

## LEDBURY TOWN COUNCIL

### MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON 3 OCTOBER 2024

**PRESENT:** Councillors: Morris (NM),  
Non-Councillors – Al Braithwaite (Chair) (AB), Lyn Loader (LL); Griff  
Holliday (GH), Nina Shields (NS); Janet Meredith (JM)

**ALSO PRESENT:**

Julia Lawrence (Deputy Clerk)

**1. Election Of Chair for 2024/25 Municipal Year**

It was agreed that Al Braithwaite would be appointed Chairman for 2024/25.

It was also noted that a minute taker would be required. Nobody stepped forward and therefore between the Deputy Clerk and the new Chairman, notes would be taken on this occasion but that it would be on a rotation basis thereafter.

**RESOLVED**

**That the Chair for the 2024/25 Municipal year would be Al Braithwaite.**

**2. APOLOGIES FOR ABSENCE**

Apologies were received from Heather Coppock. Heather has emailed the Council informing the Working Party of her intention to stand down with immediate effect now that her involvement of updating the calendar of events on the Council website had been completed.

It was noted that the structure was in place on the Council website for the calendar of events, but it still needed to be populated.

It was noted that there was no feedback from Susie McKechnie and that new Headteacher at John Masefield school should be invited (John Holmes).

It was noted that Janette Davis from the Community Hub had been invited.

GH noted that representatives from the Poetry Festival tended to attend the meetings at the time of their Festival but asked if they had intentions to attend the Events Working Party regularly. AB is to contact them.

**RESOLVED:**

**The Deputy Clerk is to investigate what further work was required to ensure that the calendar was “live and accessible”.**

**AB is to contact the Poetry Festival regarding membership to the Working Party.**



3. **DECLARATIONS OF INTEREST**

None

4. **TO ELECT NON-COUNCIL MEMBERS**

Non-members elected: Griff Holliday; Nina Shields; Lyn Loader and Janet Meredith (for this meeting only). A new representative from the Carnival would be required going forward.

The Working Party, on behalf of the Council, expressed their thanks and gratitude to Janet for her sterling work for the Carnival and the enjoyment brought to residents over the many years that she has been involved.

5. **TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE EVENTS WORKING PARTY MEETING HELD ON 1 AUGUST 2024.**

An update on the minutes – St Katherine's Square was now on a lease to Ledbury Town Council from Herefordshire Council. Organisations wishing to rent the space would be required to sign a contract.

Clarity was required whether there were 700 or 800 HODS booklets printed.

The dates stated for the Big Breakfast were incorrect. The correct dates should read: 31 January 2025 to 2 February 2025.

**RESOLVED:**

**That the minutes of the meeting of the Events Working Party held 1 August 2024 be approved subject to the above updates/amendments.**

6. **HODS FEEDBACK.**

The CEO provided a feedback report on the week of events that formed HODS.

It was noted that again it was a very successful event. A number of the venues still had to provide their visitor figures, but it was felt that the numbers would exceed the previous year.

The Working Party conveyed their thanks to the CEO for the work done to create the leaflet and the online QR codes which was not only useful to visitors but enriched the visitor experience. NM considered whether further copies of the brochure should be printed and put on the TIC counter, albeit it was noted that the times and dates of venue openings etc will change shortly. Consideration was also given to further use of the website, incorporating QR codes to link to other venues in Ledbury and must be mobile friendly.

GH questioned the level of publicity in terms of how many brochures that had been despatched to each shop had actually been picked up? Did it attract more visitors generally or enrich a visit on the day? It was considered that the brochures should be sent to the TICs earlier next year.





A thought for next year would be to distribute the booklet further afield and earlier to perhaps help people plan their visit.

**RECOMMENDATION:**

**Members agreed that the event had gone well this year and that it should be put to Full Council to agree for the event to be repeated next year.**

**RESOLVED:**

- 1 That the CEO seek visitor numbers from those venues that are outstanding and provide a comparison to last year.**
- 2 To clarify the number of booklets printed and develop it further for next year.**
- 3 The date for next year's HODS to be included in the Calendar of Events.**

**7. CHRISTMAS LIGHT SWITCH ON**

The Working Party reviewed the report from the CEO, noting the concern regarding voluntary stewards to steward the road closure.

It was noted that without such provision, additional resource would need to be funded and could make the event cost prohibitive.

The concerns in relation to the road closure costs are to be discussed at the Task and Finish Group on 8 October 2024.

**RESOLVED:**

**The issue relating to stewarding would be raised at the Task & Finish Group.**

**8. CARNIVAL FEEDBACK**

The Carnival was hugely successful with only minor niggles and a large amount of positive feedback. Congratulations were extended to Janet and her other colleagues on the carnival committee.

The use of St Katherine's Square worked really well. There were however complaints from The Barn regarding the noise. It was noted that the noise was not exceptional and perhaps it reflected more about the business's approach to events in the square than anything else. It was noted those renting the space should also supply their own generators, which have been appropriately tested.

It was suggested that perhaps it may be helpful to include in the rental contract a note to advise those renting space to update the surrounding organisations of their event.

**RESOLVED:**

**That a note of thanks was extended to Janet and the Committee for a very successful year.**



Janet was also thanked for her work on this working group and through the Carnival committee.

**9. CANDLELIGHT EVENT - 15 DECEMBER 2024**

The report presented was noted and that a poster and banner promoting the event would be displayed shortly.

There was a discussion as to whether Ledbury Poetry would be producing short verses/poems to put on the Christmas tree.

**RESOLVED:**

**That the report was noted.**

**The CEO is to contact Ledbury Poetry to see if poems would be available again this year.**

**10. REMEMBRANCE DAY/PARADE**

The draft invite from the mayor was noted. Members considered that the posters should also be circulated around the various Nursing Homes/Care Homes.

**RESOLVED:**

That contents of the draft invite be received and noted.

**11. CALENDER OF EVENTS & WEBSITE**

The schedule was noted, with the following amendments:

- Dates for Big Breakfast confirmed as 31 January to 2 February 2025.
- Good Friday was in April not March 2025 (18/4/25).
- The organisers of Community Day are Ledbury Community Day Committee not the Food Group.

It was suggested that there further known events added to the calendar to create a following annual calendar.

It was noted that 3 Shires Stage Rally on 14<sup>th</sup> September 2024, changed its timings on the Saturday. The issue was raised as to whether this was an issue for the traders. The Traders Association should be contacted to get their views.

**RESOLVED:**

That the above mentioned changes be made to the Calendar of Events.

**12. DATE OF NEXT MEETING:**

**Revised to 14 November 2024 at 10:00am, as a later date was too close to events in late November/early December at Ledbury Funeralcare.**

Meeting closed at 11.10am



AD Smithwick

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Signed – Chair

8/10/25

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Date

