LEDBURY TOWN COUNCIL

ARMED FORCES COVENANT

27 February 2025

To: Phillip Errington, Dr John Holmes, Amy Howard, Tim Keyes, Caroline Magnus, Councillor N Morris, Chris Noel, Justine Peberdy, Stephen Furlonger, John Holmes, Don McAll, and Christine Tustin

Dear Member

You are invited to attend a meeting of the **Maesfield Matters Board on Wednesday, 5 March 2025 at 11.00 am in the Committee Room, Council Offices, Church Lane, Ledbury, HR8 1DL** for the purpose of transacting the business below.

Yours faithfully

Angela Price PSLCC, AICCM
Town Clerk

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AGENDA

1. Apologies for absence

2. To approve and sign the notes of the meeting of the John Masefield Working Party held on 15 January 2025 (Pages 1-3)

3. Action Sheet (Pages 4-7)

4. Potential risks to MM project (EC)

5. Post project launch update (EC) (Page 8)

6. Funding and Patrons

7. Evaluator contract and Project Assistant Intern update (EC)

8. Social media and website (EC)

9. Comms Steering Group – vote on whether this needs to continue and if so how regularly.

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE MASEFIELD MATTERS BOARD HELD ON 15 JANUARY 2025

PRESENT: Nick Morris (Chair), Emma Clowsley (Project Coordinator), Dr Philip Errington (remotely), Amy Howard, Tim Keyes, Mark Lister, Caroline Magnus, Chris Noel, Justine Peberdy (Minute Taker) and Christine Tustin

ALSO PRESENT: Julia Lawrence (Deputy Town Clerk)

MM1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Stephen Furlonger and Dr John Holmes.

MM2 TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE JOHN MASEFIELD WORKING PARTY MEETING HELD ON 16 DECEMBER 2024

It was noted that there was a lack of clarity in JM185 Editorial offer and a need to ensure that actions are recorded as resolutions. Following a discussion about the illustration which Councillor Morris had presented at the previous meeting, it was agreed that Emma Clowsley would look into the use of the illustration for fundraising purposes for which any initial outlay could come from the marketing budget. It was agreed that fundraising should be on the agenda for the next meeting.

RESOLVED:

2.1 That any actions are listed under resolutions in the minutes.
2.2 That Emma Clowsley look into the use of the illustration for fundraising purposes.
2.3 That fundraising be included on the next agenda.
2.4 That the minutes of the Masefield Matters Board meeting held on 16 December 2024 be approved and signed as a correct record.

MM3 RECRUITMENT OF PROJECT INTERN

The Board unanimously agreed that the process for recruiting the Project Intern should proceed.

RESOLVED:

That Emma Clowsley should proceed with the process of recruiting for the Project Intern.

MM4 MASEFIELD MATTERS LAUNCH EVENT, 15 JANUARY 2025

A discussion took place regarding the launch event and the following plan was agreed:

3.00pm	Guests arrive. Welcomed by Sophie and directed to Emma to sign in. Emma directs them to refreshments.
3.30pm	Cllr Morris summons everyone to the main space Sara-Jane – Poem Cllr Morris – introductions Caroline Magnus – 5 minutes on John Masefield Tim Kayes – 5 mins on John Masefield/Ledbury Justine Peberdy – 5 mins on NLHF Cllr Morris – summing up Questions from the floor (c.10mins) Sara-Jane – Poem
4.00pm	Mingle/network/informal opportunity for more 121 questions with Board members
4.30pm	Discreetly check if there is a need for repeat of presentation (this may need to be without Sara-Jane)
5.00pm	End and clear up

Amy Howard offered to take photographs. The Masefield Matters leaflets would be available. Tim Keyes suggested a separate event should be organised specifically for businesses.

Following a discussion about the role of the Board, it was recognised that the role has changed (from Working Party) now that a Project Coordinator has been appointed. It was discussed that it was important to enable Emma Clowsley to make decisions and take action within the scope of the project as described in the application to NLHF. It was noted that Emma Clowsley would have regular contact as required with LTC (Town Clerk), NLHF (Relationship Manager) and the Masefield Matters Board (Chair). The Board members would provide support as requested by Emma Clowsley and would receive updates and offer feedback and suggestions at a regular bi-monthly (every 2 months) meeting.

RESOLVED:

That it was agreed that Emma Clowsley would undertake her role within the scope of the project and remit set by the NLHF but would seek help and assistance from Board members as and when necessary.

MM5 SOCIAL MEDIA, WEBSITE AND BLOG

It was noted that Emma Clowsley has a plan for regular updates and posts and this will be explored more at the next meeting.

RESOLVED:

That the website and other marketing material shall be addressed at the next meeting.

MM6 DATE OF NEXT MEETINGS

RESOLVED

That the date of the next meetings will be held on Wednesday, 5 March 2025 at 11.00am and Wednesday, 7 May 2025 at 11.00am.

The meeting ended at .....

Signed..... Dated.....

Minute No.	Action	To be actioned by	Date actioned	Comments	Follow up action
MM1 (2.1)	That any actions are listed under resolutions in the minutes.	JL			
MM1 (2.2)	That Emma Clowsley look into the use of the illustration for fundraising purposes.	EC		Some initial research has been undertaken.	
MM1 (2.3)	That fundraising be included on the next agenda.	EC		This item has been added to the agenda for meeting dated 05.03.2025	
MM1 (2.4)	That the minutes of the Masefield Matters Board meeting held on 16 December 2024 be approved and signed as a correct record.	JL			
MM3	That Emma Clowsley should proceed with the process of recruiting for the Project Intern.	EC		Intern interviews are taking place on the 28th February and 3rd March	
MM4	That it was agreed that Emma Clowsley would undertake her role within the scope of the project and remit set by the NLHF but would seek help and assistance from Board members as and when necessary.	All		Board members have sent a list of their skills to EC	
MM5	That the website and other marketing material shall be addressed at the next meeting.	EC		This item has been added to the agenda for meeting dated 05.03.2025	

MM6	That the date of the next meetings will be held on Wednesday, 5 March 2025 at 11.00am and Wednesday, 7 May 2025 at 11.00am	EC		Diary invitations have been sent to Board members	
Minute No.	**Action**	**To be actioned by**	**Date actioned**	**Comments**	**Follow up action**

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To be actioned	Status
	Closed
	In progress
	Closed
	Closed
	In progress
	Closed
	Closed

	Closed
To be actioned	**Status**

2

MASEFIELD MATTERS	5 MARCH 2025	AGENDA ITEM: 5

Report prepared by Emma Clowsley – Project Co-ordinator

Post Project Launch Update

Purpose of Report

The purpose of this report is to inform Members of the Masefield Matters Project Board of the attendance data from the project launch.

Detailed Information

Number of attendees: 65
Number of no shows/apologies sent: 25

Recommendation

That Members receive the above information.