

HEREFORD CITY COUNCIL

MINUTES OF MEETING OF THE COMMUNITY DEVELOPMENT COMMITTEE

The Hereford City Council Committee Room, Town Hall, Hereford
TUESDAY 12 JUNE 2018 at 6 pm

PRESENT: Cllrs Bushkes (Chair), Edwards, Hey (Vice Chair), Kenyon, and Stevens.

IN ATTENDANCE: Tracy Morriss (Deputy Town Clerk), Lesley Robinson (Administration, Finance & Information Officer).

CD2018/2019.28 Apologies for Absence

Apologies for absence were received from Cllrs Griffiths and Lloyd-Hayes.

CD2018/2019.29 Appointment of Substitutes

None

CD2018/2019.30 Declarations of Interest

None

CD2018/2019.31 Minutes of Previous Meetings

It was proposed by Cllr Edwards, seconded by Cllr Stevens and unanimously

RESOLVED:

That the minutes of the meeting of the Community Development Committee held on the 1st May 2018, be accepted as an accurate record and signed accordingly by the Chairman.

Members noted that the minutes of the Community Development Committee (Grants) of 4th June 2018, were to follow.

CD2018/2019.32 Timber Benches for Various Ward Locations

Members received the Town Clerk's previously circulated report and considered the recommendation to instruct the Clerk to proceed with an order for ten wooden benches, following requests received by five Councillors to each have two benches for the community in their respective ward areas.

Cllr Kenyon had come up with the idea, having previously had four such benches for the quarry area in Tupsley ward and the Deputy Town Clerk added that the benches represented good value for money at £150.00 each, which would come from the parks and open spaces budget, and it was now for members to decide whether the Clerk should proceed with the order.

Cllr Edwards queried if City Council or the community groups themselves would be responsible for installation and also pointed out that benches for his ward area would

need to be securely fixed. Cllr Kenyon responded that the benches would be free to the community and the previous ones were installed in his ward area by Keith Kinsey.

The Chairman asked members to vote on the recommendation and it was proposed by Cllr Stevens, seconded by Cllr Kenyon and unanimously

RESOLVED:

That in the absence of the Town Clerk, the Committee instructs the Deputy Town Clerk to order ten benches at £150.00 each from the Abergavenny Sawmills for delivery to five points around the City for the respective members who had requested these for their wards.

The Deputy Clerk asked Cllr Kenyon to provide contact details for Keith Kinsey.

CD2018/2019.33 Friends of Castle Green – Events Funding

Members received the report from the Town Clerk and considered the recommendation for the release of funding for events in 2018, as laid out in the FoCG's proposal.

Cllr Edwards commented that FoCG were doing an excellent job in organising and promoting the three specific events in the city on City Council's behalf. He pointed out that flyers for the River Carnival event in May were still displayed on lamp posts around the city and asked that a message be directed to FoCG requesting that flyers are removed after events. The Deputy Clerk replied that she would contact Rebecca from the River Carnival group to ensure that the flyers are taken down. The next event, Historical Hereford Day, would be taking place on 23rd June 2018.

Cllr Hey had attended the River Carnival and expressed full support with no hesitation in giving City Council funding for these events. She enquired if the River Carnival group were given the funding individually, to which the Deputy Clerk responded that they received a grant over three years for delivering the main part of River Carnival on King George V Meadows, the Left Bank and on the river itself. FoCG's input was specific to what happens on Castle Green and their particular element would be part of that annual £10,000 grant, as agreed with the Town Clerk.

It was then proposed by Cllr Kenyon, seconded by Cllr Stevens and unanimously

RESOLVED:

That the Committee notes the report and authorises the release of funds to the Friends of Castle Green to the value of £10,000 in recognition of their continuing delivery of the agreement entered into with the City Council.

CD2018/2019.34 Holmer War Memorial

Members received the report from the Town Clerk and in his absence, Cllr Stevens was invited to talk to members, having been involved with this.

Cllr Stevens explained that he was first approached by David Williams about the poor state of this memorial and the re-dedication service, last October, had created a lot of interest in the Second World War memorial plaque sited inside Holmer Primary School which led on to Chris Jones from Kington contacting him about adding on to the Holmer memorial the eleven names of parishioners who had died in World War Two. There was no memorial at Holmer Church. The several different options for stonemasons and remedial work were now open to members for debate and to give their thoughts on it.

The Deputy Clerk had discussed this with Nicola Goodwin as part of Rotherwas Together who had asked locally for names, and, after going nationwide, names had grown from 50 to over 300 and they were not sure they had received all names yet. A digital display option was being looked at and members could consider if all names should be added bearing in mind there could be more coming forward in future. The Town Clerk had written to Holmer School about moving the memorial plaque from inside the school but had not yet received a reply.

Members discussed options and felt the single quotation provided for stonemason work was expensive, there were lots of other memorials around the city with missing names, and costs would only grow if adding more names in future. A member queried whether there were any other sources of funding available and suggested that City Council could wait to see what other organisations may be offering before committing to any provision of funding.

Cllr Kenyon proposed that City Council could award around half of the quoted £4,680 cost on condition that the parish of Shelwick & Holmer also seek funding from other sources. Suggested organisations included The Lyons Club, The Round Table, etc.

Cllr Hey also expressed support and that she was happy to second Cllr Kenyon's proposal.

Cllr Edwards further suggested that the parish could also approach the Mike Smart from the World War One Committee for a potential contribution.

The Deputy Clerk added that the Town Clerk had also spoken to local resident, Chris Jones, (whose father is among those named on the Second World War memorial) about looking into crowd funding and general public support for adding the names of all those who fell in that conflict, to those who are commemorated in the First World War.

Cllr Edwards then proposed that City Council support the project with a starting fund of up to £3,000, subject to the parish finding the remainder of the costs via other funding sources. **Cllr Kenyon seconded this proposal.**

The Chairman asked members to move to resolution of the recommendations and there was further discussion, as follows:

3.1 - Members noted that the quoted costs of £4,680 were expensive due to the need for an authorised stonemason for the specialist work on the Portland stone memorial and that any work to war memorials must be approved by the Memorials Trust.

The Chairman recapped on the proposal put forward by Cllr Edwards, seconded by Cllr Kenyon and clarified that this would replace the Clerk's original recommendation 3.1.

3.2 and 3.3 - Cllr Edwards suggested a further amendment to replace the Clerk's two original recommendations with one overall recommendation incorporating some of the wording from these into his proposal to form the final resolution:

'Committee wishes to proceed with the project to add names to the existing outdoor memorial and members approve to fund up to £3,000 towards the cost...,

Members agreed and it was proposed by Cllr Edwards, seconded by Cllr Kenyon and unanimously

RESOLVED:

That Committee wishes to proceed with the project to add names to the existing outdoor Holmer war memorial and members approve to fund up to £3,000 towards the cost of inscribing the names on the memorial, subject to Shelwick & Holmer parish seeking the remainder of the costs via other funding sources, including donations and crowd funding.

The Deputy Clerk to update the Town Clerk on his return from leave and ask that he contacts Mr Chris Jones to inform him of this outcome and request that Mr Jones raises the rest of the funding via other funding sources, including donations and crowd funding.

CD2018/2019.35 Use of Video to Promote City Council's Activities

Members received the Town Clerk's report and recommendations and the Deputy Clerk added that this idea to use video for various City Council activities had been put forward since the revamping of our website in 2012. The aim was to make City Council's website more interesting and interactive and the new site was going live this week with a YouTube link. We are also keen to ensure that the site content would be covering more than the traditional ceremonial processional subject matter and avoid being one-dimensional by using the video presentation facility for a whole variety of content which could include, for example, "Councillors' Questions and Answers" and community group fun events.

Members' comments and questions covered the following:

- Video presentation could be a great feature, if well-produced - but awful if done badly.
- PR is a very important consideration - Used well, video would enhance good PR.
- Would welcome this if it's planned and carried out properly.
- Chair of this Committee has video experience - Suggest Chair has possible involvement alongside Officer participation.
- Councillors need to be fully aware of the protocols involved with use of video.
- City Council must get better at promoting ourselves – Press releases and stills only go so far - We have some great testimonials from several groups in community.

The Deputy Clerk mentioned that film work provided to City Council by Ed at Shooting Reels, was very well produced, (Ed, who was very experienced, does promotional work for Richard Branson at Virgin and other high-profile companies around the world). However, it is very expensive and could cost thousands of pounds for a professionally produced short video clip. A member pointed out that no-one watches the Mayor-Making videos.

Additionally, Committee would need to ensure there was a proper policy drawn up for the rules relating to film work and, should City Council decide to adopt the use of video presentation going forwards, then it must be properly managed.

The Chairman asked members to move to the recommendations:

Cllr Edwards was not happy with the wording in 3.1 which reads - '**...Committee agrees to the use of video...**' and stated he was not comfortable agreeing to this before the costs are investigated and reported back to Committee. He then proposed recommendation 3.1 and 3.2 be merged into one but with suggested amendments to

the wording, as follows:

- **Keep existing wording in recommendation 3.2 as a whole.**
- **Remove the wording at the start of 3.1 which reads, 'That the Committee agrees to the use of video...'**
- **Add the remaining wording from 3.1 which reads from '...to capture details of key Council and Council-funded events...' etc.**

The Deputy Clerk then read out to members, Cllr Edwards' proposed amended version of the recommendation, as follows:

3.1 'Committee agrees to officers seeking costs for videoing events to a higher professional standard than be achieved using in-house technology and personnel and welcomes a further report on this when it is available to capture details of key Council and Council-funded events subject to adequate safeguards around personal privacy being in place and agreement with service delivery partners where necessary'.

The Chairman pointed out that this project must not become just 'another hat' for the Deputy Town Clerk and any video presentation should champion the City Council at every opportunity. It was for members to decide if they wished to approve the use of video for promoting City Council's activities and the amended recommendation was therefore put to the vote: 3 members voted in favour, 1 abstention.

It was proposed by Cllr Edwards, seconded by Cllr Kenyon and

RESOLVED:

That Committee agrees to officers seeking costs for videoing events to a higher professional standard than be achieved using in-house technology and personnel and welcomes a further report on this when it is available to capture details of key Council and Council-funded events subject to adequate safeguards around personal privacy being in place and agreement with service delivery partners where necessary.

Cllr Kenyon commented that the task should be carried out within the next six months as Committee needs to have an idea of the timescale they would be working to.

The Deputy Town Clerk suggested that further ideas, including video costs for events, etc. are brought to the next committee meeting for discussion.

CD2018/2019.36 Wall Murals - Discussion Item

The Deputy Town Clerk reported that some members had floated this idea around and had asked that it be discussed at Community Development Committee. The purpose of this discussion was to establish whether members wanted to go down the route of investigating the potential for wall murals around Hereford and looking at suitable sites, including gaining the relevant permission from landlords, etc.

Cllr Stevens had provided some photo examples, for members to see, of murals painted on buildings in various UK cities.

Members' comments and questions covered:

- Very keen on the idea - We need to be careful of Herefordshire Council's rules and regulations on this.

- This idea is good and positive - Hereford needs to be known as a 'city of something' rather than a 'city of nothing'.
- We would need to be very mindful on locations - In the right places, it could be an asset to the city.
- Widemarsh Street is a key link between old and new parts of the city.
- A theme may be needed - Disagrees with comments about Hereford having nothing - City has agriculture, connections with the Hereford Bull, food and the military.
- Disagrees with suggested traditional themes - Hereford should look forwards, not backwards by introducing new and vibrant elements.
- Could seek some advice from Kevin Bishop at Herefordshire Council and maybe Herefordshire Housing for their developments at Bath St etc.

The Chairman reminded members that this was merely an 'in theory discussion' at this point and we could look at identifying several potential sites throughout the city first. The Deputy Clerk added that if City Council implemented the project, it must be managed properly and sites would need to be identified, some of which may have some historical significance which could be reflected in the artwork. (She highlighted an example of artwork produced on the old bakery building at Ledbury Rd). Any areas identified for murals would need to have permission from respective landlords/owners of properties which could take a long time and may therefore be very difficult to move forwards.

Cllr Edwards mentioned that Hereford BID may hold details of property owners and contacts for them and Cllr Kenyon felt there was also a lot of imagination out there to tap into and suggested that City Council could put out a press release and maybe involve local radio to seek public interest and ideas for such a project.

After further discussion with the Deputy Clerk, members agreed that it would be pertinent for the Town Clerk to have a conversation with the BID first, and possibly seek input from members of the public later, but not before this had been properly looked into and brought back as an item for discussion at a future meeting, with a view to making a resolution.

CD2018/2019.37 Hereford Sculpture Trail Update

The Deputy Town Clerk reported that the drafted leaflet for the Sculpture Trail, which included pictures of food, had been read and endorsed by members and that she had spoken to Hoople who could draft a map to show the two routes, at a cost of £186 and members were asked if they approved of the proposed layout and cost of the map. She added that it was also possible to create a Geo App for people to follow the route via their mobile phones when on the trail, which she could also look into and bring a report back to Committee.

A member expressed the view that whilst Apps can be useful, so many people can be absorbed in Apps on their mobiles, thereby missing the experience of their immediate surroundings. Members were pleased that the trail was very inclusive and echoed support for the leaflet. In answer to a question, the Deputy Clerk confirmed that the back of the leaflet would include the City Council logo and acknowledgements to students at the Hereford College of Art.

The Chairman thanked Cllr Stevens for his work on the project and members noted the update.

CD2018/2019.38 Skate Park Plinths Update

The Deputy Clerk explained that following a huge number of challenges with the project, plus a personal friend of hers persuading Cemex to donate concrete free of charge, the plinths were now ready and the sculpture would be set in place on Friday 22nd June.

Lady Darnley had agreed to attend on the day to unveil the sculpture, and the event would start off with a speech from the Mayor, covering the project and the partnership aspects. Hereford Art College representative, Darren or Abergail, would be speaking about the sculpture and the benefits to the college and its' students and Nicola Goodwin had also confirmed that some of the Canary Girls would be present. The official title of the sculpture would be 'The Rotherwas Angel.'

A member expressed the importance of City Council getting the PR right with a balance between the official unveiling by Lady Darnley and the Mayor, whilst ensuring there was also recognition for those people who had done a lot of hard work on the project to make it happen, particularly Cllr Stevens. The Deputy Clerk responded that the Mayor's speech had been written and it makes a poignant point about the Councillors involved in the challenges and delivery of this project, which would also be part of the press release.

Members noted the update.

CD2018/2019.39 Additional Item – Exhibition Space in the Town Hall

At the request of a member of the Committee, members were asked to consider ways of increasing the use and effectiveness of the Exhibition Space in the Town Hall.

The Deputy Clerk reported that Cllr Stevens had raised with the Town Clerk that members were disappointed that the room had been left empty and not utilised following the military exhibition organised with Colonel Taylor, and no-one had moved the project forward. Additionally, a digital display screen had been purchased for the room but not installed and the project had now ground to a complete standstill, apart from a short display by the River Carnival group. Members wished to see this rectified and felt the room needed to be promoted, with groups being contacted and invited to use the exhibition space, as laid out in the draft calendar which was previously drawn up.

Members expressed several views:

- The exhibition space is part of cultivating a good visitor experience to the city.
- Further ideas should also be looked at for future - Suggest a Blacksmith's display by Holme Lacy College.
- Sad that so many artefacts are locked away in the Friar Street Museum and not seen by the public – The museum's response so far to using our exhibition space had involved issues with insurance.
- City Council should advertise its Town Hall exhibition room/space - Available to community groups and schools.
- Displays would need someone to look after them - The Deputy Clerk confirmed it would be the responsibility of individual organisations to manage their own exhibitions.

The Deputy Clerk stated that a booking system would need to be set up on a spreadsheet, in a wall chart format, to identify which groups would be using the room and when - the spreadsheet already drafted would facilitate this.

Members asked that the Town Clerk liaises with the responsible Officer to move the project forward.

CD2018/2019.40 Items for Future Meetings

- CCTV - The Chairman to arrange a convenient time for members to visit the CCTV control room.
- Disabled Swing - General update.
- Installation of park equipment - Requested by Cllr Hey for Holywell Gutter Lane recreation area.
- Cycle Track - Update for the next committee meeting.

Cllr Edwards highlighted that no list of previous items was shown on this agenda and, to prevent any such items being lost, he asked that they be included on agendas and roll on until completed.

Cllr Edwards also raised the question of whether a matter for the next Community Development Grants meeting, regarding a draft SLA for Belmont Community Park Supporters, should also be shown as an ongoing agenda item for the committee's routine meetings. The Deputy Clerk responded that once other community groups looking after open spaces became more active, that would be an appropriate time to consider including this as a topic on future agendas.

CD2018/2019.41 Date of Next Meetings

MONDAY 23 July 2018 – Grants Meeting – 10 am

TUESDAY 18 September 2018 – Routine Meeting – 6 pm

There being no further business, the meeting was closed at 7.34pm.

Signed

Dated