



LEDBURY TOWN COUNCIL



14 February 2023

To: Ledbury Town Councillors
Caroline Magnus, Charles Masefield, Robert Vaughan, Phillip Errington, 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, 17 February 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

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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.

AGENDA

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 13 January 2023** (Pages 32-38)
5. **Action Sheet** (Pages 39-41)
6. **Project Timeline** (Page 42)
7. **Update on Recruitment of Project Manager** (Verbal update)
8. **To give consideration to project launch June 2023** (Verbal Discussion)
9. **Date of Next Meeting**

To note that the dates of the next two Working Party meetings are 31 March 2023 and 12 May, noting that the Working Party may wish to meet sooner to introduce the Project Manager to enable the project to progress.

LEDBURY TOWN COUNCIL

**MINUTES OF JOHN MASEFIELD MEMORIAL WORKING PARTY
HELD ON FRIDAY, 13 JANUARY 2023**

PRESENT: Councillors Morris, Beddoes-Davis
Non-Council - Caroline Magnus, Chris Noel, Dr Philip Errington,
Charles Masefield - John Masefield Society
Christine Tustin – Ledbury & District Civic Society; Ledbury
Places
Chloe Garner – Ledbury Poetry [Festival]
Andy Collard – John Masefield High School

ALSO PRESENT: Angela Price –Town Clerk
Olivia Trueman – Community Development Officer
Emma Jackson – Community Development Officer (*Maternity
Cover*)

JM33 APOLOGIES FOR ABSENCE:

Apologies for absence were received from Councillor Hughes and Sims,
and Tim Keyes

JM34 DECLARATIONS OF INTEREST

No declarations of interest were received.

**JM36 ELECTION OF NON-COUNCIL MEMBERS TO THE WORKING
PARTY**

RESOLVED:

**Charles Masefield was elected as a member of the John Masefield
Working Party.**

**JM37 TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE
JOHN MASEFIELD WORKING PARTY HELD ON 25 NOVEMBER
2022.**

RESOLVED:

**That the minutes of the meeting of The John Masefield Working
Party held on 25 November 2022 be approved and signed as a
correct record.**

ACTION SHEET

The Chair guided the Working Party the Action Sheet, inviting comment and feedback from all members of the group.

JM19 (05): The Clerk advised that a meeting had been arranged with 2Faced Dance Company to progress opportunities for potential collaboration, to take place on 24 January. Andy Collard, as Deputy Head of John Masefield High School, informed members that if 2Faced Dance Company were not available to help, then he would welcome the Working Party exploring the potential of a John Masefield related performance involving students from the school.

JM19 (10): The Clerk advised that quotes from specialist organisations and/or individuals who would be able to help facilitate workshops, was on-going and that the recruitment of a Project Manager was being progressed, noting that this would be an integral part of engaging individuals to help with the workshops.

JM19 (12): The Clerk confirmed that there was a separate budget line for the John Masefield Project in the Draft 2023/2024 budget for consideration by Council.

JM24: The revised Terms of Reference had been included on the Agenda of the Environment & Leisure Committee meeting, scheduled for 19 January 2023, for approval.

JM29: Caroline Magnus advised that she had been discussing a memorial however as the project was still in the early stages she did not wish to share the idea at this time. However, she did state that a statue may be possible in the future and that funding may be available.

Chloe Garner suggested the Working Party may wish to consider something similar to the Queenswood Trail. This is a set of simple wooden structures that when you press the button, provide information about the wood. She suggested that projects like these could be easily updated with different recordings and suggested that the posts could be sited around Ledbury.

Chloe also mentioned the example of the Gaudi benches. It was also suggested that children could be encouraged to write a short piece on what a particular John Masefield poem means to them, or how they interpret it which could then be recorded and shared on a trail similar to that of the Queenswood Trail. Andy Collard welcomed this idea, and thought students and staff, including a new Head of Art might want to be involved.

Dr Errington highlighted that longevity might be considered as a factor in determining a final memorial. Councillor Beddoes-Davis welcomed all forms of suggestions and ideas as they could be used as examples when we move to the wider consultation stage. She suggested that research is done on each of the suggestions and brought back to future meeting of the Working Party. Councillor Morris was keen for there to be steppingstones towards a lasting memorial e.g., listening posts to introduce the project, with a memorial potentially in the form of a statue.

JM29: Councillor Morris raised the matter of a leaflet to raise awareness of the project and its anticipated outcome. He asked for this to be done as soon as possible so that the Public are made aware of the project as early as possible. The Clerk advised that she had sent the Press Release to local newspapers and it would also be shared on the Council's website and social media platforms.

Councillor Beddoes-Davis agreed that a brief introductory leaflet to outline the project would be helpful, with more detail to follow as the project evolved.

Charles Masefield asked if he could be provided with a copy of the Notice of Intent, which the Clerk advised that she would share this with all those present. Members also discussed the delivery date of a final memorial; the originally delivery date proposed was summer 2026, however it was suggested that the Working Party may wish to consider a completion date of summer 2028 and that any future publicity would need to take this into consideration.

JM30: Ledbury & District Civic Society propose to start the Autumn 2023 Series with a John Masefield lecture in September. This will form part of its Anniversary Celebrations. Caroline Magnus is willing to do this, as is Dr Errington, subject to availability. It is anticipated that this would be a general introduction to John Masefield, which could lead into the project, including how John Masefield is linked to Ledbury. Andy Collard offered the use of John Masefield School theatre for these. It was suggested that this could be a showcase on multiple levels, for the talk or a launch event and Andy advised that the school had held events previously whereby students had contributed by providing catering. Andy agreed to confirm capacity of the Auditorium.

Members felt that this offer, with the numbers of staff, students, and parents, offers an opportunity of wider promotion and engagement. Andy was keen to stress this could be a community event, benefitting all aspects of the community as well as those from further afield who might be interested. Councillor Morris thanked him for this generous offer and agreed that it would be useful to have a date as soon as possible for such an event.

JM30 (1): The Clerk advised that the revised Notice of Intent would be posted to the Town Council website during the week of 16 January, and that the Press Release had been sent to local Press prior to the meeting. In addition, copy had been supplied to two local publications, namely the Focus magazine, and All About The Hills which would be distributed to 6000 residents in Ledbury and District at the end of January.

JM 30 (2): The Clerk advised that the role had been posted on two out of four of the chosen online recruitment websites, as well as the Town Council website, advising that the remaining two would be action the week commencing 16 January 2022.

It was agreed that the Clerk would forward the links to Working Party Members once all of them had been uploaded. Councillor Beddoes-Davis noted that the pay scale needs to be revised. Councillor Morris noted that there are no contingency plans if a suitable candidate is not found. Councillor Beddoes-Davis offered some suggestions which could be explored further if necessary. Councillor Morris also advised that he had met with Tim Keyes who had ideas on alternative approaches, by engaging volunteers assigned to different tasks.

Andy Collard left the meeting.

JM 30 (3): It was agreed that meetings would be held at six weekly intervals to enable officers to be able to undertake the various tasks between meetings and the date of the next two meetings were scheduled for 24 February and 31 March 2023.

The interviewing process was briefly touched on and the Clerk advised that the Working Party need to agree who will sit on the interview panel.

Councillor Morris asked that the Project Timeline colours be revised as he felt the colours used were hard to differentiate.

Members were advised that the CDO had identified potential fundraising streams and that this would be progressed following the appointment of the Project Manager.

The CDO provided an update on three ideas for the Creative Challenge, following a meeting with 64 Million Artists. These appeared to be well received and it was agreed that officers would work to ensure their launch on social media. Members asked that both generic and specific links to our social media were shared. It was suggested that it may be worth considering creating a dedicated page for the John Masefield Memorial Project on the Council's website.

The Clerk updated on Ledbury World Book Day (4 March 2023) and advised that staff were exploring ways to include the John Masefield

Memorial Project in the events taking place on the day. An update will be given at the next meeting.

The Full Launch is still scheduled for 1 June 2023 which marks the birthday of John Masefield. Further details will be submitted to a future meeting of the Working Party.

The date for final project completion was again raised for discussion by Councillor Morris. Dr Errington proposed that the deadline for completion be extended to Summer 2028, as it marked the 150th Anniversary of the birth of John Masefield. It was agreed that this will be taken forward as a recommendation to the Environment and Leisure Committee, and subject to their approval to Ledbury Full Council.

JM31: The Full Launch will be discussed further at the next meeting.

JM 31 (1) : Officers advised that activities such as the John Masefield Working Party meeting and engaging with more stakeholders, the Creative Challenge, World Book Day and articles in the local press all constituted a soft launch, as it provided a raising of awareness that the Project was underway, and in its formative stages. Councillor Morris asked that the action sheet be updated with this information.

Chloe Garner left the meeting.

RESOLVED:

- 1. The officers explore the offers from John Masefield High School in a follow-up meeting with Andy Collard.**
- 2. That officers create a leaflet to raise awareness of the project as a matter of priority.**
- 3. That the Clerk provide a copy of the Notice of Intent to all Members.**
- 4. That consideration be given to extending the completion date of the project to summer 2028, to coincide with the 150th anniversary of John Masefield's birthday.**
- 5. That Ledbury Places, Andy Collard and the John Masefield Society liaise in respect of the proposed series of lectures.**
- 6. That the option of using the School facilities for the hard launch of the Project in June 2023 be considered.**
- 7. That the Clerk provide the link to all four adverts for the Project Manager post to all Members once they were all completed.**

8. That Working Party meetings be held six-weekly, with the option to call additional meetings should the need arise.
9. That the CDO review the colour used on the Project Timeline with a view to making it easier to identify the different groups.
10. That Officers proceed with the Creative Challenge.
11. The full launch be discussed at a future meeting of the Working Party.

JM39

CHARITABLE STATUS

Members had been provided with report outlining the process of setting up a Charity, in which the Clerk had suggested alternative options to that of the Council setting up a Charity. Councillor Morris asked whether the John Masefield Society would consider acting as the charity for this project? Caroline Magnus advised that this had been raised with the Society and advised that in principle this could be possible, especially as they already have charitable status. This offer was welcomed by the Working Party, and representatives from the Society advised that they would report back to the next meeting, including consideration on how best to manage it within the Society.

Chriss Noel asked whether the Council would consider becoming a member of the Society, and thereby also have Committee membership. This suggestion was welcomed, and it was agreed that they would submit this suggestion to Council for consideration as an Outside Bodies Representation.

JM40

PROGRESS REPORT

Due to time constraints this report was not considered, however it was felt that many of the points within the report had been covered when reviewing the action sheet.

The offer from Nicholas Pope, the local sculptor, was briefly discussed. Caroline Magnus advised that if the project does decide to progress along the sculpture route then a formal open commission process will take place and that Mr Pope should be invited to submit a proposal at that time.

Councillor Beddoes-Davis advised that there are a number of notable local artists who may be interested but that it would be helpful to engage with Nicholas Pope and acknowledge his interest.

RESOLVED:

That the Clerk write to Mr Pope to thank him for his input, advising him that the project is in the early stages and that the Working Party will be in contact with him again in the future.

JM41

DATE OF NEXT MEETING

RESOLVED:

That the next two meeting dates will be scheduled for Friday, 24 February and Friday, 31 March 2023. Both meetings will start at 2.00 pm and will be hybrid meetings.

The meeting ended at 3.45 pm.

Signed Date

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ACTION SHEET

JOHN MASEFIELD MEMORIAL WORKING PARTY

Minute No.	Action	To be Actioned by	Start Date	End Date	Comments
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/PM	Dec-22		Approved by council 01.12.2022 - awaiting suggestions on where to advertise - suggested to hand over to Project Manager In Progress : NB At meeting with 2Faced Dance Company on 24 January, potential for them to help with school based workshops emerged: Awaiting proposal from
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 to provide to PM - 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			CM updated at 13 January meeting that she would prefer to do this once the project had progressed further. She has ideas and initial research confirms feasibility
JM29	That officers create a sponsorship PDF to encourage philanthropy, using the Notice of Intent to inform copy	DTC/CDO			See minute JM38 for update : CDO working on this in January/February
JM30	Ledbury & District Civic Society to liaise with John Masefield Society on hosting a potential talk about John Masefield in 2023 programme	CT			see minute JM38 for update : talk to be arranged for start of Autumn 2023 series

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JOHN MASEFIELD MEMORIAL WORKING PARTY

Minute No.	Action	To be Actioned by	Start Date	End Date	Comments
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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
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	01.12.2021		Clerk updated JMWP on feasibility of LTC doing this; John Masfield Society offered to be donations recipient as already have charitable status; will report back with further details at JMWP in Feb
JM38 (1)	That officers explore the offers from John Masfield High School in a follow-up meeting with Andy Collard	CDO's	17.02.2023		Meeting arranged: 8 Feb - update to be provided at Feb meeting
JM 38 (2)	That officers create a leaflet to raise awareness of the project as a matter of priority	CDO	Feb-23		In progress but waiting to have discussion with PM
JM38 (4)	That consideration be given to extending the completion date of the project to summer 2028, to coincide with the 150 Anniversary of John Masfield's birthday	WP	17.02.2023		To be confirmed as part of February meeting
JM38 (5)	That Ledbury Places, Andy Collard and John Masfield Society liaise in respect of proposed series of lectures	LP/JMHS/JMS	TBC		To be discussed via various groups

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ACTION SHEET

JOHN MASEFIELD MEMORIAL WORKING PARTY

Minute No.	Action	To be Actioned by	Start Date	End Date	Comments
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JM38 (6)	That the option of using the School facilities for the hard launch of the project in June 2023 be considered		17.02.2023		Discussions to be held with JMHS and confirmation of launch to be agreed.
JM38 (9)	That the CDO review the colour used on the Project Timeline with a view to making it easier to identify the different activities	CDO	17.02.2023		On agenda
JM38 (11)	The full launch to be discussed at a future meeting of the Working Party	WP	17.02.2023		
JM40	That The Clerk write to Mr Pope to thank him for his input, advising him that the Project is in the early stages and that Working Party will be in contact with him again in the future	TC			

