

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON MONDAY 23 MARCH 2026

PRESENT: Councillors Chowns and Morris
Non-Councillors: Al Braithwaite (Chair) Griff Holliday, Sonia Bowen, Nic Sims and Tara Emery

ALSO PRESENT: Angela Price – Town Clerk
Honor Holton – Minute Taker

61. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Harvey, Hughes and Lizzie Gissane.

62. TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE EVENTS WORKING PARTY HELD ON 18 FEBRUARY 2026

RESOLVED:

That the minutes of the meeting of Events Working Party held on 18 February 2026, be approved subject to the following amendment:

That minute number 5 be amended to read: "It was also **suggested** that many of the Town map/ walk leaflets could be converted onto the App"

63. TO RECEIVE AND NOTE THE ACTION SHEET

The Clerk provided the Working Party with an update on the discussion held at Full Council in respect of minute number 58: 'That consideration be given to utilising other applications such as the Visit Herefordshire Walking App.'

The Clerk advised that this report had been referred back to the officer to provide a more detailed report with a breakdown of potential costings and taking into account the further conversation in respect of this item which was recorded in the minutes of the Events Working Party meeting held on 18 February 2026.

RESOLVED:

1. That the Action Sheet be received and noted.
2. That a further report be submitted to the meeting of Council scheduled for 2 April 2026.



64. TO AGREE THE DRAFT LEDBURY EVENT STRATEGY

It was suggested that there needs to be clearer detail about how information will be collected in respect of events the Town Council run against those they support or that are provided by other organisations.

The Clerk advised that she had received data from the Herefordshire County BID, which would allow the Council to have access to data indicating how many people attend various events, through members of the Public's phones over the past 12 months. Tara confirmed this and explained how this is collected in more detail.

It was agreed that there should be some additions to Section 9 of the Strategy to reflect the above and that Data Collection should be a standing item on all future agendas.

RESOLVED:

- 1. That the Community Engagement Officer be asked to provide clarification in respect of the various types of events and how their information will be captured for the purpose of measuring success, following which the Strategy will be provided to Full Council for their consideration and approval.**
- 2. That Event Data Capture be added as a standing item on all future agendas.**

65. TO RECEIVE AND NOTE BUDGET SUMMARY

The Clerk advised that due to sickness the budget reports were not available at this meeting. She advised that had met with the deputy Clerk and Community engagement Officer to discuss a way to improve the presentation of the events budget. It had been agreed that this would be provided in a similar format to the Council's annual budget and that this will be provided on the next agenda.

RESOLVED:

That the update provided be received and noted.

66. TO RECEIVE AND NOTE LEDBURY WORLD BOOKFEST UPDATE

The Ledbury World Bookfest Event 2026 was reported as having been a huge success with lots of positive feedback. It was also noted that the advertising for this event was extremely successful, with even a local reporter present throughout the day speaking to a wide range of groups. The Masefield Matters Project Co-ordinator was also commended for getting Masefield Matters involved in various activities in this event.



RESOLVED:

That the Ledbury World Bookfest update be received and noted.

**67. TO RECEIVE AND NOTE UPDATE ON GREAT BIG GREEN WEEK/
LEDBURY COMMUNITY DAY**

Griff Holiday provided a report which is attached at the end of this set of minutes.

Nic Sims spoke on many activities which are planned such as bird watching and film making with young people.

The Clerk advised of a recent meeting she attended with members of the Traders Association and James Harvey-Bathurst from Eastnor regarding an event on 19 September 2026 in Ledbury High Street. She advised that the event was being planned to take place on Saturday, 19 September, the week before the Herefordshire Military Festival. The event in Ledbury would see Land Rovers and possibly a Tank being displayed along Ledbury High Street including both non-military and military vehicles as well as street food being served on the High Street with a road closure suggested between 4-8pm.

Sonia asked whether they would be a map or signage around the town to support the Community Day event. It was noted that there is a map included in the programme for the day and the Clerk advised Members that the Council had collaborated with Shed's Together to create wooden directional signs for the Ledbury Bookfest Event rather than using single use plastic signs. The signs could be used for other events and she suggested that Griff might wish to contact them about potentially producing signs for Community Day.

RECOMENDATIONS:

- 1. The Town Clerk is to speak with the organisers of this event on 19 September 2026 to ask if they would like to use the Recreation Ground on 6 June for Community Day and bring along some vehicles to display, as well as asking whether they have planned food traders for this event of would like some local traders to attend.**

RESOLVED:

That the update on Great Big Green Week and Ledbury Community Day be received and noted.

68. TO RECEIVE AND NOTE UPDATE ON LEDBURY CELEBRATION

Griff Holiday provided a report which is attached at the end of this set of minutes.



RESOLVED:

That the update on Ledbury Celebration be received and noted.

69. TO RECEIVE AND NOTE THE EVENT CALENDAR

The Clerk has been in discussions advised of conversations that she had had with Councillor Harvey with regards to Ledbury supporting events that are held outside of Ledbury, such as the Chilli Festival and Big Apple events.

Councillor Harvey had suggested working with local cafes in selling some chilli inspired food and drink in preparation for the event. Sonia Bowen suggested that if we are promoting events and activities taking place in Eastnor that perhaps a representative from the proposed Land Rover Event on 19 September could attend a Working Party Meeting. It was noted that the Community Engagement Officer is also in talks with arranging a representative from Lakefest to attend Event Working Party Meetings.

The Clerk informed members that the Town Council had recently approved a Sustainability Policy, and that as part of that they will be asking Traders attending events to use recyclable and biodegradable materials wherever possible. She advised that as part of this policy the Council were looking for alternative options to replace the correx boards that they have used in the past, which are single use plastic. She reiterated that the Sheds Together had made wooden directional signs for Bookfest Event which could be used for other events. The working party members were asked to share ideas on how the signage could be better manage in line with the Sustainability Policy. This new Sustainability Policy will form part of the Terms and Conditions for any future grants awarded by the Council.

RESOLVED:

- 1. That the Ledbury Celebration Event link be updated as the one provided in the events calendar two years out of date'**
- 2. That the description for the Ledbury Celebration be updated making use of the information within the report provided by Griff.**
- 3. That the Masefield Matters end of Familiarisation Event on Sunday, 29 March be updated from TBC to show the venue and date accordingly.**

70. DATE OF NEXT MEETING

RESOLVED:

The next meeting of the Events Working Party will be on Tuesday 14 April 2026 at 10:00 am.

The meeting ended at 12:20pm.



Signed ABradshaw Date 28/4/26

