

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE JOHN MASEFIELD MEMORIAL WORKING PARTY HELD ON WEDNESDAY 1 MAY 2024

PRESENT: Councillors Furlonger, l'Anson and Morris (Chair)
Non-Council Members: Dr Jane Mee (Funding Co-ordinator), Justine Peberdy (Ward Councillor and minute taker), Christine Tustin (Ledbury Civic Society), Tim Keyes (Tower Captain Church Bell Ringers) Caroline Magnus (Great niece of John Masefield, JM Society), Philip Errington (JM Society)

ALSO PRESENT: Angela Price (Town Clerk)
Olivia Trueman (Community Development Officer)

JM143 APOLOGIES FOR ABSENCE

Apologies for absence were received from Lesley Ingram, Chris Noel, and Amy Howard.

It was noted that Jessica Locke was invited but had not responded.

JM144 DECLARATIONS OF INTEREST

Councillor Morris recorded a pecuniary interest in relation to item 7.2. Councillor Furlonger recorded a non-pecuniary interest in the same item.

JM145 TO APPROVE AND SIGN THE NOTES FOR THE JOHN MASEFIELD MEMORIAL WORKING PARTY MEETING HELD ON 3 APRIL 2024

Councillor Morris drew attention to the new action sheet to be considered alongside the minutes.

Dr Jane Mee pointed out that although she was in touch with Tony Hodder it was not in relation to the Rural Media survey (JM133). Councillor Morris queried Tony Hodder's title. Tim Keyes confirmed that he is effectively CEO of LEAF (Locally Encouraging All to Flourish).

RESOLVED:

That the notes of the meeting of the John Masefield Memorial Working Party meeting held on 3 April 2024 be approved and signed as a correct record, subject to the above amendments.

(PROPOSED Councillor Morris, SECONDED Councillor Furlonger, PASSED unanimously)

ACTION SHEET

Justine Peberdy agreed to set up a shared google document for the Action Sheet and include the link in the minutes. Tim Keyes suggested a glossary for initials on the action sheet, for clarity. Councillor Morris suggested that the top line be repeated on each page.

The Working Party went through the Action Sheet item by item.

(Updates are recorded on the action sheet, with some additional notes around discussion below)

JMM133 (4) Various organisations and leaders for community engagement projects were suggested. Dr Jane Mee said that there would need to be a procurement exercise with 2 or 3 organisations pitching for the work.

JM133(7) It was noted that Dean Asker PR for RSC was encouraging and supportive to the Working Party. Councillor Morris suggested an approach to Friends of the Master's House about a possible display of costumes. Philip Errington felt that the archive recording of the RSC's Box of Delights would not be suitable for a public showing. Councillor Morris advised that Sir Roy Strong is now a Ledbury resident.

JM133(8) Philip Errington referred to a previous connection between John Masefield and the Cutty Sark through his book launch. Dr Jane Mee reminded the working party of her enquiries about tours and rig climbs with the Cutty Sark in the context of the 3 engagement activities. The Clerk agreed to share the engagement activity document. Caroline Magnus referred to the Conway Club (Conway was Masefield's school ship).

JM134(1) Dr Jane Mee shared details of her conversation with Mark Richards re: commissioning process for e.g. a bronze statue

- £100K is about right
- Time scale could be shorter
- Suggestion that the commissioning process could include paying 3 – 5 shortlisted artists £3,000 each to produce drawings and maquettes, which would then be displayed for stakeholder feedback to inform selection
- Henry Moore Foundation fund sculptures up to £20K
- 3 examples of alternative work (Hereford sculpture trail, Burning Man, Iron Age Hut installation)

Dr Jane Mee agreed to share the examples referred to by Mark Richards with the Working Party. Angie Price pointed out that drawings and maquettes created and paid for as part of the commissioning process would be in the ownership of LTC and could be used beyond the event.

DM

Councillor Morris raised the competition model for commissioning. Dr Jane Mee pointed out that the result has to align with the consultation process, which could mean that a competition isn't an appropriate process.

JM134(4) Tim Keyes has been in touch with Peter Carter, who raised that JM Society produced a map. Philip Errington thinks it was done by Barbara Davis; a Masefield walk based on the Ledbury Scenes. Chris Noel would likely have a copy. Tim Keyes will ask Chris Noel to share it. It was suggested that Peter Carter could be a valuable addition to the committee. He has previously been chair of the Masefield Society.

There are concerns that some perceptions are that this could be a vanity project. The project is difficult to communicate when we do not know what form the memorial will be. We are inviting people to participate in the process of identifying what the memorial will be.

Caroline Magnus expressed concern that John Masefield's work, image and name may be hijacked to a project that has tenuous links to him. There was discussion around the Working Party's job to create engagement and consultation activities, and final brief based on that consultation, which are a fitting memorial to him. Dr Jane Mee emphasised that the project must always draw on the four investment principles (saving heritage; protecting the environment; inclusion, access and participation; organisational sustainability).

Councillor Furlonger left the meeting.

Philip Errington suggested forging a relationship with homeless charities.

Helen l'Anson informed the Working Party that John Masefield School would like to expand their theatre facilities. Justine Peberdy commented that it is not the job of the Working Party to produce what the memorial will be. Dr Jane Mee pointed out that the school project was not a heritage project. The Working Party recognised that although John Masefield's name is known, through the school, Ledbury residents don't necessarily know who he was.

Tim Keyes pointed out that tourists may also not know who he is, and they could also be consulted. Dr Jane Mee cautioned the Working Party about widening the scope of the application too much but recognised the importance of their input.

JM135(1) The Clerk will update the Risk Register and share with the Working Party for contributions. Dr Jane Mee will use this information to address risk in the application.

JM138(1) The Clerk suggested that any inc/exp relating to the JMMWP be included in a specific budget line in the council accounts and that she would raise this when the budget is next set. Council is to be asked to match fund

£5K, as a one-off payment. Payments made in advance could be paid from general reserve and then refunded when NLHF pay out.
This is the link to the Action Sheet -

<https://docs.google.com/spreadsheets/d/1wZkeJMaaDBkPrkJBa9uyiL-8uR4kWo36TrlcO6k48hc/edit?usp=sharing>

RESOLVED:

1. That Justine Peberdy creates a google link to allow a live version of the Action Sheet to be shared with the group and include the link in the minutes.
2. That updates are recorded on the Action Sheet rather than minuted.
3. That the Town Clerk share Engagement Activities document with the Working Party members.
4. That Dr Jane Mee share the examples from Mark Richards with the Working Party.
5. That Tim Keyes ask Chris Noel to share the Ledbury Map by Barbara Baylis.
6. That the Clerk will update the Risk Register and share with the Working Party.
7. That the Working Party will contribute to the Risk Register.
8. That the Clerk raise, when the budgets are next set, that there should continue to be a specific budget line for JMMWP.

JM147

IMPORTANCE OF CORRECT COMMUNICATION & ADMINISTRATION

The Town Clerk raised concerns about communication in the Working Party. It was agreed that the Working Party would endeavour to keep meetings more formal with notes promptly forwarded to the Clerk. It was agreed that the Clerk and Chair would be copied into all correspondence. The Clerk shared the Terms of Reference with the Working Party. It was agreed that the time frame would be updated to state, 'will not extend beyond end of 2028'. The revised terms of reference will bring the group under the remit of the Planning Committee.

RESOLVED:

That all members will share notes of meeting as soon as possible after the meeting and copy Clerk and Chair into correspondence.



RECOMMENDATION

That a recommendation be submitted to the Planning, Economy & Tourism Committee that the time frame in the Terms of Reference be updated

JM148

DRAFT APPLICATION

Dr Jane Mee requested feedback and outstanding information for the draft application by Friday, 17 May.

Dr Jane Mee asked if Levelling Up funds were available. Justine Peberdy reported that the UKSPF fund is now closed, but there is likely to be another round of funding. The project sits well within the scope of eligibility for Elmley Foundation funding. A description estimated costs and amount of grant requested should be sent initially to open a dialogue about a possible application for funding. Councillor Morris agreed to follow this up.

Caroline Magnus asked if there were other Foundations the group could approach. Current ideas for raising £25K include individual donations, grant application, gala fundraising event. The Clerk suggested Awards for All. Dr Jane Mee suggested Sainsbury family trusts. Justine Peberdy suggested Cadbury family trusts. Philip Errington and Caroline Magnus agreed that John Masefield Society would be happy to be the recipient of funding, if having no charitable status precluded LTC from applying for a particular fund.

Justine Peberdy suggested that the Herefordshire Council Economic Plan might be worth referencing.

Dr Jane Mee and Tim Keyes suggested that it would be useful to reference Ledbury Poetry's aspirations for Ledbury as a Poetry Town.

The Clerk flagged up that Fit for Future membership gives LTC access to funding advice and support.

Caroline Magnus asked where the Daffodil Fields were that were referred to in the application. Justine Peberdy suggested it could be the Golden Triangle (Kempley, Dymock, Much Marcle). Dr Jane Mee said that Community Action Ledbury provide transport to the Daffodil Walks locally and could be an engagement activity for older people.

RESOLVED:

- 1. That Philip Errington contributes to Heritage Focus c. 300 words.**
- 2. That Philip Errington contributes to Heritage at Risk c. 500 words.**

JM

3. That the Clerk contribute to Permissions Required p.4.
4. That Justine Peberdy contributes to Match Funding c.500 words.
5. That the Clerk contribute to list of questions on p.9.
6. That the Clerk contribute costs relating to laptops/phones.
7. That Justine Peberdy contribute to how the funding application supports The Economic Plan.
8. That Councillor Morris approach Elmley Foundation with an initial enquiry re: submitting a funding application.

JM149

UPDATE FROM COMMUNICATIONS STEERING GROUP AND ITEMS FOR CONSIDERATION

- i. The notes of a meeting held on 22 April 2024 were shared.

Councillor Morris left the room.

- ii. Recommendation in respect of submissions for visual identity.

There had been four submissions received, which had been considered by a small group of working Party Members (Cllrs l'Anson and Peberdy, and Caroline Magnus, and Members were advised of their preferred option. It was felt that this designer had a showed a good knowledge of John Masefield and that the designs provided within the submission highlighted this. It was agreed that a recommendation should be made to the Planning, Economy & Tourism Meeting on 16 May 2024 that they approve the submission No. 4.

Philip Errington confirmed that there would be no copyright issues with the suggested designs.

Councillor Morris rejoined the meeting.

- iii. Database

Councillor Morris asked the Clerk to ask Olivia Trueman to share the recent update of the database.

- iv. Community Day

Councillor Morris has registered a stand for Saturday 8 June, it is likely to be in the Poetry House. Caroline Magnus asked for help manning the stand. The Clerk said that she or Olivia Trueman could possibly help once the LTC stand was set up. Philip Errington asked



1. That Dr Jane Mee request letters of support with guidance on what letters should include
2. That Dr Jane Mee consider what the application submission date should be

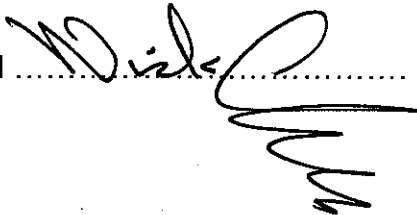
JM153 DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the John Masefield Memorial Working Party will be held on Monday 10 June 2024 at 2.00 pm in the Council Offices.

The meeting ended at 4.05pm.

Signed

A handwritten signature in black ink, appearing to be 'D. Mee', written over a dotted line.

Dated

20-06-2024.

what will be on the stand. Justine Peberdy suggested a flier with the key messages and a banner.

It was agreed that a decision must be reached on the name of the project. The result of the discussion was to adopt "Masefield Matters." It was noted that it would be a courtesy to let Rural Media know, since this was the name they used for their previous project. The Clerk agreed to keep trying to contact them about this. Philip Errington suggested a strapline to the name. It was agreed that the group would go with 'Masefield Matters - celebrating the life and works of John Masefield,' with further input needed from other members of the group and the designer.

RECOMMENDATION:

That the Planning, Economy & Tourism Committee be asked to approve the appointment of Designer no. 4 in respect of the providing the designs for the visual identity of the John Masefield project, following which the designer will be advised accordingly.

RESOLVED:

- 1. That the Clerk ask Olivia Trueman to share the updated version of the database.**
- 2. That the Clerk inform Rural Media that we intend to use the name Masefield Matters.**

JM150 FINAL UNVEILING 1 June 2028

Philip Errington suggested that King Charles should be asked to attend because John Masefield wrote a poem on the occasion of his birth.

JM151 CONSENT TO SHARE CONTACT DETAILS (GDPR)

Everyone was in agreement that their email could be shared with the rest of the group for the purposes of this Working Party.

JM152 NEXT STEPS

It was agreed that letters of support from Rugby Club, Food Bank, John Masefield Society, John Masefield School, Merchant Seaman would be required. Dr Jane Mee advised that she would contact them to repeat her request for letters of support and give guidance about what they should include.

The submission date for the application was discussed. It was agreed that the draft application was very good. It was agreed that Dr Jane Mee should consider a sensible submission date.

RESOLVED:

A handwritten signature in black ink, appearing to be 'JW', with a horizontal line underneath it.