



27 October 2023

To: All Councillors

Non-Councillors: Al Braithwaite, Hannah Bengough-Sutton, Catriona Cole, Heather Coppock, Chloe Garner, Griff Holliday, Hilary Jones, Lynette Loader, Janet Meredith, Susie McKechnie, Nina Shields & Christine Tustin

Dear Member

You are invited to attend a meeting of the Events Working Party on Wednesday, 1 November 2023 at 10.00am at Ledbury Funeralcare, Hawcutt House, Bye Street, Ledbury, for the purpose of transacting the business below.

Yours faithfully

Angela Price

PP Town Clerk

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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 Election of non-council members to the Events Working Party

4 To approve and sign the minutes of a meeting of the Events Working Party held on Wednesday, 4 October 2023 (Pages 95-100)

5 World Book Day 2024 - Update (Pages 101-102)

6 Great Big Green Week 2024 To Follow

7 Christmas Lights Switch On Event - Update (Pages 103-108)

8 October Funfair - Update (Pages 109-110)

9 Candle Lighting Event at the Chapel (Pages 111-112)

10 Schedule of Committee Meeting Dates (Pages 113-114)

11 Calendar of Events/Website (Pages 115-116)

12 Date of Next Meeting

The date of the next Events Working Party meeting to be held on Wednesday, 6 December 2023, at 10.00am, at Ledbury Town Council Offices, Church Lane, Ledbury.

Distribution: - Full agenda reports to all Councillors

Non-Councillors: Al Braithwaite, Hannah Bengough-Sutton, Catriona Cole, Heather Coppock, Chloe Garner, Griff Holliday, Hilary Jones, Lynette Loader, Janet Meredith, Susie McKechnie, Nina Shields & Christine Tustin

Plus file copy

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON 4 OCTOBER 2023

PRESENT: Councillors: Morris, l'Anson and McAll

Non-Councillors:- Hannah Bergough-Sutton, Al Braithwaite, Catriona

Cole, Heather Coppock, Nina Shields and Janet Meredith

ALSO PRESENT:

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

1. APOLOGIES FOR ABSENCE

Apologies were received from Griff Holliday and Lynette Loader.

2. DECLARATIONS OF INTEREST

None.

3. TO ELECT NON-COUNCIL MEMBERS

Janet Meredith was elected to become a non-council member of the Events Working Party.

4. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE EVENTS WORKING PARTY MEETING HELD ON 6 SEPTEMBER 2023.

RESOLVED:

That the minutes of the meeting of the Events Working Party held on 6 September 2023 be approved and signed as a correct record.

Agreed - Proposed by Councillor Morris; Seconded by Cllr McAll.

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

5. HERITAGE OPEN DAYS (HODS) 8 – 17 SEPTEMBER 2023

The CDO presented a report on the success of the HODS and learning points for 2024. These are to include:

- a) More activities for children.
- b) Training and a greater understanding of the history of the buildings in Ledbury for Town Councillors so they could more actively support the days.
- c) Enhanced marketing.

The group discussed the opportunity to potentially purchase "Feather Banners" that changed through the period of HODS but which also could be used for

marketing events through out the year. There should be a review of the best location(s) across the town for the Feather Banners. This would be an additional cost to the Council and would need to be considered as part of the budget setting process for 2024/25.

The report also set out financial implications for marketing materials. The group discussed marketing material both for HODS and further development of the A5 stapled HODS leaflet the CDO created, to promote more of the historic buildings across the town, so underpinning the Town Council's approach to tourism. These should be produced in substantial numbers (up to 50,000), include QR code and be in the most sustainable material possible.

RECOMMENDATIONS:

- 5a. The Events Working Party agreed to celebrate the HODS in 2024 and request approval from the Environment & Leisure Committee to proceed, anticipating a budget allocation of £3,500 for 2024/25
- 5b. The Events Working Party agreed to recommend to Environment & Leisure Committee that a joint training and development session be run for Councillors by LTC and Ledbury Places.

RESOLVED:

- 5c. The CDO is to obtain more detailed costings for Options A and B as set out in Recommendations 2 and 3 and the report namely:
 - The production of Z-folded leaflets for HODS.
 - ii) To obtain 3 quotes for the creation of a Ledbury booklet promoting the historic buildings of Ledbury (similar to HODS) to support tourism in the town. This booklet would exclude dates and times of opening, whereas it would include any QR codes. Quotes to be obtained for a maximum print run of 50,000 copies.
- 5d. That recommendation 4 (Option C) in the report be rejected.
- 6. WORLD BOOK DAY 9 MARCH 2024 (Overall Budget £4,000)

The Working Party discussed the development and support for World Book Day in the Town and the proposal to hire 2 authors – Andy Seed and Petr Horacek with a recommendation to Environment and Leisure Committee on 2 November 2023 for funding of the same, as per the minutes of 6/8/23.

It was also noted that QR codes could provide easy access for many people as part of the events.

The group also agreed that the CDO set up a steering group to drive forward the locations for the event. Steering Group: Cllr l'Anson, Cllr Morris, Ledbury Poetry, Ledbury Places, Sustainable Ledbury and Ledbury Primary School.

RESOLVED:

6a. It was resolved that a Steering Group be set up and led by the CDO to agree on locations for Ledbury's World Book Day 2024 event.

7. GREAT BIG GREEN WEEK – 8 to 16 JUNE 2024

A verbal update on progress was noted, including the continuing support for the week by Sustainable Ledbury. The views/ideas from the Climate Change Working Party will be sought.

The budget of £2,000 is requested from Environment & Leisure as per minutes of 6 September 2023.

RECOMMENDATION:

7a. The Events Working Party requested that the Environment & Leisure Committee agree to a budget allocation of £2,000 for 2024/25 for this event.

8. STROMSTAD - UPDATE

The Mayor reported that a successful coffee morning was held with money raised for the Mayor's charities.

RESOLVED:

Members of the Events Working Party noted that Stromsad had been well received.

9. MAY BANK HOLIDAY 2024

The report was presented to the Working Party. In addition to the suggested activities, Members also considered that some non-competitive events should be included. The Deputy Clerk stressed the need to gain help and support in the organisation of this event, to include LTC Councillors. It was agreed for the event to be viable, help and support should be pledged and confirmed from 20 volunteers prior to Christmas, and subject to receiving confirmation of this number, then plans can be put in place to organise the event for next year, planned for 27 May 2024. A poster seeking volunteer help is to be advertised. A budget will also need to be set.

RECOMMENDATION:

9a. Members of the Events Working Party recommend to the Environment and Leisure Committee to agree in principle to the staging of a village fete style event on Monday, 27 May 2024, subject to receiving confirmation of 20 volunteers pledging their help and support before Christmas.

10. OCTOBER FUNFAIR - 9 & 10 OCTOBER 2023.

The report was noted, including the purchase of new road signage (which can be used for other events) which has been put in place. First Aid will be provided by the Funfair organisers. A new Service Level Agreement (SLA), will be in place for 2024 event.

Cllr McAll recommended that the SLA be presented to the Finance Committee as part of its responsibilities.

RESOLVED:

- 10a. The SLA be completed well in advance of the 2024 event.
- 10b. Recommend to Finance Committee that it receives the SLA and associated income details.

11. CANDLE LIGHTING EVENT AT THE CEMETERY CHAPEL

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

The Deputy Clerk reminded the Working Party that volunteers were needed to help run the day. Heather Coppock offered to provide additional support.

It was recommended that a poster be created to promote the event and that a banner, tastefully created, be attached to the railings of the cemetery.

RESOLVED:

- 11a. That Volunteers were required to help run the event on the day.
- 11b. That a tasteful Banner be produced to attach to the railings to advertise the event.

12. SCHEDULE OF COMMITTEE MEETINGS

The schedule was noted and should continue to form part of the agenda.

13. CALENDER OF EVENTS

The Calendar of Events was very useful and could perhaps be extended to cover April 24 to March 25, as events become clearer. Ledbury Primary School requested an electronic copy to share within the School.

Heather Coppock gave the Working Party an update on the potential to add major events by different charities to provide a more detailed picture of events within the Town, throughout the year.

It was noted that there was a need for 2 different calendars as they would have different purposes and different audiences.

RESOLVED:

13a. Heather Coppock agreed to present a short report to the Working Party in December 2023.

14 DATE OF NEXT MEETING

The next meeting of the Events Working Party is 1 November 2023 at Ledbury Funeralcare.

<u>Ledbury World Book Day 2024</u> <u>Steering Group Actions</u>

Details	Officer/ Councillor	Notes / Updates
Local Authors to be contacted	Councillor l'Anson	
Caroline Green at Take4 Gallery to be asked if she would like to participate in WBD and host activity/workshop	Councillor Furlonger	
Costs on hiring a Gruffalo Costume (Lindsey from Books and Maps may have a costume)	CDO	
Contact Ledbury cubs/guides to ask if they would like to participate in WBD 2024	CDO	
Investigate the possibility of livestreaming some of the workshops	CDO & Councillor l'Anson	
Encourage schools and care homes to work together during WBD (Schools to read to residents in care)	CDO	
Contact Martin from Tilley's printing to ask whether he would hold tours during WBD	CDO	
Confirm whether cafés and restaurants want to be involved in the food Gruffalo trail	CDO	
Contact celebrities or influencers to see if they would like to read during World Book Day – Monty Don, Richard Hammond, Liz Hurley etc (This could be an alternative to having an author)	All Members	

<u>Ledbury World Book Day 2024</u> <u>Steering Group Actions</u>

Contact Eastnor Castle and Hellens Manor – ask if they would like to participate in WBD (come to Ledbury)	CDO
Contact businesses and community groups – ask if they would like to hold an activity or workshop during WBD.	All Members
St Michaels and all angels to be asked whether they would like to be involved in WBD – possible bible readings?	Councillor l'Anson
Obtain permission to use Gruffalo Images for posters and advertisement.	CDO
Brochure and poster to be created and printed.	CDO
Obtain Music License	CDO
Signage – verges and possible banner	CDO
Contact Axel Scheffler via publishers – possible workshop	CDO

EVENTS WORKING 1 NOVEMBER 2023 AGENDA ITEM: 7 PARTY

Report prepared by Charlotte Barltrop – Administrator

CHRISTMAS LIGHTS SWITCH-ON EVENT 2023

Purpose of Report

The purpose of this report is to update Members of the Events Working Party in respect to the status of the plans for the Christmas Lights Switch-On event, which is being held on Sunday, 26 November 2023 in Ledbury High Street and St Katherine's Car Park.

Detailed Information

Ledbury Town Council ("LTC") wishes to continue the success of the 2022 Christmas light switch-on and ensure that this becomes an annual event which not only encompasses the lights switch-on but becomes known as a destination to attend in the run-up to the festive season, and with that in mind, several other activities are being planned for this year's event, as set out below.

The event will begin at 1.45pm with a dance performance and will be officially opened at 2.00pm culminating with the lights switch-on at 5.00pm by the Mayor of Ledbury and the Carnival Prince, Princesses and attendants and ending at 6.00pm.

Market Stalls

The Market has been an extremely successful venture with 50 paying vendors having requested a pitch, for which payment has been requested. Vendors range from food to craft stalls to local distilleries. For 2023 the food vendors will be located in St Katherine's Car Park, behind the Alms Houses, in a specially created food court which will feature two juvenile funfair rides and a seating area.

A road closure will be in operation between Top Cross and the junction with Bye Street creating a pedestrian zone within the closed-off area from 10.00 am - 7.00 pm. This area will form the market and have an entertainment area to the front of the Market House.

Local charities, such as Ledbury Food Bank and Talk Community, will be invited to have a stall within the market area in order that they may raise their profile in the community.

The planned food court, which is to be sited in St Katherine's Car Park along with two juvenile funfair rides, will require the hire of a generator. Ashley Rogers, who is supplying the rides, has agreed to supply the generator for the food court in exchange for the rent for the two children's rides which will be situated in the food court. This will ensure a large monetary saving as well as noise reduction due to the use of one generator rather than multiple.

Entertainment

Within the pedestrian zone (under a road closure) there will be a small performance space for dancers etc. The entertainers are made up of free and paid for entertainers such as the DBeatz Dance Company, Ledbury Morris, and The Acro Chaps,. There will also be musical entertainment under the Market House including Ledbury Brass Band and Ledbury Community Choir who have accepted invitations to support the event.

The Acro Chaps will provide entertainment in the form of 3 x 30 mins walkabout slots as well as the band Mirror Ball. LTC will provide a dressing room for all entertainers within the Market House and facilities within the Town Council Offices.

Several Community groups have contacted LTC to offer to perform at this event, those who are taking part on the day are Ledbury Youth Theatre, DBeatz Dance Company, Ledbury Brass Band, Ledbury Community Choir, Ledbury Primary School Choir and Ledbury Morris. A programme of the event timings is attached, (appendix 1) and this has been advertised on Facebook and LTC website.

Father Christmas and the Grotto

The Grotto will be built in the Jacobean Room of LTC offices as was the case in 2022. Bookings are already at 50% capacity following the circulation of a poster on social media on 18 October 2023.

Father Christmas will be available between 1pm - 2pm for drop-in sessions and 2pm - 4.30pm for booked tickets, with 10-minute slots allocated. Tickets are on sale at £2 per child, multiple children from the same household will be able to use the same 10-minute slot however a ticket must be purchased for each child, with a four-child maximum per slot. Tickets are being sold from LTC offices.

Colouring books and crayons/pencils have been purchased to hand out as gifts.

Clive Jupp has agreed to take on the role of Father Christmas for 2023.

Craft Area

In order to join the two event spaces, St Katherine's Hall will be used as the craft area in 2023. This area will also house the two face painters who have been booked for the event.

Crafts are being planned by officers and will be facilitated by a combination of officers and volunteers.

Santa Dash

In addition to the events of 2022, LTC, along with Ledbury RFC, have advertised a Santa Dash to take place on the morning of Sunday, 26 November. Ledbury RFC have agreed to host this event at the Rugby Club, to help reduce the workload of Council staff.

Although the advertising materials have been in circulation for a few weeks' there had been no interest in this event, at the time of writing.

Gifts for Struggling Families

After the success of this initiative in previous years' the Clerk has contacted local companies to ask if they would like to sponsor these gifts. At the time of writing the total donations received was £450.

Financial Implications

Currently there is an events budget of £7,500 available and the attached budget sheet (Appendix 2) provides information on anticipated expenditure for this event.

Recommendation

That the members of the Events Management Working Party receive and note the information provided within this report, noting that more volunteers are required to help with the set up and take down of the event.



Item	(Out	In	Balance
Entertainers - Acro Chaps		£1,260.00		
Road Closure		£125.00		
Market Traders rent approx			£780.00	
Rogers Funfair 2 x Juvenile			£100.00	
Face Painter x 2		£260.00		
Gifts				
Gift Wrap				
Craft Equipment				
Band - Mirror Ball		£840.00		
Generator Hire		£100.00		
Tot	tals	£2,585.00	£880.00	-£1,705.00

Sponsorship for gifts	In
Eastnor Castle	£50
The Uncommon Touch	£100
Amcor Flexibles	£200
Jaga UK	£100
Totals	£450

EVENTS WORKING	1 NOVEMBER 2023	AGENDA ITEM: 8
PARTY		

Report prepared by Julia Lawrence, Deputy Town Clerk

OCTOBER FUNFAIR

Purpose of Report

The purpose of this report is to update Members of the Events Working Party following the October Funfair that took place on Monday, 9 October and Tuesday, 10 October 2023.

Detailed Information

The weather during the course of the two days was good which brought out the crowds to the Funfair although it is debatable whether the Funfair received the same amount of visitors as last year.

There were some different and bigger rides this year, with a big new ride being situated in Bye Street Car Park. One of the rides on the High Street near the pedestrian crossing did cause some traffic issues during the course of Monday preventing a two way flow of traffic. This "bottleneck" had been brought to the attention of Herefordshire Council's Streetworks Team and it was decided that a Traffic Regulation Order be put in place with immediate effect to make the High Street one way, so road closure signage was put in place at the top of Top Cross preventing any vehicles entering the High Street from the Malvern road, Southend or New Street.

This helped alleviate the situation although there were still motorists who chose to ignore the signage and drive down the High Street. Due to this, an actual road closure of the High Street will be considered for next year for both lanes of traffic, whilst the Funfair is in Town, i.e. keeping the road closed 24/7, so potentially the road could be closed, as a guide, say anytime from 8.00pm Sunday evening to midnight on the Tuesday evening (to be confirmed).

Ashley Rogers had displayed sufficient advance signage along the High Street to prevent anyone parking on the Sunday so the Council is not aware of any issues concerning parking. The issues raised last year, i.e. noise and fumes from generator, trailing cables and overflowing bins (due to waste cooking oil) was not repeated this year. However, some equipment (Bouncy slide) had been set up inside the entrance to Bye Street, opposite the public toilets which had flattened all the plants and shrubs that Ledbury Naturalists have been tending to. This has been brought to the attention of the Funfair organisers advising them that this cannot happen again.

As previously advised, the draft Service Level Agreement is close to completion, so will be ready for the 2024 Funfair.

Recommendation

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



Sunday, 17 December 2023 10.00am - 4.00pm Ledbury Cemetery Chapel

Light a Candle in memory of those who have left us and remember them at this special time of year.

Tea, coffee and biscuits will be available - donation only

SCHEDULE OF MEETINGS 2023/24

May 2023	4 – Elections	11 – Annual Council	18 – Planning,	25 – Full Council	
		Meeting	Economy & Tourism		
June	1 - Finance, Policy	8 - Planning,	15 – Environment &	22 –	29 -Full Council (A)
	& General Purposes	Economy & Tourism	Leisure		
July	6 -Resources	13 - Planning,	20 – Environment &	27 – Finance, Policy	
		Economy & Tourism	Leisure	& General Purposes	
August	3 -Full Council	10 - Planning,	17 -	24 -	31 - Resources
		Economy & Tourism			
September	7 -Environment &	14 - Planning,	21 -Finance, Policy	28 – Full Council	
	Leisure	Economy & Tourism	& General Purposes		
October	5 -Resources	12 - Planning,	19 -	26 -	
		Economy & Tourism			
November	2 -Environment &	9 - Planning,	16 -Finance, Policy	23 -Full Council	30 -
	Leisure	Economy & Tourism	& General Purposes		
December	7 -Resources	14 - Planning,	21-	28 -	
		Economy & Tourism			
January 2024	4 -Environment &	11 - Planning,	18 – Finance, Policy	25 – Full Council (B)	
	Leisure	Economy & Tourism	& General Purposes		
February	1 -Resources	8 - Planning,	15 -	22 -	29 -
		Economy & Tourism			
March	7 -Environment &	14 - Planning,	21 – Finance, Policy	28 -Full Council	
	Leisure	Economy & Tourism	& General Purposes		

April	4 -Resources	11 - Planning,	<mark>11 - Planning,</mark> 18 -		
		Economy & Tourism		Meeting	
May	2 – Environment &	9 – Annual Council	16 - Planning,		
	Leisure	Meeting	Economy & Tourism		

- (A) Meeting to accept Internal Audit
- (B) Meeting to set annual budget and precept

Events Calendar 2023 -2024

Ledbury Town Council Events

	Community French / autoide arrents / Helidere	<u></u>						
	Community Events / outside events / Holidays	-						
	Mayors Events	_						
Month	Event	Date	Time	Venue	Organiser	Website	Actions / Notes	Budget
	Pumpkin Carving	Wednesday, 1 November 2023	TBC	Under the Market House	Hereford BID			
Nov-23	Remembrance Day	Saturday 11 November 2023	11.00am	War Memorial	Ledbury Town council and RBL			
1407-23	Remembrance Parade & Sunday Service	Sunday 12 November 2023	11.00am onwards	Ledbury War Memorial/St Michaels	Ledbury Town council and RBL			
	Christmas Lights Switch-on Event	Sunday 26 November 2023	5.00pm (switch on)	Market House, High Street	Ledbury Town Council		Note: activities taking place during the day	TBC
	Event	Date	Time	Venue	Organiser	Website	Actions/Notes	Budget
	Late Night Christmas shopping	Friday 1 December 2023	Until 8.00pm	Town Centre	Traders Association			
	Christmas Wreath Making Workshop	Saturday 2 December 2023	TBC	St Katherines Hall (TBC)	Ledbury Town Council		For Mayor's chosen charities	
	Free Car Parking	Saturday 2 December 2023	7:00am onwards	St Katherine's Carpark	Ledbury Town Council			
Dec-23	Carol Service	Sunday 10 December	6.30pm onwards	St Michael and All Angles	Ledbury Parish Church	https://www.ledburyparishchurch.org.uk/	LTC usually offer to print booklets	N/A
500 25	Candle Lighting Event	Sunday 17 Dec 2023	10.00am – 4.00pm	Cemetery Chapel	Ledbury Town Council			
	Christmas Day	Mon 25 Dec 2023	N/A	N/A	N/A	N/A	N/A	N/A
	Boxing Day	Tues 26 Dec 2023	N/A	N/A	N/A	N/A	N/A	N/A

2024

Month	Event	Date	Time	Venue	Organiser	Website	Actions/ Notes	Budget
Jan-24	New Year's Day	Monday 1 January 2024	N/A	N/A	N/A	N/A	N/A	N/A
	Event	Date	Time	Venue	Organiser	Website	Actions/ Notes	Budget
Feb-24	Mayors Valentines Coffee Morning	Wednesday 14 February 2024	10:30am onwards	St Katherines Hall (TBC)	Ledbury Town Council			
	Big Breakfast	Friday 2 - Sunday 4 February		Ledbury	Food Group			
	Event	Date	Time	Venue	Organiser	Website	Actions / Notes	Budget
	World Book Day	Thursday 7 March 2024	N/A	N/A	N/A	https://www.worldbookday.com/	N/A	N/A
	International Women's Day	Friday 8 March 2024	N/A	N/A	N/A	https://www.internationalwomensday.com/	N/A	N/A
Mar-24	Ledbury World Book Day Event	Saturday 9 March 2024	10:00am onwards	Town Centre	Ledbury Town Council			£4,000 (£2,000 funding)
	Mother's Day	Sunday 10 March 2024	N/A	N/A	N/A	N/A	N/A	N/A
	Mayors Easter Coffee Morning	Thursday 28 March 2024	10:30 onwards	St Katherines Hall (TBC)	Ledbury Town Council			
	Good Friday	Friday 29 March 2024	N/A	N/A	N/A	N/A	N/A	N/A
	Event	Date	Time	Venue	Organiser	Website	Actions/ Notes	Budget
Apr-24	Easter Monday	Monday 1 April 2024	N/A	N/A	N/A	N/A	N/A	N/A
	Event	Date	Time	Venue	Organiser	Website	Action/ Notes	Budget

May 24	Early May Bank Holiday	Monday 6 May 2024	N/A	N/A	N/A	N/A	N/A	N/A
May-24	Spring Bank Holiday - Village Fete Event (TBC)	Monday 27 May 2024	TBC	TBC	TBC	TBC	TBC	TBC
	Event	Date	Time	Venue	Organiser	Website	Action / Notes	Budget
	Community Day	Saturday 8 June	TBC	In and around Ledbury	Food Group			
lun 24	Great Big Green Week	8-16 June 2024	TBC					
Jun-24	Father's Day	Sunday 16 June 2024	N/A	N/A	N/A	N/A	N/A	N/A
	Armed Forces Day & raising the Flag	Saturday 29 June 2024	TBC	Town Centre	Ledbury Town Council			