

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON TUESDAY, 3 JUNE 2025

PRESENT: Councillors: Hughes & Morris,
Non-Councillors: Al Braithwaite (Chair), Sonia Bowen, Emma Clowsley,
Lizzie Gissane, Griff Holliday, Lyn Loader and Nina Shields.

ALSO PRESENT:

Julia Lawrence, Deputy Town Clerk (DTC)(Minutes)

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Harvey and Simmons.

**2 TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE
EVENTS WORKING PARTY HELD ON 6 MAY 2025**

The Chair confirmed that there were no minutes of the meeting.

**3 PROGRESS ON EVENTS PROGRAMME AND VOLUNTEER CO-
ORDINATION FOR LOCAL EVENTS**

3.1 Volunteer Co-ordination for local events

The Working Party agreed to formulate a register of volunteers for the Clerk. This register was to capture skills of volunteers so that they could be assigned to events where they would be best placed to help out. Nina Shields confirmed that the Community Hub had a software program for volunteers which the Council could use. The DTC is to liaise with the Clerk for an update as well as speaking to Nic Sims regarding his software program.

3.2 Progress of Events Programme

The Events Programme was circulated and the DTC advised that the document appeared to have gone "full circle" noting that originally the Programme was intended only for local Ledbury events but now captured numerous events taking place across the County. Discussion took place as to whether the Programme should or should not include County wide events. Members considered that having County wide events would help Ledbury ensure that there were no clashes.

It was agreed that this Events Programme should be for Ledbury events only and be an internal document used only by the Events Working Party, supported by actions within the Council to capture information about other events.



It was noted that the Events Programme was on the Council's website but on further examination, a different format was displayed albeit the form filling section needed to be addressed as it did not work. The Working Party agreed that clarity was sought on how to add an event to the website and whether it works, and what it would look like, for the longer term, for the public.

For clarity, "Ledbury cluster" locations would also be included within this Programme. For example, when liaising with schools, this would also include Eastnor Primary School and Much Marcle.

3.3 The following changes were noted for the Events Programme:

July

- Add "Independent's Retailer Month" – events will be run throughout the month of July.
- Remove "Independents' Day" – 4 & 5 July 2025
- "No spend July" to be removed from Programme

August

- Ledbury Carnival – All day event (Road closure from 8.00am to 5.00pm)
- Add Ledbury Flower Show, run by Ledbury Horticultural Society - Community Hall (150th Anniversary)

September

- Heritage Open Days – Theme for event is Architecture
- Hills Ford Rally – check that the start date/time of Friday, 12 September is still correct - seek clarity from Herefordshire Council

October

- Mop Fair is on Monday, 6 October and Tuesday, 7 October 2025

November

- Add "Winter Words Poetry Festival" – 20 to 23 November
- Christmas Lights Switch on Event – 23 November
- Remembrance Service is at 11.00am

December

- Add Late Night Christmas Shopping (to incorporate shop window displays) – 5 December
- Christmas Candle Lighting at Ledbury Cemetery – Sunday, 14 December 2025

March 2026

- Familiarisation of Masfield Matters Project (26 March) – Exhibition of activities undertaken

It was noted that not all of these events were listed on the "Visit Herefordshire" website due to difficulties in uploading the information but discussion took place as to who should put information on this website and for what purpose, i.e. is it for visitors to Ledbury or local residents? It may be more appropriate to upload information on "Eat Sleep Live". Visit Herefordshire was principally aimed at visitors coming to the area



whereas Eat Sleep Live was aimed at local residents. The Council should make a decision as to whether local Ledbury events should be marketed to the wider audience and if so, then Visit Herefordshire was the appropriate platform for this and the appropriate link be made to promote such events. The HODs event could be a good example of this. It was agreed that an improved relationship between the Council's tourism website provision and Visit Herefordshire should be progressed.

Lyn Loader left the meeting at 11.20am.

RESOLVED

- 1 That the DTC liaise with the Clerk regarding the volunteer database and make contact with Nic Sims regarding the software programme.**
- 2 That the DTC in conjunction with the Community Engagement Officer make the necessary changes to the Events Programme.**
- 3 That the Council investigate why the booking of events on the council website is not working in terms of uploading and verifying events.**
- 4 That the Council make improvements regarding joining up the tourism website provision with that of Visit Herefordshire.**

4 ORAL UPDATES ON THE FOLLOWING EVENTS

4.1 Community Day – 7 June 2025

Griff Holliday gave an update confirming that the main events are taking place between 10.00am and 2.00pm in the Burgage Hall, St Katherines and the Recreation Ground, where there will be events for young people. There will be an interactive 18m whale, which will also focus on Great Big Green Week.

4.2 Celebration Day – 6 July 2025

There will be an exciting range of musical acts and 17 food stalls. There will be a jazz band, Ledbury's take on a Cornish sea shanty band, "Four crying out aloud" at 12.00noon, a contemporary music band, Two Faced Dance from Hereford, three poets and new for this year, "Masefield Moment or two" where we remember John Masefield and another interactive show for Children.

4.3 Ledbury Carnival – 25 August 2025

Sonia Bowen reported that she had met with the Traders Association and would be issuing an A5 flyer to all new homes in Ledbury to promote the Carnival, as a means to invite everyone to come into Town for the

Carnival and also to support local traders. It was hoped that the flyer would incentivise locals to shop local especially with the road closure to Malvern. The carnival programme is currently in the process of being produced noting that the deadline for submission of adverts is by the end of June, which will be distributed in August.

There will be a shop window competition: judging will take place on Friday, 22 August with the results on Saturday, 23 August, and then the Carnival is on Monday, 25 August. Raffle tickets will also be sold under the Market House each Saturday morning in August.

There used to be a carnival stand which was used as an information point/lost child etc but this has disappeared so the Men's Shed have stepped in who are going to make a new carnival stand.

Sonia reported that she was gathering an array of Carnival material from previous carnival events to be put on permanent display. Cllr Hughes stated that the Market House was looking to open up its top floor for local community groups to display material and this was in the process of being formalised. For temporary displays, Nina Shields confirmed that the Panelled Room in the Library was available for this purpose.

It was noted that Sue Hughes (Carnival Secretary) would be sending a list of volunteers that they had identified for Carnival to the Clerk so to kick start the volunteer database referred to above.

Councillor Hughes reported that there would be no carnival princes/princesses this year. Having gone out to local school children, this did not appeal to them anymore but the idea of having children's representatives for the school council, "Children's Ambassador's" was well received and therefore 4 Children's Ambassador's will be present at the Carnival. Their role will be to speak and listen on behalf of the children of Ledbury. Their first outing will be at Community Day and they will be tasked to ask a series of questions to all stall holders/Organisations (with their parents), and which will also give stall holders the opportunity to ask the School Ambassador's questions too. It is hoped that this initiative will grow so to encourage Youth Ambassador's from John Masefield High School and for all to be representatives at other civic events.

Al Braithwaite agreed to contact both the primary and secondary schools to encourage them to join this Working Party, albeit representatives have attended in the past

4.4 Heritage Open Days – 12 to 21 September 2025

Julia Lawrence confirmed that the Council had already commenced work in preparation for HODs and that a report would be presented at the next meeting.



Al Braithwaite confirmed that The Heritage Centre has already registered for the Open Days, as has the Civic Society but was not aware of any other organisations. Cllr Morris suggested that the Council write to all the participants involved in HODs in the past to ensure that they have all registered for the event.

RESOLVED

- 1 That anyone wishing to place an advert in the Carnival Programme had until the end of June to submit their material.**
- 2 That Al Braithwaite contact the local primary and secondary schools to encourage them to join/re-join the Working Party.**
- 3 That Sue Hughes provide the Clerk with a list of volunteers who will be supporting the Carnival.**
- 4 That Julia Lawrence/Community Engagement Officer will provide an update on HODs at the next Working Party Meeting.**
- 5 That the Council will contact all previous participants of HODs to ensure that they have registered.**

5 DATE OF NEXT MEETING

The date of the next Events Working Party meeting to be held on Thursday, 1 July 2025 at 11.00am, at Ledbury Town Council Offices.

Al Braithwaite 8/6/25

