

# HEREFORDSHIRE MARKET TOWNS FORUM

Minutes of the Meeting of the Market Towns Forum held on Wednesday 27<sup>th</sup> September 2017 commencing at 7:00pm at the Chairman's Office, Shire Hall, Hereford.

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**Present:** Cllrs Brian Wilcox, Charles Nicholls and Cllr Marcelle Lloyd-Hayes, Hereford City Council  
Cllrs Felicity Norman (Chair), Roger Pendleton and Paul Russell (Clerk)  
Leominster Town Council  
Cllr Martin Eager (Ledbury).  
Liz Kelso, Clerk, Kington Town Council  
Cllrs David Ravenscroft and Valerie Coker Ross on Wye Town Council  
Cllrs Bob Barnes and Jean Simpson (Ledbury),

**Also Present:** Kate La Barre, Widening Participation Manager, Hereford City of Culture Bid.

## 1. WELCOME AND APOLOGIES

Apologies were received from:

Cllrs Alison Dods, Roger Page and Gary Swinford (Clerk) (Bromyard & Winslow)  
Cllr Bob Widdowson Cllr Martin Fitton (Kington)  
Cllr Angela Pendleton (Leominster Town Council)  
Cllrs Jean Simpson and Bob Barnes, Karen Mitchell (Clerk) (Ledbury)  
Sarah Robson (Clerk) Ross on Wye Town Council

## 2. MINUTES

The Minutes of the meeting held on 26<sup>th</sup> July 2017 were approved.

## 3. MATTERS ARISING

There were no matters arising.

## 4. MEETING GUEST

Kate La Barre, Widening Participation Manager of the Herefordshire Cultural Partnership, was in attendance to update the Forum on the current work of the City of Culture Bid. A copy of her presentation is contained in Appendix One of the Minutes.

Following the presentation the meeting thanked Kate for the excellent work undertaken to date and looked forward to continuing to support the initiative.

## 5. BUDGET CONSULTATION RESPONSE

The Forum noted the following priorities submitted to Herefordshire Council on its behalf:

- The continuation of financial support for the Enhanced Lengthsman Scheme;
- The continuation of financial support for the P3 scheme;
- Increased expenditure on highway network improvements with greater clarity and consultation with local parish and town councils on priorities;
- Town centre/public realm improvements in market towns;
- Additional investment in public transport especially in rural areas where an economic case can be made;
- Improved waste collection and litter bin emptying to improve cleanliness and care of the county for both residents and visitors;

In order to help achieve improved service delivery and some cost savings the Market Towns Forum would like to see the following initiatives developed:

- Options to work hand in hand with town and parish councils to help deliver open spaces maintenance, litter bin emptying and other quality of life services on behalf of local residents;
- The option for town and parish councils to act as contractors to HC, to receive payment to help deliver services contracted to town and parish councils.

## 6. TOWN MATTERS

The following items were considered:

- (a) **MTF Core Group** – The Forum considered the appointment of a Core Group to represent it when discussing issues with Herefordshire Council and other appropriate bodies. This had happened in the past with three members being appointed. There was a mixed response and, following discussion it was agreed:
- Not to appoint a Core Group at this time;
  - If in future there was a specific issue that required in-depth consideration then a Task & Finish Group would be appointed to address that issue specifically.

It was agreed to send the MTF minutes to HALC once approved.

- (b) **Waste Services and Litter Collection** – The Forum considered this matter. Of particular interest was the sale of green bags in each town which appeared to be poor. Only libraries seemed to stock them and there was no incentive for retailers to do so on behalf of Herefordshire Council.

It was agreed to invite Richard Wood, Herefordshire Council's Waste Manager, to a future meeting.

- (c) **Devolved Services/Additional Service Delivery** – The Forum discussed the possibility of requesting Herefordshire Council to consider enabling Market Towns to carry out elements of the Balfour Beatty contract such as verge cutting under LGA 1972 devolved services clause. This would enable HC to enter into an agreement with a specific council to cut the verges and to be paid for that work as part of devolved service delivery. If the town council then wished to enhance that service then it could at its own cost. This would negate the double taxation issue and potentially improve service delivery.

It was agreed to invite Mr Richard Ball to a meeting of the Forum to discuss the matter with a view of developing a community contract.

- (d) **MTF Democratic Representation** – It was agreed to defer this item.

- (e) **Local Enterprise Partnerships** – The Forum discussed what the status of the Herefordshire Council LEP was with the West Midlands Combined Authorities. There appeared to be little or no feedback from the LEP and no apparent benefits being received.

It was agreed to invite Mr Nick Webster to a meeting of the Forum to discuss the following:

- An overview of the LEP
- How does the LEP work?
- What is in it for the Market Towns?
- What is the accountability system within the LEP?
- What is its economic benefit to Herefordshire?
- What is its impact on the Market Towns?
- How can the Market Towns be heard and able to feed into this initiative?
- What Enterprise zones are included?

- (f) **Destination Management Plan (DMP) for Herefordshire** – The Forum noted the report regarding this Tourism initiative that was being developed. The item had been brought to the attention of the Forum so that each market town was aware of its existence and could feed into the draft due to be published soon.

It appeared that a meeting to discuss this had taken place recently in Hereford and it was agreed to confirm this. The Market Towns Forum did support the initiative in principal.

**6. ITEMS FOR THE NEXT MEETINGS**

The following people would be invited to future meetings:

- Richard Ball, HC (Devolved Services);
- Nick Webster, HC (LEP/Economic Growth);
- Richard Wood, HC (Waste)

**7. CONFIDENTIAL SESSION**

There was nothing discussed

**8. DATE OF NEXT MEETING**

The next meeting will take place on Wednesday 29<sup>th</sup> November 2017 at Berrows Building at 7.00pm.

There being no other business the Chair thanked everyone for attending and closed the meeting at 8.53pm.

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**CHAIR**

\_\_\_\_\_  
**DATE**

## Update to Market Towns Forum

Kate La Barre – Creative Connections Herefordshire project lead

A partnership of organisations committed to improving opportunities for children and young people in Herefordshire through arts & culture. By developing a collective and strategic approach we can expand our reach and impact to create exciting and inspiring opportunities for young people in Herefordshire; in their schools, communities and everyday life. The project is managed by Hereford College of Arts, and funded by the Herefordshire & Worcestershire Arts Development Ltd and Arts Connect (Arts Council Bridge Organisation). Volunteer of City of Culture Comms Group

Also works at HCA

### City of Culture

Whilst the shortlist announcement was disappointing it was fantastic and inspiring to get so much positive support, not only throughout the City of Culture campaign but on social media following the announcement. Huge thanks to everyone who expressed so much passion to keep working together to benefit everyone who lives, works or visits Herefordshire, through arts and culture.

### We received great support – particularly on social media. See handout DCMS Feedback

Shortly after the announcement the bid writing team had phone call from the DCMS on our submission - we were able to reassure them that bid had proved a stimulus for much good work that would continue notwithstanding the result. It was very well considered feedback and clearly our bid had been taken seriously. They recognised a lot of strengths:

- Our passion and vision
- Our articulation of real need for consideration of rural areas
- The authenticity of our ideas tied into a rural region
- Our excellent risk assessment
- How very well written it was - better than some of the shortlisted!
- On the negative side they had doubts about infrastructure and capacity to host events of scale including transport
- They didn't think our indicative programme would be enough of pull for people from large cities
- They were concerned our fundraising goal was too high to achieve
- That our cultural partnership was right way to go but was still very new and untested
- Most importantly they said our bid, along with the other smaller cities, had made them think hard about the purpose of City of Culture. They don't want to break what is working well for a certain kind of post-industrial large scale city but that they are keen to consider with us how to address the opportunities we have raised. John Glen and Phil Redmond, both Ministers for the DCMS have called a meeting today to discuss how as a nation we can celebrate innovation and collaboration in smaller cities and rural counties.

### Work still carries on – Herefordshire Culture Partnership

A small working group has formed as a Task and Finish group to look at how the HCP structure and governance can be developed in order to continue to oversee cultural development in the county. Task was to research different governance structures & membership and funding models of other cultural partnerships with a view to making recommendations for next steps – we spoke to Bristol Cultural Development Partnership,

Dorset Arts Together/The Arts Development Company, Durham Cultural Partnership, Exeter Cultural Partnership, Create Gloucestershire, Hampshire Cultural Trust, Torbay Culture Board, Worcestershire Arts Partnership & Plymouth Culture. Our findings will be presented to the HCP Steering Group in a couple of weeks' time.

#### **What we are finding**

- There are many different forms of cultural partnerships with differing degrees of success
- The most successful partnerships are the ones that are in a position to bid and manage major projects
- Some still have relatively informal structures
- Others have become NPOs in their own right
- Universities are major players

In the meantime – we have much to be getting on with

#### **Great Places**

HCP was successful in their bid to be one of twelve areas of the county to be awarded with a Great Places grant of nearly £750,000 over the next 3 years from HLF and ACE. It's being delivered by Rural Media Charity on behalf of the Herefordshire Cultural Partnership

Key outcomes of the project will be:

- More Herefordshire residents will have experienced and been inspired by arts, culture and heritage
- Herefordshire and its local communities will be a better place to live, work and visit
- Herefordshire's local economy will have been boosted
- Herefordshire's arts, culture and heritage, and other organisations will be more resilient
- Herefordshire's arts, culture, heritage organisations will have built sustainable partnerships with other sectors, agencies, and organisations in the area, and culture will be reflected in local plans and strategies

#### **Great Places Timeline 17-18**

- April – July: project set up including gaining 'Permission to Start' from scheme sponsors: Arts Council, Heritage Lottery Fund, Historic England
- August – September: recruitment of the Great Place project team comprising: Project Manager, Outreach Officer, and Cultural Enterprise Development Officer
- October – December: project team planning with key stakeholders; digital strategy (branding, website, social); project information and signature film distributed
- January – March: Launch event; arts & heritage activity programme; data research

#### **Herefordshire's Cultural Strategy**

Research and development of a cultural strategy for the next 5-10 years is well under way through commissioned activity by consultants. Further work being undertaken and will lead to a 5 year action plan – it is hoped to have a draft strategy in place, for further consultation/contribution by spring 2018.