



Ross-on-Wye Town Council

Minutes of the ordinary meeting of the
Community, Markets & Tourism Sub-Committee
held on Tuesday 18th January 2022 at 7.00pm
at The Council Chamber, The Corn Exchange, Ross-on-Wye, HR9 5HL

Present: Councillors E O'Driscoll (Chairman), B Pope, M Setchfield, R Taylor and C Bartrum (substitute for J Winder)

Ex-officio: Councillor J Utting

In attendance: Mrs C Boyles – Deputy Town Clerk, Mrs S Robson – Town Clerk, Mrs J Mainey –Tourism & Marketing Manager

There were no members of the public present.

CMT 22/01#01 Apologies for Absence

[Local Government Act 1972 s85 \(1\)](#)

Councillor I Gumm and Councillor J Winder

RESOLVED – To accept the apologies given.

Absent Councillor K Fowler and Councillor D Lister

CMT 22/01#02 Declarations of Interest

[Local Authorities \(Model Code of Conduct\) Order 2007 SI No. 1159](#)

Councillor C Bartrum – Schedule 2 Interest in agenda item

CMT 22/01#11 i. due to spouse being Chair of Ross CDT.

Councillor E O'Driscoll – Schedule 2 Interest in agenda item CMT 22/01#11 i. due to being a Trustee of Ross CDT.

CMT 22/01#03 Dispensations

[Localism Act 2011 S33\(1\)](#)

None.

CMT 22/01#04 Public Participation

[Standing Orders Clause 3 \(e, f, g & h\)](#)

None.

CMT 22/01#05 To resolve to exclude members of the press and public

To agree any items to be dealt with after the public (including the press) have been excluded as publicity would prejudice the public interest by reason of the confidential nature of the business to be transacted

[Public Bodies \[Admission to Meetings\] Act 1960](#)

There was no confidential business to be transacted.

CMT 22/01#06 Community, Markets and Tourism Sub Committee Meeting - Minutes

[Local Government Act 1972 Sch 12 Para 41\(1\)](#)

To confirm and sign the minutes of the ordinary meeting of the Community, Markets and Tourism Sub Committee held on Tuesday 16th November 2021.

RESOLVED: that the minutes of the meeting of the Community, Markets and Tourism Sub Committee held on Tuesday 16th November 2021 be signed as a correct record.

CMT 22/01#07 Action Review Summary

To receive, review and agree priorities in relation to outstanding actions.

The First International Festival of Iron would not be taking place in 2022 as it had become clear at a meeting with the organisers that significant additional funding would be required and therefore investigations into fundraising and grants towards costs would need to be sought prior to consideration for a future event.

RESOLVED: To receive and note the Action Review Summary.

CMT 22/01#08 Committee Clerk's Report

To receive and note verbal update.

- Green Top Events had been in contact regarding re-commencement of the Friday market, but only on a monthly basis from February 2022.
- The next Armed Forces Breakfast Club was scheduled for 19th February 2022 at St Mary's Church. Councillor attendance in support would be appreciated.

RESOLVED: To receive and note the Committee Clerk's Report.

CMT 22/01#09 Finance

To review income and expenditure with the Community, Markets and Tourism Sub-Committee Budget 2021/22.

RESOLVED: To receive and note the report.

CMT 22/01#10 Budget

[Financial Regulations \(Section 3 Annual Estimates and Forward Planning\)](#)

i) agree the one-year budget forecast as part of the 2022/2023 budget submission,

Proposed: Councillor Taylor

Seconded: Councillor Pope

Unanimous

RESOLVED: To agree the one-year budget forecast as part of the 2022/2023 budget submission for approval to Full Council.

- ii) ensure that any capital project (including building maintenance) has an appropriate project plan identifying the schedule of works (to an appropriate level of detail) and the source of funds e.g., budget or reserves,*
- iii) identify impact of capital projects on revenue budget for the first 5 years.*

Noted.

CMT 22/01#11 Grants

To consider the following applications for grants:

7.22pm Councillor C Bartrum and Councillor E O'Driscoll left the meeting. Councillor J Utting took over the Chair.

- i. Ross-on-Wye Community Development Trust – request for grant funding of £1,000 towards a volunteer management system*

Proposed: Councillor Pope

Seconded: Councillor Taylor

Unanimous

RESOLVED: To approve grant funding of £1,000 towards a volunteer management system.

7.25pm Councillor C Bartrum and Councillor E O'Driscoll returned to the meeting. Councillor E O'Driscoll resumed the Chair.

ii. *Ross-on-Wye Angling Club – request for grant funding of £1,000 towards riverbank willow spilings*

It was noted that the Amenities Sub-Committee had approved a contribution towards this project of £2,500.

Proposed: Councillor Bartrum

Seconded: Councillor Taylor

Unanimous

RESOLVED: To approve grant funding of £1,000 towards riverbank willow spilings.

CMT 22/01#12 Grants

To receive the following final reports:

- i. *Ross-on-Wye CDT (£500 towards the Ross Good Neighbours newsletter)*
- ii. *Ross Juniors FC (£750 towards replacing and improving fencing to comply with health and safety)*
- iii. *Wilton Bridge Pentanque Club (£750 towards building pentanque pistes)*
- iv. *Ross-on-Wye Parkrun (£500 towards a defibrillator)*

RESOLVED: To receive and note the final reports.

CMT 22/01#13 Ross-on-Wye Town Guide

To consider request from Ross Tourism Association to fund a reprint of the Ross-on-Wye Town Guide

7.38pm Councillor J Utting declared a Schedule 2 interest due to his spouse being Chair of the Ross Tourism Association and left the meeting.

Ross Tourism Association had submitted a request that the Town Council fund a reprint of the Ross Guide. They had received a quote of £2,700 for an update and printing of 10,000 copies and with estimated distribution costs of £300 it would be a total of around £3,000.

RESOLVED: To suggest to Ross Tourism Association that they submit a grant application to the Town Council for up to £1,000 for this purpose and to seek two further comparable quotes for the design and print. Any additional funding would need to be referred to the Management Committee. The Tourism and Marketing Manager would speak to the Ross Business Association about this at their upcoming meeting.

7.51pm Councillor J Utting returned to the meeting.

CMT 22/01#14 Tourism & Marketing

i. *To receive a written report from the Tourism and Marketing Manager*

An update on the winter social media giveaway was given. Over the six weeks uptake had grown and since the start of the campaign Facebook followers on the Ross Town Council page had increased by 571.

The Town Maps had gone to print and installation was due to happen in the coming week.

The RTA website was undergoing final updates. A final draft of the Partnership Agreement with the Town Council, for the website would be completed and circulated prior to signing.

RESOLVED: To receive and note the report. The Tourism and Marketing Manager would update the RTA website agreement and circulate it to the relevant parties (to include Councillor Utting and Councillor O'Driscoll).

ii. To agree calendar of events for 2022/2023

Town Council events for 2022/2023 were discussed. Dates for Bands in the Park and Proms in the Park had already been agreed. Armed Forces Day had a budget that would be carried over as a result of the event being postponed due to Covid. There would be a schedule of events around the town for Platinum Jubilee week and Town Council events as part of this were discussed. The Christmas Fayre and the Equinox Festival were also discussed.

RESOLVED: That a provisional calendar of Town Council events would include: Queen's Platinum Jubilee Week events/activities in June 2022, Armed Forces Day Event in June 2022, the Equinox Festival in September 2022 and the Christmas Fayre in November 2022. A funding meeting had been scheduled to look at grants and fundraising opportunities available for Town Council events. Details of proposals for events would be put on future CM&T agendas for approval.

CMT 22/01#15

Armed Forces Day

To receive the outline plan for Armed Forces Day 2022 and to approve proposed actions and expenditure

The outline plan of events for Armed Forces Day and related events during that week had been circulated. As Councillor Gumm was not going to be available on Armed Forces Day, 25th June 2022, it was requested another Councillor also help to organise the event and be in attendance on the day. It was also requested that Homs Road car park be closed overnight on Friday 24th June and all day on Saturday 25th June to allow parking for VIPs attending the event. It was proposed that a Design a Town Flag competition be arranged and it was requested that outlined event costs be approved. Councillor Setchfield and Councillor Pope offered to help with organisation of the event. A Town Flag competition had been mentioned by St Mary's Church as part of the Jubilee Celebrations and it was agreed to speak to them about their plans before further considering this.

RESOLVED: Councillor Setchfield and Councillor Pope to help with the organisation of the event and attendance on the day. Closure of the Homs Road car park overnight on 24th June was agreed in principle, however it was noted that this could not be enforced. Expenditure would be considered for approval when all costs were known.

CMT 22/01#16

Herefordshire Council Greater Places to Visit Funding

To receive verbal report on the Christmas Lights, Museum Without Walls and Digital Notice Boards projects

An update was provided on the Christmas lights, Museum Without Walls and Digital Notice Board projects. All projects were progressing with background work, permissions and agreements currently being worked on.

CMT 22/01#17

Trader Christmas Trees

To agree arrangements for Trader Christmas Trees for 2022

Proposed: Councillor Pope
Unanimous

Seconded: Councillor Utting

RESOLVED: That the Town Council arrange and fund the Trader Christmas trees for the town for Christmas 2022. It was agreed that the number of trees obtained would be determined by the budget allocated for this purpose and that all independent traders would be given the opportunity to have one tree for free on a first come first served basis. Lighting and installation would be the responsibility of the trader to arrange. A database of all traders and contact details would be compiled.

CMT 22/01#18 Working Groups

Christmas Fayre 2021 (21st November 2021)

[Councillors Fowler, Lister, and Winder] (CM&T21/03#33)

- i. *To receive a debrief report from the Working Group and agree proposals for 2022*

The written debrief report was received and noted. The event had been very successful with many positive comments received. The proposals for 2022 were discussed. It was agreed to investigate costs for stall hire for 2022.

Proposed: Councillor Utting
Unanimous

Seconded: Councillor Bartrum

RESOLVED: That the proposed date of 27th November 2022 for the Christmas Fayre was approved, along with remaining in the Broad Street location and increasing the number of stalls to 70, subject to demand. The charge to stallholders would remain at £45, subject to no increase in the cost of stalls to hire.

Proposed: Councillor Utting
Unanimous

Seconded: Councillor Taylor

RESOLVED: To book The Beefy Boys in advance and contact them now with the date and a charge of £300 to attend this year. If they would like exclusivity at the Fayre it would be a charge of £500. Payment would be required in advance of the Fayre.

Proposed: Councillor O'Driscoll
For: 5 Against: 1

Seconded: Councillor Pope

RESOLVED: That the Town Council office undertake the organisation and administration of the Christmas Fayre for 2022, with approval from the Sub-Committee, and that the Christmas Fayre Working Group is disbanded.

Markets

[Councillors Fowler, Lister, Pope and Setchfield] (Terms of reference – CMT 21/06#67)

- i. *To receive a verbal report from the Sub-Committee Clerk on the Christmas Evening Markets*

Details of attendance for the Christmas evening markets had been provided and it was proposed that decisions as to whether to hold future Christmas markets would be considered as part of an overall Market Strategy.

- ii. *To receive a verbal report from the Working Group to look at ways of improving the Thursday and Saturday markets*

No report was received and the Markets Working Group had not held a meeting.

RESOLVED: To request that a meeting be held and a report received by the end of February, in order to be circulated prior to the March CM&T Sub-Committee meeting. If no meeting takes place or report received, the Markets Working Group will be reconstituted with new terms of reference.

A motion to extend the meeting by 10 minutes was proposed.

Proposed: Councillor Bartrum
Unanimous

Seconded: Councillor Taylor

Queens Platinum Jubilee (2nd June 2022)

- i. *To approve action to investigate event funding opportunities and to register the event with the Pageantmaster and Herefordshire Council*

The Sub-Committee was advised that a meeting between the Chairman and office staff to investigate funding opportunities had been arranged and that further information would be brought back to the next meeting.

Proposed: Councillor Bartrum
Unanimous

Seconded: Councillor Utting

RESOLVED: To register the event and to investigate funding opportunities towards Platinum Jubilee events.

- ii. *To approve expenditure of £150 for the piper and £499 for the Queen's Platinum Jubilee trail*

Proposed: Councillor Utting
Unanimous

Seconded: Councillor Bartrum

RESOLVED: To approve payments for the piper and the Platinum Jubilee trail from the Town Events Budget.

CMT 22/01/19

Policies

To review the Bandstand and Caroline Symonds Gardens Hire Policy (last reviewed in March 2020)

RESOLVED: To approve the Bandstand and Caroline Symonds Gardens Hire Policy with the only amendment to bring the deposit required in line with the Special Events Agreement and The Hire of Open Spaces Form which requires a deposit of £1,000 for commercial hire and a discretionary deposit of £500 for Not for Profit Organisations/Registered Charities/Community Groups.

CMT 22/01#20

To confirm date of next scheduled meeting of the Community, Markets & Tourism Sub-Committee and propose items for consideration

Date of next ordinary meeting – Tuesday 15th March 2022

There being no further business, the meeting closed at 9.04pm.

Chairman

Date



Ross-on-Wye Town Council

Minutes of the ordinary meeting of the
Community, Markets & Tourism Sub-Committee
held on Tuesday 15th March 2022 at 7.00pm
at The Council Chamber, The Corn Exchange, Ross-on-Wye, HR9 5HL

Present: Councillors E O'Driscoll (Chairman), I Gumm, R Taylor, J Winder

Ex-officio: Councillor J Utting

In attendance: Mrs C Boyles – Deputy Town Clerk, Mrs J Mainey – Tourism & Marketing Manager

There was one member of the public present.

CMT 22/02#21 Apologies for Absence

[Local Government Act 1972 s85 \(1\)](#)

Councillor D Lister, Councillor B Pope and Councillor M Setchfield

RESOLVED: To accept the apologies given.

Absent Councillor K Fowler

CMT 22/02#22 Declarations of Interest

[Local Authorities \(Model Code of Conduct\) Order 2007 SI No. 1159](#)

Councillor J Utting – Schedule 2 Interest in agenda item CMT 22/02#30 i. and ii. due to his spouse being on both committees.

CMT 22/02#23 Dispensations

[Localism Act 2011 S33\(1\)](#)

None.

CMT 22/02#24 Public Participation

[Standing Orders Clause 3 \(e, f, g & h\)](#)

A member of the public from a local business introduced himself and offered use of the windows in John Kyrle House for advertising and promotional purposes.

CMT 22/02#25 To resolve to exclude members of the press and public

To agree any items to be dealt with after the public (including the press) have been excluded as publicity would prejudice the public interest by reason of the confidential nature of the business to be transacted

[Public Bodies \[Admission to Meetings\] Act 1960](#)

There was no confidential business to be transacted.

CMT 22/02#26 Community, Markets and Tourism Sub Committee Meeting - Minutes

[Local Government Act 1972 Sch 12 Para 41\(1\)](#)

To confirm and sign the minutes of the ordinary meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 18th January 2022.

RESOLVED: that the minutes of the meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 18th January 2022 be signed as a correct record.

CMT 22/02#27 Action Review Summary

To receive, review and agree priorities in relation to outstanding actions.

Christmas Fayre stall hire prices had increased and this would be put on the agenda for the next meeting.

RESOLVED: To receive and note the Action Review Summary.

CMT 22/02#28 Committee Clerk's Report

To receive and note verbal update.

The Ross Tourism Association had responded to the Sub-Committee's suggestion from the last meeting regarding a grant application for the Handpicked Town Guide. They would not be submitting an application and would let it lapse, but had submitted a grant application for the Heritage Trail.

RESOLVED: To receive and note the Committee Clerk's Report and to consider incorporating the Ross Town Guide within the Tourism budget.

CMT 22/02#29 Finance

i. To review income and expenditure with the Community, Markets and Tourism Sub-Committee Budget 2021/22 (enclosed)

RESOLVED: To receive and note the report.

ii. To agree virement of £2,000 from the Christmas Event budget to the Town Events budget

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Gumm

RESOLVED: To approve virement of £2,000 from the Christmas Event budget to the Town Events budget to enable the £2,500 budgeted for Armed Forces Day to be carried over to 2022/23 in the Town Events budget.

CMT 22/02#30 Grants

To consider the following applications for grants:

7.14pm Councillor J Utting left the meeting.

iii. Ross-on-Wye Tourism Association – request for grant funding of £350 towards Ross-on-Wye Heritage Trail

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Taylor

RESOLVED: To approve grant funding of £350 towards Ross-on-Wye Heritage Trail.

iv. St Mary's Church, Ross-on-Wye – request for grant funding of £1,000 towards the Queen's Platinum Jubilee Celebration Project

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Winder

RESOLVED: To approve grant funding of £1,000 towards the Queen's Platinum Jubilee Celebration Project.

7.21pm Councillor J Utting returned to the meeting.

CMT 22/02#31 Grants

To receive the following final reports:

- v. Ross-on-Wye CDT (£1000 towards Gloucester Road wall)*
- vi. Ross Tennis Centre CIC (£1000 towards defibrillator purchase and installation)*
- vii. Ross Christmas Carnival (£750 towards Ross Christmas Carnival)*

RESOLVED: To receive and note the final reports.

CMT 22/02#32 Tourism & Marketing

i. To receive a written report from the Tourism and Marketing Manager

- The new town noticeboards and maps had been installed and had received a lot of positive publicity and feedback.
- The Ross Tourism Association website is now completed and live.
- A set of tourism guides for visitors is being developed which would be available to download from the website to create a tourism subscription/ mailing list.

RESOLVED: To receive and note the report.

ii. To agree allocation of the Tourism Strategy/Town Events Budget of £15,000 for 2022/23 and make a recommendation to the Management Committee

Proposals by the Tourism and Marketing Manager for the Tourism Strategy/Town Events budget were:

- Yarnbombing photographer: £350
- Social media giveaway: £1,000
- Marketing materials: £2,000
- Social media advertising: £500
- Summer Sounds/Music in the Market Place: £750
- Equinox Festival: £5,000 (with same contribution from grants, sponsorship)

The various elements were discussed including increasing the marketing materials budget to allow for the Town Guide to be incorporated and the level of funding commitment to the Equinox Festival. The inclusion of upgrading existing/replacing missing finger signposts around the town was considered.

Proposed: Councillor Utting
Unanimous

Seconded: Councillor Taylor

RESOLVED: That budgets of £350 for Yarnbombing photography, £1,000 for a Social media giveaway, £4,000 for Marketing materials, £500 for Social media advertising, £750 for Summer Sounds/Music in the Market Place, £5,000 for the Equinox Festival (a total of £11,600) from the Tourism Strategy/Town Events budget were agreed in principle for recommendation to the Management Committee, subject to external funding of the same amount being secured for the Equinox Festival and future CM&T Sub-Committee approval. The Tourism and Marketing Manager would provide a working budget for the Equinox Festival for the next meeting.

CMT 22/02#33**Armed Forces Day**

To receive the updated outline plan for Armed Forces Day 2022

The outline plan of events for Armed Forces Day and related events during that week had been updated and circulated. Regular planning meetings were taking place and Councillor Gumm will be meeting with local groups on Monday to discuss their involvement in the day. The grant application to the MOD Armed Forces Day Team had been successful with £2,500 awarded, which with the previously agreed Town Council budget for the event of £2,500, gives a total budget for the event of £5,000. The Tourism and Marketing Manager was thanked for all her work so far on the event.

CM&T 22/02#34**Green Top Events Food Festival**

To consider request for use of Caroline Symonds Gardens, the Bandstand and Long Acre on Saturday 1st October 2022 and agree hire Charges

Green Top Events would like to hold a Food Festival using Caroline Symonds Gardens, the Bandstand and Long Acre with around 100 pitches. In order to consider charges for this event it would be requested they complete a Caroline Symonds Gardens/Bandstand booking form and a Special Events Agreement/Hire of Open Spaces booking form by 31st March 2022.

CM&T 22/02#35**Bands in the Park/Proms in the Park**

i. To agree catering and entertainment provision, including charges, for Proms in the Park

RESOLVED: To seek expressions of interest from local community groups and charities on social media and via email for provision of refreshments or entertainment, such as face painting, at the Proms in the Park event on 17th July 2022. There would be no charge and it would provide a fundraising opportunity for them.

ii. To agree charge to the ice cream van for the 2022/23 season

The charges for the previous year were discussed and the Tourism and Marketing Manager was awaiting a response regarding dates.

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Winder

RESOLVED: To charge £1,000 for 12 weekends for the 2022/23 season.

CMT 22/02#36**Herefordshire Council Greater Places to Visit Funding**

To consider the quotes received for the Christmas Lights and approve the design and supplier

A quote comparison document with four suppliers and designs had been circulated and was discussed. A quote from the existing contractor for installation, storage, eye bolt testing and installation of new eye bolts/catenary wires was awaited and these costs would need to be allowed for.

Proposed: Councillor Gumm
Unanimous

Seconded: Councillor Taylor

RESOLVED: That the preferred design and supplier was Supplier 2 with up to 8 strings of lights to be purchased with the funding, subject to allowance for the costs of storage, installation, eye bolt testing and installation of additional eye bolts/catenary wires that would be required.

CM&T 22/02#37 Market House Seating

To agree operational arrangements for the 2022 season

The arrangements and hours of the Market House Assistant in 2021/22 were discussed as well as the use of under the Market House by Green Top Events on a Friday once a month.

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Gumm

RESOLVED: That the Market House Assistant recommence duties in April until the end of September on the same hours as last year, these being 30 hours per week, Sunday, Monday, Tuesday, Wednesday and Friday, 6 hours per day. Duties would continue to include the chess tables and the same sanitising and cleaning duties as last year. Liaison with Green Top Events over provision of tables and seating on their monthly market day would take place with arrangements to remain flexible regarding this.

CMT 22/02#38 Working Groups

Markets

[Councillors Fowler, Lister, Pope and Setchfield] (Terms of reference – CMT 21/06#67)

- i. *To receive the resignation from Councillor Fowler from the Markets Working Group and to reconstitute the Working Group with new Terms of Reference and approve membership*

Councillor Fowler had resigned as convener of the Working Group and Councillor Pope had expressed an interest in the role. Councillor Winder volunteered to join the Working Group and the benefits of having members from both within and external to the Town Council were discussed.

RESOLVED: To accept the resignation of Councillor Fowler as convener of the Markets Working Group. The new membership of the working group would consist of Councillor Pope as convener and Councillor Winder, with other members to be sought.

- ii. *To receive a Market Strategy Report from the Tourism and Marketing Manager to look at ways of improving the Thursday and Saturday markets*

A Ross-on-Wye Markets Strategy discussion document had been circulated. The Tourism and Marketing Manager was thanked for the document, which would be useful for the Markets Working Group.

Queens Platinum Jubilee (2nd June 2022)

[Councillors O'Driscoll, Winder, Pope, Taylor and Gumm] (CM&T21/09#83)

- i. *To receive updated outline plans for Platinum Jubilee Week*

Councillor O'Driscoll had been attending the St Mary's Church Platinum Jubilee Celebration planning meetings and provided an outline of events planned. The outcome of a grant application submitted by Ross Community Development Trust wouldn't be known until 1st April and this would have an impact on the Town Council's Jubilee event plans. An extraordinary meeting may be required in April.

A motion to extend the meeting by 10 minutes was proposed.

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Winder

- ii. *To approve allocation of £1,000 for up to 10 grants of £100 each for Platinum Jubilee street parties in Ross-on-Wye and agree application conditions and arrangements, including publicity*

A draft Street Party Grant Application form had been circulated.

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Utting

RESOLVED: To approve the Street Party Grant Application form with £1,000 from the grants budget for 2022/23 allocated for 10 grants of £100 for Ross-on-Wye Street Parties to celebrate the Platinum Jubilee. It was agreed for applications to be considered under delegated authority by the Deputy Town Clerk in consultation with the Sub-Committee Chairman, with each application requiring a minimum of two households taking part. If the number of grants applied for exceeded 10, additional funding would be considered by the Management Committee.

- iii. *To consider the purchase of souvenirs for the Queen's Platinum Jubilee*

A document with examples of souvenirs available to purchase had been circulated.

RESOLVED: That the number of children at primary school or nursery within the Ross-on-Wye boundary be ascertained for the Management Committee to consider the purchase of Platinum Jubilee souvenirs.

- iv. *To receive update on the Platinum Jubilee Beacon Trail*

An update was given by the Deputy Town Clerk. The trail had been purchased and the marketing toolkit received. There was a colouring competition for local schools included in the package, which is run by the trail organisers. The organisers require details of the participating venues for the 7 vinyls and an expression of interest email would be sent out to local traders. The 7 venues would then be chosen based on providing a route around town that would take around 30-35 minutes to complete.

CMT 22/02#39

Policies

To review the Grants Policy, including the Grant Application Form (last reviewed in March 2021)

Proposed amendments to sections of the form relating to GDPR had been circulated.

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Gumm

RESOLVED: To approve suggested amendments to the Grants Policy and Grant Application Form. It was agreed that the Final Report requirements for Street Party Grant Applications would be waived, with the only requirement being to provide the Town Council with photographs of the event.

CM&T 22/02#40

To confirm date of next scheduled meeting of the Community, Markets & Tourism Sub-Committee and propose items for consideration

Date of next ordinary meeting – Tuesday 17th May 2022

Items for consideration – Proposal to purchase a new PA system.

There being no further business, the meeting closed at 9.07pm.

Chairman

Date



Ross-on-Wye Town Council

Minutes of the ordinary meeting of the
Community, Markets & Tourism Sub-Committee
held on Tuesday 17th May 2022 at 7.00pm
at The Council Chamber, The Corn Exchange, Ross-on-Wye, HR9 5HL

Present: Councillors E O'Driscoll (Chairman), K Fowler, B Pope, M Setchfield, R Taylor, J Winder
In attendance: Mrs C Boyles – Deputy Town Clerk, Mrs J Mainey – Tourism & Marketing Manager
There were three members of the public present.

CMT 22/05#41 Apologies for Absence

[Local Government Act 1972 s85 \(1\)](#)

Councillor D Lister, Councillor I Gumm and Councillor J Utting

RESOLVED: To accept the apologies given.

CMT 22/05#42 Declarations of Interest

[Local Authorities \(Model Code of Conduct\) Order 2007 SI No. 1159](#)

None.

CMT 22/05#43 Dispensations

[Localism Act 2011 S33\(1\)](#)

None.

CMT 22/05#44 Public Participation

[Standing Orders Clause 3 \(e, f, g & h\)](#)

The Ross Community Litter Clean Up Crew are campaigning for more recruits to join their team of volunteers. They were pleased that there is a possibility of a working group being formed to Keep Ross Tidy and may be willing to join if details are provided. The Clean Up Crew were thanked by the Sub-Committee for the job that they do.

The Chairman brought forward item CMT 22/05#57 to enable members of the public the opportunity to hear discussion on this item.

CMT 22/05#57 Keep Ross Tidy

To appoint a working group for a new community initiative to Keep Ross Tidy

RESOLVED: To form a working group consisting of Councillors Winder, Taylor and O'Driscoll with members of the Ross Community Clean Up Group invited to join. All Councillors would be offered the opportunity to join the group.

7.10pm Two members of the public left the meeting.

CMT 22/05#45 Election of Deputy Community, Markets & Tourism Sub-Committee Chairman

To elect a Deputy chairman for the ensuing year.

Proposed: Councillor O'Driscoll

Seconded: Councillor Pope

Unanimous

RESOLVED: to appoint Councillor Winder to be the Deputy Sub-Committee Chairman.

CMT 22/05#46

To resolve to exclude members of the press and public

To agree any items to be dealt with after the public (including the press) have been excluded as publicity would prejudice the public interest by reason of the confidential nature of the business to be transacted

[Public Bodies \[Admission to Meetings\] Act 1960](#)

There was no confidential business to be transacted.

CMT 22/05#47

Community, Markets and Tourism Sub-Committee Meeting - Minutes

[Local Government Act 1972 Sch 12 Para 41\(1\)](#)

To confirm and sign the minutes of the ordinary meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 15th March 2022.

RESOLVED: that the minutes of the meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 15th March 2022 be signed as a correct record.

CMT 22/05#48

Action Review Summary

To receive, review and agree priorities in relation to outstanding actions.

RESOLVED: To receive and note the Action Review Summary.

CMT 22/05#49

Committee Clerk's Report

To receive and note verbal update.

Further to enquiries to the organisers of the Ferrous Festival in Hereford regarding their event, they had emailed to say that it would be a shame for Ross to emulate something they have created and has a following which might result in confusion and a weakening of attendance for both. The proposed food and drink festival planned for the Bandstand/Long Acre in October 2022 by Green Top Events had been cancelled by them due to lack of bookings from traders.

RESOLVED: To receive and note the Committee Clerk's Report.

CMT 22/05#50

Finance

i. To review income and expenditure with the Community, Markets and Tourism Sub-Committee Budget 2022/23 (enclosed)

RESOLVED: To receive and note the report.

CMT 22/05#51

Grants

To receive the following final reports:

- viii. CreateRoss (£750 towards The Vaga Project)*
- ix. Ross-on-Wye Community Garden (£750 towards Ross Food Hub – Cooking Club)*
- x. Ross and Monmouth Sea Cadets (£750 towards Lowland Leader Award)*
- xi. Ross-on-Wye Lions and Rotary Club (£224 towards Pancake Day Races)*

RESOLVED: To receive and note the final reports.

CMT 22/05#52

Tourism & Marketing

i. To receive a written report from the Tourism and Marketing Manager

- An update on the new digital notice boards was given. It was requested the Tourism and Marketing Manager chase up the information awaited about the interface.

- The Spring Giveaway was now up and running with good engagement on social media.

RESOLVED: To receive and note the report.

- ii. *To consider new location for the large notice board when digital notice board installed and to replace the Perspex*

RESOLVED: That the large metal notice board from outside the old Natwest Bank be relocated by The Bandstand, to replace the existing smaller notice board in this location. The Perspex in the board would be replaced and it would be requested that the expenditure comes from the Amenities street furniture budget.

- iii. *To provide an update on proposals for the Equinox Festival, to include a working budget*

The Tourism and Marketing Manager had submitted a grant application to the Arts Council for £5,000 funding towards the Equinox Festival and a decision was expected in 6-8 weeks. A working budget and events summary was provided, based on obtaining funding.

- iv. *To receive an update on the Tourism Strategy and Action Plan review*

The Tourism and Marketing Manager had provided an Options Discussion Document on the Tourism Strategy and the document was discussed.

CMT 22/05#53 Armed Forces Day

- i. *To receive the updated outline plan for Armed Forces Day 2022*

The outline plan of events for Armed Forces Day and related events during that week had been updated and circulated with regular planning meetings taking place. There was now a full schedule with plenty of stalls and activities planned for the day. The flypast had also been confirmed.

- ii. *To consider Armed Forces Day expenditure for approval (enclosed)*

Costings were discussed and there were currently some unknown expenditure as quotes and availability were awaited.

RESOLVED: That the schedule of costs was approved with authority delegated to the Clerk to incur expenditure within the allocated budget. If enough allocated budget was remaining a new PA system and/or an additional 6mx4m event gazebo would be purchased, in liaison with the Sub-Committee Chairman.

CMT 22/05#54 Bands in the Park/Proms in the Park

To receive an update on catering and entertainment provision for Proms in the Park

Hope Support Services had expressed an interest in providing refreshments and entertainment at Proms in the Park. They would be having a meeting this week to discuss ideas and would like to visit the site and facilities to aid planning. Members requested that Wye Street toilets remain open until half an hour after each of the Bands in the Park and the Proms in the Park events have ended.

CMT 22/05#55 Working Groups

Markets

[Councillors Pope, Setchfield and Winder] (Terms of reference – CMT 21/06#67)

- i. *To receive verbal report from the Working Group.*

- An independent trader, representing a group of around 10 traders had expressed an interest in getting involved with either arranging a market on an alternative day or a couple of traders attending the existing markets on a Thursday or Saturday.
- Ideas such as speciality markets, regular charity pitches, publicity opportunities, a voucher scheme for current and existing traders for free pitches and vouchers to spend at the Market were all suggested as ideas to investigate further.

ii. To consider recommendation to approve development and promotion expenditure.

The working group proposed a voucher scheme that would consist of eight free pitches per year, per trader. These could be used by new or existing traders and at any time of year but would need to be pre-booked.

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Taylor

RESOLVED: To make a recommendation to Full Council that £2,000 be allocated in this financial year as marketing investment for the Markets towards the cost of provision of a trader voucher scheme, an additional gazebo and 2 x folding chairs.

Queens Platinum Jubilee (2nd June 2022)

[Councillors O'Driscoll, Winder, Pope, Taylor and Gumm] (CM&T21/09#83)

i. To receive updated outline plans for Platinum Jubilee Week

Updated plans were discussed and working group meeting notes had been provided. A funding application to the National Lottery Community Fund for £5,000 had been successful and plans for the Platinum Festival on Saturday 4th June were well underway. Leaflets with a programme of events for the week had been designed, printed and distributed.

ii. To consider the purchase of souvenirs and/or a contribution for local schools to celebrate the Queen's Platinum Jubilee

Proposed: Councillor O'Driscoll
For: 5 Against: 0 Abstentions: 1

Seconded: Councillor Winder

RESOLVED: To purchase 750 Queen's Platinum Jubilee Souvenir Keyrings from Crossfield Creations at a cost of £1.00 each and distribute these to all children at Primary Schools and Nurseries in Ross-on-Wye.

iii. To consider Ross Platinum Festival expenditure for approval (enclosed)

Costings were discussed and were within budget, with most costs now being known and only quotes for refreshments for the band and the availability of the face painter awaited.

RESOLVED: That the schedule of costs was approved with authority delegated to the Clerk to incur expenditure within the allocated budget. If enough allocated budget was remaining a new PA system and/or an additional 6mx4m event gazebo would be purchased, in liaison with the Sub-Committee Chairman.

CMT 22/05#56

Christmas Fayre Stall Prices

i. To consider stall hire prices and agree supplier

Stall hire prices from three suppliers were discussed and all quotes were more expensive than previous years.

Proposed: Councillor O'Driscoll

Seconded: Councillor Taylor

Unanimous

RESOLVED: To hire Christmas Fayre stalls from Charles Muggeridge at a cost of £30.00 per stall.

ii. To agree Christmas Fayre stall prices

Due to increased costs of stall hire the prices for stalls at the Christmas Fayre were discussed.

Proposed: Councillor Fowler

Seconded: Councillor Winder

Unanimous

RESOLVED: That the charge per stall at the Christmas Fayre for 2022 is £50.00.

CMT 22/05#58

Hire of the Bandstand/Caroline Symonds Gardens

To consider request to use the Bandstand/Caroline Symonds Gardens for weekly yoga classes

A request had been received from a commercial business for use of the Bandstand every Wednesday evening for 45min outdoor yoga classes as part of a wellbeing programme on a donation basis with all proceeds going to charity.

Proposed: Councillor O'Driscoll

Seconded: Councillor Winder

Unanimous

RESOLVED: That as this was to raise money for charity the £25.00 administration fee usually associated for hire by non-commercial/charitable activities could cover a block booking of four weeks instead of per hire. All the usual terms and conditions of hire would still apply and a copy of public liability insurance required.

CMT 22/05#59

To confirm date of next scheduled meeting of the Community, Markets & Tourism Sub-Committee and propose items for consideration

Date of next ordinary meeting – Tuesday 28th June 2022

Items for consideration – Markets Working Group update and proposals, Keep Ross Tidy Working Group update, debriefs from the Platinum Jubilee events and Armed Forces Day events.

There being no further business, the meeting closed at 8.37pm.

Chairman

Date



Ross-on-Wye Town Council

Minutes of the ordinary meeting of the
Community, Markets & Tourism Sub-Committee
held on Tuesday 28th June 2022 at 7.00pm
at The Council Chamber, The Corn Exchange, Ross-on-Wye, HR9 5HL

Present: Councillors J Winder (Meeting Chairman), B Pope, M Setchfield
In attendance: Mrs C Boyles – Deputy Town Clerk
There were no members of the press or public present.

The meeting commenced at 7.25pm due to awaiting members in order to be quorate.

CMT 22/06#60 Apologies for Absence

[Local Government Act 1972 s85 \(1\)](#)

Councillors E O’Driscoll, D Lister, I Gumm, J Utting

RESOLVED: To accept the apologies given.

Absent: Councillors K Fowler and R Taylor

CMT 22/06#61 Declarations of Interest

[Local Authorities \(Model Code of Conduct\) Order 2007 SI No. 1159](#)

None.

CMT 22/06#62 Dispensations

[Localism Act 2011 S33\(1\)](#)

None.

CMT 22/06#63 Public Participation

[Standing Orders Clause 3 \(e, f, g & h\)](#)

None.

CMT 22/06#64 To resolve to exclude members of the press and public

To agree any items to be dealt with after the public (including the press) have been excluded as publicity would prejudice the public interest by reason of the confidential nature of the business to be transacted

[Public Bodies \[Admission to Meetings\] Act 1960](#)

There was no confidential business to be transacted.

CMT 22/06#65 Community, Markets and Tourism Sub-Committee Meeting - Minutes

[Local Government Act 1972 Sch 12 Para 41\(1\)](#)

To confirm and sign the minutes of the ordinary meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 17th May 2022.

RESOLVED: that the minutes of the meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 17th May 2022 be signed as a correct record.

CMT 22/06#66

Action Review Summary

To receive, review and agree priorities in relation to outstanding actions.

The proposal for the PA system was currently on hold while requirements were ascertained. The Perspex for the old Natwest notice board had been purchased and would be fitted by the Amenities team.

RESOLVED: To receive and note the Action Review Summary.

CMT 22/06#67

Committee Clerk's Report

To receive and note verbal update.

The organisers of a campaign by Herefordshire and Worcestershire NHS Trust to promote young people's mental health across the two counties would be holding a free one hour busking event at the Market House on Wednesday 3rd August between 10.30am-11.30am. During the event there would be information on volunteering, support available for mental health and wellbeing and a live set from Split Second, a Worcestershire based band of four 14-15 year olds who have written a song about mental health in the pandemic.

RESOLVED: To receive and note the Committee Clerk's Report.

CMT 22/06#68

Finance

i. To review income and expenditure with the Community, Markets and Tourism Sub-Committee Budget 2022/23 (enclosed)

RESOLVED: To receive and note the report.

CMT 22/06#69

Grants

To consider the following applications for grants:

v. Olliefest – request for grant funding of £1,000 towards Olliefest

Supporting documentation was not submitted with the grant application. An email detailing why it had not been submitted was read out. While members expressed their support for the work that Olliefest does and the causes it supports, it was felt there was insufficient information to be able to consider the grant application.

RESOLVED: Not to approve a grant as the required supporting documentation was not submitted.

CMT 22/06#70

Grants

To receive the following final reports:

xii. St Mary's Church (£1,000 towards Queen's Platinum Jubilee Celebration Project)

xiii. Ross Sports Centre (£1,000 towards Storage Facilities)

xiv. Ross Tourism Association (£350 towards Ross-on-Wye Heritage Trail)

xv. Thomas Blake Memorial Garden Volunteers (£750 towards Blakes Accessible Sensory Garden)

xvi. The Basement Trust Ltd (£432 towards equipment and Covid 19 protection purchases for youth activities)

RESOLVED: To receive and note the final reports.

CMT 22/06#71

Tourism & Marketing

i. To receive a written report from the Tourism and Marketing Manager (enclosed)

- The written report had been provided and included details of the International Yarn Bombing Day photography and information on the Herefordshire Trail relaunch that had taken place on the 17th June.
- The Spring giveaway has taken place with the winner contacted.

RESOLVED: To receive and note the report.

- ii. *To consider Summer Sounds/Music in the Market Place proposal, with a budget of £750, for recommendation to Management Committee*

Details of the proposal for a Summer Sounds/Music in the Market Place event on an afternoon during a Saturday market in August had been provided in the Tourism and Marketing report.

- iii. *To consider subscription to a social media content management platform system at a cost of £570 per annum*

Details of an annual subscription to Loomly had been provided in the Tourism and Marketing report. It would enable management of multiple social media accounts and would be accessible to all Town Council staff and enable posts to be coordinated and consistent.

- iv. *To consider Visit Dean Wye membership options for 2022/23 (Silver membership £150, Gold membership £280)*

The current silver annual membership expires on 30th June. Membership options and what they include had been detailed in the Tourism and Marketing report. The Tourism and Marketing Manager had suggested that the silver membership be upgraded to gold in order to have access to the additional benefits.

Proposed: Councillor Winder
Unanimous

Seconded: Councillor Pope

RESOLVED: To approve the following expenditure from the Tourism budget: the Summer Sounds/Music in the Market Place proposal with a budget of up to £750, an annual subscription to the Standard Plan for Loomly at a cost of £570 from the Marketing Materials budget and the Gold annual membership subscription to Visit Dean Wye at a cost of £280 from the Social Media Advertising budget.

CMT 22/06#72

Equinox Festival

- i. *To consider approval to delegate authority to the Town Clerk to incur expenditure up to the value of £10,000, subject to confirmation that the funding application from Arts Council England in the sum of £5000 has been successful*
- ii. *To discuss alternative options should the funding application be declined and confirm a deadline of 29th July 2022 for sponsorship funding to be secured to enable a scaled back event to go ahead*
- iii. *To approve the proposed event summary and budget details for both options and consider recommendation to Management Committee for authority for expenditure to match fund any committed sponsorship.*

The Tourism and Marketing Manager had drafted a budget proposal for the Equinox Festival, which provided two sets of costings for both the full event and for a scaled back version, if necessary. This would provide another option should the grant application be unsuccessful but alternative external funding or private sponsorship could be sourced.

Proposed: Councillor Winder
Unanimous

Seconded: Councillor Setchfield

RESOLVED: To recommend to Management Committee approval of authority for expenditure from the Tourism budget for the two budget options, dependent on whether the Arts Council England grant application is successful and subject to match funding being secured, up to a maximum of £5,000. Any funding or sponsorship must be secured by 29th July 2022 for the

event to take place and to incur expenditure. To delegate authority to the Town Clerk to incur expenditure up to the value of £10,000 for the Equinox Festival, subject to confirmation of £5,000 of funding from Arts Council England.

CMT 22/06#73

Armed Forces Day

To receive a debrief of the events.

A verbal report of the event was given by the Deputy Clerk. It was a great day, with many positive comments received. A meeting with Town Council staff had taken place to discuss what went well and what could be improved for future events and a wash up meeting with the Herefordshire Armed Forces Day team was planned. Members expressed thanks to all staff involved in the event.

CMT 22/06#74

Bands in the Park/Proms in the Park

- i. To receive an update on catering and entertainment provision for Proms in the Park*
- ii. To set up a working group to organise stewards, plan the site and arrange additional band parking*

Hope Support Services would be providing the catering and entertainment for Proms in the Park and a site meeting was scheduled to take place to discuss this in more detail.

RESOLVED: That a task and finish group, consisting of Councillor Winder and Councillor Pope be set up to make arrangements for Proms in the Park. The other Sub-Committee members would be contacted regarding joining the group.

CMT 22/06#75

Working Groups

Markets

[Councillors Pope, Setchfield, Winder and Lister] (Terms of reference – CMT 21/06#67)

- i. To receive verbal report from the Working Group.*

Councillor Pope had attended the virtual NABMA conference, which had proved useful. She intended writing up notes from the conference to discuss at the next working group meeting planned for July.

Queen's Platinum Jubilee (2nd June 2022)

[Councillors O'Driscoll, Winder, Pope, Taylor and Gumm] (CM&T21/09#83)

- i. To receive a debrief of the events*
- ii. To consider winding up of the Queen's Platinum Jubilee Working Group*

A brief overview of the events over the Queen's Platinum Jubilee was given. It had been a very successful programme of events over the week, with many positive comments received. One letter of complaint had been received from a resident on Wye Street about the Platinum Festival ticketing and the clerk had responded to address the issues raised.

RESOLVED: To wind up the Queen's Platinum Jubilee Working Group with immediate effect.

Keep Ross Tidy

[Councillors Winder, Taylor and O'Driscoll] (CM&T22/05#57)

- i. To receive a report from the Working Group (enclosed)*

The report was received and noted.

- ii. To approve a convener and Terms of Reference*

There were no volunteers to be convener for the working group and it was proposed that at each meeting, a convener for the following meeting would be agreed. The draft terms reference had been provided.

RESOLVED: That the draft terms of reference be approved.

- iii. To consider approval of a recommendation to Management Committee for a budget for this financial year of £10,000-£15,000, to be split equally between the Communities, Markets and Tourism Sub-Committee and the Amenities Sub-Committee for the design of an education/publicity campaign to reduce litter and for improvements to infrastructure*

Proposed: Councillor Winder
Unanimous

Seconded: Councillor Pope

RESOLVED: That consideration of a recommendation to Management Committee for a budget for this financial year of £10,000-£15,000 between the Communities, Markets and Tourism and the Amenities Sub-Committees for the design of an education/publicity campaign to reduce litter and for improvements to infrastructure be deferred until after the service review currently being undertaken by the Amenities Sub-Committee has been completed.

Dementia Friendly Community

- i. To appoint a working group to explore how to gain 'Dementia Friendly Community' recognition.*
- ii. To approve the appointment of Cllr Roberts as the convener for the working group*

RESOLVED: That a Dementia Friendly Community working group be set up with Councillor Roberts as the convener. Councillor Pope would join the working group and all Councillors would be contacted to request additional members for the group.

CMT 22/06#76

To confirm date of next scheduled meeting of the Community, Markets & Tourism Sub-Committee and propose items for consideration

Date of next ordinary meeting – Tuesday 27th September 2022

Items for consideration: Music on the Bandstand – Councillor Setchfield to draft a proposal and Keep Ross Tidy budget request

There being no further business, the meeting closed at 8.35pm.

Chairman

Date



Ross-On-Wye Town Council

Minutes of the ordinary meeting of the
Community, Markets & Tourism Sub-Committee
held on Tuesday 27th September 2022 at 7.00pm
at The Council Chamber, The Corn Exchange, Ross-On-Wye, HR9 5HL

Present: Cllr J Winder (Meeting Chairman), Cllr D Lister, Cllr B Pope, Cllr M Setchfield, Cllr R Taylor and Cllr J Roberts
(substitute for Cllr E O'Driscoll)

In attendance: Mrs C Boyles – Deputy Town Clerk and Mrs J Mainey – Tourism & Marketing Manager
There were no members of the press or public present.

CMT 22/09#77 Apologies for Absence

[Local Government Act 1972 s85 \(1\)](#)

Cllr E O'Driscoll, Cllr I Gumm, Cllr J Utting

RESOLVED: To accept the apologies given.

Absent: Cllr K Fowler

CMT 22/09#78 Declarations of Interest

[Local Authorities \(Model Code of Conduct\) Order 2007 SI No. 1159](#)

None.

CMT 22/09#79 Dispensations

[Localism Act 2011 S33\(1\)](#)

None.

CMT 22/09#80 Public Participation

[Standing Orders Clause 3 \(e, f, g & h\)](#)

None.

CMT 22/09#81 To resolve to exclude members of the press and public

To agree any items to be dealt with after the public (including the press) have been excluded as publicity would prejudice the public interest by reason of the confidential nature of the business to be transacted

[Public Bodies \[Admission to Meetings\] Act 1960](#)

Proposed: Councillor Winder

Seconded: Councillor Pope

Unanimous

RESOLVED: that agenda item CMT 22/09#95 - 'Staff in Confidence' be treated as confidential, be dealt with after the Public (including the Press) have been excluded and moved to before item CMT 22/09#94.

7.03pm Councillor Roberts joined the meeting.

CMT 22/09#82 Community, Markets and Tourism Sub-Committee Meeting - Minutes

[Local Government Act 1972 Sch 12 Para 41\(1\)](#)

To confirm and sign the minutes of the ordinary meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 28th June 2022.

RESOLVED: that the minutes of the meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 28th June 2022 be signed as a correct record.

CMT 22/09#83 Action Review Summary

To receive, review and agree priorities in relation to outstanding actions.

All actions were either completed or in hand.

RESOLVED: To receive and note the Action Review Summary.

CMT 22/09#84 Committee Clerk's Report

To receive and note verbal update.

An update regarding the Council's grant awarded for the Children's Book Festival had been received. The festival had still not happened following delays caused by Covid, but it was anticipated that the event would take place in March 2023. Results from the summer promotion to encourage Market traders had been collated. The promotion had resulted in few new traders but of the new traders, most had not attended enough times to benefit from the promotion. Staff were going to follow up with traders to ascertain reasons for this. Financially the scheme had resulted in a small net loss to the council and the purchase of the new gazebo had not been included in calculations.

RESOLVED: To receive and note the Committee Clerk's Report.

CMT 22/09#85 Finance

i. To review income and expenditure with the Community, Markets and Tourism Sub-Committee Budget 2022/23 (enclosed)

RESOLVED: To receive and note the report.

7.12pm Councillor R Taylor joined the meeting

CMT 22/09#86 Grants

To consider the following applications for grants:

vi. Ross Refugee Support Group – request for grant funding of £750 towards resources for English lessons and social activities

Proposed: Councillor Winder
Unanimous

Seconded: Councillor Pope

RESOLVED: To approve grant funding of £750 towards resources for English lessons and social activities.

vii. Ross-On-Wye Rugby Football Club – request for grant funding of £633.60 towards a single storey extension to form toilets and storage

Proposed: Councillor Winder
Unanimous

Seconded: Councillor Lister

RESOLVED: To approve grant funding of £633.60 towards a single storey extension to form toilets and storage.

viii. *Ross-On-Wye Baptist Church – request for grant funding of £1,000 towards a ground floor kitchen development project at The Venue*

Proposed: Councillor Taylor

Seconded: Councillor Pope

For: 3 Against: 3

Chairman's casting vote: Against

RESOLVED: Not to approve a grant due to sufficient alternative funding being available.

CMT 22/09#87 Grants

To receive the following final reports:

xvii. *EnviroAbility (£750 towards Shopmobility)*

RESOLVED: To receive and note the final report.

CMT 22/09#88 Tourism & Marketing

v. *To receive a written report from the Tourism and Marketing Manager (enclosed)*

- The written report had been provided and included details of the Equinox Festival, digital notice boards, Summer Sounds, the new tourism leaflet and the planned Winter Wellbeing giveaway. A link had been provided to demonstrate the digital notice board screen on a handheld device, with feedback requested.

RESOLVED: To receive and note the report. A Charity Shop section would be added to the Digital Notice board website, under the Shops section.

vi. *To consider updated proposals for the Tourism and Marketing budget for recommendation to Management Committee*

This was deferred until the November meeting, when the final cost of the Equinox Festival was known.

vii. *To consider and agree priorities and timelines to inform the Tourism and Marketing Strategy outcomes*

A document outlining suggested actions and focus for the Tourism and Marketing Strategy review had been provided. Prioritisation of the focus topics given and timescales to achieve these were discussed.

RESOLVED: To email the document to all Sub-Committee members and request the focus topics be prioritised, 1-9. Any of the topics members thought should be considered for delivery in 2023/24 should be identified.

CMT 22/09#89 Equinox Festival

iv. *To receive feedback on the event and final costs*

Costs were still being finalised and a wash-up meeting was scheduled to take place. Positive feedback had been received on the day and by members since the event. Feedback from members for the wash-up meeting included more publicity rather than just posters and leaflets. Suggested boards and banners, with advertising on the day needed at the Market House. It was also suggested that Town Council Amenities Staff be available over the weekend of the event and that perhaps this should be costed into the event budget in future. There was a post event grant form that required completion and Cllr Roberts offered assistance to the Tourism and Marketing Manager with this, if required.

CMT 22/09#90 Christmas

- i. To approve expenditure for the Christmas Fayre*

8.23pm Councillor Lister declared a Schedule 2 interest due to his involvement with Hereford Hospital Radio and left the meeting.

A report of arrangements for the Christmas Fayre had been provided. It was likely that all 70 available pitches would be booked. The budget for income and expenditure was likely to be exceeded. Current activities planned in addition to the stalls were: The Grinch, reindeer, facepainting and music from Penyard Singers and Border Belles.

RESOLVED: To agree that additional expenditure above budget could be incurred for the Christmas Fayre, subject to it not exceeding the amount of additional income received. Ross Town Band would be booked for the Fayre, along with one other live band. A PA system should be hired, and this could be used to play Christmas music during the event.

8.27pm Councillor Lister returned to the meeting.

- i. To confirm arrangements for Christmas trees*

Christmas tree prices had increased this year. The quote for the town tree was £414.00, the tree for Brookend Street was £96.00 and trader trees £14.00 each. Ross Rotary club had indicated that it would be willing to cover the cost of the town tree and it was discussed whether the tree at the end of Brookend Street was necessary or to purchase additional trader trees instead.

RESOLVED: In addition to the town tree, a tree at the end of Brookend Street would be provided again this year, with consideration given to attaching a sign crediting the Town Council. Remaining budget would be used to purchase trader trees with all businesses on the Town Council database to be contacted, with allocation of a tree dependent on businesses pre-registering with the Town Council by an agreed deadline, one tree per business, on a first come, first served basis.

CMT 22/09#91 Bands in the Park/Proms in the Park

- iii. To receive feedback on the season, including the Proms in the Park event*
iv. To consider any changes and dates for 2023

Feedback received had overall been positive. Attendance had been good. Hope Support Services had provided refreshments at Proms in the Park, raising money for their charity. An email received from a member of one of the bands had conveyed their appreciation to the Town Council for provision of Bands in the Park and for supporting community activity in this way. The Organiser of Bands in the Park felt the bands this year had improved now they were all able to practise without restriction.

RESOLVED: That the Sub-Committee were pleased with how the season had gone. Refreshments for Proms in the Park would be considered further at a future meeting. The dates for next year were agreed as 21st May 2023 until 27th August 2023, with Proms in the Park being on 16th July 2023.

CMT 22/09#92 Policy Reviews

- i. To review the Advertising Railings Policy (last reviewed January 2021)*
ii. To review the Market Policy (last reviewed March 2021)
iii. To review the Volunteer Policy (last reviewed March 2021)

Proposed: Councillor Winder

Seconded: Councillor Taylor

Unanimous

RESOLVED: To confirm the adoption and amendments to the proposed policies.

CMT 22/09#93

Open Spaces and Special Events Hire Policy

To approve the amalgamation of the Bandstand and Caroline Symonds Gardens Hire Policy and Hire of Open Spaces and Special Events Policy into the Open Spaces and Special Events Hire Policy and to relinquish responsibility of the policy and bookings to the Amenities Sub-Committee

Proposed: Councillor Winder
Unanimous

Seconded: Councillor Taylor

RESOLVED: To approve the amalgamation of the two policies and to relinquish responsibility of the policy and bookings to the Amenities Sub-Committee.

CM&T 22/09#95

**In view of the confidential nature of the business to be transacted, it is likely that the press and public will be excluded during consideration of this item.
(Item CM&T 22/09#81 above refers)**

Staff in Confidence

Market House Seating

- i. To confirm finish date for Market House seating arrangements*
- ii. To consider service provision for 2023*

Usage figures for July and August were discussed and it was agreed that service provision for 2023 required reviewing.

RESOLVED: To confirm that the Market House seating arrangements finish for the season on 30th September 2022. It was agreed to review the service provision at the November meeting.

CMT 22/09#94

Working Groups

Markets

[Councillors Pope, Setchfield, Winder and Lister] (Terms of reference – CMT 21/06#67)

- i. To receive a report from the Working Group.*
- ii. To agree method of surveying traders and residents about the market*

Reports from the last two working group meetings were received. Councillor Pope had spoken to Ross Business Association regarding joining the markets working group and they were agreeable. Councillor Pope also had a meeting scheduled with a vegan market organiser to discuss Ross as a venue.

RESOLVED: To survey all market traders on the Ross Town Council database with the draft survey provided, subject to minor amendments, this would be via an online survey, with results remaining anonymous.

A motion to extend the meeting by 15 minutes was proposed.

Proposed: Councillor Roberts
Unanimous

Seconded: Councillor Winder

Keep Ross Tidy

[Councillors Winder, Taylor, O'Driscoll and Stark] (CM&T22/05#57)

- i. *To receive a report from the Working Group*
- ii. *To consider the proposal from Herefordshire Council for a temporary enforcement contract until the end of the financial year using the budget allocated for this purpose to the Amenities Sub-Committee and the Communities, Markets and Tourism Sub-Committee with a view to investigating a partnership with Ledbury Town Council for 2023/24. The Working Group would like provision of both an enforcement officer and a cleansing operative with a dust cart to be considered for 2023/24*

Reports from the last two working group meetings were received. The working group had considered the proposal from Herefordshire Council for a temporary enforcement contract and had raised several questions with them regarding the proposal. A response had now been received and was discussed.

A motion to extend the meeting by a further 15 minutes was proposed.

Proposed: Councillor Roberts
Unanimous

Seconded: Councillor Winder

Proposed: Councillor Lister
For: 5 Against: 0 Abstentions: 1

Seconded: Councillor Taylor

RESOLVED: That subject to the approval of the Amenities Sub-Committee, a draft agreement should be requested from Herefordshire Council to provide a Community Protection Officer for Ross-On-Wye for a period of six months, three days per week at a cost of £11,700. Of this cost, £7,500 would be the Amenities Sub-Committee's allocated budget for this project, £4,200 would be from the Communities, Markets and Tourism Sub-Committee's allocated budget for this project and the remaining £3,300 would remain with this Sub-Committee for litter prevention education and publicity. Although this Sub-Committee is not satisfied with the responses from Herefordshire Council it was recognised that the issues raised could be addressed during the agreement negotiations. It was agreed that Ward Members should be made aware and their assistance in obtaining a suitable agreement requested.

CMT 22/09#96 To confirm date of next scheduled meeting of the Community, Markets & Tourism Sub-Committee and propose items for consideration

Date of next ordinary meeting: Tuesday 22nd November 2022

Items for consideration: None.

There being no further business, the meeting closed at 9.20pm.

Chairman

Date



Ross-On-Wye Town Council

Minutes of the ordinary meeting of the
Community, Markets & Tourism Sub-Committee
held on Tuesday 22nd November 2022 at 7.00pm
at The Council Chamber, The Corn Exchange, Ross-On-Wye, HR9 5HL

Present: Cllr E O'Driscoll (Chairman), Cllr L Delves, Cllr D Lister, Cllr B Pope, Cllr M Setchfield, Cllr R Taylor, Cllr J Winder

Ex-officio: Councillor J Utting

In attendance: Mrs S Robson – Town Clerk, Mrs C Boyles – Deputy Town Clerk, Mrs J Mainey – Tourism & Marketing Manager, Mr R Allonby – Acting Service Director for Economy, Herefordshire Council
There were no members of the press or public present.

CMT 22/11#97 Apologies for Absence

[Local Government Act 1972 s85 \(1\)](#)

Cllr I Gumm

RESOLVED: To accept the apologies given.

Absent: Cllr K Fowler

CMT 22/11#98 Declarations of Interest

[Local Authorities \(Model Code of Conduct\) Order 2007 SI No. 1159](#)

Cllr R Taylor declared a Schedule 2 interest in item CNT 22/11#110 vii and viii due to his involvement with the groups.

Cllr D Lister declared a Schedule 1 interest in item CMT 22/11#110 v due to the applicant being his employer.

CMT 22/11#99 Dispensations

[Localism Act 2011 S33\(1\)](#)

None.

CMT 22/11#100 Public Participation

[Standing Orders Clause 3 \(e, f, g & h\)](#)

None.

CMT 22/11#101 To resolve to exclude members of the press and public

To agree any items to be dealt with after the public (including the press) have been excluded as publicity would prejudice the public interest by reason of the confidential nature of the business to be transacted

[Public Bodies \[Admission to Meetings\] Act 1960](#)

Proposed: Councillor Utting

Unanimous

Seconded: Councillor Taylor

RESOLVED: that agenda item CMT 22/11#118 - ‘**Staff in Confidence**’ be treated as confidential, be dealt with after the Public (including the Press) have been excluded.

CMT 22/11#102 Community, Markets and Tourism Sub-Committee Meeting - Minutes

[Local Government Act 1972 Sch 12 Para 41\(1\)](#)

To confirm and sign the minutes of the ordinary meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 27th September 2022.

RESOLVED: that the minutes of the meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 27th September 2022 be signed as a correct record.

The Chairman deferred item P22/11#103 to later in the meeting to allow for Roger Allonby’s arrival.

CMT 22/11#104 Action Review Summary

To receive, review and agree priorities in relation to outstanding actions.

All actions were either completed or in hand.

RESOLVED: To receive and note the Action Review Summary.

CMT 22/11#105 Committee Clerk’s Report

To receive and note verbal update.

The Town Council would be participating in a free Christmas trail around the town with eleven traders participating, organized by Talk Community and available on the LoyalFree app. This would be promoted on the Town Council social media and website. Ross CDT had compiled a Warm Ross leaflet with the warm spaces available in Ross, with days and times. These would be publicized by the Town Council and the details had been entered onto the Talk Community directory of all warm spaces in Herefordshire.

RESOLVED: To receive and note the Committee Clerk’s Report.

CMT 22/11#106 Town Clerk’s Delegated Powers.

[Local Government Act 1972 s101](#)

The Deputy Town Clerk will give details of any matters dealt with under delegated powers since the last meeting

- i. Signing of agreement for Digital Tourist Information Point
Broadband/Router/Installation/Activation between Ross Town Council, Air Broadband and Fibre Heroes*

RESOLVED: That the matters dealt with under delegated powers since the last meeting be noted.

CMT 22/11#107 Finance

- i. To review income and expenditure with the Community, Markets and Tourism Sub-Committee Budget 2022/23 (enclosed)*

RESOLVED: To receive and note the report.

CMT 22/11#108 Budget

[Financial Regulations \(Section 3 Annual Estimates and Forward Planning\)](#)

- iv) agree the one-year budget forecast as part of the 2023/2024 budget submission*
- v) ensure that any capital project (including building maintenance) has an appropriate project plan identifying the schedule of works (to an appropriate level of detail) and the source of funds e.g., budget or reserves*

vi) *identify impact of capital projects on revenue budget for the first 5 years.*

Proposed: Councillor O'Driscoll
For: 7 Against: 0 Abstention: 1

Seconded: Councillor Pope

RESOLVED: that the one-year budget forecast as part of the 2023/2024 budget submission was approved for recommendation to Full Council.

7.10pm Roger Allonby joined the meeting.

CMT 22/11#103 Roger Allonby, Acting Service Director for Economy, Herefordshire Council

To provide an update on the Market Town Investment Plan (20 mins)

Mr Allonby gave a brief overview of the timeline of the Ross-on-Wye Market Town Investment Plan so far. Since the Plan had been adopted Herefordshire Council had submitted the Levelling Up bid for Ross Enterprise Park, the outcome of which was awaited. There had also been the Covid recovery funding in the form of the Welcome Back Fund and the Greater Places to Visit funding, which Ross has benefitted from. Herefordshire Council have submitted a bid to the UK Shared Prosperity Fund and if successful there will be the opportunity for local councils to apply for grants in relation to place shaping projects. Mr Allonby was thanked for attending the meeting and for the update.

7.41pm Roger Allonby left the meeting.

CMT 22/11#109 Grants

To consider Town Council submission of a grant application to Herefordshire Council's Ukraine Community Integration Grant Scheme

Cllr O'Driscoll would explore whether there is a need for the Town Council to submit a grant application and would draft a proposal for the next Full Council meeting.

CMT 22/11#110 Grants

To consider the following applications for grants:

The Sub Committee agreed to discuss the following grant applications together and vote en bloc.

7.57pm Cllr Lister and Cllr Taylor left the meeting.

- ix. *Ross Christmas Carnival Committee – request for grant funding of £750 towards Ross Christmas Carnival*
- x. *Ross-on-Wye Lions and Rotary Clubs – request for grant funding of £250.00 towards the Pancake Day Races 2023*
- xi. *St Mary's PCC, Ross-on-Wye – request for grant funding of £703 towards a Hedgehog Trail around the Church*
- xii. *Waterside Community Garden (under the umbrella of Ross Community Development Trust) – request for grant funding of £1,000 towards Waterside Community/Jubilee Garden*
- xiii. *Enviroabilty – request for grant funding of £750 towards Shopmobility*
- xiv. *The Friday Lunch Club – request for grant funding of £1,000 towards running costs*
- xv. *Ross in Bloom – request for grant funding of £1,000 towards promoting Ross-on-Wye*
- xvi. *Thomas Blake Memorial Garden Volunteers – request for grant funding of £1,000 towards Blakes Sensory Garden*

It was noted that a large number of grant applications had been received recently, with further applications already received for the January meeting.

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Utting

RESOLVED: To approve grant funding of:
£750 to Ross Christmas Carnival Committee towards Ross Christmas Carnival
£250 to Ross-on-Wye Lions and Rotary Clubs towards the Pancake Day Races 2023
£703 to St Mary's PCC, Ross-on-Wye towards a Hedgehog Trail around the Church
£750 to Waterside Community Garden towards Waterside Community/Jubilee Garden
£750 to Enviroability towards Shopmobility
£750 to The Friday Lunch Club towards running costs
£750 to Ross in Bloom towards promoting Ross-on-Wye
£750 to Thomas Blake Memorial Garden Volunteers towards Blakes Sensory Garden

8.04pm Cllr Lister and Cllr Taylor re-joined the meeting.

CMT 22/11#111 Grants

To receive the following final reports:

- xviii. Ross Angling Club (£1,000 towards Riverbank protection and fishing platform)*
- xix. Ross in Bloom (£750 towards improving Ross Town)*

RESOLVED: To receive and note the final reports.

CMT 22/11#112 Tourism & Marketing

viii. To receive a written report from the Tourism and Marketing Manager (enclosed)

The report included updates on the digital Tourist Information Points, the draft tourism leaflet/map, the Winter Wellbeing giveaway and the Dog Friendly Ross campaign.

RESOLVED: To receive and note the report.

ix. To agree priorities for the Tourism Strategy (report enclosed)

An updated document based on priority preferences received since the last meeting had been provided, outlining suggested actions and focus topics for the Tourism and Marketing Strategy review.

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Delves

RESOLVED: That the priorities were approved and these would be incorporated into the review of the Tourism Strategy. The Tourism Strategy, including a delivery plan, would be an agenda item for the January meeting.

CMT 22/11#113 Equinox Festival

To consider arrangements for 2023 and grant application submission (report enclosed)

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Utting

RESOLVED: That the proposal for the Equinox Festival to be held over two days (Friday afternoon/evening and all day Saturday) 22nd-23rd September 2023, with submission of a grant application to Arts Council England for £10,000 be approved, subject to the approval of the budget for 2023/2024 by Full Council and a successful grant application of £10,000 to Arts Council England.

CMT 22/11#114 Christmas

To approve expenditure for the Christmas Fayre (enclosed)

Proposed: Councillor Taylor
Unanimous

Seconded: Councillor Winder

RESOLVED: To approve the schedule of Christmas Fayre expenditure.

CMT 22/11#115 Coronation

To consider ways to mark the occasion, including provision of street party grants, souvenirs for school children and whether a working group is required

Proposed: Councillor O'Driscoll
Unanimous

Seconded: Councillor Utting

RESOLVED: To provide children at all nursery and primary schools within the parish of Ross-on-Wye with a Coronation souvenir. There would be grants of £100 made available for street parties from the Town Events budget. Proposals on the type of souvenir would be considered at the January meeting. No working group would be required.

CMT 22/11#116 Newsletter

To review newsletter delivery options and agree distribution method (report enclosed)

Proposed: Councillor Utting
For: 7 Against: 0 Abstention: 1

Seconded: Councillor Lister

RESOLVED: To distribute the newsletter to all Ross-on-Wye households via the Ross Community Development Trust in December at a cost of £250. Future editions would be distributed electronically to subscribers, with printed copies available in strategic locations.

CMT 22/11#117 Working Groups

Markets

[Councillors Pope, Setchfield, Winder and Lister] (Terms of reference – CMT 21/06#67)
To receive a verbal report from the Working Group.

A report was received from Cllr Pope. Cllr O'Driscoll would attend the next working group meeting to assist with the draft Markets Strategy, for consideration at the January meeting.

Keep Ross Tidy

[Councillors Winder, Taylor, O'Driscoll and Stark] (CM&T22/05#57)
To receive a report from the Working Group (enclosed)

A draft agreement for a Community Protection Officer had been received from Herefordshire Council and was broadly acceptable to the working group, subject to satisfactory responses to queries raised. A meeting with Ledbury Town Council had taken place and they were potentially interested in joining the six-month trial, which would result in a full time post, rather than part time. This would be considered at Ledbury's Full Council meeting on the 2nd December and the outcome of their meeting would be awaited before proceeding any further.

Dementia Friendly Community

[Councillors Roberts and Pope] (CM&T22/06#75)
To receive a verbal report from the Working Group

Cllr Roberts had provided details of dementia awareness training and these details had been circulated to all councillors. Four members of Town Council staff had attended the training and found it to be very informative.

CMT 22/11#118 In view of the confidential nature of the business to be transacted, it is likely that the press and public will be excluded during consideration of this item.

(Item CM&T 22/11#101 above refers)

Staff in Confidence

Market House Seating

To consider service provision for 2023 (confidential report enclosed)

Proposed: Councillor Utting
Unanimous

Seconded: Councillor Pope

RESOLVED: To receive the report and approve the recommendation.

CMT 22/11#119 To confirm date of next scheduled meeting of the Community, Markets & Tourism Sub-Committee and propose items for consideration

Date of next ordinary meeting: Tuesday 17th January 2023

Items for consideration: Development and promotion of the market spending proposals, the draft Market Strategy and the delivery plan for the Tourism Strategy.

There being no further business, the meeting closed at 8.57pm.

Chairman

Date