



LEDBURY TOWN COUNCIL



30 July 2026

To: Councillors Chowns, Morris, Harvey, Hughes and Hamblin.
Ward Councillors: Harvey, Peberdy, Simmons
Events WP Members: Alison Braithwaite, Sabeen Chaudry, Griff Holliday, Beth Hughes, Lizzie Gissane, Lynette Loader, Sonia Bowen, Nina Shields and Nic Sims

Dear All,

You are invited to attend reconvened meeting of the Events Working Party on Thursday 30 July 2026 at 10:00 am in the Co-op Funeralcare, Hawcutt House, Bye St, Ledbury HR8 2AA. for the purpose of transacting the business below.

Yours faithfully

Angela Price PSLCC, AICCM
Town Clerk

FILMING AND RECORDING OF COUNCIL MEETINGS

Members of the public are permitted to film or record meetings to which they are permitted access, in a non-disruptive manner. Whilst those attending meetings are deemed to have consented to the filming, recording, or broadcasting of meetings, those exercising the rights to film, record and broadcast must respect the rights of other people attending under the Data Protection Act 1998.

A G E N D A

1. Election of Chair for 2026/27 Municipal Year
2. Declarations of Interests

To receive any declarations of interest and written requests for dispensations.
LEDBURY TOWN COUNCIL (Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by the Ledbury Town Council Code of Conduct for Members and by the Localism Act 2011) (Note: Members seeking advice on this item are asked to contact the Monitoring officer at least 72 hours prior to the meeting)

3. Election of non-council members to the Events Working Party
4. Terms of Reference (Pages 453 - 454)
5. To receive apologies for absence
6. To approve and sign the minutes of the meeting of the Events Working Party held on 2 June 2026 (Pages 455 - 458)
7. To receive and note the Action Sheet (Page 459)
8. Event Data Capture (Standing Item) (Pages 461 - 467)
9. Recommendation to adopt Event Strategy (To Follow)
10. To receive and note feedback on Great Big Green Week and Ledbury Community Day (Page 469)
11. To receive and note feedback on Ledbury Celebration
(Page 471)
12. To receive and note Update on Ledbury Carnival (Pages 473 - 474)
13. Recommendation to hire gazebos for the Christmas Light Switch on 2026 (Pages 475 - 477)
14. To receive and note update on HODS (Pages 479 – 480)
15. To receive and note the Events Calendar (Pages 481 - 483)
16. Date of Next Meeting

The date of the next meetings will be held on:

- Thursday 27 August 2026
- Thursday 1 October 2026
- Thursday 19 November 2026
- Thursday 17 December 2026

LEDBURY TOWN COUNCIL

TERMS OF REFERENCE

EVENTS WORKING PARTY

1. Purpose

The purpose of the Events Working Party is to:

- a) Promote events that encourage participation from Ledbury's residents and businesses, increase visitor numbers, enhance community wellbeing, and support the local economy, with the potential to attract inward investment.
- b) The Events Working Party provides strategic oversight and advice on Council-supported events. Operational delivery is undertaken by Council officers, with decisions and recommendations referred to the appropriate Council Committees in accordance with the Council's Scheme of Delegation
- c) The Events Working Party are to put forward recommendations for events to the Environment and Leisure Committee, and once formal approval has been granted, then the Events Working Party will take responsibility for the organisation and running of Town Council events.
- d) Provide support in the facilitation of community groups and event organisers within the Town.
- e) To consider recommendations from Standing Committees in relation to Council events and provide recommendations on the type and content of events.

2. Quorum

To enable the Events Working Party to meet its quorate requirements, there MUST be two members of the Working Party present, regardless of whether they are Councillors or non-councillor members of the Working Party. However, there MUST be at least one Councillor present for the meeting to proceed.

3. Membership

Members of the Events Working Party can be appointed at any time during the Municipal year and will consist of Town Councillors, members of relevant local groups/organisations and members of the public.

The Membership will be made up of Councillors, stakeholders and representatives of local community groups.

4. Chairman

A Chairman will be appointed annually, at the first meeting of the Working Party.

The Chairman will be the main point of contact for the Town Clerk.

The Town Clerk will ensure minutes are taken from the meeting ensuring the capture of any actions proposed. This report will be submitted to the next meeting of Full Council for consideration.

5. Powers

Working Parties cannot make decisions on behalf of the Town Council. Any recommendations made by this group will be subject to approval by the Environment and Leisure Committee, Finance, Policy and General Purposes Committee and/or Council. This group has no budgetary powers.

The Council's Standing Orders apply to all meetings of the Committee.

6. Review of Terms of Reference

These Terms of Reference will be approved by Council at its Annual Meetings and received and noted at Full Council.

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON TUESDAY 2 JUNE 2026

PRESENT: Councillors Morris and Hamblin
Non-Councillors: Griff Holiday, Sonia Bowen, Nina Shields and Nic Sims

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

81. APOLOGIES FOR ABSENCE

Apologies for absence were received from Al Braithwaite and Councillors Chowns, Harvey and Hughes.

In the absence of the Chair, that Ms Nina Shields was elected to preside as Chair for the meeting.

RESOLVED:

That in the absence of the Chair, Ms Nina Shields be elected as Chair for this meeting.

82. TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE EVENTS WORKING PARTY HELD ON 28 APRIL 2026

RESOLVED:

That the minutes of the meeting of Events Working Party held on 28 April 2026 be approved and signed as a correct record.

83. TO RECEIVE AND NOTE THE ACTION SHEET

Members reviewed the action sheet and noted that a number of the updates were covered within reports on the agenda. It was agreed that updates would be received throughout the meeting. However, it was noted that Action 78.2 should be amended to read 'In Progress' rather than 'Completed.'

The Administrator will contact John Holmes to determine whether he is able to attend the next meeting.

RESOLVED:

That the Action Sheet be received and noted.

That the Administrator contact John Holmes to see if he is able to attend the next meeting.

84. EVENT DATA CAPTURE

Members were provided with event data from the BID.

Although Members felt that the data was useful, they asked if it was only available in this format or whether it could be analysed more specifically given that some of the data was very general. It was suggested that, as this was a new agenda item, the group should continue to receive the full dataset for the time being, and that over time Members would be able to determine what information is useful and what is not required to be presented to the Working Party

RESOLVED:

That the Events Working Party continue to receive these figures for 12 months, after which only specific figures will be requested from Herefordshire BID.

85. TO RECEIVE AND NOTE BUDGET SUMMARY

RESOLVED:

That the budget summary be received and noted.

86. TO RECEIVE AND NOTE UPDATE ON GREAT BIG GREEN WEEK AND LEDBURY COMMUNITY DAY

An update was received from Griff Holiday and Nic Sims in relation to Ledbury Community Day and the Great Big Green Week.

Nic Sims advised Members that he had recently spent funds on marketing via Royal Mail, through which all households in Ledbury and the surrounding area received a leaflet promoting the community event at the recreation ground.

It was discussed that, in the event of poor weather (particularly high winds) the event would need to be cancelled. However, it was noted that, due to the use of gazebos, the event would be able to proceed in rain.

RESOLVED:

That the update on Great Big Green Week and Ledbury Community Day be received and noted.

87. TO RECEIVE AND NOTE UPDATE ON LEDBURY CELEBRATION

Griff provided an update on the Ledbury Celebration, advising that preparations are progressing well. He noted that a small number of additional volunteers are still required to support the delivery of the event.

He further reported that an engaging programme has been confirmed, featuring a range of activities including food vendors, poetry, live music, and local producers. The event is anticipated to be an enjoyable and well-supported community occasion

RESOLVED:

That the update on Ledbury Celebration be received and noted.

88. TO RECEIVE AND NOTE UPDATE ON LEDBURY CARNIVAL

An update was provided on the Ledbury Carnival. Members were advised that preparations are ongoing for the event, with initial planning discussions taking place regarding the overall programme and format of the day.

RESOLVED:

That the update on Ledbury Carnival be received and noted.

89. TO RECEIVE AND NOTE UPDATE ON LEDBURY CONVOY/HODS

The Community Engagement Officer provided Members with an update on the Ledbury Convoy. She advised that she has not yet met with the organisers and is therefore not fully aware of the details of the event and is unable to provide a substantive update at this stage.

It was noted that the Community Engagement Officer will meet with the Eastnor Convoy organisers regarding the upcoming event, which Ledbury Town Council is also assisting to organise as part of this year's Heritage Open Days (HODs) programme.

An update will be provided to the Events Working Party following this meeting.

RESOLVED:

That the update on Ledbury Convoy/ HODS be received and noted.

90. TO AGREE FUTURE MEETING DATES FOR THE EVENTS WORKING PARTY

Tuesdays are proving a difficult day for members and those present indicated that Wednesdays and Thursdays would be better, with a preference for Thursdays.

RESOLVED:

An email will be sent to Working Party attendees requesting their preferred meeting day (Wednesday or Thursday). If no responses are received by the deadline, future meetings will be held on Thursdays.

91. TO RECEIVE AND NOTE THE EVENTS CALENDAR

The Masefield Matters Project Coordinator is to provide the Community Engagement Officer with two dates in November for the Masefield Matters Market Theatre performances, as well as a proposed date in March for an event to be held at the school.

RESOLVED:

That the Events Calendar be received and noted.

92. DATE OF NEXT MEETING

It was agreed that the Administrator would contact Members to collate suitable dates for the next Events Working Party meetings covering the period July to December 2026. An email will be circulated to Members accordingly

RESOLVED:

That the Administrator contacts Members to collate suitable dates for the next Events Working Party meetings covering the period July to December 2026, and circulates an email to Members accordingly

The meeting ended at 10:40am

Signed Date

EVENTS WORKING PARTY

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
	28-Oct-25				
37.1	Proposed that more examples are presented alongside the step-by-step guide, which would help people further understand how much work is involved in organising an event, such as road closure applications.	CEO	Feb-26	The CEO is currently working on uploading example documents to the website, including a sample road closure notice.	In Progress
	18-Feb-26				
57.2	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.	CEO	Mar-26	Letters have been sent to schools, and engagement has been initiated with Lakefest and other event organisers.	Ongoing
58	That consideration be given to utilising other applications such as the Visit Herefordshire Walking App	CEO	Apr-26	Possibility of funding and working with Ledbury Places to develop a simple app. A report will go to Full Council on 6 August.	In Progress
	23-Mar-26				
64.1	"That the Community Engagement Officer be asked to provide clarification in respect of the various types of events and how their information will be captured for the purpose of measuring success, following which the Strategy will be provided to Full Council for their consideration and approval."	CEO		A Report has been submitted to the Events working Party for consideration.	in Progress
64.2	That the Event Data Capture be added as a standing item on all future agendas."	CEO	Apr-26	Data has been added to the agendas. Tara from the BID will be invited to meetings to provide an update on data if possible.	Completed
67	The Town Clerk is to speak with the organisers of this event on 19 September 2026 to ask if they would like to use the Recreation Ground on 6 June for Community Day and bring along some vehicles to display, as well as asking whether they have planned food traders for this event and would like some local traders to attend."	TC	Page 459 of 460 Apr-26		Completed

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
	28-Apr-26				
71	The Deputy Clerk to draft an email to attendees who are not at the meeting, to acknowledge that they are missed and encourage them to take part in meetings.	DC	Apr-26		Completed
73	That an update on the military event be provided at the next events working party on Tuesday 2 June 2026.	TC	Apr-26	A Report will be on the next agenda.	ongoing
74	That the Chairman and Community Engagement Officer will review the comments made at the meeting and redraft the Events Strategy. This will be brought back to the next Events Working Party Meeting prior to submission to Full Council	CEO	Apr-26	A copy of the amended strategy will be on the agenda for the next meeting on 30 July.	Ongoing
78.3	That an article be published during Volunteering Week in June to promote volunteering opportunities.	CEO	Apr-26	An article was created and shared on social media and in the newsletter.	Completed
79	Contact new custodian of The Barn with view to potentially attending EWP	CEO	May-26	An email was sent. Custodian is hoping to join the next WP (30 July)	Completed
	02-Jun-26				
89	That the Community Engagement Office is to have a meeting with Eastnor Convoys and provide the Events Working Party with an update.	CEO	Jun-26	Update to be given at the next events working party on 30 July.	ongoing
90	An email to be sent out to all Working Party Attendees, requesting their preferred meeting day, Wednesday or Thursday, if not responses are received by the deadline, all future meetings shall be held on Thursdays.	CEO	Jun-26	An Email was sent on 9 July to all members. Working parties will be held on Thursdays going forward, and a list of dates have been set in the diary.	completed
91	For the Masfield Matters Project Coordinator to provide the Community Engagement Officer with two dates in November for Masfield Matters Market Theatre performances, as well as an event at the school in March.	CEO	Page 460 of 460 Jun-26	Dates have been provided by the Masfield Project Coordinator and added to the calendar.	Completed

Ledbury Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Ledbury town centre has seen a 3.4% increase on April 2026, and a 0.7% increase with respect to May 2025.

Footfall

Footfall is measured by the volume of sample unique phones visiting Ledbury town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (April 2026) and previous year (May 2025) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

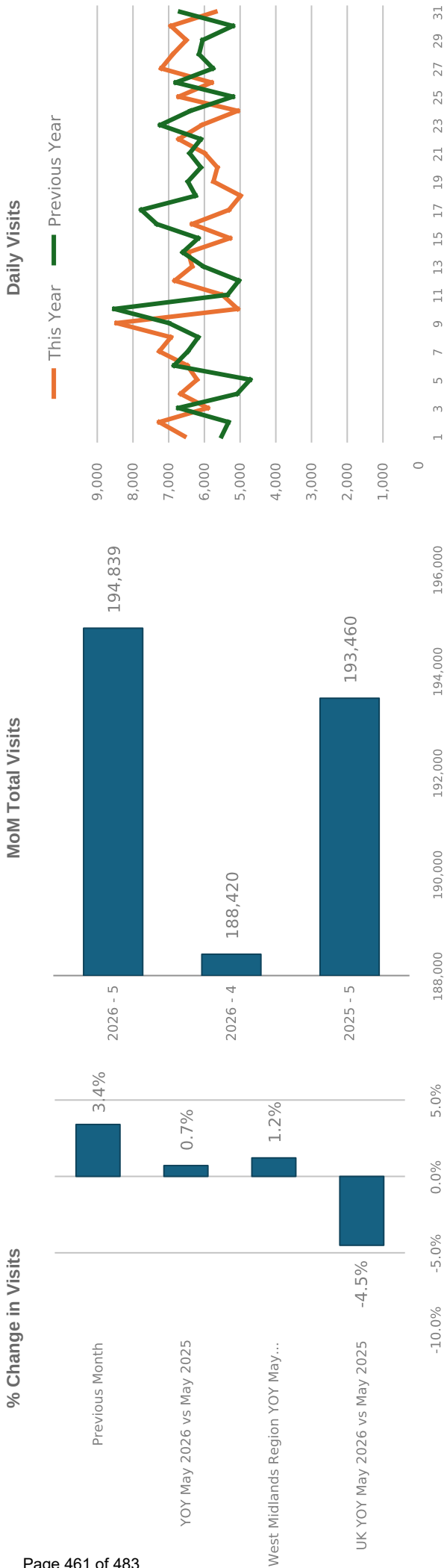


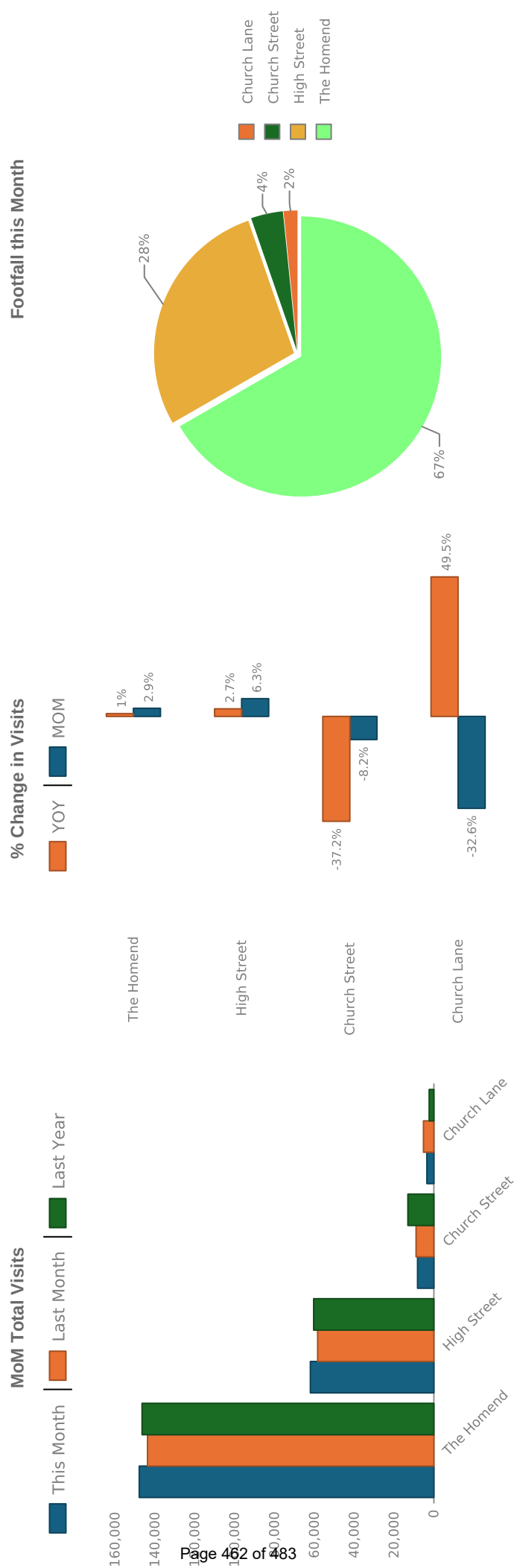
Fig.1 % change in total visits to the town centre

Fig.2 Total visits to the town centre

Fig.3 Number of daily visits to the town centre

Visitors to Streets

The following charts provide footfall by streets in Ledbury town centre. The Homend is the busiest road with 147,839 visits in May 2026 (Fig .4), this was 1.0% higher than May 2025 (Fig. 5) and 2.9% higher than in April 2026. The Homend attracts the most visitors with 66.7 % of all street visits. (Fig .6)



67%

28%

4%

2%

Footfall this Month

Church Lane

Church Street

High Street

The Homend

Fig.4 Total visits to street

Fig.5 % in visits to street

Fig.6 % footfall by street

How Long do Visitors Stay For?

Average dwell time in Ledbury town centre was 53 Minutes in May 2026 (Fig. 7) an increase of 9 minutes compared to May 2025. The percentage of visitors by dwell minutes has shown 21.6% of all visitors in May 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes and short 6 - 12 minutes dwell times of 17.9% of all visitors.

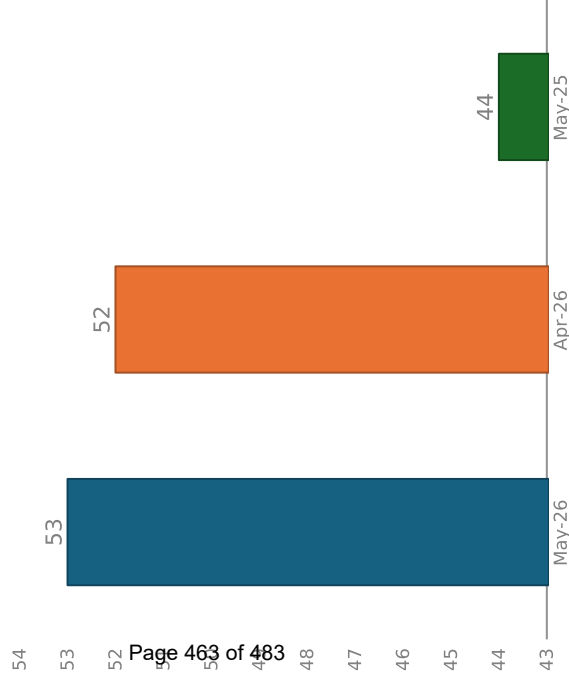


Fig.7 Average dwell time (minutes) in the town centre

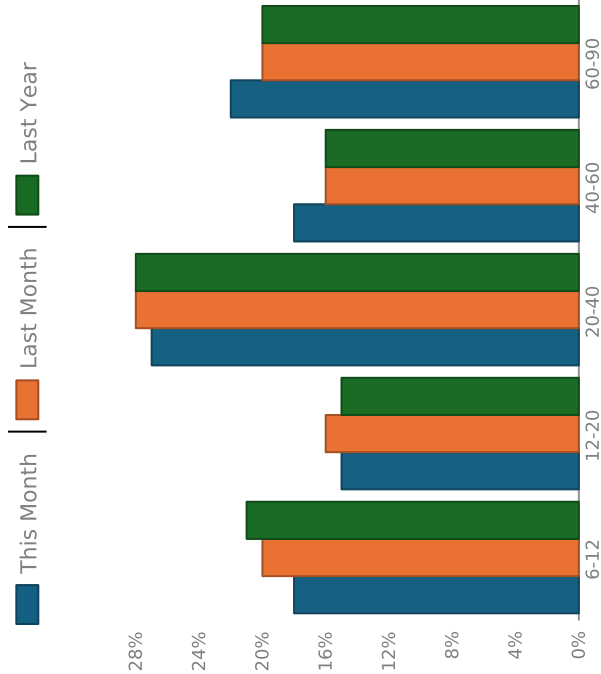


Fig.8 % of visitors by dwell time (minutes)

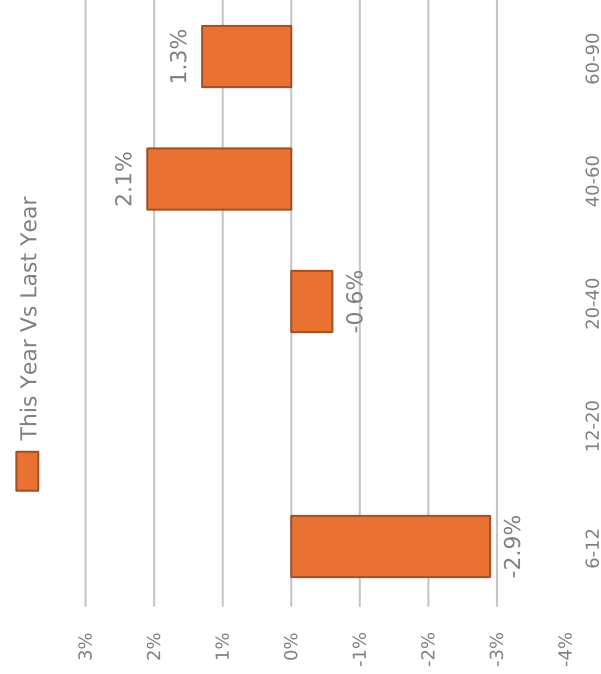


Fig.9 Change in % of visitors by dwell time (minutes)

Where Do Visitors Come From?

The total number of visitors to Ledbury town centre has increased from 23,769 in May 2025 to 23,902 in May 2026. The proportion of visitors residing within 3 miles has fallen from 54.66% (Fig . 12) in April 2026 to 54% in May 2026.

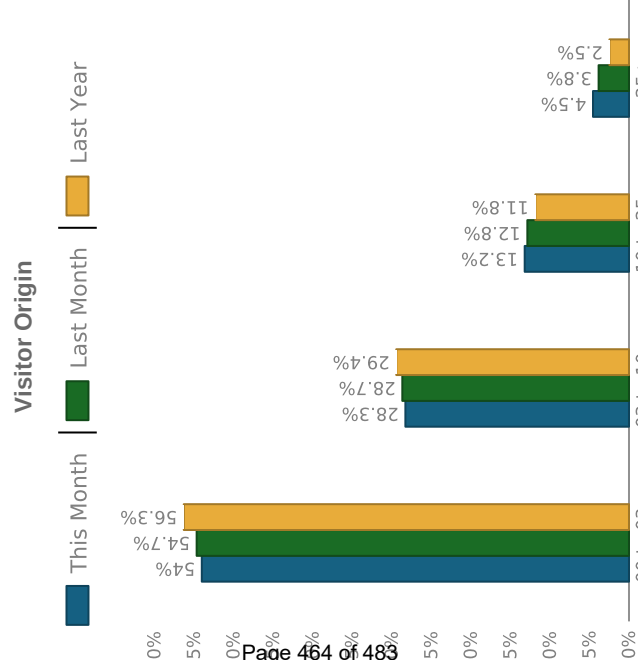


Fig.10 % volume of visitors by origin distance (miles)

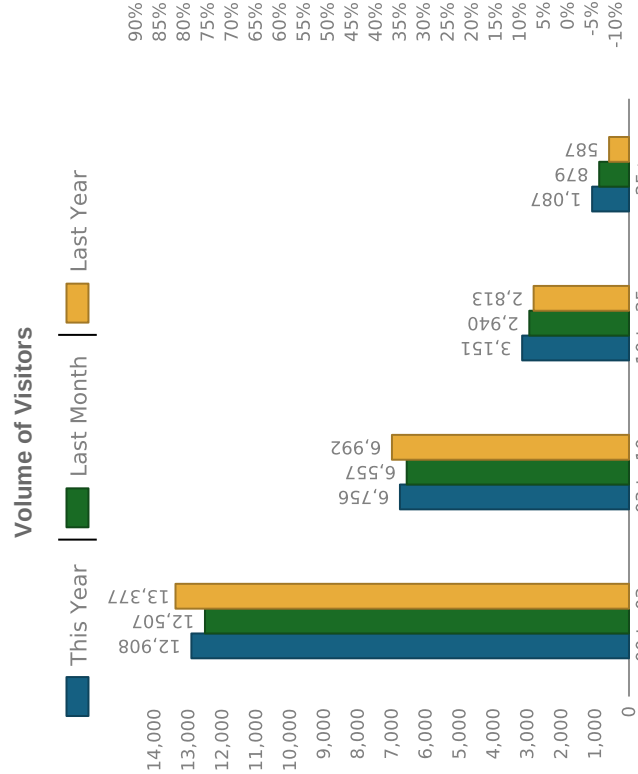


Fig.11 Volume of visitors by origin distance (miles)

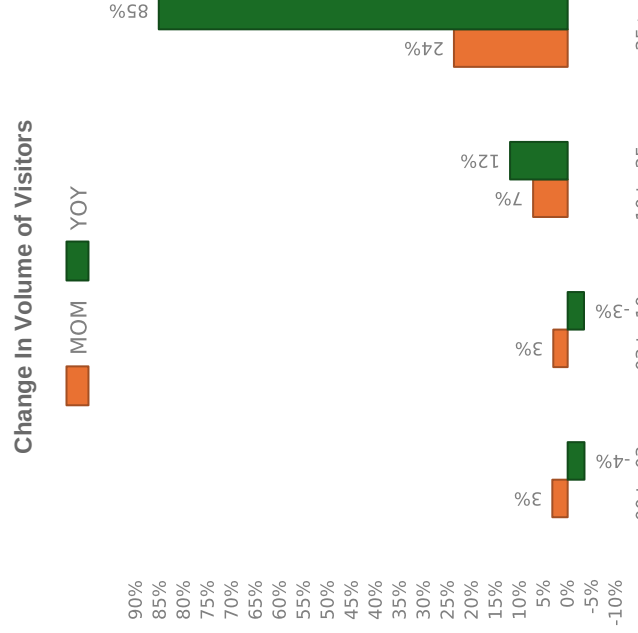


Fig.12 % of visitors by visitor origin distance (miles)

Where do visitors with the highest spend potential come from?

HR8 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 2,721 in May 2026. Postcode GL52 (Fig. 14) has the largest number of potential high spend visitors totalling 15,855. Currently 9 high spend visitors are from this postcode. In May 2026 26% of all visitors to Ledbury were classified as high spend potential, 52% medium and 22% low spend potential.

Postcodes providing largest number of High Spend Visitors

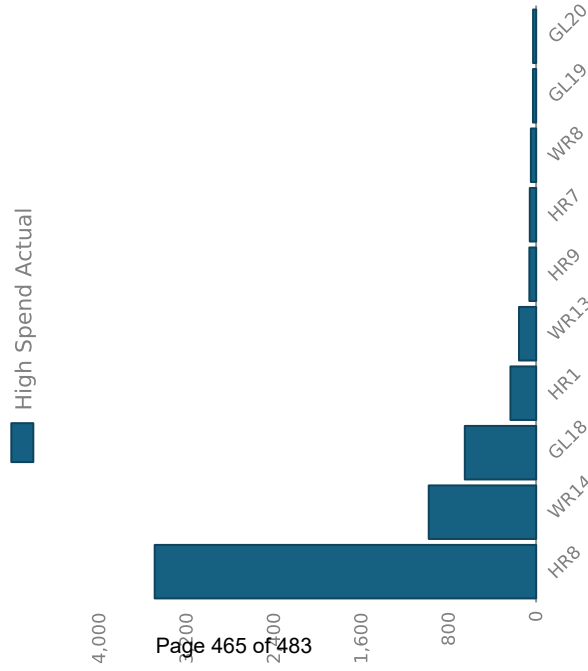


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

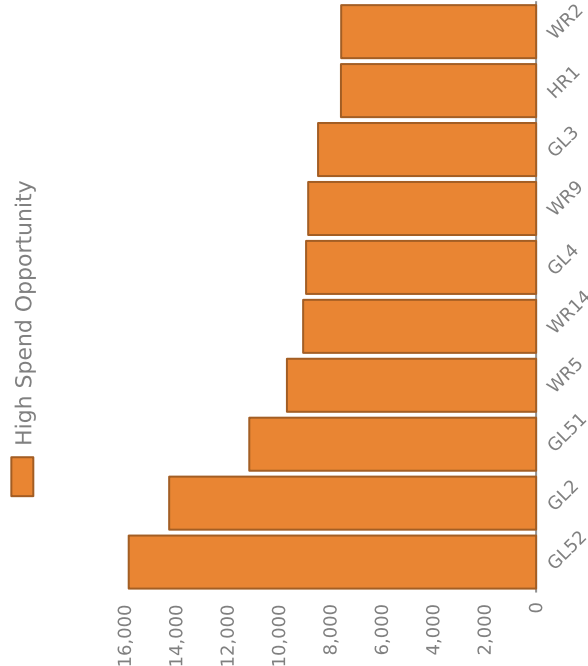


Fig.14 Visitors by postcode district

Visitors

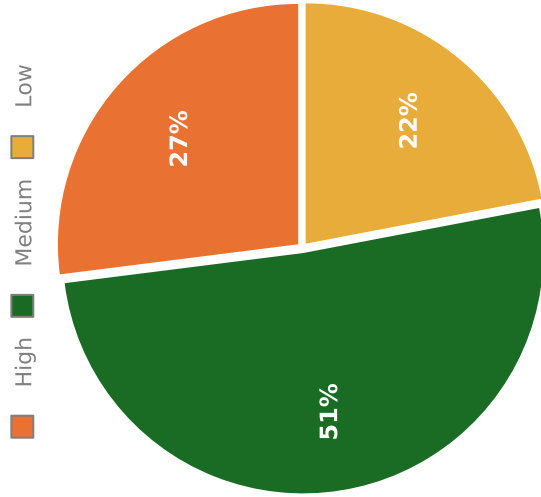


Fig.15 % of visitors by spend potential

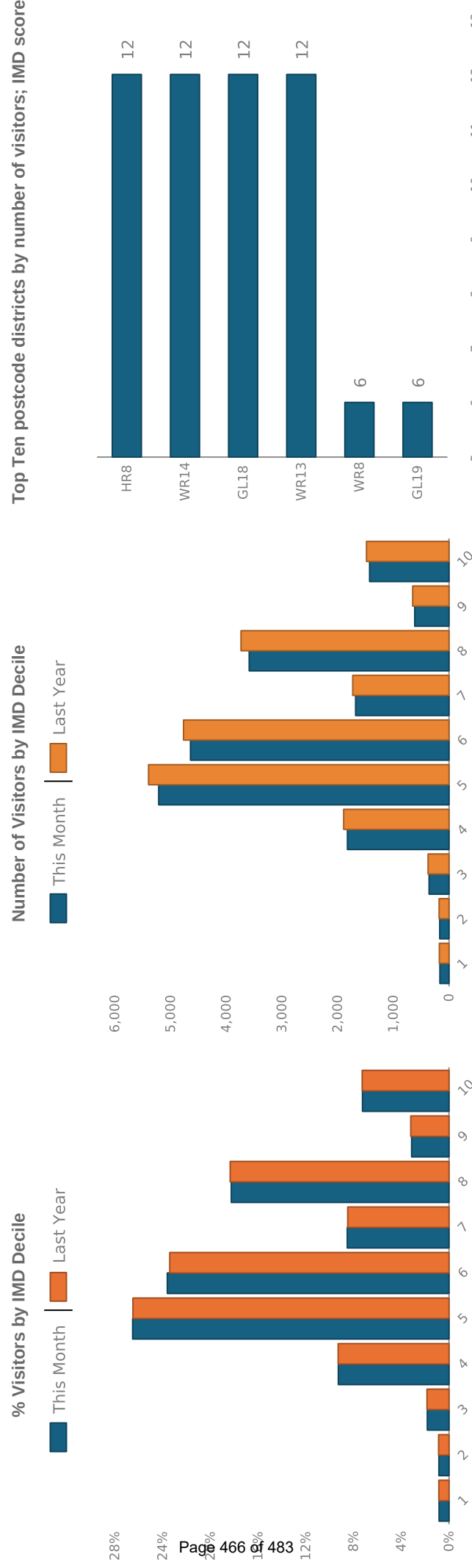


Fig.17 Visitors by Index of Multiple Deprivation Decile

Fig.18 Top Ten postcode districts by number of visitors; IMD score

What are visitor incomes?

The average income of the outcode contributing the most visitors is £33,280 (Fig.19). The £37,960 income group experienced the greatest increase in visitor volume, rising by a 0.2% share of the nearest 10 postcode districts(Fig.20)

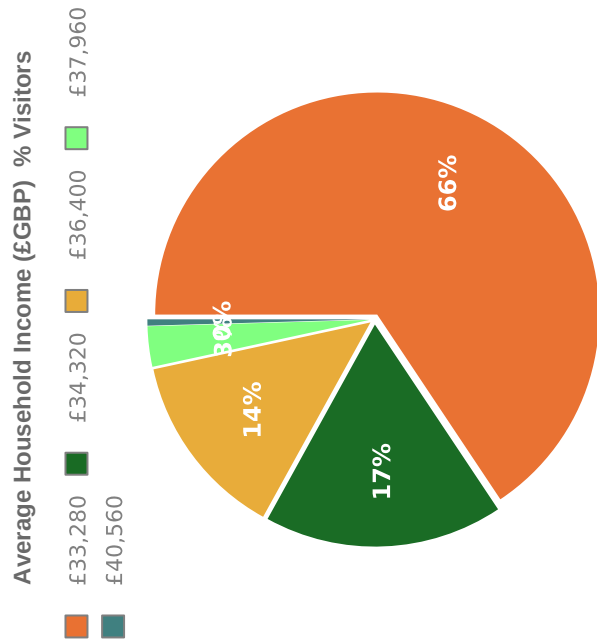


Fig.19 % of Visitors by Average Household Income (£GBP)

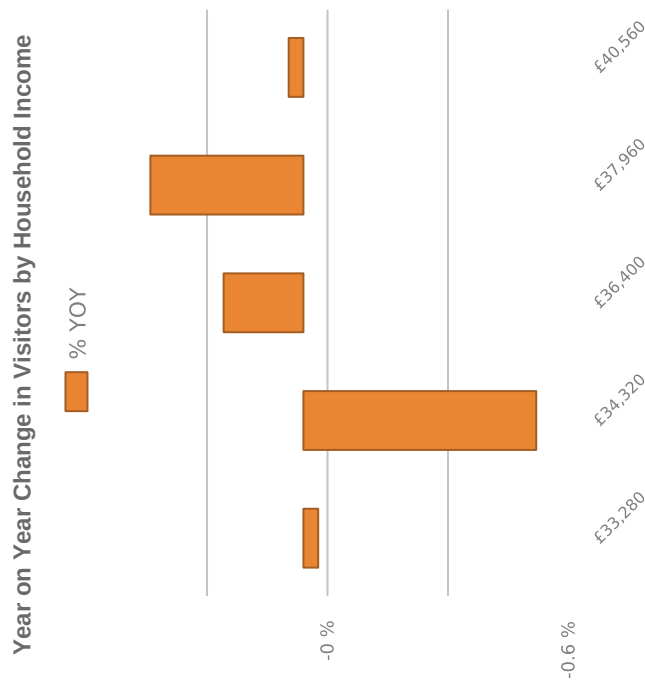
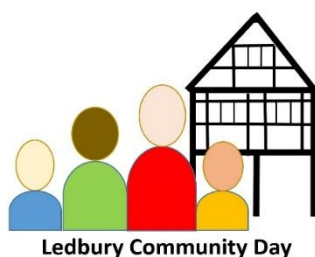


Fig.20 Change in % of visitors by income (£GBP)



Ledbury Community Day wins through despite the weather!

Over fifty groups and organisations joined the 12th annual Ledbury Community Day last Saturday (6th June) to tell you what they do, how they can help you and how you can help them.

For young people Ledbury Community Hub organised a well-attended Family Fun Day at the Recreation Ground. Lots of activities were there to challenge and enjoy and the event was even visited by a troop of Vikings. Groups serving young people including Ledbury Scouts, Girl Guiding Ledbury, Ledbury Youth Spaces, Aikido dojo and Kiln Church joined the fun despite the weather, and the Town Council sought views on local priorities.

In town, The Ledbury Community Band opened the event and the Ledbury Morris. brought their historic dances under the Market House. All kinds of interests were covered in the town including sports, horticulture, history, nature, local food, the arts and music making. Other groups addressed local health services, helping local charities, self-education, well-being and supporting refugees. Local bus travel was represented by the Daffodil Line.

Future public events in the town this summer were publicised by Ledbury Carnival, Ledbury Fringe, Ledbury Horticultural Society – handing out pelargoniums to grow on for their show - and Ledbury Food Group.

Local MP Ellie Chowns and Ledbury's town council chairman Cllr. Liz Harvey, visited the event, chatting with those taking part. Participants themselves enjoyed the opportunity the event gives for networking together.

Paul Kinnaird, chair of the organising committee said, "Once again the groups and organisations serving Ledbury have excelled for which we thank them. We were pleased to see even more families enjoying the event this year. We thank the many who visited the event, and our partners Ledbury Town Council and Ledbury Community and our sponsors Eastnor Lodge Charity."

"Looking ahead, we must think how this special day for Ledbury can become even better. Contact us at info@ledburycommunityday.org.uk with ideas."

Photos from the day will be available at www.ledburycommunityday.org.uk where details including contact details of all who took part can also be found.

Photos by Griff Holliday and David Hewitt

Griff Holliday

01531 633637

9th June 2026

Report for Events Working Party – 23 July 2026

Ledbury Celebration – 5th July 2026

This event on the final day of Ledbury Poetry Festival again managed to avoid the hottest of recent weather – which is becoming a real concern for outdoor events of this kind in summer.

Key comments:

- Attendance was good – seemingly up on 2025 though no specific counting was done.
- Most traders reported good business – a diverse range of local products was assembled together with a choice of local street food traders, fostering local provenance, variety and quality. The number of traders is influenced by what other events are in “competition” on the day.
- The music and poetry programme was well received by an appreciative audience – more tables and chairs could be a consideration for the future.
- Other attractions included the popular Poetry Machine – busy through the day – together with Kid’s Kitchen and a Herefordshire Libraries stand aimed at children.
- The event closed with the Ledbury Morris and a special tribute to John Masefield.
- Operationally, the event went smoothly with no major problems. The set up and set down and event stewarding were achieved with a mix of resource from Ledbury Town Council, Ledbury Poetry and Ledbury Food Group.
- Funding and support - the event was made possible this year with help and support from the partners Ledbury Town Council, Ledbury Poetry and Ledbury Food Group together with Herefordshire Community Foundation and, Herefordshire BID.

Issues going forward:

- Form of the event – what do the people of Ledbury want? What we have is a scalable event which has the potential to attract more people. Scaling up will increase the operational requirements – licensing, management, risk etc
- Time – Does the last day of the Poetry Festival make a good fit?
- Volunteers – How and where do we find a reliable source of local volunteers for one-off events such as this? We got through this year.
- Lead organiser – this is a role that can no longer be undertaken by Ledbury Food Group even for the event in its current form – who might take this over?

Griff Holliday

Ledbury Food Group

11th July 2026

Note to Events Working Party – 23 July 2026

Ledbury Carnival preparations are well under way and everything is on track for another great day for young and old. The theme of 'Once upon a Time' offers many possibilities!

The procession promises to be even bigger than last year with more decorated floats, new participants and a fabulous entry from the Ledbury Independent Traders. The best-dressed mobility scooter/wheelchair remains a wonderful addition. We have also been promised a couple of bicycle-propelled entries which is an excellent move towards sustainability.

First aid cover will be provided by Olivia Trueman with help from Nic & Robin from the Community Hub. We will seek additional help from the First Response Team, Ledbury.

We have also encouraged all stall-holders to bring sustainable packaging, cutlery, etc. following a suggestion from Sustainable Ledbury.

After comments received last year, we have introduced a new artisan market in the Homend to encourage more people to stay in town following the procession. There will be at least 10 artisan stalls bringing more interest to the Homend on the day.

An excellent collaboration has been made with the Ledbury Poetry Festival. An event was held and four pupils from John Masefield High School have submitted poems which will be published in the carnival programme.

The carnival programme will be available for distribution from 1 August and the electronic copy will be available on the carnival website.

Last year's initiative to introduce Children's Ambassadors has been overwhelmingly embraced this year at Ledbury Primary School with more than 40 pupils willing to take on the role this year. The new Children's Ambassadors will assist with the sale of raffle tickets for carnival funds in August and take part in numerous town events during the coming year. We will look forward to seeing them in the carnival procession.

We are delighted to welcome our local rock-band, Counterpoint, onto the centre stage next to the Market House on carnival day as part of the entertainment.

We have even more prizes this year in the raffle which will be drawn on the day. Thank you to all the traders who generously contributed. Raffle tickets will be sold under the Market House on each Saturday morning in August.

The entry forms for the shop window competition have already been distributed and we can anticipate another glorious display in the town. As usual, the judging will take place from 2pm Friday 28 August with results being announced from 10am on Saturday 29 August.

Thank you to the staff at Ledbury Town Council who have offered to assist with the marshalling on the day. Rumour has it that they may even join in fancy dress! Thanks also to Ledbury Community Hub who have also offered to provide volunteers to assist with marshalling.

Sonia Bowen July 2026

EVENTS WORKING PARTY	23 JULY 2026	AGENDA ITEM: 13
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Report prepared by Olivia Trueman – Community Engagement Officer (CEO)

LIGHT SWITCH ON 2026 – HIRE OF ADDITIONAL GAZEBOS AND TRADER PITCH CHARGES

Purpose of Report

The purpose of this report is to seek a recommendation from the Events Working Party to Full Council to approve the hire of 20 gazebos from Green Top Gazebos at a cost of £45 per gazebo (£900 total) for the 2026 Light Switch On event and to recommend the proposed trader pitch charges to Full Council.

Background

Ledbury Town Council currently owns 12 branded gazebos. To support this year's Light Switch On event, it is proposed that a further 20 gazebos are hired from Green Top Gazebos at a cost of £45 per gazebo, bringing the total number of gazebos available to 32.

Providing 32 gazebos will ensure there is sufficient covered space for traders, community groups and event activities, whilst creating a consistent and professional appearance throughout the town centre. The gazebos supplied by Green Top Gazebos include side panels and a full erection and dismantling service, representing good value for money and significantly reducing the resources required by the Council to deliver the event. Green Top Gazebos have previously supported events in Ledbury, including the Ledbury Celebration, where they provided a professional and reliable service.

It is anticipated that many traders will continue to provide their own gazebos, as has been the case in previous years. Should demand exceed the number of gazebos available, a small number of additional gazebos may be hired from Green Top Gazebos at the agreed rate of £45 per gazebo. The cost of any additional hire would be fully offset by the additional income generated from the increased number of pitches, meaning the expenditure would be recovered through event revenue rather than requiring additional budget allocation.

Proposed Trader Pitch Charges

Trader / Pitch Type	Charge	Eligibility / Notes
Green Top hired gazebo	£50	Standard charge for traders requiring a hired gazebo.
LTC-owned gazebo	£25	Available only to traders with a permanent business premises within Ledbury town centre. Allocated on a first come, first served basis as a goodwill gesture to encourage local independent businesses to participate. If any LTC gazebos remain available, they will then be offered to other traders at the standard rate of £50.
Trader's own gazebo	£40	For traders supplying and erecting their own gazebo.
Hot food vehicle / catering unit	£80	Applies to traders operating from catering gazebos, trailers, food vans, or catering vehicles.

The proposed charging structure seeks to balance cost recovery with supporting Ledbury's independent businesses. A discounted rate is offered to traders with permanent town centre premises to encourage participation, while higher charges apply to hot food vendors to reflect their larger trading footprint. The proposed charges are in line with, and in many cases lower than, those charged by comparable market towns and Christmas events.

Event Approach

For this year's Light Switch On market, it is proposed to adopt a more curated approach. Rather than increasing the number of stalls, the focus will be on delivering fewer, higher-quality traders, with an emphasis on handmade, artisan and locally produced goods. Greater opportunities will also be provided for local community groups, charities, and voluntary organisations to participate.

It is also recommended that Ashley Rogers Funfair is invited to return to this year's Light Switch On event. The operator has been extremely supportive in previous years, providing advice and assistance during the planning and delivery of the event. In addition to offering a family attraction, the funfair contributes practical support by assisting with the provision of a generator and creates an attractive focal point for visitors during the evening. The lighting and activity provided by the funfair help to enhance the atmosphere along the High Street encouraging visitors to remain in the town centre for longer and contributing to the overall success of the event.

Financial Implications

The hire of 20 gazebos from Green Top Gazebos will cost £900. The proposed trader pitch charges have been designed to recover the cost of hiring the additional

gazebos whilst providing a discounted rate for local independent businesses using the Council's own gazebos.

Environmental Implications

The Light Switch On event provides an opportunity to promote sustainable event practices. Traders will be encouraged to use recyclable or compostable packaging, plates, cups and cutlery, minimise the use of single-use plastics and manage waste responsibly throughout the event.

In addition, the Council will seek to curate a market that promotes handmade, locally produced and artisan goods wherever possible. Supporting local makers and producers helps to reduce transport impacts, celebrates local craftsmanship and contributes to the distinctive character of Ledbury's Christmas market.

Recommendation

The Events Working Party recommends that Full Council approves the following:

1. That twenty gazebos are hired from Green Top Gazebos at a cost of £45 per gazebo (total cost £900).
2. Should trader demand require additional gazebos, officers are authorised to hire further gazebos from Green Top Gazebos at the agreed rate of £45 per gazebo, provided the cost can be met from the approved event budget.
3. That the trader pitch charges are approved as set out in the table above.
4. That the 2026 Light Switch On market adopts a curated approach, prioritising high-quality handmade and artisan traders alongside increased participation from local community groups, charities, and voluntary organisations.
5. That Ashley Rogers Funfair is invited to attend the 2026 Light Switch On event in recognition of the operational support they provide and the contribution they make to the overall visitor experience.

EVENTS WORKING PARTY	23 JULY 2026	AGENDA ITEM: 14
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Report prepared by Olivia Trueman – Community Engagement Officer

UPDATE ON HERITAGE OPEN DAYS 2026

Purpose of Report

The purpose of this report is to provide Members with an update on preparations for Heritage Open Days 2026, including progress with the event programme, participation from local organisations, proposed additional events, and associated activities taking place across the town.

Detailed Information

Invitations have been issued to participating organisations requesting details of their proposed events. To enable the Heritage Open Days brochure to be designed and produced in time for the event, organisers have been asked to return their completed event forms by Monday 20 July 2026.

Event information has already been received from the Heritage Centre, together with a submission from a new participant, The Market House Theatre.

The Market House Theatre will be offering guided behind-the-scenes tours of the venue, providing visitors with access to areas not normally open to the public. The tours will include the sound and lighting control room, props and furniture store, costume department, dressing rooms, rehearsal space and scenery stores. Visitors will also have the opportunity to go on stage and view the set of *Into the Fire*, a production set in Pompeii, together with a demonstration of the theatre's lighting and sound effects. Tours will be led by members of LADs, who will be available to answer questions throughout.

In addition to the usual programme of historic buildings opening across the town, including those managed by Ledbury Town Council, an additional event is being planned this year. Subject to final confirmation, an evening talk will be held in the Jacobean Room at Ledbury Town Council on Friday 18 September at 7.00 pm, when local historian Kathryn Davies will give a presentation on the Painted Room. The event will provide visitors with an opportunity to learn more about this important element of Ledbury's heritage.

Work continues with participating organisations to finalise the programme, and further event submissions are expected over the coming weeks.

A further update will be provided once the programme has been confirmed and arrangements for the brochure have been completed.

The CEO is supporting the organisers of the Military Festival with an application for a road closure on Saturday 19 September 2026 to facilitate a small town-centre event celebrating the town's military heritage.

The proposal is for a street party-style festival featuring military vehicles, live music and food stalls. If the road closure application is approved, the event could be promoted as part of the Heritage Open Days programme. However, due to the timescales for producing and printing the Heritage Open Days brochure, it may not be possible to include the event in the printed programme. It could, however, be promoted through digital channels and other publicity once confirmed.

RESOLVED

That the update on Heritage Open Days be received and noted.

EVENTS CALENDAR 2026 - 2027

Month	Event	Date	Time	Venue	Organiser	Website	Action / Notes
26-Jul		St Michaels and All Angels Church Ledbury					
	Masefield Marathon	Saturday 4 July	10:00am-5:00pm		Masefield Matters		
					Ledbury Food Group/ LTC/PF	https://www.ledburyfoodgroup.org/2024/04/ledbury-celebration-2024-a-date-for-your-diary/	Local event showcasing herefordshire local producers. This is held on the last day of the Poetry Festival
	Ledbury Celebration	Sunday 5th July	11:00am - 4:00pm	St Katherine's Carpark			The initiative encourages consumers to shop with local, independent retailers and often features special promotions and local markets.
26-Aug	Independents' Day UK	Friday, July 3, and Saturday, July 4.					
	Lakefest 2026	5 Aug – 9 August		Eastnor Castle and Grounds	Lakefest	https://www.lakefest.co.uk/	Multi-day family music festival with live bands, kids' activities & food.
		Sunday 9 August			Ledbury Town Council and LFC	https://www.ledburytowncouncil.gov.uk/en-gb/blog/mayor's-event/mayors-mile-2026	All proceeds raised will go to Ledbury Football Club, helping to support the club and its ongoing work within the local community.
26-Sep	Mayors Mile	Monday 31 August					
	Summer Bank Holiday Ledbury Carnival	Monday 31 August					
	Heritage Open Days	11 - 20 September	Various	In and around Ledbury	LTC	https://www.ledburytowncouncil.gov.uk/en-gb/latest-news/heritage-open-days	free access to a variety of local heritage sites and events. This annual festival provides a chance to explore local history and culture.
	Military event	Saturday 19 September	TBC	Ledbury High Street	Hereford Military History Festival	TBC	A festival is being planned for Ledbury High Street to celebrate military heritage, featuring displays of historic tanks and military vehicles, along with live music and dance performances. More details will be announced in due course.
25-Oct	h.Art – Herefordshire Art Week	Saturday 5th to Sunday 13th September					A celebration of local creativity, Herefordshire Art Week showcases artists, makers and galleries across the county, offering visitors the chance to explore exhibitions, studios and unique works of art.
	Funfair (Mop Fair)	Monday, 13th & Tuesday, 14th October	4.30pm - late	Ledbury Town Centre	The Rodgers Family / LTC Service Agreement	https://www.facebook.com/LedburyMopFair/?locale=en_GB	a traditional event that takes place in Ledbury on the High Street. It's a fun fair with rides and attractions. Dates back to 1138.
		Various dates in October, tickets available from September			Pumpkin Pete's (Hannah and Ed)	https://www.pumpkinpetes.co.uk/pvo-pumpkins	a popular activity where people visit the pumpkin patch to select and harvest pumpkins, there are themed weekends such as circus, art and nature with food and drink available, lots of photo opportunities
Nov-25	Pumpkin Picking - Pumpkin Pete's		TBC	Moor Court Farm, Stretton Grandison		https://thefarmpatch.co.uk/event/pumpkin-picking/	a popular activity where people visit the farm to select and harvest pumpkins, food and drink are available. Late night options available.
	Pumpkin Picking - The Farm Patch	TBC	TBC	Gilbert's Farm, Lilly Hall Lane	The Farm Patch, Gilbert's Farm		a competitive event where participants, using various types of ploughs (horse-drawn and tractor-driven), demonstrate their skills in preparing land for planting.
	Ledbury Ploughing Match	TBC	TBC	Aubreys Farm, Bromsberrow	The Ledbury Ploughing Society	https://www.facebook.com/p/Ledbury-Ploughing-Society-100095258634091/	a holiday celebrated on October 31st, often involving dressing up in costumes, trick-or-treating, and carving pumpkins.
	Halloween	Friday 31st October	N/A	N/A	N/A	N/A	with readings/music, etc, at the Market Theatre, Ledbury (inc an exhibition of 3 shortlisted proposals for the memorial)
	A dramatisation of Masefield's life	Friday 6th & Saturday 7th November	TBC	TBC	TBC	https://www.ledburytowncouncil.gov.uk/en-gb	a day of remembrance held in the United Kingdom and other
	Remembrance Sunday	Sunday 8th November	11.00am	War Memorial and then Church	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	A memorial day to honour those who have died in war.
	Remembrance Day	Wednesday 11th November	11.00am	War Memorial	N/A		It commemorates the failure of the Gunpowder Plot in 1605, when Guy Fawkes and his fellow conspirators attempted to blow up the Houses of Parliament and assassinate King James I.
	Bonfire Night	N/A	N/A	N/A	N/A	N/A	community event where the lights adorning Ledbury are officially turned on, marking the start of the festive season.
	Christmas Lights Switch on Event	Sunday, 22nd November	2.00pm - 8.00pm	Ledbury Town Centre	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	

	Winter Glow - Malvern	TBC	TBC	The Three Counties Showground	Winter Glow	https://winterglow.co.uk/	Festive Experience, Inc. Father Christmas, Ice Skating, Light Trail, UV Crazy Golf, Fairground, Market, Food and Drink etc...
Dec-25							
	Christmas Tractor Parade	TBC	TBC	In and around Ledbury	When Farmers Do Christmas	TBC	Vehicles drive through town decorated in Christmas lights to raise money for charity
	Late Night Shopping	Friday, 4th December	5:00pm - 8:00pm	Ledbury Town Centre	LTC		Shops are open later in the run up to Christmas
	Candle Lighting	Sunday, 13th December	10:00am -3:00pm	New Street Chapel	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	with help from Co-op Funeral care
	Christmas Day	Friday 25th December	N/A				a Christian holy day that commemorates the birth of Jesus Christ.
	Boxing Day	Saturday 26th December	N/A				A public holiday celebrated the first day after Christmas.
	New Years' Eve	Thursday 31st December	N/A				The final day of the calendar year. It's a time for celebrations, with people gathering with friends and family to ring in the new year.
	Ledbury Choir and John Masefield concert	TBC	TBC	TBC	TBC	TBC	Ledbury Choral Society Christmas concert including a new choral work on Masefield's Box of Delights
Jan-27							
Feb-27	Big Breakfast	TBC	TBC	In and around Ledbury	Ledbury Food Group	https://www.ledburyfoodgroup.org/categony/big-breakfast/	It celebrates local food and our local independent food businesses (retailers and cafes etc)
	Valentines Day	Sunday 14 February	N/A	N/A	N/A	N/A	a celebration of love, friendship, and affection.
	Shrove Tuesday (Pancake Day)	Tuesday 9 February	N/A	N/A	N/A	N/A	Also known as Pancake Day, is a Christian tradition that comes before the start of Lent.
	Ash Wednesday	Wednesday 10 February	N/A	N/A	N/A	N/A	marks the beginning of Lent in the Western Christian tradition, a 40-day period of fasting and reflection leading up to Easter.
Mar-27							
	St David's Day	Monday 1 March	N/A	N/A	N/A	N/A	Wales's national day, honouring St. David, the patron saint of Wales.
	World Book Day	Thursday 4 March	TBC	N/A	UNESCO	https://www.worldbookday.com/	events organised to promote reading for pleasure, particularly among children and families
	Ledbury World Bookfest	Saturday 6 March	10:00 - 2:00	In and around Ledbury	LTC	TBC	Workshops, activities, food / drink etc... held around town to celebrate World Book Day
	International Women's Day	Monday 8 March	N/A	N/A	N/A	N/A	a global day recognizing the social, economic, cultural, and political achievements of women
	Mother's Day	Sunday 7 March	N/A	N/A	N/A	N/A	a holiday celebrating the importance of mothers and motherhood
	St Patrick's Day	Wednesday 17 March	N/A	N/A	N/A	N/A	a cultural and religious holiday celebrated annually on March 17th, honouring the patron saint of Ireland, St. Patrick
	Kempley Daffodil Weekend	Saturday 20-Sunday 21 March (TBC)	TBC	Kempley Daffodil Meadow	Volunteers on behalf of St Edwards Church	https://www.daffs.org.uk/	an annual event in the village of Kempley, Gloucestershire, that celebrates the abundance of wild daffodils in the area
Apr-27							
	CountryTastic	Thursday 1st April	TBc	Three Counties Showground	The Royal Three Counties	https://countrytastic.co.uk/	a family event for children aged 5-11 years old. The show attracts young people keen to learn all about food, farming and the countryside.
	Good Friday	Friday 26th March	N/A	N/A	N/A	N/A	a Christian holy day commemorating the crucifixion of Jesus Christ
	Easter	Sunday 28 March	N/A	N/A	N/A	N/A	a Christian festival celebrating the resurrection of Jesus Christ, marking the end of Holy Week. More recently associated with traditions such as egg hunts and gift giving
	Easter Monday	Monday 29 March	N/A	N/A	N/A	N/A	Easter Monday is a bank holiday, along with Good Friday, marking the beginning of spring
	St George's Day	Friday 23rd April	N/A	N/A	N/A	N/A	England's national day, commemorating the patron saint of England, St. George
	Eastnor Castle Mud Run	Sunday 25 April	TBC	Eastnor Castle	Relish Running Races	https://www.relishrunningraces.com/mud-bath-running-race-eastnor-castle.php	3K, 6K, 10K, camping available, mud run,
	Mayor's Mile - Provisional	TBC	TBC	TBC	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	Running event to raise money for the Mayor's charity
	Civic Celebration - Provisional	TBC	TBC	TBC	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	a formal event where the mayor, as the symbolic leader of the community, recognizes and honours individuals or groups for their contributions to the town
May-27							
	Early May Bank Holiday	Monday 3rd May	N/A	N/A	N/A	N/A	
	Blossom time festival	TBC		Marcle Ridge	The Big Apple Association	https://www.bigapple.org.uk/blossomtime/	The Blossomtime Festival celebrates the arrival of spring with floral displays, community events, and activities that highlight local culture and creativity.

	VE DAY	Saturday 8 May							VE Day (Victory in Europe Day) marks the end of the Second World War in Europe on 8 May 1945, commemorating the Allied victory and honouring those who served and sacrificed.
	Hereford History Festival	TBC					LTC/ RBL Hereford History Festival		The Hereford Histories event celebrates the city and county's rich heritage, exploring local history, culture, and notable stories from the past.
	Spring Bank Holiday	Monday 31 May							