



# LEDBURY TOWN COUNCIL



30 June 2023

To: All Councillors  
Non-Councillors: Hannah Bengough-Sutton, Catriona Cole, Chloe Garner, Griff Holliday, Hilary Jones, Lynette Loader, Susie McKechnie & Christine Tustin

Dear Member

You are invited to attend a meeting of the **Events Working Party on Wednesday, 5 July 2023 at 10.00am at Ledbury Funeralcare, 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 (GDPR) 2018.

## AGENDA

- 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 **Terms of Reference 2023/24** (Pages 21-22)
- 4 **Election of non-council members to the Events Working Party**
- 5 **To approve and sign the minutes of a meeting of the Events Working Party held on Wednesday, 7 June 2023** (Pages 23-26)
- 6 **Heritage Open Days – Update** (Pages 27-28)
- 7 **Community Day Event - Feedback** (Verbal)
- 8 **Great Big Green Week - Feedback** (Pages 29-30)
- 9 **World Book Day 2024** (Pages 31-32)
- 10 **Christmas Lights Switch-On Event - Sponsorship** (Pages 33)
- 11 **Celebration Day Event - Feedback** (Verbal)
- 12 **Ledbury Carnival - Update** (Verbal)
- 13 **Strömstad – Update** (To Follow)
- 14 **Poetry Festival – Update** (Verbal)
- 15 **Calendar of Events/Website** (Pages 34-37)
- 16 **Date of Next Meeting**

The date of the next Events Working Party meeting to be held on Wednesday, 2 August 2023, at 10.00am, at Ledbury Town Council Offices, Ledbury.

## LEDBURY TOWN COUNCIL

### TERMS OF REFERENCE

#### EVENTS WORKING PARTY

#### **1. Purpose**

The purpose of the Events Working Party is to:

- a) Promote events which will encourage local residents and businesses of Ledbury to participate in and to increase the number of visitors to Ledbury, thereby boosting the local economy and potentially encouraging inward investment.
- b) The Events Working Party are to put forward recommendations for all events to the Environment and Leisure Committee and once formal approval has been granted, then the Events Working Party will take responsibility for the organisation and running of Town Council events.
- c) Provide support in the facilitation of community groups and event organisers within the Town.
- d) To consider recommendations from Standing Committees in relation to Council events and provide recommendations on the type and content of events.

#### **2. Quorum**

To enable the Events Working Party to meet its quorate requirements, there MUST be two members of the Working Party present, regardless of whether they are Councillors or non-councillor members of the Working Party. However, there MUST be at least one Councillor present for the meeting to proceed.

#### **3. Membership**

Members of the Events Working Party can be appointed at any time during the Municipal year and will consist of Town Councillors, members of relevant local groups/organisations and members of the public.

The Membership will be made up of Councillors, stakeholders and representatives of local community groups.

#### **4. Chairman**

A Chairman will be appointed annually, at the first meeting of the Working Party.

The Chairman will be the main point of contact for the Town Clerk.

The Town Clerk will ensure minutes are taken from the meeting ensuring the capture of any actions proposed. This report will be submitted to the next meeting of the Environment and Leisure Committee for consideration.

#### **5. Powers**

Working Parties cannot make decisions on behalf of the Town Council. Any recommendations made by this group will be subject to approval by the Environment and Leisure Committee, Finance, Policy and General Purposes Committee and/or Council. This group has no budgetary powers.

The Council's Standing Orders apply to all meetings of the Committee.

#### **6. Responsibilities and Areas of Operation**

- To ensure that all risk assessments, insurance, licences, and other legal conditions are met and presented to the Council via the Clerk. This relates only to Town Council events or where the Town Council is a stakeholder.
- To obtain a minimum of three quotes in respect of the provision of Council run events, to be approved by the Environment and Leisure Committee, Finance, Policy and General Purposes Committee and/or Council.
- To book buildings or outdoor areas for events if needed (for Council events only).
- To book activities or entertainment (for Council events only).
- To liaise with the local traders.
- To liaise with stakeholders and other interested parties via the Committee meetings prior to the event.
- To recommend Council related marketing/promotional materials for the event.

The Working Party will keep the Council fully informed, providing reports to the Environment and Leisure Committee meetings and ensuring that copies of all relevant documentation are made available for inspection by Council members.

#### **7. Review of Terms of Reference**

These Terms of Reference will be approved by Council at its Annual Meetings, and received and noted at the first meeting of the Environment and Leisure Committee each municipal year.

## LEDBURY TOWN COUNCIL

### MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON 7 JUNE 2023

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**PRESENT:** Councillors: Morris (Chair), l'Anson  
Non-Councillors – Al Braithwaite, Griff Holliday, Lynette Loader, Nina Shields

**ALSO PRESENT:**

Julia Lawrence, Deputy Clerk  
Olivia Trueman, Community Development Officer (CDO).

**1. APOLOGIES FOR ABSENCE**

Apologies were received from Hannah Bergough-Sutton, (Ledbury Poetry); Heather Coppock, Hilary Jones and Christine Tustin.

**2. DECLARATIONS OF INTEREST**

None.

**3. TO ELECT NON-COUNCIL MEMBERS**

None

**4. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE EVENTS WORKING PARTY MEETING HELD ON 3 MAY 2023.**

**RESOLVED:**

**That the minutes of the Events Working Party held on 3 May 2023 be approved and signed as a correct record.**

(Proposed by Councillor Morris; Seconded by Nina Shields).

**To note: clarification is required on the circulation list for this Working Group. Deputy Clerk to confirm group members.**

**5. CORONATION EVENT**

A report was prepared by Charlotte Barltrop, LTC Administration, and was presented by Olivia Trueman, Community Development Officer (CDO) at the meeting.

Lessons learnt Feedback and discussion:

- a) The event was a great success for the Town.
- b) The time required to prepare for the event placed significant pressure on Council staff, both in terms of planning, sourcing volunteers (and the need for a greater number) and delivering the programme on the day.
- c) Lack of Volunteers on the day placed more pressure on Council staff.
- d) The number of events being managed and delivered through the Council staff team needs to be reviewed to ensure that there is time and resource available to achieve successful outcomes.
- e) Getting through the committee process in a timely manner to ensure that funding was approved as part of the planning and preparation needs to improve for future events. To speed up the committee process, it was suggested that a detailed financial profile for the events programme be developed in advance of the each of financial year and submitted to E&L for consideration as part of the budget setting process. Adopting this approach would help ensure that events could be programmed potentially one year in advance, provide a more comprehensive list of events, funding requirements and allow the staff the plan and organise them more efficiently.
- f) There was no recognition of the Pet Shop who sponsored the event. The CDO is to send a letter of thanks to the Pet Shop.
- g) It was noted that a post had already been put out on social media thanking the volunteers but the Working Party agreed that it may be more appropriate to send a letter of thanks to those volunteers who actually helped on the day.

**RESOLVED:**

**The following recommendations were made:**

- 5a. A letter of thanks to be sent to the Volunteers who supported the event. Deputy Clerk to action.**
- 5b. A letter of thanks be sent to the Pet Shop. CDO to action.**
- 5c. Chairman of the Events Working Party and Officers, to prepare a proposal for funding future events both 2023/24 financial year if possible, and in preparation for 2024/25 budget setting timescale. This detailed proposal would seek approval from Environment & Leisure Committee. Cllr Morris to progress.**

## **6. HERITAGE OPEN DAYS (HODS) 8 – 17 SEPTEMBER 2023**

The CDO presented a paper on progress on HODS. The paper set out a proposal to host a medieval sport event (Buhurt) on the Recreation Ground. Unfortunately, the representative of the organisation was unable to make the meeting to provide further details.

In summary, the Buhurt event would not work this year during HODS as the Car Rally would be a main focus for Ledbury on both 16 and 17 September. Again planning for HODS in 2024, may facilitate such an event.

To note also more volunteers are required to cover the opening of St Katherines Chapel and the Chapel at the Cemetery. Until this support is confirmed, no details can be posted.

It was noted that Ledbury Places were having a lady who would be repairing and restoring old materials/ceramics etc upstairs on 16 September 2023.

### **RESOLVED:**

**The report was received and noted by the Working Party.**

**The recommendation to hold a medieval combat (Buhurt) event at the Recreation Ground was rejected, but thanks are to be conveyed to Buhurt for the suggestion (CDO).**

## **7. COMMUNITY DAY - 10 JUNE 2023**

Griff Holliday informed the Working Party that there would be 60 groups from across the Town coming together for the day. This ranged from bell ringers, brassband, meditation groups to mini gardening at St Katherines.

Promotional information had been circulated. More volunteers would be welcome to set up and take down.

## **8. GREAT BIG GREEN WEEK – 10 TO 18 JUNE 2023**

The update report was noted as planning was progressing.

## **9. CELEBRATION DAY – 9 JULY 2023**

Works continues albeit progress was slow in getting food stalls to come forward. Music programme is being built for the day. The CDO is working with Griff Holliday on logistics for the day.

## **10. LEDBURY CARNIVAL – 28 AUGUST 2023**

No further updates.

**RESOLVED:**

**Further updates to be sought for the next meeting. Action by Deputy Clerk**

**11. LEDBURY POETRY FESTIVAL – 30 JUNE TO 9 JULY 2023**

No further updates.

**12. CALENDER OF EVENTS**

Additions for the events calendar to include:

- Car Rally - 16 September (PM)
- Medieval combat at Ayleton on 16 September.
- Mayor's duties – 1 October and coffee mornings.

Plans for World Book Day 2024 are underway with advice to focus on such books as The Grinch, Postman Pat, Elmer the Elephant. The CDO is seeking funding and would want to include a readathon.

**13. DATE OF NEXT MEETING**

The next meeting of the Events Working Party is Wednesday, 5 July 2023 at 10.00am at Ledbury Funeralcare, Hawcutt House, Bye Street, Ledbury.

## LEDBURY TOWN COUNCIL

<b>EVENTS WORKING PARTY</b>	<b>5 JULY 2023</b>	<b>AGENDA ITEM: 6</b>
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Report prepared by Olivia Trueman, Community Development Officer (CDO)

### HERITAGE OPEN DAYS - UPDATE

#### Purpose of Report

The purpose of this report is to update Members of the Events Working Party on the progress of the Heritage Open Days.

#### Detailed Information

##### Sealed Knot / Timequest

The CDO contacted the Sealed Knot to secure a 'Regimental' event, which was agreed at the previous Events Working Party. Unfortunately, the CDO was advised that they were already booked and that it was not possible to hold a camp and hog roast at the Recreation Ground this year. The CDO has since sent multiple emails to the Sealed Knot to book educational visits and hasn't had a reply to date.

In the meantime, the CDO was contacted by 'Timequest', a local company that arrange medieval experiences for visitors in Herefordshire. They are based at Verzon House Hotel and mainly deal with specialised guided tours. The CDO and Deputy Clerk met with a member of Timequest and were advised that they could hold a 'show and tell' session in Ledbury on Saturday, 16 September as part of Heritage Open Days for the same amount that the Sealed Knot were charging (£60 per person). The session will cover the period of 15<sup>th</sup>-16<sup>th</sup> century battle which would be more suited to the Painted Room and Market House.

Timequest will hold activities in their sessions and potentially bring authentic 16<sup>th</sup> Century armour and artifacts for visitors to look at.

The CDO has emailed both the Chair and Vice Chair of Environment and Leisure to agree on booking Timequest at a charge of £120 for a day.

<https://timequestmedievalexperiences.com/about>

##### Past and Poet Trail

The CDO and Tour Guide Manager are working together to create a 'Past and Poet Trail' throughout the town. It was agreed that QR codes would be placed around the trail which would load images and a map of the town. Below is a list of photos that are required, and it would be beneficial if members could help obtain these images.

- Photo of Church Lane from lower end with Church in the distance.
- Photo of Cobbles showing distinctive lines at regular intervals
- Photos of 16<sup>th</sup> Century Painted Room (Tour Guide has this)
- Photo of Market House looking up the High Street (Middletown) towards the Top Cross
- Photo of Alms Houses (Tour Guide has this))
- Image of the Butcher Row houses in position by the Market House (Tour Guide has this) + photo of street sign reading 'The Homend'
- Barret Browning Institute – Exterior photo + photo of picture of shoe shop and tannery that used to stand here + photo of Salters Yard plaque + Image of Elizabeth Barret Browning + Image of John Masefield + Photo of JM birth certificate
- Photo of Chinese takeaway on Bye Street
- Photo of White Lion Pub
- Photo of Funeral directors
- Photo of community hospital + image of previous livestock market(will have to look for this)
- Photo of Firestation/the Brewery/and shops
- Photo of Queens Walk (Ledbury Halt)
- Photo of house where Bridge Street begins and town trail heads down to left.
- Photo of Bridge over the railway line where the steps come back up to Woodleigh Road
- Photo of the Catholic church of the Most Holy Trinity
- Photo of Toll house at junction with little Marcle Road.( Tour Guide has this)
- Photo of Cemetery + photo of Chapels (Tour Guide has this)
- Photo of Full Pitcher

## **RECOMMENDATIONS**

- 1. That Members of the Events Working Party receive and note the progress report.**
- 2. That Members of the Working Party help the CDO and Tour Guide to obtain the above pictures.**
- 3. That Members of the Events Working Party agree to booking Timequest at a rate of £120 for one day during Heritage Open Days.**

## LEDBURY TOWN COUNCIL

<b>EVENTS WORKING PARTY</b>	<b>5 JULY 2023</b>	<b>AGENDA ITEM: 8</b>
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Report prepared by Olivia Trueman, Community Development Officer (CDO)

### GREAT BIG GREEN WEEK

#### Purpose of Report

The purpose of this report is to update Members of the Events Working Party on the Great Big Green Week.

#### Detailed Information

Ledbury Town Council celebrated The Great Big Green Week between Saturday, 10 June 2023 to Saturday, 17 June 2023, by holding a variety of free activities within the Town.

#### Coffee Morning

The Mayor's Sustainable Coffee Morning was well attended, and the swap shop was used regularly. Councillors and Mayors from nearby Towns were impressed with the event and advised Officers that they would like to hold a similar event in their Towns. Leftover cakes and biscuits were donated to the Food Bank.

#### **Lessons learnt:**

- 1. More staff on the day to help with serving and cleaning. Only two members of staff were available.**

#### Litter Pick

Over 30 residents attended the community litter pick and had provided good feedback. It was an enjoyable day where residents were able to socialise, meet new friends and help keep the Town clean. The Market House café provided free refreshments afterwards and all volunteers were rewarded with a certificate signed by the Mayor.

The CDO has written to the Market House Café to thank them for their involvement in the Great Big Green Week.

Unfortunately, the residents that had showed up in the morning did not send over their images for the picture collage. Pictures of the Great Big Green Week can be found on the Town Council website.

### **Lessons Learnt:**

- 1. More staff and councillors on the day to help. Only one Councillor and member of staff were available.**
- 2. A register available on the morning for residents to complete providing their information and whether they would like to be contacted again for a similar event.**

### **Saturday Events**

The CDO had been advised that the yoga and the cooking demonstration had been popular, however the bees wax wrap workshop was not well attended. The event was well publicised throughout the Town, on social media and on the main Great Big Green Week website.

A Member of the Poetry Festival suggested making individual posters as opposed to a programme of events.

### **Lessons Learnt:**

- 1. More staff and councillor involvement on the day.**
- 2. Programme of events to be printed and distributed within the Ledbury Focus.**

### **RESOLVED:**

**That Members of the Events Working Party receive and note the report.**

## LEDBURY TOWN COUNCIL

<b>EVENTS WORKING PARTY</b>	<b>5 JULY</b>	<b>AGENDA ITEM: 9</b>
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Report prepared by Olivia Trueman, Community Development Officer

### **WORLD BOOK DAY – UPDATE**

#### **Purpose of Report**

The purpose of this report is to update Members of the Events Working Party on the progress of World Book Day 2023.

#### **Detailed Information**

The date for World Book Day 2024 has been confirmed for Thursday, 7 March 2024.

The CDO has applied for funding through the UKSPF Festivals and Events Grant which is currently being assessed by the panel at Herefordshire Council. The Grant requires match funding and therefore the CDO has applied for £2000, which if successful, the Council will have £4,000 to spend on World Book Day 2024.

The attached document is a draft budget for World Book Day 2024 which was sent to Herefordshire Council via the UKSPF Festivals and Events Grant application.

#### **Recommendations**

- 1. Members of the Events Working Party are asked to receive and note the report, especially the attached draft budget.**
- 2. That Members of the Events Working Party agree to holding Ledbury World Book Day on Saturday, 9 March 2024.**
- 3. That Members of the Events Working Party agree to a budget of £2,000 for Ledbury World Book Day 2024, noting that the CDO has applied for a further £2,000 in funding.**

## Event Budget for Ledbury World Book Day 2024

<b>Total Expenses</b>	<b>Estimated</b>	<b>Actual</b>
	<b>£3,965</b>	<b>£</b>
<b>Venue</b>		
<b>Venue</b>	<b>Estimated</b>	<b>Actual</b>
Burgage Hall	£90	
Co-op Funeral Care	£0	
Busy Bees	£0	
Town Council Offices	£0	
St Katherines Hall	£60	
Masters House	£66	
<b>Total : £216</b>		
<b>Marketing</b>		
<b>Marketing</b>	<b>Estimated</b>	<b>Actual</b>
Poster design	£0	
Printing of poster	£200	
Facebook Ad	£50	
Verge signs	£200	
Distribute in the Ledbury Focus	£360	
<b>Total : £810</b>		
<b>Hiring / Entertainment</b>		
<b>Hiring / Entertainment</b>	<b>Estimated</b>	<b>Actual</b>
Lifesize Characters	£750	
High Street Safari - <a href="https://highstreetsafari.com/">https://highstreetsafari.com/</a>	£699	
Author 1	£730	
Arts group	£200	
Wildlife Trust	£200	
Face Painting x 2	£250	
<b>Total £2,829</b>		
<b>Other</b>		
<b>Other</b>	<b>Estimated</b>	<b>Actual</b>
Music Licence	£50	
Arts and crafts materials - provide to community groups	£60	
<b>Total: £110</b>		

## LEDBURY TOWN COUNCIL

<b>EVENTS WORKING PARTY</b>	<b>5 JULY 2023</b>	<b>AGENDA ITEM: 10</b>
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Report prepared by Julia Lawrence, Deputy Town Clerk

### **CHRISTMAS LIGHTS SWITCH-ON EVENT - SPONSORSHIP**

#### **Purpose of Report**

The purpose of this report is to request Members of the Events Working Party to consider sponsorship opportunities for the Christmas Lights Switch-On event this year.

#### **Detailed Information**

Last year, Ledbury Town Council were fortunate in receiving sponsorship monies from several businesses in and around Town which helped fund some of the activities that took place, as well as funding Father Christmas and which also allowed the Council to purchase reasonably priced gifts for the children.

This year, Ledbury Town Council would like to repeat this, again seeking sponsorship from businesses to help fund the event and Members are asked to give consideration to this request in order that the Clerk can send letters to businesses in good time.

In addition, subject to the above request, as a way of thanking those sponsors, Members are asked to give consideration to supporting a banner being produced which would show all those companies who had sponsored the event. The banner would show the company name and their logo and would then be attached to the Market House, which would be visible to all from the highway during the course of the event.

Approximate costs for such a banner will be presented at the meeting.

#### **Recommendations**

- 1 That Members of the Events Working Party would be in favour of the Clerk writing to local businesses seeking sponsorship for the Christmas Lights Switch-On event.**
  
- 2 That Members of the Events Working Party are in agreement to having a banner erected outside the Market House showing those companies that have supported the event.**

**LEDBURY TOWN COUNCIL**  
**CALENDAR OF EVENTS 2023/2024**

Month	Event	Date	Time	Venue	Actions
<b>July</b>	Ledbury Food Bank	Every Wednesday & Friday Thursday	10.00am-12.00pm 6.00pm – 8.00pm	Homend Trading Estate	
	The Ledbury Celebration	Sunday 9 July 2023*			*Working date – in progress
	LEAF Activity Day	Saturday 22 July 2023	All Day event	Recreation Ground	
	Ledbury Poetry Festival	Friday 30 June – Sunday 9 July 2023		Various	
<b>August</b>	Ledbury Food Bank	Every Wednesday & Friday Thursday	10.00am-12.00pm 6.00pm – 8.00pm	Homend Trading Estate	
	LEAF Activity Day	Saturday 19 August 2023	All Day event	Recreation Ground	
	Carnival	Monday 28 August 2023			
<b>September</b>	Ledbury Food Bank	Every Wednesday & Friday Thursday	10.00am-12.00pm 6.00pm – 8.00pm	Homend Trading Estate	
	Herefordshire Art Week (H-Art)	Saturday 2 Sept 2023 – Sunday 10 Sept 2023			
	Heritage Open Days (HODs)	Friday 8 Sept 2023 - Sunday 17 Sept 2023			
	HODs – Ledbury event	Friday 8 Sept 2023 - Sunday 17 Sept 2023	Various	16 <sup>th</sup> Century Painted Room, Master's House, New Street Chapel, Heritage Centre, Butchers Row	LTC to register event.  CDO has emailed groups, including the sealed knot.  CDO has created an advert for the medieval market. Currently

Month	Event	Date	Time	Venue	Actions
				Museum, Burgage Hall, Tilley's Printing,.	listed online and in the TC office.
<b>September</b>				St Michael's of all Angels and The Bell Tower	
<b>October</b>	Ledbury Food Bank	Every Wednesday & Friday Thursday	10.00am-12.00pm 6.00pm – 8.00pm	Homend Trading Estate	
	Funfair	Mon 9 Oct 2023 – Tues 10 Oct 2023	5.00pm – 10.00pm	High Street, Bye Street, Homend	
<b>November</b>	Ledbury Food Bank	Every Wednesday & Friday Thursday	10.00am-12.00pm 6.00pm – 8.00pm	Homend Trading Estate	
	Remembrance Day	Saturday 11 Nov 2023	11.00am	War Memorial	
	Remembrance Parade & Sunday Service	Sunday 12 Nov 2023	11.00am onwards	Ledbury War Memorial/St Michaels	
	Christmas Lights Switch-on Event	Sunday 26 Nov 2023	5.00pm (switch on)	Market House, High Street	Note: activities taking place during the day
<b>December</b>	Ledbury Food Bank	Every Wednesday & Friday Thursday	10.00am-12.00pm 6.00pm – 8.00pm	Homend Trading Estate	
	Late Night Christmas shopping	Friday 1 December 2023	5:00pm-8:00pm		
	Free Car Parking	TBC	TBC		
	Candle Lighting Event	Sunday 17 Dec 2023	10.00am – 4.00pm	Cemetery	
	Christmas Day	Mon 25 Dec 2023			
	Boxing Day	Tues 26 Dec 2023			

<b>2024</b>					
<b>January</b>	New Year's Day	Monday 1 January 2024			
<b>Month</b>	<b>Event</b>	<b>Date</b>	<b>Time</b>	<b>Venue</b>	<b>Actions</b>
<b>February</b>					
<b>March</b>	World Book Day	Thursday 7 March 2024			
	International Womens Day	Friday 8 March 2024			
	Ledbury World Book Day Event	Saturday 9 March 2024			
	Mother's Day	Sunday 10 March 2024			
	Good Friday	Friday 29 March 2024			
<b>April</b>	Easter Monday	Monday 1 April 2024			
<b>May</b>	Early May Bank Holiday	Monday 6 May 2024			
	Spring Bank Holiday	Monday 27 May 2024			
<b>June</b>	Father's Day	Sunday 16 June 2024			
	Armed Forces Day & raising the Flag	Saturday 29 June 2024			

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