



LEDBURY TOWN COUNCIL



5 June 2023

To: Ledbury Town Councillors
Caroline Magnus, Charles Masefield, Robert Vaughan, Phillip Errington, Christine Tustin, Tim Keyes, Chloe Garner, Andy Collard, Catriona Cole, Chris Noel and Lesley Ingram

Dear Member

You are invited to attend a meeting of the **John Masefield Memorial Working Party on Friday, 9 June 2023 at 2.00 pm in the Panelled Room, The Masters' House, Ledbury, HR8 1EA** 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. **To approve and sign the notes of the meeting of the John Masefield Working Party held on 31 March and 12 May 2023** (Pages 21-28)
4. **Resignation of Project Manager and planned tasks for completion** (Pages 29-30)
5. **Role of Committee** (Pages 31-32)
 - i. Working Party or Scrutiny
 - ii. What additional resources are required to progress this project
6. **Next Steps** (Discussion)
7. **Communication from Dr Jane Mee** (Pages 33)
8. **Postponed Phase 2 Launch** (Discussion)
9. **Update on Cultural Partners-Introductory meeting** (Pages 34-35)
10. **Invite list** (Updated list to be provided at the meeting) (Discussion)
11. **Website content** (Discussion)
(Updates to link to be completed prior to the meeting)
www.ledburytowncouncil.gov.uk/en-gb/john-masefield-memorial-project
12. **Advertising and promotional material** (Pages 36)
13. **Date of Next Meeting**
 1. To note that the next meeting of the Working Party is 4 August 2023
 2. To set a further meeting date to ensure that two meetings are always in the diary going forward.

LEDBURY TOWN COUNCIL

**MINUTES OF JOHN MASEFIELD MEMORIAL WORKING PARTY
HELD ON FRIDAY, 31 MARCH 2023**

PRESENT: Councillor Morris
Non-Council Members via Zoom - Caroline Magnus, Chris Noel, Philip Errington, and Tim Keyes
Non-Council Members in person - Lesley Ingram, Christine Tustin – Ledbury & District Civic Society; Ledbury Places; Holly Welford, Becky Shaw, and Justine Peberdy – Hellens Manor

ALSO PRESENT: Angela Price –Town Clerk
Riah Pryor- Project Manager
Charlotte Bartrop - Administrator

JM51 APOLOGIES FOR ABSENCE

No apologies were received.

JM52 DECLARATIONS OF INTERESTS

No declarations of interest were received.

JM53 ELECTION OF NON-COUNCIL MEMBERS TO THE JOHN MASEFIELD MEMORIAL WORKING PARTY

RESOLVED:

That the Poetry Festival be elected as a member of the John Masefield Memorial Working Party, noting that Chloe Garner will be their representative.

JM54 TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE JOHN MASEFIELD WORKING PARTY HELD ON 17 FEBRUARY 2023

RESOLVED:

That the minutes of the meeting of The John Masefield Working Party held on 17 February 2023 be approved and signed.

JM55 INTRODUCTION OF AND PRESENTATION FROM RIAH PRYOR (PROJECT MANAGER)

Riah introduced herself and provided an overview of how she anticipated progressing the project. She advised that focus would be on going out to the community and letting them shape the brief for the subsequent artist/s, rather than the working party shaping an artist brief or memorial and then asking the community their opinion on preconceived ideas. It also allows time to ensure that the project team is mapping out the community, rather than just speaking to individuals or groups who already have an interest in the project.

She advised that she had provided three reports within the agenda, which she presented individually.

JM56 PARTY-PHASING

Riah talked through the plan for Party-phasing for the members, clarifying any salient points-primarily that a period of engagement with stakeholders and potential funders be brought forward and prioritised prior to rolling out the community engagement phase. This was because it could provide an opportunity to seek additional funding for the engagement project and also ensure that the engagement is aligned to the priorities of potential stakeholders and funders for the memorial.

RESOLVED:

That the timeline be adjusted as agreed by the members and project manager.

JM57 STAKEHOLDERS

Members discussed who should be involved, how they should be involved and how their involvement should be communicated. Riah noted the comments and advised that she would create a detailed contact matrix using the information provided at the meeting.

RESOLVED:

- 1. That Riah will, with information provided by the Town Clerk and the Chair, update the stakeholder matrix to be a more comprehensive list and begin meeting (digitally and in person) priority stakeholders.**
- 2. It was decided that names could be duplicated across lists (for example on the stakeholder matrix and partners list) where individuals were representing multiple perspectives/interests.**

JM58 MARKETING

Riah discussed the ways in which the project would be marketed. In the first instance it was felt that a web page should be set up for inclusion on the Ledbury Town council website in order that the address may be included on all advertising materials.

Chris Noel offered to advertise the project within the permanent display cabinet which is in the Masters House.

The members agreed that a simple leaflet should be produced to be distributed in and around Ledbury to inform residents and visitors of the project which is being undertaken- but only at the point in which there was a clear 'ask' or call to action for the community.

There was discussion as to the objective, scale and venue for the proposed event on 1 June. A request from the group was made to outline a couple of options for the event so that the next steps could be identified.

Key point made that rights are still in copyright, so need to be mindful of related notices/fees and seek appropriate permissions.

Mention of a Masefield project at upcoming Poetry Festival - discussion around joining this up and into the main programme (and that there could also be content here for website).

RESOLVED:

1. That Riah will work with the administrator to create a web page for inclusion on the Ledbury Town Council website.
2. That a display be created for the John Masefield Cabinet at the Masters House.
3. That an information leaflet will be created regarding the project for local distribution when the community programme was confirmed.
4. That an options appraisal be drawn up for the 1 June event.

JM59

DATE OF NEXT MEETING

RESOLVED:

That the date of the next Working Party meetings is 12 May, with further meetings scheduled for 12 June and 4 August 2023.

LEDBURY TOWN COUNCIL

**MINUTES OF JOHN MASEFIELD MEMORIAL WORKING PARTY
HELD ON FRIDAY, 12 MAY 2023**

PRESENT: **In Person:** Councillor Morris, Mark Lister/Chair of Civic Society, Chris Noel/John Masefield Society, Caroline Magnus/Great Niece of John Masefield and Member of John Masefield Society, Councillor l'Anson/Town Mayor, and Councillor Howells

Via Zoom: Councillor Briggs and Dr Philip Errington

ALSO PRESENT: Angela Price –Town Clerk
Riah Pryor- Project Manager
Olivia Trueman – Community Development Officer

JM60 APOLOGIES FOR ABSENCE

Councillor Chowns, Christine Tustin/Ledbury & District Civic Society, Andy Collard/John Masefield High School, Lesley Ingram, and Justine Peberdy/Hellens Manor and Tim Keyes.

JM61 DECLARATIONS OF INTEREST

No declarations of interest were received.

JM62 ELECTION OF CHAIR

RESOLVED: That Councillor Morris be elected as Chair of the John Masefield Memorial Working Party for the 2023/24 Municipal year.

JM63 ELECTION OF NON-COUNCIL MEMBERS TO THE JOHN MASEFIELD MEMORIAL WORKING PARTY

Councillor Morris asked that this item be removed from future agendas.

RESOLVED: That this item be removed from all future agendas.

JM64 TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE JOHN MASEFIELD WORKING PARTY HELD ON 31 MARCH 2023

RESOLVED:

That the minutes of the meeting of The John Masefield Working Party held on 31 March 2023 be reviewed by Members with any suggestions for amendments being provided to the Clerk for consideration again in time for next meeting and that the minutes be resubmitted

JM64 OPTIONS APPRAISAL FOR EVENT

Riah reminded the group of a task from the previous meeting, requesting options for the 1 June event. The event had previously been conceived as a launch of a community programme but as the pros and cons [namely timelines] had been discussed, the idea of a more focused stakeholder event focused on getting people together, rather than it being a larger scale community project, was considered. The committee asked Riah to pull together an options appraisal which she presented to Councillor Morris, and the Town Clerk on 19th of April [attached Agenda Item 6]. One was for the original plan, quite a big event, and the other, a smaller, focused, stakeholder and press event.

As there was a need to proceed with planning prior to the next Working Party meeting, Councillor Morris and the Town Clerk had met with Riah to discuss this and had agreed to proceed with option B (a smaller, focused stakeholder event). Riah had presented the paper at the meeting, so the Working Party was clear on the reasoning behind that decision-making process and, as an update.

RESOLVED: That the Working Party receive and note the update.

JM65 1 JUNE PROVISIONAL EVENT PLAN

Riah talked through an event plan which was drawn up around the preferred option. A set of objectives were identified raising awareness of John Masefield generally and the awareness of the project, more specifically. There was a desire to obtain positive press coverage on the intent of the project, but also to start attracting interest for the mailing list and engage with potential stakeholders and funders. Because timescales are tight, members were advised that the Burgage Hall had been booked from 5pm until 6.15pm and that limited refreshments were being organised. Riah had spoken to Sarah-Jane Arbury/Red Earth Arts about a potential performance/reading at the event and the latest an invitation could go out was Monday, 15 or Tuesday, 16 May. A provisional invite list has been drafted utilising the information from the stakeholder matrix, which requires further input from members of the group.

The Town Clerk confirmed that the team had already gone through a lot of the names on the list to check consent, in terms of GDPR and added any businesses would be publicly available information, so likely ok to contact.

Caroline Magnus expressed disappointment that Riah was attending this meeting via Zoom, as it was a meeting close to the event. She also wished to discuss what messages would need to go into the short introduction speech being proposed at the event.

Riah advised that the Project Manager role was agreed at three days a month and the reason she had not attended in person was that it would result in funds for the project being used for her time, rather than the project.

Riah outlined that in the allocated three days in May she had needed to outline event, work with cultural partners to begin fundraising planning for engagement programme and draft a website. She reiterated that the 1 June event schedule was tight but was a date which had been set a long time ago and that she had scaled down the mass engagement event proposed, in order to make it achievable (if there was sufficient support from this).

Philip Errington confirmed his understanding that Caroline and himself would offer an introduction to Masefield as a person in the speeches, and requested Councillor Morris address the event about the project

RESOLVED:

Councillor Morris would be second speaker, Riah to write notes for speech. Philip and Caroline to discuss speech.

JM66 INVITE LIST FOR SIGN OFF AND ACCOMPANYING COVER NOTE

Councillor Morris noted the list of invitees as strange, requesting more representatives from businesses in and around town, serious contributors who may have a budget for corporate or community involvement.

Riah confirmed the list had been drawn up from the stakeholders provided by the committee and Clerk outlined challenges in providing additional information of individual's names in the timeframe. Riah added that a further round of invites could be sent, but the majority needed to go out on 15 May for the event to be feasible.

Councillor Morris confirmed that the committee's task would be to get any additional names across to the Clerk this weekend and to work up the invite template (from pre-existing flyer design).

The Clerk added that if confirming the caterers and additional staff required for the event, it may have to go through the Chair of Finance, dependant on value.

RESOLVED:

1. Working Party members to send in additional names and help finalise invitees over weekend.
2. Councillor Morris to work on invite design.
3. Town Council to confirm RSVP resourcing and process, noting that the CDO would be responsible for this element of the process.
4. Press release to be drafted by RP.

JM67 FUTURE OF JOHN MASEFIELD MEMORIAL WORKING PARTY

The Clerk updated Members that since this report was prepared, she had met with Councillor Morris to discuss the remit of the Council in the project and whether it was too much to take on.

Riah added that If this project is supported by the Committee and all are realistic with the Council resources available, it is achievable. However, she had concerns about capacity of the council team and resources, when stretched.

Councillor Morris proposed that for the next six months, the project should stick with the Working Party within the council with a review at the end of the year.

RESOLVED:

That no changes be made to where the Working Party sits at the current time, but that this be reviewed at the end of the year, with a recommendation to council on how to proceed.

JM68 DRAFT WEBSITE

Riah presented an update on the website page and some draft content to help outline the structure of the webpage and request for committee members to contribute editing preferences (via email) and blog contributions. Emphasis will be on pushing the newsletter banner, to encourage sign up to mailing list.

Caroline asked that full names and titles be included on the landing page.

RESOLVED:

1. Committee members to send in any edits/additions/changes to the draft content (be advised that they are in wrong order, Clerk will circulate in correct order next week)
2. Once the website is laid out a link to be sent to committee members, prior to its going live.
3. Press release to be circulated only after website up.
4. Riah to write article for Journal
5. Committee members to send in possible images for the site, preferably to include some of engagement activities with young people.

JM69 DATE OF NEXT MEETING

RESOLVED:

That it be noted that the dates of the next two meetings are 9 June and 4 August 2023.

Signed **Dated**

JOHN MASEFIELD MEMORIAL WORKING PARTY	2 June 2023	AGENDA ITEM: 4
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Report prepared by Riah Pryor

RESIGNATION OF PROJECT MANAGER AND PLANNED TASKS FOR COMPLETION

Purpose of Report

The purpose of this report is to inform Members of the Working Party of the decision by the Project Manager to leave the project and to advise what tasks the Chair has agreed with the Project Manager to be completed prior to her departure.

Detailed Information

In order to ensure project continuity, the Project Manager has offered to complete the following for the project:

Admin and marketing

- Minutes for the previous WPG
- Provide a handover to another contractor or staff member, as needed [this can be in the Autumn, or whenever it's needed)

Total: 0.5 days

Raise awareness

- Support website content
- Write press release
- write Journal article

Total: 2 days

Community Programme (by mid-July)

- Introductory group call with 2 Faced Dance/Red Earth Arts and Ledbury Poetry Festival [wed 17th]
- Hold an in-person workshop with cultural partners to brainstorm/shape community programme and budget
- Write a fundraising bid with the cultural partners for the community programme

Total: 4.5 days

This will essentially complete phases 1 and most of 2- the event will be run, the website up, the community project planned and a funding bid attempted. This then leaves 8-10 weeks (whilst you wait to hear about funding and school holidays are underway) to locate additional staffing for the running of the planned community engagement and its write up (6 days left of original budget)

It was agreed that if Riah Pryor were to proceed with the above, she would be focused on these tasks alone, rather than the wider project manager post, and treated with respect and professionalism during the remainder of her time in post.

Recommendation

That Members of the Working Party note the decision of the Project Manager to leave the project and consider what recommendation to make to Ledbury Town Council in respect of how and if a new Project Manager should be appointed to continue with this project.

JOHN MASEFIELD MEMORIAL WORKING PARTY	9 JUNE 2023	AGENDA ITEM: 5
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Report prepared by Angela Price – Town Clerk

ROLE OF COMMITTEE

Purpose of Report

The purpose of this report is to ask Members of the Working Party to consider the role of the John Masefield Memorial Working Party within the structure of the Town Council, and what additional resources are required to progress this project.

Detailed Information

With the departure of the current Project Manager, it presents the Working Party with an opportunity to review how they see this project progressing and what the role of this committee is within the structure of the Town Council.

Currently this is a Working Party which has been set up by the Town Council and that is managed via the office staff and the Project Manager, in particular the Town Clerk and Community Development Officer (CDO). Up until recently much of the work has been undertaken by staff and the more recently the Project Manager, however members have been asked to contribute to support this work in respect of the website content, invite lists, stakeholder lists etc.

The work of Council Working Parties is often undertaken by members of the Working Party, rather than the staff, however with a Project Manager in place this Working Party is slightly different to others, in so far as the Project Manager was contracted to undertake much of the work in getting this project off the ground. Whilst different to most other Working Parties there are other Working Parties that have used outside contractors to help with their work, however much of the work has still been undertaken by Working Party members. A good example of this is the Neighbourhood Development Plan Working Party, two experts were brought on board to help with the work of this group, but much of the work was still undertaken by members of the group, be those Councillors or members of the public.

This Working Party should be no exception. Council staffing resources are limited, and this is a large project that needs time be allocated to it that senior officers are struggling to find amongst their already heavy workload of normal council business.

Therefore, with the exit of the current Project Manager the Working Party are presented with a perfect opportunity to consider the role of this committee and what resources they need to progress it. Tasks that will be required going forward that need to be considered are:

- Event to launch Phase 2
- Meeting with Stakeholders and other partners
- Creating data bases to hold information on stakeholders and other partners

- Identifying funding streams and completing funding applications accordingly
- General administration of the project to include preparation of agendas and reports, transcribing minutes etc.
- Entry into Phase 3 – agreeing on recommendation for final Memorial design, preparing specifications and sending to local artists, receiving quotes/tenders, preparing reports to council on recommendations, appointing and working with the successful artist

The above list is not exhaustive, there will be many more tasks that will need to be considered through the project and the Town Council does not have the staff resources to manage this alone.

Recommendation

Subject to the decision made in respect of whether to replace the Project Manager, members should consider the information, noting that the Town Council do not have the staffing resources to manage this project alone, and agree:

1. What the role of the Working Party is in so far as Members being more hands on or not.
2. Consider what additional resources are required to ensure the progress of this project.

Without clarity on both of the above points, Members should recognise that the Town Council, with its current staff resources is not able to progress this project without help.

JOHN MASEFIELD MEMORIAL WORKING PARTY	9 JUNE 2023	AGENDA ITEM: 7
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Report prepared by Angela Price – Town Clerk

COMMUNICATION RECEIVED FROM DR JANE MEE

Purpose of Report

The purpose of this report is to inform Members of the John Masefield Memorial Working Party of a communication received from Dr Jane Mee.

Detailed Information

On 24 May Councillor Morris received an email from Dr Jane Mee, advising that she has recently retired from her role as Head of Museums for Portsmouth City Council, and stating that she is passionate about access to heritage and keen to see lottery funding used to benefit local communities.

In her email Dr Mee advised that she has over 25-years' experience of securing National Lottery Heritage Fund (NLHF) support for revenue and capital projects from the Dickens Community Archive project (2012), for example, to Transforming the D-Day Museum.

Dr Mee advised that her sister lives locally and had drawn her attention to Ledbury's aspirations to commemorate John Masefield, and following a conversation with Councillor Morris has expressed a willingness to offer her services to the project Working Party, in a voluntary capacity, with the specific aim of working with the group to develop the project to the NLHF "enquiry stage" to establish the likelihood of lottery funding the project.

Recommendation

Members are requested to give consideration to the above communication and consider how Dr Dee could help with the project on a voluntary basis.

17 May- Cultural Partners-introductory meet

- **Introduction** to partners
- **Update on 1 June-** partners pleased as gives time to plan an engagement programme (teams fairly busy until Sept)
- **Goals for project-**as individual partners

Chloe and Emma/ledbury poetry

Desire to build a nationally-recognised 'poetry town' (bit like Hay recognised as a literary town), we're really good at contemporary poetry, so this is our opportunity start delving into the heritage of our town, which aligns with our longer term plan to put in bid in lottery fund (NLHF resilience/capital funds).

Re Masefield, considered potentially a listening trail- listening posts around the town, commission poets, places Masefield may have travelled to that international perspective- engage with poems in unlikely places. Placemaking. Connecting volunteers in the project. Summer holidays, students looking for work experience Run schools and community programmes- just appointed engagement officer, loneliness/isolation/social prescribing/intergenerational [creative tea parties] Shifting focus from contemporary to heritage

choreography and poetics-seems to be quite trendy collaboration, so seems a good time for this project. Have volunteers who could support content development over summer to boost awareness.

TAMSIN/LOUIS

connection to this project/box of delights. Multi-year project, start small and grow big. Learning work is predominately with young people and children, when we do heritage project it's presented in a contemporary way, how can we make it not feel like history

We do a lot of outdoor work in unusual spaces

Wishing tree- future of the residencies and Masefield/Ledbury

Putting in project grant, over 30k in July- ACE

Good relationship with JM secondary school

Shared approaches:

- Heritage through contemporary lens
- Young people
- Experiencing art in 'unexpected' places
- Pre-existing relationship/interest in Masefield's work

New approaches:

- would be first time organisations formally worked together

-First co-creation/consultation project with community

Next steps:

-**Face-to-face meeting** on 6/7 June (RP to confirm) at Poetry House (may also invite Ledbury Places- they've received funding for some intergenerational work around education) at Poetry House-times TBC.

-**RP to confirm agenda, but outcomes to be:**

What should the questions to the community be?

Who should be asked?

What way should/could we ask them? (from a cultural programming perspective)

How can we make this happen? (budget/schedules to inform fundraising bid).

Celebrating
JOHN MASEFIELD



THURSDAY, 1ST JUNE, 2023

marks the launch of Phase 2 of Ledbury's *Masefield Memorial Project* – a fanfare to our unsung Poet Laureate, John Masefield. Over the next few years, the Council, in collaboration with numerous artists, poets and contributors, will host a number of events and entertainment in recognition of Masefield's many achievements and imagination.

This is just the beginning. We have the support of respected experts and the poet's family who will help us reveal the rich seam of his talents – Masefield's own 'Box of Delights'. This June event will explain the plan further. We hope to enlist the participation of the whole town, young and old, to create a lasting tribute to an exceptional man who hailed from Ledbury.

*Humans consist of body, mind and imagination.
Our bodies are faulty, our minds untrustworthy, but our
imagination has made us remarkable.*

John Masefield .



LEDBURY TOWN COUNCIL

In association with the John Masefield Society

For further information, please contact:
cdo@ledburytowncouncil.gov.uk

