



LEDBURY TOWN COUNCIL



19 February 2024

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

Dear Member

You are invited to attend a meeting of the **John Masefield Memorial Working Party on Wednesday, 21 February 2024 at 10.00 am in the Committee Room, Council Offices, Church Lane, Ledbury, HR8 1DL** for the purpose of transacting the business below.

Yours faithfully

Angela Price PSLCC, AICCM
Town Clerk

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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. **To approve and sign the notes of the meeting of the John Masefield Working Party held on 29 November 2023** (Pages 114 - 119)
4. **Response from Ledbury Poetry in respect of Partnership** (Page 120)
5. **Funding** (Pages 121 - 122)
 - a. **Update on National Lottery Heritage Funding Application**
 - b. **Possible Match Funding**
 - c. **Other possible funding sources**
 - i. **Local Donations**
 - ii. **Gala Evening**
6. **Fit for the Future - <https://www.fftf.org.uk/home>** (Discussion)
7. **Update from Communications Steering Group and items for consideration** (To follow)
 - Potential Patron
 - Funding for branding, visual identity and communications
8. **Update from CDO** (To follow)
9. **Update on setting up and management of Bank Account** (Verbal)
10. **Project Proposal (For Information purposes)** (Pages 123-124)
11. **Next Steps** (Pages 125 - 129)
 - a. **Question for full NHLF application**
 - b. **Revised project programme and budget**
12. **Invitations for final event** (Discussion)
13. **Database to date** (Pages 130 - 133)
14. **Date of Next Meeting**

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

MINUTES OF A MEETING OF THE JOHN MASEFIELD MEMORIAL WORKING PARTY HELD ON THURSDAY, 29 NOVEMBER 2023

PRESENT: Ledbury Town Councillors Chowns, Furlonger, l'Anson and Morris
Non-Council Members, Chloe Garner, Tim Keyes, Jess Locke, Jane Mee, Chris Noel, Councillor Justine Peberdy, Councillor Stef Simmons, Christine Tustin, and Jackie Tweedale

VIA TEAMS: Dr Philip Errington and Caroline Magnus

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

JM110. **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Sarah Jane Arbury, Catrina Cole, and Lesley Ingram.

JM111. **DECLARATIONS OF INTEREST**

None received.

JM112. **TO APPROVE AND SIGN THE MINUTES OF THE JOHN MASEFIELD WORKING PARTY HELD ON 19 OCTOBER 2023**

Caroline Magnus advised that she had hoped to have had the opportunity to have a discussion with Chris Noel and Philip Errington in respect of minute numbers JM103(iii) and JM106, however, due to personal issues this had not taken place. She therefore asked whether either of these items had been taken up in her absence?

Chloe Garner asked whether a formal letter had been sent to Ledbury Poetry in respect of a potential partnership. The Clerk advised that this letter had not yet been sent. Chloe advised that she had had an informal conversation with the Trustees to make them aware of the suggestion.

Christine Tustin asked whether there had been any progress in relation to the John Masefield Society being a key stakeholder. Caroline Magnus asked Chris Noel and Philip Errington for their thoughts on this.

Caroline reiterated her concerns raised at the previous meeting, about whether the John Masefield Society should be a partner rather than a stakeholder, and how far the Society's involvement could go.

Philip Errington asked Jane Mee how the relationship of the John Masefield Society as a partner would impact the project, rather than being a key stakeholder and ability to get funding, was it really necessary

for the John Masefield Society to be a partner? Jane advised that the John Masefield Society around the table as an active stakeholder is very important, but from the point of view of gaining funding Ledbury Poetry is of more importance. The track record of Ledbury Poetry in respect of funding and projects would be more significant in respect of NHL funding.

Philip was satisfied that the John Masefield Society as a key stakeholder and the Ledbury Poetry as a partner would be a good way forward and if other members of the Society were in agreement would be happy to proceed in this manner.

Tim Keyes noted that he felt the archiving of the John Masefield information held in the library was an important element of the support that could be offered by the John Masefield Society and Philip Errington agreed with this, noting that they were keen to make use of the assets held by the Society to help this project.

Councillor Morris noted that the Society were important from the point of view of having a bank account set up.

RESOLVED:

1. **That the John Masefield Society be recorded as a key stakeholder of the John Masefield Memorial Project.**
2. **That the minutes of the meeting of the John Masefield Memorial Working Party be approved and signed as a correct record.**

JM113. **DATE OF NEXT MEETING**

RESOLVED:

To note that the next meeting is scheduled for Wednesday, 21 February 2024 at 10.00 am in the Committee Room at the Council Offices.

JM114. **FUNDING**

- a. Update on National Lottery Funding Application

Jane Mee advised that the NHLF would be publishing a new funding strategy document in January, and therefore it is not possible to submit an application until then. She advised that the underlying principles of the strategy would remain the same and advised that there is a summary sheet available on line.

Jane advised that if there were any substantive changes needed to the application ahead of submission she would share these with members of the Working Party, otherwise subject to approval of the Clerk and Chair of the Working Party, Jane would submit

the enquiry form directly to NHLF to avoid delay. Chloe noted that if Ledbury Poetry are to be a partner it would be helpful if they could have sight of this prior to submission. This was agreed by members.

b. Possible Match Funding

Councillor Morris asked the Ward Councillors whether they could pursue any funding opportunities via Herefordshire Council on behalf of the Working Party. Councillor Simmons advised that they would be happy to take this forward but did advise that due to the reduction in funding for Herefordshire Council, there would likely be little opportunities for this type of project. Councillor Peberdy advised that she would also be happy to take the request forward in respect of possible heritage project funding via Herefordshire Council.

c. Other Possible Funding Sources

i. Local Donations

Councillor Morris advised that match funding is essential for this project to be a success. Jane Mee advised that the Working Party should be looking for at least 10% of the overall cost of the project.

It was suggested that it would probably be more effective if the various groups involved were to approach their own contacts etc. individually rather than passing these through the Working Party.

Caroline suggested that it was essential that information be available to be provided to potential funders and that the project was not yet at a stage where this could be done.

There was further discussion about how this could be progressed when the more information is available.

ii. Quentin Blake Illustrations

Councillor Morris suggested approaching Quentin Blake to ask whether he would consider auctioning his illustrations to help fund the project. Philip Errington advised that this would not be possible as Quentin Blake keeps these in his own archive. However, Philip did suggest that it may be worth asking if he would allow them to be used in some way in support of the project. Chloe suggested that the Poetry House, Library, or Hellens Manor, could be used for an exhibition of these. Philip did advise that there may be

complications in having an exhibition, but that he was happy to ask the question.

RESOLVED:

1. **That the updates in respect of funding be received and noted.**
2. **That Philip Errington approach Quentin Blake to ask whether it would be possible to use the illustrations for an exhibition.**

JM114.

UPDATE FROM COMMUNICATIONS STEERING GROUP AND ITEMS FOR CONSIDERATION

a. Creative Brief

Councillor Furlonger picked up on the conversations from the previous agenda item, in respect of consistency in communications and elevating those to a professional level.

He advised that the purpose of the creative brief was to give the group a visual identity, which would comprise a Logo, letterhead, email template, etc. He suggested that these could be designed by a professional to alleviate the pressure of the office staff.

Jane Mee asked whether this would include something around “messaging”; Councillor Furlonger advised that this was about building the “brand” and would include visual identity, tone and words to be used.

Philip Errington asked whether there was a designer in mind who could work on this. Councillor Furlonger advised that there was an in-house resource, depending on capacity, and failing that the Council would follow its financial regulations and obtain at least three quotes/tenders for the work. Philip advised that he had lots of illustrations etc. that could be used in respect of this and asked that he be included in the design stages.

Chloe asked whether there was any funding available for this work. The Clerk advised that there is just under £11,000 available from the funds granted by Ledbury Town Council for the project.

Philip Errington suggested that children is a great place to start with promoting the project and John Masefield. Caroline advised that she has some fabulous descriptions of John Masefield’s childhood and wondered whether she and Philip could get together to create something to work on with children.

Various methods of communication and fund raising were discussed, consideration will need to be given in respect of how to progress these going forward :

- Social media
- Newsletters
- Ledbury Focus
- Crowd Funding
- Local town events (i.e. Community Day, Carnival etc)

b. Possible future events and timeline

Various types of events and timings of those events were discussed, and it was agreed that Members should provide information to populate the timeline.

A discussion was held on who should be considered to be invited to the official unveiling of the memorial once agreed and developed. The suggestions included the following:

- His Majesty King Charles III (John Masefield wrote a poem to commemorate the birth of the future King)
- The current Poet Laurette
- Lord Lieutenants

c. List of Community Groups contacted

The Community Development Officer provided an update of expressions of interests received from the groups that had been contacted.

Philip Errington left the meeting at 11.07 am.

d. Poetry Festival

Councillor Morris complimented Ledbury Poetry on their recent press releases.

e. The Clerk advised that there was some work needed to update the website due to a number of dates having been agreed for events that had not happened. It was agreed that this work should go on in the back ground, but that it was not necessarily a priority at this time.

RESOLVED:

- 1. That Philip Errington be included in the design stages of the project visual identity designs.**

2. That any members who have suggestions of people who may be able to quote for the design works advise the Clerk of their details.
3. That the Communications Strategy Steering Group prepare a specification for the design works to be sent to suitable organisations for them to provide quotes.
4. That an in-principle request be made to the meeting of the Finance, Policy & General Purposes Committee in January 2024, for funding towards the preparation of the visual identity of the John Masefield Working Party.
5. That Members should provide information to populate the timeline.
6. That consideration be given to who should be invited to the official unveiling and that the Clerk work with the Chairman's office in Hereford Council in respect of how those considered should be approached.
7. That Members provide any information for the website to the Clerk.
8. That the updates provided in respect of the Communications Steering Group and other items be received and noted.

JM115. **UPDATE ON SETTING UP AND MANAGEMENT OF BANK ACCOUNT**

Chris Noel advised that Holly Welford was unclear about what was expected of her in respect of this bank account. He suggested that he and the Chair of the Working Party have a meeting with her to discuss this.

Caroline advised that Chris is working hard to get the account set up and Chris advised that he was working with the Society's Treasurer to get the account set up.

RESOLVED:

That the Chair and Chris Noel meet with Holly Welford to discuss her role in respect of the bank account for the Working Party.

The meeting ended at 11.13 am

6 January 2024

Angela Price
Town Clerk
Ledbury Town Council
Church Steet
Ledbury HR8 1DH

Dear Ms Price


Thank you for your letter of 8 December 2023, written on behalf of the Ledbury Town Council and the John Masefield Memorial Working Party, inviting Ledbury Poetry to consider becoming the formal partner on this project.

We do see the project as worthy of support, fitting in with the vision we have mapped out as a community-based and year-round organisation at the centre of a Poetry Town, with all the commercial and cultural advantages that can bring to Ledbury. Having spoken to Dr Jane Mee, who is the fundraiser for the Working Party, we have agreed that at this stage her Expression of Interest submitted to National Heritage Lottery Fund should mention that our partnership is under discussion, though no formal commitment has yet been made.

As you know, Ledbury Poetry itself is to submit a significant bid to the NHLF for the purchase and running of the Barrett Browning Institute building as a cultural centre with a local, national and international reach that we hope will further benefit the community. We are very happy to support the Memorial project by becoming a project partner. However, we are hesitant, at this stage, about becoming a partner to the actual grant agreement itself as this could be a conflict.

A second consideration is the extra workload the project might place on our staff, even if the cost of workshops and consultations is included in any application to the NLHF that the Council make. However, we do want to see the project succeed, and will do as much as possible to help strengthen the application. We are therefore willing to further discuss all issues and are happy to keep all channels open.

Yours faithfully



Michael Amherst & Curtis Fulcher
Co-chairs of Ledbury Poetry

JOHN MASEFIELD MEMORIAL WORKING PARTY	21 FEBRUARY 2024	AGENDA ITEM: 5
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Report prepared by Angela Price – Town Clerk

FUNDING

Purpose of Report

The purpose of this report is to advise members with an update on the National Lottery Heritage Funding Application (NHLF) and to consider other possible funding streams that may be available to the project.

Detailed Information

1. NHLF Application

Jane Mee will provide a verbal update on the NHLF application at the meeting.

2. Possible Match Funding

Jane has suggested that a request should be made to Ledbury Town Council to provide match funding for this project. This would be separate to the funds spent on the project to date and the remaining funds provided by the Council for the setting up of the project, which it is hoped some of which will be used for the branding and visual identity of the project.

Jane has suggested that Ledbury Town Council be asked to provide £5,000 over the life of the project, or more if feasible and members thoughts are welcomed in respect of this.

3. Other possible funding sources

Councillor Peberdy has provided the following response from Herefordshire Council in respect of possible funding sources for this project:

“I’ve been really interested reading about the John Masefield Memorial Project via the link you sent. It sounds like a great project. We will have a number of cultural grants, many opening again with the new financial year, that are advertised on our UKSPF dedicated website:

<https://www.herefordshire.gov.uk/business-1/uk-shared-prosperity-fund>

The ones that may be of interest are:

- **Cultural Development (REVENUE)** - *This grant scheme is designed to help existing local cultural, historic and heritage institutions to strengthen their operation, enhance their visitor offer and put on more programming specifically linked to their sites or assets.*

- **Cultural Programming (REVENUE)** - *This grant is designed to support the delivery of local arts, culture, heritage and creative activities across Herefordshire. The scheme aims to increase engagement and vitalise communities across the county through cultural programming.*
- **Visitor Experience Fund (CAPITAL)** - *The aims of the scheme are to support the tourism sector, and help it remain an effective and successful contributor to the Herefordshire economy, develop local visitor trails and infrastructure to support this (such as information boards, visitor centres, etc.), develop local tourist attractions and develop local visitor experiences based on local offer.*
- **Festivals and Events (REVENUE)**

You can read the guidance and criteria for the grants on the website.”

Following receipt of this information Jane contacted the officer to discuss timings, noting that this project is not likely to get underway until late 2025 at the earliest, starting with community engagement projects, noting that the timings of when the funding should be spent would be by the end of the 2024/25 financial year (March 2025). Therefore, unless these funding streams are re-opened for further rounds in 2025/26 it is unlikely that they would be suitable for this project at this time.

However, there is a potential to make use of the Cultural Development fund for the branding, visual identity and communications project, and it is suggested that this be considered at that stage of the agenda.

Councillor Morris has asked that consideration be given to creating a Gala Evening, potentially to be held at the John Masefield School auditorium and it is anticipated that further conversation around this will take place at the meeting.

Recommendations

1. That the update from Jane in respect of the NHLF be received and noted.
2. That a recommendation be made that Ledbury Town Council be asked to consider providing match funding of £5,000 (or more if feasible) for the life of the project.
3. That it be noted that the timings for the grants offered by Herefordshire Council would not fit with this project at this time, with the possible exception of the Cultural Development Fund which could be applied for to support the branding, visual identity and communications element of the project.

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

Proposal

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

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

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

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

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

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

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

Costs would include:

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

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

Thinking about governance of the project

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

Jane E Mee October 2023

NLHF Full Application Questions

Notes

1. 500 words maximum for all questions unless indicated otherwise
2. Showing questions only (mostly) and prompts/reminders for myself (tagged JEM)
3. See: <https://www.heritagefund.org.uk/funding/national-lottery-heritage-grants-10k-250k/application-questions>

Vision What do you want to achieve? 150 words (max) to be published on NLHF website.

Heritage focus What heritage does the project focus on? Tell us about the subject and time period. (JEM: reference the JM Archive).

Is heritage at risk? Yes or No, if yes explain why. Yes, at risk of being forgotten in town of his birth.

ABOUT YOUR PROJECT

Title (225 characters) The Ledbury Poet, rediscovering the life and work of John Masefield on the 150th anniversary of his birth

ABOUT YOUR PROJECT

When will the project happen? Start and end dates. 1 September 2025 and 31 August 2028

Address where the project will happen? Same location as organisation, somewhere else? JEM asks, where do target community groups tend to meet?

Have you received any advice from us? Yes or No. If yes, tell us about the advice you received.

Have you received advice from anyone else? Eg specialists, community groups, planning, ensuring wellbeing of those involved. Yes or No. If yes, tell us about the advice. JEM the answer will be YES.

Tell us what you will do during the project Activities and events, the things you will create. A project plan is required using NLHF template. JEM: we need to give examples/paint a picture for NLHF – even if we end up doing something different.

Will capital works be part of the project? ie works that create or improve an asset. Yes or No. if yes, who owns the asset? JEM: YES, the memorial will be an asset owned by Ledbury Town Council (correct?).

Do we need any permission to carry out the work? Access rights, listed building consent, planning permission, consent to record audio or take photos of individuals. Yes or No, either way explain.

JEM: omitting a few questions here that are more building related.

Will you be creating any digital works? Yes or No? If yes explain how the digital work will meet NLHF digital requirements. JEM notes that Memorial could be digital.

NB this is the last of the capital related questions.

Will you be acquiring any buildings, land or heritage items as part of the project? Yes or No, if yes explain what/how. JEM: Yes, the Memorial.

Funding subject to the Subsidy Control Act 2022. Is the funding applied for likely to be a subsidy within the act and any advice taken. JEM: One for Ledbury Town Council's Legal lead.

How will you maintain the benefits of the project post funding? ie things produced, manage heritage in the future and costs relating to managing heritage.

JEM: this would include:

- The Memorial, LCT funding to maintain?
- Outputs of the community/familiarisation projects (inc digital), where would they go?

Wonder also about (but will check with guidelines):

- Volunteers (JM Archive and Events support) JMSoc and LP/LCT?
- Relationship with participating groups (or would this be through existing support structures?).

ABOUT THE NEED FOR YOUR PROJECT

Why does your project need to happen? Why now? And what opportunities your project will address. For example tell us:

- If risk critical and how project will address this
- Key dates or anniversaries that project will celebrate
- Partnership funding available -now / in future
- What happens if no grant from us
- Why important to local community and why they want project to happen
- If there are any barriers to people engaging with heritage and how project will remove them
- How your project supports relevant local strategies or objectives for investment, community engagement, growth or development strategies

Any specific community your project dedicated to serving? Select any that apply.

- Ethnic / racial inequality
- Faith
- People who have migrated / experience immigration system
- People who are disabled and/or neurodivergent
- Older (65+)
- Younger (under 25)
- Women and girls
- LGBTQ+
- People who are educationally or economically disadvantaged

Safe-guarding policies and practice in place to ensure wellbeing of everyone involved. JEM: Do LTC, LP have this in place?

Who else have you approached about funding for the project?

Funding secured, planning to apply for, raised through fundraising or crowdsourcing, from your own resources.

Investment Principles (IPs) How does the project meet NLHF IPs? Four of them, up to 500 words for each IP, okay if project focus is on one or two of them.

- Save heritage

- Protect environment
- Inclusion, access and participation
- Organisational Sustainability

DELIVERING YOUR PROJECT

How is your organisation best placed to deliver this project?

- Experience of running similar projects
- Staff / Board / Trustees knowledge and skills
- Capacity to deliver project at same time as usual work
- Your connections with other relevant projects or organisations

How will you manage running project? How managed day to day and people involved.

- Who will make decisions, experience of people involved and roles in project
- Tell us about staff posts that project will create
- Tell us about volunteering opportunities your project will create

(if employing existing staff tell us how they are qualified for the role. All new posts must be openly advertised, unless existing member of staff).

JEM: mention key freelance contributions: Evaluation and Consultation. Also project steering group and working party

Will your project be delivered by a partnership? Yes or No, if yes tell us who your partners are, nature of partnership and how work together.

If you are working with an organisation that is delivering a significant part of the project, NLHF would like to see a partnership agreement. This will outline roles and responsibilities, be signed by all parties and should reflect the needs of the project. May need to take independent advice.

How will you evaluate your project? Evaluate and provide written report. How collect data to measure, analyse and understand what you are doing and provide evidence of what achieved. Who will carry out evaluation? Include Brief and Costs.

Tell us about any key challenges or potential risks and how they might impact the project. Expect to see contingency. Complete the Risk Register.

Costs Costs are dropped into a matrix in the application form. Not listing headings here.

JEM comments:

- Could do with help on costing staff posts esp re inflation as employing people from 2026 onwards.
- Also potential to include full cost recovery for Ledbury Poetry as formal partner.
- And NLHF want us (LTC) to join environmental sustainability organisation 'Fit for the Future'. Annual membership depends on turnover.

Are we getting any cash contributions? Yes or No. If yes, say what and if secured + upload evidence.

JEM: On enquiry form I have implied we will raise £25,000.

Are we getting any non cash contributions? Yes or No and similar to above. This might include free use of a venue, materials from a business etc.

Supporting documents to be uploaded.

- Accounts (NB not required if LA)
- Project plan and risk register
- Job descriptions
- Briefs JEM suggests Consultation, Evaluation Briefs and general call for expressions of interest from freelancers / arts / countryside organisations that may want to be considered for familiarisation projects
- Workings out for full cost recovery
- Up to six images eg showing location of project (ensure permissions in place to enable NLHF to use)
- Evidence of support, up to six letters, confirming involvement, financial support, offer of use of venue etc. JEM assumes this could include partner orgs or specialist like Dr Errington.

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

Provisional costs:

Staff-related costs, TOTAL £108,940 as below

Project coordinator, 32 months p/t 4 days a week based on £30,000pa + oncosts at 19.1%,
Total £76,224

Paid intern, 12 months f/t, based on 2025 living wage for 20+ years of £11.44ph + oncosts at
19.1%, Total £26,215

Recruitment £500

Travel / Subsistence £1,500

Training budget £1,500

Equipment for staff (laptops etc) £3,000

Phase ONE familiarisation, TOTAL £33,000 as below

10 community projects, with average budget each of £3,000,
Total £30,000

Budget includes fees for freelancers, materials, travel, hospitality etc

Public programming, Total £3,000

Phase TWO consultation, TOTAL £10,000 as below

Fees for freelance facilitator, £10,000

Budget includes travel, expenses, materials, etc

Phase THREE memorial, TOTAL £62,000 as below

Fees for creative/s producing the commemorative piece/s including transport, installation,
£60,000 (We may want to increase this through additional fundraising)

Opening event and birthday party June 2028, £2,000

Other costs, TOTAL £20,650 as below

Volunteer travel, hospitality £1,000

Volunteer training, £1,000

Publicity and Promotional materials including acknowledging lottery players, £5,000

Venue hire, £700

Fit for the Future Membership £450

Evaluation at ~5% of total cost, £12,500

Contingency, Inflation, Full Cost Recovery (Ledbury Poetry), TOTAL £15,000

TOTAL PROJECT COST £249,590

How much funding are you applying for from us? Enter an amount. £224,590

JEM July 2023, revised January 2024

ID	Organisation	Title	Named
2	Herefordshire Lieutenancy	DL	Various
3	Weston's Cider	MD	Helen Thomas
4	Deputy Lieutenant		Nat Hone
5	Deputy Lord Lieutenant		Sue Furnival
6	Eastnor Castle		James Hervey-Bathurst
7	Mayor at Ross-on-Wye TC	Cllr	Louis Stark
8	Bromyard Town Council	Dr	Dee Dunne-Thomas
9	Kington Town Council	Cllr	Elizabeth Banks
10	Leominster TC	Cllr	Allan Willaims
11	Mayor of Hereford	Cllr	Jacqui Carwardine
12	Hereford Chairman	Cllr	Roger Phillips
13		Colonel	Col, Andy Taylor OBE
14	High Sheriff of Hereford	Mr	Robert Robinson
15	Ledbury Funeral Directors	Ms	Hilary Jones
16	Civic Office WCC	Cllr	Louis Stephen
17	Stourport Mayor	Cllr	Berenice Dawes
18	Droitwich Mayor	Cllr	Mrs Kate Fellows
19	Malvern TC	TBC	M Piercy
20	Tewkesbury TC	TBC	
21	Newent TC	TBC	
22	DRM Buses	Director	Louis Dyson
23	Hellens Manor	Manager	Justine Peberdy
24	LDA Meats	Manager	Mark Norr/Gareth Hill
25	Agrimec	Managing Director	Guy Hickman
26	Bevisol	Managing Director	Chris Newall
27	Sequani	CEO	Stephen Eckley
28	ABE	Managing Director	Clive Brooks
29	The Helping Hand Co	MD	Gavin James
30	WSH Logistics	Managing Director	Will Hill
31	Toolovation	Managing Director	Martin Atkins
32	Watsons Fuels		
33	Wye Fruit	MD	Chris Baker
34	Profil Solutions		Dave Manns
35	European Aviation		Trevor Whetter
36	Jaga		Philip Mangnall
37	Haygrove		Richard Mills
38	Diaggio (Chase Distillery)		
39	Ledbury Real Ales		Kate & Anthony Stevens
40	The Nest		Di Hill
41	Newent Plant Centre		Norman Stanier
42	Verzon House Hotel		Kate & Anthony Stevens
43	Camnic Motors		Phillip Mucklow
44	Screwfix		
45	Shane Howells		Kate & Anthony Stevens
46	3 Counties Vineyard		Kate & Anthony Stevens

Postcode

HR8 2NQ

HR8 1LG
HR8 1LG
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HR8 1LG
HR8 2JL
HR1 3PG
HR8 2PZ
HR8 2PZ
HR8 2PZ
HR8 2PZ
HR8 1AR
HR8 1AR
HR8 2AG
GU27 1LD

ID	Oragnisation	Title	Named
47	Coddington Vineyard		Kate & Anthony Stevens
48	Homme House		Kate & Anthony Stevens
50	Bentleys Castle Fruit Farm		Norman Stanier
51	3 Shires Garden Centre		Norman Stanier
52	Ledbury Dental Pactice		Norman Stanier
53	Community Action Ledbury		
54	Feathers Hotel	Manager	Will Silver
55	Talbot Hotel		
56	Courtyard Theatre	Executive	Ian Archer
58	Dragon Orchard		Norman Stanier
60	Ledbury Civic Society		Mark Lister
61	John Masefield Society		Robert Vaughan
62	Dan Barker Studios	Photographer	Dan Barker
63	John Masefield Society		Christopher Noel
64	Ledbury Library		Claire Punnett
65	Friends of the Masters' House		Robert Waddington
66	Pot & Page	Mrs	Holly Simms
67	Deputy Head's - JM secondar		Adem Osbourne
68	John Masefield Society		Caroline Magnus
69	John Masefield Scholar		Dr Philip W Errington
70	Red Earth Arts		Sarah Jane Arbury
71	Two Faced Dance		Jo-Valentine
72	Poetry Festival		Chloe Garner
73	Ledbury Bells/CAL		Tim Keyes
74	AMCOR	Plant Manager	Dave Pearson
75	Grapevine Publications		Betty Anne-Ambry
76	Newsquest		Phil Wilkinson
77	Newsquest		Gavin McEwan
78	WP Member		Lesley Ingram
79	All About Malvern Hills		Sascha McDonald
80	Accounts support for project		Holly Welford
81	Ledbury Places	Mr	Mark Waller
82	Ledbury Amateur Dramatic S		Paul Graham
83	Ledbury Food Group	Mr	Griff Holiday
84	The Swifts		Mark Potter
85	U3A		Sally Holliday
86	Ledbury Library	Ms	Nina Shields
87	John Masefield Society, Tresu		Ian Wilson
88	John Masefield Society - Form		Peter Carter
89	Deputy Head's - JM secondar		Chloe Limbrick
90	Malcom Hughes		Mal Hughes
91	Ledbury Primary School	Ms	Catriona Cole
92	Ledbury Poetry Festival	Mr	Peter Arscott
94	Bentleys Castle Fruit Farm		Norman Stanier
95	3 Shires Garden Centre		Norman Stanier

Postcode

HR8 1JJ

GL18 1LS

GL18 1DL

HR8 2EY

HR8 1DS

HR4 9JR

HR8 2DX

HR8 2BE