



LEOMINSTER TOWN COUNCIL

COMMUNICATION & EVENTS COMMITTEE

Wednesday 14th November 2018

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 21st November 2018** 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 26th September 2018.
- 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 30th January 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 26th September 2018 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, TIC Manager and the Markets Officer.

CE22/18 APOLOGIES FOR ABSENCE

No apologies for absence were received.

CE23/18 DECLARATIONS OF INTEREST

There were no Declarations of Interest made.

CE24/18 REQUESTS FOR DISPENSATIONS

No requests for dispensations had been received.

CE25/18 QUESTIONS FROM THE PUBLIC

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

CE26/18 MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that the minutes of the Communications and Events Committee meeting held on 25th July 2018 be agreed and signed as a correct record.

CE27/18 CLERK'S REPORT

Committee noted the following report:

- (a) **Proposed Charity Event** – Committee noted that a request had been made to hold a market for charities and support services in Corn Square. Following consideration Committee **REOLVED:**
- To support a charity event in Corn Square to be held on Saturday 2nd March 2019;
 - To seek clarification from Herefordshire Council regarding any funding that might be available to help support the event;
 - To establish whether the charities and support organisations wished to use their own gazebos rather than traditional market stalls.
- (b) **Corn Square Licence** – Committee noted that an off-sales and entertainment licence had been applied for in respect of Corn Square.

CE28/18 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;
- That the revised layout of the market would take some time to implement due to trader concerns regarding pitch recognition;
- A seasonal upturn was expected following the drop in attendance over summer;
- An additional Christmas Market on Christmas Eve was expected to take place.

Committee noted that the Victorian Street Market would be held on Saturday 8th December 2018. Over 90 stalls were expected.

CE29/18 TOURIST INFORMATION CENTRE

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

- That the report be noted;
- To welcome the revised Leominster Country leaflet being funded by the Tourism Association;
- To reduce the frequency of the current stock taking requirements from four times a year to twice a year due to the staffing capacity required.

CE30/18 COMMITTEE UPDATE REPORT

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

- That the report be noted;
- To review the current tourism brown sign provision, and develop a proposal to provide additional brown signage to complement and improve the existing signage;
- To support Small Business Saturday by funding free car parking for the day, subject to requesting local businesses for relevant data to enable the Town Council to assess the impact free car parking has on local businesses and footfall;
- To fund the cost of free car parking from the grants budget. Total cost would be £1,079 + VAT;
- To request the Leominster Business Group to contribute towards the provision of additional festive lighting and infrastructure at the top of West Street.

CE31/18 DATE OF NEXT MEETING

Committee noted that the next meeting of the Committee would be held on Wednesday 21st November 2018 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 12:45pm.

CHAIR:

DATE:

TIC MANAGER'S REPORT

Leaflet news	The 'Leominster Country' leaflet is currently at Barrington's printers and should be with us any day now. 15,000 have been ordered and a distributor will take a large proportion of these to take all over the UK. Local TIC s will be notified and sent a copy, informing them that it is available to order in bulk.	
Tourism Association	There are currently 102 members. The latest to join are the Monkland Arms, 'Carrot and Wine' stores, Rowden Mill Station, War and Son, Oldfields Garage, Swan Brewery, the White Lion and the Forbury Chapel.	
Purchasing	There have been further purchases for the Christmas season, including popping corn on the cobs. These are produced by a local company and make novelty gifts to put in a microwave. The initialled mugs are going well, bamboo cups are yet to arrive. The small jute gift bags from Risbury Oil also prove popular as local gifts. A second card carousel was purchased as there are always local artists wanting to sell cards, so there are a couple new ranges now available.	
Leominster in Bloom	The presentation day and blessing of the Verdun Oak that Leominster in Bloom is planning in partnership with the Mayor is a work in progress. It is intended that it will be open to the public to attend. Local mayors and other organisations will be given a sapling to continue the legacy of this historic tree.	
Events	Many of the TIC volunteers are getting involved with the plans for 'Through the Wardrobe'. They will assist with crowd control and some are dressing up to play a part in the garden. The free tickets were snapped up within a week of going out.	
Other news	Gill has up-dated First Aid training. Keri has reduced her hours due to heavy commitments in her other work. This works quite well as she now does two full days a week. Jaimie and Gill share the remaining shifts. Keri will still cover holidays as necessary. A new volunteer starts on Thursday the 29 th . This is good news as one other is planning to move away shortly. The Gallery is proving popular. Artists like the ambience of the space and we are starting to get regular visitors who come to see what is on each month as it changes. It is taken on the understanding that the room is occasionally occupied as a meeting room.	

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		
December	1695	1894	199		
	27449	24732	-2717	23524	245



Communications & Events Committee

Date:	14th November 2018
Title:	Communications & Events Update Report
Purpose of the Report:	To provide Members with an update relating to the communications and events projects currently being developed.
Contact Officers:	Paul Russell

1. RECOMMENDATION

- 1.1 That the report be noted;
- 1.2 To consider any items that require a decision or recommendation.

2. BACKGROUND

- 2.1 The Committee's main responsibilities are as follows. These are included in the Terms of Reference and are not exhaustive:
 - Markets and Fairs;
 - The Tourist Information Centre;
 - Council events;
 - Council communication;
 - Local Events supported by Leominster Town Council.
- 2.2 This report provides background information to Committee on progress events and communications projects and initiatives currently being developed, and identifies actions required.

3. MARKETS

- 3.1 It has been confirmed that the licence for Corn Square has been granted, although at the time of agenda publication a copy of the licence was still awaited.
- 3.2 It is understood that the Licence took effect week commencing 6th November 2018. An update will be provided at the meeting.
- 3.3 A draft business development plan for the market is being developed and will be distributed on completion. This will set out in very general terms how the market may be developed alongside other events, various promotional activities, the required investment and a medium term income projection.

3.4 Much of this will depend on what investment may be made in the public realm in the future.

4. HOLIDAY LET

4.1 A full review of the renovation of the Holiday Flat has been undertaken. There is still a significant amount of work to do and, once again, events such as Remembrance and “Through the Wardrobe” have interfered with the completion of the project.

4.2 The fireproof suspended ceiling has now been installed, subject to a number of minor snagging issues. Once this and other fire proofing works have been completed the Building Control inspector will be invited to the site in the hope that the project can be signed off.

4.3 The following works are still outstanding:

- Compartmentalisation of the attic space to address fire regulations;
- Fire regulation works along the fire escape route (intumescent strips and works to compartmentalise the cellar)
- Works to box in and fireproof pipework in the downstairs toilets;
- Completion of the decoration of the flat. The kitchen and some minor decorating works are still outstanding;
- Completion of the kitchen;
- Completion of electrical works and fittings;
- Completion of fire alarm system;
- Completion of the heating system. A gas approval certificate is required;
- Carpets, flooring and furnishings.

4.4 A further update will be provided at the meeting.

5. SIGNAGE

5.1 The LEADER grant is currently under consideration by Herefordshire Council and an update will be provided at the meeting, if available.

6. EVENTS

6.1 A reminder of the events taking place in Leominster is outlined below:

DATE	EVENT	TIME
Wednesday 14 th November	SBS Tour Bus, Broad Street	All day
Saturday 24 th November	Christmas Lights Switch On	Afternoon
Saturday 24 th November	Through the Wardrobe	5pm – 7pm
Saturday 1 st December	Small Business Saturday	All day
Saturday 8 th December	Victorian Street Market	All day

6.2 The Town Council will oversee the Christmas Lights Switch-On ceremony alongside the Through the Wardrobe event. Outlined below is an update on both events:

*For the **Christmas lights Switch On:***

- The Christmas Lights have now been erected throughout the town;
- Morris's Fair will be providing fairground rides;
- Fun stalls and food outlets will be attending;
- Conod's Haulage will supply a trailer to be used as a stage.
- Like Radio have been secured and will supply stage lighting and the PA system. They will also compere for 3 hours
- The Three Tenders and Keri Hoffman will provide musical entertainment in the square.

The running order for the day will be as follows:

12pm	Funfair opens
4pm	Advent Service at Leominster Priory
4.45pm	Procession begins from Priory to Corn Sq. Arrival 5pm
4.45pm – 5pm	Keri Hoffman sings (15 mins)
5pm – 5.15pm	Insteps Dancers perform in area in front of stage 15 mins
5.15pm - 5.30pm	Keri Hoffman continues (15 mins)
5.30pm	Light Switch On by Mary & Joseph
5.30pm - 6pm	The Three Tenders perform (30 mins)
5.45pm – 6pm	TTW gentle session
6pm – 8pm	TTW Extravaganza

*For the **Through the Wardrobe (TTW) Event:***

- The Wardrobe room will be assembled the week beginning on 12th November.
- Arrival of 50 Christmas Trees on 19th November. These will be placed in their positions in the garden as soon as possible so that the lighting can be set up by Martin Nicholas.
- Father Christmas tent will also be placed in the garden at an early stage so that Martin can work on the lighting.
- To create an air of mystery around the character of Aslan, a lion will appear as a projection in a corner of the garden on a 45 second loop across a stretch of organza.
- A white bell tent, lent to us by Pretty Little Tents, for the White Witch to sit in, will be erected on Friday 23rd November. Tent will be dressed on Saturday 24th.
- Dignitaries attending the Christmas Lights Switch on have been invited for a quick guided preview at the beginning of the quiet time.

7. COMMUNICATIONS

The following update has been provided by Jaimie Wood:

Leominster News

- 7.1 Our double page section of Leominster News is proving a great way to communicate council and community news to residents. The Mayors Blog adding an extra element to our communication. I would like to do a "Meet the Councillor" feature every month where we feature one or two Councillors, write about why they became a councillor etc. so readers get to know more

about their local representatives. It is important to get anything you wish adding to the Leominster News to me by my set deadline. I need time to collate this information and get it out to the publisher by the 16th of the month.

Social Media

- 7.2 After a discussion with the Grants & Projects Officer, we have decided to add the Town Council to the TIC Facebook page. I have researched other towns with a Facebook presence and many have combined their TIC and TC to communicate to followers. Therefore, in a few weeks time the Leominster Tourist Information Centre page will become Leominster Tourist Information and Town Council. We already have over 800 followers therefore we will have a sitting audience. Many of the updates for the TC are already posted on TIC social media. We shall keep the TC Twitter for now, but will link it to the FB page so it automatically updates.

Websites

- 7.3 Leominster Town Council website should be fully up to date with current Councillor information, Leominster News, community updates and Mayor's Blog. Leominster TIC website is 90% finished. A couple of tweaks are required, but we are aiming to launch it alongside the new Leominster Country leaflet which is currently being printed. We have upgraded our 1&1 package to allow us to build a mobile/tablet friendly website. This will probably be launched after Christmas, once the Christmas rush has been and gone and I have the time to focus on building that.

Outdoor Theatre for 2019

- 7.4 I have researched a couple of outdoor theatre companies who specialise in village green/pub garden type venues. There are two based in Gloucestershire. One, The Festival Players will be touring with "Much Ado About Nothing" in Summer 2019. They charge a £1,110 performance fee. We would need approximately 100 ticket sales at £12 to cover just their cost. Rain or Shine Theatre Company are touring Shakespeare's "As You Like It". £1,550 performance fee or 70% of box office takings based on £14 per ticket. A couple of local venues, Burton Court and Hampton Court Castle have in the past put on performance. Burton Court has indicated that they only had about 60 people at their last performance.

Potential Events 2019

- 7.5 A meeting has taken place to discuss the possibility of holding a music event on the Grange in August 2019, probably around 10th August. The current draft proposal is as follows:
- The event would commence at 11am and finish at 11pm;
 - Music would commence at around 1pm and finish at 10:30pm;
 - The area west of the footpath across the old cricket pitch would be cordoned off and secured;
 - The event would be a ticket only event;
 - Set up would be on the Friday and take down on the Sunday;
 - Expected attendance would be between 2,000 and 2,500;
 - There would be alcohol and food on sale;

- Relevant security would be provided alongside insurance, licencing and other requirements;
- An events plan would be available.

7.6 The following matters were identified as needing to be addressed:

- A Temporary Events Notice (TENs) would be required;
- Liaison with Herefordshire Council and the Police would be required as this is a no alcohol zone. In essence, permission would be required to suspend the no alcohol zone;
- Full insurance and an events plan would be required;
- Permission to use the area from the Town Council would be required.

7.7 In addition, an offer has been made to host and manage a New Year's Eve event in Corn Square. Consideration would need to be given to the following matters:

- The event would need to be organised and insured by the Town Council;
- Entertainment would need to be secured and funded by the Town Council;
- A level of Town Council staffing capacity would be required;
- The stage and lighting would be provided free of charge;
- A TENs would be required to secure an extension to the current licence;
- There would be no alcohol for sale in the Square;
- The local pubs would need to be fully included in any event planning.