



LEDBURY TOWN COUNCIL

TOWN COUNCIL OFFICES, CHURCH STREET, LEDBURY
HEREFORDSHIRE HR8 1DH. Tel. (01531) 632306

Email: clerk@ledburytowncouncil.gov.uk Website: www.ledburytowncouncil.gov.uk

25 June 2021

TO: Councillors Bannister, Chowns, Harvey, Howells, Hughes (Chair), Knight and Morris.

Dear Member

You are invited to attend an informal virtual meeting of the Economy and Tourism Committee on Thursday, 1 July 2021 at 7.00 pm. This meeting will be a non-decision, non-voting meeting due to legislation for Council's to hold virtual meetings being withdrawn and the decision taken by Councillors at the Annual Council meeting held on 24 June 2021.

Any decision made in respect of the items discussed at this meeting will be made by the Clerk in consultation with the chair and vice chair of the committee under delegated powers.

Members of the public will be able to watch the meeting live on the Council's Facebook Page at the link below:

<https://www.facebook.com/Ledbury-Town-Council-1834014213360154/?ref=bookmarks>

Yours faithfully

A Price

Angela Price

A G E N D A

1. **To receive apologies for absence**
2. **Declarations of Interest**

To receive declarations of interest and written requests for dispensations
(Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by Ledbury Town Council's Code of Conduct for Members and by the Localism Act 2011)

(Note: Members seeking advice on this item are asked to contact the Monitoring Office at least 72 hours prior to the meeting)

3. **Public Participation**

Members of the public are permitted to make representations, answer questions, and give evidence in respect of any item of business included in the agenda. If you would like to attend the meeting to ask a question on any item on this agenda please contact the Clerk at clerk@ledburytowncouncil.gov.uk to request the meeting link.

- 3(b) **Terms of Reference** **(To Follow)**
4. **To receive and note the minutes of a meeting of the Economy and Tourism Working Party held on Monday, 10 May 2021.** **(Pages 1 - 3)**
5. **To receive and note the minutes of a meeting of the website/brochure task and finish group held on Tuesday, 2 March 2021.** **(Pages 4 - 5)**
6. **Update on BID Herefordshire** **(Pages 6 - 13)**
- i. Loyal Free App
7. **Heritage Open Day** **(Page 14 - 24)**
8. **Your Herefordshire - website progress** **(Verbal Update)**
9. **Speciality Markets** **(Verbal Update)**
10. **Date of next meeting**

To note that the date of the next meeting of the Economy and Tourism is scheduled for Thursday, 4 November 2021.

Distribution: Full agenda to: - Committee members (7)
Town Mayor (ex-officio)

Agenda excluding confidential papers to:

Plus: The Press
Library

Agenda front pages to all non-committee members

**LEDBURY TOWN COUNCIL
MINUTES OF THE
ECONOMY & TOURISM WORKING PARTY MEETING
HELD ON 10 MAY 2021**

PRESENT: Councillors Morris, Bannister (Chair) and Knight
Non-Council Members: Celia Kellett, Christin Tustin, Griff
Holliday, Beth Hughes & Peter Arscott

ALSO PRESENT: Town Clerk – Angela Price
Resident – Carol Smith

APOLOGIES: Apologies were received from Councillor Morris

**ET33 TO RECEIVE AND NOTE THE MINUTES OF A MEETING HELD ON 19 &
26 APRIL 2021**

RESOLVED: That members receive and note the minutes of the meeting
of Economy and Tourism held on 19 & 26 April 2021.

**ET34 TO CONSIDER CONTENT TO BE PROVIDED FOR INCLUSION IN THE
“VISIT HEREFORDSHIRE” WEBSITE**

Councillor Knight advised members that she had provided local businesses
with the contact details for Your Herefordshire.

Christine Tustin and Celia Kellett provided members with an update on
contacting the heritage attractions in Ledbury and advised that it is a work in
progress.

Griff Holiday introduced Carol Smith to the meeting and advised that she had
an accommodation website for Ledbury. <https://ledburybedandbreakfast.info/>
He asked whether Carol's website could be linked to Your Herefordshire as
the main website.

Beth Hughes suggested creating a generic email to send to B&B owners to
remind them that they could sign up to Your Herefordshire. She also
suggested contacting Helen from Orphans to advise that some of the links on
the website are difficult to locate.

Members agreed that the Charter Market should be advertised. The Clerk
advised that there is a Charter Market Facebook that is used regularly and
that a link could be provided.

There was some confusion with what type of events could be advertised, the Clerk advised that the Officers in the Town Council would create a list to send to Helen at Orphans.

RESOLVED:

1. That Caroline Green contact Helen Bowden to ask whether the <https://ledburybedandbreakfast.info/> could be advertised on the Ledbury Accommodation page.
2. That Beth Hughes contact accommodation owners in Ledbury to remind them that they can advertise for free on Your Herefordshire.
3. That Officers create a list of annual events in and around Ledbury to be advertised on the Your Herefordshire website.

ET35 TO GIVE CONSIDERATION OF THE “LOYAL FREE APP” (SUBJECT TO RECEIPT OF INFORMATION PACK.)

The Clerk advised members that she would contact the Ward Councillors for an update.

RESOLVED: That the Town Clerk contact Councillor Harvey for an update on the Loyal Free App.

ET36 ECONOMY & TOURISM WORKING PARTY ACTION PLAN

The Clerk advised Members that she had updated the action plan and that the items in red were the actions that needed to be completed.

There was a lengthy discussion on Special Markets and how they could be managed. Caroline Green suggested more of an artisan market, offering crafts that are not available to buy in the local shops in Ledbury. Members agreed that a large marquee would be beneficial for events in the future.

The Clerk suggested creating a schedule for special markets, i.e., food markets and craft markets. She advised that the new Community Development Officer will be starting in June and that their main role will be promoting economy and tourism and arranging speciality markets in Ledbury.

RESOLVED: That members receive and note the amended Action Plan.

ET37 TO RECEIVE AND NOTE THE MINUTES OF THE CHARTER MARKET TASK AND FINISH GROUP HELD ON 19 APRIL 2021.

The Clerk updated members on the Charter Market and advised that new traders including Devine Donuts and Choc Shop have booked a space.

Councillor Knight advised members that 6 of the traders are now supplying local shops in ledbury.

RESOLVED: That members receive and note the amended Action Plan.

ET38 DATE OF NEXT MEETING

RESOLVED: That the next meeting of the Economy and Tourism Working Party will be held on Monday, 21 June 2021.

Meeting closed at 3:00pm

Signed by the Chair

Website / Brochure Task & Finish Group

Meeting Notes from 2 March 2021

Present: Councillor Morris, Caroline Green, Christine Tustin, Griff Holliday,

Also Present: Angie Price, Town Clerk; Nicola Young, Deputy Town Clerk; Beth Hughes, Tour Guide Manager; Olivia Bundy, Administrator

1. Appointment of a Task & Finish Group Chairman

Councillor Morris was appointed as Chair of this Task & Finish Group.

2. Apologies

Apologies were received from Councillors Knight and Howells

3. Declarations of Interest

Councillor Morris declared he had had an interest in previous brochures developed for the town but had no interest in present publications.

4. Review Herefordshire Tourism Website and Ledbury Tourism Documents Below and Develop a Plan

The Herefordshire Tourism website was being soft launched on 3 March 2021 - <https://www.visitherefordshire.co.uk/>. It was agreed to review the Herefordshire website and see what content overlap, if any, and adopt the content needs document that Griff Holliday had produced for the Ledbury destination website. It was agreed that Caroline Green would seek clarification on the Orphans T&Cs, to understand how many years they would be looking after the Herefordshire website.

a. (i) Ledbury Places Consultation Boards had been received but were out of date.

(ii) Griff Holliday was thanked for the very good document he had produced, which gives a clear list of the content needed for the website.

The Town Clerk said that the LTC Community Development Officer (CDO) will take the lead on delivering the tourism website and the Clerk will lead in the interim, as the current temporary Deputy Clerk was leaving at the end of March.

The CDO will update the website.

The following suggestions were made for the Ledbury tourism website:

- Include a blog which is updated on a weekly basis and linked to social media.
- Have a facility where visitors and locals can upload their photographs of Ledbury.
- A downloadable and printable map.

- To print a tear-off map, perhaps with information on the reverse, and this map will have all the historic building marked on it. The tear-off map will be printed either A3 or A4.
 - Recognition that the Ledbury website will include local trader requirements because Herefordshire tourism website does not.
 - Have QR codes on historic buildings and landmarks, which are linked to the Ledbury tourism website.
- (iii) The Short-Term Promotions paper was not discussed as neither of the authors were present.
- (iv) Comments from Celia Kellet on the red brochure were received.
- (v) Comments from Robert Waddington on the red brochure were received.
- (vi) The red brochure was discussed, and it was suggested that traders can produced an updated red brochure. That this brochure could be a downloadable brochure rather than produce paper copies. The brochure would include a map and information sheets.

b. Proposals with timescales and plan for the way forward:

- Printed destination brochures will no longer be printed.
- Print a map with information sheet on reverse, link to website and advertise website link on map and same branding as website.
- To have a large A1/A0 map on a noticeboard at the train station – Town Clerk to send an email to Gareth to enquire about the process to achieve this.
- CDO or volunteers could meet coaches and hand out printed maps – get in touch with coach companies to identify arrival times.
- The map will have the same branding as the website.
- Set up discussions with website design companies:
 - Essiem
 - Advansys
 - Martin Barrett
 - Caroline Green to send contact details for web designer.
- To push back the Economy & Tourism Working Party meeting from 22 March to later date, to enable quotes for the website to be obtained.

5. Date of Next Meeting

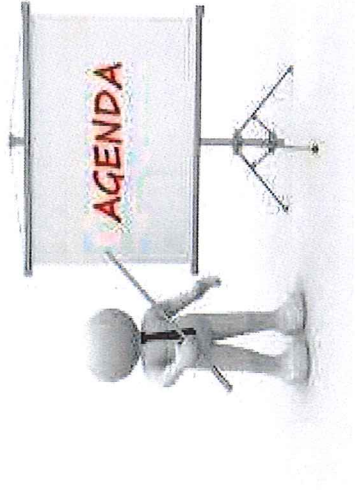
The date of the next meeting will be on Tuesday 9 March 2021 at 2pm via Zoom.

Meeting ended at 1452



Introduction

6




- What is the LoyalFree app
- Who can use the app for promotion
- Benefits for businesses
- How to get involved
- Useful information
- Any questions

4

What is LoyalFree

A bespoke app linked to local businesses, which offers incentives and encouragement to shop and play locally.

WHAT DOES LOYALFREE DO?



Business Profiles
To promote offers, reviews, digital loyalty schemes & more



Interactive Trails
To host interactive experiences in your place



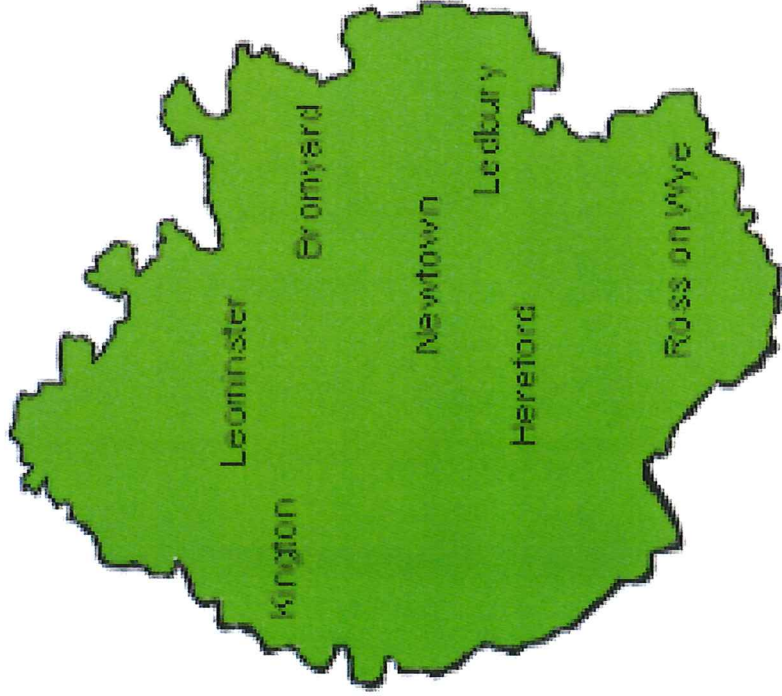
In-App Competitions
With a simple daily entry process to engage users



Events & Tourism
A comprehensive directory of events and attractions

2

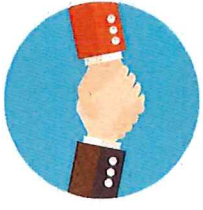
Who can have access to the app to promote their business?



9

All Businesses across the whole of the county

Partnerships with....



© 2015 HFD



Benefits for businesses

- **Advertising offers and events** to local residents and visitors, with the option to run a 'loyalty stamp' scheme, where possible
- **Direct links** to your website, social media, reviews and more
- **Featuring in local trails** available on the app, e.g. open for business, family / dog / vegan friendly, best independents, cafés, antique shops
- **Customer insights** through a live dashboard, so you can see how you're performing
- **Marketing materials** to help support your business

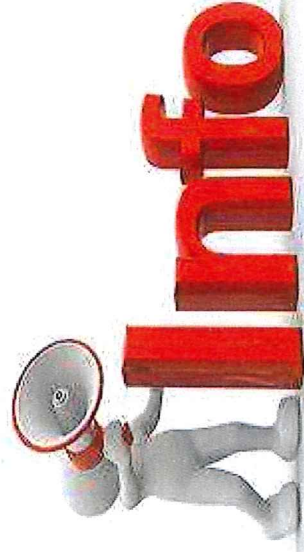
How to get involved

- It couldn't be easier for businesses to start promoting themselves through the LoyalFree app - LoyalFree can do all of this for you they just need your business name and full address plus details of your promotional offer – these can be emailed to loyalfree@herefordshire.gov.uk



- To support by promoting the app to your local businesses

Useful information

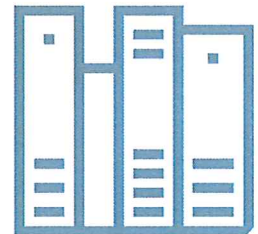
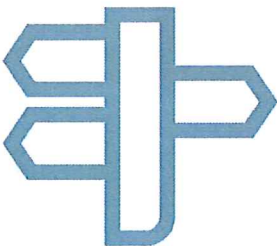
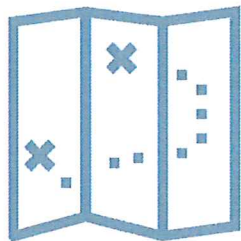
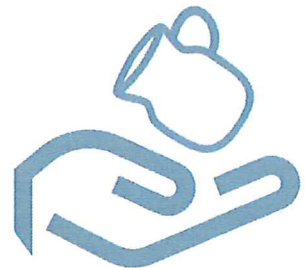
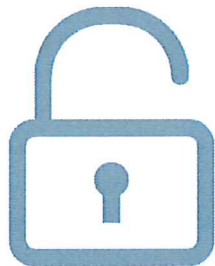
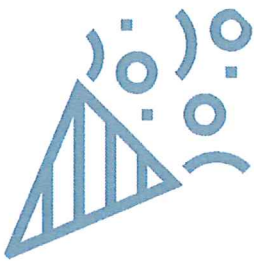
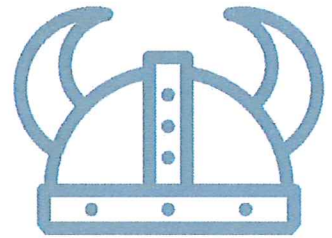
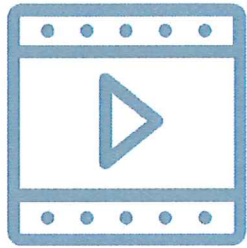


Benefits to businesses video can be accessed on [YouTube](#)

For more information or if you have any queries please email loyalfree@herefordshire.gov.uk

Get Started!

Your guide to taking part in England's largest festival of history and culture



In partnership with



National Trust

Supported by players of



Advanced funds from



heritage open days

Welcome



Firstly, hello! If you're reading this, you're either new to Heritage Open Days or an old hand who's interested to see what's in our core pack. Whichever you are, **welcome!** If you're new, we're delighted that you're considering joining HODs, and hopefully you'll find lots of information and tips in this pack to help make signing up a simple and easy process.

The good news is that if you decide to stage a Heritage Open Days event, you'll be joining the **largest** festival of history and culture in the UK. Every year, 1000s of events take place across the country, encompassing walks, talks, plays and recitals, with cinemas, museums and galleries opening up archives and backstage areas, and hundreds of buildings that are normally closed to the public, unlocking their doors. In 2020, we expanded the festival to include digital events, providing even more ways for people across England and beyond to engage with our stories and places.

The beauty of Heritage Open Days is that it offers **complete freedom** to stage your event, or tell your story in whichever way you want. We take a very broad view of the word 'heritage', welcoming all places to take part in the festival, including modern buildings, factories, industrial plants and natural spaces.

All we ask is that every event must be completely free of charge. This is **your chance** to put your corner of the world on the map, and tell the stories – of people, places and events – that really matter to you.

Your national Heritage Open Days team...



Sarah
Programme
Manager



Andy
Marketing & Projects
Manager



Alex
HODs Officer

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Why take part?

We understand that opening for free or putting on a special event can be challenging, but there are many benefits that will make taking part in HODs a worthwhile experience.



Become part of a national celebration with millions of visitors eagerly searching for events



Join a community of 1000s of local and national organisations and develop new partnerships through our workshops and networking events



Try out new ideas, concepts and experiences without the pressure of a paying audience



Share what's important to you and get more recognition for local heritage



Get extra publicity for your site or event through our online event directory, strong social media presence and press campaigns



Attract new audiences to your site: one-third of HODs visitors have not been to a heritage site in the past 12 months



Engage and forge stronger local connections: over 80% of visitors say that the experience made them feel more part of their local community



Meet and inspire potential volunteers and supporters: over 45% of visitors are inspired to volunteer in the future



Have access to our [Organiser area](#), where you can apply for free insurance and marketing materials, as well as download many free guides and resources



Remember - taking part doesn't mean that you necessarily have to open all day, every day - your event can just be a single pre-bookable tour or a one-off online event. Whilst your event must be free, you are welcome to ask for donations.

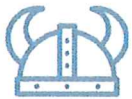
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Develop your event

Get Started

From bicycle tours around historic bottle ovens to virtual tower-top tours, it's the diversity of events that makes Heritage Open Days unique. Your event can be held in-person, online or a combination of both, and we've produced a special [beginners guide to developing digital events](#). If you're struggling to get started here are examples of just some of the types of event that have taken place in previous years...



Re-enactments and costumed guides bringing history to life



Daytime or evening talks from specialists



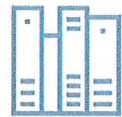
Object-handling sessions and conservation workshops



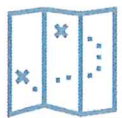
Walking, cycling and even kayaking tours



Film screenings, live music and pub quizzes



Behind-the-scenes archive experiences



Treasure hunts and trails for both children and adults



Street parades and village festivals



Access to usually closed or hidden spaces



Food and drink tasting sessions

To help generate different events and new stories, each HODs festival has a different theme (e.g. Hidden Nature, Extraordinary Women). Whilst your event doesn't have to have this focus, it may provide a good starting point when developing your ideas. Check our [website](#) for details on this year's theme.

Case Studies

Mixing codes and cocktails in Knutsford

Inspired by the work of Alan Turing, The Lost & Found bar in Knutsford, Cheshire was transformed into a WWII era speakeasy. With the help of an expert mixologist, visitors discovered the secrets behind classic cocktails and even had a go at creating their own signature drink!

Exeter library's 'white gloves' experience

A rare chance for people to get close to some of the library's special collection, which features books dating back as far as 1480. After being given expert object handling tips, visitors donned white gloves and delved into the unique stories contained within their pages.

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Your event entry

The best way to create a really engaging online event entry is to think about it as if you are creating a news story. The most successful entries combine a tightly-written, intriguing introduction, strong images and a clear description of what visitors will see and experience if they come along.



Describing your event

- Make your words come alive – use adjectives. Is it unique? Fascinating? Vibrant? Are you revealing something? Are there secrets to be discovered?
- Try and include specifics about what's happening. Rather than talking about 'family-friendly activities', mention what will be involved – face painting? Treasure trails? Art workshops?
- Give some context. If it's a historic building, give one or two interesting facts, if a natural landscape, what birds or unusual trees/flowers might be seen?
- Keep the title short and snappy, but make it creative. Rather than just 'Georgian Gardens Heritage Open Day', use 'A Festival of Flowers' or 'A Walk Through the Woods'
- Make sure you include all the essential information; dates, times, whether your event is pre-bookable



Using images

- Include an image whenever possible. It gives visitors a better idea of what to expect and will help your entry stand out
- Make sure your image is big enough to not appear pixelated. All smartphones and digital cameras will take pictures of sufficient quality for your event entry
- Use images to highlight interesting or unusual features that people will see
- If your event is family friendly, include pictures of children enjoying themselves
- If you include images of people, ensure they are doing something active. Avoid using images where people are just standing around and looking at things
- To make your place sparkle try taking pictures during the 'Golden Hours' (the hour after sunrise or before sunset)



If you're not sure where to get started, or need a little inspiration, check out these examples from previous years that had real impact...

[Gleaston Water Mill](#)

[Newman Brother Coffin Works](#)

[The Lizard Wireless Station](#)

How to register

Registering an event with us is quick and easy. To keep things simple, we've broken the process down into three steps. You can work through this in your own time on our online Organiser area.



Get started

If you're new to Heritage Open Days, you'll first need to submit a [login request](#). Once approved, this gives access to our Organiser area. Here you'll find our online registration form, and be able to save, edit and submit your event(s).

You don't need to re-submit a login request if you've taken part before. Just update your contact details and confirm the organiser agreement within the My Contact Details section. You should then be able to find and update your event/s from all previous years on the 'Archive' tab of the My Events section. Alternatively, you can create a new event from scratch.



Get ready

Before registering an event, you will need to consider the following factors...

That your event meets our entry criteria



Entrance must be free



Your event takes place within the festival dates



You provide some form of information



Your event offers something not normally available for free

Insurance requirements and risk assessments

If your event requires our insurance, check the insurance summary section on the registration form and tick the appropriate box. All events require a risk assessment to be completed. You can either complete your own, or use our handy template and fact-file available in the useful stuff section of the Organiser area.

Your opening times and booking conditions

Whilst you can update these at a later date, many people don't re-check the online event directory before attending an event. To avoid disappointing potential visitors it is always best, where possible, to have your opening times and any pre-bookable parts of your event finalised prior to registering.

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Get going

You're all set to complete our short registration form. This shouldn't take long but you can always save your entry and come back to it later. You'll need to input the following information into the form:



Description - tell visitors what they can see and do at your event. Give as much detail as you can!



Location - where will your event be taking place? Be as specific as possible to ensure that it can be found on the searchable event map



Timing & tours - enter specific times for opening, closing and special tours. If you are not participating on a certain day, leave the box blank. Add booking details if applicable



Tick boxes – make sure to select all that apply to your event. These help visitors search for events by theme, type, category and special features, as well as access requirements



Image upload – including an image is optional, but it will ensure your event listing stands out and attracts more visitors



Links – If your event is online make sure to include a link to where visitors will be able to access your content. For both online and in-person events you can also include links to your website and social media channels

Filled the form out? Preview your entry to see what the public page will look like. Once you're happy, click the submit button and your event will appear on our online event directory as soon as it is open to the public! If you have requested our insurance, your event will go into the queue to be processed by one of the team, which may take a few weeks. You'll then receive an email confirming your entry is live.



Top tip: Register your event as early as possible – you are far more likely to be featured in our press releases and social media channels. You can also apply for free marketing materials, through the Marketing section of our Organiser area. Orders open in May, and materials are allocated on a first come, first serve basis.

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Staging your event

So you've registered your event. Now it's time to start thinking about advertising what you're doing and preparing for visitors to arrive. Here are just some of the ways you can help ensure that your event is well attended and goes off with a bang!

Publicising your event

There are multiple ways to do this, and we encourage you to explore as many different marketing channels as possible. Here are some places where you can promote your event...

- Your local newspaper or radio station – You'll find a handy template press release on the [Useful Stuff](#) section of our Organiser area, which you can adapt to suit your own purposes
- Social media – post about your event on your own networks and/or reach out to any local Facebook groups who can post on your behalf
- Notice boards – is there somewhere locally where you can pin up a poster about your event?
- Local leaflets and newsletters

Providing a great experience

Welcoming large numbers of people to an event can be daunting, particularly if this is not something you do on a regular basis. However, thinking about the following things in advance will ensure that every visitor leaves with a smile on their face...



Having space for people to park. If you don't have your own car park, where is the nearest public parking?



Providing refreshments and snacks - you can ask for a small fee for these, which can be a great way to fundraise



Making it easy for people to find the entrance/meeting point to your event. Our downloadable and durable marketing materials can help with this



Knowing where the nearest toilets (including accessible facilities) are. If you are doing a tour you may want to factor in a comfort break



Having a friendly face to welcome visitors to your event and answer any questions. First impressions really shape a person's overall experience



Giving a personal goodbye. A last impression is as important as the first - it's also a great opportunity to tell people about any future events



Remember to complete our online evaluation form in the Organiser area after your event, which enables us to continue receiving support for the festival. This provides us with the funds to be able to offer our free insurance and marketing materials.

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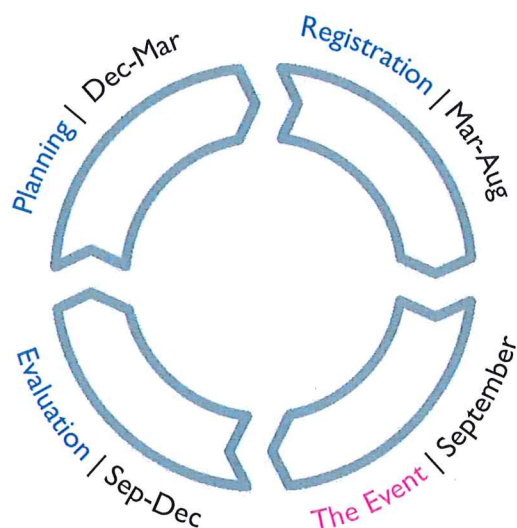


The HODs year



Get Started

The yearly cycle



Key dates

Early May - 'Early Bird' deadline*

Early June - event directory goes live

Early August - registration closes

Early September - the festival!

Mid October - evaluation closes

*Submit your event before this date for a chance to be featured in our 'long-lead' press releases sent to magazines who require content three months in advance.

Checklist

Registration

- Organiser login requested/contact details updated
- Opening times and booking conditions agreed
- Insurance needs determined
- Initial event idea decided
- Event entry written
- Image uploaded
- Risk assessment completed
- Event submitted

PR and Publicity

- Marketing order placed
- Event entry double-checked
- Local news outlets contacted
- Event promoted on website/social media
- Event promoted on local notice boards

Post Event

- Evaluation forms submitted
- Volunteer feedback gathered

Event Preparation

- Volunteers recruited
- Volunteers briefed and trained
- Feedback forms prepared and printed
- Risk assessment reviewed
- Signage put up
- Refreshments prepared
- Visitor welcome ready



Did you know, over a quarter of events are submitted in the two weeks before registration closes. It can take up to 6 weeks to process them all. To avoid being caught up in this backlog, register as early as you can!

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FAQs

Does my event have to take place during every day of HODs?

No - events can take part on any number of days, from just one afternoon to several different days. It is entirely up to you, the event organiser, how many hours you wish to participate.

Can I still take part if my event doesn't fit with this year's HODs theme?

Yes - although we hope that you might consider featuring this year's theme in your event, it's not a requirement! If you are struggling to find a connection, then do not worry. As long as it meets our general criteria, you can register with us.

I organised the same event last year. Do I need to complete the whole form again?

No - the online registration system means that any previously-registered event can be updated and submitted (from the archive in the 'your events' section), saving you from inputting all of the details again.

How do I know if my event has been registered?

Once you have pressed the submit button, a green notice should appear explaining that all is well. It will now appear under the 'Submitted this year' tab. If a red notice appears, something is amiss – it should highlight what needs changing. If you requested our insurance, your event will go into a queue for us to approve. You'll receive an email once this has been processed.

I'm struggling to register my event online.

If you cannot submit and register your event online, please give us a call on 020 7824 7180. We'll talk you through the process or send out paper registration forms if needed.

Can I still edit my event once I have submitted it?

Yes! If your event does not require HODs insurance, you can go straight back into the full form and amend it where necessary. If your event requires HODs insurance, you will need to complete an amendment form. All updates will show on the website within 24 hours. We accept amendments right up until the day of your event.

Someone else from my organisation also needs to register events. How can they access all of the events I have registered?

They will need to request a login for our Organiser area. We'll then link them to your organisation. They will then be able to access, amend and submit events, but you won't see each others personal details.

What is the best way to set up pre-bookable tickets for my event?

If you are happy to take enquiries regarding tickets, then you can provide a dedicated email address or telephone number. Alternatively, there are several websites (e.g. Eventbrite) which provide free ticket management systems for events that do not charge admission.

How can I find other organisers who have registered events near me?

Within the HODs Community section, you can search for events by area or keyword – enabling you to connect with organisers to discuss common issues.

In partnership with



Fancy a chat?

We pride ourselves on always having a person on the end of the phone or email - you won't find any automated responses from us!

Get in touch

info@heritageopendays.org.uk

Our office is currently closed. Please check our website for an up to date contact number.

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Newletter: <https://www.heritageopendays.org.uk/about/contact/hods-newsletter>

