

**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING  
HELD ON 8 DECEMBER 2022**

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**PRESENT:** Councillors Morris (Chairman) & Shields  
Non-Councillors: Griff Holliday, Lyn Loader

**ALSO PRESENT:** Julia Lawrence (Deputy Clerk) (Minutes)  
Emma Jackson (Community Development Officer – CDO)

**E158 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Catriona Cole and Councillor Howells.

**E159 DECLARATIONS OF INTEREST**

A Declaration of Interest was received from Councillor Shields as Chairman of Sustainable Ledbury and the Ledbury Library Development Group.

**E160 TO ELECT NON-COUNCIL MEMBERS**

None.

**E161 TO APPROVE AND SIGN THE MINUTES OF THE EVENTS WORKING PARTY MEETING HELD ON 10 NOVEMBER 2022**

Griff Holliday raised a concern regarding interim progress on items discussed at previous meetings, citing the Coronation as an example. The Chair suggested a timeline for all events was needed. Councillor Shields stated that such actions are recorded under the "Resolved" and/or "Recommendations".

After further discussion, Members agreed that the Calendar of Events Report allowed for progress on events to be tracked. Councillor Shields advocated amending the final column of the Calendar of Events from "Notes" to "Action Points", which would also facilitate a 'watching eye' on ensuring deadlines were observed and advance planning considered. By updating the column each month, members would be informed of interim activity or not. Additionally, verbal updates could be given in meetings on progress behind the scenes on events that were being managed by Ledbury Town Council, or in which they were a significant partner.

**RESOLVED:**

- 1 That the minutes of the Events Working Party meeting held on 10 November 2022 were approved and signed as a correct record.**



- 2 That the 'Notes' column of the Calendar of Events being amended to 'Action Points', and that it be updated monthly with progress activity.
- 3 That, where necessary, verbal updates be given in lieu of progress on events where Ledbury Town Council is a significant partner or the lead.

10.20am Lyn Loader arrived at the meeting.

#### **E162 CHRISTMAS LIGHTS SWITCH-ON EVENT 2022 - UPDATE**

Members of the Working Party noted the contents of the report noting that no bad reports had been received in respect of the event and congratulated those involved.

#### **E163 CHRISTMAS LIGHTS SWITCH ON EVENT 2023**

A report had been submitted to the Working Party in respect of proposed arrangements for the 2023 event, to be considered and approved by the Environment and Leisure Committee in January 2023.

The Deputy Clerk advised Members of the Working Party that there had been several positive outcomes following this year's event resulting in additional trading for at least three of the retailers in the High Street/Top Cross. However, it was noted that further feedback from the traders would be helpful. As far as the market traders, it was proposed that they start at 2.00pm and trade up until 5.30pm, once the lights switch-on event has taken place at 5.00pm.

Father Christmas had been well received although it was felt that regular ten-minute breaks should be built into the programme of timed visits. It was agreed that publicity material should also be sent to the Romanian Church.

The CDO drew members attention to the crafting event in the Burgage Hall, and the popularity of having a free activity for local families. Lyn Loader suggested that sponsorship opportunities be explored in future years, following the success of attracting monies this year.

The Working Party discussed the times of the proposed road closure stating that if it was delayed by two hours, i.e. not closing until 12.00noon, then this would allow sufficient time for residents to attend Church or collect Sunday papers before the road closure came into force. It was also debated whether a formal temporary parking suspension along the High Street should be put in place say from 10.00am so to allow market traders time to set up when allowed since on this occasion, some market traders were waiting for vehicles to be removed.

The Working Party were pleased to note that publicity material in Focus had gone to print in November, ahead of the event.





## RECOMMENDATIONS:

The following recommendations are to be put to the next Environment and Leisure Committee meeting scheduled for Thursday, 19 January 2023 for approval.

- 1 The Working Party propose that the event takes place on Sunday, 26 November 2023 between the hours of 2.00pm and 6.00pm.
- 2 That the market traders should be contacted well in advance advising them of the event as it was appreciated that the event allowed them extra trading time if they so wished. Additionally, a letter drop to all local retailers would take place nearer the time to publicise the event.
- 3 It was proposed that Father Christmas starts at 1.00pm for booked visits but also having the opportunity of "walk-ins" between 12.00noon and 1.00pm on a first-come first-served basis.
- 4 The Working Party propose that entertainment takes place between 2.00pm and up until 5.00pm, when the Lights are switched on.
- 5 The Working Party propose that the road closure comes into force at 12.00 noon until 7.00pm to allow sufficient time for traders to erect and break down their stall in a safe environment. The road closure will be between Top Cross and the junction with Bye Street and High Street, resulting in Church Street also being closed at the same time.
- 6 To consider whether a temporary car parking suspension should be put in place along the High Street from 10.00am.

### E164 LATE NIGHT SHOPPING EVENT

The Working Party noted that the CDO had presented a report following the late night shopping event. However, it was decided to defer this item and bring back to the next meeting, at which time the Working Party would be in receipt of further feedback from the traders/retailers.

### E165 WORLD BOOK DAY UPDATE – MARCH 2023

The CDO gave a summary of work done to date noting that this event would primarily fall to Olivia Trueman upon her return to work at the start of January. In the interim it was noted that Emma had contacted both John Masefield High School and Ledbury Primary School but was waiting for them to provide details of their activities. Likewise, The Poetry Festival had still to confirm their programme for the day but did expect to participate. (Members were advised that in the interim, The Poetry Festival had contacted the Children's Poet Laureate in respect of their July Festival. This might impact on Ledbury Town Council securing his involvement for March 2023 but Ledbury Town Council



officers were exploring opportunities for now, and future years.) The CDO would check with regards to feedback from Ledbury Places, and still had to contact Halo Leisure.

The CDO advised that the Clerk had agreed to contacting only three local schools, namely John Masefield High School, Ledbury Primary School and Eastnor Primary School. Lyn Loader clarified that the Working Party had suggested also contacting the cluster schools as children from Ledbury attended them, so it would be a good way to raise awareness of planned activity taking place in Ledbury. Members recommended that the CDO (Emma) send a 'Save the Date' email to the cluster schools before the end of the Michaelmas Term, followed by a publicity e-flyer in the New Year, which CDO (Olivia) would be responsible for.

Councillor Shields provided an update on Ledbury Library Development Group plans for Ledbury World Book Day. She reminded members that in 2022, Red Earth Arts had run the Balloonheads activity in the Burgage Hall, which had proved hugely popular. This event had been funded out of monies from the Welcome Back Fund. Councillor Shields advised that Ledbury Library Development Group would be willing to run the event again. The CDO asked that details and costs of the proposal be sent through for consideration on potential funding by the Clerk and Chair of Environment and Leisure, acknowledging that a budget for the event had already been agreed.

Another idea from Ledbury Library Development Group would be to have a "Readathon" whereby a stand/lectern, with PA system, would be positioned under the Market House and the challenge would be to collectively read a book within the day, reading the contents aloud by members of the public. Clearly a book that would appeal to all age groups would be preferable such as *Charlie and the Chocolate Factory* or *Matilda* by Roald Dahl. Those who participated could receive a badge entitled "I read in Ledbury's Readathon 2023". Members requested the CDO investigate the practicalities of this, including a PA system and stand, and report back at the next meeting.

Griff Holliday reminded members that the varying groups co-ordinated on timings, so there was a full day of activity without excessive overlap of each activity.

The CDO also mentioned the idea of Miffy the Rabbit in lights, in the Ledbury Town Council reception window. Members of the working party were unsure who Miffy was. Members also wondered how John Masefield could be included in the activities for the day.

It was agreed that any publicity for the event needed to be with the Focus in January in time for the February edition.

A handwritten signature in black ink, appearing to be 'WM', with a horizontal line underneath.



## RECOMMENDATIONS:

- 1 That the CDO send a 'Save The Date' email to all cluster schools in December, followed by further marketing materials in early 2023.
- 2 That the Town Council website events page is updated with details of Ledbury World Book Day, and the involvement from the local community.
- 3 That the Working Party asks the Environment and Leisure Committee to accept and fund the Burgage Hall for craft events on 4 March 2023.
- 4 That the Working Party asks the Environment and Leisure Committee to consider running a Readathon and if acceptable, to fund the costs for a lectern and PA system for use under the Market House.

### E166 CANDLE LIGHTING AT CEMETERY CHAPEL

Members of the Working Party noted the contents of the report. Lyn Loader offered to arrive for 9.30am to help with setting up the event. It was also agreed that Lyn Loader would bring some tags for the Christmas tree so that those visiting on the day could write a short message and hang it on the Christmas tree.

The Deputy Clerk advised that further volunteers were needed for the event. Councillor Morris offered to do a two-hour slot.

### E167 CALENDAR OF EVENTS

LEAF are running an event on Christmas day offering Christmas lunch at the Baptist Church – to be added to the calendar.

Ledbury Rugby Club have offered a "Warm Space" facility – to be confirmed.

Pot & Page will also be offering a Warm Space facility on Wednesday and Sunday between 10.00am and 5.00pm.

Coronation Event – Task & Finish Group. It was noted that an email had been circulated to all Councillors seeking expressions of interest to join this Group. The Deputy Clerk is to forward the email on to Griff Holliday, Lyn Loader and Hilary Jones.

Great Big Green Week – Councillor Shields confirmed that it was her intention to get schools involved. In particular, asking students to assess how far their food has to travel before reaching them; having stands on the day, e.g. Malvern Hills Car Club and getting other businesses involved with window displays; working with supermarkets to see what they are doing.



Community Day – Councillor Shields asked if a green theme could be considered and what impacts climate change; to bring green stands to the event and maybe considering calling the event: “Go Green for Community Day”. It was also noted that no market traders will be able to trade on 10 June 2023 due to space being allocated to the brass band and other events under the Market House. Ledbury Town Council may also wish to consider inviting dignitaries to the event.

Big Breakfast Event – Griff Holliday reported that they had missed the window for publicising the event in the Focus but it is in “All about the Hills ” and LTC’s newsletter.

Agreed to put Heritage Open Days on the next Agenda.

Dates for Council elections to be added to Calendar of Events.

**E168 DATE OF NEXT MEETING**

**RESOLVED:**

**To note that the date of the next meeting of the Events Working Party was scheduled for 12 January 2023 at 10.00 am.**

The meeting closed at 11.30am

  
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Signed

18.01.2023  
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Date