



28 March 2024

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 Thursday, 4 April 2024 at 10.00am at Market House, Ledbury, for the purpose of transacting the business below

Yours faithfully

Angela Price Town Clerk

FILMING AND RECORDING OF COUNCIL MEETINGS

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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 Thursday, 1 February 2024 (Pages 151 - 154)

5 World Book Day 2024 - Feedback (Pages 155 - 157)

6 Community Day 2024 (Verbal)

7 Outcome of Celebration Day Event (Page 158)

8 Great Big Green Week 2024 ("GBGW") (Pages 159 - 163)

9 Christmas Lights Event - Update (Verbal)

10 Schedule of Committee Meeting Dates (Page 164)

11 Calendar of Events/Website (Pages 165 - 166)

12 Date of Next Meeting

The date of the next Events Working Party meeting to be held on Thursday, 6 June 2024 at 10.00am, at Ledbury Town Council Offices, Church Lane, Ledbury.

Future dates to note:

Thursday, 1 August
Thursday, 3 October
Thursday, 5 December
Ledbury Funeralcare
Ledbury Town Council

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 1 FEBRUARY 2024

PRESENT: Councillors: Furlonger and Morris (Chair)

Non-Councillors: Al Braithwaite (Minute Taker), Catriona

Cole, Griff Holliday, Lynette Loader and Nina Shields

ALSO PRESENT: Olivia Trueman, Community Development Officer (CDO)

94. APOLOGIES FOR ABSENCE

Apologies for absence were received from Heather Coppock.

95. DECLARATIONS OF INTEREST

None.

96. TO ELECT NON-COUNCIL MEMBERS

None.

97. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE EVENTS WORKING PARTY MEETING HELD ON 7 DECEMBER 2023.

There were two amendments to the minutes of the meeting held on 7 December 2023, as follows:

- a) Item 85 It should read "Recommended", and not "Resolved".
- b) Item 87 GBGW It should read Herefordshire Wildlife Trust could (not 'would') develop a Nature Trail....
- c) Item 87 Gardeners' Question Time Style Event add "on sustainability matters".

RESOLVED:

That the minutes of the meeting of the Events Working Party held on 7 December 2023 be approved as a correct record subject to the above amendments.

98. WORLD BOOK DAY - 9 MARCH 2024 (Overall budget £4,000)

The CDO presented an update report noting that "Resolved", should read "Recommended".

The CDO advised that marketing materials were ready to be printed, and that she was waiting to hear back from Ledbury Places on what activity they would be holding.

RESOLVED:

That printing of the marketing material would progress as soon as possible. All outstanding issues would be discussed at the Steering Group later in February.

99. LEDBURY COMMUNITY DAY - 8 JUNE 2024

The CDO presented a report on a recent meeting regarding Community Day. The Working Group then discussed ideas for providing a Community Day for the youth of Ledbury or for part of the day, say between 10.00am and 1.00pm.

Suggestions included:

- Fashion show
- Song/music festival
- Dance event
- _

It was suggested that schools be invited to do a "performance event" (singularly or collectively).

It was noted that for any events taking place in the Town Square, there was no electricity on the Square.

It was noted that invitations were going out to community groups for the day.

RESOLVED:

That the CDO contact schools to identify what involvement they would like in Community Day/Great Big Green Week.

100. GREAT BIG GREEN WEEK ('GBGW') - 8 to 16 JUNE 2024.

It was noted that the GBGW Steering Group had yet to meet, but this would occur prior to the next Events Working Party meeting in April.

It was suggested that the original concept of the Photographic Competition "Trees of Ledbury" be divided into two categories:

- a) Photographic competition "Trees" competition for Children to be held on Community Day.
- b) Photographic competition "Trees of Significance in Ledbury" for Adults be held the following weekend (15 June 2024).

RESOLVED:

That the meeting of the GBGW Steering Group is to review ideas previously identified and those set out above and bring these back to the April meeting.

101. CANDLE LIGHTING EVENT AT THE CEMETERY CHAPEL - 17 DECEMBER 2023

The CDO presented a brief update report on the above event.

It was noted that the event was well received and welcomed by those who attended with many people staying longer to chat. The banner and marketing provided timely details of the event helping to make it a great success.

Thanks were given to Co-op Funeral care for providing refreshments. The CDO was also thanked for a good job well done.

It was agreed that given the success, the same event would run again on Sunday, 15 December 2024 between 10.00am and 3.00pm.

RESOLVED:

That the Candle Lighting Event at the Cemetery Chapel takes place in 2024 on 15 December between 10.00am and 3.00pm.

102. SCHEDULE OF COMMITTEE MEETINGS

The schedule was noted.

It was requested that the CDO provide a schedule of the Working Parties and the Committees that they report into.

RESOLVED:

That in addition to the Committee Meeting dates tabled, a schedule of all the different Working Group meetings should be included and to which Committee they report into.

103. CALENDER OF EVENTS AND WEBSITE

The schedule was noted. Additional events to include:

- a) 19 February 2024 A talk on the new waste strategy and Kerbside collection arrangements in Ledbury Burgage Hall 7.30 pm.
- b) 26 March 2024 Suzette Hill, Author at The Library.

A discussion took place about the opportunity and cost to update LTC website with a genuine events calendar, saving time and streamlining the process. It was felt that an improvement to the website would be beneficial for the Town Council's presence. The cost for updating the website by Advansys (provider to the Council) is £1,800 plus VAT.

RESOLVED:

To recommend to the Environment and Leisure Committee to approve the funding for the website improvement. Griff Holliday to work with the CDO on the detailed report which will be presented at the next Environment and Leisure Committee Meeting in March.

104 DATE OF NEXT MEETING

The date of the next meeting of the Events Working Party is on 4 April 2024 at Ledbury Town Council Offices.



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EVENTS WORKING	4 APRIL 2024	AGENDA ITEM: 5
PARTY		

Report prepared by Olivia Trueman, Community Development Officer

WORLD BOOK DAY 2024

Purpose of Report

The purpose of this report is to provide Members of the Events Working Party with feedback regarding Ledbury's World Book Day event.

Detailed Information

Ledbury's World Book Day, held on Saturday, 9th March 2024, saw strong community engagement with free activities thanks to support from the Town Council and the UK Shared Prosperity Fund (UKSPF). Some activities drew large crowds, with over 350 visitors recorded between 10:00 am and 1:30pm at the crafts workshop.

The CDO collaborated with Ledbury, Eastnor, and Bosbury Primary Schools to boost participation in the World Book Day Event. As part of this effort, it was arranged for local Author, Andy Seed, to visit all three schools on Friday, 2nd March. Andy's engaging presence not only promoted the event but also ignited excitement for the writing competition among the students.

The CDO also worked with Businesses and Community groups including The Master's House/Library, Choccotastic, Ledbury Stromstad Twinning Association, Ledbury Poetry, Wyebridge, Three Counties Bookshop, Ledbury Books and Maps, The Corner House Café, Forest Optical, The Shopping Mall, Methodist Church and Busy Bees Nursery.

<u>Comparison of transaction figures for Ledbury Carparks on 2.03.24 and the 09.03.24</u>

	Cash	Card	Ring Go	Total Transactions	% Increase
2nd March	233	192	270	695	
9th March					
(World Book Day)	302	267	357	926	33.24

Feedback from Surveys

"we loved it and so did the kids. We will be sure to come back!"

"Enjoyed all the activities in Ledbury for World Book Day, especially making Gruffalo Crumble!"

"What a wonderful Day it was, thank you to all who make it happen"

"I just wanted to say a huge "Thank You" from Red Earth Arts for the World Book Day event's you'd planned and co-ordinated for 9th March in Ledbury".

"It was a huge success - it was well planned, which I imagine was quite a feat, and very probably took you a lot of thought and time to coordinate everything. There was something for everyone in your programme. I heard so many positive comments from both parents and children who commented on how brilliant the day was. They weren't just from Ledbury, children were from Ashperton, Newent, Bosbury, Much Marcle, and from Malvern too."

"Most kids my age like games, but I love reading, thank you for a great day"

"Thanks again to Ledbury Town Council for another spectacular event and we look forward to next year."

"Children loved the crafts! The tutors were so friendly and enthusiastic. Wonderful event so thank you!"

"Great event, just some more activities for babies please".

Lessons Learnt from Ledbury World Book day

- Enhance signage to guide visitors seamlessly to workshops.
- Incorporate a map on the reverse side of the program for easy navigation.
- Expand the availability of Toddler and Baby workshops at various intervals throughout the day.
- Extend the duration of bookings for the craft workshop and face painter to accommodate more participants.
- A mixture of pre-booked and walk in workshops.
- Volunteers to be stationed on the door at each workshop, to track visitor numbers.
- That the Readathon be placed in a more suitable location (due to a busy market, Under the Market House was not ideal).
- Encourage More Businesses and Local Community Groups to take part.

Celebrating World Book Day 2025

If the Council agrees to celebrate World Book Day in 2025 as "Ledbury's World Book Day," it must be registered officially with the charity "World Book Day," and permission must be sought for copyright reasons.

When registering with the Charity, understandably, you have to follow their rules and guidelines when organising an event. For example, all events must focus purely on the 'six elements'. Therefore, some activities including face painting and crafts may not support the below points.

- Being read to regularly
- Having books at home and at school
- Having a choice in what to read
- Finding time to read
- Having trusted help to find a book
- Making reading FUN!

The Council have two options;

- 1. Change the name of the event and be a separate entity
- 2. Register with World Book Day and follow their guidelines when organising the event.

Funding for World Book Day 2025

Unfortunately, the Council couldn't apply for round 2 of UKSPF funding for 2025 due to new requirements, which stipulated that projects must start no earlier than April 2025. Therefore, Members must agree whether a recommendation should go to the Finance committee to increase the budget for this event which is currently £2000.

The CDO will continue to look for funding, however this is not guaranteed.

RECOMMENDATION:

- 1. That Members of the Events Working Party agree to holding another World Book Day Event in 2025, noting that the name may change.
- 2. That a recommendation go to the Finance, Policy and General Purposes Committee to agree on a budget for World Book Day 2025.

EVENTS WORKING PARTY	4 APRIL 2024	AGENDA ITEM: 7
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Report prepared by Olivia Trueman, Community Development Officer

LEDBURY CELEBRATION

Purpose of Report

The purpose of this report is to update Members of the Events Working Party on a decision made by the Environment and Leisure Committee regarding Ledbury Celebration.

Detailed Information

A recommendation was sent to the Environment and Leisure committee for Ledbury Town Council to become a formal partner of Ledbury Celebration, which takes part on the last day of the Poetry Festival (This year is Sunday 7th July 2024).

The following was agreed at that meeting:

- That a recommendation be submitted to Full Council that Ledbury Town Council form a partnership with Ledbury Food Group and the Poetry Festival in respect of the annual event 'Ledbury Celebration'.
- That a recommendation be made to Full Council that Ledbury Town Council take an active role in the organisation of Ledbury Celebration.
- That a recommendation be submitted to Full Council that Ledbury Celebration be added to the Council's PPL/PRS licence at an estimated cost of £166.71.
- That Officers investigate whether the Town Council would benefit from an annual premise licence, which would include the Ledbury Celebration.
- That Officers investigate the most appropriate licence required for Ledbury Town Council.

RESOLVED:

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

EVENTS WORKING PARTY	4 APRIL 2024	AGENDA ITEM: 8
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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 progress of the Great Big Green Week.

Detailed Information

The attached document is a draft programme of events that the Community Development Officer has put together for the Great Big Green Week. Members of the Committee are asked to make comments or suggestions and whether the CDO should progress with the proposed plan.

The Great Big Green Week will run from 8th - 16th June 2024.

The CDO met with Ledbury Poetry about a town window competition on the theme 'Rivers' for the Poetry Festival. They discussed getting Traders to decorate windows from Great Big Green Week until the end of the Poetry Festival (8th June – 7th July), involving Ledbury Traders, the Poetry Festival, and the Town Council.

RECOMMENDATION:

- 1. That Members of the Events Working Party agree to the CDO organising the Great Big Green Week based on the programme of events attached.
- 2. That Members of the Events Working Party agree to the collaboration between the Council and Ledbury Poetry to organise a window competition involving Ledbury Traders, themed around "Rivers".

Date	Activity Name / purpose	Organiser	Possible Location and Times	Cost Implications
Saturday 8th	Ledbury Community Day Celebrate all Community Groups in Ledbury, whilst sharing the message about sustainability	Ledbury Community Day	In and around the town	
	Photography showcase in Ledbury Residents invited to enter a photography competition. 12 winners to be picked and showcased in the Methodist Church during Ledbury Community Day. Prints to be moved to empty shop windows during the Great Big Green Week. The winner will have a photography column in the Town Council Newsletter for 1 year and will feature as the front cover of the daffodil line brochure.	Ledbury Town Council and The Methodist Church	Methodist Church Empty shops	Prizes, printing photographs £500-£600

Sunday 9 th	Residents and businesses encouraged to clean up Ledbury. Picnic under the Market House afterwards as a reward	Ledbury Town Council and possible partnerships with Helping Hands and The Market House Café.	Meet under the Market House at 10:30am and litter pick until 1:00pm. Lunch under the Market House at 2:00pm	Town Council to pay for light refreshments £60
Monday 10th	Gardening Q & A (Could be a ticketed event £5pp?) A talk for frustrated gardeners! Also, an opportunity to help match people who don't have a garden with those who do. A talk from local gardener and landscaper: tips and tricks? Beekeeper to bring bees – discuss the importance of bees and how to make the garden bee friendly!	Ledbury Town Council, Sustainable Ledbury	Burgage Hall	Hire of hall and drinks, talks etc £120 -£300
Tuesday 11th				

Wednesday 12th	Mayors Sustainability Coffee Morning	Town Council	St Katherines Hall	Venue hire and refreshments £100
	Members of the public and dignitaries are encouraged to bring cakes along. Community Groups will be invited, including wildlife trust, sustainable Ledbury, Riverford Organics etc Invite the MP and an Officer from Hereford Council to do a presentation			
Thursday 13th				
Friday 14th	Around the Campfire An evening around a campfire in the Walled Garden. Ledbury Scouts to show families how to build fires and make s'mores (toasted marshmallows) or food. Ledbury Poetry to bring poetry and books.	Ledbury Town Council, Scouts, Ledbury Poetry	Walled Garden or Recreation Ground	

Saturday 15th	Weave your own bird house Workshop (Could be a ticketed event)	Ledbury Town Council	Poetry House	TBC
	Free workshop where residents can make their own bird houses from willow. Limited numbers			
	Beeswax Wraps Workshop A free Workshop for residents to create beeswax wraps.		Town Council Office	
	Sustainable / Eco Charter Market		Market	
Sunday 16 th June	Movie Night Showcase a short film from Rural Media regarding sustainability.	Ledbury Town Council and Rural Media	Heritage Centre	TBC

LEDBURY TOWN COUNCIL DRAFT 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,	18 -	25 – Annual Parish	
		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 WORKING	4 APRIL 2024	AGENDA ITEM: 11
PARTY		

Report prepared by Olivia Trueman, Community Development Officer

EVENTS CALENDAR

Purpose of Report

The purpose of this repot is to inform Members of the Events Working Party about a decision made by the Finance, Policy, and General Purposes Committee regarding the implementation of a 'Community Events Calendar' on the Town Council website.

Detailed Information

The Events Working Party submitted a recommendation to the Finance, Policy, and General Purposes Committee, proposing that Ledbury Town Council host a 'Community and Events Calendar' on its website, with the intention of enhancing community engagement and promoting local events.

The Finance, Policy and General Purposes Committee agreed:

"That the introduction of an additional calendar for "Events" and renaming the current calendar to "Meetings" at a cost of £1,295 plus VAT be approved".

The Community Development Officer will work closely with the website provider to ensure that the calendar is ready to promote at Ledbury Community Day.

RESOLVED

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

Events Calendar 2023 -2024

	Ledbury Town Council Events Community Events / outside events / Holidays							
	Mayors Events							
			:	2024				
Month	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
	"Ledbury's Got Talent" Show	Friday 3 May 2024	7.00pm - 10.00pm	John Masefield High School	Ledbury Town Council			
May-24	Early May Bank Holiday	Monday 6 May 2024	N/A	N/A	N/A	N/A	N/A	N/A
		, ,						
	John Masefields Birthday	Saturday 1 June 2024	TBC					
	Community Day	Saturday 8 June	TBC	In and around Ledbury	Ledbury Communtiy Group			
	Great Big Green Week	Saturday 8 June -Sunday 16 June 2024	TBC					
Jun-24	Poetry Festival	28 June - 7 July 2024	TBC	In and around Ledbury	Ledbury Poetry	https://ledburypoetry.org.uk/home/ledbury-poetry-festival/	N/A	
	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			
Jul-24	Poetry Festival	28 June - 7 July 2024	TBC	In and around Ledbury	Ledbury Poetry	https://ledburypoetry.org.uk/home/ledbury-poetry-festival/	N/A	
	Ledbury Celebration	Sunday 7 July 2024	TBC	In and around Ledbury	Ledbury Food Group & Ledbury Poetry		N/A	
	Ledbury Carnival	Monday, 26 August 24						
Aug-24								
Sep-24								
Oct-24	Funfair	Monday7 October & Tuesday 8 October 2024	5:00pm onwards	Ledbury High Street				
	Halloween	Thursday 31 October 2024						
	Remembrance Parade / Sunday Service	Sunday 10 November 2024	11:00 onwards	War Memorial	Ledbury Town Council			
Nov-24	Remembrance Day	Monday 11 November 2024	11:00am	War Memorial	Ledbury Town Council			
	Christmas Switch on Event	Sunday 24 November 2024	TBC	In and around town	Ledbury Town Council			
Dec-24	Late Night Shopping	Friday 6 December 2024	5:00pm onwards	Ledbury Town Centre	Traders Assocation			