



# LEDBURY TOWN COUNCIL



18 March 2026

To: Councillors Chowns, Morris, Harvey and Hughes  
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 a meeting of the **Events Working Party on Monday 23 March 2026 at 11:15 am in the Town Council Offices, Church Lane, Ledbury, HR8 1DL** 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. To receive apologies for absence**
- 2. To approve and sign the minutes of the meeting of the Events Working Party held on 18 February 2026 (Pages 367-369)**

3. To receive and note the Action Sheet (Page 371)
4. To agree the Draft Ledbury Event Strategy (Pages 373 - 384)
5. To receive and note budget summary (To Follow)
6. To receive and note Ledbury World Bookfest Update  
(Pages 385 - 386)
7. To receive and note update on Great Big Green Week and Ledbury  
Community Day (Verbal)
8. To receive and note Update on Ledbury Celebration  
(Verbal)
9. To receive and note the Events Calendar (Pages 387 - 388)
10. **Date of Next Meeting**

The date of the next meeting will be agreed at the Events Working Party on  
Monday 23 March 2025

**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 Councillors Chowns and 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.

**RESOLVED:**

**That the minutes of the events working party held on 13 January 2026 be approved subject to the amendment in respect of apologies having been received from Councillor Harvey.**

**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 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 clear 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 upload any event information to the Council website and social media.**

**60. DATE OF NEXT MEETING**

**RESOLVED:**

**To note that 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 ..... Date .....



EVENTS WORKING PARTY

AGENDA ITEM: 3

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
	<b>28-Oct-25</b>				
36.1	Officers to investigate the phone-based walking apps currently used in Hereford. Research to focus on understanding footfall data generated by the Apps, income or economic benefit associated with their use and how the Apps encourage visitors to engage with historic or heritage buildings.	CEO	Feb-26	That the Council supports the principle of getting projects developed via a virtual app, and that more information be provided in respect of the potential budget for such a project at a future meeting, including VH app	Completed
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
	<b>13-Jan-26</b>				
52	That the upcoming Masefield Matters events be added onto this events calendar.	CEO	Feb-26	Events have been added that directly involve resident participation	Completed
	<b>18-Feb-26</b>				
57.1	Draft Events Strategy: That Members provide the CEO with any amendments and/or suggestions by Wednesday, 25 February 2026.	EWP Members	Feb-26	V3 of the Event strategy is going to the Events Working Party on Monday 23rd March	Completed
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	The CEO is looking into the app and will contact Tara from VH accordingly in conjunction with minute number 36.1	In Progress
59	Calendar of Events: Officers are to investigate why uploading events can sometimes be difficult. Noted that Officers will also upload posters/event details on behalf of community groups.	CEO	May-26	The administrator has contacted OMS and resolved the uploading error	Completed
60	The next meeting of Events Working Party is to be discussed and planned around future Full Council Meetings. An email will be sent to members	CEO	Jun-26	To be discussed at the next meeting of Events on Monday 23rd March	In Progress



## **LEDBURY TOWN COUNCIL**

<b>EVENTS WORKING PARTY</b>	<b>23 MARCH 2026</b>	<b>AGENDA ITEM: 4</b>
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Report prepared by Olivia Trueman – Community Engagement Officer

### **LEDBURY TOWN COUNCIL EVENTS STRATEGY**

#### **Purpose of Report**

The purpose of this report is to present the attached Version 3 of the Ledbury Town Council Events Strategy for consideration and agreement.

#### **Detailed Information**

The Ledbury Town Council Events Strategy has been developed and refined through previous Working Party discussions and feedback. Version 3 reflects the latest updates, including strategic priorities, partnership approaches, and event classifications to support effective planning and resource allocation.

Attached is Version 3 for consideration. Subject to the Events Working Party agreeing to the amendments, it is recommended that the strategy be submitted to Full Council for adoption at the meeting on 2 April 2026. Once adopted, officers will produce a detailed Action Plan to deliver the Council's objectives for events.

#### **Recommendation**

That the Draft Events Strategy been submitted to a meeting of Full Council for approval and adoption, subject to any further amendments raised at this meeting.



Ledbury Town Council

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# LEDBURY TOWN COUNCIL

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## Event Strategy v3

Version: 3 17/03/2026

Implement Date:

Page 374 of 388

Review Date:



## 1. Introduction

Ledbury is a vibrant market town with a rich cultural heritage, supported by an active calendar of community and visitor-focused events. Ledbury Town Council recognises that events play a key role in strengthening community connections, supporting local organisations, promoting town identity, and encouraging visitors to explore the town. Ledbury already hosts a range of well-loved events including Community Day, Ledbury Poetry Festival, Heritage Open Days, and longstanding community celebrations like the Carnival and seeks to take a more coordinated and strategic approach to growing and supporting its event programme over the coming years.

## 2. Purpose of this Strategy

This Strategy will drive Ledbury Town Council's strategic approach to delivering a cohesive programme of events, either directly or through event support. It will outline the Council's vision and strategic objectives, how they will be measured, and how public engagement will be incorporated.

### 2.1 Background

The Strategy has been developed drawing on extensive knowledge of Ledbury's events history, informed by Officers and Councillors, and with the ongoing input of Members of the Events Working Party, who meet monthly to provide guidance and oversight.

### 2.2 Vision

Our Vision sets out our future aspirations for events and their impact:

Ledbury Town Council (LTC) events will contribute to a strong sense of community by celebrating heritage, promoting inclusivity, and supporting local groups, organisations, market traders, and businesses across all sectors.

LTC events will be influenced by the culture of the community and will recognise Ledbury's unique history, with the aim of bringing people together for enjoyable, engaging, and informative experiences. LTC events will strengthen identity and pride in our town.

To support this vision, the Council is actively seeking external funding, including submitting an Expression of Interest in respect of the **UK Town of Culture 2028**, to expand cultural opportunities, deliver higher-impact events, and enhance community engagement across Ledbury.

## 2.3 Mission

Our Mission sets out what we do, why we do it, and how we achieve it:

Ledbury Town Council (LTC) will run or support a series of events throughout the year for residents, visitors, community groups, and businesses. LTC events will promote inclusive experiences, encourage public engagement, create opportunities for community fundraising and awareness and provide space for events to thrive.

All events will be devised, developed, and assessed in line with a set of event assessment criteria and will support the Council's priorities as set out in its [Corporate Plan](#).

## 3. Strategic Objectives

The Strategic Objectives have been developed to guide the actions required to deliver the vision. They provide a clear framework for considering the programming of a variety of events either run or supported by LTC.

- **Community Strengthening:**  
Events should foster community engagement, support local talent, and build a sense of pride in town identity.
- **Economic Support and Tourism:**  
Events should contribute to a thriving local economy by drawing visitors, enhancing footfall in the town centre and supporting local traders.
- **Inclusivity and Accessibility:**  
Events should be welcoming and accessible to people of all ages, backgrounds and abilities.
- **Resource Efficiency:**  
Events should use Council resources responsibly and seek value for money.
- **Partnership and Collaboration:**  
Events should support strong partnerships between the Town Council, local groups, businesses and volunteers.

### 3.1 Event Classification

To support strategic planning and resource allocation, events will be classified into three types. It should be noted that there may be crossovers between categories, and events may evolve over time, so flexibility will be applied in their classification where appropriate.

<b>District Events</b>	Major events with broad appeal that attract residents and visitors alike
<b>Community Events</b>	Smaller-scale events or activities primarily focused on residents
<b>Town Centre-linked Events</b>	Town Centre events aim to bring residents and visitors to the retail area of the town, encourage people to spend locally and to promote a positive experience

Examples but not limited to:

<b>District Events</b>	<b>Info</b>
Lakefest	<a href="https://www.lakefest.co.uk/">https://www.lakefest.co.uk/</a>
Ledbury Carnival	<a href="https://ledbury-carnival.co.uk/">https://ledbury-carnival.co.uk/</a>
Ledbury Poetry	<a href="https://ledburypoetry.org.uk/">https://ledburypoetry.org.uk/</a>
Hellens Garden Festival	<a href="https://hellensgardenfestival.co.uk/">https://hellensgardenfestival.co.uk/</a>
Ledbury's Light Switch on	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>
Heritage Open Days	<a href="https://www.heritageopendays.org.uk/">https://www.heritageopendays.org.uk/</a>
The Big Apple	<a href="https://www.bigapple.org.uk/">https://www.bigapple.org.uk/</a>
Ledbury Fringe	
<b>Community Events</b>	
Ledbury Community Day/GBGW	<a href="https://www.ledburycommunityday.org.uk/">https://www.ledburycommunityday.org.uk/</a>
Ledbury Mayors Mile	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>
Ledbury's Got Talent	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>
Ledbury Celebration	<a href="https://www.ledburyfoodgroup.org/">https://www.ledburyfoodgroup.org/</a>
Ledbury World Bookfest	
<b>Town Centre Linked Events</b>	
Ledbury Big Breakfast	<a href="https://www.ledburyfoodgroup.org/category/big-breakfast/">https://www.ledburyfoodgroup.org/category/big-breakfast/</a>
Late Night Shopping	n/a
Independents' Day UK	<a href="https://www.indieretail.uk/">https://www.indieretail.uk/</a>

### 3.2 Area of Coverage



### 4. Programming events

Ledbury Town Council takes a proactive approach to programming events, ensuring that the annual programme reflects the town’s cultural, community, and visitor objectives. Council-led events are regularly reviewed, typically every 2–3 years, to assess their relevance, impact, and delivery standards. Events are scheduled to provide a balanced programme across the year, considering school holidays, heritage celebrations, and other town-wide initiatives. All programming is planned to uphold standards of safety, accessibility, and sustainability.



Ledbury Town Council

## **5. Partnership and Sponsorship**

Where a Ledbury Town Council event has reached the limits of what the Council can deliver, opportunities will be explored to work with community groups, local businesses, or other partners to transition responsibility for the event. The Council will remain actively involved as a partner, providing guidance, advice, and, where appropriate, financial support through Ledbury Town Council grants to help ensure the event's ongoing success.

Every effort will also be made to coordinate with other local events, encouraging them to extend their programmes into Ledbury town centre where feasible. This helps to avoid clashes, create synergies, and maximise the benefits to the community. Such an approach brings more activity into the town, supports local businesses, promotes the area to visitors, and aligns with sustainable practices by making the most of existing events rather than duplicating activity elsewhere.

The Council recognises that many local businesses wish to support community events, and sponsorship opportunities will be offered for the majority of Ledbury Town Council-led events. This approach helps to strengthen community engagement, sustain high-quality events, and provide businesses with meaningful ways to contribute to the town's cultural and social programme.

## **6. Delivery and Support**

Ledbury Town Council will support events by:

- Providing organisational guidance and planning assistance;
- Offering Grants/support
- Offering promotional support through the Council website, social media and Visit Herefordshire listings;
- Facilitating access to public spaces (e.g., St Katherines Square, Market House, Recreation Ground)
- Encouraging partnerships between event organisers, traders and community groups;
- Supporting event safety through local planning guidance and connections with the Safety Advisory Group.

## 7. Event Assessment Criteria

- All proposed events (whether delivered by the Council or supported externally) should be assessed using a common set of criteria:

Criteria – the event...	Preferred or Desirable
Encourages attendance from both residents and visitors	Preferred
Minimises environmental impact and promotes sustainability (e.g., waste reduction, local suppliers, low-carbon operations)	Preferred
Is enjoyable and engaging	Preferred
Supports local businesses, suppliers or volunteer groups	Preferred
Includes accessibility considerations consistent with events scale and expected attendance	Preferred
Compliments the Town Councils Corporate plan	Preferred
Promotes community interaction and participation.	Preferred
Offers learning, cultural, or educational opportunities;	Desirable
Has potential for growth and new opportunities;	Desirable
Publicises the Town of Ledbury externally as a place of community	Desirable
Has sustainable financial planning (e.g., sponsorship or partnerships);	Desirable
Uses multiple town spaces where appropriate.	Desirable

## 8. Financial

Prior to the commencement of the new financial year, officers will prepare a comprehensive events budget (*CEO to link when adopted*) to inform Members of the Council of the anticipated funding required to deliver the programme of events proposed by officers. In developing this budget, every effort will be made to secure external funding through sponsorship, grants, or other sources, thereby supporting the events programme while minimising reliance on the Council's core resources.



Ledbury Town Council

## 9. Measures of Success

Success for events in Ledbury will be measured through:

- **Attendance levels** – both residential and visitor engagement;
- **Visitor experience feedback** – surveys, social media responses, and partner feedback;
- **Economic impact** – local trade uplift and footfall in town centre;
- **Inclusivity metrics** – representation across different age groups and communities;
- **Media and social engagement** – coverage and online interaction.

## 10. Implementation and Review

This Strategy should be reviewed every **three years** to reflect changes in community needs, resources, town plans, and partner opportunities.

## 11. Action plan

To be developed once strategy is finalised



Ledbury Town Council Events programme and proposed budget plan 2025/26

**Summer Half term**

25-27 May 26

3

Date

Run time (hrs)

Description

A small, family-friendly half-term event under the Market House with Midsummer-themed crafts celebrating our twinning with Strömstad.

Details	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
a small-scale, family-friendly event under the Market House during half term (Monday 25th – Friday 29th May), on one selected day, where children can take part in craft activities inspired by the Midsummer festival. This event would celebrate our twinning with Strömstad and provide an engaging, educational opportunity for local families to learn about Swedish traditions while enjoying creative hands-on activities.	LTC Staff	Under the Market House	£350.00	127	Events	4607	5 days		Possible partnership with the Ledbury-Strömstad Twinning Association.
			<b>£350.00</b>						

**Community Day and Great Big Green Week**

06-Jun-26

7

Date

Run time (hrs)

Description

A celebration of community groups in Ledbury, with Ledbury Town Council hosting activities on the Recreation Ground in collaboration with the Masefield Matters Project Team.

Details	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Working in partnership with Ledbury Community Day and Ledbury Community Hub to deliver a family-friendly event on the Recreation Ground, bringing local residents together through creative activities and celebrating community, sustainability and Green Week.	Ledbury Community Hub, Ledbury Community Day and Ledbury Town Council	Recreation Ground	£2,000.00	127	Climate Change working party	4595	5-10 days	45	It is proposed that the Town Council allocate £2,000 to Ledbury Community Hub to manage and deliver the event. While the event will be delivered in partnership, Ledbury Community Hub will take primary responsibility for planning, coordination and delivery, using its own staffing and resources.
			<b>£2,000.00</b>						

**Ledbury Celebration**

5th July 2026

9

Date

Run time (hrs)

Description

Food and Crafts festival in St Katherine's car park on the last day of Ledbury Poetry Festival. Collaboration with Ledbury Food Group on managing the Market.

Details	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Sourcing Traders, managing event on the day	LTC Staff	St Katherine's Carpark and Square	n/a	n/a	n/a	n/a			
Music license		High Street	£167.71	127	Events	4607	5-10 days	63	
			<b>£167.71</b>						

**Ledbury Carnival**

Aug-26

9

Date

Run time (hrs)

Description

Ledbury Carnival is a family-friendly celebration that brings the community together with colourful parades, live music, street performances, creative workshops, food stalls, and fun activities for all ages

Details	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Depending on the event theme, the Town Council will provide interactive activities at its stand to engage families, explain the Council's role and services, and highlight opportunities for residents to become councillors or participate in volunteering initiatives.	LTC Staff	Ledbury High Street	£150.00	127	Events	4607	5-10 days	63	
			<b>£150.00</b>						

**Heritage Open Day**

21-Sep-26

4-5

Date

Run time (hrs)

Description

Collaborating with heritage groups in Ledbury to host a week-long series of events celebrating the nationwide Heritage Festival. This year's theme is Architecture

Details	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Collaborating with local heritage groups to open buildings for guided tours, with the hope of including some businesses to encourage footfall and increase activity in shops, rather than focusing solely on the free tours. Materials for window displays or trails sourced from professional printers	LTC Staff		£100.00	127	Events	4607	5-10 days	24	
Marketing including brochure and signage	LTC Staff		£600.00						
Working with the Painted Room and local groups to host an evening of stories	LTC Staff	Painted Room	£550.00						
			<b>£1,250.00</b>						

**Autumn Half term**

26-30 October

3

Date

Run time (hrs)

Description

A small, family-friendly half-term event under or in the Market House around Halloween and traditions

Details	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
A small-scale, family-friendly Halloween event under the Market House during half term (Monday 26th – Friday 30th October), held on one selected day, where children can take part in spooky-themed craft activities and creative workshops.	LTC Staff	Under the Market House	£350.00	127	Events	4607	5 days		Possible partnership with the Ledbury-Strömstad Twinning Association.
			<b>£350.00</b>						

**Christmas Light Festival**

22-Nov

Run time (hrs)

10

Description Work with Community Groups and businesses to hold a Christmas Light Festival/Light switch on.

Details	Deadline	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Music and entertainment will reflect the Christmas theme, featuring local artists wherever possible and delivered in collaboration with local community groups.				£3,000.00	127	Events	4607	15+days	80	
Marketing and printing will include banners, posters, and signage to promote the event.				£700.00						
Advertising will include features in local newspapers and promotion across social media platforms to reach the wider community.				£350.00						
Logistics including road closure, venue hire and ambulance				£650.00						
				<b>£4,700.00</b>						

**Ledbury World Bookfest**

Date

6th March 2027

Run time (hrs)

10

Description Work with local businesses and community groups to hold events in and around the town, with a strong theme of reading and literature. Promote World Book Day and continue to build strong connections with the local schools. Funding available from the Masefield Matters Project

Details	Date	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
As part of the event, author-led workshops will visit three primary schools beforehand to inspire students, raise awareness, and build excitement, with additional workshops delivered on the day of the event itself.				£1,300.00						
Community groups will be supported with funding to deliver themed activities throughout the day, with the Council proposing a contribution of £100 per group. Groups are encouraged to match this with volunteers, donations, or in-kind support to maximise activity impact				£500.00	127	Events	4607	15 + days	80	
Venue hire and logistics				£350.00						
Marketing and printing which will include programmes, posters and signage				£700.00						
Advertising will include features in local newspapers and promotion across social media platforms to reach the wider community.				£350.00						
As part of World Book Day, the event will feature themed entertainment including face painters, craft workshops, roaming performers, and interactive storytelling sessions to engage children and families throughout the day.				£1,200.00						
				<b>£4,400.00</b>						

<b>EVENTS WORKING PARTY</b>	<b>23 MARCH 2026</b>	<b>AGENDA ITEM: 6</b>
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Report prepared by Olivia Trueman – Community Engagement Officer

## **LEDBURY WORLD BOOKFEST 2026 UPDATE**

### **Purpose of Report**

The purpose of this report is to update Members of the events Working Party on the success of Ledbury World Bookfest 2026.

### **Detailed information**

#### **Author Workshop with John Doherty**

Ledbury Town Council opened the event with an author workshop delivered by John Doherty, a local author from Stroud. The workshop was delivered in partnership with Ledbury Library. Three sessions were held during the day: a morning session for children aged 3–6, followed by two sessions for children aged 6 and above. The morning session saw the highest attendance, providing useful insight into engagement across the different age groups.

This year the Town Council worked in advance with Ledbury Three Counties Bookshop to coordinate the event. The bookshop ensured that the recommended titles were available and hosted a book signing at lunchtime. School engagement also formed part of the programme, with the CEO attending a session at Ledbury Primary School. This highlighted the value of pre-event school visits in helping to prepare pupils and raise awareness of the festival.

It is also noted that Herefordshire Libraries have begun hosting similar family activities on the same Saturday in other towns across the county. This reflects a growing level of interest in coordinated literary activities linked to World Book Day.

For future events, it would be beneficial to secure author visits further in advance. Consideration could also be given to arranging visits to coincide with World Book Day, which would strengthen links with national activity and support school participation. Engagement with local schools continues to develop positively and remains an important part of building awareness of the festival.

#### **Arts Workshop with John Masefield Matters and Red Earth Arts**

An arts workshop was delivered in collaboration with Masefield Matters and Red Earth Arts, attracting over 200 families during the day. The Red Earth Arts team ran a series of craft activities, including 'Wordy Birds' and 'Box of Delights', which were well attended.

Alongside the craft sessions, a storytelling activity exploring the life of John Masefield was also delivered. Integrating the John Masefield Matters element within the wider arts activity allowed organisers to engage with families while they were

taking part in the creative sessions. Activities of this type of support awareness of Ledbury's literary heritage while providing accessible activities for families.

### **Aardman Workshop**

The Aardman workshop was fully booked across all three sessions, each with capacity for 35 children. Overall attendance was higher when accompanying family members were taken into account, with many parents, guardians and grandparents attending alongside the children. Several families commented that they had come specifically because of the connection to well-known Aardman characters such as Wallace and Gromit, which remain popular across different generations. As a pre-booked activity, the sessions sold out quickly, demonstrating strong demand for workshops linked to well-known creative organisations.

### **Stromstad Twinning Association Session**

Later in the afternoon, the Stromstad Twinning Association hosted a session at the Market House focused on Swedish storytelling and related activities. As other activities concluded, several families attended the event, along with visitors who were interested in learning more about the Market House and the town.

Feedback from organisers indicated that the Market House worked particularly well as a venue for the session, with families engaging positively with the activities during the afternoon. The event also provided an opportunity to introduce visitors to the building and highlight other parts of Ledbury.

### **Ledbury Primary School: "Where the Wild Things Are"**

Ledbury Primary School hosted a morning session based on *Where the Wild Things Are*. The activity was well received by those attending and generated positive feedback from residents and families. There was interest in extending the session beyond the morning slot, and this could be explored as part of future event planning.

### **Overall Town Attendance**

Overall visitor numbers across the town felt lower than the previous year. It is likely that colder weather conditions contributed to this, whereas the previous year benefited from warm and sunny weather, which encouraged greater footfall throughout the town. Despite this, participation within individual activities remained strong and engagement with the programme was positive.

### **Conclusion and Recommendations**

Ledbury Word Bookfest 2026 delivered a varied programme of workshops and activities that engaged a broad range of participants across the community. While overall feedback was very positive, some reviews suggested exploring the possibility of moving the festival into the summer holidays when children are off school and the weather is warmer. In addition, expanding the number of drop-in activities that do not require pre-booking may help maintain participation throughout the day, particularly in the later part of the programme, and consideration could be given to shortening the festival to finish around 3:00 pm.

### **Recommendation**

That the feedback and update report on Ledbury World Bookfest be received and noted.

EVENTS CALENDAR 2026 - 2027

Month	Event	Date	Time	Venue	Organiser	Website	Action / Notes
Mar-26	Masfield Matters Art and Word Workshop	Saturday 28 March	TBC	TBC	Masfield Matters		
	Masfield Matters end of familiarisation event	Sunday 29 March	TBC	TBC	Masfield Matters		
Apr-26	CountryTastic	Thursday 2nd April	Tbc	Three Counties Showground	The Royal Three Counties	<a href="https://countrytastic.co.uk/">https://countrytastic.co.uk/</a>	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. a Christian holy day commemorating the crucifixion of Jesus Christ
	Good Friday	Friday 3rd April	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	Sunday 5th April	N/A	N/A	N/A	N/A	Easter Monday is a bank holiday, along with Good Friday, marking the beginning of spring
	Easter Monday	Monday 6th April	N/A	N/A	N/A	N/A	England's national day, commemorating the patron saint of England, St. George
	St George's Day	Thursday 23rd April	N/A	N/A	N/A	N/A	3K, 6K, 10K, camping available, mud run,
	Eastnor Castle Mud Run	Sunday 26th April	TBC	Eastnor Castle	Relish Running Races	<a href="https://www.relishrunningraces.com/mud-bath-running-race-eastnor-castle.php">https://www.relishrunningraces.com/mud-bath-running-race-eastnor-castle.php</a>	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
	Civic Celebration - Provisional	TBC	TBC	TBC	LTC	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>	
May-26	Early May Bank Holiday	Monday 4 May	N/A	N/A	N/A	N/A	
	Blossom time festival	Sunday 3rd & Monday 4th May			The Big Apple Association	<a href="https://www.bigapple.org.uk/blossomtime/">https://www.bigapple.org.uk/blossomtime/</a>	The Blossomtime Festival celebrates the arrival of spring with floral displays, community events, and activities that highlight local culture and creativity.
	VE DAY	Friday 8 May			LTC/ RBL		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	Friday 8 May		In and around Herefordshire	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.
	Half term activities	Saturday 9 May - Monday 25 May	N/A	Inside the Market House/ Under	LTC		a small-scale, family-friendly event under the Market House during half term (Monday 25th - Friday 29th May), on one selected day, where children can take part in craft activities inspired by the Midsummer festival. This event would celebrate our twinning with Strömstad and provide an engaging, educational opportunity for local families to learn about Swedish traditions while enjoying creative hands-on activities.
Jun-26	Spring Bank Holiday	Monday 25 May					
	Ledbury Community Day	Saturday 6th June	10:00am - 2:00pm	In and around the town	Ledbury Community Group		Event showcasing community groups in ledbury
	Great Big Green Week	Saturday 6th- Sunday 14th June	10:00am - 2:00pm	TBC	LTC		Nationwide event about climate change
	Poetry Festival	Friday 26th - Sunday 5th July	TBC	In and around the town	PF	<a href="https://ledburypoetry.org.uk/">https://ledburypoetry.org.uk/</a>	The Poetry Festival celebrates the art of language, featuring readings, workshops, and performances that engage the community and showcase local and national poets.
	Fathers Day	Sunday 15 June					
	Armed Forces Day	Saturday 27 June					
26-Jul	Ledbury Celebration	Sunday 5th July	11:00am - 4:00pm	St Katherines Carpark	Ledbury Food Group/ LTC/PF	<a href="https://www.ledburyfoodgroup.org/2024/04/ledbury-celebration-2024-a-date-for-your-diary/">https://www.ledburyfoodgroup.org/2024/04/ledbury-celebration-2024-a-date-for-your-diary/</a>	Local event showcasing herefordshire local producers. This is held on the last day of the Poetry Festival

Independents' Day UK		Friday, July 3, and Saturday, July 4.		The initiative encourages consumers to shop with local, independent retailers and often features special promotions and local markets.	
26-Aug	Lakefest 2026	5 Aug - 9 Aug	Easinor Castle and Grounds	Lakefest	<a href="https://www.lakefest.co.uk/">https://www.lakefest.co.uk/</a>
	Summer Bank Holiday	Monday 31 August			
	Ledbury Carnival	Monday 31 August			
26-Sep	Heritage Open Days	11 - 20 September	In and around Ledbury	LTC	<a href="https://www.ledburytowncouncil.gov.uk/en-gb/latest-news/heritage-open-days">https://www.ledburytowncouncil.gov.uk/en-gb/latest-news/heritage-open-days</a>
	h.Art - Herefordshire Art Week				
25-Oct	Funfair (Mop Fair)	Monday, 13th & Tuesday, 14th October	Ledbury Town Centre	The Rodgers Family / LTC Service Agreement	<a href="https://www.facebook.com/LedburyMopFair/?locale=en_GB">https://www.facebook.com/LedburyMopFair/?locale=en_GB</a>
	Pumpkin Picking - Pumpkin Pete's	Various dates in October, tickets available from September	Moor Court Farm, Stretton Grandison	Pumpkin Pete's (Hannah and Ed)	<a href="https://www.pumpkinpetes.co.uk/pvo-pumpkins">https://www.pumpkinpetes.co.uk/pvo-pumpkins</a>
	Pumpkin Picking - The Farm Patch	TBC	Gilbert's Farm, Lilly Hall Lane	The Farm Patch, Gilbert's Farm	<a href="https://thefarmpatch.co.uk/event/pumpkin-picking/">https://thefarmpatch.co.uk/event/pumpkin-picking/</a>
	Ledbury Ploughing Match	TBC	Aubreys Farm, Bromsberrow	The Ledbury Ploughing Society	<a href="https://www.facebook.com/p/Ledbury-Ploughing-Society-100095258634091/">https://www.facebook.com/p/Ledbury-Ploughing-Society-100095258634091/</a>
Nov-25	Halloween	Friday 31st October	N/A	N/A	N/A
	Remembrance Sunday	Sunday 8th November	War Memorial and then Church	LTC	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>
	Remembrance Day	Wednesday 11th November	War Memorial	N/A	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>
	Bonfire Night	N/A	N/A	N/A	N/A
	Christmas Lights Switch on Event	Sunday, 22nd November	Ledbury Town Centre	LTC	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>
	Winter Glow - Malvern	TBC	The Three Counties Showground	Winter Glow	<a href="https://winterglow.co.uk/">https://winterglow.co.uk/</a>
Dec-25	Christmas Tractor Parade	TBC	In and around Ledbury	When Farmers Do Christmas	TBC
	Late Night Shopping	Friday, 4th December	Ledbury Town Centre	LTC	Shops are open later in the run up to Christmas
	Candle Lighting	Sunday, 13th December	New Street Chapel	LTC	with help from Co-op Funeral care
	Christmas Day	Friday 25th December			a Christian holy day that commemorates the birth of Jesus Christ.
	Boxing Day	Saturday 26th December			A public holiday celebrated the first day after Christmas.
	New Years' Eve	Thursday 31st December			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.