



LEDBURY TOWN COUNCIL



17 October 2023

To: Ledbury Town Councillors
Non-Council Members – Catriona Cole, Phillip Errington, Chloe Garner, Lesley Ingram, Tim Keyes, Jessica Locke, Caroline Magnus, Dr Jane Mee, Chris Noel and Christine Tustin

Dear Member

You are invited to attend a meeting of the **John Masefield Memorial Working Party on Thursday, 19 October 2023 at 10.00 am in the Committee Room, Council Offices, Church Lane, Ledbury, HR8 1DL** for the purpose of transacting the business below.

Yours faithfully

Angela Price PSLCC, AICCM
Town Clerk

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A G E N D A

1. **Apologies for absence**
2. **Declarations of Interests**

To receive any declarations of interest and written requests for dispensations.
(Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by the Ledbury Town Council Code of Conduct for Members and by the Localism Act 2011)

(Note: Members seeking advice on this item are asked to contact the Monitoring officer at least 72 hours prior to the meeting)

3. **To approve and sign the notes of the meeting of the John Masefield Working Party held on 4 August 2023** (Pages 80-87)
4. **Terms of Reference** (Pages 88-89)
5. **Date of Next Meeting**
To set a further two meeting dates
6. **Working Party Title**
7. **Meeting Lottery Requirements – Dr Jane Mee** (Verbal)
8. **The Proposal** (Pages 90-91)
9. **Submitting the Enquiry Form** (Pages 92-97)
10. **Ledbury Poetry Update – Chloe Garner** (Verbal)
11. **Setting up and management of Bank Account** (Verbal)
12. **Social Media, Marketing and Website** (To be viewed on screen)
To give consideration to possible amendments/improvements to the website (Members are requested to review the current website information and provide any comments at the meeting.)
13. **GDPR** (Verbal)
14. **Next Steps** (Verbal)
 - Business Directory
 - Feedback from officer requests
 - Steering groups to progress work streams
 - Future agenda items

Distribution: All Councillors
Non-Council Members as listed:
Adem Osbourne, Sue Mosley, Chloe Limbrick, Justine Peberdy, Lesley Ingram, Mark Lister, Nina Shields
File Copy

LEDBURY TOWN COUNCIL

**MINUTES OF JOHN MASEFIELD MEMORIAL WORKING PARTY
HELD ON FRIDAY, 4 AUGUST 2023**

PRESENT: Councillors Furlonger, Morris (Chair) and l'Anson

Non-Councillors - Christine Tustin, Tim Keyes (Tower Captain Church Bell Ringers), Dr Jane Mee, and Chris Noel

Via Zoom – Sue Moseley – Age UK

ALSO PRESENT: Angela Price –Town Clerk

JM82 APOLOGIES FOR ABSENCE

Dr Philip Errington, Councillor Phillip Howells, Lesley Ingram, Caroline Magnus (Great Niece of John Masefield and Member of John Masefield Society), Justine Peberdy, Nina Shields, and Robert Vaughan.

JM83 DECLARATIONS OF INTEREST

No declarations of interest were received.

JM84 ELECTION OF NON-COUNCIL MEMBERS TO THE JOHN MASEFIELD MEMORIAL WORKING PARTY

RESOLVED:

That Dr Jane Mee be elected as a non-council member of the John Masefield Memorial Working Party

JM85 TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE JOHN MASEFIELD WORKING PARTY HELD ON 9 JUNE 2023

The Clerk reminded members that at the previous meeting it had been agreed that they would provide information on their skills and knowledge that could be useful to the group, advising that only two members had done so to date.

Councillor Morris advised that he had contacted the RSC and would update about this in the Chairman's report.

RESOLVED:

- 1. That the minutes of the meeting of The John Masefield Working Party held on 9 June 2023 be approved and signed as a correct record of the meeting.**

2. **That the Clerk provide members with a form to provide details of their skills and knowledge.**

JM86 TERMS OF REFERENCE

Members were provided with a copy of the current Terms of Reference of the Working Party.

Dr Mee asked how 1(a) fits with the role of paid staff and contractors, asking how the relationship between the Clerk and any paid members of staff and the committee would work. The Clerk confirmed that any paid member of staff, whether they are council staff or contractor would be responsible to the Clerk as the Head of Paid Services and that they would provide progress reports via reports to the committee, with any written reports being submitted to the Clerk for inclusion on agendas. Instructions could then be given to the project manager (for example) via the committee however they would be expected to refer all correspondence through the Clerk and not directly to members of the committee.

Tim Keyes noted that there is a lot more to this project than just a memorial and suggested that they may wish to consider a change to the title of the project to fit better with the overall sense of the project and the following was suggested:

“John Masefield Commemoration Working Party”

RECOMMENDATION:

1. **That when putting the specification together for any future project manager their relationship with the Clerk and the working Party will be made clear.**
2. **That members give consideration to the name of the Working Party, and it be considered further at the next meeting.**
3. **That a definition of what the project is about be added to the Terms of Reference.**
4. **That the Terms of Reference be included on all future agendas of the Working Party.**

JM87 DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the John Masefield Memorial Working Party is scheduled for 2.00pm on Friday, 29 September 2023, with a further meeting being scheduled for Friday, 3 November 2023.

JM88 CHAIRMANS REPORT

The Chairman provided a verbal update report on progress of the project. He advised that he had been having discussions with people generally on how the project is progressing, and it seems to have good support.

He asked whether Council should be given the opportunity to scrutinise what the Working Party does by way of a report once every six or twelve months. The Clerk advised that the minutes of the Working Party are to be submitted to both the Environment & Leisure and the Planning, Economy & Tourism Committees, who should be scrutinising the work of the working Party. However, it would be acceptable for a more in-depth process to be undertaken via a report being provided to Council on a six-monthly basis.

Tim Keys raised concerns about how PR and publicity would be done. The Clerk advised that there are two members of staff in the council who have responsibility for publicity materials and advised that there are some councillors who have experience in this field who it would be useful to make use of.

RESOLVED:

- 1. That the report provided by the Chairman be received and noted.**
- 2. That this be discussed at the environment & Leisure and Planning, Economy & Tourism Committees to gauge their opinions.**

JM89 UPDATE ON CULTURAL ENGAGEMENT PROGRAMME MEETING

Members were provided with an update on the meeting with the Cultural Partners. Councillor Morris advised that he felt this meeting had been inspiring, however he did not believe that they came away from the meeting with anything concrete agreed, however he believed there had been a further meeting, but he had not received any further information about this.

The Clerk advised that it was unfortunate that Chloe Garner was not at the meeting as it would have been good to have some feedback about the community engagement plan that the Poetry Festival were putting together for September with schools and young people and intergenerational work.

RESOLVED:

- 1. That the notes of the meeting with the cultural partners be received and noted.**
- 2. That the Clerk contact Chloe to ask if there is any progress that she can provide in relation to the community engagement plan for September.**

JM90 NEXT STEPS

i. Funding Application

Members were provided with a draft funding proposal which had been prepared by the project manager, in consultation with the cultural partners and an enquiry form provided by Dr Mee with suggestions on ways in which the funding agreement could be amended.

It was noted that in the draft application provided by the project manager the sum being requested was £10,000, however the sum proposed by Dr Mee within the enquiry form was higher and she had asked the Working Party to consider the level of match funding for the project, assuming that the NLHF usually expect 10% for the level of funding likely to be required, which she had estimated to be in the region of £235,000 for the total project.

It was noted that the whole application information had not yet been provided, and that it was hoped that this would be provided before the project manager goes on annual leave.

Dr Mee advised that she was suggesting a different approach to that of a direct funding application, she was suggesting that the Council submit an enquiry form a, which has a longer turn-around time. She advised that her proposal is not that different to the draft submitted by the project manager, it is just a matter of scale. She outlined that the project was a multi-generational community engagement project, based around activities that would engage these audiences and to hopefully ascertain an idea of what a future memorial might look like. The work that the partners would undertake would inform a brief which would then go out to a commissioned artist to create the memorial.

Jane felt the concept of the bid was fine, however she did feel that there was a weakness in the draft application in respect of what they are going to do, e.g., types of activities to be carried out and how these will bring the different generations together, and how will they capture the information to inform the brief for the artist. She also advised that the lottery expect something to be included about evaluation, i.e., what are the measures of success and have you achieved them? Plus, what the outcomes will be and how these will be met, i.e., the mandatory outcome will be that at the end of the project a wider audience has to be engaged, and she did not feel that there was anything in the bid that highlighted other outcomes.

A further question that she raised was how the Lottery would feel about the main outcome of the project was to create a brief for a memorial and to support fund raising. She advised that more information needs to be included, and the Clerk reiterated that the

project manager had advised that there was more input anticipated from the cultural partners.

ii. Partnership working

Members were requested to consider how they wish to proceed with the cultural partners and/or any other likely partners. They were advised that the project manager had built a good relationship with 2Faced Dance, Red Earth Arts, and the Poetry Festival and that it was important to continue these relationships.

Dr Mee advised that two of the partners were natural successive owners of the project, but it was important that this working partnership is investigated at an early stage and a clear plan of partnership working is established.

Jane felt that there is an excellent opportunity to work with partners and community groups on this project. She informed members of the Working Party that by submitting the enquiry form, this will open up a dialogue with the Lottery and will help inform provide feedback on what the final application should look like.

Christine Tustin advised that the bottom line is that they want Ledbury to be indelibly associated with John Masefield, whereas at the moment this is not so well known. "we want to bring that heritage alive."

Jane advised that the Working Party may want to consider two phases to the funding application, the first phase could be the community engagement, advising that a further application will be submitted for phase two, and it may be that the Lottery will like this approach. However, she reiterated that the dialogue that can be entered into via the enquiry form will enable wider parameters for the BID.

Councillor Furlonger asked whether the group had spoken to Becky Shaw of the Poetry Festival. The Clerk advised that they had, however the politics of Ledbury Poetry meant that it was Chloe who was their representative on this committee. Councillor Furlonger advised that the Ledbury Traders are working with the Becky Shaw on a project that may well clash with this groups aims and ambitions. The Clerk advised that Susie McKechnie of the Traders Association had been invited to the meeting, however she had not received a response.

Councillor Morris advised that the Poetry Festival were restructuring, and he advised that there had been meetings were Becky had been present and those present had been very impressed with her motivation and had said that whatever happens with the

restructuring of Ledbury Poetry he would like to have Becky as part of this Working Party.

Councillor Furlonger stated that he felt Becky has a very clear vision from her side of things based upon a similar exercise that exists in Ireland, and that has inspired the formulation of her own planning for this.

Councillor l'Anson highlighted a video that had been created by John Masefield High School students "Masefield Matters" which was available on u-tube.

https://www.youtube.com/watch?v=ptqKti_mORI

Councillor Morris asked if the application was modified and 100% right with no admissions, would it jeopardise the enquiry that Dr Mee was proposing? Dr Mee advised that this would be the case as they were doing the same thing, but on a different scale. She reiterated her belief that the enquiry form is the way forward as it opens up a dialogue with the Lottery.

Christine Tustin asked what the situation with the current project manager, the Chair advised that this was something that this committee needed to consider and advised that his preference would be that this Working Party continue working with the draft application provided by the Project Manager and if the committee do not feel this is the appropriate way forward that Dr Mee's proposal of an initial enquiry form be pursued.

Following further discussion it was agreed that the next step should be that Dr Mee meets with Chloe Garner to establish where she and the project manager were heading with this partnership and how many community groups have been spoken to about this project.

RESOLVED:

- 1. That Dr Mee have a discussion with Chloe Garner about the participation of Ledbury Poetry in this project.**
- 2. That when the Clerk meets with the new Chairman of Ledbury Poetry she asks whether it would be possible for Becky Shaw to work with the Working Party going forward.**
- 3. That Dr Mee be introduced to Councillor Simmons, Ledbury Ward Councillor.**
- 4. That the outcome of all the above conversations be reported back to the next meeting of the Working Party.**

5. **That Dr Mee be asked to provide the information to be included in the enquiry form, for submission as soon as possible, by the Town Clerk.**

JM91 POSSIBLE JOHN MASEFIELD PROJECT PATRON

Members had been provided with a report advising of a possible Patron for the project.

The Clerk advised that she had not yet written to Ms Joanna Lumley's agent, however she hoped to do this in the following week, subject to the Working Party agreeing that this be done.

RESOLVED:

That the Clerk write to Ms Joanna Lumley's agent to ask whether she would be interested in either becoming a Patron of the Project or willing to offer her support to the project in other ways.

JM92 LAUNCH EVENT – DECEMBER 2023

Members discussed the launch event being held in December 2023. Councillor Morris was concerned that the public need to be informed about what the Working Party is doing and felt that the planned launch in June could have been a vehicle for this. He advised that he believes there are other ways that this could be done such as the website and social media platforms, and that this will be a lengthy conversation which should be had once the National Lottery Heritage funding enquiry form had been submitted and a dialogue entered into with the Lottery, as this will help shape the project.

RESOLVED:

That this item be deferred until such time a dialogue has been started with the Lottery, and that in the meantime, the Community Development Officer be asked to meet with Jess to discuss how the School could help with a launch event.

JM93 UPDATE ON WEBSITE

Members were advised that the John Masefield Memorial Project Page on the Council's website had now gone live.

RESOLVED:

That a link to the John Masefield page on the Council's website be published on the Council's Facebook page and a report be provided at the next meeting of how many people have clicked on the link.

JM94 PROJECT MANAGER

Councillor Morris felt that this had been covered in previous discussions in the meeting, however he advised that the current project manager role had not used all of the funds available and that the group would be guided by the feedback from the dialogue with the Lottery Fund as to how the remaining funds could be best used.

Dr Mee provided members with a number of ways in which they may wish to consider promoting the project:

- Annual Schools Reading Challenge – to read John Masefield story
- British Library
- Museum of Stories at Newcastle and Oxford
- Grayson Perry – artwork

RESOLVED:

That the Clerk investigate the above projects and ways in which they could support the John Masefield Memorial project.

The meeting ended at 2.25 pm.

Signed **Dated**

LEDBURY TOWN COUNCIL

TERMS OF REFERENCE

JOHN MASEFIELD MEMORIAL WORKING PARTY

1. Purpose

The purpose of the John Masefield Memorial Working Party is to:

- a) Take overall responsibility for the development and organisation of any John Masefield memorial.
- b) Provide support in the facilitation of community groups and event organisers within the Town in relation to John Masefield events.

2. Project Definition

An initiative to celebrate and commemorate John Masefield's life through a collaborative and celebratory creative project.

The Working Party will comprise of representatives from local businesses, cultural organisations, councillors, the John Masefield Society, John Masefield's family and community groups. The goal is to ensure that awareness of John Masefield is raised, that the community is connected to his work, whilst we explore how his legacy can be commemorated.

3. Quorum

To enable the John Masefield Memorial Working Party to meet its quorate requirements, there **MUST** be two members of the Working Party present, regardless of whether they are Councillors or non-councillor members of the Working Party. However, there **MUST** be at least one Councillor present for the meeting to proceed.

4. Membership

Members of the John Masefield Memorial Working Party can be appointed at any time during the Municipal year and will consist of Town Councillors, members of relevant local groups/organisations and members of the public.

The Membership will be made up of Councillors, stakeholders and representatives of local community groups.

5. Chairman

A Chairman will be appointed annually, at the first meeting of the Working Party.

The Chairman will be the main point of contact for the Town Clerk.

The Town Clerk will ensure minutes are taken from the meeting ensuring the capture of any actions proposed. This report will be submitted to the next meeting of the Environment and Leisure Committee for consideration. A copy of the minutes will also be submitted to the Planning, Economy and Tourism Committee for information purposes only.

6. Powers

Working Parties cannot make decisions on behalf of the Town Council. Any recommendations made by this group will be subject to approval by the Environment and Leisure Committee, Finance, Policy and General Purposes Committee and/or Council. This group has no budgetary powers.

The Council's Standing Orders apply to all meetings of the Committee.

7. Responsibilities and Areas of Operation

- The timeframe to establish a John Masefield memorial is not expected to exceed a three-year period.
- The memorial is to be dedicated to John Masefield and no other poets at this stage.
- Engagement with the artistic profession, e.g. 'call for artists'.
- To liaise and work with educational institutions.
- To obtain a minimum of three quotes in respect of the provision of any marketing material, memorial artwork etc, to be approved by the Environment and Leisure Committee , Finance, Policy and General Purposes Committee and/or Council.
- To ensure that appropriate fundraising and public engagement is undertaken subject to receiving approval from the Environment and Leisure Committee.
- To continually engage with the local traders, stakeholders and other interested parties via the Working Party meetings to ensure that momentum is maintained.
- To book buildings or outdoor venues for events if needed (for Council events only).
- To book activities or entertainment (for Council events only).

The Working Party will keep the Council fully informed, providing reports to the Environment and Leisure Committee meetings and ensuring that copies of all relevant documentation are made available for inspection by Council members.

8. Review of Terms of Reference

These Terms of Reference will be approved by Council at its Annual Meetings and received and noted at the first meeting of the Environment and Leisure Committee each municipal year.

The Ledbury Poet, a project celebrating the life and work of John Masefield on the 150th anniversary of his birth

Proposal

This proposal outlines what the John Masefield Memorial (JMM) project will entail. It forms the basis of the Enquiry Form circulated at the last meeting. It is designed to deliver the aspirations of the Working Party and to meet the requirements of the National Lottery Heritage Fund (NLHF).

I have made the following assumptions regarding the project (ie the activity to be funded by the NLHF). All of these assumptions are up for discussion.

1. Project finale is June 2028 (150 anniversary of JM birth)
2. Project area is Ledbury and surrounding area (ie inc communities served by the town)
3. Project will take 3 years approximately (including 9 months start-up/wrap-up)
4. The project will include the making and installation of the Memorial
5. The project will cost £250,000 approx (including contingency)
6. The project will be delivered co-creatively and will involve communities 'under-served by heritage' (current NLHF phrase, previously 'marginalised', seldom-heard, at risk of social exclusion). Target groups for participation might include: young carers, looked-after children, YP who are NEET, families using food banks, refugees, people with poor mental health, residents of care homes.

I envisage the NLHF-funded project taking place in three phases. (As before, all up for discussion).

FIRST FAMILIARISATION A series of high quality, well-resourced community engagement projects with existing groups (mostly) exploring the life and work of John Masefield involving contributions from a variety of freelance specialists -poets, botanists, maritime historians, film-makers, theatre producers and so on -research visits (eg to Portsmouth Historic Dockyard to see HMS M.33 the last surviving vessel involved in Gallipoli or to Liverpool to meet former merchant seamen). Run over 9-12 months, 6-9 projects? Each project produces an output/s that can be shared with other groups and the wider community. (A complementary public programme of activities would take place over the same period).

SECOND CONSULTATION A series of facilitated community planning workshops bringing together participants in the above and other stakeholders working together to share outputs of the familiarisation projects, other ideas, what form the memorial should take, what their ongoing role should be. This would inform the brief for the person/people producing the final memorial. Run over three months inc preparation of the brief for commission to create and install the memorial.

THIRD PRODUCTION of the memorial as envisaged (ideally involving continuing input from the community) and unveiling and bit of a do in 2028. (12 months).

Costs would include:

- Project staff -coordinator (and ?? an apprentice or paid intern, a young person interested in a career in heritage/arts)

- Budgets for the familiarisation/engagement projects (freelance fees, materials, research visits, etc)
- Budget for facilitator/s leading consultation
- Fee for the commission to produce and install the memorial

Thinking about governance of the project

As discussed, a formal partnership between LTC and Ledbury Poetry would benefit delivery of the project. LP will be in the habit of delivering similar engagement projects, will be familiar with Arts Council England monitoring requirements (ie not dissimilar to NLHF) and LP are in some ways the inheritors of the JM legacy (and NLHF will want to know what happens after the project ends).

Jane E Mee October 2023

Suggested
Submission from
Dr Mee

NLHF Enquiry Form, Draft

Notes

1. These are the questions that make up the pre-application (Enquiry Form) for bids of £10,000 to £250,000. NLHF Midlands + East advise response within two weeks.
2. I've shown the word count for each question, but ignored for present to facilitate dialogue.
3. I cannot fully answer some questions at this point and have indicated where this is the case.
4. I think there are two risks to the project: capacity and maintaining momentum. As LCT is a small organisation, I suggest a formal partnership with Ledbury Poetry is considered - i.e. both organisations responsible to nlhf for delivery. I have also included project staff. The involvement of an engaged and motivated steering group will also be hugely beneficial. Maintaining momentum. The project needs to be compact to keep participants engaged + is constrained by anniversary. If bid is successful on timescale proposed, nothing much happens until autumn 2025.

Have you spoken to anyone at NLHF about your project?

Yes, Midlands and East Rep (West Midlands). Confirmed no further dialogue required at this stage.

What is the need for this project? 200 words

NB research with audiences missing from this section. Requires a conversation with groups that represent proposed participants (in liaison with LCT CEO).

The poet John Masefield was born in Ledbury and June 2028 will be the 150 anniversary of his birth. Although hugely popular during his lifetime, his work is now largely forgotten. Masefield matters because:

- He is the only poet laureate from Herefordshire
- He was highly respected by his contemporaries - 'big name' poets such as Yeats and Larkin- and inspired future generations of writers such as Alan Garner
- He writes in plain English, his work is accessible, was very popular in his lifetime (and commercially successful) and read by people from all walks of life
- (Mix of real and fantasy in children's stories)
- His work is evocative of the countryside of Herefordshire and references local landmarks and places
- Ledbury is home to a significant JM archive (including the most comprehensive collection of books in the world, also letters and personalia) and an international poetry festival
- He encouraged people to read poetry aloud and was especially supportive of young people
- He overcome considerable adversity as a child and young man to achieve his dream of becoming a writer, including being orphaned, being sent off to naval school aged 13 by an unsympathetic aunt, jumping ship and a period of vagrancy in the USA followed by bar work and work in a carpet factory before returning home to write
- He became part of the fabric of British cultural life

- + Spying, embracing new technology (gramophone), aunt and uncle buried in churchyard, church bells, soldiers carving walking sticks from hazel coppice

The 150 anniversary of his birth provides an opportunity to re-engage the communities of Ledbury and the neighbouring area -and further-afield- with his life and work.

Describe what you will do during the project, tasks to do to achieve goal (200 words)

The project falls into three phases:

ONE A series of projects will engage community groups with the work and life of John Masefield. His poetry/writing will be the inspiration but projects will also explore the experiences which informed them -seafaring life, Herefordshire countryside, overcoming adversity to achieve your dream- entailing visits to relevant locations and reference to archives. Participants will be reached through existing groups -young carers, young people who are NEET, families using food banks, people experiencing poor mental health, refugees, residents of care homes- also drawn from isolated rural communities. A programme of public events will engage the wider community. A range of specialists - poets, botanists, theatre producers, story tellers and so on- will work with the groups.

TWO The participants in these projects -now familiar with John Masefield and who will have created tangible outputs as part of their project- will then be invited to share their views through a series of facilitated workshops- on what form a memorial to commemorate Masefield should take and how they should be involved in its commissioning and creation.

THREE The final phase of the project will be the co-creation of a memorial to Masefield in Ledbury and celebratory event/s to accompany its opening in June 2028.

Title of project

The Ledbury Poet

Celebrating the life and work of John Masefield on the 150th anniversary of his birth.

Heritage of the project, who is it important to and why? (100 words)

I've taken a bit of a liberty here, but we can edit (avoiding repetition!!!)

The project's heritage focus is the work and life of the poet John Masefield, important to:

The **John Masefield Society** which is keen to see this once very popular poet remembered, celebrated and properly recognised.

Ledbury Town Council which is committed to making the town a great place to live, work and visit through developing and promoting its heritage and culture.

Ledbury Poetry The project raises awareness of Ledbury's literary heritage and will help to develop new and existing audiences for the annual poetry festival.

Herefordshire Cultural Partnership The project will contribute to the delivery of the Cultural Plan 2023-2033 -developed by the HCP- with its emphasis on 'great place', the democratisation of culture and supporting children and young people. **(not sure if we need a quick conversation with this group / organisation).**

[NB JEM Arts Connect ACE SSO for region ...]

Outcomes which you plan to achieve? (200 words)

By involving community groups representing people who are under-served by heritage and inviting them to work together co-creatively, the project **will involve a wide range of people** connecting them with the literary heritage and will promote inclusion and community cohesion **(mandatory requirement).**

Through working with a range of specialists to explore the life of Masefield and capturing and sharing their findings with others, participants will gain new skills. Two new posts will be created -project co-ordinator and apprentice (targeted at a young person). Freelance specialists will also contribute.

Involvement in the project will offer moments of joy and inspiration to participants. This alongside, gaining new skills, new confidence and new friends will enhance and support wellbeing. (Masefield's life is inspirational in terms of overcoming adversity to achieve your dream).

By raising awareness of Masefield and developing new audiences for the town/area's literary heritage, the project will enhance the resilience of Ledbury Poetry. Through the delivery of this project, Town Council staff and members will gain additional experience and be in a better position to support future heritage initiatives.

Celebrating Ledbury's literary heritage in an inclusive and participatory way and commemorating the 150th anniversary of John Masefield's birth in 2028 will contribute to making Herefordshire and Ledbury a better place to live, work and visit and will boost the local economy.

Connecting people with the nature, landscapes and places which inspire much of Masefield's poetry will be an important element of the project.

Environmental sustainability - need to reference. Public transport, participants drawn from town and immediate area, reference in briefs for all freelance contributors etc. **Does LTC have relevant policy?**

Who will be involved in the project? Who run, any partnerships, volunteers? (100 words)

The project will be delivered by Ledbury Town Council working in (a formal) partnership with Ledbury Poetry (TBC). Project staff will be employed on fixed term contracts by XXXX, similarly freelances.

A project steering group will be convened to have oversight of the project and support project staff. Members of the group will attend meetings and be proactively involved. This will include representatives of participating community groups as well as John Masefield specialists and the project leads, Ledbury Town Council and Ledbury Poetry.

Volunteers will be recruited to act as ambassadors for John Masefield, enhancing access to the Masefield Archive in Ledbury for example (The Masters House - previous volunteers not returned post coronavirus pandemic) and to support public events. (Management post project?).

How long will the project last, start and end dates (50 words)

Key date is 150 anniversary of birth, 1 June 2028

Start date, 1 September 2025

Start-up phase, recruitment etc =6 months

Formal project launch =March 2026

Familiarisation / community project =12 months

Co-creation / facilitated consultation =3 months

Co-creation/production of commemorative piece =12 months

Celebratory event, 1 June 2028

Wrap-up/final reports =3 months

End date =30 August 2028

Project length = 36 months / 3 years

How much is the project likely to cost? (200 words)

NB these figures are estimates and need more work.

Project coordinator, 30 month contract p/t 4 days a week £70,000 (inc on costs).

Apprentice, 24 month contract, living wage £40,000 (inc on costs). Or paid project intern 12-15 month contract.

10 community projects, with average of 6 engagement sessions with budget of £3,000 ea, Total £30,000

Freelance facilitator (phase TWO) £7,500

Complementary public engagement events inc opening in 2028 £5,000
Travel, hospitality £1,000
Promotional materials
Recruitment of staff
Venue hire
Equipment for staff (laptops / phones)
Evaluation at 5% of total cost, ~£12,500 (5% of £250,000)
Fees for creative/s / specialists producing the commemorative piece/s £60,000

Total listed amount is £226,000. NB add contingency.

**How much funding are you applying for from us?
Enter an amount.**

If we assume the total project cost is £235,000 and bearing in mind that the project runs over three financial years (April to March), what level of match funding is the Project Working Group contemplating? (Think nlhf expects 10% for this level of funding, but can we do more).

JEM July 2023

