



# LEDBURY TOWN COUNCIL



24 April 2025

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

Dear Member

You are invited to attend a meeting of the **Masefield Matters Board on Wednesday, 7 May 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

## **FILMING AND RECORDING OF COUNCIL MEETINGS**

Members of the public are permitted to film or record meetings to which they are permitted access, in a non-disruptive manner. Whilst those attending meetings are deemed to have consented to the filming, recording, or broadcasting of meetings, those exercising the rights to film, record and broadcast must respect the rights of other people attending under the Data Protection Act 1998.

## **A G E N D A**

1. To approve and sign the notes of the meeting of the John Masefield Working Party held on 5 March 2025 (All) (Pages 3-6)
2. Action Sheet (All) (Pages 7-9)
3. JMS finance procedures: gift aid, transfer of donations to LTC (AP)  
Ian Wilson to be added to correspondence (Pages 11-12)
4. Operational: Familiarisation activities (EC) (Pages 13-18)

5. Merchandising (EC)  
Decision to be made in meeting

(Pages 19-24)

6. Risk Register (EC)

7. Fundraising update (EC)

Board to be asked to submit ideas: missing groups include those with learning disabilities and physical disabilities

8. Assistant archivist volunteer update (PE)

9. Consultant Specialist update (EC)

10. Copyright of Masefield Works (EC)

## LEDBURY TOWN COUNCIL

### MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 5 MARCH 2025

**PRESENT:** Nick Morris (Chair), Emma Clowsley (Project Coordinator), Amy Howard, Tim Keyes, Christine Tustin, Justine Peberdy, Caroline Magnus, Chris Noel, John Holmes, Dr Philip Errington (remotely)

**ALSO PRESENT:** Angie Price (Town Clerk)

#### 1. APOLOGIES FOR ABSENCE

Apologies were received from Mark Lister.

#### 2. TERMS OF REFERENCE

A draft Terms of Reference was circulated and board members were requested to respond with suggested amendments by Friday 7 March.

AP clarified that she would be in attendance for board meetings on points of governance and finance. It was suggested that EC could convene an extra meeting of any members of the board for support and advice on all areas, as required, or include an item on the MM Project Board agenda. It was agreed that Stephen and Mark should be invited to join the board.

#### **ACTION:**

**MM7 (1) All members - send amendments to TOR to AP by 7/3**

**MM7 (2) NM - invite Stephen Furlonger and Mark Lister to join the board**

#### 3. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 15 JANUARY 2025

NM requested that the illustration referred to in 2.ii be described as the Kim Lynch illustration.

#### **RESOLVED:**

**MM8 That the minutes of the Masefield Matters Board meeting held on 16 December 2024 be approved and signed as a correct record subject to the above amendment.**

The use of the illustration was discussed. It was felt that the reproduction of the Kim Lynch illustration for merchandise was a task that could be relatively easily managed.

#### **ACTION:**

**MM9 EC - request permission to reproduce the Kim Lynch illustration and progress merchandise options for sale in LTC, Poetry House, Heritage Centre, and Butcher Row Museum**

A repeat of the presentation was discussed, for fundraising (an event for businesses), or raising awareness (local organisation such as Civic Soc, Ledbury Probus, etc.) JP, TK, CM expressed their willingness to repeat it and were happy for their contributions to be recorded for use on the website.

CM drew board members' attention to a talk about John Masefield by Bob Thorne at Much Marcle Community Hall on Saturday 8 March, 2pm.

#### **4. ACTION SHEET**

The Action Sheet was noted. JH agreed to share information with parents of JMHS pupils about MM activities

##### **ACTION:**

**MM10 EC - send JH any relevant information to share with parents of JMHS pupils.**

#### **5. POTENTIAL RISKS TO MM PROJECT**

EC shared some correspondence from someone who was expressly interested in the final memorial being a statue. CM emphasised the need to hear all points of view. EC shared that she had taken advice from Liz Warren from NLHF and communicated the process of deciding what the memorial would be engagement and consultation. Board members were asked to feedback any comments to AP and EC. AH suggested including the risk register as a standing item on board meetings.

##### **ACTION:**

**MM11 EC - include risk register as standing item on agenda**

#### **6. POST PROJECT LAUNCH UPDATE**

EC gave an update on the project so far. A number of engagement activities are being planned including World Book Day and Community Day, The woodland carving activity in collaboration with LEAF is planned for May/June. There is an opportunity to run an activity/stall during Big Apple Blossomtime (3, 4 May) JP, NM and TK offered to help.

It was noted that some amendments were needed to the list of attendees of the launch event so that we have an accurate record. AH raised that care must be taken over referencing each others organisations in the public arena.

The launch event was discussed. It was very well attended. The board should consider different venues in order to accommodate larger numbers. If we find that numbers for an event exceed capacity, then a repeat date should already be in place to offer to anyone unable to be accommodated at the first date.

##### **ACTION:**

**MM12 EC - update list of attendees at launch event**

#### **7. FUNDING AND PATRONS**

Several funders were identified through the launch event. CM and CN agreed to find out how the funds can be received through JMS and claim Gift Aid

NM gave an update on the search for a patron. AH advised that patrons should give money, access to their address book, or their time. EC is approaching Simon Armitage.

EC has a meeting planned with Sarah Lee (Herefordshire Council Cultural Lead). The possibility of raising more money than the required match-funding was discussed. It was agreed that any additional funds could go towards the final memorial.

It was suggested that board members should follow up with their personal contacts who came to launch. It was recognised that asking for money should be done by board members who have the relevant skills. Board members were reminded that EC had requested that they share their skills/experience with her.

AH said that there is a perception that the MM board has a lot of money. The value of good communications is important to explain that the NLHF grant is ring-fenced for engagement/consultation.

It was agreed that the push for businesses to contribute could come later, when the project has more visibility.

AH shared plans for Ledbury Poetry's focus on John Masefield.

**ACTION:**

**MM13 (1) CM, CN - agree how funds could be received and GiftAid claimed through JMS.**

**MM13 (2) JP - share fundraising spreadsheet with EC**

**MM13 (3) EC - contact Peter Salt**

**MM13 (4) EC - request that Dr Jane Mee extrapolate information from NLHF application for use in funding applications**

**MM13 (5) PE - follow up with Piers Torday**

**MM13 (6) EC - create standard information document for the project**

**MM13 (7) CT - consider Civic Soc focus on John Masefield for Heritage Days, to discuss with AH**

**8. EVALUATOR CONTRACT & PROJECT ASSISTANT INTERN UPDATE**

There was lots of interest in the role of Project Intern. 3 candidates were interviewed. AP and EC would like to offer the position to Isabelle.

Recruitment into the evaluation role, and the delivery of the consultation process is also underway.

**9. SOCIAL MEDIA & WEBSITE**

Item will be included in next meeting's agenda.

**10. DATE OF NEXT TWO MEETINGS**

Wednesday 7 May 11am

Wednesday 13 August 11am

The meeting ended at 13:09

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

**Actions as at 5<sup>th</sup> March 2025**

Minute No.	Action	To be actioned by	Date actioned	Comments	Follow up action	To be actioned	Status
<b>MM7 (1)</b>	All members to send amendments to TOR to AP by 7/3	ALL					Resolved
<b>MM7 (2)</b>	Invite Stephen Furlonger and Mark Lister to join the board	NM					Resolved
<b>MM8</b>	That the minutes of the Masefield Matters Board meeting held on 16 December 2024 be approved and signed as a correct record subject to the above amendment.	ALL					Resolved
<b>MM9</b>	Request permission to reproduce the Kim Lynch illustration and progress merchandise options for sale in LTC, Poetry House, Heritage Centre, and Butcher Row Museum	EC		EC, IL met Kim Lynch. Designs for tea towel and mug to be sent to board members.	Contacting the Society of Authors to request quotations for single and blanket use of JM words		In progress
<b>MM10</b>	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		In progress
<b>MM11</b>	Include risk register as standing item on agenda	EC					Resolved

<b>MM12</b>	Finalise list of attendees at launch event	EC		IL is updating the attendees name and contact details			In progress
<b>MM13 (1)</b>	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 for the duration of the appeal.	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 that we approach accountancy firms in the town.		In progress
<b>MM13 (2)</b>	Share fundraising spreadsheet with EC	EC					Resolved
<b>MM13 (3)</b>	Contact Peter Salt	EC					Resolved
<b>MM13 (4)</b>	Request that Dr Jane Mee extrapolate information from NLHF application for use in funding applications	EC		EC has located the NLHF application and will work with PS to complete this action			In progress
<b>MM13 (5)</b>	Follow up with Piers Torday	PE					In progress
<b>MM13 (6)</b>	Create standard information document for the project	EC					In progress
<b>MM13 (7)</b>	Consider Civic Soc focus on John Masefield for Heritage Days, to discuss with CT	CT					In progress

<b>MM1 (2.2)</b>	That Emma Clowsley look into the use of the illustration for fundraising purposes and copyright issues.	EC		Some initial research has been undertaken. Masefield Matters merchandise meeting with Kim Lynch 10th April (NM, AH, EC)	Following the meeting with Kim Lynch we have some merchandise suggestions and costings (to be discussed and decided in agenda item 5, 07/05/2025)		In progress
<b>MM3</b>	That Emma Clowsley should proceed with the process of recruiting for the Project Intern.	EC		Isabel Lewis was hired, and commenced employment on 1st April. Intern interviews are taking place on the 28th February and 3rd March			Resolved



<b>MASEFIELD MATTERS BOARD</b>	<b>7 MAY 2025</b>	<b>AGENDA ITEM: 3</b>
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Report prepared by Isabel Lewis – Masefield Matters Project Assistant Intern

## **JOHN MASEFIELD SOCIETY (JMS) FINANCE PROCEDURES**

### **Purpose of Report**

The purpose of this report is to arrange with the Trustees of the John Masefield Society transfer of funds donated to be used for the Masefield Matters project.

### **Equality Duty**

Under section 149 of the Equality Act 2010, the “general duty” on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to:

- a. eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- b. advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c. foster good relations between persons who share a relevant protected characteristic and person who do not share it.

The public sector equality duty (specific duty) requires Ledbury Town Council to consider how it can positively contribute to the advancement of equality and good relations and demonstrate that they are paying ‘due regard’ in their decision making in the design of policies and in the delivery of services.

### **Detailed Information**

It has been recommended to members of the public wishing to donate to Masefield Matters to, rather than transferring funds directly to Ledbury Town Council, instead donate to the John Masefield Society. The purpose of this arrangement was that this would allow gift aid to be claimed on the donations. These donations would then be transferred to Ledbury Town Council and reserved for use by Masefield Matters.

A plan of how this transfer will occur needs to be put in place so the funds can be used for their intended purpose.

### **Recommendation**

- 1) A timetable and method of transferring funds to be agreed between the John Masefield Society and Ledbury Town Council.
- 2) The Board to assist with finding someone to take this on the role supporting JMS with finances, or agree that we approach accountancy firms in the town.

**Familiarisation Activities Update as at 29<sup>th</sup> April 2025** (changes to the original plan are in bold letters)

When will the task happen?	What is the task?	Who is the task for?	Who will carry out the task?	Where will the task happen?	Allocated amount	Update
<del>Feb-25</del> <del>May-25</del>	Evaluation workshop.	12 people, project staff, project partners and other heritage organisations, subject to space.	Evaluation specialist contract	Community Hall, Ledbury	£285	Evaluation specialist in post. Update to follow.
Feb to Aug 25	Greenwood carving activity (Tewkesbury Road), x1 day coppicing and carving in winter and x1 day finishing in summer + refreshments.	6-8 young people supported by LEAF.	LEAF staff with freelance specialist supported by Project Coordinator.	Woods in vicinity of Ledbury	£1,400	Planned with Gudrun and Ruth, Spoken to LEAF. Introduced them, awaiting date for activities. Planned to take place 23/24th May - need confirmation of who from LEAF will run this event
Mar-25	Formal launch of project, start of familiarisation phase.	75 people, project partners including representatives of community groups taking part in familiarisation projects.	Project Coordinator with Working Party	Community Hall, Ledbury	£320	Complete
Mar-25	Hands-on activity for World Book Day.	400 people, event targeted at families.	Community Officer, Ledbury Town Council	St Katherine's Hall, Ledbury	£660	Complete. Storytelling, JM, two activities for children.
March/April to July 25	The Daffodil Fields, visits to see the wild daffodils and reminiscence project, 12 sessions of activity	12 people per session. Targeting older people including members of the Evergreen Club, also residents of a local care	Project Coordinator with freelance specialist/s. Lead partner tbc.	Nearby Daffodil Fields, usual meeting place of groups, Care Home and Master's House	£3,730	Need to identify who could run this. Gemma Moore has been contacted. <b>This event will likely be moved to</b>

	inspired by memories of the countryside.	home and members of the Visually Impaired Support Group, supported by Community Action Ledbury who provide transport.		if meeting space required		<b>March/April 2026 to align with Daffodil season.</b>
April 25 to Feb 26	Visits to the Masefield Archive by community groups participating in the familiarisation phase, plus showcasing project outputs in Masefield Display Case at the Master's House and an event for Heritage Open Days in September.	12 people from 3 of the community groups, 15 people attending HOD event.	John Masefield Society, Assistant Archivist supported by the Project Coordinator.	Masefield Archive at the Master's House.	£910	Isabel and Emma to visit. Working with JMS to put in place an Assistant Archivist who will then be able to facilitate the visits. We now have two interested Archive Assistant volunteers and are in the process of onboarding them.
5 <sup>th</sup> May	<b>Blossomtime *NEW*</b>	<b>Information stall and children's worksheet activities</b>	<b>Project Assistant Intern</b>	<b>Putley</b>	<b>£0</b>	<b>1 person to run stall on bank holiday Monday</b>
7 <sup>th</sup> May	<b>The Everlasting Mercy at the Church *NEW*</b>	<b>Churchgoers attending the church lunch events</b>	<b>Project Assistant Intern</b>	<b>St Michaels and All Angels Church, Ledbury</b>	<b>£0</b>	<b>Event run by Church that we will publicise</b>
Jun-25	Project team attend Ledbury Community Day	Opportunity to raise awareness of Masefield Matters in the wider community. 100 people attend stall.	Project Coordinator with volunteers.	Community venue.	£200	Stall with information / JM related colouring sheets for children. Will Masefield will bring an info stall for Severn Treescapes.
Jun-25	Programme for Big Green Week. Hands-on activities and trails, guided walks and talks.	500 people, activity targeted at families with some events more adult focused.	Wildlife Trust, Ledbury Naturalists (tbc) and CPRE/local branch (tbc) with the	Community Hall, Ledbury, open spaces in town and local countryside	£2,040	2 x activity at LCH on Community Day. WildPlay with Wildlife Trust. In contact with Naturalists and Severn

			support of the Project Coordinator.			Treescapers to organise events.
<b>25th June 2025</b>	<b>Masefield Lunch, 1 pm, Q and A *NEW*</b>	<b>Churchgoers attending the church lunch events</b>	<b>MMPC, MMPA, TK</b>	<b>Town Church</b>	<b>£0</b>	<b>Attendance of MM agreed with TK, Q and A questions drafted. Discussed interviewing volunteer for website and social media content.</b>
Jun to Jul 25	Sea-fever, activity exploring seafaring life with ex-merchant seamen, including a visit to the Cutty Sark in London.	15 young people, pupils at the John Masefield High School who would particularly benefit from the experience.	John Masefield High School with freelance specialist/s (filmmaker), input from the Merchant Navy Association (MNA) and support from the Project Coordinator.	Cutty Sark in London and locations to be agreed with nearby branches of the MNA.	£10,015	Waiting for J Holmes to confirm date, then we will book entry and rigging climb activity. Ex-merchant seamen are based in Tamworth, so this talk will be held at JMHS before or after the main activity, and therefore be used to engage more students.

July to Aug 25	Delivery of project with foodbank, 6 morning sessions, during the school holidays. Heritage theme to be agreed.	8 people per session, families using foodbank and families who may be considering using service.	Ledbury Foodbank with freelance specialist and support of Project Coordinator.	Ledbury Foodbank	£1,720	BookArt - creation of a keepsake book, discovering and considering the life, works, and times of JM, each person will respond by making individual book art . Activities discussed with Jeanette & SJ Arbury who are organising dates and activities with the Food Bank. Extra funding for this event is being sought from LTC Masefield fund. CM has been introduced to Jeanette to assist with this activity. Attendees will have hot meal provided with each session. The book will be professionally produced and available for others in the community to read.
<del>Aug-25</del> Nov-26	The Midnight Folk, session introducing local wildlife - otter, fox, bat and owl - followed by a creative response exploring movement through dance. 6 sessions (days) of activity	50 children / young people per session in receipt of school meals attending the holiday activity and food (HAF) programme at Ledbury Rugby Football Club.	Ledbury Rugby Football Club with the Wildlife Trust and 2Faced Dance supported by the Project Coordinator.	Ledbury Rugby Football Club and Wildlife Trust reserve	£5,890	<b>It has been suggested that this event is moved to the Ledbury Poetry Winter Festival to be in the Christmas holidays.</b>

Aug-25	Ledbury Carnival	Info stall. Colouring station. Quiz.	Project Coordinator and Project Assistant	Ledbury Carnival	£0	Info stall and colouring station. Quiz question ref significance of wolves which might involve doing some research as to age level i.e. involving parents? Advert size and content to be agreed. Respond to Sonia. Possibility of a JM float and/or JM being the theme of the carnival next year - to be discussed at a future date.
Sep-25	Production of a Masefield focused map of Ledbury to encourage people to explore the town during Heritage Open Days.	100 people use the map.	Community Officer, Ledbury Town Council	Throughout Ledbury	£1,000	Isabel to explore Ledbury/do research/map out JM movements. List of points of interest has been created, need to decide scope of map and artist. We will be working with JMS to create this.
Sep to Nov 2025	Delivery of project with Refugee Support Group, 6 1/2 day sessions. Heritage theme to be agreed.	12 people from refugee families participate.	Refugee Support Group with freelance specialist and support of freelance specialist.	Master's House if meeting space required	£2,080	<u>A John Masefield Journey on the Daffodil Library</u> Jeanette and Sara-Jane with support of Translator (Ukraine/Russian)? A return interactive bus trip starting at Ledbury, travelling to Newent with

						stops along the way, a picnic break on the bus, and a visit to Newent library where there will be an activity/workshop. Aimed at families without use of a car. JM will be introduced to them through maps, images, words and poetic lines. We discussed making this for the Ukrainian community and possibly running a separate activity for the Afghanistan and Syrian families - this could be an activity in Ledbury.
Oct 25 to Feb 26	Online research 'citizen-science-type' project to find out more about the people to whom Masefield presented the books held in the Masefield Archive.	20 people contribute, members of local branch of U3A.	John Masefield Society, Archivist and Assistant Archivist, with U3A supported by the Project Coordinator.	Online	£400	Contact U3A and archivist/assistant archivist once in place
Mar-26	Hands-on activity for World Book Day.	400 people, event targeted at families.	Community Officer, Ledbury Town Council	St Katherine's Hall, Ledbury	£660	Storytelling and children's activities. Possibly something for teenagers?
<del>Mar-26</del> May-26	Event to mark completion of familiarisation phase and thank participants.	125 people, mostly community group participants and their families.	Project Coordinator and Board	Community Hall, Ledbury	£520	Refreshments, speeches (to be agreed nearer the time)

Report prepared by Isabel Lewis – Masefield Matters Project Assistant Intern

## **MASEFIELD MATTERS MERCHANDISING**

### **Purpose of Report**

The purpose of this report is to request the Members consider the merchandise item options and the designs by Kim Lynch in order to select which designs and items will be produced.

### **Equality Duty**

Under section 149 of the Equality Act 2010, the “general duty” on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to:

- a. eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- b. advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c. foster good relations between persons who share a relevant protected characteristic and person who do not share it.

The public sector equality duty (specific duty) requires Ledbury Town Council to consider how it can positively contribute to the advancement of equality and good relations and demonstrate that they are paying ‘due regard’ in their decision making in the design of policies and in the delivery of services.

### **Detailed Information**

Kim Lynch has prepared a range of designs, including a long landscape designed to be printed on a mug (see video), and a portrait design intended for a tea towel, as well as A4 dimension designs. These designs are all in a similar theme and use the same design elements, including words from ‘Sea Fever’.

Kim Lynch recommended the following based on her experience selling in Cornwall:

- Blank greetings cards (i.e. no pre-printed greeting inside) generally sell better and for a higher markup than postcards.
- Tea towels and mugs also sell well, and come in a range of finishes and qualities at varying price points.

It is noted that permission will be required from the Society of Authors to use Masefield's work. Kim Lynch can either produce the items, charging a small fee per item, or we would be able to deal directly with suppliers. All illustrations are single colour.

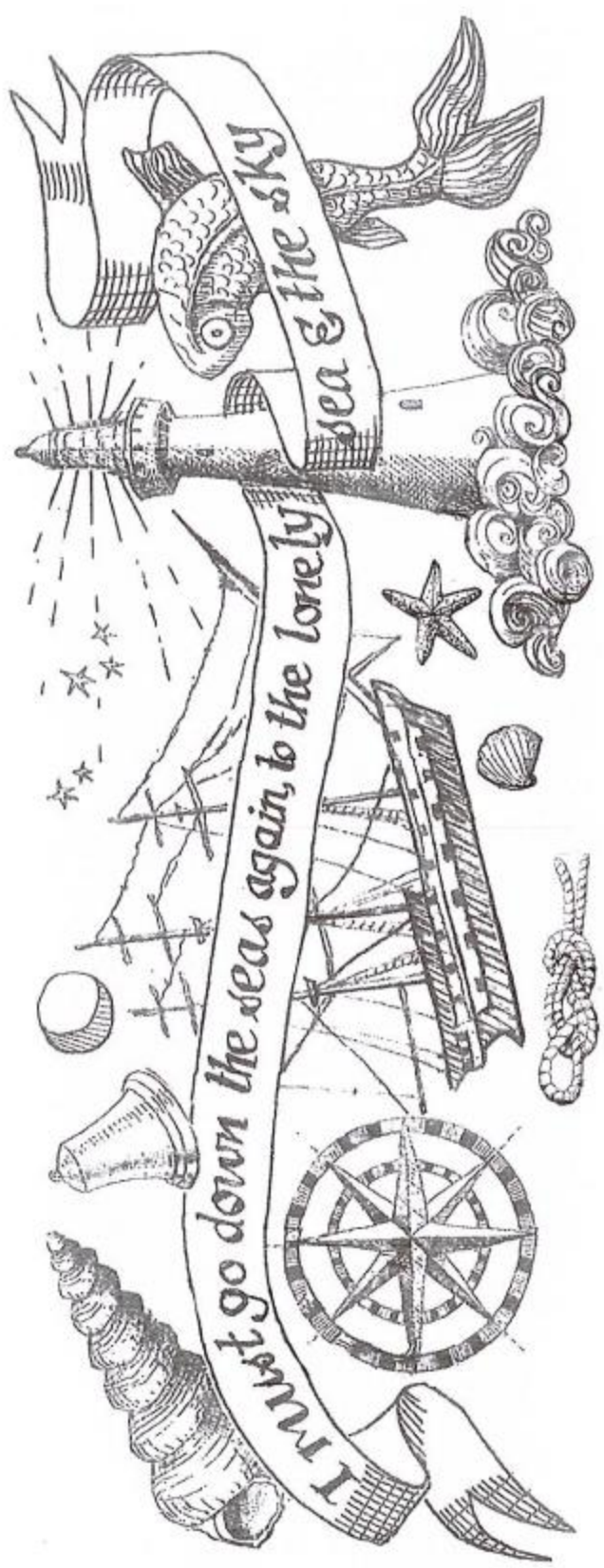
The items, method of printing and illustration to be used are to be selected (see illustrations). Kim Lynch provided copies of the printing costs, which will depend on specific items chosen. She will also require a fee per item for her time and work, but the specific amount has not yet been decided (see Countryside Art price lists). The initial cost of producing the merchandise will be covered by the Masefield Matters marketing budget.

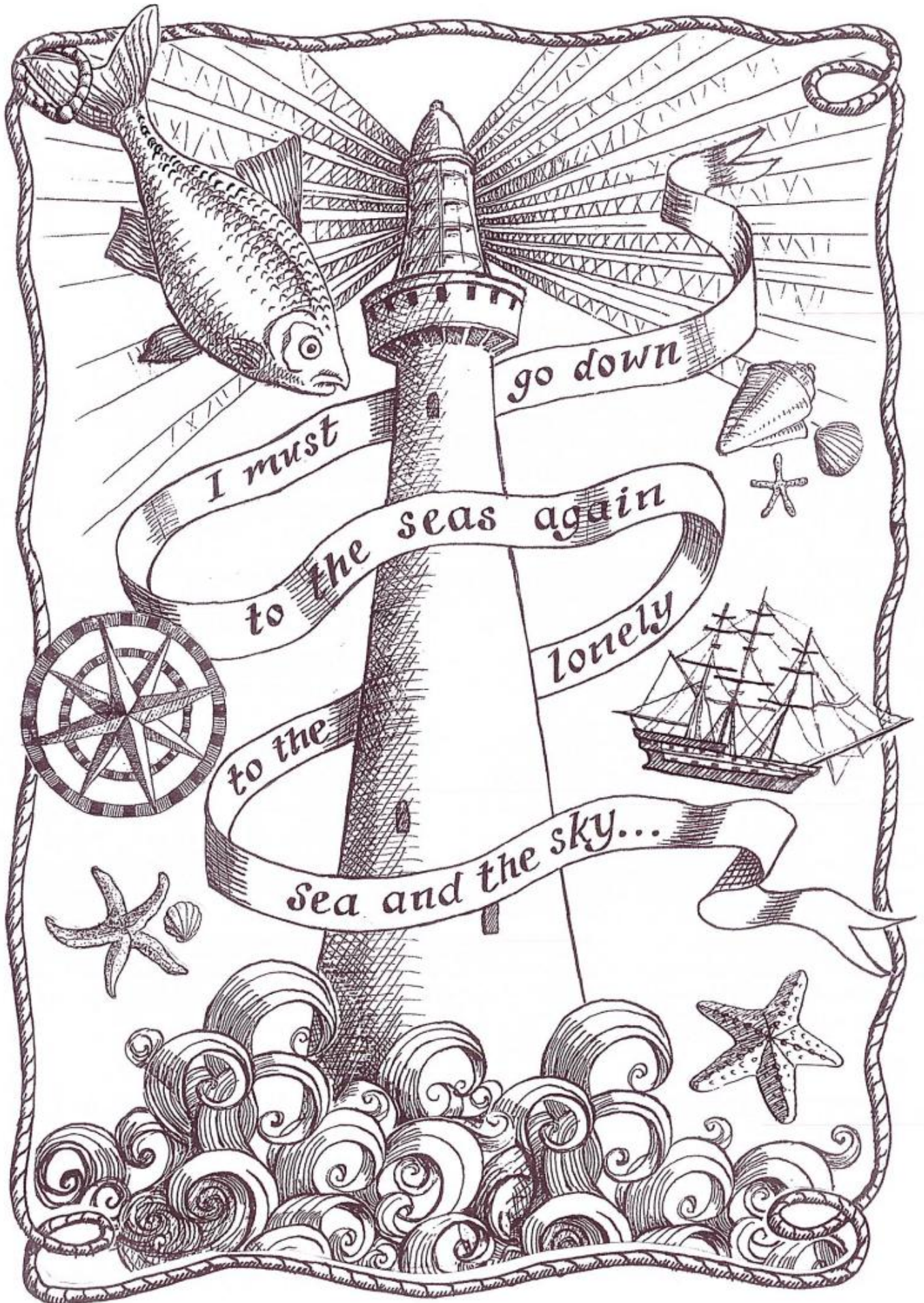
### **Recommendation**

That the Board selects a tea towel and mug design and method of printing that is of a price suitable for a range of budgets. It is recommended that the Board chooses cards over postcards due to their larger appeal.

**Kim Lynch Illustrations**







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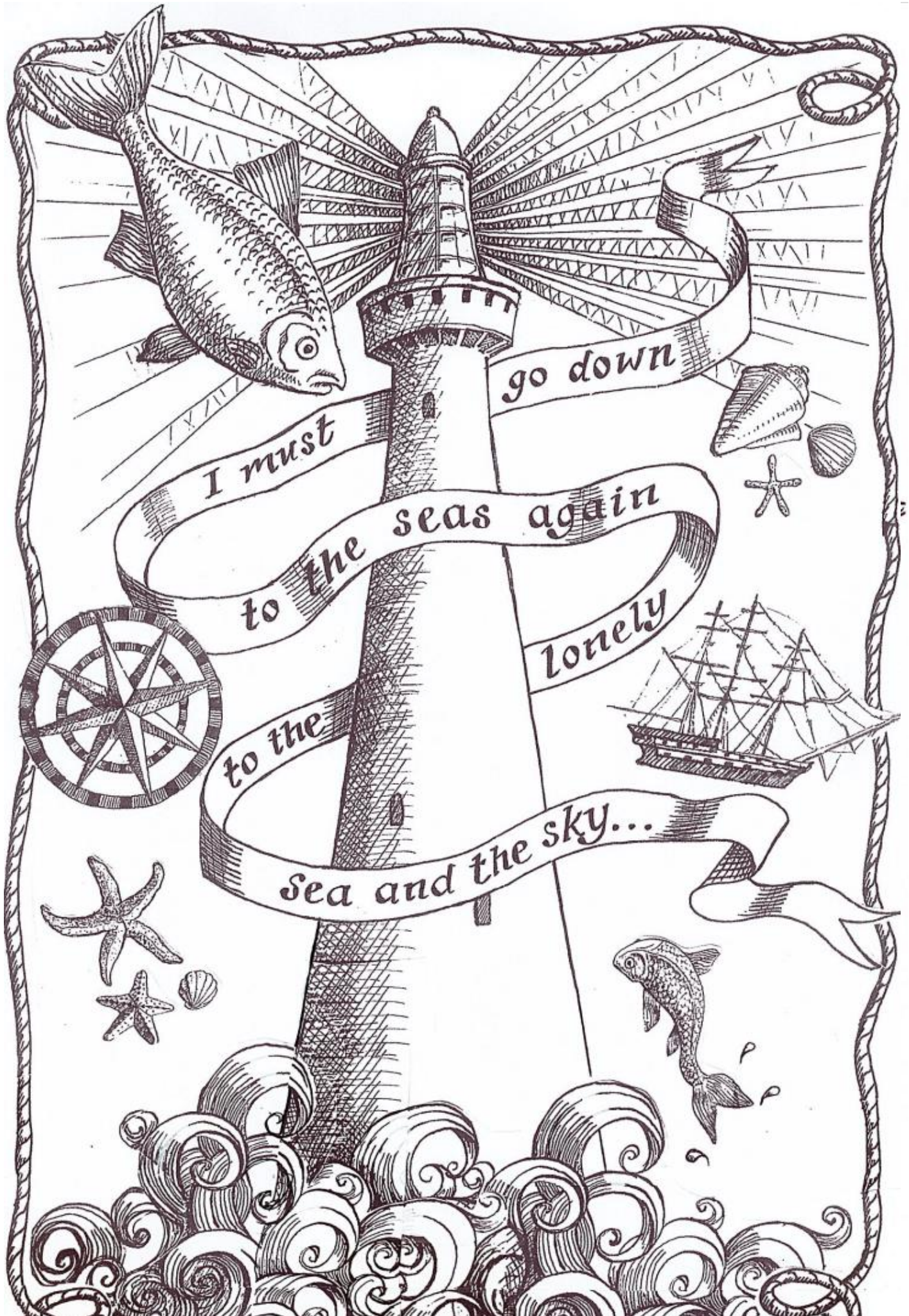
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