



LEDBURY TOWN COUNCIL



5 January 2022

To: Ledbury Town Councillors
Caroline Magnus, Charles Masefield, Robert Vaughan, Phillip Ellington, Christine Tustin, Tim Keys, Chloe Garner, Andy Collard, Catriona Cole

Dear Member

You are invited to attend a meeting of the **John Masefield Memorial Working Party on Friday, 13 January 2023 at 2.00 pm at Council Offices, Church Lane, Ledbury, HR8 1DL** for the purpose of transacting the business below.

This meeting will be a hybrid meeting to help accommodate as many attendees as possible to join the meeting. The link for the meeting will be provided within the calendar invite which will be sent to you on despatch of this agenda.

Yours faithfully

Angela Price PSLCC, AICCM
Town Clerk

FILMING AND RECORDING OF COUNCIL MEETINGS

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

A G E N D A

1. **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. **Election of non-council members to the John Masefield Memorial Working Party**
4. **To approve and sign the notes of the meeting of the John Masefield Working Party held on 25 November 2022** (Pages 9-17)
5. **Action Sheet** (Pages 18-20)
6. **Progress Report** (Pages 21-29)
7. **Charitable Status** (Pages 30-32)
8. **Date of Next Meeting**

To consider dates for the next two meetings of the Working Party

**LEDBURY TOWN COUNCIL
MINUTES OF JOHN MASEFIELD MEMORIAL WORKING PARTY
HELD ON FRIDAY, 25 NOVEMBER 2022**

PRESENT: Councillors Morris, Beddoes-Davis, Chowns, and Hughes

ALSO PRESENT: Angela Price –Town Clerk
Emma Jackson – Community Development Officer (*Maternity Cover*)
Caroline Magnus, Chris Noel, Dr Philip Errington - John Masefield Society
Christine Tustin – Ledbury & District Civic Society; Ledbury Places (*background in Tourism and PR*).
Chloe Garner – Ledbury Poetry [Festival]
Catriona Cole – Ledbury Primary School

JM22 Councillor Beddoes-Davis kindly offered to take the minutes.

JM 23 APOLOGIES FOR ABSENCE:

Apologies were received from Councillor Sims, Tim Keyes (Ledbury Resident), Charles Masefield (local solicitor and descendant of John Masefield) Andy Collard (Deputy-Head of John Masefield High School, Ledbury).

JM24 DECLARATIONS OF INTEREST

No declarations of interest were received

JM25 TERMS OF REFERENCE

Members reviewed these, noting that the small amendment to Term 6 was complete and that the parent committee for this Working Party is now the Environment and Leisure Committee.

RESOLVED:

That the Terms of Reference be recommended to the Environment & Leisure Committee for approval, at its next meeting in January 2023. This vote was unopposed.

JM26 ELECTION OF NON-COUNCIL MEMBERS TO THE JOHN MASEFIELD MEMORIAL WORKING PARTY

Representatives of The John Masefield Society introduced themselves:

Caroline Magnus – John Masefield's great niece representing the family, as well as being a Committee member of the John Masefield Society.

Dr Philip Errington – Academic (*his PhD was on Masefield*) and internationally recognised scholarship expert on John Masefield. Philip has also edited various works of Masefield's poetry, including a Penguins Classic edition; his bibliography of Masefield was published by the British Library. He has lectured and spoken on Masefield extensively.

Chris Noel – Lives in Ledbury and has done so for 42 years. He has been a member of the John Masefield Society since its inception in the early 1990s. Chris will also attend meetings when Caroline is unable to, and therefore represent the John Masefield Society.

Councillor Morris, as Chair of the working party, invited those representatives of The John Masefield Society present to become elected members. Caroline Magnus was very happy to do so; Dr Errington was equally happy to become an elected member, noting that he may be unable to attend all meetings due to distance (he advised that he could attend via an online format, and the Chair and the Clerk agreed to consider this); Chris Noel advised that as the local representative of the John Masefield Society, he would also like to be elected.

RESOLVED:

- 1. Caroline Magnus, Dr Errington and Chris Noel were all elected to the Working Party.**
- 2. That it be noted that Chloe Garner confirmed that, following Ledbury Poetry Trustees meeting (see JM16), she wished to remain a non-elected member.**

JM27

TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE JM WORKING PARTY HELD ON 23 SEPTEMBER 2022

The Chair gave members the opportunity to voice '*Matters Arising*' which were not covered elsewhere. Caroline Magnus suggested that REF JM19, The Master's House be added to the list of local venues to be considered as a potential space for creative workshops. Members agreed this was a useful suggestion, especially as the John Masefield Archive was already housed there.

RESOLVED:

That the minutes of the meeting of the John Masefield Working Party held on 23 September be approved and signed as a correct record.

JM28

ACTION SHEET

The Clerk gave a verbal update on the Action Sheet.

Both Dr Errington and Caroline Magnus spoke favourably of 2Faced Dance Company's previous interpretation of John Masefield's work. (JM19(05)).

Members noted especially the change of parent committee, and how this had impacted on the progression of actions. The Clerk confirmed that, to avoid delay, any outstanding minutes and recommendations would be submitted to Full Council on 1 December 2022 for consideration. She advised that dependent on outcome of the Full Council meeting the minutes would in future be submitted to the Environment & Leisure Committee, and Finance, Policy & General Purposes Committee, as appropriate. It was noted that both Councillor Chowns and Hughes, as Chairs of these respective committees were in attendance, and so informed of current thinking.

RESOLVED:

That the action sheet be received and noted.

JM29

DRAFT NOTICE OF INTENT

Councillor Morris noted that he was happy with the Notice of Intent, and requested it be published to raise awareness of the project.

Councillor Morris raised the possibility of a leaflet/PDF to encourage donations and sponsorship : The Notice of Intent would form the basis of this copy.

The Clerk reminded the working party that an anonymous donation of £1,000 had already been received. Members welcomed this as a good starting point. Christine Tustin informed members that she, as a result of the article in the Ledbury & District Civic Society newsletter, had also received communication from an interested party. She confirmed that she would follow this up and provide the Clerk with details in due course.

Caroline Magnus asked if there was an overall funding target in mind. Members noted that it was difficult at this stage to define a final amount as Phase 1 (the scoping phase) was only just beginning. Members noted that in the original project timeline drawn up in June 2022 and submitted to Environment & Leisure Committee in July had identified that a final memorial could cost between £75,000-£100,000 with a target delivery date in July 2026. The CDO confirmed that this figure was arrived at following research of similar commemorative projects that had already taken place in other towns throughout the UK.

Caroline Magnus asked for clarification as to whether a sculpture depicting a lifelike representation of John Masefield was a possibility, advising that the family would welcome a figurative representation. Councillor Morris advised that these costs might be prohibitive. Caroline Magnus offered to share details of organisations that are Arts Council funded which could be useful at the commissioning stage. Councillor Beddoes-Davis mentioned concerns of quality in figurative art. Dr Errington reminded members of the unfortunate occurrence of a poor likeness of Masefield on the John Masefield pub sign in The Wirral. He also informed members that as far as he was aware, and unusually for a twentieth century poet, there was not a statue to John Masefield in existence. Dr Errington also shared an idea from the Masefield Society regarding a carved representation of John Masefield, reminiscent of a ship's masthead and relating to nautical themes on Masefield's writing, highlighting Masefield's own interest in mastheads.

Christine Tustin reminded the group that as well as deciding the for the memorial might take, a suitable location had yet to be identified. She suggested The Poetry House might house a lasting John Masefield memorial, and Dr Errington noted that in fact this building was **opened by Masefield in 1938.**

The idea of a Poetry Trail with plaques and lines of Masefield poetry carved into the pavement was raised. Councillor Chowns reminded members that he had previously welcomed an abstract memorial that celebrated Masefield's association with water, and the sea, rather than an accurate figurative representation. He also hoped there would be an enduring legacy fund that would fund future educational projects.

Councillor Beddoes-Davis reminded the group that the idea of extensive public consultation in Phase 1 was to elicit these ideas so a community consensus could be reached in Phase 2.

RESOLVED:

That the Notice of Intent be approved and be used to progress a sponsorship/fundraising leaflet for wider distribution.

JM30

PROGRESS REPORT

Members were provided with a draft Project Manager role specification for consideration. Councillor Beddoes- Davis welcomed that this was an independent, contracted role.

Christine Tustin asked for clarification on whether this would be an ongoing contract, as the specification only referred to fees for Phase 1. Members agreed that it would be sensible to indicate that a Project Manager might be engaged for the longevity of the project, but further details would only be confirmed as Phase 1 progressed. Councillor Beddoes-Davis advised that the suggested day rate was low for this type

of work and recommended that the overall budget should either be increased or less days contracted to ensure candidates of a suitable calibre apply. The Clerk noted that funding the project was a concern for Council to consider, particularly where long-term funding could be sourced from. It was agreed that the fundraising experience should be included in the essential criteria.

Councillor Beddoes-Davis offered to provide details of where to advertise the person specification. Councillor Hughes advised that Full Council, and associated Committees, were informed of the totality of this contract noting its provision for overall advancement of the project. He also drew attention to the importance of Phase 1 to pump prime subsequent phases. The Chair reminded members that this project did not intend to use Council monies on an ongoing basis. Dr Errington advised of potential US donations that might be explored in the future. Caroline Magnus reminded members that the Masefield family were not particularly wealthy: While Masefield's work is in copyrighted, his Estate is not generating much individual wealth.

Members discussed the possibility of a John Masefield talk hosted by the Ledbury & District Civic Society. Christine Tustin agreed to explore this further with Caroline Magnus and/or Dr Errington. Caroline had previously given a talk to other local groups on the Masefield childhood, and the relationship between her grandfather and great Uncle (John Masefield) and would happily revive it for this project.

Councillor Hughes drew members attention to the funding of the post and asked that the monies requested be specific. Councillor Hughes indicated that the budget must be broken down, and that the project outputs for Phase 1 could not fall within existing staffing remits. The Clerk clarified that that this was clearly outlined in Recommendation 5, with monies for both the role of project manager (£5000) and the delivery of the project (£10,000) being included.

The CDO talked members through the Project Timeline, noting how many of the activities flowed from the appointment of a project manager.

This appointment would enable the project to accelerate as activities would fall within a delivery remit of one individual contracted specifically for this project. Dr Errington asked for clarification on the deadline on delivery of July 2026 and noted that stalling final delivery to 2028 would mark 150 years since John Masefield's birth. The CDO noted how anniversaries could be useful for fundraising purposes, especially in the final stages of a campaign/project. The Clerk asked for clarification from the Chair on the frequency of meetings who advised that monthly meetings were preferable, and an additional meeting might be needed around Easter.

Christine Tustin suggested that at the end of Phase 1, the marketing activity be widened to include a national, possibly international audience for subsequent phases.

Members discussed funding of the project, and the specific recommendation on which cost centres had monies still available in 2022/2023 to support this project. The CDO advised members that as Phase 1 spanned two financial years (that is 2022/2023 and 2023/2024), all monies did not need to be drawn from this year. Councillor Hughes, as Chair of Finance, Policy & General Purposes agreed; he recommended that the budget for Phase 1 be split to allow for a spend of up to £9000 before the end of March 2023, and the remaining £6000 to form part of a new budget line for Ledbury Town Council budget in 2023 / 2024; this might also specify any additional funds required to minimally support Phase 2.

RECOMMENDED:

- 1. That the revised Notice of Intent be published to Ledbury Town Council's website, and shared in the form of a Press Release.**
- 2. That the Outline Specification for the engagement of a Project Manager (see Appendix A) be approved subject to the fundraising experience being added to essential criteria, and the day rate being revised to at least £250; and, that the Clerk be asked to advertise the post at the first available and timely opportunity, including reference to this being a multi-year project.**
- 3. That the Detailed Project Timeline (see Appendix B) be approved and that the dates therein be agreed as target dates, noting the updated frequency of meetings.**
- 4. That the Marketing Plan (see Appendix C) be approved, subject to funding being identified by Council.**
- 5. That Council give consideration to the request for funding for Phase 1 of the project, with a potential ceiling of £15,000, and that Council identify funding from within the 2022/23 budgets, namely from the Town Promotion budget cost centre 107, nominal codes 4703 (£4,000) and 4704 (£5,000) with the remaining £6,000 to be included in budget planning for 2023/2024 as a separate cost centre.**

JM31

TO DISCUSS ACTION POINTS RAISED BY CHAIR

The Chair had provided a report with a number of points for discussion. He provided Members with an update as to why the soft launch would be, explaining that this was due to 2Faced company not being available for the Christmas Lights Switch on event.

Members were updated on the Creative Challenge national initiative, arranged by 64 Million Artists, and which takes place every January. The CDO suggested using this social media initiative to help soft launch the John Masefield Project, and offered to provide members with further details for the next working party meeting in December. It was agreed that this should commence in the second week of January.

The Chair drew members attention to a Full Launch date on 1 June 2023. Caroline Magnus suggested that working party members reflected on what this might be and feedback to a future meeting.

The Chair referred members to the idea of creating a leaflet to send to potential stakeholders outlining further information about the project and suggesting varying forms of engagement. Dr Errington advised that the John Masefield Society will be sending out a newsletter in May/June and could include such a leaflet at that time.

Members discussed progress with workshops, and it was agreed that this was something that the temporary CDO and the permanent CDO could work on together initially in January when the permanent post holder returns from maternity leave. The project timeline had been adjusted to reflect this, with education workshops starting in February and running through until June, and community-based workshops running from March to the end of July 2023, incorporating Ledbury Poetry Festival and opportunities that arise while that is taking place. Councillor Hughes advised from a Resources & Personnel perspective that Council's decision to continue the contract of the maternity cover CDO role until the end of March might allow for the CDO Officers to make progress during the first 3 months until a project manager was appointed.

Councillor Beddoes-Davis advised that in her experience projects which were well resourced at the outset were more likely to be successful in the long-run; she advised not commencing too soon and waiting for the resources to be in place.

The Chair raised a concern about who would lead Marketing/Publicity on an ongoing basis. The Clerk advised that hopefully the Project Manager, once in place, would do this. Concerns were raised over recruiting someone, and Councillor Beddoes-Davis advised that the contract might need to be negotiated, or the tasks and associated time allocated more strategically. Members were unsure on this and opted to re-visit. Members also discussed what would happen if Full Council did not approve the Project Manager recommendation, and The Clerk advised that there were not current resources available at present, and the project would not happen, which was noted by Members.

Funding for the project will be led by the Clerk and Chair of Finance, in liaison with the Project Manager. The Clerk reminded members that all business relating to Ledbury Town Council must be approved via the Clerk and Council, stating that it would be appropriate for the Chair of

Finance to be included on all financial matters, including all external funding applications.

Caroline Magnus asked for details of where donated monies would be held and whether a separate charitable account would be set up that could benefit from Gift Aid. The CDO advised members that the purpose of Phase 1 was to understand if there was a broader appetite for a lasting memorial of some scale, and the potential to attract funding, noting that setting up a Ledbury Town Council charitable trust immediately might be unnecessary work. The Clerk agreed to advise Full Council and/or this Working Party on the tasks involved in establishing a charitable trust for this project so that members might consider how best to deposit funds raised.

RESOLVED:

- 1. That the Clerk arrange future meetings on a monthly basis initially in line with the project timeline.**
- 2. That members consider what a Full Launch event might involve and feedback at a future meeting.**

RECOMMENDATION:

- 1. That a soft launch be scheduled for the second week of January, and the CDO report back to the Working Party in December on progress.**
- 2. That from January onwards, and prior to the appointment of a Project Manager, the Community Development Officer(s) are responsible for:**
 - i. Arranging the early workshops**
 - ii. Developing the marketing, publicity and fundraising materials required to raise awareness of the project, including a leaflet to engage potential stakeholders**
- 3. That the Clerk provide information on the steps involved for Ledbury Town Council to establish an independent charitable trust and associated bank account, specifically to enable gift aid and increase charitable donations**

JM32

DATES OF FUTURE MEETINGS

The Chair advised that some Councillors would prefer early evening meetings, as they work full-time. Other members advised this would be inconvenient. The Clerk asked for feedback on whether they preferred in person or virtual meetings. Members concluded a hybrid version would be preferable.

RESOLVED:

That it be noted that the next meeting of the John Masefield Working Party is scheduled for 16 December, and that the Clerk would establish whether 2pm or 5pm would be preferable.

DRAFT

ACTION SHEET

JOHN MASEFIELD

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
JM19(05)	That the project is soft-launched at Christmas Lights Switch-on event subject to availability of 2 Faced Dance Company; that the Clerk writes back to the WP on feasibility of this timescale	TC		2 Faced do not have this in current repertoire so unlikely to be available. Possibility of soft launching alongside another marketing opportunity which CDO is investigating	Propose to approach for performance to assist in the future plans
JM19 (09)	That the Clerk provides E&P with a plan for marketing this project	TC / DTC	Dec-22	CDO shared a marketing plan with the Working Party on 25.11.2022, which was approved. The Deputy Town Clerk will share this with E & L (new parent committee) on 19.1.2022.	To be submitted to E & L in January 2023
JM19 (10)	That E&P instructs Clerk to seek quotes from the specialist organisations and/or individuals who could help facilitate and advise on community workshops	TC / CDO	Dec-22	Approved by council 01.12.2022 - awaiting suggestions on where to advertise	In Progress
JM19 (12)	That E&P allocates a budget with a ceiling figure of £15k to phase one of this project	DTC		Report to be included on FC agenda 02.12.2022 - approved for 2022/23 budget consideration	Consideration being given for inclusion in 23/24 budget
JM 24	That the Terms of Reference be recommended to the Environment and Leisure Committee for approval	DC/ CDO		To be included on E & L on 19 January	To be submitted to E & L in January 2023
JM27	The Master's House is added to the list of local venues to potentially host community workshops	CDO		CDO will draw up list of suggested venues	In Progress
JM29	Christine Tustin will follow up on expression received following article in Ledbury & District Civic Society newsletter, and feedback to LTC staff	CT			awaited

JM29	Caroline Magnus to share details of organisations which could produce a commemorative art memorial	CM				awaited
JM29	That officers create a sponsorship PDF to encourage philanthropy, using the Notice of Intent to inform copy	DTC/CDO			Clarification on this to be formulated at next meeting, including timings	
JM30	Ledbury & District Civic Society to liaise with John Masefield Society on hosting a potential talk about John Masefield in 2023 programme	CT				
JM30(1)	That the revised Notice of Intent be published to Ledbury Town Council's website, and shared in the form of a press release				CDO working on for Clerk to approve / advise early New Year schedule	In Progress
JM30(2)	That the Outline Specification for the engagement of a Project Manager be approved subject to "fundraising experience" being added to essential criteria, and the day rate being revised to at least £250; and, that the Clerk be asked to advertise the post asap, including reference to this being a multi-year project.	TC		01.12.2022	Approved at Council awaiting information on where best to advertise	In Progress
JM30(3)	That the Detailed Project Timeline be approved and that the dates therein be agreed as target dates, noting the updated frequency of meetings.	CDO		01.12.2022	Approved at Council; The Chair requested further breakdown details to be added to the timeline (09.12.2022). The CDO is working on this	In Progress
JM30(4)	That the Marketing Plan be approved, subject to funding being identified by Council.	CDO		01.12.2022	Approved at Council on 01.12.2022. The CDO is now beginning to progress, notably developing the soft launch in January.	In Progress

JM30(5)	That Council give consideration to the request for funding for Phase 1 of the project, with a potential ceiling of £15,000, and that Council identify funding from within the 2022/23 budgets, namely from the Town Promotion budget cost centre 107, nominal codes 4703 (£4,000) and 4704 (£5,000) with the remaining £6,000 to be included in budget planning for 2023/2024 as a separate cost centre.	TC	01.12.2022	Approved at Council on 01.12.2022; awaiting further consideration to be given at budget setting	In Progress
JM 31	That members consider what a Full Launch event might involve and feedback at a future meeting	All	next meeting		
JM 31(1)	That a soft launch be scheduled for the second week of January, and the CDO report back to the Working Party in December on progress with this.	CDO		December meeting postponed next meeting to be in Jan 2023	
JM31(3)	That a recommendation be submitted to council that the Clerk investigate the setting up of a separate bank account to the council and a charitable trust to enable gift aid and increase trust in charitable donations as part of phase 1 of project.	TC	01.12.2022	Approved at full council - a report with further information on this process to be considered at meeting in January	In Progress

JOHN MASEFIELD WORKING PARTY	13 JANUARY 2023	AGENDA ITEM: 6
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Report prepared by Emma Jackson - Community Development Officer (CDO)
(*Maternity Cover*)

PROGRESS REPORT

Purpose of Report

The purpose of this report is to provide Members of the John Masefield Working Party with an update on the progress in relation to the Memorial project.

Detailed Information

a. Progress of Recommendations from Working Party Meeting held on 11 November 2022

Due to time constraints an incomplete set of minutes from the last meeting were presented to Full Council on 1 December 2023, as well as recommendations from the previous meeting. The recommendations contained in both sets of minutes were approved (Minute C627 1-19 refers).

b. Notice Of Intent

This has been approved and it is anticipated that this will be issued as a Press Release week beginning the 9 January 2023.

c. Membership of the Working Party

The intention of this working party is to expand its membership to include representatives from the local community and interested stakeholders and since the November meeting Councillor Morris and officers have been working to engage with a number of individuals.

- Councillor Morris met with Tim Keyes and it is anticipated that he will provide a verbal update at the January meeting.
- The CDO and the Clerk have been in touch with Andy Collard, from John Masefield High School, and he has provided suggestions on how John Masefield High School could become involved in the project which are included under a separate heading within this report for discussion.
- The Clerk has also received email contact from Nicholas Pope, and again details follow of that correspondence.
- Further communication has been received from 2Faced Dance reiterating their willingness to support the project, officers have

scheduled a meeting with 2Faced Dance in January to discuss possible ways in which a performance could be worked into the project.

d. Launching The Project

At the last working party, members approved a project timeline with a target launch date of Summer 2023. Feedback on what that launch will involve is invited at this working party meeting.

In the meantime, the Press Release and social media posts throughout January linked to the Creative Challenge will continue to raise awareness of the project.

Ledbury Town Council are currently working with various organisations within the town on a "World Book Day" event and a proposal has been made to hold a "Readathon". Initially it was suggested to read Roald Dahl books, however officers have discussed this and feel that John Masefield books may be more appropriate to help promote the Memorial Project and a way of creating a soft launch of the project. This would hopefully fit in with the timings of the workshops being proposed to help launch the project.

e. The Project Manager Role

The Chair of the Committee has agreed on four suitable portals to advertise the Project Manager role and it is anticipated that this role will be advertised the week beginning 9 January 2023 for a period of three weeks. Subject to receipt of applications the Chair, Clerk and one other member of the Committee will consider the applications the week commencing 30 January with a view to holding interviews week commencing 6 February 2023.

f. The Project Timeline

Further details have been added to the Project Timeline, as requested by Councillor Morris as Chair – See Appendix A.

g. Project Budget

The recommended budget was approved at Full Council on 1 December 2022, namely that a budget of £15,000 be approved for phase one with £9,000 from 2022/2023 budget and £6,000 from 2023/2024 budget. This figure includes the cost of the Project Manager once appointed, but not the costs of recruitment.

At the November meeting the creation of a John Masefield Memorial Charity was discussed, and the Clerk was asked to investigate the setting up of a charity for this purpose. A report has been provided within this agenda pack in respect of charitable status for consideration.

h. John Masefield High School Potential Involvement

Andy Collard, Deputy Head at John Masefield High School advised the Working Party via email the following:

"I have held some exploratory conversations with colleagues and as an outline of ways in which we could contribute to this excellent project please see a list of some of the ideas we were thinking of. These include:

1. *John Masefield poetry inspired artwork display at JMHS*
2. *As above but displayed in town council*
3. *Volunteer staff/student readers for any John Masefield poetry recitals*
4. *Free hiring of the theatre with raked seating for an event*
5. *Pick a year group to do a few focus lessons on John Masefield and display their work at JMHS*
6. *As above but in town council*
7. *Hold a refreshments and John Masefield poetry reading event in the library with a few students and staff with guests from town council."*

Members are invited to discuss these suggestions further at the Working Party, evaluate how they can best fit into the planned programme of activity and include in the development of the Project Timeline.

i. Suggestion From Nicholas Pope, also received via email

Nicholas Pope is a local sculptor and artist. Details and examples of his work can be seen in Appendix B. He has just completed a commission for Hellens Manor in his home village of Much Marcle, the commission "Weird" was made during the pandemic and inaugurates a biennial sculpture commission at Hellens for young artists.

He contacted the Clerk with the following suggestion:

*"I have just become aware that Ledbury Town Council may be about to commission a commemorative bust of John Masefield. I have long harboured a wish to make a significant sculpture to commemorate John Masefield and to celebrate the Ledbury Poetry Festival. My thinking has progressed to **"The Head of John Masefield, recumbent"** most probably sited on one of the bypass roundabouts = like Walenty's. If it is not too late to make a careful detailed proposal for the Town Council to look at in mid-January 2023. I will do so."*

Members are invited to provide feedback on this suggestion.

j. January Creative Challenge/64 Million Artists

The CDO has been in touch with 64 Million Artists who are a social enterprise that seek to work in collaboration with partners to inspire creative responses to local community issues. Since they were founded in 2014, 64 Million Artists have worked with schools, universities, whole cities, workplaces, cultural institutions and health and government bodies to experiment with ways of reconnecting people with their innate creativity. They run programmes for individuals and communities, design and deliver bespoke solutions for clients, and work on national partnering initiatives to use creativity for positive change.

Following an initial conversation outlining the John Masefield Project aims, the CDO has a zoom call scheduled for week of 9 January to explore how 64 Million Artists can help shape the workshop element of the project. A verbal update will be provided at the meeting.

Recommendation

That Members give consideration to the follow recommendations:

1. That the verbal update from the Chair and officers in relation to discussions with potential stakeholders etc. be received with any suggested actions from those meetings being considered for inclusion with the project and project timeline.
2. That officers progress meetings/conversations with potential stakeholders with report back at future meetings of the Working Party.
3. That consideration be given to John Masefield stories being read as part of the "readathon" proposed for the World Book Day event in March 2023, and that consideration be given to this event being utilised for a soft launch of the project.
4. That Members review the updated project timeline, noting the timeline for the appointment of the Project Manager, and authorising officers to progress elements of the timeline accordingly.
5. That Members note the resolution of Council to provide funding up to £15,000 for the initial stages of the project, including the cost of the Project Manager, and that a proposed budget for phase one of the project be prepared.
6. That consideration be given as to how the suggestions provided by Andy Collard and Nicholas Pope could be incorporated into the project timeline.
7. That the verbal update from the Community Development Officer in respect of the January Creative Challenge/64 Million Artists be received, and that she be instructed to progress this in consultation with the Chair and Town Clerk.

PROJECT TIMELINE

	2022		2023												Autumn 2023 - March 2024	April 2024 - July 2026
	November	December	January	February	March	April	May	June	July	August	September	Phase 2			Phase 3	
Working Parties																
Environment & Leisure Committee																
Full Council																
Approve Budget for Phase 1																
Approve project manager role																
Advertise & appoint project manager																
Scope out participation elements																
Report on feedback / evaluation																
Build relationships with key stakeholders																
Fundraising																
Marketing																
Community Consultation																
School-based workshops																
Community-based workshops																
January Creative Challenge																
Masefield - a verse a week																
Box of Delights Christmas activity																
World Book Day																
National Poetry Day																
Dedicated Mass Participation Activity																
Develop proposal for final memorial																
Tender for final memorial																
Consult with public on final memorial																
Apply for relevant permissions																
Culmination of Commemoration																
Establish Legacy Project																

DETAILED PROJECT ACTIVITY JANUARY – MARCH 2023**KEY ACTIVITIES FOR THIS QUARTER**

1. Appointment of Project Manager
 - a. Post advertised week starting 9 January
 - b. Deadline for applications Friday 27 January 12pm
 - c. Review of applications Week commencing 30 January
 - d. Interviews Week commencing 6 February
 - e. Anticipated appointment by end of February

2. January Challenge - A weekly social media post, referring to a selected verse or quote from John Masefield's canon of works;; a key fact from his time in Ledbury; and inviting a creative response in the form of a piece of a collage, a drawing, a letter, a poem or a short piece of prose
 - a. Thursday 12
 - b. Thursday 19
 - c. Thursday 26

3. Individual Follow-Up Meetings with key stakeholders
 - a. John Masefield High School
 - b. Ledbury Primary School
 - c. Ledbury District and Civic Trust
 - d. The Poetry Festival
 - e. The John Masefield Society
 - f. Tim Keyes
 - g. 2 Faced Dance Company

4. Fundraising Applications for Phase 1 and Phase 2
 - a. The Elmley Foundation - deadline for applications 20 January 2023 or 14 April
 - b. Awards For All – ongoing
 - c. Herefordshire Community Foundation – various

N.B. Destination of charitable funds ideally needs to be confirmed before application process begins

5. Community Based Workshops
 - a. Identify and book 3 venues and dates for workshops to run April to July
 - b. Secure workshop facilitators and allocate budget for event
 - c. Produce publicity materials for events, namely leaflets
6. School -based activity – see notes in Progress Report (to be developed)
7. World Book Day - John Masefield element to be included in planned activities : CDOs will liaise jointly and feedback to group on planned activity

APPENDIX B

Nicholas Pope : source artist's website : <https://nicholaspope.co.uk/>

“Nicholas Pope (b. 1949) is one of a generation of talented British sculptors who acquired national and international prominence in the 1970s and 1980s. Like others, such as Tony Cragg (b. 1949), Richard Deacon (b. 1948), Bill Woodrow (b. 1947), Antony Gormley (b. 1951) and Edward Allington (b. 1951), Pope was interested in making sculpture that departed from the boxy geometrical object orders of American Minimalism and resulted from a direct, physical and emotional engagement with materials.

He worked on both large and small scale, carving wood, chalk and stone, whilst also working in lead and terracotta. He soon became known for his compelling lumpen forms, as well as for his columns and arches. In these works, he explored the precariousness of stacking, using rope to coordinate his sculptures' gravity-defying logic and heighten the inbuilt tension of their compositions.

Pope was student of Bath Academy at Corsham (1970-73) and soon travelled on a number of scholarships abroad, including to Romania in 1974 and 1975, where his passion for Brancusi's heritage further developed. Pope's Oak Wood Column was included in *The Condition of Sculpture* (1975) at the Hayward Gallery in London, selected by the sculptor William Tucker, and Pope's sculptures were shown in the British Pavilion at the Venice Biennale in 1980. That year Pope's work was also shown across the USA in the *British Art Now: An American Perspective* touring exhibition.

In the early 1980s Pope's life changed when, after visiting the Mbawala sculptors in the Ruvuma Valley in Tanzania, he contracted an encephalitic virus. Pope gradually came through this debilitating disease, looking determinedly ahead and learning again how to draw and write, think, and make. Working on paper took on new meaning and, as well as making drawings and woodcuts, he carved some models for unknown landscapes in wood and alabaster.

In the 1990s and 2000s, Pope produced some of the most extraordinary artwork that he had made in his career up to that point. Eschewing the natural palette of his early work, he made works that were bright and bold, amorphous and effusive, crude and unabashed, as he took matters of life, sex and death head on – with a passion and a vengeance. Narrative acquired new importance as he explored the power of belief, reshaping its forms and translating its religious iconographies into ceramic, epoxy resin and oil pastel. He revisited its established allegories with newer storylines that take us at once into the heart of the family home and out onto the open road. Amongst his works from these recent years, we find his 'Motorway Service Station of the Seven Deadly Sins and Seven Virtues'. We also watch as he embarks on new sculptures within his ongoing 'Mr & Mrs Pope' series of works, in which he depicts both himself and his late wife Janet together – and in different guises and diverse materials – across their married life, from the 1970s into the present.

Nicholas Pope is presently working on a series of new exhibitions staged in the summer of 2021 at The Holburne Museum in Bath, the New Art Centre at Roche Court and The Sunday Painter in Stockwell. Pope has also just completed a commission for Hellens Manor in his home village of Much Marcle, The commission "Weird" was made during the pandemic and inaugurates a biennial sculpture commission at Hellens for young artists. This mirrors Hellens Music Festival's established tradition of fostering young musicians."



JOHN MASEFIELD WORKING PARTY	** JANUARY 2022	AGENDA ITEM: 7
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Report prepared by Angela Price – Town Clerk

CHARITABLE STATUS

Purpose of report

The purpose of this report is to provide Members of the John Masefield Working Party with information on the steps required to set up a charity and to ask them to consider inviting the John Masefield Society to act as a Charity on behalf of Ledbury, as they are already a fully established Charity.

Detailed Information

At the meeting of the John Masefield Working Party held on 11 November 2022 the Clerk was asked to investigate the setting up of a Charity for the John Masefield Memorial.

There are a number of steps required to set up a Charity and these are detailed below.

1. Recruiting Trustees
2. Agreeing and writing the Charitable purpose – The Charity must have “Charitable Purposes” that help the public, these can include:
 - Relieving poverty
 - Education
 - Religion
 - Health
 - Saving lives
 - Citizenship or community development
 - The arts
 - Amateur sport
 - Human rights
 - Religious or racial harmony
 - The protection of the environment
 - Animal welfare
 - The efficiency of the armed forces, police, fire, or ambulance services
3. Name your Charity
4. Structures – You must choose a structure for your charity, which will affect things such as:
 - Who will run the charity
 - How will the charity be run

- What the charity can do, for example employ people

The charitable company will have to be limited by guarantees rather than shares when registering. Trustees have limited or no liability for a charitable company's debts or liabilities.

You will need to decide what Charity structures you will be setting your charity up as:

- Corporate Structure
 - Charities with a wider membership
5. Governing Document – You must create a “governing document” for your charity that explains how your charity is run.

Your governing document lets trustees and other interested parties find out:

- Your charity's purpose
- Who runs it and how they run it
- How trustees will be appointed
- Rules about trustees' expenses
- Rules about payments to trustees
- How to close the charity

The type of governing document required is dependent on the charity structure.

6. Register your charity - Once all of the above have been completed then you should be ready to register your charity. You MUST register your charity if:
- Its income is at least £5,000 per year or it's a charitable incorporated organisation.
 - It's based in England or Wales

More information on how to set up a charity can be found at the following link:

<https://www.gov.uk/setting-up-charity>

Currently, there is not the capacity within the council resources to find the time to set up a charity and therefore the Working Party need to consider the following options:

1. Once the project manager role has been filled, the setting up of the charity becomes their priority – however this may mean additional hours or mean that the project timeline will need to be pushed back.
2. That the Working Party invite the John Masefield Society, an established charity, to consider including the John Masefield Memorial Project as party of their charity's purpose.

Recommendation

That Members of the Working Party consider the aforementioned information and consider how they wish to proceed in respect of the John Masefield Memorial charity status.

