

## LEDBURY TOWN COUNCIL

### MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON 5 JULY 2023

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

**ALSO PRESENT:** Julia Lawrence, Deputy Clerk

#### 14. APOLOGIES FOR ABSENCE

Apologies were received from Hannah Bergough-Sutton, (Ledbury Poetry); Heather Coppock, Jill Jupp and Olivia Trueman.

#### 15. DECLARATIONS OF INTEREST

None

#### 16. TERMS OF REFERENCE

It was noted that the Terms of Reference had been approved at the recent Full Council meeting held on 29 June 2023.

#### 17. TO ELECT NON-COUNCIL MEMBERS

It was noted that Nina Shields was re-elected as a non-council member.

#### 18. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE EVENTS WORKING PARTY MEETING HELD ON 7 JUNE 2023 SUBJECT TO THE FOLLOWING AMENDMENTS:

- 5.1 Item 5b: In the absence of the CDO being present at the meeting, it was suggested that the CDO should copy in the Deputy Clerk when confirming actions. In this instance, confirmation that a thank you letter had been sent to the Pet Shop
- 5.2 Item 5c: Agreed that Councillor Morris would meet with the Deputy Clerk to draw up a schedule of events to incorporate costs so that these can all be approved together so that it saves time having to revisit the exercise each time for an event.

- 5.3 Members of the Working Party noted Councillor Morris had attended the Full Council meeting to establish whether there was a budget for events and it was confirmed that there is already a budget line of £7,000 set for events during the course of the year.

**RESOLVED:**

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

**19. HERITAGE OPEN DAYS - UPDATE**

Members of the Events Working Party noted the contents of the report that had been presented by the Community Development Officer (CDO).

Members agreed that due to the Sealed Knot not having responded to the CDO's emails, that the CDO should now pursue Timequest Medieval Experiences to participate in the event on Saturday, 16 September 2023 at a charge of £120 (2 people). Timequest had also confirmed that they would be happy to attend on Sunday, 17 September 2023 at no charge. Members were in full favour of using this alternative company.

The volunteer schedule was shared with Members of the Working Party. Nina Shields asked that the CDO provide a summary of help required when and where, so that she could see if she could get help from Sustainable Ledbury or the Library Group to assist.

As part of the "Past and Poet Trail" that the CDO and Tour Guide Manager were working on, 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. Members agreed to look for photographs as detailed in the CDO's report.

**RESOLVED:**

- 19.1 Members of the Events Working Party are to research and obtain copies of old photographs for the "Past and Poet Trail" as detailed in the report and report back to the CDO.**

**RECOMMENDATION:**

- 19.2 In the absence of the Sealed Knot responding to the CDO's emails, Members agreed that Timequest Medieval Experiences should be booked for the two days (16 & 17 September 2023) at a cost of £120.00 for two people, noting that one day was to be free of charge.**

## **20. COMMUNITY DAY EVENT – FEEDBACK**

Griff Holliday confirmed that the Committee were generally pleased with the way the event went. 60 different organisations were in attendance, which was an increase on last year and which gave everyone an opportunity to network. Footfall in both halls was good.

Griff Holliday questioned how to make the event more attractive for the youth and considered that something different may need to take place despite several youth organisations attending, i.e. army cadets. The Working Party considered that it may be appropriate to have an area dedicated to the youth or, alternatively, to put on an event on the Recreation Ground and do something that would appeal to them. For example, tug of war.

The Committee recorded a note of thanks to Ledbury Town Council for use of the Market House and general support for the event.

## **21. GREAT BIG GREEN WEEK**

Members of the Working Party noted the contents of the report.

Nina Shields commented on the bees wax wrap workshop noting that if this was to be repeated, then it would be preferable to have two irons and sharp scissors. Thanks were conveyed to Sophie Jarvis for organising the workshop on the day.

Members considered that it may be appropriate to have individual advertising of workshops in addition to the overall programme as it was considered that some of the events, i.e. bees wax wrap workshop may not have been widely advertised. Lyn Loader reminded Members of the Working Party that her windows at the Co-op could accommodate up to 18 posters, A4 size, to promote such events.

It was noted that the coffee morning had been very successful and had been an excellent networking event with 5 mayors, 3 DLTs, 5 councillors, the Chair and Vice Chair of Herefordshire Council all in attendance.

Lyn Loader made reference to the Co-op's charity funding available for local communities and recommended that Members visit their website for more information as to how the local community could benefit.

A note of thanks was also conveyed to Olivia Trueman for organising the litter pick event, which had also been well supported.

## **RESOLVED:**

**That Members note the suggestions put forward regarding publicity of events and ensuring sufficient materials were available for workshops.**

## **22. WORLD BOOK DAY**

Members of the Events Working Party noted the contents of the report. The Deputy Clerk confirmed that Ledbury Town Council had been successful in securing £2,000 funding which would be match-funded by Ledbury Town Council.

Nina Shields considered that the readathon should be repeated again next year.

### **RECOMMENDATION**

**22.1 That a readathon event should take place at next year's World Book Day Event.**

## **23. CHRISTMAS LIGHTS SWITCH-ON EVENT – SPONSORSHIP**

The Working Party were all in full favour of the Clerk writing to local businesses/organisations to seek sponsorship for the Christmas Lights switch-on event.

Ledbury Town Council also wished to erect a banner outside the Market House which would promote the companies that had sponsored the event. The banner would be erected in time for the event and Members of the Working Party were in full favour of purchasing a banner and erecting it at the said time.

### **RECOMMENDATIONS**

**23.1 That the Clerk be instructed to write to local businesses seeking sponsorship for the Christmas lights Switch-on event.**

**23.2 That Officers be instructed to purchase a banner which would promote the businesses that had helped sponsor the event. Company names and logos would appear on the banner which would be erected outside the Market House on the day of the event.**

## **24. CELEBRATION DAY EVENT – FEEDBACK**

Griff Holliday described the event as “the last day of magic”, being the last day of the Poetry Festival. It was noted that there had been 20 producers/

suppliers for food and drink, 4 musical acts and 3 poetic acts during the course of the day, which had been enjoyed by everyone.

10.55am Cllr Helen l'Anson left the meeting.

## **25. LEDBURY CARNIVAL – UPDATE**

Janet Meredith gave an update on the Carnival; this year's theme being "Countryside Fun", noting that plans were going extremely well but the main hurdle was the traffic management bill for £7,500. In view of this, alternative routes were being considered with a preference to start from John Masefield High School. It will also be the first year to have disability/mobility scooters in the parade.

11.00am Nina Shields left the meeting.

Janet Meredith is to contact Nina Shields regarding contact details at John Masefield High School. The Carnival should also seek to apply for funding from the Civic Society.

## **26. STROMSTAD – UPDATE**

Members of the Working Party were provided with a report which had been provided by Jill Jupp, as she was unable to attend the meeting.

### **RESOLVED:**

**That the report be received and noted.**

## **27. POETRY FESTIVAL**

In the absence of Hannah Bengough-Sutton at the meeting, Hannah had sent an update for Members of the Working Party:

*"Ledbury Poetry Festival is in full swing and the town is buzzing with events happening in all the great venues throughout the town. There are still several days to go and tickets available for some of the events so do encourage people to come along. Some of the bigger events have sold out, which is great. Lots of local people are also volunteering in various roles throughout the Festival, which is so nice to have such a great team of local support to help with running the 10 day of events. There is still the Celebration Day event to happen on the last day of the Festival, with poetry and music performances alongside the food fair, and the Poetry Machine will be there all day too for people to drop in and have a poem typed up about them. It should be a lovely community feel to end the last day of the Festival. There will still be events on that evening too, including Poet Laureate Simon Armitage playing at Hellens with his band. So a lot to look forward to still this week. Thank you to everyone who helps support this."*

## 28. CALENDAR OF EVENTS

It was noted that the Three Shires Car Rally (16 September 2023) was missing from the calendar of events and that this should be added to the schedule.

## 29. DATE OF NEXT MEETING

The next meeting of the Events Working Party is Wednesday, 2 August 2023, at 10.00am, at Ledbury Town Council Offices.

The meeting closed at 11.15am.

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Chair

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Date

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