

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON 7 DECEMBER 2023

PRESENT: Councillors: Morris (Chair) and l'Anson
Non-Councillors – Al Braithwaite, Heather Coppock, Griff Holliday and
Nina Shields

ALSO PRESENT:

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

81. APOLOGIES FOR ABSENCE

Apologies were received from Sabeen Chaudhry, Lynette Loader and Janet Meredith.

82. DECLARATIONS OF INTEREST

None.

83. TO ELECT NON-COUNCIL MEMBERS

None.

84. It was agreed to bring Item 11 forward – Calendar of Events to facilitate a discussion prior to Heather Coppock leaving the meeting early.

A verbal presentation of the work that Heather had been undertaking to potentially create an overarching events schedule that would complement the internal calendar of events produced by the Town Council.

To date emails had been sent to a number of the charitable and community groups that take part in Community Day to identify their plans for 2024.

Heather suggested that the potential output from the feedback could be used to inform a broader events page on the Council website so that people could see all the events the Town had to offer.

It was noted that any such development would need to be adequately funded and maintained and not compromise any of the charities. This could be done potentially through links to the respective charity/community group websites.

Griff Holliday expressed a concern that information being sought from charities and community groups in the New Year would be duplicating the actions of the Community Day Action Group.

There was more work to do to develop this approach and would need to be discussed outside of the meeting.

RESOLVED:

That a meeting be held between Griff Holliday, Heather Coppock and the CDO to shape what an events calendar could look like. An update would be provided at the next meeting.

Heather Coppock left meeting.

85. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE EVENTS WORKING PARTY MEETING HELD ON 1 NOVEMBER 2023

That the minutes of the Events Working Party be approved subject to noting the following amendments.

- a) Item 75 – 4th sentence, should read: “It was noted that the Community Day Group (not Ledbury Food Group) would be happy to host some activities”. Remove the remaining part of the sentence.
- b) Item 77 – The third paragraph should read “ The Events Working Party would be very reluctant for Ledbury Town Council to consider a road closure”
- c) Item 77 - The Deputy Clerk advised that for legal and commercially sensitive reasons, the SLA relating to the October Funfair could not be shared with the Events Working Party.

RECOMMENDED:

That the minutes of the meeting of the Events Working Party held on 1 November 2023 be approved, subject to the above amendments.

86. WORLD BOOK DAY - 9 MARCH 2024 (overall budget £4,000)

The CDO presented 2 poster options to promote World Book Day. The design setting out the date clearly in the centre was favoured. There could perhaps be further reference to the events of the day. It was noted that this could be reviewed by the Steering Group in January.

It was noted that the Council could use Gruffalo on the poster, subject to the CDO sending an email confirming that this was possible.

It was noted that Ledbury Places is considering promoting The Prince and the Pauper for World Book Day as it is 55 years since filming took place outside the Old Grammar School and in the Lane. (The star of the BBC series was a young Nicholas Lyndhurst).

It was suggested that this could be the book for the readathon. It is about 170 pages long. An alternative could be Midnight Folk by John Masefield.

Discussions included other activities to complement the day including: Flash Dancing, choreographed by Ledbury Dance; Ceramics workshop and Courtyard workshop. It was suggested that the readathon could take place in

the "Market Square" (St Katherine's), or in the churchyard or under the Market House. It was noted that using outside space so early in the year may not be feasible. A potential road closure on 9 March 2024 was discussed but it was felt that this was not required.

The CDO will be putting out "hold this date" via social media in the New Year.

RESOLVED:

That the Steering Group meet in January 2024 to review all these ideas and bring back recommendations to the Events Working Party accordingly.

87. GREAT BIG GREEN WEEK (GBGW) 8 – 16 JUNE 2024

Members noted that the Events Working Party will be responsible for managing the event.

Sustainable Ledbury has identified 10 ideas for GBGW including:

- Ledbury Library Development Group sponsoring Wild Play session to be run by Herefordshire Wildlife Trust;
- Develop a Treasure Hunt with town traders around Town;
- Beeswax wrap workshop;
- Herefordshire Wildlife Trust could develop a Nature Trail, ending the event with a picnic;
- Clothes swap, which could be run in conjunction with the Mayor's coffee morning;
- Litter pick;
- Gardener's Question Time-style event on sustainability matters.

The children's author, Catherine Barr, could undertake an event and Ledbury Library Group could sponsor the event – to be confirmed.

Griff Holliday advised that the Methodist Church would like to host an event to promote GBGW. It was noted that localness to the town centre may be an issue, i.e. poor footfall.

It was recommended that all of these suggestions be discussed at the GBGW Steering Group in January 2024.

It was also suggested that "Home Energy" should be promoted at the event and the Steering Group are to research this further.

RESOLVED:

That the GBGW Steering Group review the ideas and bring a potential programme back to the Events Working Party in February 2024.



88. CHRISTMAS LIGHT SWITCH ON (26 NOVEMBER 2023)

A comprehensive report was presented to the Events Working Party detailing feedback from the Event and Lessons Learnt.

The Working Party found the report most helpful, in particular the Lessons Learnt. In addition to those items listed under lessons learnt other additions were presented:

- There were too many versions of the poster. In future, it was proposed that only one design be promoted.
- Pre-booked Santa sessions were a success, but walk-in sessions led to a need to urgently buy additional gifts for those children. Next time perhaps there could be a "read with Santa for walk-in".
- Mirrorball blocked the end of Church Lane, making it difficult for access to the Lane.
- More collaboration with the Traders to get the theme more wide spread.
- The costs of the pitches to be reviewed to potentially attract more traders and increase the income – there is, however, a balance to be struck about this approach.
- Food Court was not obvious and blocked at St Katherines. Perhaps there should be a maximum of 5 stands.
- Open up stalls/stands to Bank Crescent and or Market Square – as well as making more use of Market Square.
- Signage from High Street to Burgage Hall was considered poor.
- Consider putting on band/dancing after the switch-on as opposed to the Morris dancers.
- Next year, possibly consider a themed event with traders. The idea of potentially merging the event with late night shopping was considered although the Working Party agreed that the Sunday event had worked well despite being in competition with Ross on Wye.
- As a means to keep the event in one area, consideration was given to closing the Homend at the Bank Crescent junction although it was noted that poor lighting may be an issue later in the day.

A note of thanks was recorded to Charlotte Barltrop and the CDO for their hard work in organising the event.

RESOLVED:

That a report be submitted to the next Events Working Party, detailing the income received from the market traders at the Christmas Lights Switch on Event 2023.



89. CANDLE LIGHTING EVENT AT THE CEMETERY CHAPEL – SUNDAY, 17 DECEMBER 2023

It was noted that a banner was being put on the railings by the main gates of the Cemetery in the week commencing Monday, 11 December 2023 to promote the event.

Ledbury Poetry will be providing poems to hang on the Christmas Tree.

90. PHOTOGRAPHIC COMPETITION – TREES OF SIGNIFICANCE IN LEDBURY

A report was presented on behalf of the Climate Change Working Party to run a photographic competition.

It was suggested that the competition form part of the work of the GBGW Steering Group. This was proposed by the chairman (Cllr Morris) and seconded by Griff Holliday.

RECOMMENDATION:

- 1. That a recommendation be submitted to the Environment & Leisure Committee that the Events Working Party take ownership of this competition.**
- 2. That the GBGW Steering Group confirm what the costs would be to run the Competition, which could include costs of Exhibition, promotion, prizes and potential cost of the calendar preparation/printing). It is estimated that £1,000 would be required. Once the budget outline has been confirmed, this can be presented to the Environment and Leisure Committee for approval.**

91. SCHEDULE OF COMMITTEE MEETINGS

The schedule was noted.

RESOLVED:

In addition to the Committee Meeting dates, a schedule of all the different Working Group meetings should be included for 2024.

92. CALENDER OF EVENTS

The schedule was noted. If possible, a larger version should be made available to the Working Party (A3).

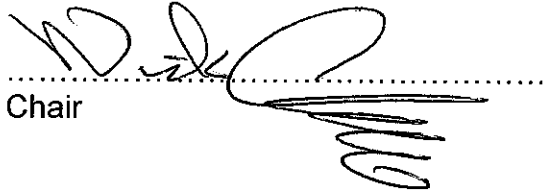
RESOLVED:

That the format of the calendar of events should be A3 size.



93. DATE OF NEXT MEETING

The next meeting of the Events Working Party is 1 February 2024 at Ledbury Funeralcare.


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Chair

13-03-2024
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Date