



LEDBURY TOWN COUNCIL



18 August 2025

To: Councillors Chowns, Morris, and Hughes
Ward Councillors: Harvey, Peberdy, Simmons
Alison Braithwaite, Penelope Shaw
Events WP Members: Heather Coppock, Sabeen Chaudry, Griff Holliday, Beth Hughes, Hilary Jones, Lizzie Gissane, Lynette Loader, Sonia Bowen, Nina Shields and Christine Tustin

Dear All,

You are invited to attend a meeting of the **Events Working Party on Tuesday, 23 September 2025 at 11:00 am in the Jacobean Room, Church Lane, Ledbury** for the purpose of transacting the business below.

Yours faithfully

PP 

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. **Apologies for absence**
2. **To approve and sign the minutes of the meeting of the Events Working Party held on 19 August 2025**
(Pages 247 - 251)

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|------------|--|--------------------------|
| 3. | Masefield Matters Heritage Open Days | (Pages 253 - 254) |
| 4. | Celebration Day – 6 July | (Pages 255 - 256) |
| 5. | Ledbury Carnival – 25 August | (Page 257) |
| 6. | October Funfair - 13 & 14 October | (Pages 259 - 260) |
| 7. | Remembrance Day – 9 & 11 November | (Pages 261 - 263) |
| 8. | Christmas Light Switch on – 23 November | (Pages 265 - 276) |
| | I. Draft Christmas Light Schedule | |
| | II. Current Christmas Lights Budget | |
| | III. Entertainment Proposals | |
| | IV. Christmas Market Preliminary Plan | |
| | V. Light Switch on and Late Night Shopping Posters | |
| 9. | Candle Lighting Event – 14 December | (Pages 277 - 278) |
| 10. | Events Programme | (Pages 279 - 280) |
| 11. | Draft Project and Events Plan 2025/26 | (Pages 281 - 282) |
| 12. | Date of Next Meeting | |

Tuesday, 28 October 2025 at 11.00am

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON TUESDAY, 19 AUGUST 2025

PRESENT: Councillors Harvey, Hughes and Morris
Non-Councillors: Al Braitwaite (Chair), Lynette Loader, and Sonia Bowen

ALSO PRESENT: Angela Price – Town Clerk
Olivia Trueman – Community Engagement Officer
Emma Clowsley – Masefield Matters Project Co-ordinator
Isabel Lewis - Masefield Matters Project Intern

10. APOLOGIES FOR ABSENCE

Apologies for absence were received from Sabeen Chaudry, Councillor Chowns, Lizzie Gissane, Griff Holliday and Nina Shields.

11. TO APPROVE AND SIGN AS A CORRECT RECORD THE MINUTES OF THE MEETING OF THE EVENTS WORKING PARTY HELD ON 1 JULY 2025

RESOLVED:

That the minutes of the meeting of the Events Working Party held on 1 July 2025 be approved and signed as a correct record.

12. VOLUNTEER DATABASE UPDATE

The Community Engagement Officer (CEO) informed members that she and Councillor Harvey had met with Aimee Williams of Herefordshire Council to discuss setting up a volunteer database. She advised that this had previously been discussed with a group “Ledbury Together” but that this had come to a halt. It was agreed that before any decisions were made as to how Ledbury Town Council could get involved with this project, Aimee would have a conversation with Ledbury Together to ensure that they are happy for the Council to get involved with this project. The CEO advised that she would bring a report forward to a future meeting once she has received feedback from Aimee Williams.

Councillor Harvey pointed out that GDPR was an issue around how the database would be managed, particularly if it goes wider than Ledbury.

Sonia commented that a volunteer database is much needed for the town and that it would be great if the local volunteers could be engaged initially and then consideration be given to taking it to a wider audience.

RESOLVED:

That the update on the Volunteer Database be received and noted.

13. HERITAGE OPEN DAYS

The CEO advised members that booklet was now complete. She advised that she had had to chase a couple of the groups for their input, which is why the booklet was completed later than initially planned. She advised that it would be uploaded to the website and sent to the printers following the meeting.

The CEO advised of the various places the event had been advertised and explained that the bunting would be up by the end of the week.

The Clerk advised that it was possible to have a banner on St Katherine's Square during the event, however Herefordshire Council had advised that they did not want banners being put on the railings ahead of events and that they must be removed on the last day of the event. The rationale behind this was that if too many event banners are permitted it is anticipated that this may increase the potential for fly posting on the railings which would detract from the appearance of the square, which is located in a conservation area.

Sonia suggested considering a formal Town Notice Board. Lyn Loader advised that there is a community notice board inside the Co-op funeral home noting that this is underused.

It was suggested that the large board that house town maps could be utilised.

The Clerk noted that there were a number of notice boards around the town. It was suggested that an audit of notice boards be carried out, providing details of where they are and what type of information they hold.

RESOLVED:

- 1. That the update on Heritage Days be received and noted.**
- 2. That an audit of notice boards in Ledbury be undertaken.**
- 3. The Clerk follow up with the Market Theatre in respect of the maintenance of the notice board in High Street.**

14. EVENT UPDATES

i. Celebration Day

Griff Holliday had provided an update in writing for consideration. However, it was felt that this should be deferred to the next meeting when it was hoped Griff would be available to talk to the report.

ii. Ledbury Carnival

Sonia provided an update on the Ledbury Carnival preparations; she advised that there were 20 shop windows to be judged this year which would take place on Friday, 22 August with the winners being announced on Saturday, 23rd by the Children's Ambassadors.

Sonia advised that the procession is anticipated to be larger than last year, with some floats from outside of Ledbury. She noted that it was disappointing that the two youth groups from Ledbury were not participating.

Sonia thanked Councillor Harvey for her support on social media in encouraging people to join in with the Carnival. However, she felt that all of the events in the town would benefit from a group of people who have the skills that are needed at all of the events and wondered whether this was something that the Council might consider for the future.

Councillor Hughes supported Sonia's comments; he advised that it costs in the region of £16,000 to put on the carnival, with the big ticket costs being security and road closures and traffic management. The Town Council supports the Carnival with a grant of £4,000. He explained that currently they have approximately £3,000 in the pot for the 2026 carnival, plus the grant from the Town Council, with no other funds identified at this time. He stated that there have been many times when the small group of volunteers who make up the Carnival Committee have found themselves in a position where they are beyond their abilities to cope well with the tasks, giving licence applications as an example where they would have benefited from a local government officer to help guide them through the process.

Al asked whether this group or members of the Council should have an overview of what is needed and how to go about it available for groups. Sonia advised that in her first year with the Carnival she spent much of her time gaining the knowledge from a former member of the Carnival Committee who was stepping down and now had that knowledge. However, she did feel that future proofing was important. Sonia advised that she had spent considerable time engaging with the traders in the town and as a result had managed to get two to help with the registration desk on the day of the Carnival.

Sonia advised that the Carnival AGM will be held on 12 November 2025 at 7.30 pm in the Council offices and that it would be helpful if representatives of the council could attend,

RECOMMENDATION

- 1. That the written update provided by Griff Holliday be deferred to the next meeting of the Working Party.**

2. That the update on the Ledbury Carnival be received and noted.
3. That the Council consider how they may be able to provide support to event organisers on the bureaucracy surrounding this and collating information on event management plans, licensing applications etc. in the form of a library of examples.
4. That council officers share information on the charging rates for car parks in Ledbury on Sunday's and Bank Holiday's, via the council newsletter, website and social media platforms.

15. EVENTS PROGRAMME

Member discuss a number of additions to the events programme such as the Candle Lighting at the cemetery chapel, Poetry Winter Festival, plus the removal of the Hills Ford Rally.

Councillor Harvey stated that there were plans to meet with representatives of the Market Theatre to discuss the possibility of them taking over the Ledbury's Got Talent event annually as part of a plan for events started by the Council to be handed over to interested groups, with some financial support from the council, once they become established.

Al asked whether it was worth this group having a view on the funding that might be required for all the events.

The Clerk advised that there is a report available that council have considered which needs to be shared with this Working Party and it was agreed that this would be included on the next agenda and it was agreed that this should be shared with members following this meeting.

Councillor Harvey asked that there be a sub-set of events listing available alongside the Events Programme provided to this meeting to help gain an understanding of who is doing what throughout the year.

Lyn noted that the Co-op had not had any applications for funding from local Ledbury based groups for the 2025 funding.

RESOLVED:

1. That the CEO make the changes to the Events Programme as discussed.
2. That the budget report prepared by the CEO be included on the next Events Working Party agenda and that a copy be shared with all members following this meeting.

16. DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the Events Working Party is scheduled for 23 September 2025.

DRAFT

EVENTS WORKING PARTY	23 September 2025	AGENDA ITEM: 3
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Report prepared by Isabel Lewis – Masfield Matters Project Assistant Intern

MASEFIELD MATTERS HERITAGE OPEN DAYS

Purpose of Report

The purpose of this report is to inform the Members of the progress of the John Masfield Archive event (part of Heritage Open Days).

Detailed Information

Archive

At the time of writing, the John Masfield Archive has opened on Saturday 13th and Tuesday 16th September, with two further sessions planned. The sessions consist of volunteers sharing their knowledge about John Masfield using a selection of items from the archive to demonstrate his work and connection with Ledbury. Jackie Tweedale, the Assistant Archivist from the John Masfield Society, assisted with opening the Archive and in sharing the history of John Masfield. We were able to collect data about the visitors that can be used in the project evaluation, and had the memorial consultation survey available to fill in. Between the two days we had thirteen visitors, all of whom were highly engaged in the Archive and John Masfield. Many were particularly interested in the connection between Masfield and Ledbury.

Poems

Jackie created a set of printed John Masfield poems to distribute among the independent traders of Ledbury to help raise awareness of Masfield's work. As the project team already has a good relationship with many traders in the town, we distributed the poems, giving us the opportunity to discuss the project and Heritage Open days with many shopkeepers in Ledbury. There were around 20 poems distributed, with many of the traders being enthusiastic about the idea. We will be sharing the location of the poems on our social media.

Upcoming Events

The Archive will also be open on Thursday 18th and Saturday 20th September. We are anticipating Saturday 20th to have the highest engagement, as most of the other venues in Ledbury will also be open, and the Master's House will also be running HODs events. As some visitors have expressed an interest in visiting the archive but are not able to go upstairs, it is likely that they may benefit from some key objects in the archive being digitised.

Recommendation

It is recommended that the joint effort of the groups in Ledbury in running Heritage Open Days is continued, and that the importance of cross-promotion and co-ordinated efforts is noted.

Ledbury Celebration 2025

This event held on Sunday 6th July in St Katherine's was well received despite the rain showers that cooled visitors down in a period of high summer.

It featured 20 stalls trading local food and drink, craft stalls, poetry performances arranged by Ledbury Poetry, two "Masefield Moments", three local and varied music acts, dance performance from 2Faced Dance, attractions for youngsters, several information stands and a great audience.

While no detailed head counts were taken, the general impression was one of a larger attendance than 2024 with visitors staying at the event longer.

Thanks go to everyone who contributed to the event in organising, performing and attending.

Special thanks go to Ledbury Poetry for their contribution and to the staff of Ledbury Town Council for their efforts on the day in setting up the event and stewarding.

The future:

This is a popular and well attended local event and could form a foundation from which a larger version incorporating more features and with a focus on attracting more visitors to Ledbury could be developed.

- **Growth** - Currently growth in attendees is restricted by the limit on numbers that the Temporary Event Notice licensing route imposes on numbers on site at any time. A full premises license would be a requirement for expansion.
- **Volunteers** - A larger event would demand more volunteers for setting up/down and stewarding. The shortage of volunteers needs resolving anyway to reduce the dependence this year on LTC staff.
- **Funding** -The event was grant-funded by LTC only this year with remaining funding contributions coming from Ledbury Food Group reserves and Ledbury Poetry – other requests for a grant were turned aside and the government funded support (UKSPF) we have had in the past was not available. Increased grant funding compared with this year will be necessary for a future event.
- **Costs** – There is little scope to cut costs and still retain the shape of the event – most expenditure goes on providing the infrastructure for the event – power supply (generator), tables/chairs hire, gazebo hire, public address provision and publicity. Traders' Pitch Fees are considered reasonable for an event of this nature.
- **Logistics** - The dependence of the event on St Katherine's Hall for overnight storage etc. should be noted
- **Site set up** - The possibility of using a market operator to provide gazebos etc. and set the market area up may be worth exploring.

- **Content** - The food and drink segment can exist as part of a wider event – it is probably not sustainable on its own. (Food and drink producers have found new ways of selling including the growth of regular monthly markets locally.) More family focused activities (with a broad link to poetry) would keep more visitors on site.

Compiled by Griff Holliday

Ledbury Food Group

18 August 2025

Ledbury Carnival 2025

This year's carnival was another great success. We were lucky with the weather which brought out thousands of people to line the streets for the procession. The Carnival Committee produced and hand-delivered an A5 flyer for all the new houses to promote carnival and this clearly paid off.

St Katherines car park was buzzing with young families enjoying the children's entertainment. The stalls, although less in number than in previous years, were well received.

The Rugby Club was full with procession entrants this year. We had a number of entrants from outside Ledbury, including Colwall Youth Project, Busy Berries Childcare in Bishops Frome and the National Vintage Tractor & Engine Club. It was disappointing that neither of the Ledbury schools or the two youth clubs accepted the invitation to take part nor any of the local nurseries.

It was a delight to welcome several residents from the Deer Park Care Home in the 'best-dressed mobility scooter/wheelchair' class.

The raffle brought in a record amount for carnival funds and we thank the traders for their generous donations of prizes. All traders who donated prizes were acknowledged in the carnival programme.

The Shop window competition was well supported and again the traders put on a wonderful show.

The Carnival Committee would like to thank Ledbury Town Council for their generous support both with finance and manpower on the day. We also thank ABE (Ledbury) for their continued support in providing lorries and drivers, Community Action Ledbury for operating the Park & Ride, Pugh's for allowing us the use of their grounds and also the Rugby Club for hosting the event in their car park.

Given the scale of the Carnival event, we very much need more volunteers to help next year. To this end, we invite all interested parties to attend our **Open Meeting on Wed 12 November in the Council Offices, Church Street, at 7.30pm.**

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	23 SEPTEMBER 2025	AGENDA ITEM: 6
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Report prepared by Julia Lawrence, Deputy Town Clerk

OCTOBER FUNFAIR

Purpose of Report

The purpose of this report is to update Members of the Events Working Party on the forthcoming October Funfair taking place on Monday, 13 October 2025 and Tuesday, 14 October 2025 (although the Funfair will start to arrive in Town from Sunday, 12 October 2025 onwards).

Detailed Information

An application for a road closure has been lodged with Balfour Beatty Living Places and a response is awaited.

The Deputy Clerk met with the Rogers Family on 16 September 2025 to discuss the main logistics for the Funfair.

The discussions centred around the road closures, management of road closure signage, steward responsibilities and manning of road closure points; first aid and emergency services; preparations for the opening ceremony to general house-keeping duties such as rubbish, trailing cables, noise of generators and communications to local stakeholders, such as, for example local businesses (in particular the Feathers Hotel and Retreat Pub, so to ensure that visitors do not park in spaces allocated to the Funfair), local residents and bus companies; and then arrangements to ensure that Ledbury returns to normal following the departure of the Funfair on the Tuesday evening/Wednesday morning.

In 2023 the Council purchased a suite of new road signage for the Funfair, but unfortunately several of the signs have since been stolen and so replacement signage is in the process of being purchased.

One of the Councillors has offered to drive the Council truck in order that the Council's Maintenance Operative can display the highway signage in the appropriate locations approximately 10 days before the commencement of the Funfair in accordance with the Highway Traffic Management Plan.

The Fire Brigade has already been contacted as a Fire Officer will carry out the usual fire risk assessment prior to the commencement of the Funfair to ensure safety and accessibility should the need arise.

Dignitaries and School Ambassadors will be invited to join Councillors and Officers from 4.30pm for light refreshments at the Council Offices prior to the formal opening of the event at 5.00pm, which will be officially opened by the Town Crier.

The Event Management Plan will be submitted to the Safety Advisory Group by the end of September.

Recommendation

That Members of the Events Working Party receive and note the contents of the report.

EVENTS WORKING PARTY	23 SEPTEMBER 2025	AGENDA ITEM: 7
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Report prepared by Sophie Jarvis – Receptionist / Mayor's Secretary

REMEMBRANCE DAY 2025 UPDATE

Purpose of Report

The purpose of this report is to provide Members with information on the upcoming Remembrance Day events that are taking place.

Detailed Information

Remembrance Day falls on **Tuesday, 11 November 2025**. A short service will be held at the War Memorial just before 11:00am, which will include the traditional two minutes' silence. Following the service, at the War Memorial, dignitaries and representatives will be invited to the Town Council Offices for light refreshments.

Remembrance Sunday is taking place on **Sunday, 9 November 2025**. Planning and arrangements are underway between the Town Council, the Ledbury Royal British Legion Club, and St Michael and All Angels' Church. We are also exploring opportunities for involvement from the current HMS LEDBURY crew, with further details to be confirmed.

An invitation will be sent to dignitaries in due course to confirm the attendance of a Herefordshire representative, such as from the Lieutenancy Office.

Two posters have been prepared for Remembrance Sunday:

- One specifically for dignitaries, which includes details about refreshments at the Town Council Offices prior to the procession.
- A second, more general version for public display.

Both posters are enclosed with this report for members to receive and note.

Recommendation

That Members receive and note the contents of this report.

Councillor Elizabeth Harvey, Chairman,
and Members of Ledbury Town Council
would like to invite you
to attend the

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ACT OF REMEMBRANCE AND PARADE

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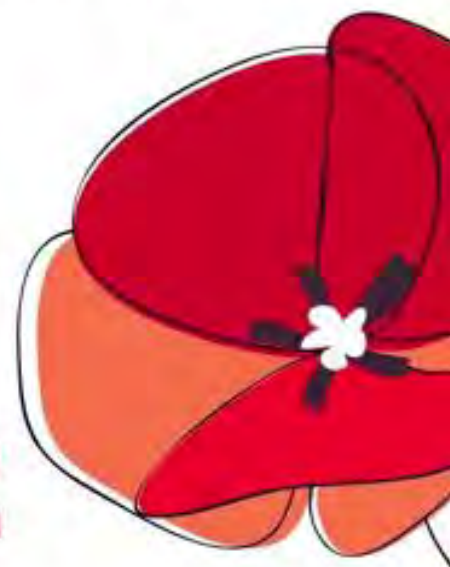
LEDBURY HIGH STREET

SUNDAY,
9 NOVEMBER 2025

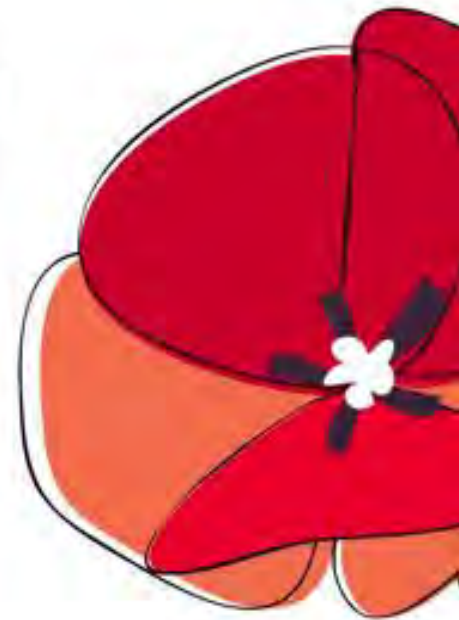
Lest We Forget



Ledbury Town Council



Councillor Elizabeth Harvey,
Chairman, and Members of
Ledbury Town Council
would like to invite you
to attend the



ACT OF REMEMBRANCE AND PARADE

**LEDBURY HIGH STREET
SUNDAY,**

9 NOVEMBER 2025

There will be light refreshments
served in the Jacobean Room at the
Town Council Offices from **10:00am**.

**Please ensure that you arrive no later
than 10:30am to be ready
for the procession.**

RSVP to
reception@ledburytowncouncil.gov.uk



Ledbury Town Council

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	23 SEPTEMBER 2025	AGENDA ITEM: 8
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Report prepared by Olivia Trueman, Community Engagement Officer

Christmas Light Switch on Event

Purpose of Report

The purpose of this report is to update Members of the Events Working Party on the forthcoming Christmas Light Switch on Event.

Detailed Information

Officers have been working on preparations for the Christmas Lights Switch-On Event, scheduled to take place on Sunday, 23 November this year. Significant progress has been made, and a draft plan has been drawn up to ensure the event is well-structured, engaging, and inclusive for the whole community.

As part of this work, officers have prepared a series of documents which set out the key elements of the event in more detail. These documents, attached for review, include the following:

- **Christmas Lights Schedule** – a proposed timetable for the day, including the main activities, entertainment slots, and timings leading up to the switch-on moment.
- **Christmas Lights Budget** – a working budget that outlines anticipated costs and allocations across infrastructure, entertainment, marketing, and logistics, to help ensure the event is financially sustainable.
- **Entertainment Proposals** – a summary of the suggested performers and acts being considered, aimed at creating a lively and festive atmosphere for all age groups.
- **Christmas Market Draft Plan & Proposals** – an initial layout and concept for the Christmas Market, including proposed stall types, locations, and operational arrangements to complement the wider event.
- **Light Switch on and Late Night Shopping Poster** - Marketing has been featured in both *Ledbury Focus* and *All About the Hills*, and the Council has shared these publications with the Traders Association.

Officers are working on an Event Management Plan, which will be made available in due course

Recommendation

That Members of the Events Working Party receive and note the above documents.

Ledbury Christmas Light Switch-On : Draft Schedule

Time	Activity	Location / Notes
12:00pm	Market Opens	Town Centre
1:00pm	Event Opens	Main Event Area
1:30pm – 2:00pm	Storytelling: <i>Jonny Fluffypunk – Box of Delights</i> & John Masefield poems	Main Event Area
2:00pm – 2:50pm	Music: <i>The Hey Yahs</i> (Part One)	Main Event Area
2:00pm – 2:30pm	Walkabout Winter Fairy	Walk about in High Street
2:30pm – 4:30pm	Crafts & Face Painting: <i>Masefield Matters</i>	St Katherine's Hall
3:00pm – 3:30pm	Storytelling: <i>Jonny Fluffypunk – Box of Delights</i> & John Masefield poems	Main Event Area
3:00pm – 6:00pm	Santa's Grotto	Ledbury Community Hub
3:00pm – 3:30pm	Walkabout Winter Fairy	Around Event Area
3:10pm – 3:55pm	Music: <i>The Hey Yahs</i> (Part Two)	Main Event Area
4:00pm – 4:30pm	Walkabout Winter Fairy	Walk about in High Street
4:15pm – 5:00pm	Brass Band Performance	Under the Market House
5:00pm	Official Christmas Light Switch-On	Gathering around the Market House
5:10pm	Brass Band Finale	Under the Market House

Event Budget for Ledbury Light Switch on Event
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Total Expenses			
		Estimated	Actual
po number	Venue	Estimated	Actual
		£0.00	£0.00
	Marketing	Estimated	Actual
	Produce Poster and Marketing	£0.00	£0.00
	Printing of Posters / flyers (A3 and A5)	£550.00	
		£550.00	£0.00
	Hiring / Entertainment	Estimated	Actual
	Music by the Hey Yabs	£1,200.00	
	Walk about Winter Fairy	£460.00	
	Snow Machine	£600.00	
	Poems and Story telling by Johnny Fluffypunk	£250.00	
	face painter x2	£180.00	
		£2,690.00	£0.00
	Other	Estimated	Actual
	13 Gazebos	£520.00	
	road closure	£250.00	
	Ambulance / first aid	£200.00	
		£970.00	£0.00
	Total	£4,210.00	

Entertainment at Ledbury Light Switch on

Winter Fairy

For a touch of magic and a truly memorable experience at our event, we would like to recommend Amy Amelia. Regarded as one of the leading performers in her field, Amy is a highly skilled Contact Juggler whose stunning, hypnotic performances never fail to captivate audiences. Using crystal balls that glide effortlessly around her hands, arms, and body, she creates the illusion of objects defying gravity



in a mesmerising display of artistry. Her skill, combined with beautiful costumes and exceptional professionalism, has taken her to stages across the UK and internationally.

“Absolutely fantastic and amazing! My sister had Amy as part of her wedding, the extra mile Amy goes to be sure she matches the day is only one of the reasons she is so fantastic. My nieces were mesmerised, as were many of the guests, several of whom asked for contact details. Her personality is also a pure delight Can not recommend her highly enough”

www.amyameliaarts.co.uk

Hey Yahs

The Hey Yahs are popular around Herefordshire and are known for being family-friendly, providing lively music that appeals to everyone. They bring all of their own equipment and will perform two 50-minute sets, creating a fun and memorable atmosphere for guests.



<https://heyyahsmusic.com/>

Jonny Fluffypunk

Jonny Fluffypunk will be performing interactive storytelling and poetry, with a special focus on the works of John Masefield. Known for his engaging and lively style, he brings stories and poems to life in a way that captivates both children and adults. He encourages audience participation, making the experience fun, memorable, and immersive for families. His performances are designed to spark imagination and create a warm, welcoming atmosphere for all guests.

<http://jonnyfluffypunk.co.uk/about/>



Masefield Matters

The Masefield Matters Project will be running a craft workshop in St Katherine's Hall inspired by John Masefield's much-loved Christmas classic, *The Box of Delights*. Families will have the chance to decorate their own miniature box and tuck away a chocolate coin inside to keep safe.

The workshop offers a wonderful opportunity not only to introduce families to the life and works of John Masefield but also to provide a fun, hands-on activity that children can proudly take home.

Alongside the crafts, Louby Loo Face Painting will once again be part of the event. A popular feature every year, Louby Loo helps keep the creative area flowing smoothly, giving children the chance to have their faces painted while others enjoy the crafts, and then swap over.

Santas Grotto at Ledbury Community Hub

The Ledbury Community Hub are hoping to bring back Santa's Grotto this year, following the huge success of last year's event. The grotto was a highlight for many families and created a truly magical experience in the run-up to Christmas.

This year's grotto is dependent on funding support, and an application has been submitted to Ledbury Town Council. The proposal will be discussed at the council meeting on Thursday 2 October, with confirmation to follow.

Ledbury Christmas Market

1. Introduction

This report outlines the proposed pitch fees and associated costs for the Christmas Lights Event 2025. It also provides a financial breakdown and recommendations for approval by Ledbury Town Council.

2. Background

- In 2024, pitch fees were set at £25 per 3x3m pitch and £50 for hot food traders.
- Although an increase had been anticipated, fees remained unchanged because traders had been informed of the agreed costs in advance.
- Officers have reviewed the pricing structure of comparable markets and recommend a revised approach for 2025.

3. 2025 Proposal

Officers recommend:

- A standard fee of £50 per pitch (regardless of trader type).
- Each pitch to include a standing gazebo, reducing set-up requirements on the day.
- £10 of each pitch fee to be donated to charity, supporting the purchase of Christmas gifts for children in need in Ledbury.

Additionally:

- It is expected that at least 25 traders will require a standing or gazebo provided by the council.
- An option will remain available for some traders to bring their own gazebo if preferred.
- The market will be limited to 30 traders this year to maintain a simpler format, though there is capacity for up to 37 traders if required, or to accommodate double pitches and food trucks.
- A generator will not be provided this year, as the costs are high and the council does not make this money back; it has been assessed as not beneficial for the event.

4. Financial Projections

Income

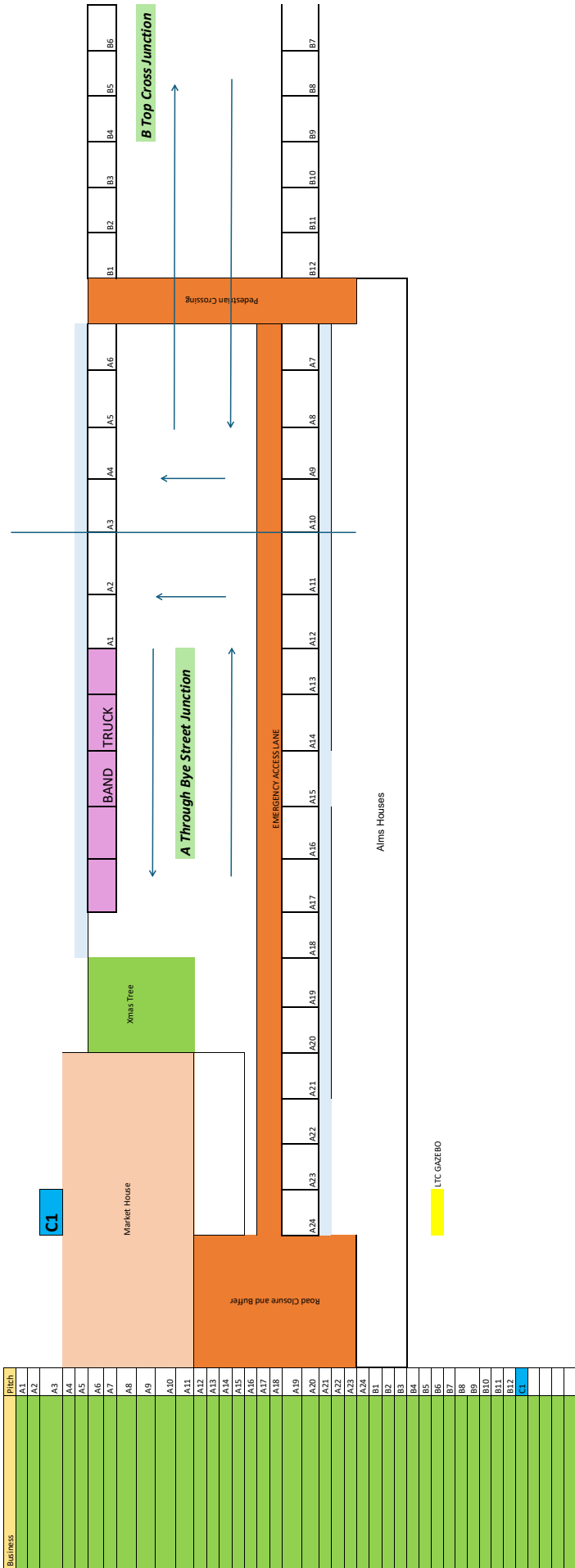
Item	Calculation	Total
Pitch Fees	£50 x 30 traders	£1,500
Charity Contribution	£10 x 30 traders	£300
Net Market Income	£1,500 - £300	£1,200

Outgoing Costs

Item	Calculation	Total
Additional Gazebos Required	13 x £40	£520

Summary

Category	Amount
Gross Income	£1,500
Charity Donation	£300
Outgoing Costs (Gazebos)	£520
Net Profit	£680



it's that wonderful time of year again



Ledbury

Late Night
Christmas



Shopping

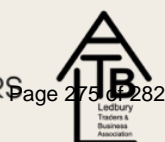


Friday
5th December
until 8pm



IN ASSOCIATION WITH

LEDBURY TRADERS



AND

Herefordshire
County BID

Lights On!

Sunday 23rd November

with events throughout the day



Get into the Christmas spirit on Sunday 23rd November, as Ledbury transforms into a winter wonderland! Our High Street will sparkle with festive lights, while the Christmas Market offers a delightful array of local traders, helping you find the perfect gifts for your loved ones.

Enjoy a day filled with live music, family-friendly entertainment, and creative crafts for children-there's something magical for everyone!

Don't miss out on the fun - visit the Ledbury Town Council website for more details including timings: ledburytowncouncil.gov.uk

join the celebrations!



LEDBURY
TOWN COUNCIL

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	23 SEPTEMBER 2025	AGENDA ITEM: 9
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Report prepared by Olivia Trueman, Community Engagement Officer

CHRISTMAS CANDLE LIGHTING EVENT - NEW STREET CEMETERY

Purpose of Report

The purpose of this report is to update Members of the Events Working Party on the forthcoming Candle Lighting Event at Ledbury Chapel in New Street Cemetery.

Detailed Information

Attached is the poster for the Candle Lighting Event at the Ledbury chapel in the New Street Cemetery.

Officers are seeking volunteers to assist with the event, including setting up, serving hot drinks, and helping with packing away afterward.

The event will take place from 10:00 am to 3:00 pm. Anyone interested in volunteering is invited to contact the Community Engagement Officer.

The event has already been advertised in the *Daffodil Line Magazine* and will also be promoted in other local magazines, newspapers, and across social media.

Recommendation

That Members of the Events Working Party receive the report and poster

Christmas Candle Lighting

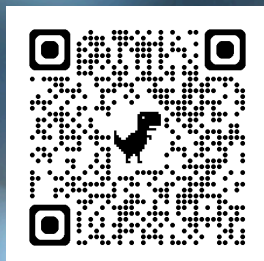
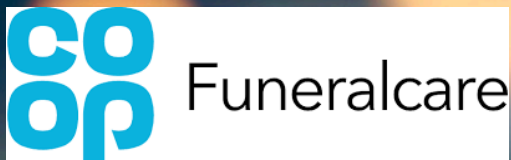
Sunday, 14 December 2025

10:00am - 3:00pm

 Ledbury Chapel @
New Street Cemetery

Light a Candle in memory of
those who have left us and
remember them at this
special time of year.

Mince pies and light
refreshments kindly
donated by



EVENTS CALENDAR 2025 - 2026

- Ledbury Town Council Event
- Community /Outside Event
- Mayors Events
- Bank Holiday
- Holidays / Celebrations - Non-Bank Holiday

Month	Event	Date	Time	Venue	Organiser	Website	Action / Notes
Sep-25	Heritage Open Days	Friday 12th - Sunday 21st 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.
Oct-25	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.
	Pumpkin Picking - Pumpkin Pete's	Various dates in October, tickets available from September	TBC	Moor Court Farm, Stretton Grandison	Pumpkin Pete's (Hannah and Ed)	https://www.pumpkinpetes.co.uk/pyo-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
	Pumpkin Picking - The Farm Patch	TBC	TBC	Gilbert's Farm, Lilly Hall Lane	The Farm Patch, Gilbert's Farm	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.
	Ledbury Ploughing Match	TBC	TBC	Aubreys Farm, Bromsberrow	The Ledbury Ploughing Society	https://www.facebook.com/p/Ledbury-Ploughing-Society-100095258634091/	a competitive event where participants, using various types of ploughs (horse-drawn and tractor-driven), demonstrate their skills in preparing land for planting.
	Halloween	Friday 31st October	N/A	N/A	N/A	N/A	a holiday celebrated on October 31st, often involving dressing up in costumes, trick-or-treating, and carving pumpkins.
Nov-25	Remembrance Sunday	Sunday 9th November	11.00am	War Memorial and then Church	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	a day of remembrance held in the United Kingdom and other Commonwealth countries, typically on the second Sunday of November, to commemorate the service and sacrifice of those who have died in wars and conflicts.
	Remembrance Day	Tuesday 11th November	11.00am	War Memorial	N/A	https://www.ledburytowncouncil.gov.uk/en-gb	A memorial day to honour those who have died in war.
	Bonfire Night	N/A	N/A	N/A	N/A	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.
	Christmas Lights Switch on Event	Sunday, 23rd November	2.00pm - 8.00pm	Ledbury Town Centre	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	community event where the lights adorning Ledbury are officially turned on, marking the start of the festive season.
	Winter Glow - Malvern	Friday 21st November - Wednesday 31st December	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, 5th December	5:00pm - 8:00pm	Ledbury Town Centre	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	Shops are open later in the run up to Christmas
	Candle Lighting	Sunday, 14 December	10:00am -3:00pm	New Street Chapel	LTC		with help from Co-op Funeral care
	Christmas Day	Thursday 25th December	N/A	N/A	N/A	N/A	a Christian holy day that commemorates the birth of Jesus Christ.
	Boxing Day	Friday 26th December	N/A	N/A	N/A	N/A	A public holiday celebrated the first day after Christmas. The lords and aristocrats would give their servants "Christmas boxes" filled with leftovers and small gifts after the parties, leading to the name "Boxing Day."
	New Years' Eve		N/A	N/A	N/A	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.
Jan-26	New Years Day	Thursday 1st January	N/A	N/A	N/A	N/A	a widely celebrated holiday that marks the beginning of the new year in the Gregorian calendar
	Burns' Night	Sunday 25th January	N/A	N/A	N/A	N/A	The birthday of the Scottish poet Robert Burns, on which celebrations in his honour are traditionally held in Scotland and elsewhere.
Feb-26	Big Breakfast	TBC	TBC	In and around Ledbury	Ledbury Food Group	https://www.ledburyfoodgroup.org/category/big-breakfast/	Event to celebrate local food and drink producers
	Ledbury's Got Talent - Provisional	TBC	TBC	In and around Ledbury	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	Talent Show with cash prize to raise money for Charity
	Valentines Day	Saturday 14th February	N/A	N/A	N/A	N/A	a celebration of love, friendship, and affection.
	Shrove Tuesday (Pancake Day)	Tuesday 17th 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.
	Chinese New Year	Tuesday 17th February	N/A	N/A	N/A	N/A	2026 - Year of the Horse. A significant cultural celebration marking the start of a new year in the traditional Chinese calendar.
							Traditions such as exchanging red envelopes, fireworks and lion / dragon dances.
Mar-26	St David's Day	Sunday 1st March	N/A	N/A	N/A	N/A	Wales's national day, honouring St. David, the patron saint of Wales.
	Ash Wednesday	Wednesday 4th March	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.

	World Book Day	Thursday 5th 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 7th 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	Sunday 8th 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 15th March	N/A	N/A	N/A	N/A	a holiday celebrating the importance of mothers and motherhood
	St Patrick's Day	Tuesday 17th 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	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-26							
	CountryTastic	Thursday 2nd 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 3rd April	N/A	N/A	N/A	N/A	a Christian holy day commemorating the crucifixion of Jesus Christ
	Easter	Sunday 5th 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 Monday	Monday 6th April	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	Thursday 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 26th 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-26							
	Early May Bank Holiday	Monday 4 May	N/A	N/A	N/A	N/A	
	Spring Bank Holiday	Monday 25 May	N/A	N/A	N/A	N/A	
Jun-26							
	Ledbury Community Day	Saturday 6th June	10:00am - 2:00pm	In and around the town	Ledbruy 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	TBC	TBC	In and around the town	PF		
	Ledbury Celebration	Sunday 28th June	11:00am - 4:00pm	St Katherine's Carpark	Ledbury Food Group/ LTC/PF		Local event showcasing herefordshire local producers. This is held on the last day of the Poetry Festival

The Talbot - Quiz Night - Every other Wednesday
 The Talbot - Pie and Pint Mondays
 Shell House Kitchen - Monthly Quiz Nights
 Shell House Kitchen - Monthly Supper Clubs
 Ledbury Community Hub - Loads on, check their calendar!
 Hellens Manor - Monthly Sound baths with C Sound Space
 Malvern Hills Yoga - Various retreats at Hellens Manor and The Nest
 The Ledbury Flower Farmer does, talks, demos, tours and workshops check out her website

Community Day and Great Big Green Week

Date 07/06/2025
Run time (hrs) 7
Description A celebration of community groups in Ledbury, with Ledbury Town Council hosting activities on the Recreation Ground in collaboration with the Maselfield Matters Project Team.

Details	Deadline	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Maselfield Matters themed activities during Community Day and the Great Big Green Week. These activities will be funded from the project.	07/06/2025	Maselfield Matters Project Coordinator and Assistant	Recreation Ground and Masters House	£2,240.00	109	Maselfield Matters : National Heritage Funding	1020			
Hire of 18 Metre long inflatable Sperm Whale from Fools Paradise	07/06/2025	Community Engagement Officer, Deputy Clerk, LTC Staff	Recreation Ground	£1,930.00	127	Service and Events Climate Change	4595	5-10 days	45	
Accommodation for artists for one night at Alexander Park	06/06/2025		n/a	£279.00	127	Events	4607			
				£4,449.00						

Ledbury Celebration

Date 06/07/2025
Run time (hrs) 9
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	Deadline	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	06/07/2025	LTC Staff	St Katherine's Carpark and Square	n/a	n/a	n/a	n/a			
Music license	06/07/2025		High Street	£167.71	127	Events	4607	5-10 days	63	
				£167.71						

Heritage Open Day

Date 14/09/23 - 24/09/23
Run time (hrs) 25
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	Deadline	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Marketing, including printing brochures	22/08/2025	Community Engagement Officer and LTC Staff	n/a	£596.00	107	Town promotion : Promotional material	4703	5-10 days	24	
				£596.00						

Christmas Light Festival

Date 23/11/2025
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
Hire of Band/live music	29.08.2025	n/a	Under the Market House	£1,200.00	127	Events	4607			
Hire of local artists to hold family friendly workshops	25.09.2025	n/a	High Street	£250.00	127	Events	4607			
face painting		n/a	High Street	£180.00	127	Events	4607			
Hire of Snow Machine and Entertainment	25.09.2025	n/a	Market House	£600.00	127	Events	4607			
Street entertainer	22.09.2025	n/a	St Katherine's Square/ car park	£460.00	127	Events	4607			
Advertising including banners, programme and adverts in local newspapers	01/11/2025	LTC Staff	n/a	£550.00	127	Events	4607	15+days	80	
Road Closure	18/09/2025	LTC Staff	High Street	£250.00	127	Events	4607			
Firt Ad Cover	19/09/2025	St Johns Ambulance	LTC Offices	£200.00	127	Events	4607			
Hire of stalls for Christmas Market (this is based on 13 with tables, including set up and pack down)	20.08.2025	Mega Bounce		£520.00	301	Planning and Economic Development : Charter Market Strategy	4554			There is an opportunity to generate income by charging traders for a market pitch and gazebo hire.
				£4,210.00						

Ledbury World Bookfest

Date 08/03/2026
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

Details	Date	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Aardman workshop - creative clay modelling workshop for families.	13/10/2025	LTC Staff, Maselfield Matters Project Team	St Katherine's Hall	£800.00	127	Events	4607			https://www.aardman.com/workshops/
x1 Reading and writing workshops	14/10/2025		Burgage Hall	£500.00	127	Events	4607			
Book themed Charter Market	15/10/2025		Charter Market and High Street	n/a		Events	4607			
Entertainment / walk about characters	16/10/2025		In and around the Town	£100.00	127	Events	4607			
Hiring an Author to hold engaging workshops. To include visits to schools a week before the event	17/10/2025	Primary and Secondary Schools, Community Engagement Officer	Masters House	£1,200.00	127	Events	4607	5-10 days	63	
Marketing and advertising	13/01/2026	Community Engagement Officer, LTC Staff, Maselfield Matters Project Team	n/a	£800.00	107	Town Promotion	4703			
Maselfield Related Workshops		Maselfield Project Team	To be confirmed	£600.00	109	Maselfield Matters : National Heritage Funding	1020			
				£4,000.00						

Key / summary page		
Summary of proposed budget for events 2025/26		
Cost Code	Nominal Code	Budget heading
127	4595	4595 Climate Change
127	4607	4607 Events
109	1020	1020 Masefield Matters
107	4703	4703 Town Promotion
301	4554	4554 Charter Market Strategy
	n/a	code not applied
		£0.00
		£13,423
Staff Prepreation Resource Estimate		
This is an estimate of the number of days required to prepare for each event, based on the assumption that Officers are working exclusively on that event. Please note that, in reality, Officers manage these events alongside other ongoing responsibilities.		
light	1-5 days	
medium	5-10 days	
heavy	10-15 days	
Extra heavy	15 days	
Staff Resource - Execution (Hrs)		
This is an estimate, in hours, of the staff resource required on the day of the event. For example, Ledbury Celebration runs for 9 hours, and I would recommend a total of 7 staff members throughout the day (= 63 hours).This could be split, for instance, with 5 staff in the morning and 4 in the afternoon.		