



# LEDBURY TOWN COUNCIL



29 May 2026

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

Dear All,

You are invited to attend a meeting of the **Events Working Party on Tuesday 2 June 2026 at 10:00 am in the Co-op Funeralcare, 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 28 April 2026 (Pages 421 - 424)**

3. To receive and note the Action Sheet (Page 425)
4. Event Data Capture (Standing Item) (Pages 427 - 433)
5. To receive and note budget summary (Pages 435 – 443)
6. To receive and note update on Great Big Green Week and Ledbury Community Day (Page 445)
7. To receive and note Update on Ledbury Celebration  
(Page 446)
8. To receive and note Update on Ledbury Carnival  
(Verbal)
9. To receive and note Update on Ledbury Convoy / HODS  
(Page 447)
10. To agree Future Meeting Dates for the Events WP  
(Page 449)
11. To receive and note the Events Calendar (Pages 451 – 452)
12. Date of Next Meeting

The date of the next meeting will be decided at the Events Working Party meeting on Tuesday 2<sup>nd</sup> June, as detailed in agenda item 10.

## LEDBURY TOWN COUNCIL

### MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON TUESDAY 28 APRIL 2026

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**PRESENT:** Councillor Morris  
Non-Councillors: Al Braithwaite (Chair) Griff Holliday, Sonia Bowen and Nina Shields

**ALSO PRESENT:** Julia Lawrence – Deputy Clerk  
Honor Holton – Minute Taker  
Olivia Trueman – Community Engagement Officer

#### 71. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Chowns, Harvey and Hughes, Lizzie Gissane and Lynette Loader.

It was agreed that an email should be sent to members to encourage participation in the Events Working Party and help members feel more involved and connected to the group.

#### **RESOLVED:**

**The Deputy Clerk to draft an email to attendees who are not at the meeting, to acknowledge that they are missed and encourage them to take part in the meetings.**

#### 72. TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE EVENTS WORKING PARTY HELD ON 23 MARCH 2026

#### **RESOLVED:**

That the minutes of the meeting of Events Working Party held on 23 March 2026 be approved.

#### 73. TO RECEIVE AND NOTE THE ACTION SHEET

Updates were provided in respect of the action sheet, including an update from the CEO on engagement with larger event organisers and invitations to future meetings. Lakefest had been invited to attend future meetings and advised they were happy to remain in contact with the CEO, attending where relevant or providing updates when appropriate. It was also noted that John Masefield School had been contacted and were hoping to send a representative to future meetings.

Members requested an update on the military event proposed at the previous meeting. Unfortunately, no representatives were able to attend the meeting to discuss the matter further, and the officer leading on the matter, the Town

Clerk, was also unable to attend. It was agreed that representatives would be invited to the next meeting again, or alternatively that the Clerk would be asked to provide an update

**RESOLVED:**

- 1. That the Action Sheet be received and noted**
- 2. That an update on the military event be provided at the next Events Working Party meeting on Tuesday, 2 June 2026.**

**74. TO AGREE THE DRAFT LEDBURY EVENT STRATEGY**

The Community Engagement Officer advised members that the Events Strategy had been deferred by Full Council, as it was felt that further work was required. Members reviewed the minutes from the Full Council meeting and expressed confusion regarding some of the feedback provided, particularly in relation to the reference to an “incremental approach to events”. It was agreed that the Community Engagement Officer and the Chairman would meet to review the strategy, make the necessary amendments, and seek clarification where required.

**RESOLVED:**

- 1. The Chairman and Community Engagement Officer will review the comments made at the meeting and redraft the Events Strategy. This will be brought back to the next Events Working Party meeting prior to submission to Full Council.**

**75. TO RECEIVE AND NOTE BUDGET SUMMARY**

**RESOLVED:**

**That the Budget summary be received and noted.**

**76. TO RECEIVE AND NOTE UPDATE ON TOURISM MAPS AND BOARDS**

The Community Engagement Officer updated members on the tourism maps to be installed in the five boards around the town, which was originally identified by TEMAP with funding from the BID. She advised that she is now working with Orphans, who are producing the maps, (based on the tourism guide) for printing and installation into the boards. She also updated members on a recent meeting at Ledbury train station, where she met a representative from West Midlands Railway, who confirmed they would install a board free of charge for one of the maps. The Community Engagement Officer is currently working with Orphans on the design of this map.

**RESOLVED:**

**That Members receive and note the update on tourism maps.**

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

Griff Holiday updated the Working Party on arrangements for the event. Activities for adult residents will take place across the town, while a 'Family Fun Day' at the Recreation Ground will provide a range of activities for children and young people.

Publicity for the event is ongoing across various media platforms, with Ledbury Community Hub producing a flyer to promote the day. Approximately 50 groups and organisations have signed up to take part, with further interest expected.

Town centre halls will be open from 10:00am to 2:00pm, with the 'Family Fun Day' at the Recreation Ground running from 11:30am to 2:00pm.

**RESOLVED:**

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

**78. TO RECEIVE AND NOTE UPDATE ON LEDBURY CELEBRATION**

Griff Holiday updated the Working Party on progress for the event, noting that arrangements were progressing well. The poetry programme will include three poets, the Poetry Machine and two 'Masefield Moments' celebrating the work of John Masefield. A music programme featuring four local acts has also been arranged, with sufficient funding in place for the event.

Work is continuing to confirm trader attendance and recruit additional volunteers through Ledbury Community Hub. Members suggested contacting John Masefield High School, including students undertaking the Duke of Edinburgh Award, to explore volunteering opportunities. It was also agreed that Goal 17 should be used to support volunteer recruitment and promotion during Volunteer Week in June.

**RESOLVED:**

- 1. That updates on the Ledbury Celebration event be received and noted.**
- 2. That the Community Engagement Officer contact John Masefield High School regarding the possibility of students volunteering for Ledbury events as part of the Duke of Edinburgh Award.**
- 3. That an article be published during Volunteer Week in June to promote volunteering opportunities.**

**79. TO RECEIVE AND NOTE THE EVENT CALENDAR**

Members were provided with an updated events calendar. The Community Engagement Officer advised that she is working with Helping Hands on a litter-picking event, although this has not yet been agreed. She confirmed that a meeting is scheduled for this week to confirm logistics and dates.

Councillor Morris advised members that The Barn in Ledbury has a new custodian and suggested it may be worthwhile contacting the new manager to invite them to a future meeting or at least make contact to explore potential involvement.

**RESOLVED:**

**That the events calendar be received and noted**

**80. DATE OF NEXT MEETING**

**RESOLVED:**

**The next meeting of the Events Working Party will be on Tuesday, 2 June 2026.**

The meeting ended at 11:05 am.

Signed ..... Date .....

EVENTS WORKING PARTY

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
	<b>28-Oct-25</b>				
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
	<b>18-Feb-26</b>				
58	That consideration be given to utilising other applications such as the Visit Herefordshire Walking App	CEO	Apr-26	Possibility of funding and working with Ledbury Places to develop a simple app.	In Progress
60	The next meeting of Events Working Party is to be discussed and planned around future Full Council Meetings. An email will be sent to members accordingly.	CEO	Jun-26	To be discussed at the next meeting of Events on Monday 23rd March	In Progress
	<b>23-Mar-26</b>				
64.1	"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."	CEO		Report has been submitted to the Events working Party for consideration	in Progress
64.2	That the Event Data Capture be added as a standing item on all future agendas."	CEO	Apr-26		Ongoing
67	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 and would like some local	TC	Apr-26		in Progress
69.1	That the Ledbury Celebration Event link be updated as the one provided in the events calendar is two years out of date.	AA	Apr-26		Completed
69.2	That the description for the Ledbury Celebration be updated making use of the information within the report provided by Griff.	AA	Apr-26		Completed
	<b>28-Apr-26</b>				
71	The Deputy Clerk to draft an email to attendees who are not at the meeting, to acknowledge that they are missed and encourage them to take part in meetings.	DC	Apr-26	Email submitted to all Working Party Members	Completed
73	That an update on the military event be provided at the next events working party on Tuesday 2 June 2026.	TC	Apr-26	Report submitted to the working party	Completed
74	That the Chairman and Community Engagement Officer will review the comments made at the meeting and redraft the Events Strategy. This will be brought back to the next Events Working Party Meeting prior to submission to Full Council	CEO	Apr-26	A meeting has been organised to go through the event strategy with Councillor Harvey, Councillor Chowns and the Chairman of the Events Working Party. Updates will be given at the Events Working Party.	In progress
78.2	That the Community Engagement Officer contact John Masefield High School regarding the possibility of students volunteering for Ledbury Events as part of the Duke of Edinburgh Award.	CEO	Apr-26	CEO has contacted JM High School. Update will be given accordingly.	Completed
78.3	That an article be published during Volunteering Week in June to promote volunteering opportunities.	CEO	Apr-26	Press release has been drafted and sent to the Ledbury Reporter.	Completed



# Ledbury Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

## Summary

The monthly footfall in Ledbury town centre has seen a 6.9% increase on February 2026, and a -0.2% decrease with respect to March 2025.

## Footfall

Footfall is measured by the volume of sample unique phones visiting Ledbury town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (February 2026) and previous year (March 2025) is represented in (Fig. 1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

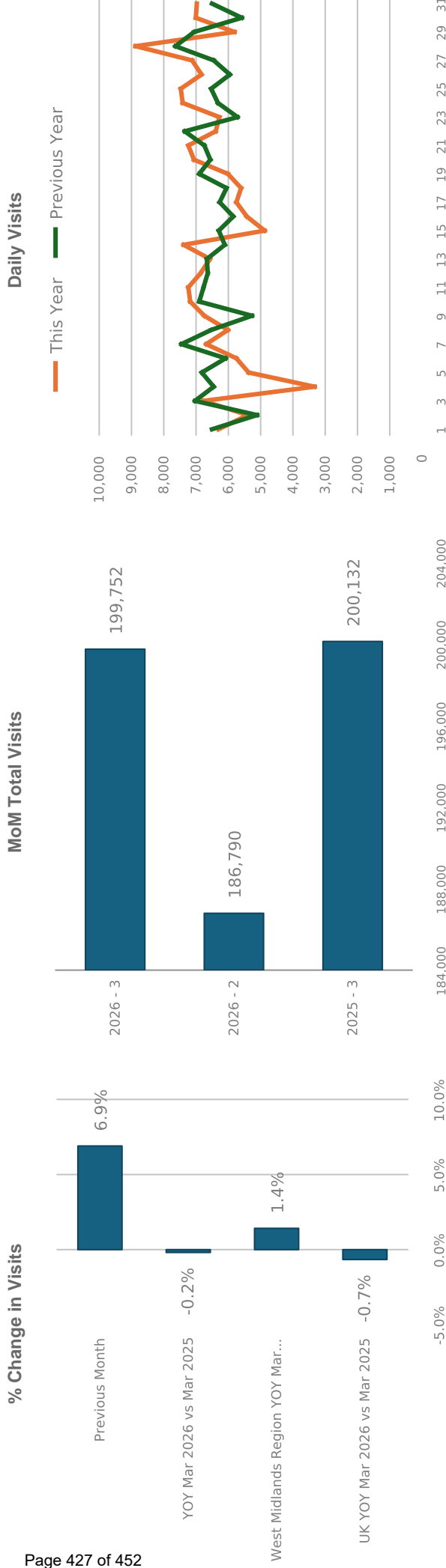


Fig.1 % change in total visits to the town centre

Fig.2 Total visits to the town centre

Fig.3 Number of daily visits to the town centre

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## Visitors to Streets

The following charts provide footfall by streets in Ledbury town centre. The Homend is the busiest road with 141,465 visits in March 2026 (Fig .4), this was 7.7% higher than March 2025 (Fig. 5) and 4.8% higher than in February 2026. The Homend attracts the most visitors with 61.9 % of all street visits. (Fig .6)

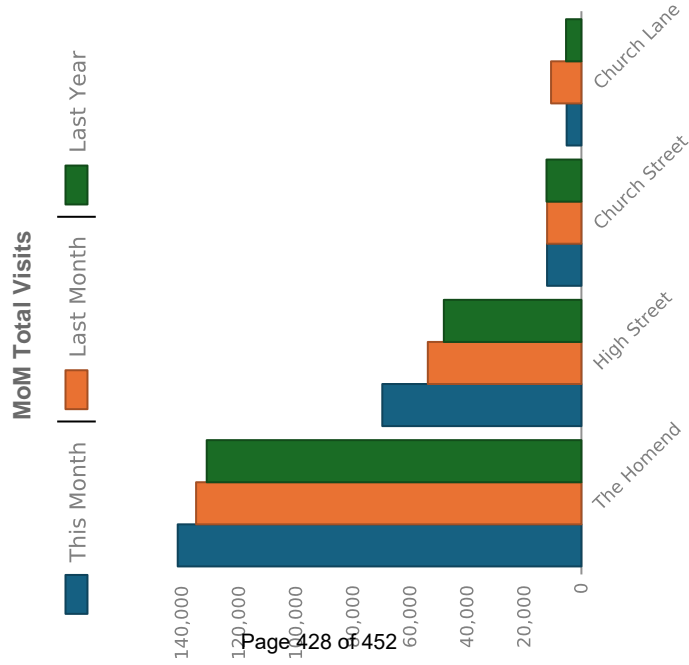


Fig.4 Total visits to street

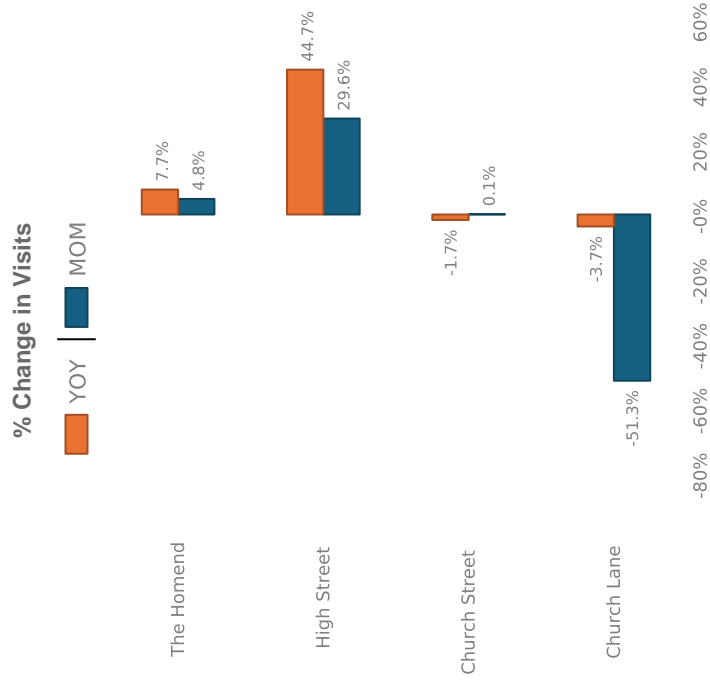


Fig.5 % in visits to street

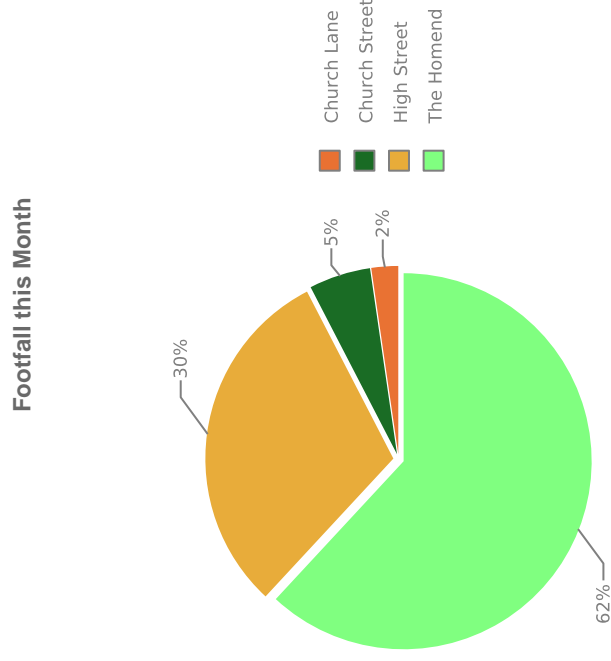


Fig.6 % footfall by street

# Ledbury Town Centre Monthly Report

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## How Long do Visitors Stay For?

Average dwell time in Ledbury town centre was 49 Minutes in March 2026 (Fig. 7) an increase of 5 minutes compared to March 2025. The percentage of visitors by dwell minutes has shown 20.7% of all visitors in March 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes and short 6 - 12 minutes dwell times of 19.5% of all visitors.

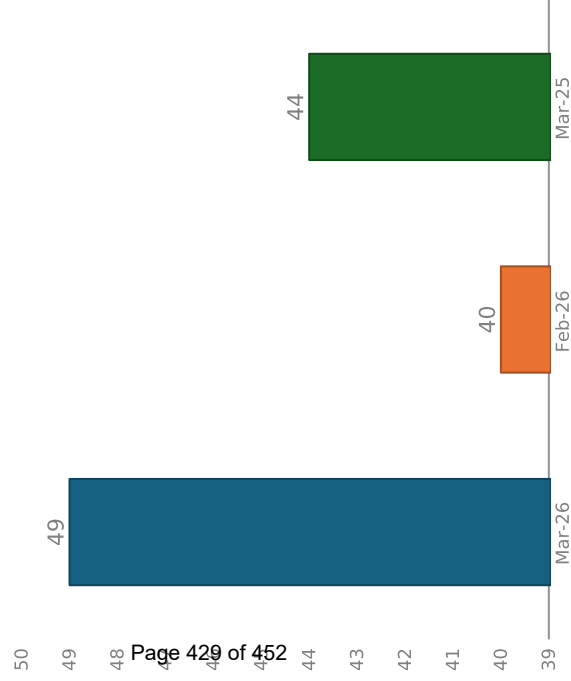


Fig.7 Average dwell time (minutes) in the town centre

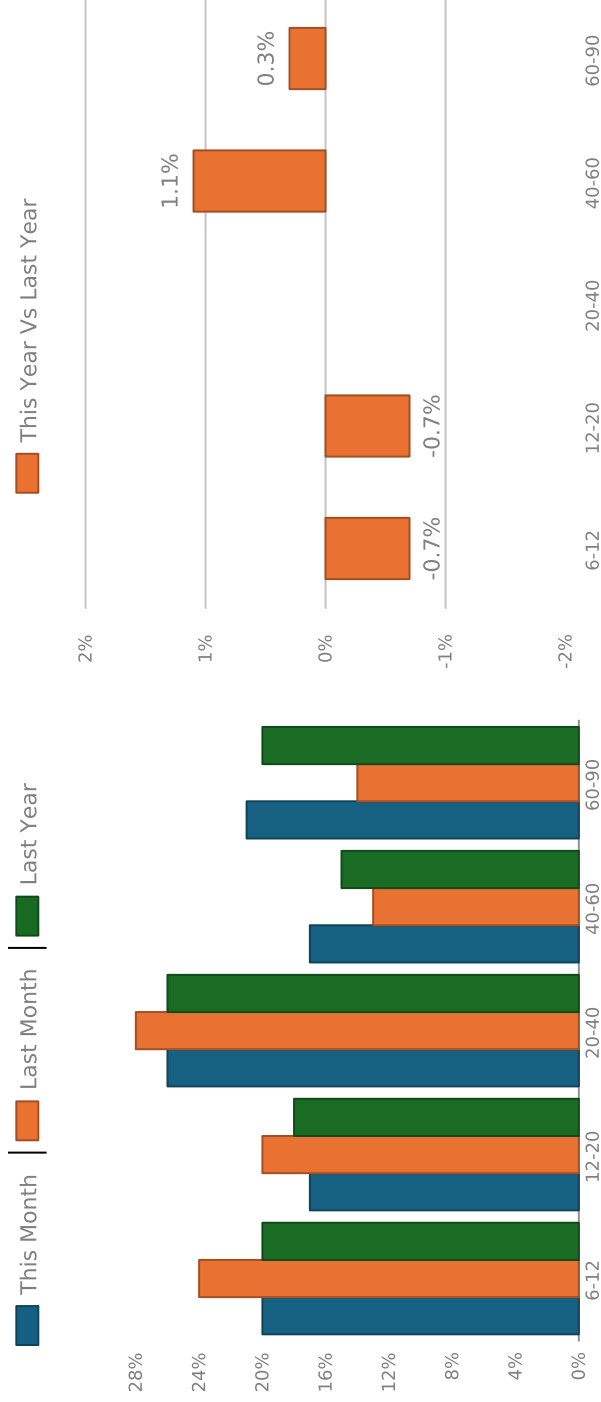


Fig.8 % of visitors by dwell time (minutes)

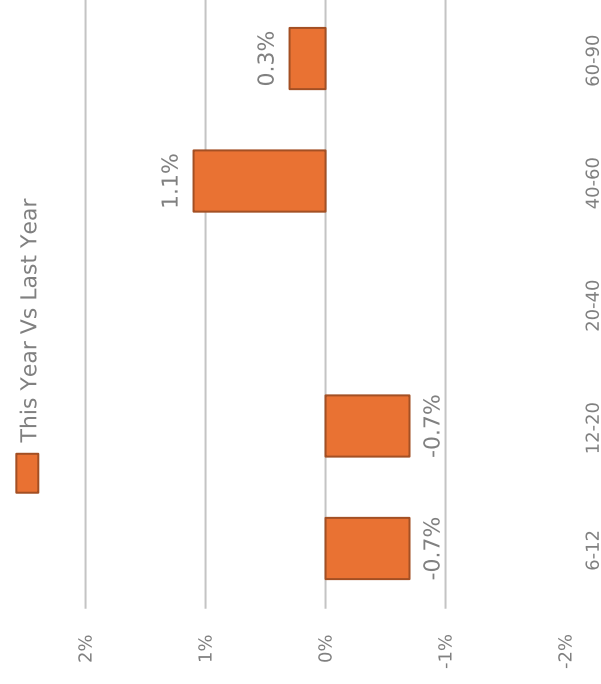


Fig.9 Change in % of visitors by dwell time (minutes)

# Ledbury Town Centre Monthly Report

All data is anonymised, aggregated and GDPR compliant

## Where Do Visitors Come From?

The total number of visitors to Ledbury town centre has increased from 25,396 in March 2025 to 25,451 in March 2026. The proportion of visitors residing within 3 miles has fallen from 57.35% (Fig . 12) in February 2026 to 53.77% in March 2026.

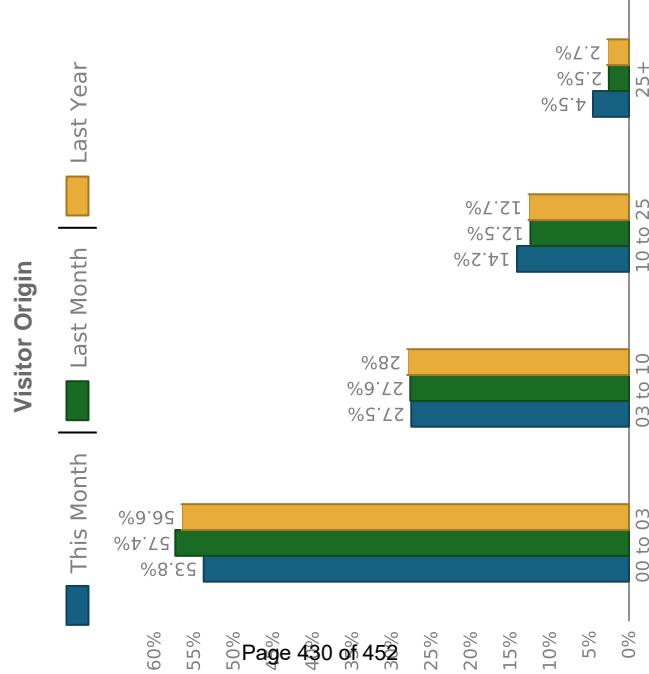


Fig.10 % volume of visitors by origin distance (miles)

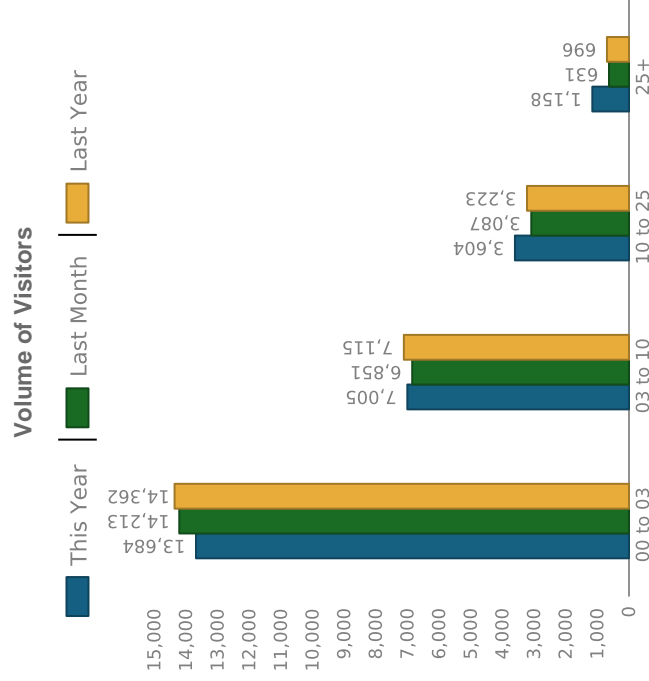


Fig.11 Volume of visitors by origin distance (miles)

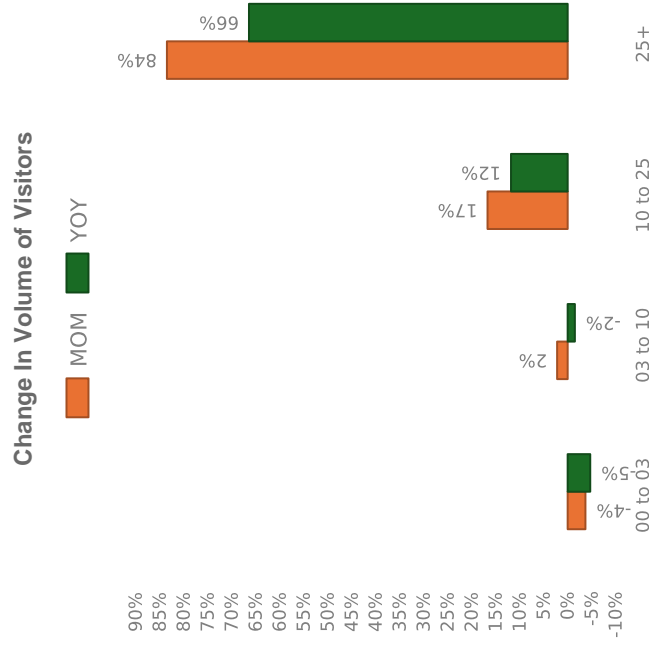


Fig.12 % of visitors by visitor origin distance (miles)

## Where do visitors with the highest spend potential come from?

HR8 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 3,819 in March 2026. Postcode GL52 (Fig. 14) has the largest number of potential high spend visitors totalling 15,850. Currently 13 high spend visitors are from this postcode. In March 2026 26% of all visitors to Ledbury were classified as high spend potential, 52% medium and 22% low spend potential.

Postcodes providing largest number of High Spend Visitors

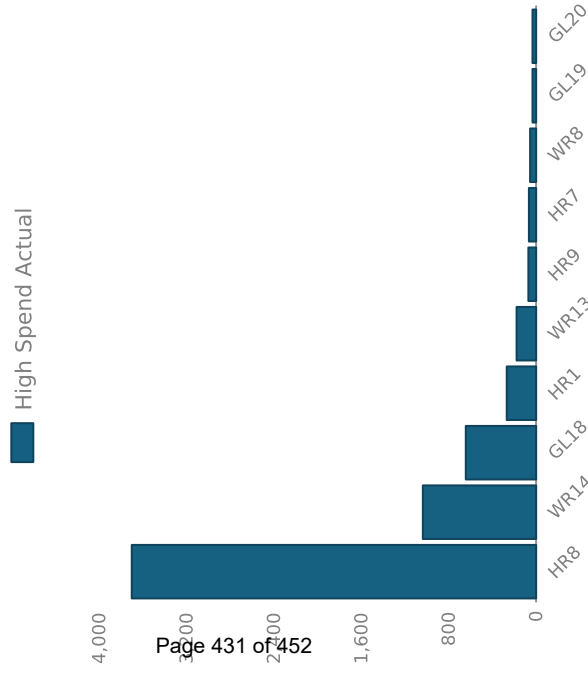


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

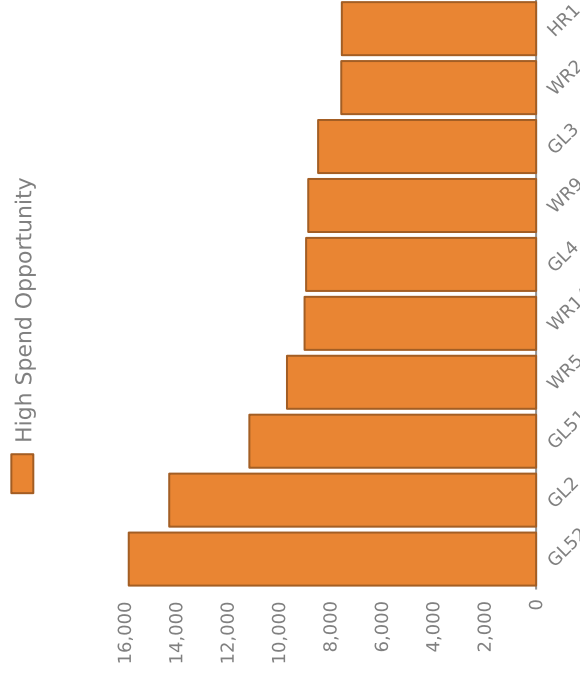


Fig.14 Visitors by postcode district

Visitors

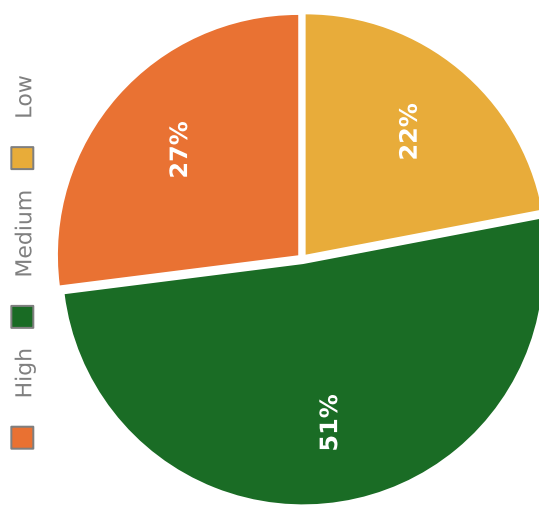
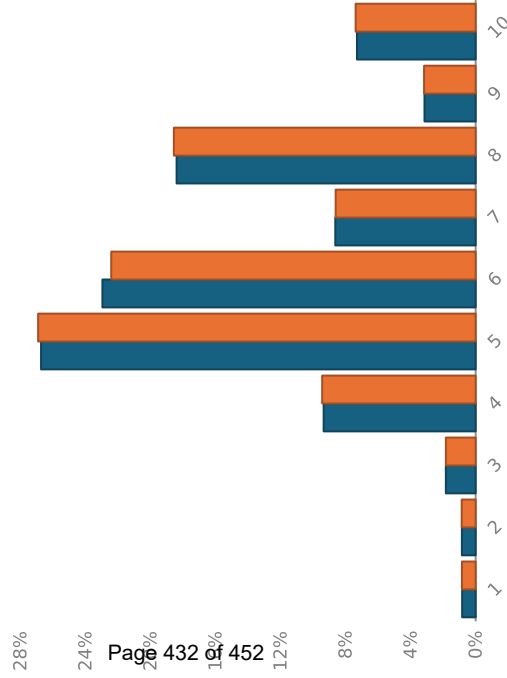


Fig.15 % of visitors by spend potential

## What is the Index of Multiple Deprivation Decile Profile of Visitors from 0 to 10 miles?

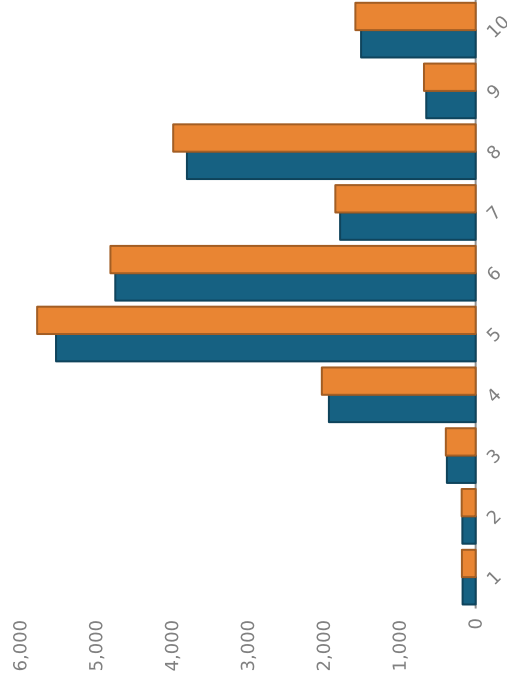
In March 2026, the largest number of visitors came from IMD decile 5 areas (Fig. 16), contributing 5,530 visitors (Fig. 17). The postcode district contributing the largest number of visitors was HR8 which ranked in IMD decile 6 (Fig. 18).

**% Visitors by IMD Decile**  
 ■ This Month | ■ Last Year



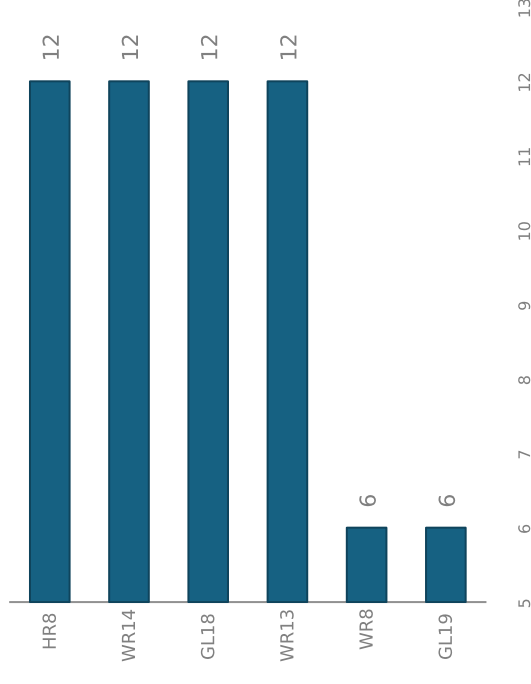
**Fig.16 % of Visitors by Index of Multiple Deprivation Decile**

**Number of Visitors by IMD Decile**  
 ■ This Month | ■ Last Year



**Fig.17 Visitors by Index of Multiple Deprivation Decile**

**Top Ten postcode districts by number of visitors; IMD score**



**Fig.18 Top Ten postcode districts by number of visitors; IMD score**

## What are visitor incomes?

The average income of the outcode contributing the most visitors is £33,280 (Fig.19). The £36,400 income group experienced the greatest increase in visitor volume, rising by a 0.6% share of the nearest 10 postcode districts(Fig.20)

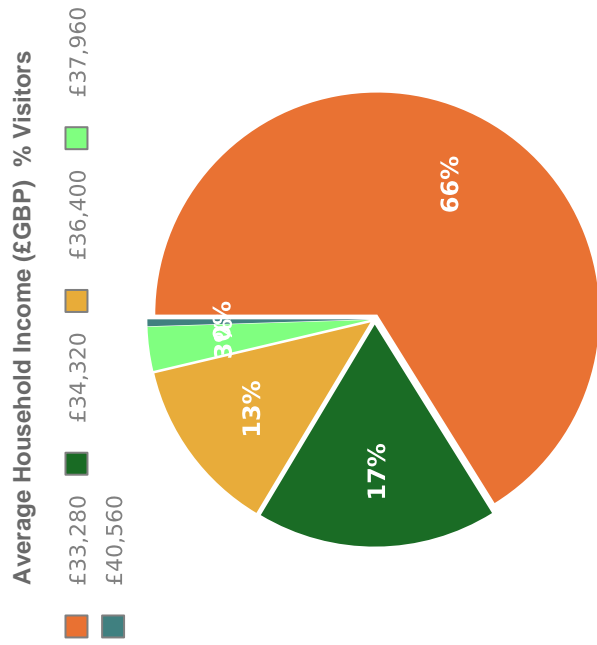


Fig.19 % of Visitors by Average Household Income (£GBP)

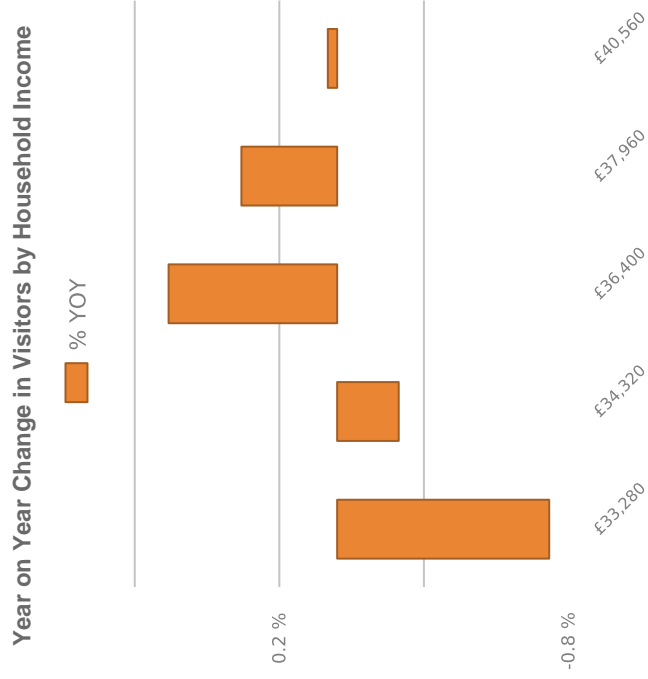


Fig.20 Change in % of visitors by income (£GBP)



<b>May Half Term</b>						
<b>EXPENDITURE</b>						
<b>Item No.</b>	<b>Description</b>	<b>Budget 2025/26 £</b>	<b>Projected out turn 2025/26 £</b>	<b>Budget 2026/27 £</b>	<b>Draft Budget 2027/28</b>	<b>Cost Centre</b>
1	Payment to Stromstad Twinning to host craft workshop			335		127
2	Advertising on Facebook			15		127
<b>TOTAL EXPENDITURE</b>		<b>0</b>	<b>0</b>	<b>350</b>	<b>0</b>	
<b>INCOME</b>						
1	Donations					
2						
3						
<b>TOTAL INCOME</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>NET EXPENDITURE/(INCOME)</b>		<b>0</b>	<b>-</b>	<b>350</b>	<b>0</b>	
<b>NOTES:</b> Half-term session delivered with Stromstad Twinning, focusing on the twinning partnership and introducing Swedish Midsommar customs and culture.						

**Nominal  
Code**

4607
4607

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**Community Day/Big Green Week**

		<b>EXPENDITURE</b>					
<b>Item No.</b>	<b>Description</b>	<b>Budget 2025/26 £</b>	<b>Projected out turn 2025/26 £</b>	<b>Budget 2026/27 £</b>	<b>Draft Budget 2027/28</b>	<b>Cost Centre</b>	<b>Nominal Code</b>
1	Salaries						
2	Payment to Ledbury Communtiy Hub to host event			2,000		127	4595
3							
4							
5							
6							
7							
8							
9							
10							
11							
<b>TOTAL EXPENDITURE</b>		<b>0</b>	<b>0</b>	<b>2,000</b>	<b>0</b>		
<b>INCOME</b>							
1	Donations	0	0	0	0		
2							
3							
<b>TOTAL INCOME</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		
<b>NET EXPENDITURE/(INCOME)</b>		<b>0</b>	<b>-</b>	<b>2,000</b>	<b>0</b>		
<p><b>NOTES:</b> Working in partnership with Ledbury Community Hub and Community Day to host a family-friendly event on the Recreation Ground called "Green Shoots." Funding from the climate change budget will be used to deliver the event, which will be managed by Ledbury Community Hub.</p>							

<b>Ledbury Celebration</b>							
<b>EXPENDITURE</b>							
<u>Item</u>		Budget	Projected	Budget	Draft	Cost	Nominal
<u>No.</u>	<u>Description</u>	2025/26	out turn	2026/27	Budget	Centre	Code
		£	£	£	2027/28		
1	Salaries						
2	Music License			168		127	4607
<b>TOTAL EXPENDITURE</b>		<b>0</b>	<b>0</b>	<b>168</b>	<b>0</b>		
<b>INCOME</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		
1	Donations						
<b>TOTAL INCOME</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		
<b>NET EXPENDITURE/(INCOME)</b>		<b>0</b>	<b>0</b>	<b>168</b>	<b>0</b>		
<b>NOTES:</b>							
Food and Crafts Festival, St Katherine's Car Park – final day of Ledbury Poetry Festival. Market managed with Ledbury Food Group. Sunday 5 July.							

<b>Carnival</b>						
<b>EXPENDITURE</b>						
<u>Item No.</u>	<u>Description</u>	<u>Budget 2025/26</u> £	<u>Projected out turn 2025/26</u> £	<u>Budget 2026/27</u> £	<u>Draft Budget 2027/28</u> £	
1	Salaries					
2	Stationery			50		
3	Craft materials			100		
<b>TOTAL EXPENDITURE</b>		<b>0</b>	<b>0</b>	<b>150</b>	<b>0</b>	<b>0</b>
<b>INCOME</b>						
1	Donations					
<b>TOTAL INCOME</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>NET EXPENDITURE/(INCOME)</b>		<b>0</b>	<b>-</b>	<b>150</b>	<b>0</b>	<b>0</b>
<b>NOTES:</b>						
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						

<b>Heritage Open Days</b>						
<b>EXPENDITURE</b>						
<u>Item No.</u>	<u>Description</u>	<u>Budget 2025/26</u> £	<u>Projected out turn 2025/26</u> £	<u>Budget 2026/27</u>	<u>Draft Budget 2027/28</u>	<u>Cost Centre</u>
1	Salaries			600		127
2	Advertising and printing of brochures			100		127
3	professional Printing of QR codes for Shop windows			550		127
4	Workshops in the Painted Room					4607
						4607
						4607
<b>TOTAL EXPENDITURE</b>		0	0	1,250	0	
<b>INCOME</b>						
1	Donations	0	0	0	0	
<b>TOTAL INCOME</b>		0	0	0	0	
<b>NET EXPENDITURE/(INCOME)</b>		0	0	1,250	0	
<b>NOTES:</b>						
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						

Autumn Half Term									
EXPENDITURE									
Item No.	Description	Budget 2025/26 £	Projected out turn 2025/26 £	Budget 2026/27 £	Draft Budget 2027/28 £	Cost Centre	Nominal Code		
1	Salaries			350		127	4607		
2	professional fees including materials								
<b>TOTAL EXPENDITURE</b>		0	0	350	0				
<b>INCOME</b>									
1	Donations								
<b>TOTAL INCOME</b>		0	0	0	0				
<b>NET EXPENDITURE/(INCOME)</b>		0	0	350	0				
<p><b>Notes:</b></p> <p>A small-scale, family-friendly Halloween event under the Market House during half term (Monday 26th – Friday 30th October), held on one selected day, where children can take part in spooky-themed craft activities and creative workshops.</p>									

**Christmas Lights Festival**

EXPENDITURE

<u>Item No.</u>	<u>Description</u>	Budget 2025/26	Projected out turn 2025/26	Budget 2026/27	Draft Budget 2027/28
		£	£	£	£
1	Salaries			350	
2	Advertising			700	
3	professional printing			1,200	
	Live Music			460	
	Entertainment 1 (Winter Fairy)			600	
	Snow machine			480	
	professional crafts workshop including materials			260	
	Face Painting			125	
	Road Closure			525	
	Venue Hire				
	<b>TOTAL EXPENDITURE</b>	<b>0</b>	<b>0</b>	<b>4,700</b>	<b>0</b>
<b>INCOME</b>					
1	Donations				
2	Market income				
3					
	<b>TOTAL INCOME</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>NET EXPENDITURE/(INCOME)</b>					
		<b>0</b>	<b>0</b>	<b>4,700</b>	<b>0</b>

**Ledbury World Bookfest**

**EXPENDITURE**

Item No.	Description	Budget 2025/26	Projected out turn 2025/26	Budget 2026/27	Draft Budget 2027/28	Cost Centre	Nominal Code
1	Salaries					127	4607
2	Author and school visits			1,300		127	4607
3	Venue Hire			350		127	4607
4	Marketing including professional printing			700		127	4607
5	Face Painting			260		127	4607
6	professional crafts workshop			480		127	4607
7	Entertainment			460		127	4607
8	Community Group support payments (100 per group to hold an activity)			500		127	4607
9	Advertising including papers and facebook			350		127	4607
<b>TOTAL EXPENDITURE</b>		<b>0</b>	<b>0</b>	<b>4,400</b>	<b>0</b>		
<b>INCOME</b>							
1	Donations			0	0		
2	Market Income			0	0		
3							
<b>TOTAL INCOME</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		
<b>NET EXPENDITURE/(INCOME)</b>		<b>0</b>	<b>0</b>	<b>4,400</b>	<b>0</b>		
<b>NOTES</b>							
<p>Work with local businesses and community groups to hold events in and around the town, with a strong theme of reading and literature. Promote World Book Day and continue to build strong connections with the local schools. Funding available from the Masefield Matters Project</p>							



**Report for Events Working Party – 2<sup>nd</sup> June 2026**

**Ledbury Community Day – 6th June 2026**

This event is ready to go:

- Over 50 groups and organisations have signed up for the event – we can still accommodate latecomers
- Those groups primarily serving our more adult residents will be based around town and particularly at the Burgage and St Katherine’s Halls. Other venues include the heritage buildings, the Tennis Club, the Market Hall, the Community Hall etc. As usual the groups represent a diverse cross section of the voluntary sector in or serving Ledbury.
- Those whose primary focus is children and young people are being catered for by “Family Fun Day” at the Recreation Ground, gathered around a pink star tent. The Rec will feature lots of activities for our younger residents organised by Ledbury Community Hub working with the Town Council. 11 groups serving the young will be present including scouts and guides, Kiln church, Ledbury Youth Services. Hope Support, Home-Start Herefordshire, and Aikido Dojo
- Since the last report, activity has focused on pulling together the programme for the event – the who? where? and what? - publicity through various media and ensuring we have the volunteers and event planning to enable Community Day to run smoothly.
- The halls in town will be open between 10am and 2pm; the Family Fun Day at the Recreation Ground will run from 11.30am to 2pm to provide a continuous programme of activities (and no hanging around).
- A flyer to help people find what interests them is available at the Town Council Office.

Griff Holliday

Ledbury Community Day

28<sup>th</sup> May 2026

## **Report for Events Working Party – 2 June 2026**

### **Ledbury Celebration – 5<sup>th</sup> July 2026**

Generally, progress on preparations for the event has been good

- Ledbury Poetry has booked three poets including one to act also as compere. The popular Poetry Machine has been booked and there will be a special Masefield Moment, celebrating the poems of John Masefield, ending the day
- Running alongside the poetry programme, a music programme featuring five local acts has been developed – featuring a cross-section of popular musical styles.
- All the physical requirements to run the event – gazebos, Tables and chairs, generator, sound system, loos and first aid have been booked
- Funding has been helped by a grant from Visit Herefordshire
- The Herefordshire Safety Advice Group has been advised – their suggestions are being incorporated in event plans
- Masefield Matters have been invited to have a pitch at the event, along with several other local groups
- Kid's Kitchen will be at the event with food adventures for the young

Two areas are “in progress”:

- Food and Drink Market – we are building up the numbers and diversity of producers for this event – ensuring local provenance and quality. We have a good range of street food offerings.
- Volunteers - We are seeking help from Ledbury Community Hub with volunteers to join the team to set up and set down the event

Griff Holliday

Ledbury Food Group

28<sup>th</sup> May 2026

<b>EVENTS WORKING PARTY</b>	<b>2 JUNE 2026</b>	<b>AGENDA ITEM: 9</b>
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Report prepared by Olivia Trueman – Community Engagement Officer

**LEDBURY CONVOY AND HERITAGE OPEN DAYS 2026**

**Purpose of Report**

The purpose of this report is to update members on arrangements currently being made for the proposed Ledbury Convoy event on Saturday, 19 September 2026 and to provide an update on related Heritage Open Days activities.

**Detailed Information**

The CEO is working with representatives of the Ledbury Convoy to help organise an event taking place in the town on Saturday, 19 September 2026.

The event is proposed to take place in the High Street between 4.00pm and 8.30pm and will include military vehicles displayed within the town centre together with food vendors and associated traders. Further details, including a promotional flyer, will be provided to the Working Party in due course.

The CEO is currently supporting organisers with arrangements for the event including applications for the required road closures, securing trading space within the alleyway leading to the Masters House and assisting with the provision of traders for the event.

Members may also wish to note that the event falls during the same period as Heritage Open Days 2026, the national celebration of history and culture. The 2026 theme is “Everyday Histories”, which focuses on daily working life and community heritage. Consideration could therefore be given to promoting the Ledbury Convoy event as part of the Heritage Open Days programme and including details within the Heritage Open Days leaflet where appropriate.

Members should also note that there is £1,250 in the Heritage Open Days budget. This funding has been earmarked for the professional printing of the Heritage Open Days brochures and the hosting of an event in the Painted Room.

The CEO is working with the Tour Guide Manager to develop ideas for the event to be held in the Painted Room as part of the Heritage Open Days programme. It is hoped that representatives of the Ledbury Convoy will attend a future Events Working Party meeting to provide a further update on the event and the arrangements being made.

**Recommendation**

**That the above update be received and noted.**



## LEDBURY TOWN COUNCIL

<b>EVENTS WORKING PARTY</b>	<b>2 JUNE 2026</b>	<b>AGENDA ITEM: 10</b>
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Report prepared by Olivia Trueman – Community Engagement Officer

### **FUTURE MEETING DATES**

#### **Purpose of Report**

The purpose of this report is to advise members of the Events Working Party on the most suitable time to hold Events Working Party meetings in conjunction with Full Council meetings, and to diarise meetings in advance to enable other organisations and interested parties to attend.

#### **Detailed Information**

It is proposed that members agree the dates for Events Working Party meetings up to December 2026. Setting the dates in advance will allow meetings to be scheduled in the Council diary and arranged around Full Council meetings. It will also ensure that other organisations are given sufficient notice to attend meetings where appropriate.

John Masefield High School and other groups have indicated that they would like to attend future Events Working Party meetings but require advance notice of meeting dates in order to make the necessary arrangements. Agreeing the dates in advance will also allow suitable meeting rooms, including the Jacobean Room or the meeting room at Ledbury Co-op Funeralcare, to be booked ahead of time.

Proposed meeting dates are as follows:

- Tuesday 21 July 2026
- Tuesday 25 August 2026
- Tuesday 29 September 2026
- Tuesday 20 October 2026
- Tuesday 17 November 2026
- Tuesday 22 December 2026

All meetings to commence at 10.00am.

#### **Recommendation**

**That Members agree to the above proposed meeting dates from July 2026 to December 2026**



## 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
Jun-26							
	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	LTC		Nationwide event about climate change
	Poetry Festival	Friday 26th - Sunday 5th July	9:00am onwards	In and around the town	PF	<a href="https://ledburypoetry.org.uk/">https://ledburypoetry.org.uk/</a>	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					
26-Jul							
	Masefield Marathon	Saturday 4 July	10:00am-5:00pm	St Michaels and All Angels Church Ledbury	Masefield Matters		
	Ledbury Celebration	Sunday 5th July	11:00am - 4:00pm	St Katherines Carpark	Ledbury Food Group/LTC/PF	<a href="https://www.ledburyfoodgroup.org/2024/04/ledbury-celebration-2024-a-date-for-your-diary/">https://www.ledburyfoodgroup.org/2024/04/ledbury-celebration-2024-a-date-for-your-diary/</a>	Local event showcasing herefordshire local producers. This is held on the last day of the Poetry Festival The initiative encourages consumers to shop with local, independent retailers and often features special promotions and local markets.
26-Aug							
	Independents' Day UK	Friday, July 3, and Saturday, July 4.					
	Lakefest 2026	5 Aug - 9 Aug		Eastnor Castle and Grounds	Lakefest	<a href="https://www.lakefest.co.uk/">https://www.lakefest.co.uk/</a>	Multi-day family music festival with live bands, kids' activities & food.
	Summer Bank Holiday	Monday 31 August					
	Ledbury Carnival	Monday 31 August					
26-Sep							
	Heritage Open Days	11 - 20 September	Various	In and around Ledbury	LTC	<a href="https://www.ledburytowncouncil.gov.uk/en-gb/latest-news/heritage-open-days">https://www.ledburytowncouncil.gov.uk/en-gb/latest-news/heritage-open-days</a>	free access to a variety of local heritage sites and events. This annual festival provides a chance to explore local history and culture.
25-Oct							
	Funfair (Mop Fair)	Monday, 13th & Tuesday, 14th October	4:30pm - late	Ledbury Town Centre	The Rodgers Family / LTC Service Agreement	<a href="https://www.facebook.com/LedburyMopFair/?locale=en_GB">https://www.facebook.com/LedburyMopFair/?locale=en_GB</a>	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. 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
	Pumpkin Picking - Pumpkin Petes	Various dates in October, tickets available from September	TBC	Moor Court Farm, Stretton Grandison	Pumpkin Pete's (Hannah and Ed)	<a href="https://www.pumpkinpetes.co.uk/pvo-pumpkins">https://www.pumpkinpetes.co.uk/pvo-pumpkins</a>	a popular activity where people visit the farm to select and harvest pumpkins, food and drink are available. Late night options available.
	Pumpkin Picking - The Farm Patch	TBC	TBC	Gilbert's Farm, Lilly Hall Lane	The Farm Patch, Gilbert's Farm	<a href="https://thefarmpatch.co.uk/event/pumpkin-picking/">https://thefarmpatch.co.uk/event/pumpkin-picking/</a>	a competitive event where participants, using various types of ploughs (horse-drawn and tractor-driven), demonstrate their skills in preparing land for planting.
	Ledbury Ploughing Match	TBC	TBC	Aubreys Farm, Bromsberrow	The Ledbury Ploughing Society	<a href="https://www.facebook.com/pl/Ledbury-Ploughing-Society-100095258634091/">https://www.facebook.com/pl/Ledbury-Ploughing-Society-100095258634091/</a>	a holiday celebrated on October 31st, often involving dressing up in costumes, trick-or-treating, and carving pumpkins.
	Halloween	Friday 31st October	N/A	N/A	N/A	N/A	a day of remembrance held in the United Kingdom and other
Nov-25							
	Remembrance Sunday	Sunday 8th November	11:00am	War Memorial and then Church	LTC	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>	A memorial day to honour those who have died in war.
	Remembrance Day	Wednesday 11th November	11:00am	War Memorial	N/A		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.
	Bonfire Night	N/A	N/A	N/A	N/A		community event where the lights adorning Ledbury are officially turned on, marking the start of the festive season.
	Christmas Lights Switch on Event	Sunday, 22nd November	2:00pm - 8:00pm	Ledbury Town Centre	LTC	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>	Festive Experience, Inc. Father Christmas, Ice Skating, Light Trail, UV Crazy Golf, Faiground, Market, Food and Drink etc...
	Winter Glow - Malvern	TBC	TBC	The Three Counties Showground	Winter Glow	<a href="https://winterglow.co.uk/">https://winterglow.co.uk/</a>	
Dec-25							

	Christmas Tractor Parade	TBC		In and around Ledbury	When Farmers Do Christmas	TBC	Vehicles drive through town decorated in Christmas lights to raise money for charity
	Late Night Shopping	Friday, 4th December	5:00pm - 8:00pm	Ledbury Town Centre	LTC		Shops are open later in the run up to Christmas with help from Co-op Funeral care
	Candle Lighting	Sunday, 13th December	10:00am - 3:00pm	New Street Chapel	LTC	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>	a Christian holy day that commemorates the birth of Jesus Christ.
	Christmas Day	Friday 25th December	N/A				A public holiday celebrated the first day after Christmas.
	Boxing Day	Saturday 26th 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.
	New Years' Eve	Thursday 31st December	N/A				
Jan-27							
Feb-27							
	Big Breakfast	TBC	TBC	In and around Ledbury	Ledbury Food Group	<a href="https://www.ledburyfoodgroup.org/categ/ony/big-breakfast/">https://www.ledburyfoodgroup.org/categ/ony/big-breakfast/</a>	It celebrates local food and our local independent food businesses (retailers and cafes etc)
	Valentines Day	Sunday 14 February	N/A	N/A	N/A	N/A	a celebration of love, friendship, and affection.
	Shrove Tuesday (Pancake Day)	Tuesday 9 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.
	Ash Wednesday	Wednesday 10 February	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.
Mar-27							
	St David's Day	Monday 1 March	N/A	N/A	N/A	N/A	Wales's national day, honouring St. David, the patron saint of Wales.
	World Book Day	Thursday 4 March	TBC	N/A	UNESCO	<a href="https://www.worldbookday.com/">https://www.worldbookday.com/</a>	events organised to promote reading for pleasure, particularly among children and families
	Ledbury World Bookfest	Saturday 6 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	Monday 8 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 7 March	N/A	N/A	N/A	N/A	a holiday celebrating the importance of mothers and motherhood
	St Patrick's Day	Wednesday 17 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 20-Sunday 21 March (TBC)	TBC	Kempley Daffodil Meadow	Volunteers on behalf of St Edwards Church	<a href="https://www.daffs.org.uk/">https://www.daffs.org.uk/</a>	an annual event in the village of Kempley, Gloucestershire, that celebrates the abundance of wild daffodils in the area
Apr-27							
	CountryTastic	Thursday 1st April	TBC	Three Counties Showground	The Royal Three Counties	<a href="https://countrytastic.co.uk/">https://countrytastic.co.uk/</a>	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 26th March	N/A	N/A	N/A	N/A	a Christian holy day commemorating the crucifixion of Jesus Christ
	Easter	Sunday 28 March	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 29 March	N/A	N/A	N/A	N/A	More recently associated with traditions such as egg hunts and gift giving
	St George's Day	Friday 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 25 April	TBC	Eastnor Castle	Relish Running Races	<a href="https://www.relishrunningraces.com/mud-bath-running-race-eastnor-castle.php">https://www.relishrunningraces.com/mud-bath-running-race-eastnor-castle.php</a>	England's national day, commemorating the patron saint of England, St. George
	Mayor's Mile - Provisional	TBC	TBC	TBC	LTC	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>	3K, 6K, 10K, camping available, mud run,
	Civic Celebration - Provisional	TBC	TBC	TBC	LTC	<a href="https://www.ledburytowncouncil.gov.uk/en-gb">https://www.ledburytowncouncil.gov.uk/en-gb</a>	Running event to raise money for the Mayor's charity
May-27							
	Early May Bank Holiday	Monday 3rd May	N/A	N/A	N/A	N/A	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
	Blossom time festival	TBC		Marcle Ridge	The Big Apple Association	<a href="https://www.bigapple.org.uk/blossomtime/">https://www.bigapple.org.uk/blossomtime/</a>	The Blossomtime Festival celebrates the arrival of spring with floral displays, community events, and activities that highlight local culture and creativity.
	VE DAY	Saturday 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	TBC			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 31 May					