



LEDBURY TOWN COUNCIL



24 April 2025

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

Dear Member

You are invited to attend a meeting of the **Masefield Matters Board on Wednesday, 25th June 2025 at 2.00 pm 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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A G E N D A

1. Apologies for absence
 2. To elect a Chairman of the Masefield Matters Board for the 2025/26 Municipal Year
- (All) (Page 3)

3. To elect a Deputy Chairman of the Masefield Matters Board for the 2025/26
Municipal Year (All) (Page 3)
4. To appoint the following project leads:
 - a. Funding
 - b. Communications and Social Media
 - c. Risk (All) (Page 3)
5. To review the Terms of Reference for the 2025/26 Municipal Year (All)
(Pages 7-11)
6. To approve and sign the minutes of the meeting of the Masefield Matters Board
held on 7 May 2025 (All) (Pages 12-16)

Masefield Matters Board Meeting	25 JUNE 2025	AGENDA ITEM: 2,3,4
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Report prepared by Isabel Lewis – Project Assistant Intern

TO ELECT A CHAIRMAN, DEPUTY CHAIRMAN AND LEADS OF THE MASEFIELD MATTERS BOARD FOR THE 2025/26 MUNICIPAL YEAR

Purpose of Report

The purpose of this report is to elect a Chairman, Deputy Chairman, Funding Lead, Communications and Social Media Lead and Risk Lead of the Masefield Matters Board for the 2025/26 Municipal Year.

Detailed Information

A table detailing the responsibilities of each of the roles to follow.

Recommendation

That the Board elect to fill the positions outlined above.

Masefield Matters Board Meeting	25 JUNE 2025	AGENDA ITEM: 5
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Report prepared by Isabel Lewis – Project Assistant Intern

REVIEW OF TERMS OF REFERENCE

Purpose of Report

The purpose of this report is to advise Board Members to review the Terms of Reference for the Municipal Year 2025/26.

Detailed Information

See the Terms of Reference (to follow).

Recommendation

That the Board feeds back any recommendations to changes within the Board Meeting.

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 7 MAY 2025

PRESENT: Dr Philip Errington (remotely), Dr John Holmes, Amy Howard, Tim Keyes, Caroline Magnus, Nick Morris (Chair), Justine Peberdy, Christine Tustin

ALSO PRESENT: Emma Clowsley (Project Coordinator), Isabel Lewis (Project Assistant Intern), Angie Price (Town Clerk)

1. APOLOGIES FOR ABSENCE

Apologies were received from Chris Noel. Stephen Furlonger did not attend.

2. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 5 MARCH 2025

Amendments were made to the Agenda (changing the name from 'John Masefield Memorial Working Party' to 'Masefield Matters Board', and adding Apologies as an item) and the Minutes of 5th March (Bob Vaughan's name corrected, CM did not give permission for recording to be put on website)

It was noted in regards to MM7(2) that Mark Lister will not join the Board and Stephen Furlonger accepted the invitation to join.

CM noted that she does not consent to be recorded for the website, but could be open to a rewritten version of her speech being featured. JP and TK agreed to record their presentations for the website.

ACTION:

MM14 TK and JP – Record Launch presentations for inclusion on the Masefield Matters website.

3. ACTION SHEET

The Action Sheet was noted. An update to the terms of reference is to be on the agenda for the next meeting.

Letter to parents of JMHS in progress. This will be sent as an email to all parents. The purpose of this letter is raising their awareness and highlighting activities their children will be participating in. EC to complete and send to TK for proofreading within two weeks.

NM requested a finalised list of attendees at launch event. It was noted that this list cannot be retroactively completed after the event. EC to share the current list of attendees with the board to add names of those they knew attended. This should be completed in time for a newsletter to be sent out at the end of the month.

JP has a fundraising spreadsheet; this has been sent to EC. NM would like this to be sent to the board. Peter Salt will be available to assist with this. AH said that Sarah Lee is leaving Herefordshire Council, with Damian and John taking over her role.

Action MM13(4) can be closed; Emma has found the required information.

Update on Action MM13(5): PE has not yet been in contact with Piers Torday. CM will be in contact in July. Action transferred to CM.

EC informed the Board of a new contact with Pauntley Court: IL and EC to visit and discuss usage for events.

The possibility of featuring Masefield Matters on radio shows was discussed. PE to contact Melvin Bragg. AH has connections with Melvin Bragg (In Our Time), The Verb, and Poetry Please. AH happy to make these contacts, but expressed that we may need to wait until the project is more established. AH recommended neat blurbs based on different aspects of our mission that can be sent out. Any contacts made now would be aiming to make people aware of the project so they are familiar with the project by the time of the memorial unveiling. PE recommended contacting Simon Armitage as he has previously discussed Masefield. AH will talk to Simon Armitage. Beth (LTC) interviewed by radio station in Bristol, the programme mentioned Masefield. AP to contact Bristol radio station.

TK encouraged members to consider the next level of understanding of Masefield poems and works that we could base familiarisation activities on. It was discussed that a Poem of the week for the website via PE could raise the profile of other Masefield works.

AP discussed an article on the project for Clerk and Council magazine – IL to write.

CM requested board see press releases, talks and events and are regularly updated on the project.

CT confirmed that Heritage Open Days (HODs) will not be JM focussed. We need to confirm with Jim Grevatte that Masefield Matters is registered for HODs. EC to arrange a meeting with Jim. AH said Ledbury Poetry is planning a poetry trail for HODs with Herefordshire Council, and suggested Masefield Matters/John Masefield could be involved with this.

The JMS has published a Masefield themed walking route in the past, which may be suitable for re-publishing to tie in with HODs or as a guided walk during the Winter Poetry festival. CM to ask Peter Carter and CN if they have a copy. JP mentioned that Herefordshire walking festival could be a venue for Masefield themed walks.

ACTIONS:

MM15 (1) EC – Draft letter to JMHS parents; TK to proofread

- MM15 (2) EC and IL – Finalise a list of attendees. All members are to add attendees not yet listed.**
- MM15 (3) EC and IL to visit Pauntley Court**
- MM15 (4) EC – Draft blurbs based on different aspects of our mission that can be sent to contacts**
- MM15 (5) AH – contact Simon Armitage about project**
- MM15 (6) PE - write poem of the week intro for the website.**
- MM15 (7) IL – write article for Clerks and Councils magazine**
- MM15 (8) EC – arrange meeting with Jim Gravatte to confirm HODs**
- MM15 (9) CM – ask Peter Carter and CN if they have copies of the Masefield walking map**

4. FINANCE PROCEDURES

CM said JMS will be registered within the fortnight, and thought that previous donations could be backdated. CM supplied JMS application forms and will send a digital version of the gift aid form. AP noted the importance of having an agreement in place for transferring funds to the Town Council. Bob Vaughn still has access to the JMS finances whilst CM is still in the process of transferring to being Chair. AH recommended Nigel Falls as a contact; CT recommended Graham Every (Civic Society treasurer) for advice. CT will approach him to put him in touch with CM and CN.

TK noted there was some negative feeling about the finances of the project, concern arising about the JMS ability to handle the gift aid. This will be addressed by an FAQ document on website when this matter is resolved.

ACTION:

MM16 CM - contact Bob Vaughan to begin process of transferring funds.

5. OPERATIONAL: FAMILIARISATION ACTIVITIES

EC gave an update on list of activities, noting changes to previous versions of this list. The Cutty Sark activity with JMHS to be moved to October. CM happy to run a follow up activity at the school next academic year. It was suggested that information on upcoming events be sent to parents to help boost turnout.

Evaluation specialist (Steve Green) is in post, yet to complete an evaluation workshop. EC to send details to the Board on this post. The Consultation Specialist role is currently being advertised.

JP suggested a commission for composer to set JM words to music for children which potentially could be performed at unveiling. JP could potentially find a sponsor for this. PE mentioned there are already a number of Masefield musical settings that can be used. PE to share a list of pieces he is aware of. AH recommended John de la Cour as a contact for this, and noted that grant funding is available for this type of activity. JMHS has three choirs that may be available. Jess Mortimer Price (head of music at JMHS) would be the contact for this.

ACTIONS:

MM17 (1) EC to send details of the Evaluation Specialist to the Board.

MM17 (2) PE to share a list of musical settings of Masefield with the Board.

6. MERCHANDISING

CM raised concerns about the illustration, suggesting the lighthouse motif may not be appropriate as a central image as it does not feature in the poem. She instead suggested the illustration focus more on the content of the poem.

It was noted that it needs to be clear whether we are creating merchandise for commemorative or fundraising purposes, as these would feature different designs. JP recognised that this needs to be commercial; however this can be compromised with more accurate representation of the poem (for example, a tall ship and a star rather than a lighthouse).

There could be a more informative commemorative item produced, including Masefield's name, face, and dates. PE recommended historical artwork that we may be able to use without seeking rights. PE also said that John Masefield painted watercolours himself, which the JMS has access to. It was suggested that local artists groups or children could recreate scenes from Masefield works in a form of competition to create marketing (an example was given as a cider label drawing attention to John Masefield).

ACTION:

MM18 PE – send historical artwork that may be suitable for merchandising to EC.

7. RISK REGISTER

Previously, two separate risk registers existed that EC has combined into one. EC will go through this and present risk register at the next board meeting. AH offered to collaborate with this.

A number of Board Members expressed concern that communication was inconsistent and they were not always included in follow up emails. It will be ensured that regular project updates are shared. Others mentioned that only notable changes in activities should be discussed in detail, suggesting too much time was given to this.

It was raised that there is an unused domain name for the project.

8. FUNDRAISING UPDATE

The Megan Baker House was raised as a potential contact for activities for those with disabilities.

EC to organise a fundraising committee with TK, JP and to invite Peter Salt.

ACTION:

MM19 EC – organise a fundraising committee.

9. ASSISTANT ARCHIVIST VOLUNTEER UPDATE

Item will be included in follow up email.

10. CONSULTANT SPECIALIST UPDATE

Item will be included in follow up email.

11. COPYRIGHT OF MASEFIELD WORKS

Kim Lynch illustration: EC will request permission from Society of Authors and Lisa Dowd for use of Masefield lines. PE recommended we knew what print runs, how it will be distributed and how long it will be used for, as the Society of Authors would wish to know. They would most likely want to see designs before they are printed, and like to be updated on projects.

ACTION:

MM09 EC - request permission to use Masefield's words on merchandise.

12. DATE OF NEXT TWO MEETINGS

Wednesday 13 August 11am

The meeting ended at 12:41pm.

Signed.....

Dated.....

Unresolved Actions as at June 2025

Minute No.	Action	To be actioned by	Date actioned	Comments	Follow up action	Board Meeting	Status
MM09	Request permission to reproduce the Kim Lynch illustration and progress merchandise options for sale in LTC, Poetry House and Butcher Row Museum	EC		EC, IL met Kim Lynch. Designs for tea towel and mug to be sent to board members.	13.05.25: Contacting the Society of Authors to request quotations for single and blanket use of JM words. 15.05.25 Cargos Poster permissions granted for no fee, Permissions for words to be used for merchandise, SoA will need to contact the estate. To do this, they have requested the number of items and cost to produce/price to be sold at. We are pulling together this information.	March	In progress
MM10	Send JH any relevant information to share with parents of JMHS pupils in the form of a letter to parents.	EC, JH		EC and JH arranging a meeting to discuss activities such as Cutty Sark and information to share	Following a meeting with NM and TK, the brief for this letter has changed and a new version will be produced by EC	March	In progress
MM13 (1)	Agree how funds could be received and GiftAid claimed through JMS.	CM, CN		Donations to be made via cheque for now. We will need to find an Assistant Treasurer with a brief to keep track of the dedicated donations	John Newsham has been approached but is unable to take on this role. We will ask the Board if they could assist with finding someone to take this on, and or	March	In progress

				for the duration of the appeal.	that we approach accountancy firms in the town.		
MM13 (5)	Follow up with Piers Torday	PE				March	In progress
MM13 (6)	Create standard information document for the project	EC				March	In progress
MM14	Record launch event presentations for inclusion on the Masefield Matters website.	TK and JP			25/05 JP has sent her recording to MM.	May	In progress
MM15 (1)	Draft letter to JMHS parents; TK to proofread.	EC and TK				May	In progress
MM15 (2)	Finalise list of attendees at launch event. All members are to add attendees not yet listed.	EC and IL		19/05 List has been sent to NM who will distribute to the Board		May	Resolved
MM15 (3)	EC and IL to visit Pauntley Court	EC and IL		12/05 EC in conversation with Pauntley Court re: visit. Date		May	In progress
MM15 (4)	Draft blurbs based on different aspects of our	EC				May	In progress

	mission that can be sent to contacts.						
MM15 (5)	Contact Simon Armitage about the project	AH		This will be done when Simon Armitage is in Ledbury for the Poetry Festival		May	In progress
MM15 (6)	Write poem of the week segment for the Masefield Matters website.	PE		15/05 We are seeking permission from the SoA for this, exploring Poem of the Month or Poem of the Week - and the costs attached to this.		May	In progress
MM15 (7)	An article for Clerks and Councils Magazine to be written.	IL		13/05: Sent for proofreading to NM and AP		May	In progress
MM15 (8)	Arrange a meeting with Jim Gravatte to confirm Heritage Open Days.	EC		14/05 EC emailed JG. Awaiting response.	27/05 IL and EC met with JG 18/06 IL met with JG, advised that progress would continue after the Poetry Festival is finished.	May	In progress
MM16	To contact Bob Vaughan to begin process of transferring funds from JMS to LTC.	CM		6th June: Caroline is now listed as chair of JMS		May	In progress

MM17 (2)	To share a list of musical settings of Masefield's work with the Board.	PE				May	In progress
MM19	To organise a fundraising committee with JP and TK.	EC				May	In progress

