



LEDBURY TOWN COUNCIL



22 April 2022

To: Councillors Howells, Hughes, Knight (Chair), Manns & Morris
Non-Councillors: Peter Ascott, Griff Holliday, Lynette Loader, Susie McKechnie & Christine Tustin

Dear Member

You are invited to attend a meeting of the **Events Working Party on Thursday, 28 April 2022 at 10.00am at Ledbury Funeralcare (Co-op), Hawcutt House, Bye Street, Ledbury**, for the purpose of transacting the business below.

Yours faithfully

Angela Price
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. **Apologies for absence**
2. **Declarations of Interests**

To receive any declarations of interest and written requests for dispensations.
(Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by the Ledbury Town Council Code of Conduct for Members and by the Localism Act 2011)

(Note: Members seeking advice on this item are asked to contact the Monitoring officer at least 72 hours prior to the meeting)

3. Election of non-council members
4. To approve and sign the minutes of a meeting of the Events Working Party held on Thursday, 24 March 2022 (Pages 32 to 37)
5. Ledbury Carnival (Verbal)
6. Delayed 20th Anniversary Celebrations for Ledbury's Twinning with Stromstad in Sweden (Verbal)
7. Mother's Day Event at Cemetery Chapel – Feedback (Pages 38 – 39)
8. Careers and Advice Fair – Feedback (Pages 40 – 41)
9. 2022 Queen's Platinum Jubilee Events (Verbal)
 - 9.1 Ledfest on the Rec
 - 9.2 Community Day
 - 9.3 Window Display Competition
 - 9.4 Jubilee Decorations
10. Markets – Update (Verbal)
11. Calendar of Events (Pages 42 – 44)
12. Date of Next Meeting

The date of the next Events Working Party meeting to be agreed at the meeting.

LEDBURY TOWN COUNCIL

**MINUTES OF AN EVENTS WORKING PARTY HELD ON
24 MARCH 2022**

PRESENT: Councillors Howells and Knight (Chair)

ALSO PRESENT: Julia Lawrence – Deputy Clerk
Amy Howells – Minute Taker
Olivia Trueman – Community Development Officer
Nina Shields – Sustainable Ledbury
Emma Jackson – Community Development Officer (Interim)
Lynette Loader – Ledbury Funeral Care (Coop)
Susie McKechnie – Ledbury Traders Association

E58 APOLOGIES FOR ABSENCE

Apologies for absence were received from Catriona Cole, Griff Holliday, Don McAll and Councillor Manns

E59 DECLARATIONS OF INTEREST

None received.

E60 ELECTION OF NON-COUNCIL MEMBERS

It was agreed that Susie McKechnie would become a Non-Council Member.

E61 TO APPROVE AND SIGN THE MINUTES OF A MEETING OF THE EVENTS WORKING PARTY HELD ON THURSDAY, 17 FEBRUARY 2022

RESOLVED:

That the minutes of the Events Working Party held on Thursday, 17 February 2022 be approved and signed as a correct record subject to the following amendment:

E54 – That “UMITE be changed to the correct spelling of “NMiTE”.

E62 WORLD BOOK DAY – FEEDBACK

The Community Development Officer (“CDO”) provided feedback on World Book Day: the Town was very busy and the Council received positive feedback from families and children and suggested that Ledbury Town Council plan in

advance for next year. Nina Shields advised members that she had made a contact at John Masefield High School and that the CDO had been invited to attend the Governor's meeting to discuss how the Council could work with John Masefield High School.

RESOLVED:

That members received and noted the feedback from World Book Day.

E63 MOTHER'S DAY EVENT AT CEMETERY CHAPEL, 27 MARCH 2022

The Deputy Clerk informed members of the forthcoming event at the Cemetery Chapel in aid of the Mother's Day event. Hilary Jones advised that she would be donating a flower arrangement to go into the Chapel for the day.

RESOLVED:

That members received and noted the update regarding the Mother's Day Event.

E64 CAREERS AND ADVICE FAIR, 31 MARCH 2022

The CDO provided members with an update on the Careers and Advice Fair, which was originally suggested by Councillor Bradford. The event will be taking place on Thursday, 31 March 2022 in the Community Hall between 10:00am and 4:00pm. Currently there are over 20 businesses attending. The event has been advertised on social media, Herefordshire Council website and Your Herefordshire.

RESOLVED:

That members received and noted the update regarding the Careers and Advice Fair.

E65 QUEEN'S PLATNIUM JUBILEE EVENTS:

8.1 LEDFEST ON THE REC

The CDO is obtaining quotes to hire an Events Manager to help plan Ledfest. The Administration Officer has put out an advertisement on social media for bands and artists for the event. Susie McKechnie requested a copy so that this could also be publicised to local traders. It was agreed that the CDO should also send the poster to the Brewery, all pubs and restaurants in Ledbury, John Masefield High School and Canon Frome Community Group.

The Jubilee event was discussed by members. The CDO gave a verbal update on the Souvenir Brochure and that it was still in planning stage. The Deputy Clerk handed out papers on merchandise including banners, flags and jubilee bunting. Councillor Knight suggested that Ledbury

Town Council should purchase bunting through the grant funding and place along the streets, although Susie McKechnie noted that this had not been well received previously. The CDO showed members all the different items that could be purchased such as a selfie frames, possibly for use at Ledfest. Suggestions were raised that the CDO could contact other local organisations to see if they had items they would be willing to lend for the event. There could also be Ledbury specific banners that could be put up on the flag poles around town. Nina Shields noted that any banners should be sustainable due to Ledbury Town Council's Climate Declaration. Susie McKechnie recommended that Ledbury Town Council should ensure that reusable items are purchased.

Members agreed on purchasing flags that could be attached to the flag poles up the High Street above the shops, subject to consultation with the shop owners. Councillor Knight suggested a red, white and blue union jack being projected around the Market House, similar to what had been done for the Ukraine flag.

RESOLVED:

- 1. That the CDO is to email posters for Ledfest performers to Susie McKechnie, Poetry Festival, John Masefield High School and other enterprises noted above.**
- 2. That the CDO is to investigate costs for Union Jack flags or an appropriate alternative to put around town, subject to receiving acceptance from the Grants Committee, and traders agreement.**
- 3. That a Union Jack or Purple Jubilee flag be projected onto the Market House for the Jubilee events, subject to receiving approval from Full Council via the Grants Committee.**

8.2 COMMUNITY DAY

Due to Griff Holliday not being able to attend, the Deputy Clerk gave a resume of Community Day, noting that invitations had gone out to the many groups involved in Ledbury. The Band and bellringers with their ringing frame will be located under the Market House. It was hoped that the Community Choir would also be performing.

It was noted that the bell-ringing frame would require power and that this had previously been obtained from upstairs in the Market House by an extension lead.

RESOLVED:

- 1. That members received and noted Griff Holliday's update.**
- 2. That the CDO is to inform all market traders as soon as possible that there would be no trading under the Market House on Saturday, 4 June 2022 due to the Community Day event.**

8.3 WINDOW DISPLAY COMPETITION

Members agreed to have a Window Display competition to celebrate the Jubilee. It was agreed that the competition should run from Sunday, 29 May 2022 and be judged on Saturday, 4 June 2022 by members of the public. Lynette Loader suggested adding an object in windows, such as a crown which would be hidden in shop window displays as this would hopefully encourage children to get involved in the competition and would want to participate. The CDO is to liaise with Susie McKechnie as far as the town traders and retailers are concerned. The CDO advised members that members of the public could pick up an entry form from Ledbury Town Council. A prize would then be awarded for the winning entry.

RESOLVED:

- 1. That Members agreed that Community Day would be the day for judging the window display competition.**
- 2. Window Displays to be put up from Sunday, 29 May 2022.**
- 3. The 'Find a crown' scheme was to be explored by the CDO for shops to get involved with on Community Day, and to proceed with set up if viable and sufficient interest from the town's shops.**

E66 CRAFT MARKETS

The CDO gave an update that the Markets Working Party have agreed to hold a Craft Fair on the first Friday of every month, starting on 1 April 2022. Currently there has been growing interest for the second event in May and onwards.

RESOLVED:

That members received and noted the update.

E67 CHRISTMAS LIGHTS

The Deputy Clerk advised Members that the lights will be switched on for Sunday, 27 November 2022. The Clerk is currently working with the contractors to supply a new Christmas light, "Welcome to Ledbury", for the Homend. The CDO suggested that a recommendation be taken to Environment & Leisure Committee to provide free car parking on Friday, 2 December 2022 during the day and for the late night shopping event.

RESOLVED:

Members received and noted the update.

RECOMMENDATION:

That a recommendation be taken to the Environment & Leisure Committee to provide free car parking on Friday, 2 December 2022.

E68 CALENDAR OF EVENTS

It was noted that the late night shopping event needed to be added to the calendar of events and the Administration Officer is to put the calendar on the Council's Website.

RESOLVED:

- 1. That members received and noted the Calendar of Events.**
- 2. That Late Night Shopping be added to the Calendar of Events.**
- 3. That the Administration Officer add Calendar of Events to the Council Website.**

E69 DATE OF NEXT MEETING

RESOLVED:

It was noted that the next meeting of the Events Working Party was scheduled for Thursday, 28 April 2022 at 10:00am.

The meeting ended at 11:35am.

Signed Dated
(Chair)

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	28 APRIL 2022	AGENDA ITEM: 7
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Report prepared by Julia Lawrence, Deputy Town Clerk

MOTHER'S DAY EVENT AT CEMETERY CHAPEL - FEEDBACK

Purpose of Report

The purpose of this report is to update Members of the Events Working Party on the Mother's Day event at the Cemetery Chapel

Detailed Information

Ledbury Town Council have been holding events at Ledbury's Cemetery Chapel for members of the public to attend and light a candle in memory of a loved one, at Christmas time. At this event, a Christmas tree was displayed and Christmas carols were played to give a festive feel to the day. Visitors also had an opportunity to write in the visitors book or place a memory token on the Christmas tree.

At a previous meeting, it was agreed that the event should also be run on Mother's Day and Father's Day.

Mother's Day was held on Sunday, 27 March 2022. Ledbury Town Council provided light refreshments and biscuits and Hilary Jones provided three lovely flower decorations for displaying in the Chapel and some background music. The event ran from 10.00am until 4.00pm and had been publicised on social media and Ledbury Town Council's website.

However, despite it being a lovely sunny day, attendance was very poor. Between 10.00am and 11.00am 10 people attended, between 11.00am and 2.00pm 11 people attended and between 2.00pm and 4.00pm only 6 people attended.

Recommendation

Members of the Events Working Party are asked to consider whether it is considered a worthwhile event to hold on Mother's Day and Father's Day bearing in mind the poor attendance at the Mother's Day event or whether Ledbury Town Council should just focus on the Christmas event.

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	28 APRIL 2022	AGENDA ITEM: 8
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Report prepared by Emma Jackson, Community Development Officer (*Maternity Cover*)

CAREERS & ADVICE FAIR : 31ST March 2022 - FEEDBACK

Purpose of Report

The purpose of this report is to update Members of the Events Working Party on the Careers & Advice Fair which took place on 31st March 2022.

Detailed Information

Following a suggestion from Councillor Bradford, a Careers & Advice Fair was organised by the Community Development Officer. The event took place in the Community Hall on Thursday 31st March 2022 between 10:00am and 4:00pm.

23 exhibitors registered to attend the event. This included 11 businesses who were actively recruiting, 5 local voluntary organisations, 1 regional voluntary oversight organisation, and 6 organisations/businesses able to offer careers advice or educational support. There was 1 no-show on the day and 1 last minute booking.

The event was publicised beforehand on social media, Herefordshire Council website and Your Herefordshire. John Masefield High School were also advised that the event was taking place. On the day, social media (including Twitter and Facebook) were updated informally by those attending.

Possibly due to an outbreak of Covid in the town which meant a number of individuals were isolating, or even weather conditions (there were snow flurries during the day), visitor footfall was less than hoped for. Numbers fluctuated throughout the day, and there were some quiet periods. The event concluded early at 3.00pm.

Feedback from the event was generally positive. Exhibitors welcomed the opportunity to attend, and many benefitted from the networking opportunities it afforded. Comments included "*We had some very useful conversations and made some good contacts*", and, "*Thanks for organising it. I anticipated we weren't going to be rushed off our feet with people, and yet it was still a positive opportunity to chat and network. It seems that across all sectors recruiting is becoming harder and harder.*"

Suggestions for future improvements included reviewing the location, additional signage in town, and targeted publicity to improve footfall. It was also suggested that the length of the event be shortened to a morning or afternoon only. This would benefit both exhibitors and visitors. Evenings were not advised by some of the attendees.

Overall consensus was that it would be useful to hold the event again and establish it as an annual fixture so that exhibitors and local employment advisers could anticipate it.

Recommendation

Members of the Events Working Party are asked to receive and note the report, especially the suggestions for future improvements and refer to them in future planning.

LEDBURY TOWN COUNCIL

CALENDAR OF EVENTS – 2022

Month of Event	Event	Date/Time	Details	Start date for organisation/planning	Notes
February	RFC – VP Lunch with Martin Williams	19 February			
	Fair Trade Fortnight	27 – 28 February			
March	World Book Day	Saturday 5 March	10.00am – 4.00pm Various Venues		
	Fair Trade	1 – 13 March			
	Big Breakfast Week	11-14 March			
	Global Recycling Day	18 March			
	Quiz & Social Evening	18 March	Ledbury British Legion Club – 7.30pm	Ledbury & Stromstad Twinning Association	Tickets £2.50/person Tables of 4 people
	World Poetry Day	21 March			
	Shakespeare Week	21 – 27 March			
	Candle Lighting at Chapel Cemetery, for Mother's Day	Sunday 27 March	10.00am – 4.00pm		
	Careers & Advice Fair	Thursday 31 March	10.00am – 4.00pm Burgage Hall		
April	RFC – VP Lunch with Gareth Evans	9 April			
	World Heritage Day	18 April			
	RFC – Sportsman Dinner with Roger Uttley	22 April			

May	Three Shires Stages Rally	14 May			Rally Car parked up next to Market House	
	World Bee Day	20 May				
June	Ledfest on the Rec	Friday 3 June	Recreational Ground			
	Community Day	Saturday 4 June				
	Big Jubilee Lunch	Sunday 5 June				
	Cycle to Work Bike Week	6 – 12 June				
	Candle Lighting at Chapel Cemetery, for Father's Day	19 June - TBC				
	Promote World Refill Day	Friday 24 June				
	Armed Forces Day	Saturday 25 June				
	Armed Forces Day – Flags raised in Ledbury Town	Monday 27 June				
July	Poetry Festival	1-10 July				
	Delayed 20 th Anniversary Celebrations for Ledbury's Twinning with Stromstad in Sweden	Saturday 2 July	Recreation Ground		2.30pm – 5.00pm	
	Ledbury Celebration	10 July				
	LEAF Family Activity Day	23 July	Recreation Ground		12 noon – 4.00pm	
August	LEAF Family Activity Day	20 August 2022	Recreation Ground		12 noon – 4.00pm	
	Carnival Day	Monday 29 August				
September	H-Art	3 – 11 September				

	3 Shire Stages Closed Road Rally	18 September	Organised via Cheltenham Motor Club	
	Heritage Day			
October	Civic Service	Sunday 2 October		
	Mop Fair	10 & 11 October	Ledbury Town	
	Remembrance Day	Friday 11 November	Ledbury War Memorial	
	Remembrance Parade & Sunday Service	Sunday 13 November	Ledbury War Memorial/ St Michaels	
November	Christmas Lights Switch on Event	Sunday 27 November	Ledbury Town	
December	Candle Lighting, Chapel	TBC		
	Late Night Shopping	2 December		
	International Day of People with Disabilities	3 December		

