following events are planned and those which require a road closure are highlighted. It is proposed that the Town Council applies for these closures and finances them as part of its ongoing support for the community. Funding will be from the grant funding allocation:

DATE	EVENT	CLOSURE	TIME
Saturday 24 th March	Leominster Medieval Pageant	None	None
Thursday 10 th May	Community Event	Corn Square car park, Victoria Street, Corn Street	00:00 to 18:00
Saturday 30 th June	Herefordshire Armed Forces Day	Corn Square car park, Victoria Street, Corn Street and Pinsley Road.	00:00 to 18:00
Saturday 7 th July	Morris Dancing Event	Corn Square car park, Victoria Street, Corn Street	00:00 to 18:00
Saturday 1 st September	Leominster Food Fayre	Corn Square car park, Victoria Street, Corn Street	00:00 to 18:00
Sunday 11 th November	Remembrance Day	Broad Street Church Street Pinsley Road High Street South Street Access can be allowed in between except for Pinsley Road	Broad Street 09:00 -11:00. Church Street 09:00 -13:00 Pinsley Road 09:00 – 13:00 High Street 12:00 – 13:00 South Street 12:00 – 13:00 Access can be allowed in between except for Pinsley Road
Saturday 24 th November	Christmas Lights Switch On	Corn Square car park, Victoria Street, Corn Street	00:00 to 18:00

7.3 The following Temporary Events Notices are required. Cost is £21 per TENs:

DATE	EVENT	ORGANISER
Thursday 10 th May	Community Event	Leominster Town Council
Saturday 30 th June	Herefordshire Armed Forces Day	Leominster Town Council
Saturday 7 th July	Morris Dancing Event	Leominster Business Group
Saturday 1 st September	Leominster Food Fayre	Leominster Town Council
Sunday 11 th November	Remembrance Day	Royal British Legion
Saturday 24 th November	Christmas Lights Switch On	To be appointed

8. COMMUNICATIONS

- 7.1 A proactive communications strategy is being implemented by the TIC staff to ensure that what is happening in Leominster is properly communicated.
- 7.2 The Leominster Country branding has been finalised and adopted and new signage for the TIC has been agreed and ordered. In addition a suite of leaflets will start to be developed.
- 7.3 As previously acknowledged the TIC website is being updated but there may be some issues with the current platform, which is free. Other options are being reviewed.
- 7.4 An initial review of the Town Council website will be undertaken in due course. As part of the review will be GDPR adherence, updating privacy notices and ensuring consent requests are clear and transparent.
- 7.5 The Mapping Leominster's Youth project is also looking at ways to communicate more effectively with young residents as well as on a regular basis.

LEOMINSTER TOWN COUNCIL

REVIEW OF THE COMMUNICATIONS & EVENTS COMMITTEE

1. INTRODUCTION

- 1.1 As part of Leominster Town Council's commitment to continually review its processes and procedures this report has been developed to review the current committees, frequency of meetings and the timing of those meetings. This review is being undertaken in-house. (please note that this report was deferred from the Full Council meeting on 29th January 2018)
- 1.2 In January 2016 a revised committee structure was developed and adopted to enable the Town Council to be ready for the additional responsibilities it intended to undertake. The section relating to the Council's democratic structure is contained in Appendix One of the original report.
- 1.3 This review will focus specifically on the timings and frequency of meetings. The roles of each committee are outlined in the current Scheme of Delegation and Terms of Reference, which is contained in Appendix Two of the original report.
- 1.4 A revised meeting schedule has been developed and is attached in appendix three of the report if the recommendations contained in 2.6 are adopted by Full Council.

2. REVISED COMMITTEE MEETING TIMES

- 2.1 A new Committee, the Communications & Events Committee, was adopted in 2016 following the decision to bring the Tourist Information Centre under the Town Council as one of its services, and the relocation of the Tourist Information Centre to 11 Corn Square.
- 2.2 Initially the new Committee was set up with a membership of 9 Members to act as overseers of the TIC and to help develop events, promotions and other initiatives. The Committee was originally scheduled to meet 3 times per year in the evening.
- 2.3 For a variety of reasons the frequency of meetings has proved to be too low, meeting in the evenings have created some staffing attendance issues and the Committee is not, in its current form, able to meet its Terms of Reference requirements as well as it should.
- 2.4 Financial reporting needs to be more frequent, the ability to appoint and engage with Task & Finish Groups to oversee events and promotions needs to improve in efficiency, regular updates from the TIC Manager are required and the development of Leominster Market needs to be more proactive.

2.5 It was therefore suggested that the meetings be arranged during the daytime period. An initial email was sent to Members for comments and all those that responded were in favour of this change.

2.6 It is therefore recommended that:

- Meetings of the Communications & Events Committee are held on the third/fourth Wednesday of every second month at either 11:30am or 2pm;
- The meetings are held in the Council Chamber and are open to the public;
- The number of Members remains at 7 plus the Mayor and Deputy Mayor;
- The existing Terms of Reference and Schemed of Delegation be retained;
- That the first Meeting of the Committee takes place on 21st March 2018.

LEOMINSTER TOWN COUNCIL

MEETING SCHEDULE 2018/19

March 2018	MEETING	TIME
Monday 5 th	Planning & Highways Committee	7:00pm
Monday 12 th	Communications & Events Committee	7:00pm
Monday 19 th	Environment & Services Committee	7:00pm
Monday 26 th	Planning & Highways Committee	6:00pm
Monday 26 th	Full Council	7:00pm

APRIL 2018	MEETING	TIME
Monday 23 rd	Planning & Highways Committee	7:00pm
Tuesday 24 th	ANNUAL TOWN MEETING (prov)	7:30pm
Monday 30 th	Finance & General Purposes Committee	7:00pm

May 2018	MEETING	TIME
Saturday 12 th	Mayor Making	7:00pm
Monday 14 th	Follow-on Annual TC Meeting	7:00pm
Wednesday 16 th	Communications & Events Committee	11:30am
Monday 21 st	Planning & Highways Committee	6:00pm
Monday 21 st	Environment & Services Committee	7:00pm
Tuesday 22 nd	ANNUAL TOWN MEETING (prov)	7:30pm

June 2018	MEETING	TIME
Monday 4 th	Planning & Highways Committee	7:00pm
Monday 18 th	Planning & Highways Committee	7:00pm
Monday 25 th	Full Council (End of Year Accounts)	7:00pm
Monday 25 th	Finance & General Purposes Committee	7:30pm

July 2018	MEETING	TIME
Monday 2 nd	Planning & Highways Committee	7:00pm
Monday 16 th	Environment & Services Committee	7:00pm
Monday 23 rd	Planning & Highways Committee	7:00pm
Wednesday 25 th	Communications & Events Committee	11:30am
Monday 30 th	Full Council	7:00pm

August 2018	MEETING	TIME
Monday 13 th	Planning & Highways Committee	7:00pm

Sept 2018	MEETING	TIME
Monday 3 rd	Planning & Highways Committee	6:00pm
Monday 3 rd	Finance & General Purposes Committee	7:00pm
Monday 17 th	Environment & Services Committee	7:00pm
Wednesday 19 th	Communications & Events Committee	11:30am
Monday 24 th	Full Council	7:00pm

**AGENDA ITEM No: 12
APPENDIX 3**

October 2018	MEETING	TIME
Monday 1 st	Planning & Highways Committee	7:00pm
Monday 22 nd	Planning & Highways Committee	7:00pm
Monday 29 th	Finance & General Purposes Committee	7:00pm

Nov 2018	MEETING	TIME
Monday 5 th	Planning & Highways Committee	7:00pm
Monday 19 th	Environment & Services Committee	7:00pm
Monday 26 th	Full Council	7:00pm
Wednesday 28 th	Communications & Events Committee	11:30am

December 2018	MEETING	TIME
Monday 3 rd	Planning & Highways Committee	7:00pm
Monday 10th	COUNCILLOR BRIEFING	7:00pm
Monday 17 th	Planning & Highways Committee	6:00pm
Monday 17 th	Finance & General Purposes Committee	7:00pm

January 2019	MEETING	TIME
Monday 7 th	Planning & Highways Committee	7:00pm
Monday 21 st	Environment & Services Committee	7:00pm
Wednesday 23 rd	Communications & Events Committee	11:30am
Monday 28 th	Full Council	7:00pm

February 2019	MEETING	TIME
Monday 4 th	Planning & Highways Committee	7:00pm
Monday 25 th	Finance & General Purposes Committee	7:00pm

March 2019	MEETING	TIME
Monday 4 th	Planning & Highways Committee	7:00pm
Monday 18 th	Environment & Services Committee	7:00pm
Wednesday 20 th	Communications & Events Committee	11:30am
Monday 25 th	Full Council	7:00pm

APRIL 2019	MEETING	TIME
Monday 1 st	Planning & Highways Committee	7:00pm
Monday 29 th	Planning & Highways Committee	6:00pm
Monday 29 th	Finance & General Purposes Committee	7:00pm

May 2019	MEETING	TIME
Saturday 11 th	Mayor Making	7:00pm
Monday 13 th	Follow-on Annual TC Meeting	7:00pm
Wednesday 15 th	Communications & Events Committee	11:30am
Monday 20 th	Planning & Highways Committee	6:00pm
Monday 20 th	Environment & Services Committee	7:00pm