



Ross-On-Wye Town Council

Minutes of the ordinary meeting of the
Community, Markets & Tourism Sub-Committee
held on Tuesday 16th January 2024 at 7.00pm
at The Council Chamber, The Corn Exchange, Ross-On-Wye, HR9 5HL

Present: Cllr E O'Driscoll (Chairman), Cllr S Freer, Cllr R Taylor, Cllr J Vidler and Cllr J Winder
In attendance: Mrs C Boyles – Town Clerk, Mrs J Mainey – Tourism & Marketing Manager.

There were no members of the press or public present.

CMT 24/01#01 Apologies for Absence

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

Cllr J Utting.

Absent: Cllr M Boylan, Cllr K Fowler and Cllr D Lister.

CMT 24/01#02 Declarations of Interest

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

None.

CMT 24/01#03 Dispensations

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

None.

CMT 24/01#04 Public Participation

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

None.

CMT 24/01#05 To resolve to exclude member of the press and public

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

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.

There was no confidential business to be transacted.

CMT 24/01#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 14th November 2023

RESOLVED: That the minutes of the meeting of the Community, Markets and Tourism Sub-Committee held on Tuesday 14th November 2023 be signed as a correct record.

CMT 24/01#07 Action Review Summary

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

All actions were either in progress or completed.

RESOLVED: To receive and note the Action Review Summary.

CMT 24/01#08 Committee Clerk's Report
To receive and note verbal update.
None.

CMT 24/01#09 Delegated Powers.
[Local Government Act 1972 s101](#)
The Town Clerk will give Council details of any matters dealt with under delegated powers since the last meeting
None.

CMT 24/01#10 Finance
To review income and expenditure with the Community, Markets and Tourism Sub-Committee Budget 2023/24

RESOLVED: To receive and note the report.

CMT 24/01#11 Grants
To consider the following applications for grants:
i. Ross Rotary – request for grant funding of £500.00 towards Ross Pancake Day races

Proposed: Cllr E O'Driscoll
Unanimous

Seconded: Cllr J Winder

RESOLVED: To approve grant funding of £500.00 to Ross Rotary towards the Ross Pancake Day races.

CMT 24/01#12 Tourism & Marketing
i. To receive a written report from the Tourism and Marketing Manager

RESOLVED: To receive and note the report.

ii. To receive a proposal for a D-Day 80 competition and approve expenditure

Guidance received regarding celebrations for D-Day 80 included incorporating fish & chips into events. A suggested competition to win prizes of 15 pairs of fish & chip suppers to takeaway from the Royal Hotel, to be enjoyed during the Beacon lighting on The Prospect was discussed.

RESOLVED: To approve expenditure of £285.00 from the 2024/2025 Tourism Strategy budget, subject to approval of the 2024/2025 budget, to purchase 30 fish & chip takeaway meals from the Royal Hotel at a cost of £9.50 each. The competition would be published with a coupon in the Ross Gazette as well as online entry.

iii. To receive the feedback summary for the Equinox Festival and an update on the grant applications towards and Equinox Festival for 2024

The report was received and noted. The UKSPF Events grant had not reopened for applications yet but it should reopen during January and the Tourism & Marketing Manager would have the application ready to submit as soon as it reopens, with submission to be done by the end of January, as agreed at the meeting in November 2023.

iv. To consider town council branding proposals for approval



The Tourism & Marketing Manager had obtained quotes from designers and heraldic artists for branding and a crest redesign. The various options and examples from different designers were discussed, with five quotes for the crest redesign and three quotes for the other branding templates received.

Proposed: Cllr E O'Driscoll
Unanimous

Seconded: Cllr S Freer

RESOLVED: That the preferred heraldic artist for the crest redesign was Quentin Peacock and the preferred designer for a branding template pack was Platform One. It was agreed to reallocate £3,000 from the Town Events budget to be used for this purpose and authority delegated to the Town Clerk in liaison with the Sub-Committee and Tourism & Marketing Manager to proceed and negotiate cost and design.

- v. *To receive Tourism and Marketing spending proposals for the remainder of the budget for 2023/2024 and consider for approval*

Proposals include an Easter event on the 30th March and a Spring Wellbeing Giveaway, focussing on activities along the Daffodil Line Route. The Winter Wellbeing giveaway had finished and a winner had been chosen. The redesign and reprint of the A6 Tourism Guide and mini concertina guide was in progress, but printing costs for the concertina guides had increased and therefore some of the budget from the Miscellaneous Marketing budget may need to be used.

Proposed: Cllr E O'Driscoll
Unanimous

Seconded: Cllr J Vidler

RESOLVED: To approve expenditure of up to the remainder of the £4,000 budget for Marketing on the reprint/updates/distribution of the A6 Tourism Guide and mini concertina guide. To approve expenditure from the Miscellaneous Marketing budget of £3,300 on an Easter Event, the Spring Wellbeing giveaway and any remainder may be used towards the A6 Tourism Guide and mini concertina guide, if required.

CMT 24/01#13

Armed Forces Covenant

- i. *To receive a verbal report from the Armed Forces representative on progress towards the Council's pledge to the Covenant*
- ii. *To receive an update on funding towards an Armed Forces Community Outreach Pilot for Ross and consider funding the difference to allow the pilot project to proceed*

Progress on the project since the last meeting was that there were now four pledges from parish councils totalling £850.00. The possibility of using remaining community grant funding at the March CM&T meeting to cover the difference to allow the pilot project to commence for 2024/2025 was discussed. This would be included on the March agenda for consideration.

CMT 24/01#14

Christmas

- i. *To receive a post-event report on the Christmas Fayre, including final costings*

RESOLVED: To receive and note the report and costings. The event had been extremely successful and thanks were expressed to Charlotte Reynolds, the Community Development Officer and Cllr D Lister for their contribution and hard work.

- ii. *To agree a date and location for the Christmas Fayre 2024*

RESOLVED: To agree the date of the 2024 Christmas Fayre and Lights Switch-on as Sunday 1st December and for the location to be the same as 2023 (Broad Street and Station Street).

Members had no preference for the use of Station Street and agreed it could be used for either traders or fairground rides.

iii. *To consider time settings for the Christmas lights and agree action required*

In principle members were open to having the Christmas lights on for a longer period each day, however the practicalities of this with the current equipment was an issue. The contractor who installs the Christmas lights would be providing a quote to have the light timings controlled by an app, however suitability was dependent on wifi. This would be considered further once the quote is received.

iv. *To receive a verbal update on proposed hedgehog lights for the street lighting columns on Wilton Road, Ross and agree action required*

Herefordshire Council/BBLP had still not provided a response on whether the street lighting columns would be approved to affix motifs to. This would continue to be chased. The contractor who installs the Christmas lights would be providing a quote per column for installation of the motifs and also to renew the lights on the Gloucester Road trees. This would be put on the March agenda for an update.

CMT 24/01#15 **Places and Trails App for Ross-on-Wye**

To receive a verbal update on the project

The project was progressing well and a trial version had been tested and tweaked. Training on the CMS system for Town Council staff was being scheduled and then other trails could be added when required.

CMT 24/01#16 **Council 'Away Day'**

To consider identified priorities for the sub-committee and discuss next steps to schedule a planned programme of works

The away day projects allocated to the CM&T Sub-Committee were the expansion of Saturday Markets, Annual Carnival, May Fair and the Ross 10k run. These projects were discussed.

RESOLVED: That during 2024 the possibility of a May Fair and/or the Annual Carnival, or possibly a hybrid event would be considered for 2025. Saturday markets would be reviewed once the Market House works were completed. The 10K run would be investigated by Cllr Vidler and an item included on the March agenda to form a working group.

CMT 24/01#17 **Volunteer event**

To approve expenditure to provide a 'thank you' event for Town Council volunteers

Proposed: Cllr E O'Driscoll
Unanimous

Seconded: Cllr S Freer

RESOLVED: To allocate up to £500 from the Town Events budget towards an event to thank volunteers who had helped with Town Council initiatives over the past year.

CMT 24/01#18 **Markets**

- i. *To receive a verbal report on the arrangements for the Markets*
- ii. *To consider adjustments to the Markets fees during the proposed works to the Market House*

Advice on the VAT treatment for the Markets was being sought for clarification as while it was clear from guidance received the pitches were exempt from VAT, it was less clear regarding the

treatment for table hire or electricity fees. The pending works to the Market House were going to cause significant disruption and reduction in the space available for the market during the works, therefore the introduction of a temporary reduction in fees was discussed.

Proposed: Cllr E O'Driscoll
Unanimous

Seconded: Cllr J Vidler

RESOLVED: That if VAT on optional extras for the markets was chargeable the current fees would remain the same and would be VAT inclusive. It was agreed that during the period of the Market House work Market fees would be reduced to half price, with all Market fees to be reviewed upon completion of the works to the Market House.

CMT 24/01#19 Working Groups

Refresh Ross

[Councillors Winder, Taylor, Boylan] (CM&T23/05#59)
To receive a verbal report from the Working Group

The working group would like to plan a further Rubbish Litter Festival for 3rd November 2024 and would like to include a road closure. They would be meeting again in February and were planning to discuss whether to set up as a constituted group, independent from the Town Council.

RESOLVED: To defer any decision on a Rubbish Litter Festival for 2024 until the budget for 2024/2025 had been agreed and the working group had decided the preferred arrangements for the group.

John Kyrle 300th Anniversary

[Cllr E O'Driscoll, Cllr S Freer and Cllr R Taylor] (CM&T23/07#80)
To receive a verbal report from the working group

No working group meeting had taken place, but would be planned shortly. A series of events were being planned in the Town, but it was hoped that a Town Council event marking the event and coinciding with the reopening of the Market House could compliment existing plans.

CMT 24/01#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 12th March 2024

Items for consideration: Armed Forces Community Outreach pilot scheme, Christmas lights, 10k run working group.

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

Chairman

Date

12th March 2024

