

**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING  
HELD ON 14<sup>th</sup> NOVEMBER 2024**

**PRESENT:** Councillors: Morris,  
Non-Councillors – Al Braithwaite (chair), Lyne Loader, Co-op  
Funeralcare); Sabeen Chaudhry (Poetry Festival) and Sonia Bowen  
(Ledbury Carnival)

**ALSO PRESENT:**

Olivia Trueman (Community Engagement Officer - CEO)

**25. APOLOGIES FOR ABSENCE**

Nina Shields

Griff Holliday – noted that an email with comments and feedback regarding item 4 had been received by Cllr Morris and the CEO

**26. DECLARATIONS OF INTEREST: None.**

**27. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF  
THE EVENTS WORKING PARTY MEETING HELD ON 3<sup>rd</sup> OCTOBER 2024.**

**RESOLVED:** That the minutes of the meeting of the Events Working Party held 3<sup>rd</sup> October 2024 be approved. Proposed by Cllr Morris; seconded by Al Braithwaite.

**Action arising from minutes of the 3<sup>rd</sup> October meeting were updated as follows:**

Item 2. The council's events calendar has gone live and immediate forthcoming events have been uploaded. It was note that a vetting & monitoring process was in place to ensure probity of information appearing on the council website. Further events will be uploaded in the near future. Information about how to add events will be included in a newsletter to community and business organisations across the town. **To be progressed by the CEO.**

Item 6. HODS figures had not been received from all participating venues and they would be chased for these details. It is planned that 2025 HODS would progress and be entered on the events calendar. **To be progressed by the CEO.**

Item 7. The Christmas Light Switch On (24/11/24). Stewarding of the road closure would include the council staff and all councillors will be written to, to seek involvement too. **To be progressed by the CEO.**

Item 9. Ledbury Poetry agreed at the meeting (15/11/24) to provide short verses/poems for the Christmas Tree. **To be progressed by CEO/Sabeen Chaudhry**



## 28. REPORT FROM THE CHAIRMAN – EVENTS WORKING PARTY FUTURE.

The chairman introduced the report and explained why it was being presented following previous meetings and her review of the Terms of Reference set out originally.

There was a good discussion covering the benefits and potential disbenefits of the proposed changes alongside, how sharing of knowledge and experiences could best be achieved to benefit the community.

Key points included:

- a) It was recognised that the most significant change within the council staff structure was the creation of the role of Community Engagement Officer (previously called Community Development Officer). The role has become and remains a critical point of contact providing an integrated approach across communities regarding events, as well as making connections for organisations, given the network that the CEO has created and also the role within the council. It is a role that is much appreciated by those organisations at the meeting, as well as those who have previously attended meetings.
- b) Concern was expressed by Councillor Morris that without this group the CEO would not get the support required. Through the discussion, it was noted that the support needed to be of a practical nature. To “support” the CEO through verbal encouragement or presentation of reports to this working party, prior to onward transmission to Full Council/other Committees, took up resource and drew that away from the genuine practical requirements of the job and delivering events.
- c) It was noted that the revised process is intended to minimise time spend on extensive report writing allowing time for delivery of events and co-ordinating with other organisations to help them deliver events, whilst still complying with the financial regulations of the council.
- d) It was also noted that the Council had, through Herefordshire Council, secured funding for the development of “Tourism, Events and Markets” (TEMAP) 5-year action plan. This would be led by appointed consultants and would feed into a council approved Project Board (subject to approval by Full Council). The initial focus of the Project Board would be the preparation of the action plan, and key tourism issues in readiness for the new season. In the future it would be a place where issues around events could be presented and discussed.

To pay attention to the specific questions raised by Griff Holliday, via email, in relation to the revised process, following discussions, the following responses are included in these minutes:

Point 1. *The CEO present the Calendar of Events to Full Council in December setting out the programme for the forthcoming financial year, including details of any budget provision that may be required.*





Comments: It is not clear what events are covered here – is it council led events or all major events? Do other organisations than the town council now need to report their events direct to the Council?

Response: All events, not just Council supported ones, could be included in the events calendar and associated report made to Full Council. It was not expected that organisations uploading events would be entitled to funding. Through the network that the CEO has, any financial implication would be discussed.

Point 2. *An annual report on the events organised/co-ordinated by council.*

Comments: This does not make sense – annual when and to whom. Does it not make sense to report on events when they have occurred not up to 11 months later – its an issue of both information and accountability. Learning how events have gone is a benefit for others organising events. Such reports could for accountability be submitted to Council and distributed by email to the events community.

Response: It was acknowledged that annual may be too infrequent to help other organisations take learning from other events. The meeting agreed that a twice yearly report to Council and shared with major organisations organising events would be beneficial. It was acknowledged that through the CEO's network this would be of great benefit.

Point 3. *The CEO continues to meet with key organisations on a regular basis.*  
– Comments: essential.

Response: This EWP completely agreed with this point of the process and considered it a critical role to the successful delivery of many of the events across the town. The CEO has built up an extensive network and is also able to point individuals in the appropriate direction. The CEO was described positively in the meeting as a "Lynchpin".

Point 4. *That new events added to the Council website, be reviewed and calendar updated as appropriate.* – Comment: essential.

Response: The EWP agreed with this point of the revised process and as detailed above there is clear monitoring process developed in the Council to ensure probity and lack of rogue events trying to be posted.

It was noted that Councillor Morris had submitted an event form and had not heard back. This is explained by the internal council monitoring process for placing things on the events website, demonstrating security and protection of the website.

Point 5. *The CEO present reports to Full Council/Committee on the spend against funds approved on a regular basis.* – Comment: no change

Response: This part of the new process is unchanged from current arrangements and forms part of the standing order regulations for the council and therefore there will, rightly, be no change.

Point 6. *There be a named councillor that promotes town events to Full Council/Committee.* – Comment: or a working party? What does “promote” mean? What are the Town events – Council or any? Clarity is required.

Response: This part of the process was intended to describe the responsibility and accountability that a Councillor has to represent/talk to a paper being presented and subject to decision-making at the appropriate council meeting.

Through the discussions Councillor Morris confirmed that he would be the named councillor and would be supported by Lyn Loader.

At appendix 1 is the revised process following this meeting and set out in the minutes.

**RESOLVED:**

1. **That Events Working Party be disbanded.**
2. **The revised process set out in the paper (at Appendix 1) be presented to Full Council as part of the final minutes and report from this Working Party.**
3. **To note that Councillor Morris will be the named Councillor to present reports and papers in relation to events to the appropriate Council meeting. He would be supported by Lyn Loader.**

AD Bradshaw  
Nov '24

## Appendix 1

### Revised Process for dealing with Events:

1. The CEO present the Calendar of Events to Full Council in December setting out the programme for the forthcoming financial year, including details of any budget provision that may be required for the programme.
  - a) All events, not just Council supported ones, would be included in the events calendar and associated report made to Full Council. It was not expected that organisations uploading events would be entitled to funding. Through the network that the CEO has, any financial implication would be discussed.
2. Twice yearly reports would be made to Council and shared with major organisations organising events.
3. The CEO to meet with key organisations on a regular basis.
4. That new events added to the Council website, be reviewed and the calendar be updated as appropriate. This process is underpinned by an internal vetting & monitoring process to ensure probity of information appearing on the council website. Any changes to the process would be provided to organisations and businesses/
5. The CEO present reports to Full Council/Committee on the spend against funds approved on a regular basis
6. There be a named Councillor that promotes town events to full Council/committee. This named Councillor will be Nick Morris supported by Lyn Loader.



