



LEDBURY TOWN COUNCIL



24 April 2026

To: Councillors Chowns, Morris, Harvey and Hughes
Ward Councillors: Harvey, Peberdy, Simmons
Events WP Members: Alison Braithwaite, Sabeen Chaudry, Griff Holliday, Beth Hughes, Lizzie Gissane, Lynette Loader, Sonia Bowen, Nina Shields and Nic Sims

Dear All,

You are invited to attend a meeting of the **Events Working Party on Tuesday 28 April 2026 at 10:00 am in the Town Council Offices, Church Lane, Ledbury, HR8 1DL** for the purpose of transacting the business below.

Yours faithfully

PP 

Angela Price PSLCC, AICCM
Town Clerk

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A G E N D A

1. To receive apologies for absence
2. To approve and sign the minutes of the meeting of the Events Working Party held on 23 March 2026 (Pages 389 - 393)

3. **To receive and note the Action Sheet** (Page 395)
4. **To agree the Draft Ledbury Event Strategy** (Pages 397 – 406)
(With suggestions from Full Council)
5. **To receive and note budget summary** (Pages 407 – 415)
6. **To receive and note update on Tourism Maps and boards**
(Pages 417 – 418)
7. **To receive and note update on Great Big Green Week and Ledbury Community Day**
(Verbal)
8. **To receive and note Update on Ledbury Celebration**
(Verbal)
9. **To receive and note the Events Calendar** (Pages 419 – 420)
10. **Date of Next Meeting**

The date of the next meeting will be decided at the Events Working Party meeting on Tuesday 28 April 2026.

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON MONDAY 23 MARCH 2026

PRESENT: Councillors Chowns and Morris
Non-Councillors: Al Braithwaite (Chair) Griff Holliday, Sonia Bowen, Nic Sims and Tara Emery

ALSO PRESENT: Angela Price – Town Clerk
Honor Holton – Minute Taker

61. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Harvey, Hughes and Lizzie Gissane.

62. TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE EVENTS WORKING PARTY HELD ON 18 FEBRUARY 2026

RESOLVED:

That the minutes of the meeting of Events Working Party held on 18 February 2026, be approved subject to the following amendment:

That minute number 5 be amended to read: “It was also **suggested** that many of the Town map/ walk leaflets could be converted onto the App”

63. TO RECEIVE AND NOTE THE ACTION SHEET

The Clerk provided the Working Party with an update on the discussion held at Full Council in respect of minute number 58: ‘That consideration be given to utilising other applications such as the Visit Herefordshire Walking App.’

The Clerk advised that this report had been referred back to the officer to provide a more detailed report with a breakdown of potential costings and taking into account the further conversation in respect of this item which was recorded in the minutes of the Events Working Party meeting held on 18 February 2026.

RESOLVED:

- 1. That the Action Sheet be received and noted.**
- 2. That a further report be submitted to the meeting of Council scheduled for 2 April 2026.**

64. TO AGREE THE DRAFT LEDBURY EVENT STRATEGY

It was suggested that there needs to be clearer detail about how information will be collected in respect of events the Town Council run against those they support or that are provided by other organisations.

The Clerk advised that she had received data from the Herefordshire County BID, which would allow the Council to have access to data indicating how many people attend various events, through members of the Public's phones over the past 12 months. Tara confirmed this and explained how this is collected in more detail.

It was agreed that there should be some additions to Section 9 of the Strategy to reflect the above and that Data Collection should be a standing item on all future agendas.

RESOLVED:

- 1. That the Community Engagement Officer be asked to provide clarification in respect of the various types of events and how their information will be captured for the purpose of measuring success, following which the Strategy will be provided to Full Council for their consideration and approval.**
- 2. That Event Data Capture be added as a standing item on all future agendas.**

65. TO RECEIVE AND NOTE BUDGET SUMMARY

The Clerk advised that due to sickness the budget reports were not available at this meeting. She advised that had met with the deputy Clerk and Community engagement Officer to discuss a way to improve the presentation of the events budget. It had been agreed that this would be provided in a similar format to the Council's annual budget and that this will be provided on the next agenda.

RESOLVED:

That the update provided be received and noted.

66. TO RECEIVE AND NOTE LEDBURY WORLD BOOKFEST UPDATE

The Ledbury World Bookfest Event 2026 was reported as having been a huge success with lots of positive feedback. It was also noted that the advertising for this event was extremely successful, with even a local reporter present throughout the day speaking to a wide range of groups. The Masefield Matters Project Co-ordinator was also commended for getting Masefield Matters involved in various activities in this event.

RESOLVED:

That the Ledbury World Bookfest update be received and noted.

67. TO RECEIVE AND NOTE UPDATE ON GREAT BIG GREEN WEEK/ LEDBURY COMMUNITY DAY

Griff Holiday provided a report which is attached at the end of this set of minutes.

Nic Sims spoke on many activities which are planned such as bird watching and film making with young people.

The Clerk advised of a recent meeting she attended with members of the Traders Association and James Harvey-Bathurst from Eastnor regarding an event on 19 September 2026 in Ledbury High Street. She advised that the event was being planned to take place on Saturday, 19 September, the week before the Herefordshire Military Festival. The event in Ledbury would see Land Rovers and possibly a Tank being displayed along Ledbury High Street including both non-military and military vehicles as well as street food being served on the High Street with a road closure suggested between 4-8pm.

Sonia asked whether they would be a map or signage around the town to support the Community Day event. It was noted that there is a map included in the programme for the day and the Clerk advised Members that the Council had collaborated with Shed's Together to create wooden directional signs for the Ledbury Bookfest Event rather than using single use plastic signs. The signs could be used for other events and she suggested that Griff might wish to contact them about potentially producing signs for Community Day.

RECOMENDATIONS:

- 1. The Town Clerk is to speak with the organisers of this event on 19 September 2026 to ask if they would like to use the Recreation Ground on 6 June for Community Day and bring along some vehicles to display, as well as asking whether they have planned food traders for this event or would like some local traders to attend.**

RESOLVED:

That the update on Great Big Green Week and Ledbury Community Day be received and noted.

68. TO RECEIVE AND NOTE UPDATE ON LEDBURY CELEBRATION

Griff Holiday provided a report which is attached at the end of this set of minutes.

RESOLVED:

That the update on Ledbury Celebration be received and noted.

69. TO RECEIVE AND NOTE THE EVENT CALENDAR

The Clerk has been in discussions advised of conversations that she had had with Councillor Harvey with regards to Ledbury supporting events that are held outside of Ledbury, such as the Chilli Festival and Big Apple events.

Councillor Harvey had suggested working with local cafes in selling some chilli inspired food and drink in preparation for the event. Sonia Bowen suggested that if we are promoting events and activities taking place in Eastnor that perhaps a representative from the proposed Land Rover Event on 19 September could attend a Working Party Meeting. It was noted that the Community Engagement Officer is also in talks with arranging a representative from Lakefest to attend Event Working Party Meetings.

The Clerk informed members that the Town Council had recently approved a Sustainability Policy, and that as part of that they will be asking Traders attending events to use recyclable and biodegradable materials wherever possible. She advised that as part of this policy the Council were looking for alternative options to replace the correx boards that they have used in the past, which are single use plastic. She reiterated that the Sheds Together had made wooden directional signs for Bookfest Event which could be used for other events. The working party members were asked to share ideas on how the signage could be better manage in line with the Sustainability Policy. This new Sustainability Policy will form part of the Terms and Conditions for any future grants awarded by the Council.

RESOLVED:

- 1. That the Ledbury Celebration Event link be updated as the one provided in the events calendar two years out of date'**
- 2. That the description for the Ledbury Celebration be updated making use of the information within the report provided by Griff.**
- 3. That the Masefield Matters end of Familiarisation Event on Sunday, 29 March be updated from TBC to show the venue and date accordingly.**

70. DATE OF NEXT MEETING

RESOLVED:

The next meeting of the Events Working Party will be on Tuesday 14 April 2026 at 10:00 am.

The meeting ended at 12:20pm.

Signed Date

EVENTS WORKING PARTY

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
	28-Oct-25				
37.1	Proposed that more examples are presented alongside the step-by-step guide, which would help people further understand how much work is involved in organising an event, such as road closure applications.	CEO	Feb-26	The CEO is currently working on uploading example documents to the website, including a sample road closure notice.	In Progress
	18-Feb-26				
57.2	That the Town Council formally invite other event providers and local organisations, such as representatives from Lakefest and Hellens Manor to future working party meetings.	CEO	Mar-26	Letters have been sent to schools, and engagement has been initiated with Lakefest and other event organisers.	Ongoing
58	That consideration be given to utilising other applications such as the Visit Herefordshire Walking App	CEO	Apr-26	Possibility of funding and working with Ledbury Places to develop a simple app.	In Progress
60	The next meeting of Events Working Party is to be discussed and planned around future Full Council Meetings. An email will be sent to members accordingly.	CEO	Jun-26	To be discussed at the next meeting of Events on Monday 23rd March	In Progress
	23-Mar-26				
64.1	"That the Community Engagement Officer be asked to provide clarification in respect of the various types of events and how their information will be captured for the purpose of measuring success, following which the Strategy will be provided to Full Council for their consideration and approval."	CEO		Report has been submitted to the Events working Party for consideration	In Progress
64.2	That the Event Data Capture be added as a standing item on all future agendas."	CEO	Apr-26		Ongoing
67	The Town Clerk is to speak with the organisers of this event on 19 September 2026 to ask if they would like to use the Recreation Ground on 6 June for Community Day and bring along some vehicles to display, as well as asking whether they have planned food traders for this event and would like some local	TC	Apr-26		In Progress
69.1	That the Ledbury Celebration Event link be updated as the one provided in the events calendar is two years out of date.	AA	Apr-26		Completed
69.2	That the description for the Ledbury Celebration be updated making use of the information within the report provided by Griff.	AA	Apr-26		Completed

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	TUESDAY 28 APRIL	AGENDA ITEM: 4
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Report prepared by Olivia Trueman – Community Engagement Officer

LEDBURY TOWN COUNCIL EVENTS STRATEGY

Purpose of Report

The purpose of this report is to present the attached Version 4 of the Ledbury Town Council Events Strategy and to outline the recommendations made by Full Council for consideration.

Detailed Information

The Ledbury Town Council Events Strategy has been developed and refined through previous Working Party discussions and feedback. Version 4 reflects the latest updates, including strategic priorities, partnership approaches, and event classifications to support effective planning and resource allocation.

Version 3 has since been considered by Full Council, who provided several recommendations to inform further development of the Strategy. These are set out below for consideration by the Events Working Party:

- To explore a more incremental approach to events taking place around Ledbury, including how the Town Council can support and complement existing events in the wider area (e.g. Malvern Showground events, Big Apple events, Chilli Festival and events at Eastnor), and encourage visitors to also engage with the town.
- That further work is undertaken to strengthen and refine the Strategy to ensure it provides a comprehensive framework for event delivery.
- To clarify the intent of Section 7 of the Strategy, particularly in relation to whether events that do not meet the preferred criteria would not be supported by the Town Council.
- To consider how the current events programme aligns with the Strategy, identify any gaps, and determine where the Council may wish to focus future activity.
- To explore the development of a checklist or guidance for external event organisers to consider when planning events within the town.

Recommendation

Subject to the Events Working Party's consideration of these recommendations, a revised version of the Strategy will be prepared for future approval. Once adopted, officers will produce a detailed Action Plan to deliver the Council's objectives for events.



Ledbury Town Council

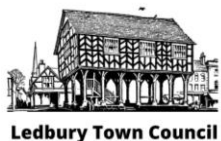
LEDBURY TOWN COUNCIL

Event Strategy v4

Version: 4
25/03/2026

Implement Date:

Review Date:



1. Introduction

Ledbury is a vibrant market town with a rich cultural heritage, supported by an active calendar of community and visitor-focused events. Ledbury Town Council recognises that events play a key role in strengthening community connections, supporting local organisations, promoting town identity, and encouraging visitors to explore the town. Ledbury already hosts a range of well-loved events including Community Day, Ledbury Poetry Festival, Heritage Open Days, and longstanding community celebrations like the Carnival and seeks to take a more coordinated and strategic approach to growing and supporting its event programme over the coming years.

2. Purpose of this Strategy

This Strategy will drive Ledbury Town Council's strategic approach to delivering a cohesive programme of events, either directly or through event support. It will outline the Council's vision and strategic objectives, how they will be measured, and how public engagement will be incorporated.

2.1 Background

The Strategy has been developed drawing on extensive knowledge of Ledbury's events history, informed by Officers and Councillors, and with the ongoing input of Members of the Events Working Party, who meet monthly to provide guidance and oversight.

2.2 Vision

Our Vision sets out our future aspirations for events and their impact:

Ledbury Town Council (LTC) events will contribute to a strong sense of community by celebrating heritage, promoting inclusivity, and supporting local groups, organisations, market traders, and businesses across all sectors.

LTC events will be influenced by the culture of the community and will recognise Ledbury's unique history, with the aim of bringing people together for enjoyable, engaging, and informative experiences. LTC events will strengthen identity and pride in our town.

To support this vision, the Council is actively seeking external funding, including entering the **Town of Culture grant**, to expand cultural opportunities, deliver higher-impact events, and enhance community engagement across Ledbury.

2.3 Mission

Our Mission sets out what we do, why we do it, and how we achieve it:

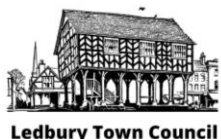
Ledbury Town Council (LTC) will run or support a series of events throughout the year for residents, visitors, community groups, and businesses. LTC events will promote inclusive experiences, encourage public engagement, create opportunities for community fundraising and awareness and provide space for events to thrive.

All events will be devised, developed, and assessed in line with a set of event assessment criteria and will support the Council's priorities as set out in its [Corporate Plan](#).

3. Strategic Objectives

The Strategic Objectives have been developed and will guide the actions required to deliver the vision. They provide a clear framework for considering the programming of a variety of events either run or supported by LTC.

- **Community Strengthening:**
Events should foster community engagement, support local talent, and build a sense of pride in town identity.
- **Economic Support and Tourism:**
Events should contribute to a thriving local economy by drawing visitors, enhancing footfall in the town centre and supporting local traders.
- **Inclusivity and Accessibility:**
Events should be welcoming and accessible to people of all ages, backgrounds and abilities.
- **Resource Efficiency:**
Events should use Council resources responsibly and seek value for money.
- **Partnership and Collaboration:**
Events should support strong partnerships between the Town Council, local groups, businesses and volunteers.



3.1 Event Classification

To support strategic planning and resource allocation, events will be classified into three types. It should be noted that there may be crossovers between categories, and events may evolve over time, so flexibility will be applied in their classification where appropriate.

The events listed below are not exclusive to Ledbury Town Council and are organised by businesses, community groups, or other external organisations. Where relevant, the Council may provide support or partnership, but ownership and delivery remain with the listed organiser.

District Events	Major events with broad appeal that attract residents and visitors alike
Community Events	Smaller-scale events or activities primarily focused on residents
Town Centre-linked Events	Town Centre events aim to bring residents and visitors to the retail area of the town, encourage people to spend locally and to promote a positive experience

Examples but not limited to:

District Events	Info
Lakefest	https://www.lakefest.co.uk/
Ledbury Carnival	https://ledbury-carnival.co.uk/
Ledbury Poetry	https://ledburypoetry.org.uk/
Hellens Garden Festival	https://hellensgardenfestival.co.uk/
Ledbury's Light Switch on (LTC)	https://www.ledburytowncouncil.gov.uk/en-gb
Heritage Open Days	https://www.heritageopendays.org.uk/
The Big Apple	https://www.bigapple.org.uk/
Ledbury Fringe	https://www.ledburyfringe.com/home
Community Events	
Ledbury Community Day	https://www.ledburycommunityday.org.uk/
Great Big Green Week (LTC)	https://www.ledburytowncouncil.gov.uk/en-gb
Ledbury Mayors Mile (LTC)	https://www.ledburytowncouncil.gov.uk/en-gb
Ledbury's Got Talent (LTC)	https://www.ledburytowncouncil.gov.uk/en-gb
Ledbury Celebration (LTC)	https://www.ledburyfoodgroup.org/
Ledbury World Bookfest (LTC)	
Town Centre Linked Events	
Ledbury Big Breakfast	https://www.ledburyfoodgroup.org/category/big-breakfast/
Late Night Shopping	n/a
Independents' Day UK	https://www.indieretail.uk/

3.2 Area of Coverage



4. Programming events

Ledbury Town Council takes a proactive approach to programming events, ensuring that the annual programme reflects the town’s cultural, community, and visitor objectives. Council-led events are regularly reviewed, typically every 2–3 years, to assess their relevance, impact, and delivery standards. Events are scheduled to provide a balanced programme across the year, considering school holidays, heritage celebrations, and other town-wide initiatives. All programming is planned to uphold standards of safety, accessibility, and sustainability.



5. Partnership and Sponsorship

Where a Ledbury Town Council event has reached the limits of what the Council can deliver, opportunities will be explored to work with community groups, local businesses, or other partners to transition responsibility for the event. The Council will remain actively involved as a partner, providing guidance, advice, and, where appropriate, financial support through Ledbury Town Council grants to help ensure the event's ongoing success.

Every effort will also be made to coordinate with other local events, encouraging them to extend their programmes into Ledbury town centre where feasible. This helps to avoid clashes, create synergies, and maximise the benefits to the community. Such an approach brings more activity into the town, supports local businesses, promotes the area to visitors, and aligns with sustainable practices by making the most of existing events rather than duplicating activity elsewhere.

The Council recognises that many local businesses wish to support community events, and sponsorship opportunities will be offered for the majority of Ledbury Town Council-led events. This approach helps to strengthen community engagement, sustain high-quality events, and provide businesses with meaningful ways to contribute to the town's cultural and social programme.

6. Delivery and Support

Ledbury Town Council will support events by:

- Providing organisational guidance and planning assistance;
- Offering Grants / support
- Offering promotional support through the Council website, social media and Visit Herefordshire listings;
- Facilitating access to public spaces (e.g., St Katherines Square, Market House, Recreation Ground)
- Encouraging partnerships between event organisers, traders and community groups;
- Supporting event safety through local planning guidance and connections with the Safety Advisory Group.

7. Event Assessment Criteria

- All proposed events (whether delivered by the Council or supported externally) should be assessed using a common set of criteria:

Criteria – the event...	Preferred or Desirable
Encourages attendance from both residents and visitors	Preferred
Minimises environmental impact and promotes sustainability (e.g., waste reduction, local suppliers, low-carbon operations)	Preferred
Is enjoyable and engaging	Preferred
Supports local businesses, suppliers or volunteer groups	Preferred
Includes accessibility considerations consistent with events scale and expected attendance	Preferred
Compliments the Town Councils Corporate plan	Preferred
Promotes community interaction and participation.	Preferred
Offers learning, cultural, or educational opportunities;	Desirable
Has potential for growth and new opportunities;	Desirable
Publicises the Town of Ledbury externally as a place of community	Desirable
Has sustainable financial planning (e.g., sponsorship or partnerships);	Desirable
Uses multiple town spaces where appropriate.	Desirable

8. Financial

prior to the commencement of the new financial year, officers will prepare a comprehensive events budget (*CEO to link when adopted*) to inform Members of the Council of the anticipated funding required to deliver the programme of events proposed by officers. In developing this budget, every effort will be made to secure external funding through sponsorship, grants, or other sources, thereby supporting the events programme while minimising reliance on the Council's core resources.

9. Measures of Success

Attendance and other data for measuring success will be collected from all events as classified in Section 3.1 (District Events, Community Events, and Town Centre-linked Events). Each organiser will be asked to provide captured data for their events to support monitoring, evaluation, and strategic planning.

Success for events in Ledbury will be measured through:

- **Attendance levels** – both residential and visitor engagement, supported by anonymised footfall data (e.g., mobile data provided through Herefordshire County BID) to give a clearer picture of event reach over time. Attendance will also be tracked via ticketing systems, sign-ins, or clickers where applicable.
- **Visitor experience feedback** – collected through on-site surveys, online questionnaires, social media responses, and feedback from partner organisations. Key questions will cover satisfaction, accessibility, and likelihood of return attendance.
- **Economic impact** – assessed through local trade uplift, surveys of participating businesses, and overall footfall in the town centre during event periods.
- **Media and social engagement** – coverage in traditional media and online platforms, including tracking engagement on Facebook, Instagram, and other relevant channels. Metrics will include reach, likes, shares, comments, hashtag usage, and click-throughs to event pages to assess promotional effectiveness.

10. Implementation and Review

This Strategy should be reviewed every **three years** to reflect changes in community needs, resources, town plans, and partner opportunities.

11. Action plan

To be developed once strategy is finalised

Event Budget Summary 2026/27					
Expenditure	Budget	Outturn	Anticipated	Projected	
	2025/26	2025/26	Budget	outturn	
			2026/27	2027/28	
1. May half term	0	0	350	0	
2. Community Day/Great Big Green week	0	0	2,000	0	
3. Ledbury Celebration	0	0	168	0	
4. Ledbury Carnival	0	0	150	0	
5. Heritage Open Days	0	0	1,250	0	
6. Autumn Half Term	0	0	350	0	
7. Christmas Lights Festival	0	0	4,700	0	
8. Ledbury World Bookfest	0	0	4,400	0	
Total Expenditure	0	0	13,368	0	
Income					
1. May half term	0	0	0	0	
2. Community Day/Great Big Green week	0	0	0	0	
3. Ledbury Celebration	0	0	0	0	
4. Ledbury Carnival	0	0	0	0	
5. Heritage Open Days	0	0	0	0	
6. Autumn Half Term	0	0	0	0	
7. Christmas Lights Festival	0	0	0	0	
8. Ledbury World Bookfest	0	0	0	0	
Total Income	0	0	0	0	
Net Operating Deficit/(Profit) for the Year	0	0	13,368	0	
NOTES:					

May Half Term

EXPENDITURE

Item No.	Description	Budget 2025/26 £	Projected out turn 2025/26 £	Draft Budget 2026/27 £	Draft Budget 2027/28	Cost Centre	Nominal Code
1	Payment to Stromstad Twinning to host craft workshop			335		127	4607
2	Advertising on Facebook			15		127	4607
TOTAL EXPENDITURE		0	0	350	0		
INCOME							
1	Donations						
2							
3							
TOTAL INCOME		0	0	0	0		
NET EXPENDITURE/(INCOME)		0	-	350	0		

Half-term session delivered with Stromstad Twinning, focusing on the twinning partnership and introducing Swedish Midsommar customs and culture.

NOTES:

Community Day/Big Green Week

EXPENDITURE

Item No.	Description	Budget 2025/26 £	Projected out turn 2025/26 £	Draft Budget 2026/27 £	Draft Budget 2027/28	Cost Centre	Nominal Code
1	Salaries		tbc				
2	Payment to Ledbury Community Hub to host event			2,000		127	4595
3							
4							
5							
6							
7							
8							
9							
10							
11							
TOTAL EXPENDITURE		0	0	2,000	0		

INCOME	
1	Donations
2	
3	
TOTAL INCOME	

NET EXPENDITURE/(INCOME)	0	-	2,000	0
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Working in partnership with Ledbury Community Hub and Community Day to host a family-friendly event on the Recreation Ground called "Green Shoots." Funding from the climate change budget will be used to deliver the event, which will be managed by Ledbury Community Hub.

NOTES:

Ledbury Community Hub.

Ledbury Celebration									
EXPENDITURE									
Item No.	Description	Budget 2025/26 £	Projected out turn 2025/26 £	Draft Budget 2026/27 £	Draft Budget 2027/28	Cost Centre	Nominal Code		
1	Salaries		tbc	168		127	4607		
2	Music License								
TOTAL EXPENDITURE		0	0	168	0				
INCOME									
1	Donations	0	0	0	0				
TOTAL INCOME		0	0	0	0				
NET EXPENDITURE/(INCOME)		0	0	168	0				
NOTES:									
Food and Crafts Festival, St Katherine's Car Park – final day of Ledbury Poetry Festival. Market managed with Ledbury Food Group. Sunday 5 July.									

Carnival						
EXPENDITURE						
<u>Item No.</u>	<u>Description</u>	<u>Budget 2025/26</u> £	<u>Projected out turn 2025/26</u> £	<u>Draft Budget 2026/27</u> £	<u>Draft Budget 2027/28</u> £	
1	Salaries		tbc			
2	Stationery			50		
3	Craft materials			100		
TOTAL EXPENDITURE		0	0	150	0	0
INCOME						
1	Donations					
TOTAL INCOME		0	0	0	0	0
NET EXPENDITURE/(INCOME)		0	-	150	0	0
NOTES:						
Ledbury Carnival is a family-friendly celebration that brings the community together with colourful parades, live music, street performances, creative workshops, food stalls, and fun activities for all ages						

Heritage Open Days							
EXPENDITURE							
Item No.	Description	Budget 2025/26 £	Projected out turn 2025/26 £	Draft Budget 2026/27	Draft Budget 2027/28	Cost Centre	Nominal Code
1	Salaries		tbc			127	4607
2	Advertising and printing of brochures			600			
3	professional Printing of QR codes for Shop windows			100		127	4607
4	Workshops in the Painted Room			550		127	4607
TOTAL EXPENDITURE		0	0	1,250	0		
INCOME							
1	Donations	0	0	0	0		
TOTAL INCOME		0	0	0	0		
NET EXPENDITURE/(INCOME)		0	0	1,250	0		
NOTES:							
Collaborating with heritage groups in Ledbury to host a week-long series of events celebrating the nationwide Heritage Festival. This year's theme is Architecture							

Autumn Half Term									
EXPENDITURE									
Item No.	Description	Budget 2025/26 £	Projected out turn 2025/26 £	Draft Budget 2026/27 £	Draft Budget 2027/28 £	Cost Centre	Nominal Code		
1	Salaries		tbc	350		127	4607		
2	professional fees including materials								
TOTAL EXPENDITURE		0	0	350	0				
INCOME									
1	Donations								
TOTAL INCOME		0	0	0	0				
NET EXPENDITURE/(INCOME)		0	0	350	0				
<p>Notes:</p> <p>A small-scale, family-friendly Halloween event under the Market House during half term (Monday 26th – Friday 30th October), held on one selected day, where children can take part in spooky-themed craft activities and creative workshops.</p>									

Christmas Lights Festival

EXPENDITURE

<u>Item No.</u>	<u>Description</u>	Budget 2025/26 £	Projected out turn 2025/26 £	Draft Budget 2026/27 £	Draft Budget 2027/28 £
1	Salaries			tbc	
2	Advertising			350	
3	professional printing			700	
	Live Music			1,200	
	Entertainment 1 (Winter Fairy)			460	
	Snow machine			600	
	professional crafts workshop including materials			480	
	Face Painting			260	
	Road Closure			125	
	Venue Hire			525	
TOTAL EXPENDITURE		0	0	4,700	0
INCOME					
1	Donations				
2	Market income				
3					
TOTAL INCOME		0	0	0	0
NET EXPENDITURE/(INCOME)		0	0	4,700	0

Ledbury World Bookfest

EXPENDITURE

Item No.	Description	Budget 2025/26	Projected out turn 2025/26	Draft Budget 2026/27	Draft Budget 2027/28	Cost Centre	Nominal Code
1	Salaries		£	£	£	127	4607
2	Author and school visits		tbc	1,300		127	4607
3	Venue Hire			350		127	4607
4	Marketing including professional printing			700		127	4607
5	Face Painting			260		127	4607
6	professional crafts workshop			480		127	4607
7	Entertainment			460		127	4607
8	Community Group support payments (100 per group to hold an activity)			500		127	4607
9	Advertising including papers and facebook			350		127	4607
TOTAL EXPENDITURE		0	0	4,400	0		
INCOME							
1	Donations	0	0	0	0		
2	Market Income						
3							
TOTAL INCOME		0	0	0	0		
NET EXPENDITURE/(INCOME)		0	0	4,400	0		
NOTES							
<p>Work with local businesses and community groups to hold events in and around the town, with a strong theme of reading and literature. Promote World Book Day and continue to build strong connections with the local schools. Funding available from the Masefield Matters Project</p>							

LEDBURY TOWN COUNCIL

FULL COUNCIL	28 APRIL 2026	AGENDA ITEM: 6
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Report prepared by Olivia Trueman – Community Engagement Officer

TOURISM MAPS AT LEDBURY TRAIN STATION

Purpose of Report

To provide an update on the possibility of installing a tourism map and information board at Ledbury Train Station.

Detailed Information

Members will recall that the Community Engagement Officer was tasked with completing an audit of all noticeboards in Ledbury, including those displaying tourism maps in the town's car parks. This review identified that many of the existing maps have become significantly damaged over time.

During this process, it became apparent that TEMAP Working Party had successfully secured BID funding to replace the maps and had been working with Orphans Press to develop a new design, aligned with the recently produced [Ledbury leaflet](#). It was subsequently agreed that the Community Engagement Officer would take over this workstream and liaise with Orphans Press to progress the project.

As part of this process, consideration was given to installing a new map at the railway station, along with identifying potential funding for a suitable noticeboard. The Community Engagement Officer and the Chairman of the Events Working Party met with a representative from West Midlands Railway to discuss this proposal. It was agreed that, should the Council supply the map in A0 format, West Midlands Railway agreed to provide and install a display board at the station at no cost to the Council.

The Community Engagement Officer is currently confirming whether there will be any additional costs associated with printing the maps at A0 size for the station, and whether these costs can be met within the existing BID funding allocation or will require additional funding.

RESOLVED:

- 1. That the Community Engagement Officer continues to work with Orphans Press to develop the tourism maps for the town's noticeboards, and that an additional map be produced in A0 format for display at the railway station.**

- 2. That the Community Engagement Officer reports to Full Council on the discussions held with West Midlands Railway and the outcome of that meeting.**

EVENTS CALENDAR 2026 - 2027

- Ledbury Town Council Event
- Community /Outside Event
- Mayors Events
- Bank Holiday
- Holidays / Celebrations - Non-Bank Holiday

Month	Event	Date	Time	Venue	Organiser	Website	Action / Notes
Apr-26	Eastnor Castle Mud Run	Sunday 26th April	9:00am onwards	Eastnor Castle	Relish Running Races	https://www.relishrunningraces.com/mud-bath-running-race-eastnor-castle.php	3K, 6K, 10K, camping available, mud run,
May-26	Antique/vintage Market	Saturday 25th April	8:00am onwards	The Market House	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	a formal event where the mayor, as the symbolic leader of the community, recognizes and honours individuals or groups for their contributions to the town
	Crime Author Talk (David Wilson-style event)	Saturday 2 May	7:30pm	The Burgage Hall		https://www.ticketsource.com/whats-on/ledbury/burgage-hall/jeremy-vine-turn-the-dial-for-death-book-talk-and-signing/2026-05-02/14:00/1-ldmpzvk	
	Early May Bank Holiday	Monday 4 May	N/A	N/A	N/A	N/A	The Blossomtime Festival celebrates the arrival of spring with floral displays, community events, and activities that highlight local culture and creativity.
	Blossom time festival	Sunday 3rd & Monday 4th May		Marcle Ridge	The Big Apple Association	https://www.bigapple.org.uk/blossomtime/	
	VE DAY	Friday 8 May			LTC/ RBL		VE Day (Victory in Europe Day) marks the end of the Second World War in Europe on 8 May 1945, commemorating the Allied victory and honouring those who served and sacrificed.
	Golden Light to Dusk: Works by Schmitt, Bonis and Brahms	Friday 8 May	6:30pm	Great Barr, Hellens Manor	Hellens Manor	https://www.ticketsource.com/whats-on/ledbury/great-barr-hellens-manor/golden-light-to-dusk-works-by-schmitt-bonis-and-brahms/2026-05-08/18:30/1-rzpelzx	The Hereford Histories event celebrates the city and county's rich heritage, exploring local history, culture, and notable stories from the past.
	Hereford History Festival				Hereford History Festival		
Jun-26	Spring Bank Holiday	Saturday 9 May - Monday 25 May					
	Ledbury Community Day	Saturday 6th June	10:00am - 2:00pm	In and around the town	Ledbury Community Group		Event showcasing community groups in ledbury
	Great Big Green Week	Saturday 6th - Sunday 14th June	10:00am - 2:00pm	TBC	LTC		Nationwide event about climate change
	Poetry Festival	Friday 26th - Sunday 5th July	9:00am onwards	In and around the town	PF	https://ledburypoetry.org.uk/	The Poetry Festival celebrates the art of language, featuring readings, workshops, and performances that engage the community and showcase local and national poets.
	Fathers Day	Sunday 15 June					
	Armed Forces Day	Saturday 27 June					
26-Jul	Masefield Marathon	Saturday 4 July	10:00am-5:00pm	St Michaels and All Angels Church Ledbury	Masefield Matters		
	Ledbury Celebration	Sunday 5th July	11:00am - 4:00pm	St Katherines Carpark	Ledbury Food Group/ LTC/PF		Local event showcasing herefordshire local producers. This is held on the last day of the Poetry Festival
26-Aug	Independents' Day UK	Friday, July 3, and Saturday, July 4.					The initiative encourages consumers to shop with local, independent retailers and often features special promotions and local markets.
	Lakefest 2026	5 Aug – 9 Aug					
	Summer Bank Holiday	Monday 31 August					
	Ledbury Carnival	Monday 31 August				https://www.lakefest.co.uk/	Multi-day family music festival with live bands, kids' activities & food.
26-Sep	Heritage Open Days	11 - 20 September	Various	In and around Ledbury	LTC	https://www.ledburytowncouncil.gov.uk/en-gb/latest-news/heritage-open-days	free access to a variety of local heritage sites and events. This annual festival provides a chance to explore local history and culture.
25-Oct	Funfair (Mop Fair)	Monday, 13th & Tuesday, 14th October	4:30pm - late	Ledbury Town Centre	The Rodgers Family / LTC Service Agreement	https://www.facebook.com/LedburyMopFair/?locale=en_GB	a traditional event that takes place in Ledbury on the High Street. It's a fun fair with rides and attractions. Dates back to 1138.

	Pumpkin Picking - Pumpkin Pete's	Various dates in October, tickets available from September	TBC	Moor Court Farm, Stretton Grandison	Pumpkin Pete's (Hannah and Ed)	https://www.pumpkinpetes.co.uk/pvop-pumpkins	a popular activity where people visit the pumpkin patch to select and harvest pumpkins, there are themed weekends such as circus, art and nature with food and drink available, lots of photo opportunities
	Pumpkin Picking - The Farm Patch	TBC	TBC	Gilbert's Farm, Lilly Hall Lane	The Farm Patch, Gilbert's Farm	https://thefarmpatch.co.uk/event/pumpkin-picking/	a popular activity where people visit the farm to select and harvest pumpkins, food and drink are available. Late night options available.
	Ledbury Ploughing Match	TBC	TBC	Aubreys Farm, Bromsberrow	The Ledbury Ploughing Society	https://www.facebook.com/p/Ledbury-Ploughing-Society-100095258634091/	a competitive event where participants, using various types of ploughs (horse-drawn and tractor-driven), demonstrate their skills in preparing land for planting.
Nov-25	Halloween	Friday 31st October	N/A	N/A	N/A	N/A	a holiday celebrated on October 31st, often involving dressing up in costumes, trick-or-treating, and carving pumpkins.
	Remembrance Sunday	Sunday 8th November	11.00am	War Memorial and then Church	LTC	https://www.ledburytowncouncil.gov.uk/e	a day of remembrance held in the United Kingdom and other
	Remembrance Day	Wednesday 11th November	11.00am	War Memorial	N/A	https://www.ledburytowncouncil.gov.uk/e	A memorial day to honour those who have died in war.
	Bonfire Night	N/A	N/A	N/A	N/A	N/A	It commemorates the failure of the Gunpowder Plot in 1605, when Guy Fawkes and his fellow conspirators attempted to blow up the Houses of Parliament and assassinate King James I.
	Christmas Lights Switch on Event	Sunday, 22nd November	2.00pm - 8.00pm	Ledbury Town Centre	LTC	https://www.ledburytowncouncil.gov.uk/e	community event where the lights adorning Ledbury are officially turned on, marking the start of the festive season.
	Winter Glow - Malvern	TBC	TBC	The Three Counties Showground	Winter Glow	https://winterglow.co.uk/	Festive Experience, Inc. Father Christmas, Ice Skating, Light Trail, UV Crazy Golf, Fairground, Market, Food and Drink etc....
Dec-25	Christmas Tractor Parade	TBC	TBC	In and around Ledbury	When Farmers Do Christmas	TBC	Vehicles drive through town decorated in Christmas lights to raise money for charity
	Late Night Shopping	Friday, 4th December	5:00pm - 8:00pm	Ledbury Town Centre	LTC		Shops are open later in the run up to Christmas
	Candle Lighting	Sunday, 13th December	10:00am - 3:00pm	New Street Chapel	LTC	https://www.ledburytowncouncil.gov.uk/e	with help from Co-op Funeral care
	Christmas Day	Friday 25th December	N/A				a Christian holy day that commemorates the birth of Jesus Christ.
	Boxing Day	Saturday 26th December	N/A				A public holiday celebrated the first day after Christmas.
	New Years' Eve	Thursday 31st December	N/A				The final day of the calendar year. It's a time for celebrations, with people gathering with friends and family to ring in the new year.
Jan-27	Big Breakfast	TBC	TBC	In and around Ledbury	Ledbury Food Group	https://www.ledburyfoodgroup.org/category/big-breakfast/	It celebrates local food and our local independent food businesses (retailers and cafes etc)
Feb-27	Valentines Day	Sunday 14 February	N/A	N/A	N/A	N/A	a celebration of love, friendship, and affection.
	Shrove Tuesday (Pancake Day)	Tuesday 9 February	N/A	N/A	N/A	N/A	Also known as Pancake Day, is a Christian tradition that comes before the start of Lent.
	Ash Wednesday	Wednesday 10 February	N/A	N/A	N/A	N/A	marks the beginning of Lent in the Western Christian tradition, a 40-day period of fasting and reflection leading up to Easter.
Mar-27	St David's Day	Monday 1 March	N/A	N/A	N/A	N/A	Wales's national day, honouring St. David, the patron saint of Wales.
	World Book Day	Thursday 4 March	TBC	N/A	UNESCO	https://www.worldbookday.com/	events organised to promote reading for pleasure, particularly among children and families
	Ledbury World Bookfest	Saturday 6 March	10:00 - 2:00	In and around Ledbury	LTC	TBC	Workshops, activities, food / drink etc... held around town to celebrate World Book Day
	International Women's Day	Monday 8 March	N/A	N/A	N/A	N/A	a global day recognizing the social, economic, cultural, and political achievements of women
	Mother's Day	Sunday 7 March	N/A	N/A	N/A	N/A	a holiday celebrating the importance of mothers and motherhood
	St Patrick's Day	Wednesday 17 March	N/A	N/A	N/A	N/A	a cultural and religious holiday celebrated annually on March 17th, honouring the patron saint of Ireland, St. Patrick
	Kempley Daffodil Weekend	Saturday 20-Sunday 21 March (TBC)	TBC	Kempley Daffodil Meadow	Volunteers on behalf of St Edwards Church	https://www.daffs.org.uk/	an annual event in the village of Kempley, Gloucestershire, that celebrates the abundance of wild daffodils in the area