



LEDBURY TOWN COUNCIL



13 February 2026

To: Councillors Chowns, Morris, Harvey and Hughes
Ward Councillors: Harvey, Peberdy, Simmons
Events WP Members: Alison Braithwaite, Sabeen Chaudry, Griff Holliday, Lizzie Gissane, Lynette Loader, Sonia Bowen, Nina Shields and Christine Tustin

Dear All,

You are invited to attend a meeting of the **Events Working Party on Wednesday, 18 February 2026 at 10:00 am at Co-op Funeral Care, Hawcutt House, Bye St, Ledbury HR8 2AA** for the purpose of transacting the business below.

Yours faithfully

Angela Price PSLCC, AICCM
Town Clerk

FILMING AND RECORDING OF COUNCIL MEETINGS

Members of the public are permitted to film or record meetings to which they are permitted access, in a non-disruptive manner. Whilst those attending meetings are deemed to have consented to the filming, recording, or broadcasting of meetings, those exercising the rights to film, record and broadcast must respect the rights of other people attending under the Data Protection Act 1998.

A G E N D A

- 1. To receive apologies for absence**
- 2. To approve and sign the minutes of the meeting of the Events Working Party held on 13 January 2026 (Pages 340 - 344)**

3. **To receive and note the Action Sheet** (Page 346)
4. **To consider the Draft Events Strategy and Budget 2026/27** (Pages 348 – 359)
5. **To receive and note the Virtual App update** (Pages 360 - 362)
6. **Calendar of Events** (Pages 364 – 366)
7. **Date of Next Meeting**

The date of the next meeting will be held on Wednesday, 18 March 2026.

LEDBURY TOWN COUNCIL

**MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING
HELD ON TUESDAY, 13 JANUARY 2026**

PRESENT: Councillors Chowns and Morris
Non-Councillors: Al Braithwaite (Chair), Griff Holiday, Sonia Bowen, Nina Shields and Lynette Loader.

ALSO PRESENT: Olivia Trueman – Community Engagement Officer
Julia Lawrence – Deputy Clerk

44. APOLOGIES FOR ABSENCE

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

45. TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE EVENTS WORKING PARTY HELD ON 28 OCTOBER 2025

RESOLVED:

That the minutes of the events working party held on 28 October 2025 be received and noted

46. TO RECEIVE AND NOTE THE ACTION SHEET

Members reviewed the Action Sheet and noted the work being undertaken by Officers.

There was a discussion regarding the proposed volunteer database and Members were Informed that since the report was published, Full Council had already agreed to trial GOAL 17 for 18 months rather than create a separate database. This decision was made due to staff and time constraints and the advantage of enabling the Council to collaborate more effectively with other towns in the county that are also using the platform.

The CEO advised Members that she would be promoting GOAL 17 to community groups, encouraging them to sign up and help raise awareness. She suggested using GOAL 17 during the World Bookfest as a trial run for future events.

RESOLVED:

That the Action Sheet be received and noted.

47. TO RECEIVE AND NOTE LEDBURY WORLD BOOKFEST – 7 MARCH 2026

The CEO gave an update on the Ledbury World Bookfest event. She advised members that Full Council had agreed the budget and that she was preparing the marketing material and would have this ready for the next Events Working Party.

It was noted that many workshops have already been booked, including the Aardman modelling class, Red Earth Arts crafts workshop and the Autor workshops.

RESOLVED:

That the update on Ledbury World Bookfest be received and noted.

Isabel Lewis, Masefield Matters Project Assistant joined the meeting at 10:18am.

48. TO CONSIDER THE GREAT BIG GREEN WEEK PROPOSAL – 6 JUNE 2026

The CEO presented a report proposing that the Council commission a local practitioner to create a willow dome at the Recreation Ground in advance of The Great Big Green Week, with the structure intended to serve as a performance space during the event.

While Members supported the idea in principle, it was agreed that the proposal should be deferred for future consideration to allow further consultation, including engagement with residents on the facilities and features they would like to see at the Recreation Ground. It was also noted that Ledbury Community Hub is undertaking a similar project at Oatley's Meadow, which could serve as a trial run. The Council could use this as an indicator of whether a similar initiative would be well received.

Members discussed additional ideas for The Great Big Green Week / Community Day, including an inflatable planetarium and other environmentally themed activities. Following a lengthy discussion, it was agreed that the CEO would meet with Ledbury Community Hub, Sustainable Ledbury, and Ledbury Community Day to develop a plan for the event and report back to Full Council with recommendations.

RECOMMENDATIONS:

- 1. That the Council works in partnership with Ledbury Community Day and Sustainable Ledbury to deliver activities that align with and complement Ledbury Community Day programming.**
- 2. That the CEO provides a report to Full Council setting out a proposed approach for The Great Big Green Week, including details of the**

financial implications and identification of the budget sources to support delivery.

49. TO CONSIDER LEDBURY CELEBRATION PROPOSAL – 5 JULY 2026

The CEO presented a report advising Members that Ledbury Food Group had requested the Town Council's support for the Ledbury Celebration, marking the second year of partnership between the Council and the Food Group.

The CEO outlined the benefits of collaborating with Ledbury Food Group, including access to market trader contacts for the Charter Market and opportunities to strengthen relationships with local traders.

Members agreed that the Ledbury Celebration is an important event, and that, with the appropriate resources, the Council should provide support. It was recommended that this matter be brought to Full Council for formal consideration.

RECOMMENDATION:

That the Events Working Party recommends to Full Council that Ledbury Town Council works in partnership with Ledbury Food Group again for the delivery of Ledbury Celebration 2026.

50. TO RECEIVE AND NOTE THE LIGHT SWITCH ON FEEDBACK – 23 NOVEMBER 2025

Members reviewed the 2025 Christmas Light Switch-On report prepared by the Community Engagement Officer. It was noted that the 2025 event marked a successful return to full-scale delivery, following a reduced event in 2024 due to adverse weather. The High Street and surrounding areas were well attended throughout the day and evening, with strong participation from families and visitors from across the area.

Members highlighted that the lantern parade was a particular success and expressed support for its return at the 2026 event. It was suggested that timings should be clarified, and that clearer directions for entry and exit of the parade would be beneficial. Members also recommended having a Master of Ceremonies to introduce the lantern parade as it moved through the town.

There was a discussion regarding whether the Morris dancers could hold several workshops in the lead-up to the event, similar to the lantern parade workshops, to enhance participation on the day.

Members also welcomed the use of the snow machine. It was agreed that the Council should explore hiring or purchasing a snow machine. The CEO advised that she prepare a report for Full Council with prices and options.

RECOMMENDATIONS:

That the following recommendations be approved At Full Council:

- 1. That the Members of the Events Working Party recommended that the Council hold the Light Switch on Event in 2026 on Sunday, 22 November 2026, to avoid clashes with events in neighbouring towns.**
- 2. That a recommendation be made to Full Council to approve a budget for £5,000 for the delivery of the 2026 Light Switch on Event.**

As noted above, this does not include the hire costs of market stands as this will be addressed separately at a further meeting, in order to then seek approval from Full Council.

- 3. That a recommendation be made to Full Council to agree to the booking of the below entertainment to ensure their availability:**
 - I. Hire of snow machine - £550 + VAT (or possible purchase)**
 - II. Winter walk about Fairy - £470 + VAT**
 - III. Red Earth Arts - £475 + VAT**
 - IV. Hire of St. Katherines Hall - £120 + VAT**

51. TO RECEIVE AND NOTE THE VIRTUAL APP UPDATE

The CEO provided a report updating Members on the potential for a virtual trail app to engage residents and visitors with Ledbury's heritage and community spaces.

The CEO updated Members on discussions with Hereford City Council regarding their "Love Exploring" app, highlighting both the benefits and limitations and considering its potential suitability for Ledbury. Members noted that Officers from Hereford City Council reported that the app had not achieved the anticipated level of engagement and offered limited scope for local customisation. Based on this experience, the Events Working Party concluded that a similar approach would not be suitable for Ledbury.

Some Members asked whether it would be possible to tie the project in with the town of Culture Grant or secure funding from the BID.

The Chairman and CEO advised that they investigate these funding options and report back to Members accordingly.

RECOMMENDATIONS:

That the following recommendations be approved:

- 1. That the Chairman and CEO prepare a tender to be sent to companies capable of developing a bespoke virtual or augmented reality app for the**

town, with the aim of having the app ready for a September launch to coincide with Heritage Open Days.

- 2. That Members note the contents of this report. A further update will be provided to the Events Working Party once additional information has been received regarding the Ross- on- Wye Museum without Walls project.**
- 3. That a recommendation be sent to Full Council to include funding for this project in the 2026/ 2027 budget, ensuring resources are available to support its development and delivery.**

52. TO RECEIVE AND NOTE THE EVENTS CALENDAR

Members thanked Officers for preparing the Events Calendar, which runs up to December 2026.

It was noted that the text on the calendar was too small to read clearly and requested that it be enlarged for the next meeting.

RESOLVED:

That the upcoming Masefield Matters events be added to the events calendar.

53. DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the Events Working Party is scheduled for Wednesday, 18 February 2026.

The meeting ended at 11.05am.

Signed Date

EVENTS WORKING PARTY

2025

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
	VIRTUAL TOWN TOUR/APP UPDATE 28-Oct-25				
36.1	Officers to investigate the phone-based walking apps currently used in Hereford. Research to focus on understanding footfall data generated by the Apps, income or economic benefit associated with their use and how the Apps encourage visitors to engage with historic or heritage buildings.			The CEO and Chairman of the Events Working Party are meeting with app designers and organisations who have developed similar apps to gather information needed to prepare a tender or project brief for the Events Working Party. Further information will be available in February.	
36.2	Subject to the outcome of 36.1, Officers to present a report setting out proposals for a scaled-down version suitable for Ledbury, including outline timescale and budget.	CEO	Feb-26	The CEO and Chairman will also explore potential funding and grant opportunities to support the development of the app.	In Progress
	COUNCIL WEBSITE	CEO	Feb-26	Awaiting for Decision of Full Council on Thursday 19th February	In Progress
37.1	Proposed that more examples are presented alongside the step-by-step guide, which would help people further understand how much work is involved in organising an event, such as road closure applications.	CEO	Feb-26	The CEO is currently working on uploading example documents to the website, including a sample road closure notice.	In Progress
38.1	CHRISTMAS LIGHTS SWITCH ON EVENT CEO to provide feedback from Morris Dancers following their involvement at the Event	CEO	Jan-26	Feedback provided in the January agenda	Completed
42.1	EVENTS PROGRAMME That future upcoming events for the next 12 months be listed on the Events Calendar.	CEO	Ongoing	Events added. Events currently being uploaded to the LTC events calendar	Completed
	VISITOR MAPS 13-Jan-26				
46	It was proposed that the head of Herefordshire BID be contacted to see if any funding is available for the Town Maps.	CEO	Feb-26	AlBraithwaite, Susie McKeachie and CEO to meet with BID and Orphans to discuss the map design and printing	Completed
48.1	EVENTS AND PARTNERSHIP omplete	CEO	Feb-26	Awaiting for Decision of Full Council on Thursday 19th February	Completed
48.2	That the CEO provides a report to Full Council setting out a proposed approach for The Great Big Green Week, including details of the financial implications and identification of the budget sources to support delivery.	CEO	Jan-26	Awaiting for Decision of Full Council on Thursday 19th February	Completed
49	That the Events Working Party recommends to Full Council that Ledbury Town Council works in partnership with Ledbury FoodGroup again for the delivery of Ledbury Celebration 2026.	CEO	Feb-26	Awaiting for Decision of Full Council on Thursday 19th February	Completed
52	That the upcoming Masefield Matters events be added onto this events calendar.	CEO	Feb-26		In Progress

Ledbury Town Council Events programme and proposed budget plan 2025/26

Summer Half term

Date 25-27 May 26

Run time (hrs) 3

Description A small, family-friendly half-term event under the Market House with Midsummer-themed crafts celebrating our twinning with Strömstad.

Details	Deadline	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
a small-scale, family-friendly event under the Market House during half term (Monday 25th – Friday 29th May), on one selected day, where children can take part in craft activities inspired by the Midsummer festival. This event would celebrate our twinning with Strömstad and provide an engaging, educational opportunity for local families to learn about Swedish traditions while enjoying creative hands-on activities.		LTC Staff	Under the Market House	£350.00	127	Events	4607	5 days		Possible partnership with the Ledbury-Strömstad Twinning Association.
				£350.00						

Community Day and Great Big Green Week

Date 06-Jun-26

Run time (hrs) 7

Description A celebration of community groups in Ledbury, with Ledbury Town Council hosting activities on the Recreation Ground in collaboration with the Masefield Matters Project Team.

Details	Deadline	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Working in partnership with Ledbury Community Day and Ledbury Community Hub to deliver a family-friendly event on the Recreation Ground, bringing local residents together through creative activities and celebrating community, sustainability and Green Week.		Ledbury Community Hub, Ledbury Community Day and Ledbury Town Council	Recreation Ground	£2,000.00	127	Climate Change working party	4595	5-10 days	45	It is proposed that the Town Council allocate £2,000 to Ledbury Community Hub to manage and deliver the event. While the event will be delivered in partnership, Ledbury Community Hub will take primary responsibility for planning, coordination and delivery of the event.
				£2,000.00						

Ledbury Celebration

Date 5th July 2026

Run time (hrs) 9

Description Food and Crafts festival in St Katherine's car park on the last day of Ledbury Poetry Festival. Collaboration with Ledbury Food Group on managing the Market.

Details	Deadline	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Sourcing Traders, managing event on the day		LTC Staff	St Katherine's Carpark and Square	n/a	n/a	n/a	n/a			
Music license			High Street	£167.71	127	Events	4607	5-10 days	63	
				£167.71						

Ledbury Carnival

Date Aug-26

Run time (hrs) 9

Description Ledbury Carnival is a family-friendly celebration that brings the community together with colourful parades, live music, street performances, creative workshops, food stalls, and fun activities for all ages

Details	Deadline	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links
Depending on the event theme, the Town Council will provide interactive activities at its stand to engage families, explain the Council's role and services, and highlight opportunities for residents to become councillors or participate in volunteering initiatives.		LTC Staff	Ledbury High Street	£150.00	127	Events	4607	5-10 days	63	
				£150.00						

Heritage Open Day

Date 21-Sep-26

Run time (hrs) 4-5 (depending on event)

Description Collaborating with heritage groups in Ledbury to host a week-long series of events celebrating the nationwide Heritage Festival. This year's theme is Architecture

Details	Deadline	Resources	Venues	Proposed Budget	Cost Centre	Budget Heading	Nominal Code	Staff resource - planning	Staff Resource - Execution (Hrs)	Extra Information and links

Key / summary page

Summary of proposed budget for events 2026/27

Cost Code	Nominal Code	Budget heading	Total
127	4595	4595 Climate Change	£2,000.00
127	4607	4607 Events	£11,367.71
109	1020	1020 Masefield Matters	£0.00
107	4703	4703 Town Promotion	£0.00
301	4554	4554 Charter Market Strategy	£0.00
	n/a	code not applied	£0.00

£13,368

Staff Preparation Resource Estimate

This is an estimate of the number of days required to prepare for each event, based on the assumption that Officers are working exclusively on that event. Please note that, in reality, Officers manage these events alongside other ongoing responsibilities.

light	1-5 days
medium	5-10 days
heavy	10-15 days
Extra heavy	15 days

Staff Resource - Execution (Hrs)

This is an estimate, in hours, of the staff resource required on the day of the event. For example, Ledbury Celebration runs for 9 hours, and I would recommend a total of 7 staff members throughout the day (= 63 hours). This could be split, for instance, with 5 staff in the morning and 4 in the afternoon.



Ledbury Town Council

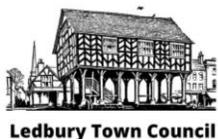
LEBDURY TOWN COUNCIL

Event Strategy v2

Version:

Implement Date:

Review Date:



1. Introduction

Ledbury is a vibrant market town with a rich cultural heritage, supported by an active calendar of community and visitor-focused events. Ledbury Town Council recognises that events play a key role in strengthening community connections, supporting local organisations, promoting town identity, and encouraging visitors to explore the town. Ledbury already hosts a range of well-loved events including Community Day, Ledbury Poetry Festival, Heritage Open Days, and longstanding community celebrations like the Carnival and seeks to take a more coordinated and strategic approach to growing and supporting its event programme over the coming years.

2. Purpose of this Strategy

This Strategy will drive Ledbury Town Council's strategic approach to delivering a cohesive programme of events, either directly or through event support. It will outline the Council's vision and strategic objectives, how they will be measured, and how public engagement will be incorporated.

2.1 Background

The Strategy has been developed drawing on extensive knowledge of Ledbury's events history, informed by Officers and Councillors, and with the ongoing input of Members of the Events Working Party, who meet monthly to provide guidance and oversight.

2.2 Vision

Our Vision sets out our future aspirations for events and their impact:

Ledbury Town Council (LTC) events will contribute to a strong sense of community by celebrating heritage, promoting inclusivity, and supporting local groups, organisations, market traders, and businesses across all sectors.

LTC events will be influenced by the culture of the community and will recognise Ledbury's unique history, with the aim of bringing people together for enjoyable, engaging, and informative experiences. LTC events will strengthen identity and pride in our town.

To support this vision, the Council is actively seeking external funding, including entering the **Town of Culture grant**, to expand cultural opportunities, deliver higher-impact events, and enhance community engagement across Ledbury.

2.3 Mission

Our Mission sets out what we do, why we do it, and how we achieve it:

Ledbury Town Council (LTC) will run or support a series of events throughout the year for residents, visitors, community groups, and businesses. LTC events will promote inclusive experiences, encourage public engagement, create opportunities for community fundraising and awareness and provide space for events to thrive.

All events will be devised, developed, and assessed in line with a set of event assessment criteria and will support the Council's priorities as set out in its [Corporate Plan](#).

3. Strategic Objectives

The Strategic Objectives have been developed and will guide the actions required to deliver the vision. They provide a clear framework for considering the programming of a variety of events either run or supported by LTC.

- **Community Strengthening:**
Events should foster community engagement, support local talent, and build a sense of pride in town identity.
- **Economic Support and Tourism:**
Events should contribute to a thriving local economy by drawing visitors, enhancing footfall in the town centre and supporting local traders.
- **Inclusivity and Accessibility:**
Events should be welcoming and accessible to people of all ages, backgrounds and abilities.
- **Resource Efficiency:**
Events should use Council resources responsibly and seek value for money.
- **Partnership and Collaboration:**
Events should support strong partnerships between the Town Council, local groups, businesses and volunteers.

3.1 Event Classification

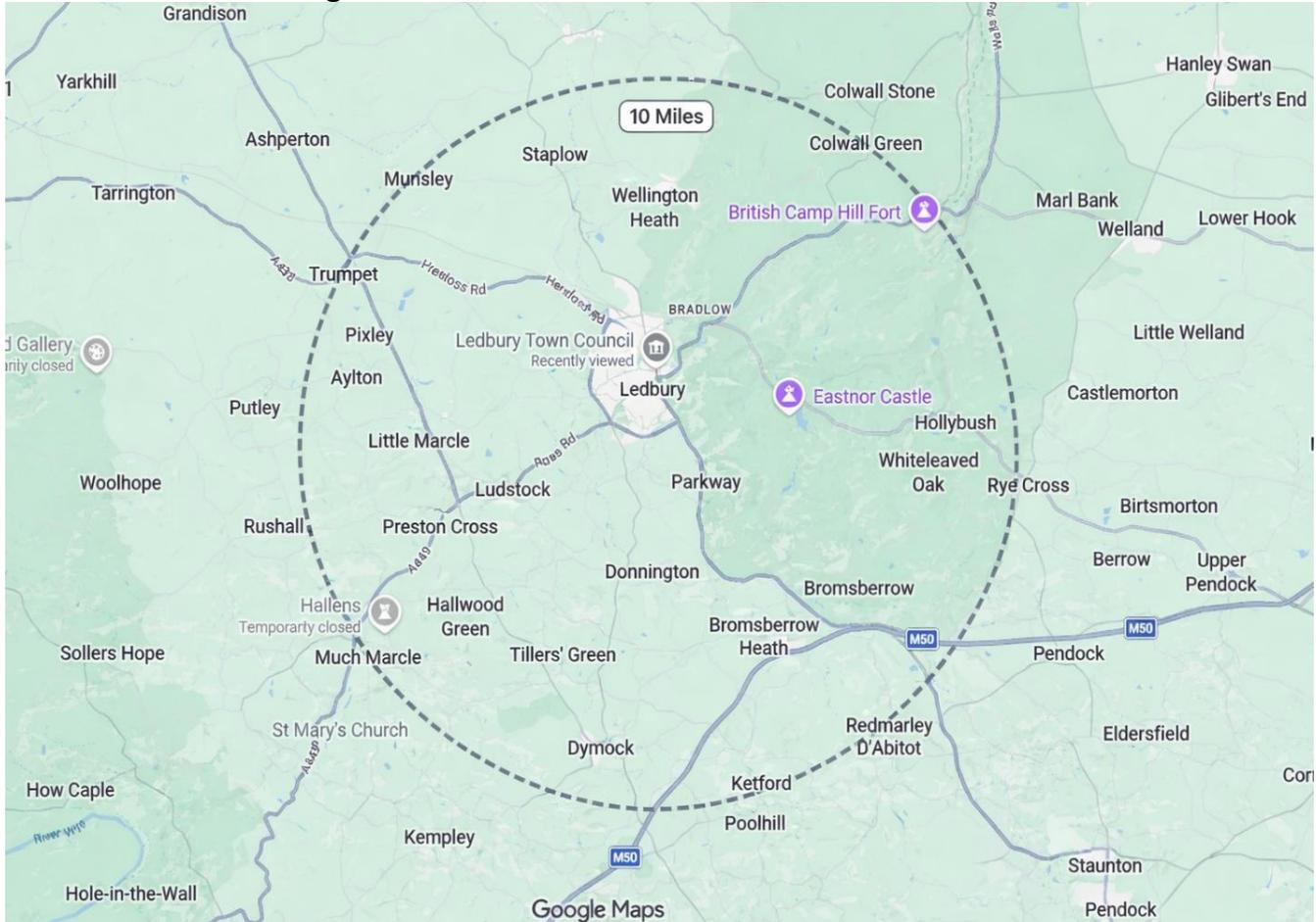
To support strategic planning and resource allocation, events will be classified into three types:

Headline Events	Major events with broad appeal that attract residents and visitors alike
Community Events	Smaller-scale events or activities primarily focused on residents
Town Centre-linked Events	Town Centre events aim to bring residents and visitors to the retail area of the town, encourage people to spend locally and to promote a positive experience

Examples but not limited to:

Headline Events	Info
Lakefest	https://www.lakefest.co.uk/
Ledbury Carnival	https://ledbury-carnival.co.uk/
Ledbury Poetry	https://ledburypoetry.org.uk/
Hellens Garden Festival	https://hellensgardenfestival.co.uk/
Ledbury's Light Switch on	https://www.ledburytowncouncil.gov.uk/en-gb
Heritage Open Days	https://www.heritageopendays.org.uk/
The Big Apple	https://www.bigapple.org.uk/
Ledbury Fringe	
Community Events	
Ledbury Community Day / GBGW	https://www.ledburycommunityday.org.uk/
Ledbury Mayors Mile	https://www.ledburytowncouncil.gov.uk/en-gb
Ledbury's Got Talent	https://www.ledburytowncouncil.gov.uk/en-gb
Ledbury Celebration	https://www.ledburyfoodgroup.org/
Town Centre Linked Events	
Late Night Shopping	n/a
Independents' Day UK	https://www.indieretail.uk/

3.2 Area of Coverage



4. Programming events

Ledbury Town Council takes a proactive approach to programming events, ensuring that the annual programme reflects the town’s cultural, community, and visitor objectives. Council-led events are regularly reviewed, typically every 2–3 years, to assess their relevance, impact, and delivery standards. Events are scheduled to provide a balanced programme across the year, considering school holidays, heritage celebrations, and other town-wide initiatives. All programming is planned to uphold standards of safety, accessibility, and sustainability.



5. Partnership and Sponsorship

Where an event has reached the limits of what the Council can deliver, opportunities will be explored to work with community groups, local businesses, or other partners to transition responsibility for the event. The Council will remain actively involved as a partner, providing guidance, advice, and where appropriate, financial support through Ledbury Town Council grants to ensure the event's continued success.

Every effort will be made to partner with other local events, encouraging them to extend their programme into Ledbury town centre where feasible. This approach helps bring more activity into the town, supports local businesses, and promotes the area to visitors, while aligning with sustainable practices by making the most of existing events rather than duplicating activity elsewhere.

The Council recognises that many local businesses wish to support community events, and sponsorship opportunities will be offered for the majority of Ledbury Town Council-led events. This approach helps to strengthen community engagement, sustain high-quality events, and provide businesses with meaningful ways to contribute to the town's cultural and social programme.

6. Delivery and Support

Ledbury Town Council will support events by:

- Providing organisational guidance and planning assistance;
- Offering promotional support through the Council website, social media and Visit Herefordshire listings;
- Facilitating access to public spaces (e.g., St Katherines Square, Market House, Recreation Ground)
- Encouraging partnerships between event organisers, traders and community groups;
- Supporting event safety through local planning guidance and connections with the Safety Advisory Group.

7. Event Assessment Criteria

- All proposed events (whether delivered by the Council or supported externally) should be assessed using a common set of criteria:

Criteria – the event...	Essential or Desirable
Encourages attendance from both residents and visitors	Essential
Minimises environmental impact and promotes sustainability (e.g., waste reduction, local suppliers, low-carbon operations)	Essential
Is enjoyable and engaging	Essential
Supports local businesses, suppliers or volunteer groups	Essential
Includes accessibility considerations for diverse audiences;	Essential
Compliments the Town Councils Corporate plan	Essential
Promotes community interaction and participation.	Essential
Offers learning, cultural, or educational opportunities;	Desirable
Has potential for growth and new opportunities;	Desirable
Has sustainable financial planning (e.g., sponsorship or partnerships);	Desirable
Uses multiple town spaces where appropriate.	Desirable

8. Financial

prior to the commencement of the new financial year, officers will prepare a comprehensive events budget (*CEO to link when adopted*) to inform Members of the Council of the anticipated funding required to deliver the programme of events proposed by officers. In developing this budget, every effort will be made to secure external funding through sponsorship, grants, or other sources, thereby supporting the events programme while minimising reliance on the Council's core resources.



Ledbury Town Council

9. Measures of Success

Success for events in Ledbury will be measured through:

- **Attendance levels** – both residential and visitor engagement;
- **Visitor experience feedback** – surveys, social media responses, and partner feedback;
- **Economic impact** – local trade uplift and footfall in town centre;
- **Inclusivity metrics** – representation across different age groups and communities;
- **Media and social engagement** – coverage and online interaction.

10. Implementation and Review

This Strategy should be reviewed every **three years** to reflect changes in community needs, resources, town plans, and partner opportunities.

11. Action plan

To be developed once strategy is finalised

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	18 FEBRUARY 2026	AGENDA ITEM: 5
-----------------------------	-------------------------	-----------------------

Report prepared by Olivia Trueman – Community Engagement Officer

VIRTUAL APP

Purpose of Report

The purpose of this report is to update Members on discussions held with Ross-on-Wye Town Council and the Ross-on-Wye Tourism Association regarding their experience with a virtual heritage trail app, and to provide an update on further enquiries being made into alternative virtual app options.

Detailed Information

At the previous Events Working Party meeting, a request was made to explore the Museum Without Walls project. In response, the Chairman of the Events Working Party and the Community Engagement Officer met with representatives from Ross-on-Wye Town Council and the Ross-on-Wye Tourism Association on Thursday 29 January. The discussion provided valuable insight into a long-term digital heritage initiative that uses augmented reality (AR) to bring local history to life.

The Museum Without Walls app uses AR technology to interpret and visualise elements of Ross-on-Wye's heritage that no longer exist physically. The project began with a digital recreation of the Prospect Fountain, the town's first water supply feature. Due to limited historic imagery, local historians and artists collaborated to produce artwork, which was then developed into AR experiences by specialist developer 1 Up Studio (formerly Arcade Ltd).

The project was designed as a community-led initiative, informed by consultation with local stakeholders, heritage groups, and residents. This approach ensured historical accuracy while fostering local ownership and pride. Launches and promotional activities were coordinated with established community events, helping to maximise visibility, encourage early adoption, and integrate the project into the town's wider cultural and tourism offer. It took 4-6 months to set up the first project (the fountain) but after that other projects were 3-4 months.

Since its initial launch, the trail has expanded to include multiple heritage experiences accessible via a self-guided town centre walk, including:

- **Underhill** – reconstruction of Tudor houses formerly adjacent to the Market House.
- **Wye Tour Boat** – representing historic tourist boats along the River Wye.

- **St Mary's Rood Screen** – interpretation of its early 18th-century appearance.
- **High Street 1821** – depicting King George IV passing through the town.
- **The Railway in Ross** – illustrating the former railway line at Five Ways.
- **The Roxy Cinema** – highlighting the historic cinema on Broad Street.

The initiative has developed over several years and continues to expand with new heritage sites and experiences.

The project has been supported through a combination of public and community funding, including:

- **Heritage Lottery Fund** – supporting heritage interpretation and accessibility.
- **Arts Council England** – grants for arts and cultural initiatives.
- **Local council support** – including direct grants from Ross-on-Wye Town Council.

This blended funding model enabled the engagement of specialist development services while supporting community participation in content creation.

Representatives advised that, in addition to the Museum Without Walls app, Ross-on-Wye Town Council operates a town app developed through AT Creative (<https://at-creative.co.uk/>). This platform enables the Town Council to create and update its own digital trails, with content managed directly by council staff. The Ross trail was supported through Levelling Up funding and provides visitors with an accessible way to explore key locations while allowing the council to maintain and refresh information as required.

During the meeting, members noted that a platform of this nature could provide a cost-effective method of introducing a digital trail in Ledbury, while offering flexibility and local control over future content. It was also suggested that artwork commissioned from local artists could be used to illustrate how historic features may have appeared, providing strong visual interpretation without the need for augmented reality.

By comparison, augmented reality can offer a more immersive visitor experience and bring lost heritage assets to life in a highly engaging way. However, it typically requires specialist development, longer lead-in times, and external funding support.

If members were leaning towards developing an augmented reality app, Ledbury Town Council could consider an approach similar to Ross-on-Wye Town Council by launching the app with a single building in time for Heritage Open Days (subject to the selected company's timeline), and then gradually adding further buildings over time.

Any progression of this option will be dependent on the recommendations put forward to Full Council and the outcome of their decision.

Both approaches present opportunities to enhance heritage interpretation and visitor engagement. Further consideration would be required to determine which model best aligns with the Council's objectives, available resources, and desired delivery timeframe.

Recommendations to Full Council

The below recommendations have already been made to Full Council and will be discussed on Thursday, 19 February 2026.

- 1. That Full Council approve the inclusion of funding for this project in the 2026/27 budget, ensuring that sufficient resources are available to support its development and delivery, as requested by the Events Working Party.**
- 2. That the CEO works with Chairman of the Events Working Party to prepare and issue a tender to companies capable of developing a bespoke virtual or augmented reality app for the town, with the aim of having the app ready for a September launch to coincide with Heritage Open Days.**

It should be noted that Ledbury already benefits from some digital heritage initiatives, including community-led QR code trails created in partnership with local schools and the Ledbury Poetry Festival, such as *Ledbury Benches* and *Ledbury Found Voices*. These projects highlight an established foundation for digital storytelling within the town and may complement any future Council-led approach.

<https://ledburybenches.wordpress.com/>

<https://ledburyfoundvoices.wordpress.com/>

Environmental Considerations

The development of a virtual trail app for Ledbury offers a low-impact way to engage residents and visitors with the town's heritage. Unlike physical events, the app requires minimal additional travel, printing, or materials, helping to reduce carbon emissions and waste. Energy use is limited to device operation and server hosting, which is relatively small compared to traditional events. By providing a digital alternative to on-site tours and printed guides, the app supports sustainable engagement while promoting local history and community spaces.

RESOLVED:

That Members receive and note to above report.

EVENTS CALENDAR 2026 - 2027

- Ledbury Town Council Event
- Community /Outside Event
- Mayors Events
- Bank Holiday
- Holidays / Celebrations - Non-Bank Holiday

Month	Event	Date	Time	Venue	Organiser	Website	Action / Notes
Feb-26	Big Breakfast	Friday 6th February to Sunday 8th February	TBC	In and around Ledbury	Ledbury Food Group	https://www.ledburyfoodgroup.org/category/big-breakfast/	It celebrates local food and our local independent food businesses (retailers and cafes etc)
	Ledbury's Got Talent - Provisional	TBC	TBC	In and around Ledbury	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	Talent Show with cash prize to raise money for Charity
	Valentines Day	Saturday 14th February	N/A	N/A	N/A	N/A	a celebration of love, friendship, and affection.
	Shrove Tuesday (Pancake Day)	Tuesday 17th February	N/A	N/A	N/A	N/A	Also known as Pancake Day, is a Christian tradition that comes before the start of Lent.
	Chinese New Year	Tuesday 17th February	N/A	N/A	N/A	N/A	2026 - Year of the Horse. A significant cultural celebration marking the start of a new year in the traditional Chinese calendar. Traditions such as exchanging red envelopes, fireworks and lion / dragon dances.
Mar-26	St David's Day	Sunday 1st March	N/A	N/A	N/A	N/A	Wales's national day, honouring St. David, the patron saint of Wales.
	Ash Wednesday	Wednesday 4th March	N/A	N/A	N/A	N/A	marks the beginning of Lent in the Western Christian tradition, a 40-day period of fasting and reflection leading up to Easter.
	World Book Day	Thursday 5th March	TBC	N/A	UNESCO	https://www.worldbookday.com/	events organised to promote reading for pleasure, particularly among children and families
	Ledbury World Bookfest	Saturday 7th March	10:00 - 2:00	In and around Ledbury	LTC	TBC	Workshops, activities, food / drink etc... held around town to celebrate World Book Day
	International Women's Day	Sunday 8th March	N/A	N/A	N/A	N/A	a global day recognizing the social, economic, cultural, and political achievements of women
	Mother's Day	Sunday 15th March	N/A	N/A	N/A	N/A	a holiday celebrating the importance of mothers and motherhood
	St Patrick's Day	Tuesday 17th March	N/A	N/A	N/A	N/A	a cultural and religious holiday celebrated annually on March 17th, honouring the patron saint of Ireland, St. Patrick
	Kempley Daffodil Weekend	Saturday 14th and Sunday 15th March	TBC	Kempley Daffodil Meadow	Volunteers on behalf of St Edwards Church	https://www.daffs.org.uk/	an annual event in the village of Kempley, Gloucestershire, that celebrates the abundance of wild daffodils in the area
	Masefield Matters Art and Word Workshop	Saturday 28 March	TBC	TBC	Masefield Matters		
	Masefield Matters end of familiarisation event	Sunday 29 March	TBC	tbc	Masefield Matters		
Apr-26	CountryTastic	Thursday 2nd April	TBC	Three Counties Showground	The Royal Three Counties	https://countrytastic.co.uk/	a family event for children aged 5-11 years old. The show attracts young people keen to learn all about food, farming and the countryside.
	Good Friday	Friday 3rd April	N/A	N/A	N/A	N/A	a Christian holy day commemorating the crucifixion of Jesus Christ
	Easter	Sunday 5th April	N/A	N/A	N/A	N/A	a Christian festival celebrating the resurrection of Jesus Christ, marking the end of Holy Week.
	Easter Monday	Monday 6th April	N/A	N/A	N/A	N/A	More recently associated with traditions such as egg hunts and gift giving
	St George's Day	Thursday 23rd April	N/A	N/A	N/A	N/A	Easter Monday is a bank holiday, along with Good Friday, marking the beginning of spring
	Eastnor Castle Mud Run	Sunday 26th April	TBC	Eastnor Castle	Relish Running Races	https://www.relishrunningraces.com/mud-bath-running-race-eastnor-castle.php	England's national day, commemorating the patron saint of England, St. George
	Civic Celebration - Provisional	TBC	TBC	TBC	LTC	https://www.ledburytowncouncil.gov.uk/en-gb	a formal event where the mayor, as the symbolic leader of the community, recognizes and honours individuals or groups for their contributions to the town
May-26	Early May Bank Holiday	Monday 4 May	N/A	N/A	N/A	N/A	
	Blossom time festival	Sunday 3rd & Monday 4th May	N/A	N/A	The Big Apple Association	https://www.bigapple.org.uk/blossomtime/	The Blossomtime Festival celebrates the arrival of spring with floral displays, community events, and activities that highlight local culture and creativity.
	VE DAY	Friday 8 May			LTC/ RBL		VE Day (Victory in Europe Day) marks the end of the Second World War in Europe on 8 May 1945, commemorating the Allied victory and honouring those who served and sacrificed.

Hereford History Festival	Saturday 9 May - Monday 25 May				Hereford History Festival	The Hereford Histories event celebrates the city and county's rich heritage, exploring local history, culture, and notable stories from the past.
Spring Bank Holiday	Monday 25 May					
Ledbury Community Day	Saturday 6th June	10:00am - 2:00pm	In and around the town	Ledbury Community Group		Event showcasing community groups in ledbury
Great Big Green Week	Saturday 6th - Sunday 14th June	10:00am - 2:00pm	TBC			Nationwide event about climate change
Poetry Festival	Friday 26th - Sunday 5th July	TBC	In and around the town	PF		The Poetry Festival celebrates the art of language, featuring readings, workshops, and performances that engage the community and showcase local and national poets.
Fathers Day	Sunday 15 June					
Armed Forces Day	Saturday 27 June					
Ledbury Celebration	Sunday 5th July	11:00am - 4:00pm	St Katharines Carpark	Ledbury Food Group/		Local event showcasing Herefordshire local producers. This is held
Independents' Day UK	Friday, July 3, and Saturday, July 4.					The initiative encourages consumers to shop with local, independent retailers and often features special promotions and local markets.
Lakefest 2026	5 Aug - 9 Aug		Eastnor Castle and Grounds	Lakefest		Multi-day family music festival with live bands, kids' activities & food.
Summer Bank Holiday	Monday 31 August					
Ledbury Carnival	Monday 31 August					
Heritage Open Days	11 - 20 September	Various	In and around Ledbury	LTC		free access to a variety of local heritage sites and events. This annual festival provides a chance to explore local history and culture.
h.Art - Herefordshire Art Week						
Funfair (Mop Fair)	Monday, 13th & Tuesday, 14th October	4:30pm - late	Ledbury Town Centre	The Rodgers Family / LTC Service Agreement		a traditional event that takes place in Ledbury on the High Street. It's a fun fair with rides and attractions. Dates back to 1138.
Pumpkin Picking - The Farm Patch	Various dates in October, tickets available from September	TBC	Moor Court Farm, Stretton Grandison	Pumpkin Pete's (Hannah and Ed)		a popular activity where people visit the pumpkin patch to select and harvest pumpkins, there are themed weekends such as circus, art and nature with food and drink available, lots of photo opportunities
Ledbury Ploughing Match	TBC	TBC	Gilbert's Farm, Lilly Hall Lane	The Farm Patch, Gilbert's Farm		a popular activity where people visit the farm to select and harvest pumpkins, food and drink are available. Late night options available.
Halloween	Friday 31st October	N/A	Aubreys Farm, Bromsberrow	The Ledbury Ploughing Society		a competitive event where participants, using various types of ploughs (horse-drawn and tractor-driven), demonstrate their skills in preparing land for planting.
Remembrance Sunday	Sunday 8th November	11:00am	War Memorial and then Church			a holiday celebrated on October 31st, often involving dressing up in costumes, trick-or-treating, and carving pumpkins.
Remembrance Day	Wednesday 11th November	11:00am	War Memorial			a day of remembrance held in the United Kingdom and other Commonwealth countries, typically on the second Sunday of November.
Bonfire Night	N/A	N/A				to commemorate the service and sacrifice of those who have died in wars and conflicts.
Christmas Lights Switch on Event	Sunday, 22nd November	2:00pm - 8:00pm	Ledbury Town Centre	LTC		A memorial day to honour those who have died in war.
Winter Glow - Malvern	TBC	TBC	The Three Counties Showground	Winter Glow		It commemorates the failure of the Gunpowder Plot in 1605, when Guy Fawkes and his fellow conspirators attempted to blow up the Houses of Parliament and assassinate King James I.
Christmas Tractor Parade	TBC	TBC	In and around Ledbury	When Farmers Do Christmas		community event where the lights adorning Ledbury are officially turned on, marking the start of the festive season.
Late Night Shopping	Friday, 4th December	5:00pm - 8:00pm	Ledbury Town Centre	LTC		Festive Experience, Inc. Father Christmas, Ice Skating, Light Trail, UV Crazy Golf, Fairground, Market, Food and Drink etc...
Candle Lighting	Sunday, 13th December	10:00am - 3:00pm	New Street Chapel	LTC		Vehicles drive through town decorated in Christmas lights to raise money for charity
Christmas Day	Friday 25th December	N/A				Shops are open later in the run up to Christmas with help from Co-op Funeral care
Boxing Day	Saturday 26th December	N/A				a Christian holy day that commemorates the birth of Jesus Christ.
						A public holiday celebrated the first day after Christmas.

	New Years' Eve	Thursday 31st December	N/A				The final day of the calendar year. It's a time for celebrations, with people gathering with friends and family to ring in the new year.
--	----------------	------------------------	-----	--	--	--	--