

**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING  
HELD ON WEDNESDAY, 18 FEBRUARY 2026**

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**PRESENT:** Councillors Hughes and Morris  
Non-Councillors: Al Braithwaite (Chair) Griff Holliday, Sue Hughes, Diane Mansell, Nina Shields and Lynette Loader.

**ALSO PRESENT:** Olivia Trueman – Community Engagement Officer  
Julia Lawrence – Deputy Clerk  
Honor Holton – Minute Taker

**54. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Chowns, Harvey, Lizzie Gissane and Sonia Bowen.

**55. TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE EVENTS WORKING PARTY HELD ON 13 JANUARY 2026**

It was noted that apologies had been received from Councillor Harvey for this meeting. However, they were not recorded in the minutes and they have been amended accordingly.

**RESOLVED:**

**That the minutes of the events working party held on 13 January 2026 be approved subject to the above mentioned amendment.**

**56. TO RECEIVE AND NOTE THE ACTION SHEET**

Members were provided with an up-to-date action sheet for the Events Working Party. The Chairman and the CEO updated Members accordingly and advised that a number of the recommendations were awaiting the outcome of the Full Council meeting to be held on Thursday, 19 February 2026.

**RESOLVED:**

**That the Action Sheet be received and noted.**

**57. TO CONSIDER THE DRAFT EVENTS STRATEGY AND BUDGET 2026/2027**

The CEO provided Members of the Working Party with a draft Events Strategy and Budget for 2026/27. It was noted that the document would support the development of an Action Plan, enabling the Council to establish clear



objectives and to deliver high-quality events that align with the needs of the community.

Members were asked to review the document carefully and submit any amendments or suggested changes directly to the CEO by no later than Wednesday, 25 February 2026. This would allow the proposed amendments to be presented to the next Events Working Party meeting, with a recommendation to be made to the Full Council meeting on Thursday, 2 April 2026, with a view to both the budget and strategy being formally adopted.

Griff Holliday proposed that on page 355, under "Headline Events" that any events outside of Ledbury (e.g. Big Apple) should be classified under an alternative heading. It was also proposed that on page 358, under "Events Assessment Criteria" that it be made clearer that not all events are expected to make the criteria listed.

During the discussion, Members agreed that it would be beneficial to build relationships with other event providers and local organisations, such as Eastnor, including Lakefest and Hellens Manor. It was agreed that invitations should be extended to representatives of these organisations to attend future working party meetings, where appropriate, particularly where agenda items may be of mutual benefit.

**RESOLVED:**

- 1. That the Draft Events Strategy be received and noted, and that any amendments or suggestions be submitted to the CEO by Wednesday, 25 February 2026.**
- 2. That the Town Council formally invite other event providers and local organisations, such as representatives from Lakefest and Hellens Manor to future working party meetings.**

**58. TO RECEIVE AND NOTE THE VIRTUAL APP UPDATE**

The Community Engagement Officer updated members on her recent meeting with Ross on Wye Tourism Association and Town Council in regards to the 'Museum without Walls App', which if used in Ledbury would provide a pull factor to attract more footfall within the Town. This would be achieved in small stages and will be going to the next Full Council Meeting on Thursday, 19 February 2026 for approval.

It was also proposed by Herefordshire Bid that Ledbury may want to make use of their new 'Visit Herefordshire App' which has the ability to add Town Trails and various points of interest, which the Town Council could use as a backup in the event that funding for this App is not approved. It was also proposed that many of the Town map/walk leaflets could be converted onto the App.



**RESOLVED:**

**That the update on the Virtual Tour be received and noted, and that consideration be given to utilising other applications, such as the Visit Herefordshire Walking App.**

**59. CALENDAR OF EVENTS**

Discussions took place regarding the Events Calendar and how the Council might better promote its online calendar. It was acknowledged that the calendar can sometimes be difficult to navigate and that there have been issues when uploading events. Officers confirmed they would review these concerns. In the meantime, community groups were invited to send posters or event details directly to Officers, who would be happy to upload the information on their behalf.

**RESOLVED:**

**That the events calendar be received and noted and that Officers would be pleased to upload any event information, as requested.**

**60. DATE OF NEXT MEETING**

**RESOLVED:**

**The next meeting of the Events Working Party is to be discussed and planned around future Full Council Meetings. An email will be sent to members accordingly.**

The meeting ended at 10:48am

Signed AB Southwaite Date 23/3/26

