



# LEDBURY TOWN COUNCIL



24 November 2023

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 Thursday, 29 November 2023 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

## 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.

## 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 October 2023** (Pages 98 - 103)
4. **Date of Next Meeting**
5. **Funding** (Verbal)
  - a. Update on National Lottery Heritage Funding Application
  - b. Possible Match Funding
  - c. Other possible funding sources
    - i. Local Donations
    - ii. Quentin Blake Illustrations
6. **Update from Communications Steering Group and items for consideration** (Pages 104 - 113)
  - a. Creative Brief
  - b. Possible future events and timeline
  - c. List of Community Groups contacted
  - d. Poetry Festival Press Releases
  - e. Website (verbal)
7. **Update on setting up and management of Bank Account** (Verbal)

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 JOHN MASEFIELD MEMORIAL WORKING PARTY  
HELD ON THURSDAY, 19 OCTOBER**

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**PRESENT:** Councillors Furlonger, Morris (Chair) and l'Anson (Mayor of Ledbury)

Non-Councillors - Tim Keyes (Tower Captain Church Bell Ringers), Dr Jane Mee, Caroline Magnus (Great Niece of John Masefield), Jessica Long (JMHS), Chloe Garner (Director Ledbury Poetry), and Lesley Ingram

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

**JM95 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Dr Philip Errington, Councillor Phillip Howells, Chris Noel, Justine Peberdy, Nina Shields, and Robert Vaughan.

**JM96 DECLARATIONS OF INTEREST**

No declarations of interest were received.

**JM97 ELECTION OF NON-COUNCIL MEMBERS TO THE JOHN MASEFIELD MEMORIAL WORKING PARTY**

**RESOLVED:** None received.

**JM98 TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE JOHN MASEFIELD WORKING PARTY HELD ON 4 AUGUST 2023**

The Chairman advised members of some corrections within the minutes. The clerk advised that she would make the amendments accordingly.

Tim Keyes advised Members that his surname was spelt incorrectly in minute number JM88 page 82.

**RESOLVED:** That the minutes of the meeting of The John Masefield Working Party held on 4 August 2023 be approved and signed as a correct record, subject to the above amendments.

**JM99 TERMS OF REFERENCE**

Members were provided with a copy of the current Terms of Reference of the Working Party.

The Town Clerk advised members that she had added the wording below which had been agreed at the previous meeting. She asked Members to contact her directly with any further comments and suggestions and that going forward, the Terms of Reference would be a standing item on all future agendas.

***“Project Definition***

*An initiative to celebrate and commemorate John Masefield’s life through a collaborative and celebratory creative project.*

*The Working Party will comprise representatives from local businesses, cultural organisations, councillors, the John Masefield Society, John Masefield’s family and community groups. The goal is to ensure that awareness of John Masefield is raised, that the community is connected to his work, whilst we explore how his legacy can be commemorated.”*

**RESOLVED: That the Terms of Reference be received and noted and that they be included as a standing item on all future agendas of the Working Party.**

**JM100 DATE OF NEXT MEETING**

**RESOLVED:**

**To note that the next meeting of the John Masefield Memorial Working Party is scheduled for 10:00 on Wednesday, 29 November 2023.**

**JM101 WORKING PARTY TITLE**

The Town Clerk reminded Members that in the previous meeting of the John Masefield Memorial Working Party, there was a discussion around changing the Working Party Title. It was agreed that Members would bring suggestions to this meeting for consideration.

After considerable discussion, it was agreed that the Working Party title should remain as The John Masefield Memorial Working Party for the time being.

**RESOLVED: That the Working Party continue to use the title ‘The John Masefield Memorial Working Party’.**

**JM102 MEETING LOTTERY REQUIREMENTS – DR JANE MEE**

Dr Jane Mee provided Members with information on what the National Lottery Heritage Fund look for when funding projects. She advised that applications are assessed against nine priority outcomes which include:

### Mandatory Outcomes

- a wider range of people will be involved in heritage (every project must achieve this mandatory outcome)

### Priority Outcomes

- the funded organisation will be more resilient
- people will have greater wellbeing
- people will have developed skills
- the local area will be a better place to live, work or visit
- the local economy will be boosted

### Other outcomes

- heritage will be in better condition
- heritage will be identified and better explained
- people will have learned about heritage, leading to change in ideas and actions

Members were advised that in order to achieve funding of £50,000-250,000, the Working Party would need to identify at least 2-4 priority outcomes and demonstrate how they have been met throughout the project. Outcomes are changes, impacts, or benefits that happen as a direct result of the project.

It was also noted that The National Heritage Lottery Fund expect all projects to demonstrate that they are building long-term environmental sustainability and inclusion into their plans. An example could be the materials used for the end project or working with local groups.

**RESOLVED: That the update on meeting lottery requirements by Dr Jane Mee be received and noted.**

JM103

### **THE PROPOSAL**

Dr Jane Mee provided Members with a proposal that outlined what the John Masefield Memorial project would entail. She estimated that the project would take approximately 3 years to complete at an estimated cost of £250,000 including contingency.

It was noted that the project would be delivered co-creatively and will involve communities 'under-served by Heritage' and that the Community Development Officer would be able to help identify these groups. Chloe Garner also advised that their Engagement Officer at Ledbury Poetry could help identify these groups.

Jane Mee advised Members that she envisioned the project taking place in three phases, which are detailed below.

### I. 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

### II. Consultation

A series of facilitated community planning workshops bringing participants and stakeholders together to share outputs of the familiarisation projects.

### III. Production

Production of the memorial as envisaged (ideally involving continuing input from the community) and unveiling in 2028.

There was a discussion on the governance of the project and whether it would be beneficial for a formal partnership between Ledbury Town Council and Ledbury Poetry to be formed. Chole Garner advised Members that a formal request for partnership would need to be submitted to the board of trustees at Ledbury Poetry.

Caroline Magnus raised some concerns with the John Masefield Society only being a key stakeholder and asked that she have a discussion with Phillip Errington and Chris Noel before a decision on formal partnerships were decided.

There was a discussion around the John Masefield Archive and how this could be used. Dr Jane Mee suggested working with Community groups to catalogue information and be the base for the familiarisation projects – It was noted that the Community Development Officer could help coordinate this.

**RESOLVED: That the Town Clerk write to the Trustees of Ledbury poetry to request in principle, a formal partnership with Ledbury Town Council in relation to the John Masefield Memorial Project.**

#### JM104 SUBMITTING THE ENQUIRY FORM

Members had been provided with a draft National Lottery Heritage Funding Enquiry Form.

It was noted the project would most likely need 10% match funding, which could be paid over the three years. It was suggested that businesses could be invited to sponsor the project.

Dr Mee proposed that she submit the draft enquiry form with the support of Ledbury Town Council, subject to approval from the Town Clerk and Chairman of the Working Party.

**RECOMMENDATION: That Dr Mee submits the National Lottery Heritage Funding application, subject to approval from the Town Clerk and Chairman of the John Masefield Memorial Working Party.**

**JM105 LEDBURY POETRY UPDATE**

Chloe Garner advised Members that there had been an organisational staffing restructure at Ledbury Poetry and that they had welcomed new staff to the team, which included a Fundraiser and Community Engagement Officer. She also advised Members that she was going on sabbatical for 18 months in April 2024 and that Ledbury Poetry will be recruiting for a temporary Director.

**RESOLVED: That the Verbal update provided by Chloe Garner at Ledbury Poetry be received and noted.**

**JM106 SETTING UP AND MANAGEMENT OF BANK ACCOUNT**

Caroline Magnus advised Members that she would provide an update to the Town Clerk.

**RESOLVED: That the verbal update received from Caroline Magnus be received and noted.**

**JM107 SOCIAL MEDIA, MARKETING AND WEBSITE**

It was agreed that the Town Clerk would send Members a link to the page on the Town Council website that provided information on John Masefield and the proposed Memorial Project. Councillor Morris advised Members that the former Project Managers name was still on the website and needed to be removed. It was noted that any suggestions should be sent to the Town Clerk directly.

Councillor Morris also asked that the link to the Masefield Matters video be shared on the website.

**RESOLVED: That Members are requested to provide feedback on the website directly to the Town Clerk.**

**JM108 GDPR**

GDPR forms were circulated around the room and Members were asked to complete the forms accordingly.

**RESOLVED: That Members complete the GDPR and return to the Town Clerk.**

**JM109 NEXT STEPS**

**Business Directory**

The Town Clerk advised Members that she had contacted the Herefordshire BID to ask whether they would provide the council with a business Directory. She advised that she was awaiting information from Councillor Howells, Chairman of the Neighbourhood Development Plan Working Party, who had advised he has a list of all these businesses and that she would update the Working Party accordingly.

**Feedback from Officer Requests**

Members were reminded that it would be beneficial to receive feedback or acknowledgment of emails sent from officers. The Clerk advised that only 2 Members had replied to the email regarding the Skills Register.

**Steering Groups**

It was agreed that the Community Development Officer would establish the below steering groups:

- I. Social Media, website and Communications
- II. John Masefield Archiving

It is to be noted that Councillor Furlonger and Caroline Magnus be nominated to the social media, website and Communications Steering Group, along with the Community Development Officer.

**Future agenda items**

Councillor Morris advised Members to contact the Town Clerk if they had any suggestions for future agenda items.

Dr Jane Mee suggested Match Funding being a standing item on all future agendas.

**RESOLVED:**

- 1. That the Community Development Officer establish the below Steering Groups.
  - I. Social Media, website, and Communications
  - II. John Masefield Archiving

The meeting ended at 12:00pm

Signed ..... Dated .....



<b>JOHN MASEFIELD MEMORIAL WORKING PARTY</b>	<b>29 NOVEMBER 2023</b>	<b>AGENDA ITEM: 6</b>
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Report prepared by Olivia Trueman – Community Development Officer

### **Purpose of Report**

The purpose of this report is to update Members on recent meetings of the John Masefield Communications Steering Group.

### **Detailed Information**

Members will recall that at the most recent John Masefield Memorial Working Party, it was agreed that a Communications and website Steering Group would be established. Members of the steering group included Councillor Furlonger, Morris and Caroline Magnus, along with the Community Development Officer (CDO)

Members briefly met on Tuesday, 14<sup>th</sup> of November to discuss what resources the council would need to provide to create a communications plan and who from the office would manage it. It was agreed that the CDO should discuss roles and responsibilities with the Town Clerk and confirm how much involvement the CDO should have in the Memorial Project.

A second steering group meeting was held on Thursday, 16<sup>th</sup> November to discuss the key objectives and the criteria for a successful memorial. There was also a discussion regarding communications, including how the Working Party could create a brand identity i.e., website, logo, and newsletter. A creative brief has been included in this agenda for Members consideration (6a).

A simple project timeline has been drafted (6b) and members of the John Masefield Memorial Working Party are encouraged to make recommendations on what should be included. Below are examples that the Communications Steering Group considered.

#### **Public consultations**

- Letters to businesses, Public Workshops, School Workshops

#### **PR Activities**

- School performance of Box of Delights and RSC School Project

#### **Fund Raising**

- NLHF and Local wealth

#### **Commerce / public communications and information**

- Council Website, Email database, Newsletter, Communications plan, Advent Calendar

#### **Lottery Approval**

- March 2024?

**Monies received from letters to businesses**

- September 2024?

**Project Manager**

- June 2027?

**RECOMMEDATIONS :**

1. That Members of the John Masefield Memorial Working Party receive and note the creative brief(6a)
2. That Members of the John Masefield Memorial Working Party give consideration to the draft timeline (6b)
3. That Members of the John Masefield Memorial Working Party receive and note the update on Community Groups that the CDO has contacted in relation to participating in the project (6c)
4. That Members of the John Masefield Memorial Working Party receive and note the press release (6d) created by Ledbury Poetry.

## CREATIVE BRIEF

### Background and need:

The John Masefield Memorial Working Party (JMMWP) has been working for around twelve months on a project to develop a suitable memorialisation of the birth of Ledbury's most famous author.

This project is high profile and counts many important local stakeholders amongst its committee. As time goes on and the date by which the memorial needs to be in place draws closer, the project and its team will come under increasing scrutiny; for the plans they are making & executing, for how they are spending public money and for how they are engaging with both stakeholders and the public.

The need for proactive, outbound communication has been identified as both immediate and paramount. The team involved very much wish to present themselves and their communication in as professional a manner as possible and critically, as consistently as possible. It is felt & agreed that doing so will increase confidence in all the stakeholders and audiences with which the team must engage.

### Requirement:

A visual identity comprising logo, letterhead, email template, press release template, invitation, web page & newsletter.

Essentially a 'look and feel' that will provide visual continuity across all communication channels, helping to convey a feeling of consistency and professionalism.

The identity must represent and convey the values of the working party, the criteria of the funding body it hopes to engage with and as much as it exists; its 'Brand':

- Professional
- Integrity
- Fidelity to well known themes & iconography developed by John Masefield
- Intergenerational
- Inclusivity
- Heritage and celebrating, protecting & maintaining it
- 'For all'
- Consultative and open minded

### Tone of voice/ visual cues:

Generous, professional, caregiving, contemporary, inclusive, warm, open, confident

### Deliverables:

An overarching visual style/ identity that directly and unambiguously imparts the values/ tones/ cues above.

Demonstration by specific example of the vis id extrapolated across the items listed under 'requirement'.

On approval, working files that facilitate comm's being created in the channels listed without adaptation.

**John Masefield Memorial Project Timeline**

January 2024

→ **Submit application for the NLHF**

June 2027

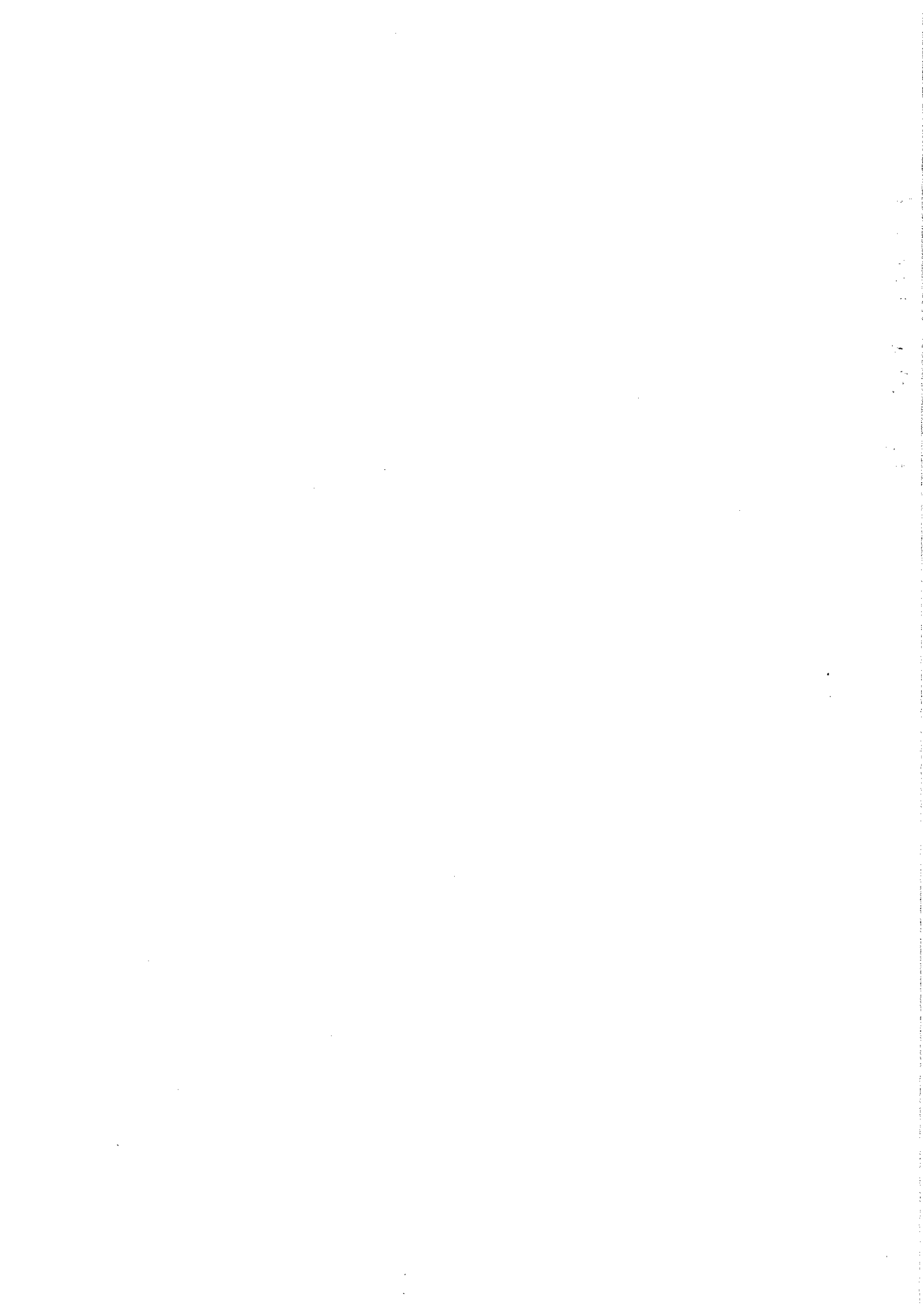
→ **Decide on the John Masefield Memorial**

June 1<sup>st</sup> 2028

→ **Unveiling of Memorial**



John Masefield Project - Possible Community Groups		Y/N	Response
Ledbury Food Bank	<a href="mailto:food@ledburyfoodbank.org">food@ledburyfoodbank.org</a>	Yes	Thank you for your invitation to the food bank to get involved in the John Masefield project. I will discuss it with my colleagues and let you know.
Community Action Ledbury			Thank you for the invitation I think where CAL might be involved is in perhaps providing transport if there was to be a tour of local haunts and places that featured in his works. We could transport people from the town to these locations and maybe a poem or two could be read there. At present I do not have any bookings for 2028 but am sure we could accommodate a few trips (which would need to be funded)
Refugee Support Group	<a href="mailto:enquiries@caledbury.org.uk">enquiries@caledbury.org.uk</a>	Yes	Many thanks for this and it would be great for LRS to become part of the project – and to link up with other activities the town is getting involved with. Encouraging re-settled families and local residents to broaden the community base can only be good.
Visually Impaired Support Group Ledbury	<a href="mailto:enquiries@handlevorganics.co.uk">enquiries@handlevorganics.co.uk</a>	Yes	We have an LRS meeting the week after next so will bring up the Masefield Memorial project with the group then and get back to you with some thoughts.
Ledbury Evergreen Club	<a href="mailto:patricia.willkin73@gmail.com">patricia.willkin73@gmail.com</a>		
Pot and Page Community Café	<a href="mailto:evergreenledbury@gmail.com">evergreenledbury@gmail.com</a>		
Leaf (Ledbury encouraging all the flourish)	<a href="mailto:hello@potandpage.co.uk">hello@potandpage.co.uk</a>		
Brownies	<a href="mailto:tony.hodder@icloud.com">tony.hodder@icloud.com</a>		
Ledbury Childrens Centre	<a href="mailto:lauraamy230512@gmail.com">lauraamy230512@gmail.com</a>	Yes	Yes Ledbury Brownies would love to be involved in something like this.
Scouts	<a href="mailto:beverly.hughes@herefordshire.gov.uk">beverly.hughes@herefordshire.gov.uk</a>		
Dream your future families	<a href="mailto:djharrison4@gmail.com">djharrison4@gmail.com</a>		
Age UK Herefordshire ( work in Ledbury)	<a href="mailto:hello@dreamyourfuturefamilies.co.uk">hello@dreamyourfuturefamilies.co.uk</a>		
CAP Christians against poverty	<a href="mailto:sue.mosley@ageukhl.org">sue.mosley@ageukhl.org</a>		
Deer Park Carehome	<a href="mailto:tony.hodder@icloud.com">tony.hodder@icloud.com</a>		
USA	<a href="mailto:csm.deerpark@porthaven.co.uk">csm.deerpark@porthaven.co.uk</a>		
Leadon Bank care home	<a href="mailto:membership@ledburyusa.org.uk">membership@ledburyusa.org.uk</a>		
Methodist Church	email via WEBISTE		
	<a href="mailto:phil.warrey@methodist.org.uk">phil.warrey@methodist.org.uk</a>		Ledbury Methodist may be interested, I will ask.







**PRESS RELEASE November 2023**

**LEDBURY'S CHRISTMAS TOWN OF DELIGHTS**

Ledbury Town Council and Ledbury Traders are celebrating the Poet Laureate John Masefield this year and his fabulous story *A Box of Delights*.

Masefield was Poet Laureate, the highest honour in the UK for a poet, for thirty years and he grew up here in Ledbury. You can find out all about him on our website which features a film of a Ledbury Poetry lecture on Masefield made in 2023: [John Masefield - Ledbury Poetry](#)

*A Box of Delights* has been called 'the greatest children's book ever written' by The Times and is packed with adventure. It's a magical tale of wolves, scrobbling and a box that can travel through time which Kay will have to fight to keep!

The Royal Shakespeare Company have created a magical show of *The Box of Delights* which runs through winter 2023. You can find out more HERE:

<https://www.rsc.org.uk/>

Here in Ledbury all the shops will be decorating their Christmas windows with 'A Box of Delights' themes celebrating this beautiful winter children's book!

Ledbury Poetry is running get creative art workshops on Saturday 18<sup>th</sup> and Saturday 25<sup>th</sup> creating A Box of Delights art work for window displays. Everyone is welcome! Book here: [What's On - Ledbury Poetry](#)

On the afternoon of Sunday 26<sup>th</sup> November Ledbury Town Council turn on the Christmas Lights. Come and visit Father Christmas and enjoy the performers and music and market stalls. Full timetable of events is here

<https://www.ledburytowncouncil.gov.uk/en-gb/blog/information/christmas-lights-programme-of-events>

On Friday 1<sup>st</sup> December Ledbury Traders host their annual Late Night Opening Event from 6pm - 8pm with music, dance, stalls, food and all the shops sparkling.

Ledbury Poetry House will be open too as Sally Crabtree sprinkles magic and delight with her *Sweetshop of Words* at Ledbury Poetry House on Thursday 30<sup>th</sup>, Friday 1<sup>st</sup> and Saturday 2<sup>nd</sup> December. Drop in for FREE activities plus jamboree bags for children with fun activities such as edible poems and 'pop a poem'. On a light hearted level the *Sweetshop of Words* is a nostalgic reminder of the agonizing choice we had as children when we couldn't decide what to spend our pocket money on! On a deeper level it raises the question of choice. Voltaire said that "*The most important choice you can make is to be in a good mood*" and the *Sweetshop of Words* aims to help people to do this! Find out more here: [What's On - Ledbury Poetry](#)

The Ledbury Traders are donating all funds raised by the Bumper Christmas Hamper Raffle, packed with goods from all the traders, and the sale of local mistletoe, to **Birmingham Children's Hospital Charity**. You can find out more here: <https://www.bch.org.uk/>

**Ledbury will be packed with delights to celebrate Christmas. Everyone is welcome. Please come and visit our delightful town and all the beautiful independent shops packed with treasures #shoplocal!**

For more information and for photos please contact [Becky.shaw@ledburypoetry.org.uk](mailto:Becky.shaw@ledburypoetry.org.uk)



## Ledbury Town Council



# Herefordshire County BID

### Notes to Editors

**Ledbury Poetry** is Inclusive, International, Inspirational

**Ledbury Poetry** is an arts based charity registration number 1059465

**Ledbury Poetry** creates live and online programmes throughout the year culminating in Ledbury Poetry Festival each July. Now in its 28<sup>th</sup> year, it is the largest and most international celebration of poetry and spoken word in Britain making Ledbury the home of poetry in the UK.

**Ledbury Poetry Festival** runs 28<sup>th</sup> June – 7<sup>th</sup> July 2024.

Ledbury Poetry has moved to The Barrett Browning Institute in Ledbury. Our new home is a hive of activity and welcomes visitors to workshops and events live in Ledbury and online throughout the year. **Ledbury Poetry House** also hosts the **Box Office** and a **Bookshop**.

**Ledbury Poetry Critics** launched its mentorship programme, recruiting 12 critics of colour, in 2017, and has been responsible for increasing the visibility of poets and critics of colour. There are now over 35 critics within the programme founded by **Sandeep Parmar** and **Sarah Howe** with support from Ledbury Poetry. Ledbury Poetry Critics introduce and chair events at Ledbury Poetry

Festival and the first Guest Curator has been appointed in 2023 from this programme: **Stephanie Sy-Quia**. Full information on the programme can be found here: [www.ledburypoetry.org.uk/home/ledbury-poetry-critics](http://www.ledburypoetry.org.uk/home/ledbury-poetry-critics)

**Ledbury Poetry Player** ensures that events are available for everyone around the world to enjoy.

**Ledbury Poetry Competition** runs annually. The Judge for 2023 is Philip Gross, Prizes include £1,000 and a week's poetry course with our partner, Arvon.  
[www.ledburypoetry.org.uk/competition](http://www.ledburypoetry.org.uk/competition)

**Ledbury Poetry Salons, Workshops, and Masterclasses** are delivered live and online throughout the year. Look for programmes on our What's On page [www.ledburypoetry.org.uk](http://www.ledburypoetry.org.uk)

**Ledbury Poetry Learning** projects include work in schools, a monthly young writers group, the 'Crucial Creators' and learning opportunities for 16-25 year olds, as well as volunteering training and opportunities for all ages - all of which develop and enhance Ledbury as the Town of Poetry.

For all information and to explore our programmes please visit: [www.ledburypoetry.org.uk](http://www.ledburypoetry.org.uk)

Sign up to our mailing list for all the latest news from Ledbury Poetry sent directly to you every month: [www.ledburypoetry.org.uk](http://www.ledburypoetry.org.uk)

facebook [/ledburyfest](https://www.facebook.com/ledburyfest)   twitter [@ledburypoetry](https://twitter.com/ledburypoetry)   Instagram [ledburypoetry](https://www.instagram.com/ledburypoetry)

**For further information please contact Becky Shaw: [becky.shaw@ledburypoetry.org.uk](mailto:becky.shaw@ledburypoetry.org.uk)**

Ledbury Poetry is grateful for support from



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**ARTS COUNCIL  
ENGLAND**