

LEDBURY TOWN COUNCIL

**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)

56. APOLOGIES FOR ABSENCE

Apologies were received from Griff Holliday and Lynette Loader.

57. DECLARATIONS OF INTEREST

None.

58. TO ELECT NON-COUNCIL MEMBERS

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

59. 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.

60. 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:
 - i) 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.**

61. 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.**

62. 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.**

63. 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 Stromstad had been well received.

64. 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.**



65. 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.

66. 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.

67. SCHEDULE OF COMMITTEE MEETINGS

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

68. 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.

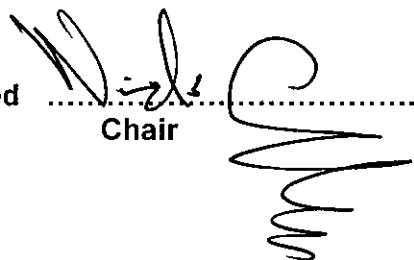
RESOLVED:

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

69 DATE OF NEXT MEETING

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

Signed
Chair



Date 07-02-2024 .

