



LEDBURY TOWN COUNCIL



8 November 2024

To: All Councillors

Non-Councillors: Al Braithwaite, Hannah Bengough-Sutton, Marie Waters, Heather Coppock, Amy Howard, 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, 14 November 2024 at 10.00am at Ledbury Funeralcare, Bye Street, Ledbury**, for the purpose of transacting the business below.

Yours faithfully

Angela Price
Town Clerk

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A G E N D A

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 To approve and sign the minutes of a meeting of the Events Working Party

held on Thursday, 3 October 2024

(Pages 214 - 218)

4 Report from the Chairman

(Pages 219 - 222)

Distribution: - Full agenda reports to all Councillors

**Non-Councillors: Al Braithwaite, Hannah Bengough-Sutton, ,
Heather Coppock, Amy Howard, Griff Holliday, Hilary Jones,
Lynette Loader, Janet Meredith, Susie McKechnie, Nina Shields &
Christine Tustin**

Plus file copy

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON 3 OCTOBER 2024

PRESENT: Councillors: Morris (NM),
Non-Councillors – Al Braithwaite (Chair) (AB), Lyn Loader (LL); Griff
Holliday (GH), Nina Shields (NS); Janet Meredith (JM)

ALSO PRESENT:
Julia Lawrence (Deputy Clerk)

1. Election Of Chair for 2024/25 Municipal Year

It was agreed that Al Braithwaite would be appointed Chairman for 2024/25.

It was also noted that a minute taker would be required. Nobody stepped forward and therefore between the Deputy Clerk and the new Chairman, notes would be taken on this occasion but that it would be on a rotation basis thereafter.

RESOLVED

That the Chair for the 2024/25 Municipal year would be Al Braithwaite.

2. APOLOGIES FOR ABSENCE

Apologies were received from Heather Coppock. Heather has emailed the Council informing the Working Party of her intention to stand down with immediate effect now that her involvement of updating the calendar of events on the Council website had been completed.

It was noted that the structure was in place on the Council website for the calendar of events, but it still needed to be populated.

It was noted that there was no feedback from Susie McKechnie and that new Headteacher at John Masefield school should be invited (John Holmes).

It was noted that Janette Davis from the Community Hub had been invited.

GH noted that representatives from the Poetry Festival tended to attend the meetings at the time of their Festival but asked if they had intentions to attend the Events Working Party regularly. AB is to contact them.

RESOLVED:

The Deputy Clerk is to investigate what further work was required to ensure that the calendar was “live and accessible”.

AB is to contact the Poetry Festival regarding membership to the Working Party.

3. DECLARATIONS OF INTEREST

None

4. TO ELECT NON-COUNCIL MEMBERS

Non-members elected: Griff Holliday; Nina Shields; Lyn Loader and Janet Meredith (for this meeting only). A new representative from the Carnival would be required going forward.

The Working Party, on behalf of the Council, expressed their thanks and gratitude to Janet for her sterling work for the Carnival and the enjoyment brought to residents over the many years that she has been involved.

5. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE EVENTS WORKING PARTY MEETING HELD ON 1 AUGUST 2024.

An update on the minutes – St Katherine's Square was now on a lease to Ledbury Town Council from Herefordshire Council. Organisations wishing to rent the space would be required to sign a contract.

Clarity was required whether there were 700 or 800 HODS booklets printed.

The dates stated for the Big Breakfast were incorrect. The correct dates should read: 31 January 2025 to 2 February 2025.

RESOLVED:

That the minutes of the meeting of the Events Working Party held 1 August 2024 be approved subject to the above updates/amendments.

6. HODS FEEDBACK.

The CEO provided a feedback report on the week of events that formed HODS.

It was noted that again it was a very successful event. A number of the venues still had to provide their visitor figures, but it was felt that the numbers would exceed the previous year.

The Working Party conveyed their thanks to the CEO for the work done to create the leaflet and the online QR codes which was not only useful to visitors but enriched the visitor experience. NM considered whether further copies of the brochure should be printed and put on the TIC counter, albeit it was noted that the times and dates of venue openings etc will change shortly. Consideration was also given to further use of the website, incorporating QR codes to link to other venues in Ledbury and must be mobile friendly.

GH questioned the level of publicity in terms of how many brochures that had been despatched to each shop had actually been picked up? Did it attract more visitors generally or enrich a visit on the day? It was considered that the brochures should be sent to the TICs earlier next year.

A thought for next year would be to distribute the booklet further afield and earlier to perhaps help people plan their visit.

RECOMMENDATION:

Members agreed that the event had gone well this year and that it should be put to Full Council to agree for the event to be repeated next year.

RESOLVED:

- 1 That the CEO seek visitor numbers from those venues that are outstanding and provide a comparison to last year.**
- 2 To clarify the number of booklets printed and develop it further for next year.**
- 3 The date for next year's HODS to be included in the Calendar of Events.**

7. CHRISTMAS LIGHT SWITCH ON

The Working Party reviewed the report from the CEO, noting the concern regarding voluntary stewards to steward the road closure.

It was noted that without such provision, additional resource would need to be funded and could make the event cost prohibitive.

The concerns in relation to the road closure costs are to be discussed at the Task and Finish Group on 8 October 2024.

RESOLVED:

The issue relating to stewarding would be raised at the Task & Finish Group.

8. CARNIVAL FEEDBACK

The Carnival was hugely successful with only minor niggles and a large amount of positive feedback. Congratulations were extended to Janet and her other colleagues on the carnival committee.

The use of St Katherine's Square worked really well. There were however complaints from The Barn regarding the noise. It was noted that the noise was not exceptional and perhaps it reflected more about the business's approach to events in the square than anything else. It was noted those renting the space should also supply their own generators, which have been appropriately tested.

It was suggested that perhaps it may be helpful to include in the rental contract a note to advise those renting space to update the surrounding organisations of their event.

RESOLVED:

That a note of thanks was extended to Janet and the Committee for a very successful year.

Janet was also thanked for her work on this working group and through the Carnival committee.

9. CANDLELIGHT EVENT - 15 DECEMBER 2024

The report presented was noted and that a poster and banner promoting the event would be displayed shortly.

There was a discussion as to whether Ledbury Poetry would be producing short verses/poems to put on the Christmas tree.

RESOLVED:

That the report was noted.

The CEO is to contact Ledbury Poetry to see if poems would be available again this year.

10. REMEMBRANCE DAY/PARADE

The draft invite from the mayor was noted. Members considered that the posters should also be circulated around the various Nursing Homes/Care Homes.

RESOLVED:

That contents of the draft invite be received and noted.

11. CALENDER OF EVENTS & WEBSITE

The schedule was noted, with the following amendments:

- Dates for Big Breakfast confirmed as 31 January to 2 February 2025.
- Good Friday was in April not March 2025 (18/4/25).
- The organisers of Community Day are Ledbury Community Day Committee not the Food Group.

It was suggested that there further known events added to the calendar to create a following annual calendar.

It was noted that 3 Shires Stage Rally on 14th September 2024, changed its timings on the Saturday. The issue was raised as to whether this was an issue for the traders. The Traders Association should be contacted to get their views.

RESOLVED:

That the above mentioned changes be made to the Calendar of Events.

12. DATE OF NEXT MEETING:

Revised to 14 November 2024 at 10:00am, as a later date was too close to events in late November/early December at Ledbury Funeralcare.

Meeting closed at 11.10am

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Signed – Chair

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Date

DRAFT

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	14TH NOVEMBER 2024	AGENDA ITEM: 4
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Report prepared by: Al Braithwaite, Chairman of the Events Working Party

EVENTS WORKING PARTY

Purpose of Report

This report sets out a review of the requirement for the Council to have an Events Working Party promoting and supporting the council in the delivery of events across the town.

Detailed Information

In October I was elected as the Chairman to EWP and as a non-council member I asked for sight of the Terms of Reference for the group. Full details of these are set out at Appendix 1.

Reading these and having attended several meetings it seems to me that many things have changed since the establishment of the Working Party meetings.

The Events Working Party (EWP) was established in 2021 to draw together representation from various voluntary and community organisations. The purpose within the Terms of Reference set out to:

- a) promote events and encourage local residents and businesses to participate
- b) make recommendations to Environment & Leisure Committee for events that would then be organised by EWP.
- c) provide support to community groups and event organisers
- d) to consider recommendations from Standing Committees in relation to Council events

Since those first meetings of the EWP, a number of things have changed for the positive, indicating the value of the EWP over a period of time. Some of the most positive changes include:

- ✓ The recognition of the number of voluntary organisations and businesses in the town that wish to play their part in events whilst promoting the town, it's economy and encouraging tourism.
- ✓ The capacity and skill within the council to draw together the organisations and engage/support them to get involved in and /or deliver events.
- ✓ Organisation and responsibility for delivery of events allocated to the right organisation to most effective.
- ✓ Preparation of reports by the CEO for onward transition to the appropriate Council committee for funding approval to support some events.
- ✓ The creation by the council of a calendar of events, so setting the framework for programmes of events and providing support and direction to organisations.

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- ✓ Feedback reports from the CEO after events to the EWP, prior to the report going to council for note or recommendation.

There have been some less positive outcomes for the EWP over time:

- ✗ Reducing number of attendees at meetings.
- ✗ Attendees not been replaced by some organisations when individuals have had to stand down.
- ✗ Lack of capacity for minute taking, leading to delays in actions being progressed sometimes.
- ✗ Non-attendance at the EWP leading to council staff needing to do things on multiple occasions to reach the required audiences.
- ✗ Reports prepared by Council staff to meet EWP timetable prior to a committee meeting with few people at EWP meeting to receive the report and comment, is not supportive to the council and not a good use of council resources.

In addition to the above, the council has access to funding via Herefordshire Council to create a "Tourism, Events and Markets Action Plan for Ledbury". The outcome of this will provide a potential framework for operating across these critical areas for the council for the next 5 years. The outcome from this project will be presented to the Council at the end of the 2024/25 financial year.

In summary, the positive developments that the Council has implemented indicate that the planning, organisation and delivery of events, be they Council organised, or community group organised, have come a long way. To address the less positive outcomes, yet still ensure that events are well co-ordinated, and organisations are aware of their responsibilities, the following process is suggested.

Revised Process:

1. The CEO present the Calendar of Events to Full Council in December setting out the programme for the forthcoming financial year, including details of any budget provision that may be required for the programme.
2. An annual report on the events organised/co-ordinated by the council.
3. The CEO continue to meet with key organisations on a regular basis
4. That new events added to the Council website, be reviewed and the calendar be updated as appropriate.
5. The CEO present reports to Full Council/Committee on the spend against funds approved on a regular basis
6. There be a named Councillor that promotes town events to full Council/committee.

RESOLVED:

1. **That the Full Council Committee approve and adopt the revised process set out in this report.**
2. **That the Events Working Party be disbanded after 15th November, following the presentation of this report to its final meeting.**

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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

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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.