

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 24 MARCH 2026

PRESENT: Philip Errington (PE), Tim Keyes (TK), Caroline Magnus (CM), Nick Morris (NM), Justine Peberdy (JP) (Chair), Christine Tustin (CT)

ALSO PRESENT: Emma Clowsley (EC) (Project Coordinator), Isabel Lewis (IL) (Project Assistant Intern), Angela Price (AP) (Town Clerk), Elizabeth Harvey (Chairman of Ledbury Town Council)(EH).

51. APOLOGIES FOR ABSENCE

Apologies for absence were received from John Holmes, Amy Howard and Chris Noel.

52. TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE MASEFIELD MATTERS BOARD HELD ON 27 JANUARY 2026

TK asked about the status of the risk register, noting it was a standing item. EC said this will be included from the next meeting onwards since the Risk subgroup had now met.

RESOLVED:

That the minutes of the Masefield Matters Board Meeting held on 27 January be approved and signed as a correct record.

53. TO RECEIVE AND NOTE THE ACTION SHEET

The programme for the Bosbury House Concert has been completed; action 25/MM25.2(2) can be marked as resolved. CT noted that she is able to contribute ideas and words to communications if requested by the Communications Subgroup.

JP noted that the donor packs have been sent out by the fundraising team; action 25/MM38.1(2) can be resolved. CM noted that the role of this pack will be changed after the form of the memorial has been chosen.

JP noted that the John Masefield Society (JMS) has sent a list of donations and donors. CM will check how this is progressing. The Town Council will then invoice the JMS. The Gift Aid application must be made by Ian Wilson himself. JP suggested that the Gift Aid application is done in one go at the end of the project. TK suggested including the value of the gift aid in summaries of funds raised in the meantime.

EC will adapt the LTC fundraising policy for use by Masefield Matters by the next Board Meeting. The National Lottery Heritage Fund may also have guidelines on fundraising policies.

JP noted that AH has offered some free hours of work from Ledbury Poetry's incoming communications manager that will help Masefield Matters develop the longer-term strategy referenced in action 25/MM44(6).

Action 25/MM(9) is resolved. Action 25/MM45(2) has been discussed by JP and IL, and the advert can be made ready to circulate soon. TK noted that we must understand the changing role of board members across the project.

It was asked that an item be added to the May agenda to discuss the role of each board member once the project staff contracts are complete.

JP and EC will meet to discuss action 25/MM48.

ACTION:

MM53 EC to forward donor spreadsheet from JMS to AP.

54. BOARD MEMBER BEST PRACTICE AND TO RECEIVE AND NOTE THE NOLAN PRINCIPLES

JP suggested this was an opportunity for Members to remind themselves what is required of them and what their responsibilities are. AP said members should regularly remind themselves of the Nolan Principles. JP summarised that Members have a responsibility to represent the project as collectively agreed upon when representing the Board.

55. TO RECEIVE AND NOTE THE DRAFT PATRON AGREEMENT

TK suggested that the third paragraph should read 'patrons' not 'funders'. CM noted it does not feature a mention of John Masefield. EC will amend this. CM also suggested that Patrons ought to have some knowledge of John Masefield. CT asked that fundraising be minimised in the Patron agreement. JP argued that patrons need not have all the pre-requisites, just one, so need not necessarily have an impact on fundraising. EC suggested reordering the paragraphs so that fundraising was not the first item on the list.

CM noted that the form of the memorial will impact the kind of person willing to provide patronage.

ACTION:

MM55 EC to make amendments and add JM into the patron agreement.

56. AN UPDATE ON THE MEETING WITH THE NATIONAL LOTTERY HERITAGE FUND RELATIONSHIP MANAGER

EC noted that the National Lottery Heritage Fund Relationship Manager was happy with the project's reporting and progress. Key actions that have arisen as a result of that meeting are:

- Collating invoices (EC and AP are in progress with this)
- Any marketing or press releases that mention the National Heritage Lottery Fund must be sent to them for approval first. This must be considered in the Communications Subgroup planning. EC will find out more information about what they would like to see and forward that to the Communications Subgroup.
- AP noted that the project must soon ask for the next 30 percent of the funding.

57. THE MEMORIAL CONSULTATION AND DECISION-MAKING PROCESSES

EC detailed the core consultation group decision making process and the next steps. She explained that there were a range of people representing different communities across Ledbury involved in the core consultation group. The core group chose between ten broad themes to arrive at three ideas that will be presented to the Board at the next Board meeting. She noted that the three ideas selected and the write up will be made available before the decision-making meeting in April.

TK noted that the core consultation group would be an obvious source for board members. The advert can be specifically sent to them.

JP and EC noted that there are several ideas (especially those that only require a comparatively small budget compared with that of the main memorial) that can be pursued alongside the memorial but not part of it, or separately from the project.

NM asked for a report on the core group consultation visits. JP noted that the blog page was useful as an overview and featured this activity.

58. AN UPDATE ON THE END OF FAMILIARISATION EVENT

Emma shared the details of the event, noting that it would include an exhibition, poetry reading, zine making workshops and refreshments.

EH suggested asking LCH filmmakers to make a short film of the event.

ACTION:

MM58 IL to circulate a PDF of the poster to board members

59. TO AGREE DATES FOR THE SPECIAL VIEWING FOR LOTTERY PLAYERS AND THE EXHIBITION/EVENT TO SHARE IDEAS AND DESIGNS OF THREE SHORTLISTED MAKERS

PE left the meeting at 12:28.

EC suggested that the special viewing for lottery players and the exhibition to showcase designs takes place in August or September, as suggested in the project plan. EC noted that the date needs to be chosen so as to invite representatives of the National Heritage Lottery Fund. JP asked if there was another event to tie in with it. EC suggested Heritage Open Days in September.

JP asked if the civic society are running events in that week, CT will send dates.

EH noted that by August, it must be known how much money is available for the memorial so the artists can design accordingly. A discussion was had about the fundraising strategy and what fundraising at different times during the project will achieve.

AP noted that there are procurement rules that will impact how the artist is commissioned. JP suggested that an expert may need to be consulted in writing the artist brief. EH also asked that it be made clear to the Town Council what impact they can have over the creation of the memorial and it must be clear that Councillors will not be deciding on the form the memorial will take. She also noted that the process must be made clear to Council. EC suggested that Janine and Andrew attend a meeting with councillors to make clear the process that has taken place.

Justine summarised the procedure for moving forward. EC will ask Janine and Andrew to present the recommendation to Full Council. A brief for artists to design the memorial will be drawn up, which we may need expert help in. Three artists will be commissioned in time to present their design at Heritage Open Days. Commission three artists in time for HODs

A discussion was had on the choice of artists and how they will be found.

ACTION:

MM59 (1) CT to send dates that Civic society are running HODS events.

MM59 (2) EC to ask Janine and Andrew to present memorial recommendation to Full Council.

MM59 (3) EC to prepare a report for Full Council to recommend a memorial idea, once this has been determined.

60. RESOURCES AFTER END OF MMPA ROLE

EC noted that IL's last day would be 24th April. She then reiterated the social media support offered by Ledbury Poetry and support available from LTC. EC noted she and the board will have to absorb some of the workload.

EC suggested that some of the funding put aside for this role will be available for some limited support if required.

61. TO RECEIVE AND NOTE SUBGROUP UPDATES:

61.1. FUNDRAISING

TK gave an update on the progress of the Fundraising Subgroup. He noted that businesses will be approached for donations later in the project. To facilitate this, IL is to compile a list of businesses that the council has received funding from.

TK suggested that there is a need to make a decision on how the Board decides on what to include alongside the memorial, noting too that some Masefield related activities will be organised by other groups.

He also noted that the Bosbury House fundraising event will take place on Friday 27th March and that the Pauntley Court fundraising event has been moved to next year when there is more capacity for this. TK asked for support for Masefield Marathon; several members responded. So far, the Masefield Marathon has had 30 people volunteer to read. This event will be in the Ledbury Poetry Festival programme.

TK and JH will meet after this meeting to shape the school's future fundraising event. TK updated Members on the progress of the Market Theatre event, sharing that there are two people interested in assisting with this. LADS have volunteered to help with the event.

The next fundraising meeting will take place on 13th May.

ACTIONS:

MM61.1(1) IL to compile a list of businesses that the council has received funding from.

61.2. COMMUNICATIONS

CM thanked AH for the marketing support offered on behalf of Ledbury Poetry. CM asked CT if she was willing to draft press releases, which CT agreed to. The promotional beer mats were discussed and will be prepared for the Masefield Marathon event within Ledbury Poetry Festival.

CM suggested that the Communications Subgroup meet soon to discuss in progress actions.

ACTIONS:

MM61.2(1) EC to design and purchase beermats with AH (as they will be shared with Ledbury Poetry Festival)

MM61.2(2) EC to share the NLHF communications requirements with the Communications Subgroup

61.3. RISK

The Risk Subgroup had met on the morning of the 24th March and had drafted a complete risk register. They had not identified anything currently posing a major risk to the project. It was confirmed that the Board will be updated on risk in future meetings.

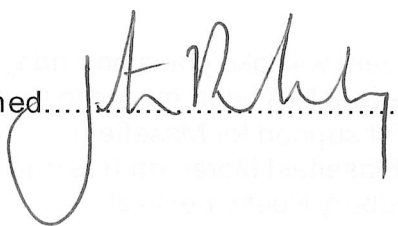
62. DATE OF NEXT TWO MEETINGS

Tuesday 21st April at 9:30am in the Committee Room (additional meeting to select the form of the memorial to John Masefield)

Tuesday 19th May at 2pm in the Committee Room.

Thursday 16th July at 11am in the Committee Room.

The meeting ended at 13:21

Signed.......... Dated.....19.5.26.....