



LEDBURY TOWN COUNCIL



8 January 2026

To: Councillors Chowns, Morris, Harvey and Hughes
Ward Councillors: Harvey, Peberdy, Simmons
Events WP Members: Alison Braithwaite, Heather Coppock, Sabeen Chaudry, Griff Holliday, Beth Hughes, Hilary Jones, 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 Tuesday, 13 January 2026 at 10:00 am in the Town Council Offices, Church Street, Ledbury, HR8 1DH** for the purpose of transacting the business below.

Yours faithfully

Angela Price PSLCC, AICCM
Town Clerk

FILMING AND RECORDING OF COUNCIL MEETINGS

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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 October 2025 (Pages 303 - 309)

3. **To receive and note the Action Sheet** (Page 311)
4. **To receive and note Ledbury World Bookfest – 7 March 2026** (Pages 313 - 315)
5. **To consider the Great Big Green Week Proposal- 6 June 2026** (Pages 317 - 321)
6. **To consider Ledbury Celebration Proposal – 5 July 2026** (Pages 323 - 324)
7. **To receive and note the Light Switch on Feedback**
- 23 November 2025 (Pages 325 - 331)
8. **To receive and note the Virtual App update** (Pages 333 – 335)
9. **To receive and note the Events Calendar** (Pages 337 - 339)
10. **Date of Next Meeting**

The date of the next meeting will be held on Tuesday, 17 February 2026

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON TUESDAY, 28 OCTOBER 2025

PRESENT: Councillors Harvey, Hughes and Morris
Non-Councillors: Al Braithwaite (Chair), Sonia Bowen, Emma Clowsley, Lizzie Gissane, Lyn Loader, Don McAll and Nina Shields

ALSO PRESENT: Julia Lawrence – Deputy Town Clerk
Honor Holton – Minute Taker

32. APOLOGIES FOR ABSENCE

Apologies for absence were received from Griff Holliday and Christine Tustin.

33. TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE EVENTS WORKING PARTY HELD ON 30 SEPTEMBER 2025

Councillor Harvey proposed that an Action Sheet be created for each meeting.

10.10am Lyn Loader joined the meeting.

RESOLVED:

1. **That the minutes of the Events Working Party meeting held on 23 September 2025 be approved and signed as a correct record.**
2. **That an Action Sheet be created for distribution soon after each meeting.**

34. VOLUNTEER DATABASE UPDATE/DEMONSTRATION

Don McAll provided an overview of Ninox, an online database platform costing £10 per user per month, which the Rugby Club has successfully used for the past three years. He confirmed that Ninox is GDPR compliant, data is encrypted, and only basic personal information (names, addresses, email addresses) is stored, with no financial data held. The Rugby Club currently uses it as a register for volunteers and members.

Don advised that the system is highly configurable and can be managed with reasonable Excel skills. However, a Data Protection Officer would need to be assigned to manage the database. Phase 1 would involve manually inputting data, which is expected to take one to two weeks to complete.

Nina Shields referred to Goal 17, a volunteering database on which Ledbury already has information listed. It was noted that Herefordshire Council commissioned this service for two years. Councillor Harvey confirmed that

information had been circulated to community groups, but she had requested copies of the newsletters for clarity. Members noted that Herefordshire Council would be issuing a press release this week to notify community groups that Goal 17 is now live and ready for use.

Sonia suggested that Ninox could work well alongside Goal 17, helping to build a more comprehensive volunteer database and encourage greater participation, while ensuring that duplication is avoided.

Councillor Harvey reported that, during a discussion with Emily Lowe about Goal 17, she had been informed about the Walk & Talk Picnic network event, which may offer an opportunity to promote upcoming local initiatives.

Don outlined the potential timescale, stating that the initial phase could be delivered via a workshop lasting no more than two weeks, subject to the CEO's availability around training commitments and upcoming Council events. Councillor Harvey suggested that this should be considered by the Resources Committee, both in terms of resource implications and in evaluating the respective capabilities of Ninox and Goal 17. The Committee would need to determine whether Goal 17 is a useful complementary tool, a complete solution, or a potential distraction from Ledbury's specific requirements.

The Chair commented that Ninox could be a strong option for a Ledbury focused database but emphasised that if other systems such as Goal 17 are already in progress, a conversation is needed with the relevant Goal 17 representative. Sonia referenced an email she had received, and it was agreed that this should be forwarded to the CEO to ensure a coordinated approach.

RESOLVED:

- 1. That clarification be sought from the Town Clerk to establish what time can be set aside for the CEO to work on this database, bearing in mind the multiple events coming up that she will be working on.**
- 2. That the following recommendation be amended from “Managed in house by the CEO” to “Managed in house.”**

RECOMMENDATION

- 1. That the following recommendation be submitted to Full Council for approval:**

“That the Council works collaboratively with Ledbury Together to create a volunteer database, to be managed in house. That an officer report is presented to Full Council setting out details of the two solutions.”

Thanks were recorded to Don for all his help and efforts regarding the Database.

Don McAll left the meeting at 10:25am.

35. NOTICE BOARD AND TOWN MAP AUDIT UPDATE

Members considered the report circulated summarising the current locations of noticeboards in and around the Town. During the discussion, the following points were noted:

Co-op Noticeboard:

Lyn Loader reported that the noticeboard at the Co-op was missing from the circulated list.

Potential New Noticeboard:

Councillor Harvey suggested the possibility of installing a noticeboard on the railings near the Bye Street Toilets in the future.

St Katherine's Alleyway Noticeboard:

Nina Shields proposed replacing the existing noticeboard in St Katherine's Alleyway with a larger board, as the current one is oversubscribed. Members also noted that posters are being displayed inside the nearby phone box.

Business Window Spaces:

It was noted that the window of the Newsagents is no longer available for community notices, whereas the Spa Shop continues to provide window space for this purpose.

Almshouses Noticeboard:

The noticeboard outside the Almshouses is monitored by the Diocese.

Tourist Information Boards:

Members felt that the locked tourist information boards (located in the car parks and on the High Street) would benefit from a more structured and consistent presentation of information. Community noticeboards generally maintain themselves, with residents of the Almshouses often removing outdated posters.

Tourism Maps and Stands:

Earlier in the year, Traders discussed using Herefordshire BID funding to refurbish existing tourism maps and update the associated stands, following the creation of the Ledbury tourism map and guide.

Action: Lizzie to contact Susie McKenzie to check whether any progress has been made on this initiative.

RECOMMENDATION:

That the following recommendation be submitted to full council:

“That Ledbury Town Council consider having large scale maps printed and for them to be added to Noticeboards around Town pre-Easter, in readiness for the Tourist Season commencing next year.

36. VIRTUAL TOWN TOUR/APP UPDATE

Alison Braithwaite has been in contact with Up Studios London. She confirmed that she advised them it would not be possible to predict the volume of usage for the proposed app. Up Studios noted that a QR code could generate some casual interest, while a website would likely be easier for the public to use than an app. Their quotation for developing the app was £30,000, with additional ongoing costs for the contract and maintenance. The initial trial and implementation period was estimated at 3–6 months.

It was reported that Ross Town Council has recently introduced this app and also paid approximately £30,000. The CEO has contacted them for feedback on their experience and the app's effectiveness, but a response has not yet been received.

A discussion is still required with Herefordshire Council, who have implemented a similar initiative for Hereford Town. Once that information is obtained, the Council will be in a stronger position to compare both options.

It was agreed that this should be added to the Action List.

RESOLVED:

That Officers will investigate the phone-based walking apps currently in use in Hereford. This research will 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

That Officers will undertake this research and then bring back proposals for a scaled-down version suitable for Ledbury, including an outline timescale and budget.

37. LEDBURY TOWN COUNCIL WEBSITE

The CEO had presented an update report on the Council's website.

Sonia Bowen commended the CEO on her work on the Ledbury Town Council website.

RESOLVED:

Councillor Harvey proposed for more examples to go alongside the step-by-step guide which would help people further understand how much work is involved in each event, such as road closure applications.

38. LIGHT SWITCH ON EVENT UPDATE – 23 NOVEMBER 2025

A report had been presented to the Working Party updating members on the Christmas light switch-on event.

Councillor Harvey spoke under the section of entertainment with the comment of getting a Carol booklet published. Clarification is needed as to whether this will be used for repeated use for providing a range of carols, which will be collected in and reused or thrown away afterwards, as reducing paper waste needs to be considered. It was agreed that having an A4 or A5 handout for people to use is about the cheapest, user friendly way of doing things and keeps costs down.

Councillor Hughes spoke about the community choir who produces an A5 sheet with carols on. A member of the choir hands them out, making sure they are collected at the end of the event. Last year this was printed in house by Ledbury Town Council.

Reference was made to the lantern parade noting that these would be lit by LED lights and that there would be no real flames associated with the lanterns.

The CEO is to provide feedback regarding the Morris Dancers.

RESOLVED:

Members agreed that a single sheet to be handed out on the day was sufficient.

That the CEO is to provide feedback regarding the Morris Dancers.

39. LATE NIGHT SHOPPING UPDATE – 5 DECEMBER 2025

Flyers have been printed and are being distributed, reels and stories have been uploaded on social media and the entertainment is booked. Agreement has been made with Ledbury Primary School and John Masefield to use their car parks for overflow parking. The Traders Association will be collecting donations for “We are Farming Minds” for their chosen charity this year.

Ledbury Fringe bought multiple A boards used to promote musical events around the town. It might be worth approaching them to see if they could assist with the sign posting to the overflow car park by using their A boards.

RESOLVED:

That the report be received and noted.

40. LEDBURY WORLD BOOKFEST 2026 – PROPOSAL

Nina Shields confirmed that Ledbury Library Group has a meeting coming up, and will see if they have any funds available for sponsorship on the day

That the following recommendation was approved for consideration by Full Council:

“That Members of the Events Working Party recommended that Full Council authorises the Community Engagement Officer to proceed with the organisation of Ledbury World Bookfest 2026 with a budget of £3,500 (with £250 contingency) to support the delivery of the programme of activities, promotional initiatives, and marketing as outlined above.”

RESOLVED:

That the contents of the report be received and noted.

That the recommendation noted above be referred to Full Council for approval.

41. FEEDBACK ON OCTOBER FUNFAIR

The Deputy Clerk confirmed that she was still confirming a debrief meeting with the Rogers, Balfour Beatty and the Fire Brigade to discuss the October Fair and Event Management Plan.

Initial feedback from Ashley Rogers was that he is keen to start the Fair earlier next year at 4:00pm instead of 4:30pm although the Deputy Clerk advised that this has previously been addressed and would not be on the agenda going forward. Councillor Harvey considered that less people will come to the fair later on in the day as they will have already visited around school closing time.

Councillor Hughes spoke to the family around the issues surrounding the traffic management on the day. The suggestion of a one-way system should be considered for next year. Councillor Harvey spoke about the rides poking onto the Highstreet creating one way traffic, perhaps having smaller rides in certain areas to prevent this, as well as making this more beneficial to Traders.

RESOLVED:

That the contents of the October Funfair report be received and noted.

42. EVENTS PROGRAMME

RESOLVED:

- 1. That future upcoming events for the next 12 months be listed on the Events Calendar.**
- 2. That an Action Sheet be created from the last set of minutes to update all members.**

43. DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the Events Working Party is scheduled for Tuesday, 13 January 2026 at 10:00 am.

The meeting ended at 11:35am.

Signed Date

EVENTS WORKING PARTY

2025					
Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
	28-Oct-25				
	VOLUNTEER DATABASE				
34.1	Re: Volunteer Database - That clarification is sought from the Town Clerk to establish what time can be set aside for the CEO to work on this database, bearing in mind the multiple events coming up that she will be working on".	TC/CEO	Jan-26		Complete
34.2	Re: Volunteer Database - That the recommendation be amended from "Managed in house by the CEO" to "Managed in house".	DTC/CEO	Jan-26		Complete
34.3	Re: Volunteer Database - That the Council works collaboratively with Ledbury Together to create a volunteer database, to be managed in house. That an Officer report is presented to Full Council setting out details of the two solutions.	CEO	Jan-26	The recommendation will be discussed at the Full Council meeting on Thursday 8 January. Feedback will be provided at the Events Working Party meeting later in January.	Complete
	NOTICE BOARDS AND TOWN MAPS				
35.1	Re: Notice Board and Town Maps - That LTC consider having large scale maps printed and for them to be added to Noticeboards around Town, pre Easter, in readiness for the 2026 Tourist Season.	CEO	Mar-26	The CEO is currently gathering cost estimates for printing the map. Quotes and further information will be presented at the next Events Working Party meeting in February.	In Progress
35.2	That the Ledbury Co-op Funeralcare be featured on the list of Noticeboards in the Town.	CEO	Jan-26		In Progress
35.3	That a bigger Noticeboard for St.Katherine's Alleyway be investigated.	CEO	Mar-26		In Progress
35.4	Traders to provide update on Herefordshire BID Initiative re funding to refurbish existing tourism maps	Lizzie Gissane	Jan-26		In Progress
	VIRTUAL TOWN TOUR/APP UPDATE				
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.	CEO	Feb-26	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. The CEO and Chairman will also explore potential funding and grant opportunities to support the development of the app.	In Progress
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	Follow up report on agenda	Complete
	COUNCIL WEBSITE				
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
	CHRISTMAS LIGHTS SWITCH ON EVENT				
38.1	CEO to provide feedback from Morris Dancers following their involvement at the Event	CEO	Jan-26	Feedback provided in the January agenda	In Progress
	LEDBURY WORLD BOOKFEST 2026				
40	That a report be presented to Full Council seeking approval for a budget of £3,500 with £250 contingency	CEO	Jan-26	Report will be discussed on Thursday 8 January. Feedback will be given at the events working party in January	Complete
	EVENTS PROGRAMME				
42.1	That future upcoming events for the next 12 months be listed on the Events Calendar.	CEO	Ongoing		In Progress
42.2	That an Action Sheet be created from the last set of minutes to update all members.	DTC	Dec-25		Complete

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	13 JANUARY 2026	AGENDA ITEM: 4
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Report prepared by Olivia Trueman – Community Engagement Officer

LEDBURY WORLD BOOKFEST 2026

Purpose of Report

The purpose of this report is to update members of the Events Working Party of the progress on Ledbury World Bookfest 2026.

Detailed Information

The recommendation from the Events Working Party was inadvertently missed and not considered at the Full Council meeting held in December 2025. As a result, a report has been submitted to the Full Council meeting on Thursday, 8 January 2026 for discussion. It is hoped that Members will agree to the following recommendation:

Recommendation:

That Full Council authorises Officers to proceed with the organisation of Ledbury World Bookfest 2026, supported by a budget of £3,500, with a contingency of £250.

Further information outlining the proposed programme and plan for the day is set out below.

Crafts with Red Earth Arts

Red Earth Arts C.I.C. have proposed running drop-in craft sessions for children and families on World Book Day, 7th March 2026. They suggest offering two activities: *Wordy Birds*, where children decorate pre-cut cardboard birds with collage materials and word-based writing to create display pieces, and *Mini-Story-Boxes*, where children decorate small boxes and fill them with story prompts to create imaginative stories. The sessions would run from 10:00am to 1:00pm, with set-up from 9:00am and pack-away by 1:30pm. The total cost for delivery, including materials and preparation, is £475. Tables and chairs would be required, and it is anticipated that the sessions would take place in St Katherine's Hall as in previous years.

Workshops with Aardman

Aardman have proposed running clay modelling workshops for children and families, with three sessions accommodating 35 participants each. The workshops will provide hands-on creative activities using modelling clay and additional materials to encourage artistic engagement. The total estimated cost for delivery, including materials, travel, and subsistence, is approximately £1,210. The sessions would be delivered on a single day, with a day rate of £795 + VAT. A formal contract is expected to be issued

in the New Year. It is felt that these workshops would be a particularly suitable and engaging activity for older children.

Author workshops (Pre booked to avoid losing booking)

The original recommendation was to engage one author for the event. This option would allow the author to visit local schools in the week leading up to the event, helping to generate interest, encourage attendance and promote engagement with the event.

An alternative option, available for a similar overall cost would be to engage two authors, each delivering half a day during the event. Under this option, one author would focus on primary school-aged audiences, while the other would cater for older children and secondary school students, allowing the programme to appeal to a wider age range. However, selecting this option would mean that there would be no capacity within the agreed budget to also fund school visits, and engagement would therefore be limited to the festival days themselves.

Authors include:

<https://authorsalouduk.co.uk/speaker/john-dougherty/>

<https://authorsalouduk.co.uk/speaker/hana-tooke/>

Author 1

Hana Tooke is an author who travels widely with her interactive suitcase puppet theatre, delivering engaging writing and storytelling sessions aimed at inspiring children and young people. Her sessions are interactive and designed to appeal even to reluctant readers and writers, combining readings with audience participation, storytelling masterclasses such as "The Magic Three" (a story-starting formula), and practical workshops where children create their own stories and puppets. Tooke's work is suitable for upper primary and lower secondary age groups and has been delivered in schools, libraries and festivals across the UK and Europe. Her activities are tailored to develop creative writing skills while making story construction fun and accessible. £470 for max 2 sessions plus travel and vat

Author 2

John Dougherty is an experienced children's author and performer known for entertaining and inspiring sessions that include readings, Q&A, stories, songs and laughter. His visits are suitable for a wide age range from early years through to Key Stage 3 and can include workshops tailored to the audience. Dougherty's published work includes a wide range of children's titles covering fiction and poetry, including the *Stinkbomb & Ketchup-Face* series and other popular stories. His engaging style aims to promote reading for pleasure and to encourage young audiences to enjoy both reading and creative writing. £470 for max 2 sessions plus travel and vat

Face Painting

Louby Lou, a face painting provider based in Hereford, has been used regularly for Council events and continues to be a popular attraction, particularly alongside the craft activities. Face painting has consistently proved to be well attended, with high demand throughout the event. The cost is £130 per face painter, and due to the level of interest, two face painters are usually booked to ensure queues are managed effectively and attendees are accommodated in a timely manner.

Community Groups

The Town Council works closely with a wide range of community groups and local businesses when delivering events and is keen to work with as many groups as possible as part of this event. While organisations such as Busy Bees, Ledbury Poetry, Ledbury Community Hub and Masefield Matters are examples of groups that may wish to be involved, this is not an exhaustive list.

Community involvement may include providing activities, supporting event delivery or making venues available, which could help to reduce overall event costs. Over the past three years, Busy Bees have opened their premises to host a soft play activity, which has been extremely popular and very well attended. It is also hoped that the Council will be able to work with the Ledbury Library Development Group as part of this event.

RESOLVED

That Members of the Events Working Party receive and note the above report.

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	13 JANUARY 2026	AGENDA ITEM:5
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Report prepared by Olivia Trueman, Community Engagement Officer

GREAT BIG GREEN WEEK 2026

Purpose of Report

The purpose of this report is to provide ideas for how Ledbury Town Council can promote the Great big Green Week 2026 and Ledbury Community Day.

Detailed information

This report outlines a potential project idea for Great Big Green Week/Community Day 2026: the installation of a living willow dome with an attached tunnel, to be created in advance and formally unveiled during the 2026 celebrations. The structure would act as a long-term, sustainable community asset and a focal point for creative and environmental activities during the event.

Project Description

The proposal is to commission a local contractor to plant a living willow dome, with the option of an attached tunnel structure. The dome would be planted ahead of the event to ensure successful growth and longevity, and then officially unveiled as part of Great Big Green Week/Community Day 2026.

The tunnel element would provide a unique and immersive space that could be used during the event for:

- Small-scale performances
- Storytelling and spoken word
- Music or sound installations
- Climate-focused or nature-inspired activities

Following the event, the structure would remain in place as a permanent green feature for community use.

Timing Considerations

As willow planting is seasonal, the dome would need to be planted before the beginning of April 2026 to allow it to become established and be actively growing by June. Planting

during Great Big Green Week itself would be out of season and would risk the failure of the living structure.

Budget and Funding

The project could be funded through the **Climate Change Budget (£2,000)**.

Estimated costs provided by Local Contractor are:

- Willow dome (no tunnel): approximately **£450**
- Willow dome with tunnel up to 5m: approximately **£800**
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These costs include:

- Ground preparation and turf removal
- Installation of a mulch membrane
- Labour and planting, including work in potentially stony ground
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Remaining budget could support:

- Unveiling event activities
- Performers or facilitators
- Interpretation signage or engagement materials

Considerations and Risks

There are several factors that the Council would need to consider before progressing:

- **Ongoing upkeep and maintenance:**

As a living structure, the willow dome would require periodic maintenance, including watering during establishment, training of growth, and occasional pruning to maintain its shape and safety.

- **Longevity and responsibility:**

Clarity would be needed on who would be responsible for ongoing care and monitoring of the structure once installed.

- **Potential for damage or antisocial behavior:**

As a publicly accessible structure, there is a risk of accidental or deliberate damage, including vandalism, climbing, or misuse. Site selection, visibility, and community ownership would be important factors in mitigating this risk.

- **Health and safety considerations:**

The structure would need to be assessed for safe use during performances and general public access, particularly as it matures.

Environmental and Community Benefits

- Creation of a living, low-carbon structure
- Long-term green infrastructure and visual interest
- Support for biodiversity
- A visible symbol of climate action and community creativity
- A flexible space for community-led events and activities

Conclusion

The living willow dome and tunnel presents a creative and environmentally aligned concept for Great Big Green Week/Community Day 2026. While there are practical considerations around maintenance and potential damage, with clear planning, shared ownership, and agreed responsibilities, this project could offer a distinctive and lasting green legacy funded through the Climate Change budget.

Community groups such as Sustainable Ledbury and Ledbury in Bloom could play a key role in shaping the project, not only supporting the planting, but also helping to plan, promote, and oversee this project.



Location

Below are several potential locations for the willow structure within the Recreation Ground. An image is also included showing the position of the CCTV camera and indicating which areas of the ground are under surveillance.

The dome could be positioned so that its entrance faces the CCTV for added security. This would ensure that the main activity area is clearly visible on camera, deterring potential anti-social behaviour. It is also worth noting that Ledbury Town Council is exploring options for improved, higher-quality CCTV in the future, which would further enhance security across the Recreation Ground.



RECOMMENDATION

- 1. That a recommendation be made to Full Council to approve the use of a local contractor to plant a living willow structure, including a 5-metre tunnel, at an estimated cost of approximately £800.**
- 2. That the living willow structure be formally unveiled during Great Big Green Week 2026, and that further funding of approximately £700–£900 be allocated from the Climate Change budget to support associated activities and performances.**
- 3. That the Council works in partnership with Ledbury Community Day and Sustainable Ledbury to host activities that align with and complement Community Day programming.**

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	13 JANUARY 2026	AGENDA ITEM: 6
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Report prepared by Olivia Trueman, Community Engagement Officer

LEDBURY CELEBRATION REQUEST

Purpose of Report

The purpose of this report is to ask for the Town Council's support for the 2026 Ledbury Celebration event, which will be held on Sunday, 5 July 2026 in St Katherine's Square and Car Park.

Detailed Information

For the past two years, Ledbury Town Council ("LTC") has supported the Ledbury Food Group in delivering the annual Ledbury Celebration event. The event focuses on promoting local food, drink, and trade, working closely with both new and established traders to create a vibrant market atmosphere. In 2025, local crafters were added to the event, which was very successful and popular with the community.

Another key partner in the event is Ledbury Poetry, who organise a programme of poetry performances and attractions as the Celebration takes place on the final day of the Ledbury Poetry Festival. Their involvement adds to the programme of local musical acts and ensures a lively and enjoyable atmosphere for visitors while complementing the food market.

Importance of Ledbury Celebration

Ledbury Celebration plays a key role in showcasing the town and district's local produce, crafts, and food and drink offerings. It helps small businesses and makers thrive, encourages community engagement, and raises the profile of Ledbury as a destination for culture and food. For LTC, involvement in the market side of the event also:

- Strengthens relationships with local traders, supporting future events such as the Charter Market.
- Helps build a database of traders for ongoing engagement.
- Shows LTC's commitment to supporting local businesses and community initiatives.

Request for Support (2026)

Ledbury Food Group is asking again this year if LTC will help with the following points:

- Logistical help with the event – provision of barriers, rubbish bins (with Ledbury Carnival), arrangements for rubbish collection with Herefordshire Council.
- Provision of LTC gazebos (12) including arrangements for delivery to site and removal after the event, and assistance with assembly and taking down.
- Assistance to obtain grant funding.
- Assistance with event publicity with particular support for social media and help with erecting roadside boards.
- Assistance with finding volunteers to help particularly with setting up and taking down.
- Assistance with music licencing, and investigation into possible future event licencing.
- Recruitment and organisation for all stallholders at the event – with focus on local (within 30 miles) – this activity to be undertaken with support from Ledbury Food Group.
- Communication and dealings with food and drink stallholders and any other stallholders invited to attend – this activity to be undertaken with support from Ledbury Food Group.
- Help with the event site plan to ensure stallholders' needs are met.
- Contributing to the management and stewarding of the event on the day.

The continued partnership between LTC, Ledbury Food Group and Ledbury Poetry ensure that Ledbury Celebration remains a key community event, celebrating local food, crafts, and talent.

RECOMMENDATION

That a recommendation be made to Full Council to consider whether the Council will agree to enter into partnership again to support Ledbury Celebration, in particular for the event on Sunday, 5 July 2026.

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	13 JANUARY 2026	AGENDA ITEM: 7
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Report prepared by Olivia Trueman, Community Engagement Officer

LEDBURY CHRISTMAS LIGHT SWITCH ON 2025 FEEDBACK

Purpose of Report

The purpose of this report is to provide feedback on the delivery of the 2025 Christmas Light Switch-on event and identify lessons learned to inform future planning and budgeting.

Detailed information

The 2025 Christmas Light Switch-on was a highly successful event, building on a scaled-back delivery in 2024 due to adverse weather conditions. The town centre was busy throughout the day and evening, with strong attendance from families and visitors from across the area.

Feedback from the public, traders, and officers was overwhelmingly positive, particularly in relation to the entertainment, atmosphere, and town-centre engagement. A number of lessons were identified, including the benefits of earlier market planning, improved trader logistics, clearer advertising of food provision, and agreeing the event date in advance.

Officers recommend continuing the event in a similar format, incorporating these lessons into future planning.

The Christmas Light Switch-on is a key annual event in Ledbury's calendar. Following a reduced-scale event in 2024 due to severe weather, the 2025 event returned at full scale. Planning commenced in the summer and was delivered successfully within available resources.

Event Overview

The event attracted a large number of visitors, with the High Street and surrounding areas busy throughout. Families travelled from outside the town to attend, demonstrating the event's continued popularity and value to the local economy and community.

Overall, officers consider the event to have been very successful, with strong engagement, positive feedback, and a festive atmosphere.

Lanter Parade and Santa's Grotto – Ledbury Community Hub

Ledbury Town Council worked in partnership with Ledbury Community Hub to deliver activities as part of the Light Switch-On event, providing a grant to support the delivery of these activities, alongside assistance with promotion and advertising.

The introduction of the Lantern Parade (67 attendees) received positive feedback and was considered a successful new element of the Light Switch-On event. It was particularly praised for encouraging family participation and enhancing the overall atmosphere of the evening.

Santa's Grotto (148 attendees) and the Christmas Craft Afternoon (160 attendees) continued to attract strong community interest, demonstrating their ongoing popularity. While overall feedback was positive, capacity at the Community Hub for the Christmas Craft Afternoon and Santa's Grotto proved to be limited, resulting in some attendees having to be turned away. For future events, consideration will be given to using a larger venue to accommodate demand. In addition, plans are being explored to develop larger, multi-person lanterns for the parade to improve visibility and impact within the crowd. Based on the strong levels of engagement and positive community response, Ledbury Community Hub believes that running similar events next year would be beneficial. It is also proposed that Santa's Grotto be delivered over three consecutive weekends to better manage demand and ensure that more families are able to attend.

Market

The road closure and market set-up on the High Street within a restricted timeframe proved challenging. Officers recommend introducing staggered arrival and departure times for traders in future years, with allocated unloading slots to reduce congestion and improve safety.

For the first time, the Council hired a local company to provide market stands, removing the need for traders to bring their own gazebos. This reduced staff workload and created a more uniform appearance and encouraged quicker set-up.

However, complaints were received regarding the quality of the market stands. Some traders reported rusted structures and tables that were not suitable for heavier goods which has resulted in some requests for refunds. The stands were also felt not to reflect the standard shown in promotional materials. The CEO has contacted the supplier to raise these concerns and is awaiting a response.

Feedback from visitors indicated that some were unaware that food stalls would be available. Officers recommend clearly promoting food provision on future flyers and all advertising materials.

Officers also identified that earlier market planning would be beneficial, with trader invitations issued in the New Year to secure a greater number and wider variety of traders for future events.

The CEO and Administrator are currently obtaining quotes for market stands and gazebo hire for the Light Switch-On event. One quote has been received so far, totalling £4,250 for 30 gazebos (including sides and weights), with full set-up and pack-down included.

A further quote is expected during the week commencing 12 January from the company that supplied gazebos for the Ross-on-Wye event.

Officers recommend bringing the full set of quotes to the next meeting of the Events Working Party, along with example costings and comparisons of what other councils are doing. It is hoped that, should the Council decide to commission a company to supply and erect the market stands/gazebos, the Council would be able to recover these costs which would be set against the cost of market stalls hired by traders.

Entertainment

Entertainment received very positive feedback. Officers feel the balance was appropriate, with live music suitable for all ages throughout the day, interspersed with family-focused entertainment.

Jonny Fluffy Punk's John Masefield-inspired performances were very well received by attendees and added a distinctive cultural dimension to the event, linking naturally with the John Masefield memorial and reinforcing Ledbury's literary heritage. The Magical Winter Fairy proved particularly popular, contributing significantly to the festive atmosphere and engaging audiences of all ages. The snow machine was also a major attraction, generating interest and enquiries from other councils and organisations. Officers consider that there may be long-term value in exploring the potential purchase of a snow machine for use at future events to enhance audience engagement and create a memorable experience.

The main stage was successfully relocated from beneath the Market House to the High Street, placing the entertainment at the centre of the event and improving visibility, particularly during the evening. The stage was provided free of charge by local company ABE as part of a sponsorship arrangement, utilising a lorry-based stage similar to that used for Ledbury Carnival. Officers recommend continuing this approach for future Light Switch-On events, with performances delivered from the main stage on the High Street rather than under the Market House, to maximise audience engagement and event impact.

Masefield Matters ran a children's craft table in St Katherine's Hall from 2:30 to 4:30. The main activity available was decorating small boxes based on The Box of Delights by John Masefield, with colouring sheets also available. The boxes were filled with

chocolate coins, a Masefield or Christmas themed badge, and a John Masefield poem once they were decorated.

The event was facilitated by two staff members and a volunteer. Visitor numbers were improved by the presence of the Twinning Association and Looby Lou Face Painting, as many families visited multiple activities in the Hall.

Overall, the event was successful, with children enjoying the craft and small gifts. As the craft could be completed reasonably quickly, we were able to maintain a good flow of visitors. The low cost of the materials for the event meant we were able to engage a large number for a very low cost per person. Parent feedback was generally positive, noting the children's positive engagement.

Some things to improve on would be to increase the Masefield theme of the event. Many of the children taking part were too young to read the poems, so perhaps targeting the theming more at the parents, or finding a way of making it more accessible to young children would be more appropriate. As the event was busy, and the room rather crowded, it was difficult to explain to parents about the activity and John Masefield. An easy way to address this would be to spread the events out more within the hall, as there was plenty of unused space at the back.

During the event, 78 boxes were used, and a number of colouring sheets were coloured in. We therefore estimated that the number of children taking part was around 100, each with an average of one adult with them. Overall, around 200 people in total were in attendance.

Advertising and Promotion

Reusable banners were purchased and displayed on the Cemetery Railings and the Market House. These include interchangeable Velcro dates to allow reuse in future years.

Facebook advertising was very effective. With a budget of £30, the campaign reached over 5,000 people with over 13,000 views.

Posters were displayed in the Town Council newsletter, shop windows, cafés, veterinary practices, and local surgeries. The Town Crier, Mike Fray, also distributed flyers at local supermarkets in the lead-up to Christmas.

Financial information

The total cost of the Light Switch-On installation was £3,091.63, which is £1,118.37 under the approved budget. The savings were achieved primarily by reducing the number of market stalls hired, following an increased proportion of food vendors at the market. Additional savings were realised as all advertising and promotional activities were delivered in-house, reducing the need for external marketing expenditure. Further

savings were made within the events budget as the grotto and crafts were outsourced to the Community Hub and Masefield Matters.

For the 2026 Light Switch-On event, officers anticipate that a budget of £5,000 will be sufficient to cover all associated costs, including a contingency. This figure reflects inflation and projected price increases. An estimate and draft budget are attached for consideration.

Lessons Learned

1. The Town Crier distributing flyers at local supermarkets was very effective. Over 300 flyers were handed out, and officers believe this is a valuable method of resident engagement.
2. The Administrator is contacting Ross-on-Wye Market to identify their supplier for Christmas market stands, with the aim of securing early pricing for 2026. Despite quality issues with the 2025 stands, officers believe hiring stands remains preferable to using council gazebos or requiring traders to bring their own.
3. The lorry-based stage provided by ABE was a significant improvement and should be retained for future events, allowing entertainment to be centrally located and visible to a wider audience.
4. Traders should be allocated staggered arrival and departure times, with access via the Bye Street junction. The Top Cross junction is considered unsafe for trader access.
5. The light switch-on countdown was difficult to hear. Officers recommend conducting this from the main stage using a professional PA system in future.
6. The Morris Dancers were unable to complete their full set due to the JMHS Rock Band beginning early. Appointing a designated MC to manage stage transitions would help prevent this. Officers note this was likely a one-off misunderstanding.
7. The Magical Winter Fairy was extremely popular, and officers recommend booking the same performer or a similar act for future events.
8. The snow machine was a strong draw and should be included again in future events.
9. Market planning should begin earlier, with trader invitations issued in the New Year. This would allow sufficient time to secure a greater number and wider variety of traders, improving the overall market offer.
10. Bringing the event date forward proved successful, and officers recommend formally agreeing Sunday, 22 November as the preferred date for future Christmas Light Switch On events.

RECOMMENDATIONS

1. **That the Members of the Events Working Party recommend 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 of £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**

Event Budget for Ledbury Light Switch on Event

Cost Centre / Nominal code		Total Expenses		Estimated	Actual
Venue				Estimated	Actual
St Kathерines Hall				£120.00	
ABE Lorry				£0.00	
				£120.00	£0.00
Marketing				Estimated	Actual
Produce Poster and Marketing				£0.00	£0.00
Printing of Posters / flyers (A3 and A5)				£550.00	
Facebook advertising				£30.00	
				£580.00	£0.00
Hiring / Entertainment				Estimated	Actual
Music				£1,200.00	
Walk about Winter Fairy				£470.00	
Snow Machine				£600.00	
face painter x2				£180.00	
PA System Hire				£195.00	
Crafts with Rec Earth Arts				£475.00	
				£3,120.00	£0.00
Other				Estimated	Actual
Hire of market stands (30)				a waiting quotes	
road closure				£125.00	
Ambulance / first aid				£220.00	
Contingency				£300.00	
				£645.00	£0.00

Total estimate with £4,465.00

LEDBURY TOWN COUNCIL

EVENTS WORKING PARTY	13 JANUARY 2026	AGENDA ITEM: 8
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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 Hereford City Council regarding their experience of a virtual trail app and to provide an update on further enquiries being made into an alternative virtual app used in Ross-on-Wye.

Detailed Information

The Chairman of the Events Working Party, together with the Community Engagement Officer, met with a representative from Hereford City Council to discuss the virtual trail app currently promoted in Hereford. The meeting was arranged to understand their experience of the scheme and to seek guidance on whether a similar initiative would be appropriate for Ledbury.

Hereford City Council invested in a scheme known as the *Love Exploring* app. This is a free mobile application designed to encourage residents and visitors, particularly families, to explore outdoor spaces through interactive maps, games, audio content and limited augmented reality features. The app uses pre-existing trails provided by the operator and offers limited scope for councils to fully customise content to reflect local heritage, events or specific objectives.

Officers from Hereford City Council advised that reports presented to their Council show the app has not been well used locally and has not achieved the level of engagement originally anticipated. They indicated that they would be surprised if the council continued with the app, as it has not proven to be successful.

The discussion highlighted that, for a virtual or augmented reality app to be effective and well-integrated, a significant level of customisation is required. This would enable content to be locally relevant, engaging and aligned with community, heritage and tourism objectives.

Based on Hereford City Council's experience, and the limitations of the *Love Exploring* app, this particular approach was not recommended for Ledbury at this time.

Ross-on-Wye Enquiries

The Chairman of the Events Working Party and the Community Engagement Officer also met with Arcade (trading as 1UP Studios), the company responsible for delivering the *Museum Without Walls* virtual tour in Ross-on-Wye.

Example of Arcade work : <https://vimeo.com/866806246?fl=tl&fe=ec>

This was a very positive meeting. Arcade explained how the Ross-on-Wye project was developed and confirmed that they are the provider of the virtual app used in the town. They advised that a similar scheme to the *Ross-on-Wye Museum Without Walls* project would be likely to cost in the region of £30,000, which would provide a trail similar to that in Ross-on-Wye, showcasing a small number of buildings (4-5). It was also noted that additional features could be added at any time and delivered in stages. A suggested way forward would be for the Council to prepare a brief outlining its requirements, following which the company could provide a detailed quotation.

While the concept and delivery were well received, it was agreed that further information is required before any recommendation can be made. In particular, the Chairman and CEO felt it important to obtain clear data on actual usage levels, public engagement and overall outcomes from the group that organised and funded the Ross-on-Wye project.

The Community Engagement Officer has contacted Ross-on-Wye Town Council, who have confirmed that the *Museum Without Walls* project was organised by a separate group. Ross-on-Wye Town Council is currently passing the Community Engagement Officer's details to the relevant group.

Once contact has been made, further information will be requested, including usage figures, engagement levels and any evaluation data available. The Community Engagement Officer will follow this up in the New Year and report back to the Events Working Party.

Possible release date

In line with the 2026 Heritage Open Days theme, which explores the everyday histories of working lives, a potential project for consideration is the development of a bespoke virtual app for Ledbury. Aiming for a September release to coincide with Heritage Open Days, the app could offer interactive trails showcasing historical workplaces, local skills, and community stories. This would provide residents and visitors with an engaging way to explore the town's heritage, while giving the Council an opportunity to gauge public engagement and gather feedback ahead of any wider rollout. Additionally, the timeline would allow officers more time to pursue grants and other sources of support. Possible funding avenues include National Lottery Heritage Grants, Awards for All (via the National Lottery Community Fund), Heritage Open Days funding streams, the BID and other heritage related funds from organisations

<https://www.heritageopendays.org.uk/>

RECOMMENDATION

- 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 2026/27 budget, ensuring resources are available to support its development and delivery.**

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
Jan-26	New Years Day	Thursday 1st January	N/A	N/A	N/A	N/A	a widely celebrated holiday that marks the beginning of the new year in the Gregorian calendar.
	Burns' Night	Sunday 25th January	N/A	N/A	N/A	N/A	The birthday of the Scottish poet Robert Burns, on which his honour are traditionally held in Scotland and elsewhere.
Feb-26	Big Breakfast	Friday 6th February to Sunday 8th February	TBC	In and around Ledbury	Ledbury Food Group	https://www.ledburyfoodgroup.org/categories/big-breakfast/	It celebrates local food and our local independent food businessses (retailers and cafes etc)
	Ledbury's Got Talent - Provisional	TBC	TBC	In and around Ledbury	LTC	https://www.ledburytowncouncil.gov.uk/talent-show-with-cash-prize-to-raise-money-for-charity/	Talent Show with cash prize to raise money for Charity
	Valentines Day	Saturday 14th February	N/A	N/A	N/A	N/A	
	Shrove Tuesday (Pancake Day)	Tuesday 17th February	N/A	N/A	N/A	N/A	a celebration of love, friendship, and affection.
	Chinese New Year	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.
Mar-26	St David's Day	Sunday 1st March	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.
	Ash Wednesday	Wednesday 4th March	N/A	N/A	N/A	N/A	
	World Book Day	Thursday 5th March	TBC	N/A	UNESCO	https://www.worldbookday.com/	
	Ledbury World Bookfest	Saturday 7th March	10:00 - 2:00	In and around Ledbury	LTC	TBC	
	International Women's Day	Sunday 8th 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.
	Mother's Day	Sunday 15th March	N/A	N/A	N/A	N/A	
	St Patrick's Day	Tuesday 17th March	N/A	N/A	N/A	N/A	events organised to promote reading for pleasure, particularly among children and families
	Kembley Daffodil Weekend	Saturday 14th and Sunday 15th March	TBC	Kembley Daffodil Meadow	Volunteers on behalf of St Edwards Church	https://www.daffs.org.uk/	a cultural and religious holiday celebrated annually on March 17th, honouring the patron saint of Ireland, St. Patrick
Apr-26	Country7tastic	Thursday 2nd April	TBC	Three Counties Showground	The Royal Three Counties	https://country7tastic.co.uk/	an annual event in the village of Kembley, Gloucestershire, that celebrates the abundance of wild daffodils in the area
	Good Friday	Friday 3rd April	N/A	N/A	N/A	N/A	
	Easter	Sunday 5th April	N/A	N/A	N/A	N/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.
	Easter Monday	Monday 6th April	N/A	N/A	N/A	N/A	a Christian holy day commemorating the crucifixion of Jesus Christ
	St George's Day	Thursday 23rd April	N/A	N/A	N/A	N/A	a Christian festival celebrating the resurrection of Jesus Christ, More recently associated with traditions such as egg hunts and gift giving
	Easnor Castle Mud Run	Sunday 26th April	TBC	Eastnor Castle	Relish Running Races	https://www.relishrunningraces.com/mud-bath-running-race-eastnor-castle.php	England. St. George's Day is a bank holiday, along with Good Friday, marking the beginning of spring.
	Mayor's Mile - Provisional	TBC	TBC		LTC	https://www.ledburytowncouncil.gov.uk/mayors-mile/	England. St. George's Day, commemorating the patron saint of England, St. George, is a national day, marking the end of Holy Week.
	Civic Celebration - Provisional	TBC	TBC		LTC	https://www.ledburytowncouncil.gov.uk/civic-celebration/	Running event to raise money for the Mayor's charity
May-26	Early May Bank Holiday	Monday 4 May	N/A	N/A	N/A	N/A	a formal event where the mayor, as the symbolic leader of the community, recognises and honours individuals or groups for their contributions to the town
	Blossom time festival	Sunday 3rd & Monday 4th May					

	VE DAY	Friday 8 May					
	Hereford History Festival	Saturday 9 May - Monday 25 May			LTC/ RBL	Hereford History Festival	
	Spring Bank Holiday	Monday 25 May					
Jun-26							
Ledbury Community Day	Saturday 6th June	10:00am - 2:00pm	In and around the town	Ledbury Community Group	LTC	Event showcasing community groups in Ledbury	
Great Big Green Week Poetry Festival	Saturday 6th - Sunday 14th June Friday 26th - Sunday 5th July	10:00am - 2:00pm TBC	In and around the town	PF	https://ledburypoetry.org.uk/	Nationwide event about climate change	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 Armed Forces Day	Sunday 15 June Saturday 27 June						
26-Jul	Ledbury Celebration	Sunday 26th July	11:00am - 4:00pm	STRAitherness Campark	Ledbury Food Group/ https://www.ledburyfoodgroup.org/2023/04	Local event showcasing herefordshire local producers. This is held	
	Independents' Day UK						
26-Aug	Lakefest 2026	5 Aug - 9 Aug	Eastnor Castle and Grounds	Lakefest	https://www.lakefest.co.uk/	Multi-day family music festival with live bands, kids' activities & food.	
	Summer Bank Holiday	Monday 31 August					
26-Sep	Ledbury Carnival	Monday 31 August					
26-Oct	Heritage Open Days	Various	In and around Ledbury	LTC	https://www.ledburytowncouncil.gov.uk/e-tcdb/feats-of-news/heritagewe-open-days	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	11 - 20 September					
25-Oct	Funfair (Mop Fair)	Monday, 13th & Tuesday, 14th October	4:30pm - late	Ledbury Town Centre	The Rodgers Family / LTC Service Agreement https://www.facebook.com/LedburyMopFair?locale=en_GB	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 Pickling - Pumpkin Pete's September	Various dates in October, tickets available from September	TBC	Moor Court Farm, Stretton Grandison	Pumpkin Pete's (Hannah and Ed) https://www.pumpkinpetes.co.uk/pumpkins	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 Pickling - The Farm Patch	TBC	TBC	Gilbert's Farm, Lilly Hall Lane	The Farm Patch, Gilbert's Farm https://thefarmpatch.co.uk/event/pumpkin-picking/	a popular activity where people visit the farm to select and harvest pumpkins, food and drink are available. Late night options available.	
	Ledbury Ploughing Match	TBC	TBC	Aubreys Farm, Bromsberrow	The Ledbury Ploughing Society https://www.facebook.com/0/0/ledbury-ploughing-Society-100096258634091/	a competitive event where participants, using various types of ploughs (horse-drawn and tractor-driven), demonstrate their skills in preparing land for planting.	
	Halloween	Friday 31st October	N/A	N/A	N/A	A holiday celebrated on October 31st, often involving dressing up in costumes, trick-or-treating, and carving pumpkins.	
Nov-25	Remembrance Sunday	Sunday 5th November	11:00am	War Memorial and then Church	LTC	https://www.ledburytowncouncil.gov.uk/e-tcdb	A day of remembrance held in the United Kingdom and other Commonwealth countries, typically on the second Sunday of November, to commemorate the service and sacrifice of those who have died in war and conflicts.
	Remembrance Day	Wednesday 11th November	11:00am	War Memorial	N/A	https://www.ledburytowncouncil.gov.uk/e-tcdb	A memorial day to honour those who have died in war.
	Bonfire Night	N/A	N/A	N/A	N/A		
	Christmas Lights Switch on Event	Sunday, 22nd November	2:00pm - 8:00pm	Ledbury Town Centre	LTC	https://www.ledburytowncouncil.gov.uk/e-tcdb https://winterglow.co.uk/	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.
	Winter Glow - Malvern	TBC	TBC	The Three Counties Showground	Winter Glow		Community event where the lights adorning Ledbury are officially turned on, marking the start of the festive season.
Dec-25	Christmas Tractor Parade	TBC	TBC	In and around Ledbury	When Farmers Do Christmas	TBC	Positive Experience, Inc. Father Christmas, Ice Skating, Light Trail, UV Crazy Golf, Fairground, Market, Food and Drink etc...
	Late Night Shopping	Friday 4th December	5:00pm - 8:00pm	Ledbury Town Centre	LTC	https://www.ledburytowncouncil.gov.uk/e-tcdb	Vehicles drive through town decorated in Christmas lights to raise money for charity.
	Candle Lighting	Sunday, 13th December	10:00am - 3:00pm	New Street Chapel	LTC	https://www.ledburytowncouncil.gov.uk/e-tcdb	Shops are open later in the run up to Christmas with help from Co-op Funeral care
	Christmas Day	Friday 25th December	N/A	N/A	N/A		a Christian holy day that commemorates the birth of Jesus Christ.

Boxing Day	Saturday 26th December	N/A		
New Years' Eve	Thursday 31st December	N/A		
				A public holiday celebrated the first day after Christmas.

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.