



LEDBURY TOWN COUNCIL



5 June 2024

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

Dear Member

You are invited to attend a meeting of the **John Masefield Memorial Working Party on Monday, 10 June 2024 at 2.00 pm 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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A G E N D A

1. **Election of Chair for 2024/25 Municipal Year**
2. **Apologies for absence**
3. **Declarations of Interests (Councillors only)**

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)

4. **To approve and sign the notes of the meeting of the John Masfield Working Party held on 1 May 2024** **(Pages 192-199)**
5. **To review Action Sheet** **(Pages 200-205)**
6. **To receive and note Terms of Reference** **(Pages 206-207)**
7. **National Lottery Heritage Funding Draft Application**
(Electronic copy previously provided to all members)
(Please ensure that you have read this prior to the meeting and that you bring any comments with you to be raised at the meeting) **(Pages 208-224)**
8. **Risk Register** **(Pages 226-227)**
9. **Draft Job Descriptions and associated documents** **(Pages 228-229)**
10. **Update from Communications Steering Group and items for consideration** **(Pages 230-248)**
 - i. Notes of a meeting held with successful designer – 10 May 2024
 - ii. Funding
 - iii. Database
 - iv. Community Day
 - v. Final designs
11. **Final unveiling - 1 June 2028**
12. **Webpages**
13. **Next Steps**
14. **Date of Next Meeting**

Distribution: All Councillors
Non-Council Members as listed above plus Non-Members:
Sue Mosley, Chloe Limbrick, Mark Lister, Nina Shields
File Copy

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE JOHN MASEFIELD MEMORIAL WORKING PARTY HELD ON WEDNESDAY 1 MAY 2024

PRESENT: Councillors Furlonger, l'Anson and Morris (Chair)
Non-Council Members: Dr Jane Mee (Funding Co-ordinator), Justine Peberdy (Ward Councillor and minute taker), Christine Tustin (Ledbury Civic Society), Tim Keyes (Tower Captain Church Bell Ringers) Caroline Magnus (Great niece of John Masefield, JM Society), Philip Errington (JM Society)

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

JM143 APOLOGIES FOR ABSENCE

Apologies for absence were received from Lesley Ingram, Chris Noel, and Amy Howard.

It was noted that Jessica Locke was invited but had not responded.

JM144 DECLARATIONS OF INTEREST

Councillor Morris recorded a pecuniary interest in relation to item 7.2. Councillor Furlonger recorded a non-pecuniary interest in the same item.

JM145 TO APPROVE AND SIGN THE NOTES FOR THE JOHN MASEFIELD MEMORIAL WORKING PARTY MEETING HELD ON 3 APRIL 2024

Councillor Morris drew attention to the new action sheet to be considered alongside the minutes.

Dr Jane Mee pointed out that although she was in touch with Tony Hodder it was not in relation to the Rural Media survey (JM133). Councillor Morris queried Tony Hodder's title. Tim Keyes confirmed that he is effectively CEO of LEAF (Locally Encouraging All to Flourish).

RESOLVED:

That the notes of the meeting of the John Masefield Memorial Working Party meeting held on 3 April 2024 be approved and signed as a correct record, subject to the above amendments.

(PROPOSED Councillor Morris, SECONDED Councillor Furlonger, PASSED unanimously)

JM146

ACTION SHEET

Justine Peberdy agreed to set up a shared google document for the Action Sheet and include the link in the minutes. Tim Keyes suggested a glossary for initials on the action sheet, for clarity. Councillor Morris suggested that the top line be repeated on each page.

The Working Party went through the Action Sheet item by item.

(Updates are recorded on the action sheet, with some additional notes around discussion below)

JMM133 (4) Various organisations and leaders for community engagement projects were suggested. Dr Jane Mee said that there would need to be a procurement exercise with 2 or 3 organisations pitching for the work.

JM133(7) It was noted that Dean Asker PR for RSC was encouraging and supportive to the Working Party. Councillor Morris suggested an approach to Friends of the Master's House about a possible display of costumes. Philip Errington felt that the archive recording of the RSC's Box of Delights would not be suitable for a public showing. Councillor Morris advised that Sir Roy Strong is now a Ledbury resident.

JM133(8) Philip Errington referred to a previous connection between John Masefield and the Cutty Sark through his book launch. Dr Jane Mee reminded the working party of her enquiries about tours and rig climbs with the Cutty Sark in the context of the 3 engagement activities. The Clerk agreed to share the engagement activity document. Caroline Magnus referred to the Conway Club (Conway was Masefield's school ship).

JM134(1) Dr Jane Mee shared details of her conversation with Mark Richards re: commissioning process for e.g. a bronze statue

- £100K is about right
- Time scale could be shorter
- Suggestion that the commissioning process could include paying 3 – 5 shortlisted artists £1000 each to produce drawings and maquettes, which would then be displayed for stakeholder feedback to inform selection
- Henry Moore Foundation fund sculptures up to £20K
- 3 examples of alternative work (Hereford sculpture trail, Burning Man, Iron Age Hut installation)

Dr Jane Mee agreed to share the examples referred to by Mark Richards with the Working Party. Angie Price pointed out that drawings and maquettes created and paid for as part of the commissioning process would be in the ownership of LTC and could be used beyond the event.

AGENDA ITEM: 4

Councillor Morris raised the competition model for commissioning. Dr Jane Mee pointed out that the result has to align with the consultation process, which could mean that a competition isn't an appropriate process.

JM134(4) Tim Keyes has been in touch with Peter Carter, who raised that JM Society produced a map. Philip Errington thinks it was done by Barbara Baylis; a Masefield walk based on the Ledbury Scenes. Chris Noel would likely have a copy. Tim Keyes will ask Chris Noel to share it. It was suggested that Peter Carter could be a valuable addition to the committee. He has previously been chair of the Masefield Society.

There are concerns that some perceptions are that this could be a vanity project. The project is difficult to communicate when we do not know what form the memorial will be. We are inviting people to participate in the process of identifying what the memorial will be.

Caroline Magnus expressed concern that John Masefield's work, image and name may be hijacked to a project that has tenuous links to him. There was discussion around the Working Party's job to create engagement and consultation activities, and final brief based on that consultation, which are a fitting memorial to him. Dr Jane Mee emphasised that the project must always draw on the four investment principles (saving heritage; protecting the environment; inclusion, access and participation; organisational sustainability).

Councillor Furlonger left the meeting.

Philip Errington suggested forging a relationship with homeless charities.

Helen l'Anson informed the Working Party that John Masefield School would like to expand their theatre facilities. Justine Peberdy commented that it is not the job of the Working Party to produce what the memorial will be. Dr Jane Mee pointed out that this is not a heritage project. The Working Party recognised that although John Masefield's name is known, through the school, Ledbury residents don't necessarily know who he was.

Tim Keyes pointed out that tourists may also not know who he is, and they could also be consulted. Dr Jane Mee cautioned the Working Party about widening the scope of the application too much but recognised the importance of their input.

JM135(1) The Clerk will update the Risk Register and share with the Working Party for contributions. Dr Jane Mee will use this information to address risk in the application.

JM138(1) The Clerk suggested that any inc/exp relating to the JMMWP be included in a specific budget line in the council accounts and that she would raise this when the budget is next set. Council is to be asked to match fund £5K, as a one-off payment. Payments made in advance could be paid from general reserve and then refunded when NLHF pay out.

This is the link to the Action Sheet -

<https://docs.google.com/spreadsheets/d/1wZkeJMaaDBkPrkJBa9uyiL-8uR4kWo36TrlcO6k48hc/edit?usp=sharing>

RESOLVED:

1. That Justine Peberdy creates a google link to allow a live version of the Action Sheet to be shared with the group and include the link in the minutes.
2. That updates are recorded on the Action Sheet rather than minuted.
3. That the Town Clerk share Engagement Activities document with the Working Party members.
4. That Dr Jane Mee share the examples from Mark Richards with the Working Party.
5. That Tim Keyes ask Chris Noel to share the Ledbury Map by Barbara Baylis.
6. That the Clerk will update the Risk Register and share with the Working Party.
7. That the Working Party will contribute to the Risk Register.
8. That the Clerk raise, when the budgets are next set, that there should continue to be a specific budget line for JMMWP.

JM147 IMPORTANCE OF CORRECT COMMUNICATION & ADMINISTRATION

The Town Clerk raised concerns about communication in the Working Party. It was agreed that the Working Party would endeavour to keep meetings more formal with notes promptly forwarded to the Clerk. It was agreed that the Clerk and Chair would be copied into all correspondence. The Clerk shared the Terms of Reference with the Working Party. It was agreed that the time frame would be updated to state, 'will not extend beyond end of 2028'. The revised terms of reference will bring the group under the remit of the Planning Committee.

RESOLVED:

That all members will share notes of meeting as soon as possible after the meeting and copy Clerk and Chair into correspondence.

RECOMMENDATION

That a recommendation be submitted to the Planning, Economy & Tourism Committee that the time frame in the Terms of Reference be updated

JM148

DRAFT APPLICATION

Dr Jane Mee requested feedback and outstanding information for the draft application by Friday, 17 May.

Dr Jane Mee asked if Levelling Up funds were available. Justine Peberdy reported that the UKSPF fund is now closed, but there is likely to be another round of funding. The project sits well within the scope of eligibility for Elmley Foundation funding. A description estimated costs and amount of grant requested should be sent initially to open a dialogue about a possible application for funding. Councillor Morris agreed to follow this up.

Caroline Magnus asked if there were other Foundations the group could approach. Current ideas for raising £25K include individual donations, grant application, gala fundraising event. The Clerk suggested Awards for All. Dr Jane Mee suggested Sainsbury family trusts. Justine Peberdy suggested Cadbury family trusts. Philip Errington and Caroline Magnus agreed that John Masefield Society would be happy to be the recipient of funding, if having no charitable status precluded LTC from applying for a particular fund.

Justine Peberdy suggested that the Herefordshire Council Economic Plan might be worth referencing.

Dr Jane Mee and Tim Keyes suggested that it would be useful to reference Ledbury Poetry's aspirations for Ledbury as a Poetry Town.

The Clerk flagged up that Fit for Future membership gives LTC access to funding advice and support.

Caroline Magnus asked where the Daffodil Fields were that were referred to in the application. Justine Peberdy suggested it could be the Golden Triangle (Kempley, Dymock, Much Marcle). Dr Jane Mee said that Community Action Ledbury provide transport to the Daffodil Walks locally and could be an engagement activity for older people.

RESOLVED:

- 1. That Philip Errington contributes to Heritage Focus c. 300 words.**
- 2. That Philip Errington contributes to Heritage at Risk c. 500 words.**
- 3. That the Clerk contribute to Permissions Required p.4.**

- 4. That Justine Peberdy contributes to Match Funding c.500 words.**
- 5. That the Clerk contribute to list of questions on p.9.**
- 6. That the Clerk contribute costs relating to laptops/phones.**
- 7. That Justine Peberdy contribute to how the funding application supports The Economic Plan.**
- 8. That Councillor Morris approach Elmley Foundation with an initial enquiry re: submitting a funding application.**

JM149

UPDATE FROM COMMUNICATIONS STEERING GROUP AND ITEMS FOR CONSIDERATION

- i. The notes of a meeting held on 22 April 2024 were shared.

Councillor Morris left the room.

- ii. Recommendation in respect of submissions for visual identity.

There had been four submissions received, which had been considered by a small group of working Party Members (Cllrs l'Anson and Peberdy, and Caroline Magnus, and Members were advised of their preferred option. It was felt that this designer had a showed a good knowledge of John Masefield and that the designs provided within the submission highlighted this. It was agreed that a recommendation should be made to the Planning, Economy & Tourism Meeting on 16 May 2024 that they approve the submission No. 4.

Philip Errington confirmed that there would be no copyright issues with the suggested designs.

Councillor Morris rejoined the meeting.

- iii. Database

Councillor Morris asked the Clerk to ask Olivia Trueman to share the recent update of the database.

- iv. Community Day

Councillor Morris has registered a stand for Saturday 8 June, it is likely to be in the Poetry House. Caroline Magnus asked for help manning the stand. The Clerk said that she or Olivia Trueman could possibly help once the LTC stand was set up. Philip Errington asked what will be on the stand. Justine Peberdy suggested a flier with the key messages and a banner.

It was agreed that a decision must be reached on the name of the project. The result of the discussion was to adopt "Masefield Matters." It was noted that it would be a courtesy to let Rural Media know, since this was the name they used for their previous project. The Clerk agreed to keep trying to contact them about this. Philip Errington suggested a strapline to the name. It was agreed that the group would go with 'Masefield Matters - celebrating the life and works of John Masefield,' with further input needed from other members of the group and the designer.

RECOMMENDATION:

That the Planning, Economy & Tourism Committee be asked to approve the appointment of Designer no. 4 in respect of the providing the designs for the visual identity of the John Masefield project, following which the designer will be advised accordingly.

RESOLVED:

- 1. That the Clerk ask Olivia Trueman to share the updated version of the database.**
- 2. That the Clerk inform Rural Media that we intend to use the name Masefield Matters.**

JM150 FINAL UNVEILING 1 June 2028

Philip Errington suggested that King Charles should be asked to attend because John Masefield wrote a poem on the occasion of his birth.

JM151 CONSENT TO SHARE CONTACT DETAILS (GDPR)

Everyone was in agreement that their email could be shared with the rest of the group for the purposes of this Working Party.

JM152 NEXT STEPS

It was agreed that letters of support from Rugby Club, Food Bank, John Masefield Society, John Masefield School, Merchant Seaman would be required. Dr Jane Mee advised that she would contact them to repeat her request for letters of support and give guidance about what they should include.

The submission date for the application was discussed. It was agreed that the draft application was very good. It was agreed that Dr Jane Mee should consider a sensible submission date.

RESOLVED:

- 1. That Dr Jane Mee request letters of support with guidance on what letters should include**

2. That Dr Jane Mee consider what the application submission date should be

JM153 DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the John Masefield Memorial Working Party will be held on Monday 10 June 2024 at 2.00 pm in the Council Offices.

The meeting ended at 4.05pm.

Signed Dated

DRAFT

Minute No.	Action	To be actioned by	Date actioned	Comments	Follow up action	To be actioned	Status
JM134(1)	Contact Mark Richards re: competitive tendering	CM	01/05/2024	Useful guidance received			Completed
JM134(3)	Investigate cost of Hereford Bull	JP	02/05/2024	£100K + £40K for plinth			Completed
JM135(1)	Set up Task & Finish Group including JM, AP, TK, AH, NM	AP	01/05/2024	Group met on 1 May and established a Risk Register	Contribute to risk register Identify risks to include in application	JM	Completed
JM137(2)	Convene small group to shortlist designers including AP, HI, JP, CM, OT	AP		Meeting held on 25 May			Completed
JM137(3)	Feedback to clerk on draft letter to patron by 5/4/24	ALL					Completed
JM138(1)	Consider how to manage an earmarked reserve within LTC budget	AP		Budget line for JMMWP in LTC budget. All inc/exp allocated to this cost centre.			Completed
JM138(3)	Note that payments from NLHF will be paid in arrears and LTC must budget to cover expenditure incurred before funds received	AP	01/05/2024	LTC reserves in budget can bridge gap between payment to suppliers and payment of grant			Completed
JM141(1)	Register JMM for Community Day stand	NM	01/05/2024	Table to be in Poetry House			Completed
JM142	Draft application sent to all members prior to next meeting	JM/AP	24/04/2024				Completed
JM146(1)	Create shared Action Sheet and share link in minutes	JP					Completed
JM146(6)	Update Risk Register and share with WVP	AP		Met with JM and NM to review possible risk - agreed AP would complete and present to next meeting	JM completed risk register		completed
JM147(2)	Update time frame in the Terms of Reference	AP	24.05.2024	amendment made			Completed
JM148(3)	Text for Permissions Required	AP	22.05.2024	Text provided to JM			completed

JM148(5)	Text for list of questions on p.9	AP	22.05.2024	provided to JM			Completed
JM149(1)	Inform selected designer of their successful tender	AP	10.05.2024	Successful designer advised and unsuccessful designers advised accordingly			Completed
JM149(2)	Get agreement of Planning Committee for contracting designer	AP	09.05..2024	agreed at annual meeting of council - successful designer notified and progress being made on designs	send final designs to printers	AP	completed
JM148(4)	Text for Match Funding (500 words)	JP	13.5.24				Completed
JM148(7)	Text for contribution to The Economic Plan	JP	13.5.24				Completed

Minute No.	Action	To be actioned by	Date actioned	Comments	Follow up action	To be actioned by	Status
JM133(1)A5 :F12B17A5: F13A5:F15A 5:G15A5:G1 7A5:G1A5:G 17	Consider what the priorities for next steps should be	JM	02/05/2024	Priority to share draft application and get council approvals/permissions	Council approval/permissions to be taken to annual meeting	AP	In progress
JM133(2)	Contact Tamsin, creative director at 2-Faced Dance re: possible collaborations	AH/OT		Amy has spoken to Tamsin. JM has followed up and identified a potential project for inclusion.	Email Amy for feedback from Tamsin	AP	In progress
JM133(3)	Discuss possible engagements with Food Bank	ML/JM	14/05/2024	OT and JM discussed. JM has discussed how Foodbank might be involved and agreed a way forward with Mark Lister.	Contact Mark Lister	OT	In progress
JM133(5)	Contact Dee Davidson (Ledbury Poetry Community Engagement Officer)	JM		Agreed that it's unnecessary for JM to be in touch	Contact Dee Davison	NIM	In progress
JM133(6)	Contact Kiln Church re: FUEL	OT	01/05/2024	Awaiting response			In progress
JM133(7)	Ask PE to contact RSC re: possibility of lending costumes or sharing ideas for anniversary year	CM/PE		PE said RSC likely to be supportive, asked for more details about possible display. PE introduce it as an idea and make a more formal approach when the visual identity of the group is available			In progress

JM133(8)	Look for other sources within the archives to inspire community engagement projects, research the previous connection with Cutty Sark	CM	05/01/2024	CM, PE and JM discussed possibilities on site at the Masfield Archive. Various options.			In progress
JM134(2)	Contact Peter Smith re: cost of Jenny Lind statue	HI					In progress
JM134(4)	Contact artist who creates project with trails/maps	TK		TK will get examples of his work to share			In progress
JM136	Submit recommendation to FPGP committee that LTC pay Fit for Future subscription	AP		Full Council meeting June 2024			In progress
JM137(1)	Reserve domain name 'johnmasfieldmemorial.org' at a cost of c. £10	OT					Completed
JM137(4)	Letter to Patron be held in abeyance until visual identity is available	NM		Letter being delivered in the beginning of June.			In progress
JM138(2)	Check NHLF T&C's for payment of grant	AP		No clarity found re: payments in arrears	Further investigation	JM	In progress
JM139	Provide amendments/feedback to project timeline (To Clerk)	ALL		Nothing received to date (24.05.2024)			Ongoing
JM140	Consider alternative to Advent Calendar idea as countdown to final event	OT					In progress

JM141(2)	Consider literature for Community Day	SF/JP		Info passed on to Joyce to produce designs for roll up banner, pennant banner, leaflet, business card for CM, to be submitted to comms steering group on 29th May at 4.00pm in council offices. Decision must be made at this meeting in order to meet printing deadline.	Create document containing key messages	SF	In progress
JM146(2)	Record updates on the Action Sheet	ALL					Ongoing
JM146(3)	Share Engagement Activities document	AP					
JM146(4)	Share examples cited by Mark Richards	JM					
JM146(5)	Ask Chris Noel to share the existing Ledbury Map	TK					
JM146(7)	Contribute to Risk Register	ALL		Nothing received			
JM146(8)	At next budget setting meeting, raise that there should be a separate budget line for JMMWP	AP		Approval required from Council - June 2024			
JM147(1)	Share notes of meeting asap and copy Clerk and Chair into correspondence	ALL		Minutes sent to members on 20-05-24	no comments received		Ongoing
JM148(1)	Text for Heritage Focus (300 words)	PE					
JM148(2)	Text for Heritage at Risk (500 words)	PE					
JM148(6)	Costs for laptops/phones	AP	06.06.2024	Subject to approvals by LTC at full council meeting on 06.06.2024			In progress

JM148(8)	Approach Elmley Foundation re: submitting application for funding	NM			For discussion?			
JM149(3)	Ask Olivia Trueman to share updated version of database	AP	24.05.2024	NM met admin (Trudie) on 24.05.2024 explaining requirements and timeline. Target for substantial list next JMMWVP meeting 10.06.2024.				in progress
JM149(4)	Inform Rural Media that the WP intends to use the title Masfield Matters	OT						
JM152(1)	Request letters of support with guidance on what they should include	JM						
JM152(2)	Consider when application submission date should be	JM						

LEDBURY TOWN COUNCIL

TERMS OF REFERENCE

JOHN MASEFIELD MEMORIAL WORKING PARTY

1. Purpose

The purpose of the John Masefield Memorial Working Party is to:

- a) Take overall responsibility for the development and organisation of any John Masefield memorial.
- b) Provide support in the facilitation of community groups and event organisers within the Town in relation to John Masefield events.

2. Quorum

To enable the John Masefield Memorial Working Party to meet its quorate requirements, there MUST be two members of the Working Party present, regardless of whether they are Councillors or non-councillor members of the Working Party. However, there MUST be at least one Councillor present for the meeting to proceed.

3. Membership

Members of the John Masefield Memorial Working Party can be appointed at any time during the Municipal year and will consist of Town Councillors, members of relevant local groups/organisations and members of the public.

The Membership will be made up of Councillors, stakeholders and representatives of local community groups.

4. Chairman

A Chairman will be appointed annually, at the first meeting of the Working Party.

The Chairman will be the main point of contact for the Town Clerk.

The Town Clerk will ensure minutes are taken from the meeting ensuring the capture of any actions proposed. This report will be submitted to the next meeting of the Economy and Planning Committee for consideration.

5. Powers

Working Parties cannot make decisions on behalf of the Town Council. Any recommendations made by this group will be subject to approval by the Economy and Planning Committee, Finance, Policy and General Purposes Committee and/or Council. This group has no budgetary powers.

The Council's Standing Orders apply to all meetings of the Committee.

6. Responsibilities and Areas of Operation

- The timeframe to establish a John Masefield memorial will not exceed beyond end of 2028.
- The memorial is to be dedicated to John Masefield and no other poets at this stage.
- Engagement with the artistic profession, e.g. 'call for artists'.
- To liaise and work with educational institutions.
- To obtain a minimum of three quotes in respect of the provision of any marketing material, memorial artwork etc, to be approved by the Economy and Planning Committee, Finance, Policy and General Purposes Committee and/or Council.
- To ensure that appropriate fund raising and public engagement is undertaken subject to receiving approval from the Economy and Planning Committee.
- To continually engage with the local traders, stakeholders and other interested parties via the Working Party meetings to ensure that momentum is maintained.
- To book buildings or outdoor venues for events if needed (for Council events only).
- To book activities or entertainment (for Council events only).

The Working Party will keep the Council fully informed, providing reports to the Economy and Planning Committee meetings and ensuring that copies of all relevant documentation are made available for inspection by Council members.

7. Review of Terms of Reference

These Terms of Reference will be approved by Council at its Annual Meetings, and received and noted at the first meeting of the Economy and Planning Committee each municipal year.

NLHF Full Application Questions + Answers so far

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

Everyone read John Masefield in the 1920's, he was a best-seller. His inspirational life and work have now faded from view. The 150th anniversary of his birth in Ledbury in 2028 is an opportunity to rectify this. Through a programme of activity exploring the things that mattered to him - people and place, the countryside and the sea, seafaring life - the community will become reconnected with the Ledbury Poet and their newly gained insight will be harnessed in the co-development of a memorial to him. What form the memorial will take – a trail featuring his words, a sculpture of running wolves, a digital rendition of the poem Everlasting Mercy – will be decided by the community. (116 words)

Heritage focus What heritage does the project focus on? Tell us about the subject and time period.

The writer John Masefield was born in Ledbury and June 2028 will be the 150th anniversary of his birth. Although hugely popular in his lifetime, his work is now largely forgotten.

Masefield matters because he is Herefordshire's only Poet Laureate, was highly respected by his contemporaries (poets such as W.B. Yeats and Philip Larkin), he inspired future generations of writers and his work was read by people from all walks of life. His work references the countryside of Herefordshire, local landmarks and places. Today Ledbury is home to a significant Masefield archive and an international poetry festival.

As a child/young person Masefield overcame adversity to achieve his dream of becoming a writer: being orphaned, sent off to naval school aged 13, jumping ship and a period of vagrancy in the USA followed by bar work and work in a carpet factory before returning home.

Masefield could be an inspirational figure once again. He was an early supporter of suffrage for women, encouraged local dramatics, organised verse-speaking festivals, raised funds for homeless charities, wrote a stunning anti-slavery novel, supported the rights of authors, and actively helped emerging talent. He published his first poem whilst Queen Victoria was on the throne and, decades later, marked the assassination of John F. Kennedy in an official Laureateship poem.

(211 words)

Is heritage at risk? Yes. if yes explain why.

Masefield was a best-seller in the 1920s as a poet, novelist and playwright. However, by the late 1950s he noted that of 300,000,000 English readers, three read him, and four criticized him. He became out of fashion and forgotten. Both Masefield's inspirational life and work has now faded from view.

Ask any English literature university graduate aged 50 or less and it's highly likely they'll never have heard of Masefield. Go into any High Street bookshop and look for Masefield books and you may find *The Midnight Folk* or *The Box of Delights*, but it's unlikely.

Masefield wrote over 100 books. Today there are only two in print (and two others of recent selections). A later Poet Laureate, John Betjeman, stated that Masefield's two poems 'Sea-Fever' and 'Cargoes' would be 'remembered as long as the language lasts'. These two poems were published by Masefield in 1902 and 1903 respectively. Yet he published his last book in 1967. In over 60 years of work, did Masefield write nothing else memorable?

The reason for Masefield's decline was that he failed to embrace the paperback revolution of the 1960s when opportunities were presented. He also tried to negotiate aggressive film deals, to demonstrate to film companies that authors had rights. His actions lost him lucrative publishing deals and several films. Richard Burton was to have starred in an adaptation of Masefield's play, *Good Friday*, for example.

In 2011 Penguin Classics were persuaded to publish a selection of Masefield's writings on the sea. Without any interest in Masefield from the book-buying public, sales were disappointing and the book was eventually remaindered.

Yet Masefield can still connect and inspire. When the late Queen died, the John Masefield Society posted online various poems Masefield had written in his capacity as Poet Laureate. Many of these pieces had not been seen since their original publication in *The Times*. Many people took the trouble to respond to the posts and appreciated the gesture. Perhaps it's worth remembering what Queen Elizabeth II said when she learned of the death of her first Poet Laureate. She apparently noted that 'John Masefield's name will be honoured and remembered wherever the English language is spoken'.

Masefield's contemporaries certainly had a different perspective to ours. During the Second World War, for example, there was a discussion (later reported in the press) about who was 'the century's greatest man'. Churchill, Roosevelt and Ghandi were proposed. But it was Masefield who was reckoned to be the greatest. After the others were dead, Masefield's vast body of work would live on. They were wrong. Masefield's heritage is rapidly fading into obscurity. W.B. Yeats, Philip Larkin, C.S. Lewis and T.S. Eliot all commented favourably on Masefield's work, but today he is almost entirely forgotten.

457 words

ABOUT YOUR PROJECT

Title (225 characters)

Masefield Matters, rediscovering the life and work of John Masefield on the 150th anniversary of his birth in Ledbury.

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

Address where the project will happen? Same location as organisation.

Have you received any advice from us? Yes. If yes, tell us about the advice you received.

The advice explains the things we need to address in our application to ensure it meets NLHF requirements. It indicates that the project potentially meets the NLHF investment

principles, especially inclusion, access and participation although we need to develop this further in the full application, ensuring reflected in costs.

We need to explain why the project needs to happen, why now and what opportunities it will address. This can be evidenced in letters etc from specialists, contributors and participating groups.

We need to focus on heritage as this is what NLHF fund -although recognising the role of the arts as a tool to facilitate engagement- explaining how participants will explore the heritage, the heritage resources and sources of specialist knowledge involved in the project and how the heritage will be shared with the wider community. This is key to ensuring our application is strong/competitive.

The advice also references the potential partnership with Ledbury Poetry and the need for a partnership agreement setting out roles and responsibilities. It flags potential pitfalls around full cost recovery versus professional fees. More generally the application must reflect NLHF procurement and recruitment guidelines. Job descriptions and briefs should be provided.

The creation of newly constructed (capital) assets is not a priority for NLHF. The creation of the memorial would therefore need to demonstrate clear consideration of the four investment principles and strong need and demand. The costs of the memorial would need to be proportionate. We will need to provide information about ownership, permissions, condition surveys and any legal restrictions which may affect our project, also how will it be maintained in the future and who will meet the cost. We also need to be clear about what will happen to the heritage assets generated by the first two stages of the project.

We need to complete the project plan and risk register templates and should include contingency in the project costs to mitigate identified risks. We should build in evaluation from the start of the project, including cost. We also need to consider how we would acknowledge the grant, if successful, and associated costs.

The advice also points out the need to ensure that the project plan and project costs are aligned with each other and costs proportionate. Throughout the advice there is reference to NLHF guidelines and good practice. (401)

Have you received advice from anyone else? Eg specialists, community groups, planning, ensuring wellbeing of those involved. Yes. If yes, tell us about the advice.

Masefield specialist Dr Philip W. Errington has advised on the significance of Masefield and why he matters (drafting the section on heritage at risk above for example), also ways in which we might include the Masefield Archive, held at the Masters House in Ledbury in the project.

John Masefield Association re practicalities of access to the Masefield Archive and use of the associated display case to showcase outputs of the community projects.

Merchant Navy Association (Hon Secretary) re sharing experiences of their members with project participants (training, life at sea), also guidance on relevant museum collections (Greenwich, Liverpool), current ship training schools, and the ship most similar to that which Masefield sailed upon (Cutty Sark).

Clisset Wood (GL) re practicalities of organising a session involving skills relating to coppicing and greenwood working with young people to create hazel thumb-sticks (inspired by examples in the Masefield Archive). Discussed including work with pole-lathes (foot-pedal-powered), a campfire and cooking over the flames, also numbers of participants, number of sessions to complete activity, Health and Safety, costs and timings (cutting late autumn/early spring, once carved the stick would need to dry before finishing).

Herefordshire Wildlife Trust (Nature Action Team lead) re approaches to engaging people with the local countryside including their WildPlay activity sessions and bespoke activity linked more directly to Masefield's work. Discussed likely charges and numbers.

Sculptor (MR) re commissioning process, what makes a good brief, responsibilities of the maker and client, time required, where to advertise, how involving the wider community would work, the makers fee and other costs. MR willing to talk to project participants about process / developing the brief.

Ledbury Rugby Football Club (General Manager) re the groups the club works with - children on the Holiday Activities and Food (HAF) programme and people with dementia- and how we would involve them as participants. Also, use of the club as a venue and in-kind match-funding.

Ledbury Foodbank on how best to involve the families it supports.

Creative practitioners about how they would approach this project -to ensure wider public involved in the consultation as well as target audiences for example- the groups they have successfully worked with in Ledbury, experience of barriers to participation (avoiding the words 'poet', 'art', 'John Masefield' for example), safeguarding, fees and costs of materials etc.

(382)

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.

To enable genuine community participation in decision-making the project has three phases of activity: familiarisation, consultation, commission.

FAMILIARISATION six projects will reconnect community groups with John Masefield. Themes taken from his writing and the experiences which informed it will be the starting point for each project: seafaring life, local landmarks and countryside; for example:

The Daffodil Fields – will entail visits to see the wild daffodils in spring and remembrance to capture older people's experiences of the countryside. Sea-fever – will transport a group of young people to the Cutty Sark, Greenwich, to climb the rigging and fix a hammock as well

as facilitating meetings with ex merchant seamen -facilitated by the Merchant Navy Association- to find out more about life at sea. Tewkesbury Road –a group of young people will coppice hazel in Clisset Wood in the winter, carve a thumb-stick, and finish it in the summer inspired by the two walking sticks in the Masefield Archive and anecdotal evidence that Masefield encouraged convalescing soldiers in WW1 to carve walking sticks. Outputs that can be shared with other participants and the wider community will be produced by each project and a celebratory event held to thank participants.

A complementary programme of activities will engage a wider audience. These will be linked to existing annual events in the town, Great Big Green Week for example, Ledbury Poetry Festival and Heritage Open Days.

The 12-month familiarisation will be led by the two project-funded staff. A budget of £X,000 (CHECK) has been allocated.

CONSULTATION The participants in these projects -with their newly gained insight will then share their experiences and views through a series of facilitated workshops on what form a memorial to Masefield should take, where it should be located (including online) and how they should be involved in its commissioning. This phase will be facilitated by an experienced practitioner and will include opportunities for participants to meet specialists, learn more about the commissioning process, what to include in the brief, to visit artists/makers studios, and to view examples of sculptures or installations or trails elsewhere. They will also assess potential options against the NLHF's four investment principles. The wider community will be engaged through hands-on activity using various media to explore what a memorial is and what form it might take.

Consultation will take 6-8 weeks. The final output will be a short report presented to the project board with two (a maximum of three) recommendations for the memorial. This phase will be led by the consultation specialist with the project coordinator and budget of £XXXX.

COMMISSION The final phase will be the creation of the memorial, installation and a launch event in June 2028. Participants in the consultation group will remain involved throughout and be actively involved in any decisions that are made –selection of the artist/maker for example- and will contribute to the opening event. A budget of £XXX has been allocated for the memorial (including contingency).

(487 words)

Will capital works be part of the project? I.e works that create or improve an asset. Yes. If yes, who owns the asset?

The memorial will be an asset owned by Ledbury Town Council. Although noting that the site/s on which the memorial is located may not be owned by the council.

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, explain what.

Ledbury is in a conservation area.

Depending on what form the memorial takes, the following permissions will be required through Herefordshire Council:

- planning permission
- listed building consent
- street works licence
- highways / road closures

In the eventuality that the memorial is to be placed on or at a site that is not owned by either Herefordshire Council or Ledbury Town Council then permission will be sought from the relevant owners of the property. It is envisaged that obtaining permissions will take at least eight weeks.

Permissions will be sought from participants in advance to record audio and/or take photographs.

Will you be creating any digital works? No.

Will you be acquiring any buildings, land or heritage items as part of the project? Yes. Explain what / how.

We will be commissioning a new memorial to the poet John Masefield, as part of the project.

What form the memorial will take will be decided by the people of Ledbury who have taken part in the project; participating in activities to reconnect them with the life and work of John Masefield (the familiarisation phase) and sharing their views through consultation (the consultation phase). The key output of the consultation will be a recommendation/s on what form the memorial should take, where located, and a list of requirements to go into the brief for the commission.

As part of the consultation phase participants will consider the purpose of a 'memorial' and its role in carrying the idea of an individual into the future. They will also have gained insight into the commissioning process and considered their ongoing role in overseeing the commission.

The recommendation/s will also be informed by consideration of the National Lottery Heritage Fund's four investment principles; for example how will the memorial help to ensure that Masefield's legacy remains accessible and valued in Ledbury, should the memorial be crafted using traditional and local skills, how will we ensure that the environmental impact / carbon footprint of the memorial is minimal (at the point of making plus future maintenance), how does the memorial help address barriers to access for people under-served by heritage and how will the memorial benefit the local economy?

The brief for the artist/maker will provide details of the subject matter to which the artist/maker is to respond, the site, size constraints and the end date for installation. (The viability of the site/s will have been checked in advance).

The commissioning process will be open in accordance with NLHF and council procurement policy. Ten examples of work will be requested with a covering letter and references (want to see successfully delivered and completed on time). A shortlist of 3 artists/makers will be selected and paid (£3,000 ea) to produce initial drawings and a maquette. These will be publicly exhibited for a week or two and the artist/makers will present their ideas to key stakeholders. The final selection will be made by a small panel which will include a representative or two of the participants involved from the outset. A contract will be issued to the successful artist/maker.

(382/500 words)

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.

The view of the Ledbury Council Town Clerk, following a conversation with a Chartered Accountant, is that the funding is not likely to be a subsidy within the Act.

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.

The project will produce a memorial to John Masefield and outputs produced by each of the community projects.

The memorial will be owned and maintained by Ledbury Town Council. As part of the brief for the commission we will request that the maker includes a maintenance plan with outline costs. The town council will make provision to fund the cost of maintenance (as formally agreed at the council meeting of XXXX 2024). It is envisaged that the memorial, in whatever form it takes, will evoke interest and provoke conversation in a way that will keep the memory of John Masefield alive in the town of his birth. A separate website (CHECK) is being created for the memorial (funded by Ledbury Town Council) to support fundraising etc and this will be used to promote the memorial post-project.

A number of outputs will be created throughout the familiarisation and community engagement phase of the project. It is not possible to say what form these will take at this stage. However, they are likely to include film, photographs and paper-based items. Where feasible outputs will be made available online and / or offered to one of the towns' or county's museums or archives.

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

The writer John Masefield was born in Ledbury and although hugely popular in his lifetime, his work is now little read and Masefield is at risk of being forgotten including in the town of his birth. The 150th anniversary of his birth in June 2028 represents the ideal opportunity to rectify this and reconnect the people of Ledbury with his life and work. Without the support of the National Lottery Heritage Fund this project will not take place and a once-in-a-generation opportunity will be missed.

Fortunately, although out of fashion and fading from view, the experience and interests which informed Masefield's writing resonate with life today and provide numerous and varied opportunities to engage people; the countryside of Herefordshire and its wildlife, local landmarks and places; ordinary people and rural life, his love of the sea and sailing ships and life onboard, his experiences during the First World War.

The project is important to the groups and organisations represented on the project board – Ledbury Town Council, the John Masefield Society, Ledbury Civic Society, the John Masefield High School, Ledbury Poetry, Ledbury and District Bellringers; all are keen to see John Masefield better understood and remembered in the town of his birth.

Organisations and individuals with whom the project has been discussed, have responded enthusiastically to the opportunity; the Merchant Navy Association for example who are willing to share their experience of life at sea with project participants and the Herefordshire Wildlife Trust whose Nature Action Team have developed an outline offer for families inspired by the animals -all local wildlife- which appear in the Midnight Folk, one of the children's books written by John Masefield.

Similarly, there has been an enthusiasm for involvement from the organisations that work with our target audiences, for example Ledbury Foodbank which supports families and Ledbury Rugby Football Club supporting children in receipt of free school meals taking part in the Holiday Activity and Food programme. Although there are no community groups devoted to supporting young people in Ledbury, the John Masefield High School has agreed (TBC) to involve young people who would particularly benefit from engagement and the opportunities the project offers. Community Action Ledbury has suggested that its role would be to provide the transport that would enable older and socially-isolated people to participate.

The project contributes to delivery of the Herefordshire Council's Cultural Plan 2023-2033 with its emphasis on 'great place', the democratisation of culture and supporting children and young people. Its Big Economic Plan sets out to 'enable our cultural, historical and heritage institutions and activities to thrive' by developing a 'cohesive tourism offer ...'.

Central to the plan is that an enhanced visitor infrastructure will enable Ledbury to grow its tourism offer and increase the number of visitors staying overnight.

(460)

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

People who have migrated / experience immigration system, people who are disabled and/or neurodivergent, Older (65+), Younger (under 25), People who are educationally or economically disadvantaged, other groups.

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.

The fundraising target is £25,000.

Ledbury Town Council have already pledged £5000. This amount is earmarked in Ledbury Town Council's budget.

An initial approach to the Elmley Foundation has been positively received. The project sits well within their remit to 'promote the appreciation, knowledge and study of the arts and of artistic achievement in all their forms in Herefordshire' ... 'applications must involve programmes for the benefit of people in Herefordshire'. We anticipate submitting an application for funding in the region of £10,000.

We will apply to Herefordshire Council's UKSPF Cultural Development Grant scheme, which supports 'Herefordshire's existing heritage assets'. This fund particularly offers help to improve the overall quality of a heritage offer in Herefordshire, strengthen its service, improve its sustainability and offer more engagement programmes. We plan to apply for their maximum grant of up to £9000.

A stakeholder event is planned, and a database of local businesses prepared, in order to achieve a fundraising target of £10,000 through donations. Possible donors will be invited to an informal presentation event at which the project is described and questions answered. As well as financial donations we are inviting their participation in the consultation process through which they can be actively involved in shaping the memorial.

We are planning a gala dinner. Prizes donated by local businesses will be auctioned, a presentation about the project and poetry readings are planned alongside good food and drink. This event will take place at a local venue which has been offered at cost to support the fundraising effort. The fundraising target for this event is £3000 which will be raised through ticket income and the auction.

We are setting up a webpage which will include updates on the progress of the project and invite donations. We will be present at various community events to encourage donations.

Once a decision has been reached about the form the memorial will take, other fundraising opportunities will become available should they be required, including: Henry Moore Foundation, New Projects and Commissions, up to £20K: Arts Council England National Lottery Project Grants, Digital and Technology based projects: The Radcliffe Trust, Heritage and Crafts, up to £7.5K: BIFFA award, Cultural Facilities, over £10K: National Garden Scheme, Community Garden Grants, c. 2.5K.

(372 words)

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

As the 150th anniversary of the birth of John Masefield in Ledbury approaches, this project will reconnect people with the once popular and cutting-edge, now largely-forgotten work of Masefield: his love of the countryside and the sea and the lived-experiences which informed his writing. This will be achieved through a series of community-based familiarisation projects which using a variety of sources will explore, for example, his experience as a merchant seaman, the countryside of Herefordshire. The understanding gained by participants will then be harnessed to develop a lasting memorial.

Through the consultation phase of the project, participants from each familiarisation project, and other related activity, will share their newly acquired insight into Masefield's life and work with each other, working together to decide upon what would be an appropriate memorial to Masefield and to develop the brief for the commission.

As a result of this project Masefield will be more relevant to and valued by the local community and Ledbury will be home to a new, accessible memorial that will inspire conversation and dialogue, be a source of pride for residents and another reason to visit the historic town of Ledbury.

PROTECT ENVIRONMENT

Much of Masefield's writing is inspired by the natural environment – particularly the landscapes, countryside and wildlife of Herefordshire. Masefield uses his detailed knowledge of the local countryside and its wildlife in his writing; you can find the places he refers to on the local OS map; the views that were important to him are relevant today; identified for protection in Ledbury's Neighbourhood Development Plan. The project will provide opportunities for people to connect to the natural heritage; to explore the countryside through play, hands-on activities, guided walks and visits to wildlife sites. These activities will be led by organisations such as the Herefordshire Wildlife Trust, the Ledbury Naturalists and the local branch of the Council for the Protection of Rural England for example.

Throughout, we will use practical measures to reduce the environmental footprint of the project including for example use of public / community transport wherever possible.

A consideration of environmental impact will inform decisions regarding the choice of memorial in terms of both its production and ongoing maintenance.

Ledbury Town Council has, independently of the outcome of its application to the NLHF, joined Fit for the Future as it can see immediate benefits that will inform its policies and plans. It will remain a member throughout the project.

(210 words)

INCLUSION, ACCESS AND PARTICIPATION

The aim of this project is to familiarise people with the writer John Masefield through the experiences that shaped his life and writing; then to enable them to share their new insight with other participants in the project, using this knowledge to decide what form a memorial to John Masefield should take and then finally, to be actively involved in the commission.

Although the wider public will have opportunity to engage, the target audiences for the project are young people, older people, people who have migrated, people with visual impairment, families that are economically or educationally disadvantaged and people who are patients at the local hospice. To facilitate inclusion, access and participation we will:

- Offer a variety of opportunities to engage based on the different themes offered by Masefield's experience, some light touch (eg participating in a WildPlay session led by the Herefordshire Wildlife Trust) others more in depth and over a longer period of time (exploring life at sea with ex merchant seaman)
- Work in partnership with existing groups and organisations that support our target audiences, engaging with them in their community in their usual meeting place where they feel comfortable and at ease
- Where participants need to travel to visit a relevant location (eg the Daffodil Fields locally or a Maritime Museum in London), the project will provide the transport costs (using public / community transport wherever possible)
- Where the group is a network and does not meet regularly but would like to in order to participate, we will pay the cost of venue hire, any hospitality and transport
- Celebrate the completion of individual projects and the end of the familiarisation phase with an event bringing participants in all the in-depth projects together
- Provide certificates of participation if this is something the groups would like
- Recruit two project staff with great people skills, one a young person (under 25) as a paid (living wage) intern
- Provide high quality opportunities, giving participants access to specialists and creatives
- Provide hospitality throughout
- Ensure that the recommendations made as a result of consultation are acted upon
- Empower participants to be actively involved in any decisions regarding the production of the memorial including selection of the artist/maker, providing training if helpful
- Provide participants who commit to the consultation and commissioning phases of the project with payment in the form of vouchers (thinking of young people in particular)
- Ensure the groups who took part are represented at any launch or unveiling event
- Ensure the council's safeguarding policy and procedures are implemented and the be mindful of the wellbeing of participants throughout

(441 words)

ORGANISATIONAL SUSTAINABILITY

A number of heritage-related organisations will be involved in the project one way or another - represented on the project board, contributing to the programme of activity –

including for example the John Masefield Society, Ledbury and District Civic Society, Ledbury Poetry, Ledbury and District Bellringers, Herefordshire Wildlife Trust. Being actively involved in the delivery of this project means that stakeholders will gain first-hand experience of how to successfully deliver a project co-creatively; in genuine partnership with the community. This will benefit future heritage projects in Ledbury.

(86 words)

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

Ledbury Town Council (LTC) is best placed to deliver this project. LTC is networked and connected to the community it serves through the events it delivers and supports, the public spaces it manages, and its networking activity.

It holds community events annually, throughout the year. These include the Christmas Market and lights switch on event, World Book Day, Heritage Open Days, Community Day, Ledbury Celebration Day and Great Big Green week. It also supports events run by other groups such as Carnival and Ledbury Poetry Festival.

LTC holds Parish Meetings to engage with the community on a variety of projects and local issues. Staff are involved with a local networking group which has successfully introduced initiatives to the town which benefit local communities: the Food Bank, Warm Spaces, Winter of Wellbeing.

LTC employs a community officer who is well networked and has developed good working relationships with local groups, and is proactively supported by an events group which includes representatives of a number of the town's community groups. This provides a good model for the Masefield Matters project in terms of providing additional support for the project staff. The local knowledge of the community officer will be invaluable to the project team.

As a local government organisation LTC is used to managing projects to time and budget. A recent example is the refurbishment of the Ledbury War Memorial, completed on time and under budget. Other projects managed by the council include repairs to the Market House (Grade I listed), provision of new play and skate park equipment. (CHECK what sort of budgets are we talking and over how long a period).

The council has policies and procedures in place for recruitment and procurement of goods and services. It also has a Safeguarding Policy. Budget monitoring reports are provided to the finance committee bi-monthly. All financial processes and reporting are carried out in line with the Accounts and Audit Regulations 2015

LTC employs 8 FTE staff. Additional staff will be required therefore to deliver the project. Two new posts will be created –Project Coordinator and Admin Assistant, for 24 and 12 months respectively. The Project Coordinator will have experience of delivering community engagement projects with a heritage focus. Two freelance specialists will be contracted to lead on evaluation and consultation.

Project staff will be supported by a steering group whose members -a maximum of six people- will be drawn from organisations with a track record of community engagement and representatives of the community groups with which the project will engage. The steering group will meet a minimum of every two months during the familiarisation and consultation phases of the project.

A variety of organisations are represented on the project board (the John Masefield Memorial Working Party), each bringing a range of skills and knowledge to the project including: Masefield specialist Dr Philip W. Errington, Ledbury Poetry, John Masefield High School, local business people and so on. The project board will lead on fundraising and PR and communication with stakeholders using their existing networks and social media platforms.

(506)

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

The project will be delivered by two project funded staff - project coordinator and admin support - and two key freelance contracts for evaluation and consultation specialists, both managed by the project coordinator. The project coordinator will be managed day-to-day by the LTC Town Clerk. A small number of volunteers will be recruited and trained to support the project staff with delivering events and activities.

The three phases of the project will be delivered by staff as follows:

Familiarisation – delivered by the project coordinator and admin assistant, with the support of the evaluation specialist.

Consultation – delivered by the consultation specialist with the support of the project coordinator, with evaluation ongoing.

Commission – the project coordinator will be in post to oversee the award of the commission for the memorial, the consultation specialist remaining involved throughout the commission to facilitate the ongoing involvement of participants in decision-making as and when required. Evaluation will be ongoing.

The Project Coordinator will report to the project board (the John Masefield Memorial Working Party) which includes LTC councillors. The project board has driven the project to date and will remain proactively involved throughout; in the recruitment of project staff and the procurement of the key freelance specialists for example, managing risk, and sharing information about the project through their networks and social media platforms. The project board will also be responsible for ensuring that the aspirations for the project as described in this application and the requirements of the National Lottery Heritage Fund are met. It is planned that the project board will continue to meet monthly at least during the

familiarisation and consultation phases of the project. Fewer meetings will be required during the commission phase. The minutes of the project board meetings will be submitted to the relevant council committee or Full Council as appropriate.

Following a comprehensive induction into council policies and procedures delivered by the Town Clerk, the project coordinator will manage delivery of the project, procuring goods and services in accordance with council and lottery requirements, preparing reports as required and the grant drawdown claims, maintaining a dialogue with project partners.

(331)

Will your project be delivered by a partnership? No (not a formal one)

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.

Evaluation of the project will be led by a freelance evaluation specialist with a track record of evaluating heritage projects, including those funded by the NLHF. The evaluation specialist will be supported by the project staff and we anticipate that all contributors to the project will actively support the process (and this will be reflected in briefs). The budget allocated for evaluation is £8,000. A brief has been provided.

The evaluation will address the following questions:

- Have we succeeded in involving the wider community -including groups under-served by heritage- in the decision-making process regarding the memorial to John Masefield?
- Has each phase of the project effectively informed and under-pinned the next as planned?
- Has the project raised awareness of John Masefield – his life and work - in Ledbury and do people feel any differently about him?
- Has the project raised awareness of the local countryside and wildlife that inspired much of Masefield's writing?
- Do the people involved in the project – freelances, partner organisations, project staff, participants and so on - say they have benefitted from involvement? If yes in what way, if no, can they suggest what we should have done differently?

We anticipate that the methodology will include:

- A review of existing data and information useful to the evaluation
- Consideration of the best tools to capture (and share) evaluation data and analysis
- Benchmarking at the outset of the project
- Leading on data and evidence gathering and supporting staff, volunteers and freelance contributors to assist with the collection of the data required.

Outputs

The expected outputs are:

- An evaluation framework including measures of success, KPIs and milestones (produced early in the project to enable benchmarking)
- Training session / evaluation workshop for people supporting evaluation
- Outline reports prepared at key milestones (which we anticipate will include at the end of each phase of the project), presented to the project board
- A final evaluation report of the whole project that will be shared with the National Lottery Heritage Fund

(327)

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

A number of challenges have been identified as shown in the Risk Register. The most significant relate to the capacity of the lead organisation, Ledbury Town Council, and the complexity of the project, particularly relating to the memorial.

Ledbury Town Council has a team of 8 F/T equivalents managed by the Town Clerk. Successful delivery of the project will be dependent on the recruitment of the two project posts – Project Coordinator and Project Administrator – and the support of two key freelance specialists – the consultation and evaluation leads. The council employs a community development officer (CDO) who is very well networked within the community, and will provide invaluable support to the project-funded team. Additional support to the project team will be provided by a small steering group which will include representatives of organisations such as Ledbury Poetry which deliver similar activity programmes to those planned for the project as well as organisations that work with our target community groups such as Ledbury Foodbank. The Council has identified the Masefield Matters project as a priority in its Forward Plan (CHECK). Other organisational risks to the project will be minimised by ensuring that the project staff receive an excellent induction to the council and how it works including approvals, procurement thresholds etc.

The Memorial The key risk here is that, depending on what form the memorial takes, obtaining permissions may be complicated and take longer than expected - if the memorial is a trail involving a number of properties in different ownership for example. We are aware of the permissions likely to be required and the project programme would allow for some delay. However, provision of £XXXX contingency has been made to allow us to buy in specialist support to facilitate permissions if needed.

Although the budget available for the memorial will be shared with the participants involved in the consultation it is possible that the preferred option will entail more preliminary and/or installation costs than budgeted. Again, some provision has been included in the contingency for this eventuality. (CHECK WITH RISK REGISTER).

(344)

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

Are we getting any cash contributions? Yes. If yes, say what and if secured + upload evidence.

The total cash contribution will be £25,000. A small team – drawn from the John Masefield Memorial Working Party – is leading on fundraising.

We have made an initial approach to the Elmley Foundation which has been positively received. The project sits well within their remit to promote the appreciation, knowledge and study of the arts and of artistic achievement in all their forms in Herefordshire. We anticipate submitting an application for funding in the region of £10,000 in the near future.

We will apply to Herefordshire Council's UKSPF Cultural Development Grant scheme, which supports Herefordshire's existing heritage assets. This fund particularly offers help to improve the overall quality of a heritage offer in Herefordshire, strengthen its service, improve its sustainability and offer more engagement programmes. We plan to apply for their maximum grant of £9000.

A stakeholder event is planned for later this year, with a database of local businesses compiled, with the aim of raising up to £10,000 through donations. Possible donors will be invited to an informal presentation event at which the project is described and questions answered. As well as financial donations we are inviting their participation in the consultation process through which they can be actively involved in shaping the memorial.

A gala dinner event is planned. Prizes donated by local businesses will be auctioned, a presentation about the project and poetry readings are planned alongside good food and drink. This event will take place at a local venue which has been offered at cost to support the fundraising effort. The fundraising target for this event is £3,000 which will be raised through ticket income and the auction.

We are setting up a webpage which will include updates on the progress of the project and invite donations. We will be present at various community events to encourage donations.

Ledbury Town Council has pledged £5,000. This amount is earmarked in Ledbury Town Council's budget (see letter of support).

There are also a number of other sources of funding available, to which we will be able to apply once key decisions have been made about what form the memorial will take. These include: *Henry Moore Foundation, New Projects and Commissions, up to £20K: Arts Council England National Lottery Project Grants, Digital and Technology based projects: The Radcliffe Trust, Heritage and Crafts, up to £7.5K: Improving recreation, interest and education - BIFFA award, Cultural Facilities, over £10K: National Garden Scheme, Community Garden Grants, c. 2.5K.*

(390 words)

Are we getting any non cash contributions? Yes. Nominal. This might include free use of a venue, materials from a business etc. Volunteer time?

Fit for the Future annual subscription x3 years at £150, total £450.

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
- 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.

Risk	Risk owner	Level of risk (H/M/L) Tell us if you think this risk has a high, medium or low chance of happening	Impact Describe the impact this risk could have on your project. Think about the project costs, the timetable and the quality of the deliverables.	Level of impact (H/M/L) Tell us if you think the impact of this risk will be high, medium or low.	Mitigation	Review dates Tell us when you will review this risk.
Describe the key challenges or potential risks you have identified.	Tell us who is responsible for managing this risk.				Tell us how you will manage this risk.	
Failure to secure matchfunding	Project Sponsor (NM) / Fundraising Working Party	Low	Impact on budget available to deliver final elements of project ie the memorial, impact on quality.	High	The fundraising target is relatively modest and we have a robust plan in place. LTC have pledged £5,000. This project has been identified as a priority for the Town Council. We will be increasing the capacity of the team by recruiting two project staff and a small steering group to support them. Steering Group will include people who have first-hand experience of this as a fund time post of the salary is competitive. We know where to advertise for this type of role. We need to ensure the opportunities it offers excellent fundraising.	Mar-25
LCT has insufficient capacity to fully support the project	Town Clerk and her line-manager	Medium	Impact on quality, also potentially on the timetable and therefore cost.	High		Jun-25
Failure to recruit lead member of project team	Town Clerk	Medium	Impact on timetable if we have to advertise a second time.	Medium		Oct-24
Failure to retain lead member of project team	Town Clerk	Low	Impact on timetable if we have to advertise a second time, also quality depending on point at which staff member leaves.	Medium	ensure Project Coordinator empowered and fully up to speed with council policy and procedures. Availability of steering group to provide support and guidance where needed. Second member of project staff to provide	Mar-25
Gap left in error.	-	-	-	-	-	-
Fail to deliver elements of the project that need to take place early (ie winter/early spring 2025)	Town Clerk and Project Coordinator	Medium	Impacts on rammanation projects that start winter 2024/25 with consequences for quality as alternative materials will need to be	Medium	Indicated on project plan, flagged as part of induction.	Nov-24

Maintaining motivation and commitment of participants during consultation phase	Project Coordinator and consultation specialist	Low	Impacts on memorial and what form it takes, significant implications for quality and the overall aspirations for the project.	High	Investment in relationships post familiarisation projects. Ensuring high quality, empowering opportunities at times that best suit participants, supported by excellent hospitality (pizza). £20 vouchers to thank excellent communication to ensure key stakeholders are kept informed of progress and have the opportunity to meet participants and share their views to be proactive about pursuing permissions. Buy in specialist support (JEM / As recommended for the memorial start to emerge, start thinking about where we would advertise, seek guidance from relevant specialists so prepared in advance + to generate awareness of the project and forthcoming commission. Invite individuals to feed back	Mar-26
Project Board unhappy with recruitment	Project Sponsor (NM)	Low	Impacts on how some key stakeholders feel about the project with possible implications for fundraising if funds not secured.	Medium		Mar-26
Permissions take longer to obtain than anticipated	Project Coordinator / Ledbury Town Clerk	High	Impact on timetable although there is a generous lead in time for the commission	Medium		Jun-26
Unable to procure maker for memorial within planned timescale	Project Coordinator / Ledbury Town Clerk	Medium	Impact on timetable, may miss June 2028 anniversary date.	Medium		Jun-26

Job profile

Project Co-ordinator, The Ledbury Poet

Background

Masefield and the project. Explain three phases of the project and the varied heritage that the project will draw on reflecting M's life and experience.

The job

The purpose of this post is to successfully deliver the familiarisation and consultation phases of the Masefield Matters project.

This will entail engaging community and other groups, supporting people under-served by heritage, with different aspects of Masefield's life and work through a series of mini-projects, and delivering a programme of public events to connect a wider audience.

The postholder will proactively support the freelance specialists delivering the evaluation of the project, the consultation phase which will deliver the vision for the memorial, and will commission and coordinate the freelances contributing to other aspects of the project. The Project Coordinator will also manage the paid intern providing administrative support.

You will be expected to manage the project budget and prepare updates, reports and grant claims for the National Lottery Heritage Fund and other stakeholders including the town council, Masefield Matters Working Party, and participating groups; attending meetings as required.

The post will be line-managed by the Town Clerk and supported by a small steering group of people with relevant experience including group leaders.

To achieve our aspirations for the project, you will require the following:

Skills

- A positive, can-do attitude
- Excellent communication skills to both engage and motivate the community and keep key stakeholders informed
- Good organisational skills and ability to manage a varied and at times demanding workload
- Self-motivated, able to work on own with minimal supervision but also a team player

Experience

- Proven track-record of managing projects involving the community; delivered to time and budget

- Experience of managing NLHF funded projects would be helpful although not essential
- Management of budgets
- Procurement and management of freelance specialists
- Supervision of staff and/or volunteers
- Preparation of newsletters, leaflets and reports
- IT including XXXX
- Evaluation
- H&S and Safeguarding

Education

A degree in English would be helpful although not essential as would an interest in poetry and more specifically the works of John Masefield.

Masefield Matters

RFQ Consultation

Background

Masefield and the project. Explain three phases of the project and the varied heritage that the project will draw on reflecting M's life and experience.

The aim of the project is to create a memorial to the Ledbury poet and writer, John Masefield, informed by the views of and in partnership with local people, particularly groups underserved by heritage including young and old.

As John Masefield is now largely forgotten in the town of his birth, the project will achieve this through a phased approach -familiarisation, consultation, commission. The community will be an active participant throughout.

Familiarisation will take the form of a series of six projects with community groups to explore different aspects of Masefield's life supported by a public events programme (12 months). The projects will run over an average of six weeks / sessions, each producing an output that can be shared with other groups (and the wider public). This phase will be led by project-funded staff (Project Coordinator and Assistant).

Consultation will bring participants in the community projects together to share their new insight and views on Masefield and discuss what form a memorial to JM should take; to assess options against the NLHF's four Investment Principals, aspirations of the JMM Working Party, potential locations and the available budget. (Complemented by hands-on consultation activities in local schools to explore what a memorial is and what form this one might take). The output for this stage will be a report with recommendations on what the memorial should be and elements to be incorporated into the brief for the maker. This phase will be led by a specialist practitioner supported by the Project Coordinator and will last for 3 months.

Commission Participants in the above will remain actively involved in the commissioning process -being involved in decisions about the selection of the maker / producer for example. It is envisaged that production will take 12 to 16 months, with a launch event in June 2028. The specialist leading on the consultation phase will continue to support participants during this period.

The work required

To achieve the aspirations for this phase of the project, the consultation specialist will need to deliver the following:

- 1) An activity with the wider community to explore purpose of memorials and the form they might take

And with community participants

- 2) Bring together the learning and new insight gained and the outputs produced by participants in each of the familiarisation projects to inform proposals for the memorial and the form it should take
- 3) Consideration of the views of other stakeholders while enabling the community participants to maintain a voice in decision-making
- 4) Review potential options for the memorial against the four investment principles of the National Lottery Heritage Fund
- 5) Review potential options against other criteria such as available budget, potential location and so on
- 6) Enable participants to meet relevant specialists, for example makers, and go on fact-finding visits, for example to see examples of best practice, to inform the development of the memorial
- 7) Support participants during the commission, for example where decisions are required by the producer of the memorial
- 8) Support the specialist leading on evaluation

Please note there is a separate budget available for the activity indicated at (1) with funding also available for venue hire, hospitality and travel if needed. The project coordinator will be available to support the consultation phase.

Outputs

The expected output is a report series of two or three recommendations for the memorial, with an explanation of how these have been arrived at – the feasibility of each? - and a brief list of options that have been considered and discarded. The report should include any other decisions reached that will inform the brief for the commission

The report will be presented to the project board by the consultation lead and / or participants.

Timetable

It is anticipated that the consultation specialist will be contracted early in the project, noting that the consultation phase starts in April 2026 and will be completed by the end of July

January 2025	Recruit consultation lead
March 2025 to September 2028	Project in progress
March 2026	End of familiarisation phase
July 2026	End of consultation phase
July 2026 to May 2028	Commission in progress
June 2028	Launch of memorial

Budget

The budget for the evaluation is £8,000.

Submission details

Closing date for applications:

Interviews will take place on:

Your proposal to undertake the project should:

- Describe the methodology you propose, explaining how it meets our aspirations for the project
- Provide an outline programme for the work you propose
- Explain how you would allocate the available budget to support the different elements of the consultation. This should include number of days, day rates and other fees
- Provide 2-3 examples of your experience of similar projects

Please provide details of two referees for whom you have done similar work.

Award criteria

Criterion	Weighting
Quality	65%
Price	35%

Quality	
Sub-criteria	Weighting
1. Methodology	25%
2. Programme	25%
3. Resourcing	25%
4. Track-record	25%

In assessing responses a normalised scoring methodology will be used, with each response being given a score of 0-3 in line with criteria set out within the table below.

0	Unacceptable	The response to this question indicates significant shortcomings with insufficient or missing information available to enable a score to be allocated.
1	Satisfactory	The response generally meets requirements.
2	Good	The response fully meets requirements.
3	Excellent	The response fully meets requirements and exceeds some in a manner which will provide additional unforeseen benefits to the council.

Where a bidder fails to achieve a minimum score of 1 in relation to any of the sub-criteria the council reserves the right to set the quotation aside and not assess it any further.

If you have any questions regarding the role please contact:

Please email application to

DRAFT

Masefield Matters

RFQ Evaluation

Background

Masefield and the project. Explain three phases of the project and the varied heritage that the project will draw on reflecting M's life and experience.

The aim of the project is to create a memorial to the Ledbury poet and writer, John Masefield, informed by the views of and in partnership with local people, particularly groups underserved by heritage including young and old.

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Consultation will bring participants in the community projects together to share their new insight and views on Masefield and discuss what form a memorial to JM should take; to assess options against the NLHF's four Investment Principals, aspirations of the JMM Working Party, potential locations and the available budget.

(Complemented by hands-on consultation activities in local schools to explore what a memorial is and what form this one might take). The output for this stage will be a report with recommendations on what the memorial should be and elements to be incorporated into the brief for the maker. This phase will be led by a specialist practitioner supported by the Project Coordinator and will last for 3 months.

Commission Participants in the above will remain actively involved in the commissioning process -being involved in decisions about the selection of the maker / producer for example. It is envisaged that production will take 12 to 16 months, with a launch event in June 2028. The specialist leading on the consultation phase will continue to support participants during this period.

The work required

The evaluation should address the following questions (in no particular order):

- 1) To what extent have we succeeded in involving the community / a diverse group of residents in the decision-making process regarding the memorial for John Masefield?
- 2) Has each phase of the project effectively informed and under-pinned the next as planned?
- 3) Has the project raised awareness of John Masefield – his life and work - in Ledbury and do people feel differently about him?

- 4) Has the project raised awareness of the local countryside and wildlife that inspired much of Masefield's writing?
- 5) Do the people involved in the project – freelancers, partner organisations, project staff, participants and so on - say they have benefitted from involvement? If yes in what way, if no, what should we have done differently?

Methodology

We anticipate this will include;

- A review of existing data and information useful to the evaluation
- Consideration of the best tools to capture (and share) evaluation data and analysis
- Benchmarking at the outset of the project
- Leading on data and evidence gathering and supporting staff and freelance contributors to assist with the collection of necessary data

Outputs

The expected outputs are:

- An evaluation framework including measures of success, KPIs and milestones
- Training session / evaluation workshop for people supporting evaluation
- Outline reports prepared at key milestones (which we anticipate will include at the end of each phase of the project), presented to the project board
- A final evaluation report of the whole project that will be shared with the National Heritage Lottery Fund

Timetable

It is anticipated that the evaluation specialist will be involved throughout the project, key dates are:

TBC

January 2025	Recruit evaluation specialist
March 2025 to September 2028	Evaluation in progress
March 2026	End of familiarisation phase
July 2026	End of consultation phase
June 2026	Memorial launch

Budget

The budget for the evaluation is £8,000.

Submission details

Closing date for applications:

Interviews will take place on:

Your proposal to undertake the project should:

- Describe the methodology you propose, explaining how it meets our aspirations for the project
- Provide an outline programme for the work you propose
- Explain how you would allocate the available budget to support the different elements of the evaluation. This should include number of days, day rates and other fees
- Provide 2-3 examples of your experience of evaluating similar projects

Please provide details of two referees for whom you have done similar work.

Award criteria

Criterion	Weighting
Quality	65%
Price	35%

Quality	
Sub-criteria	Weighting
1. Methodology	25%
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If you have any questions regarding the role please contact:

Please email application to

DRAFT

NOTES OF A MEETING TO DISCUSS DESIGN FOR JOHN MASEFIELD

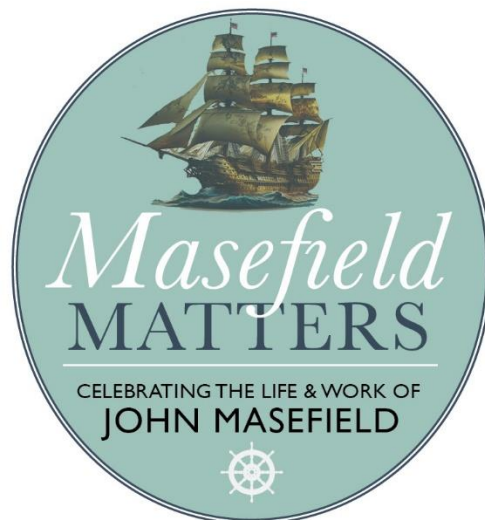
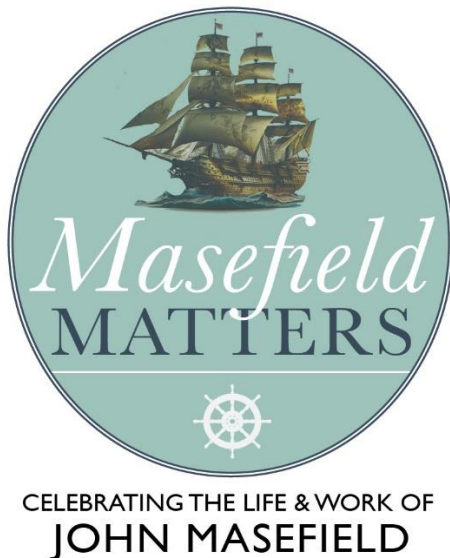
Present: Councillors Morris and Furlonger
Caroline Magnus
Joyce Mason
Angela Price

The meeting had been convened for the purpose of agreeing a design for Masefield Matters and progressing the art work to be used on various literature and advertising etc.

The Clerk advised that the recommendation from the John Masefield Working Party that option 4 be accepted had been approved at the Council's Annual Meeting on 9 May 2024.

Ahead of the meeting Joyce had provided revised designs which now incorporated the new name change which is now "Masefield Matters".

There was some discussion around the various options following which it was agreed that the roundels with a galleon and wording worked well and could be used in two different styles as below, it was felt that this design strikes the right balance for the project.



It was agreed that it would be good to have the flexibility to use either of the above on varying documents.

Joyce advised that she would not want any alterations to this design going forward.

The following points were agreed:

- That the above roundels be used as the Masefield Matters logo design
- Joyce provide a set of guidelines in respect of how the roundels will be used on literature, the colours used etc.
- That once final designs and guidelines are received from Joyce, the Clerk obtain a quote for the following:
 - Business Cards
 - Letter heading
 - Compliment slips
 - Vinyl Banner
 - Roller Banner

Caroline raised concerns about Community Day advising that she whilst she was happy to man the stall, and that Chris Noel would be there also, she was not sure she should be doing this on her own. She was concerned that there needs to be someone from Ledbury Town Council. It was agreed that it is essential that Councillors are available to support the stall.

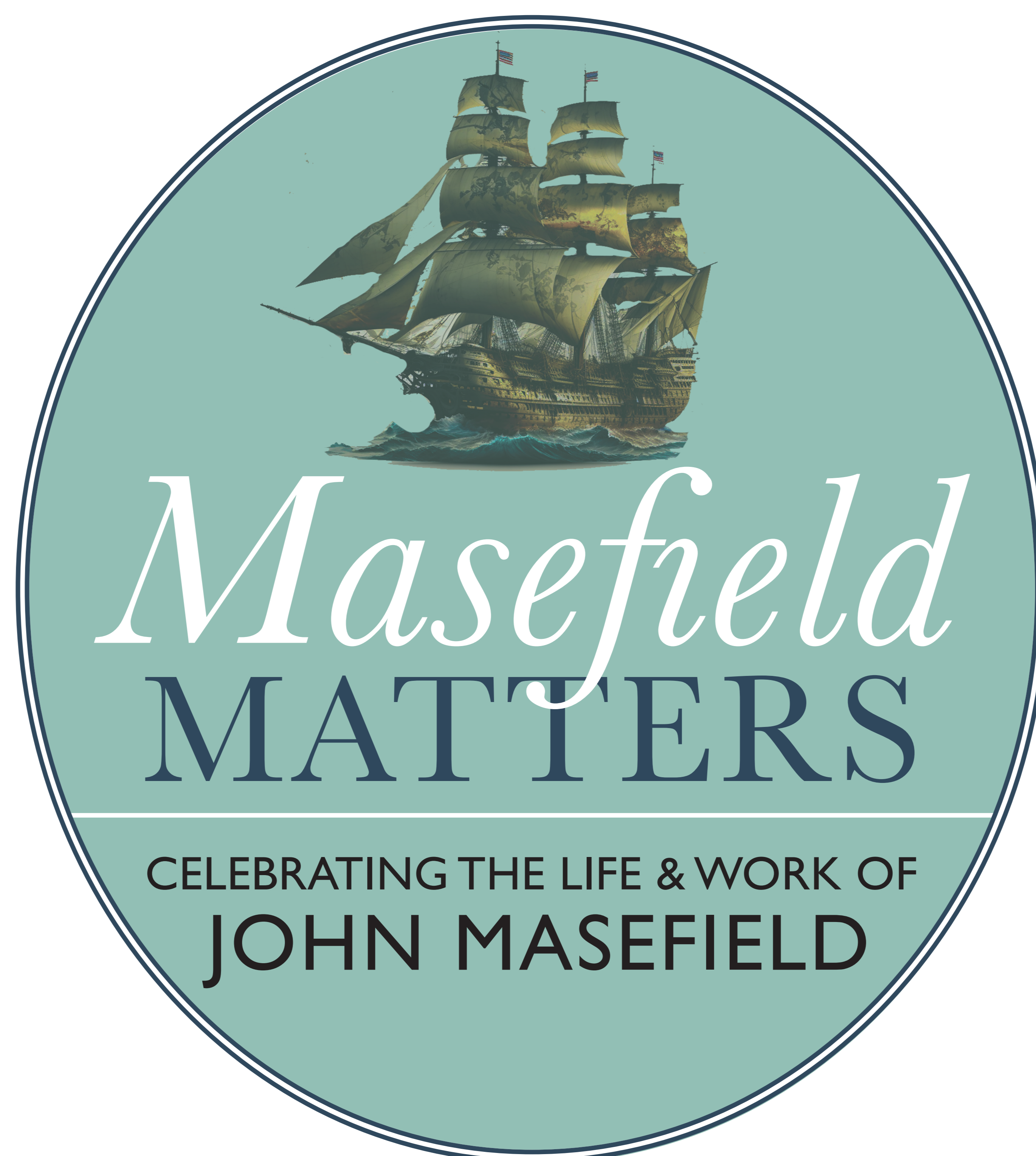
The Clerk advised that she could be share herself between the Council stand and the John Masefield stand and Councillor Morris advised that there would be Poetry staff on hand and reassured that it would be covered.

- Card machine to be available for donations
- QR code to be prepared for Masefield Matters and support offered to JM Society to help develop a QR Code

Councillor Morris also advised that he was hoping that there would be some Youtube videos of Box of Delights, available on a screen which had been made by Creative Pathways.

The following timeline was agreed for the preparation of the design work and printing.

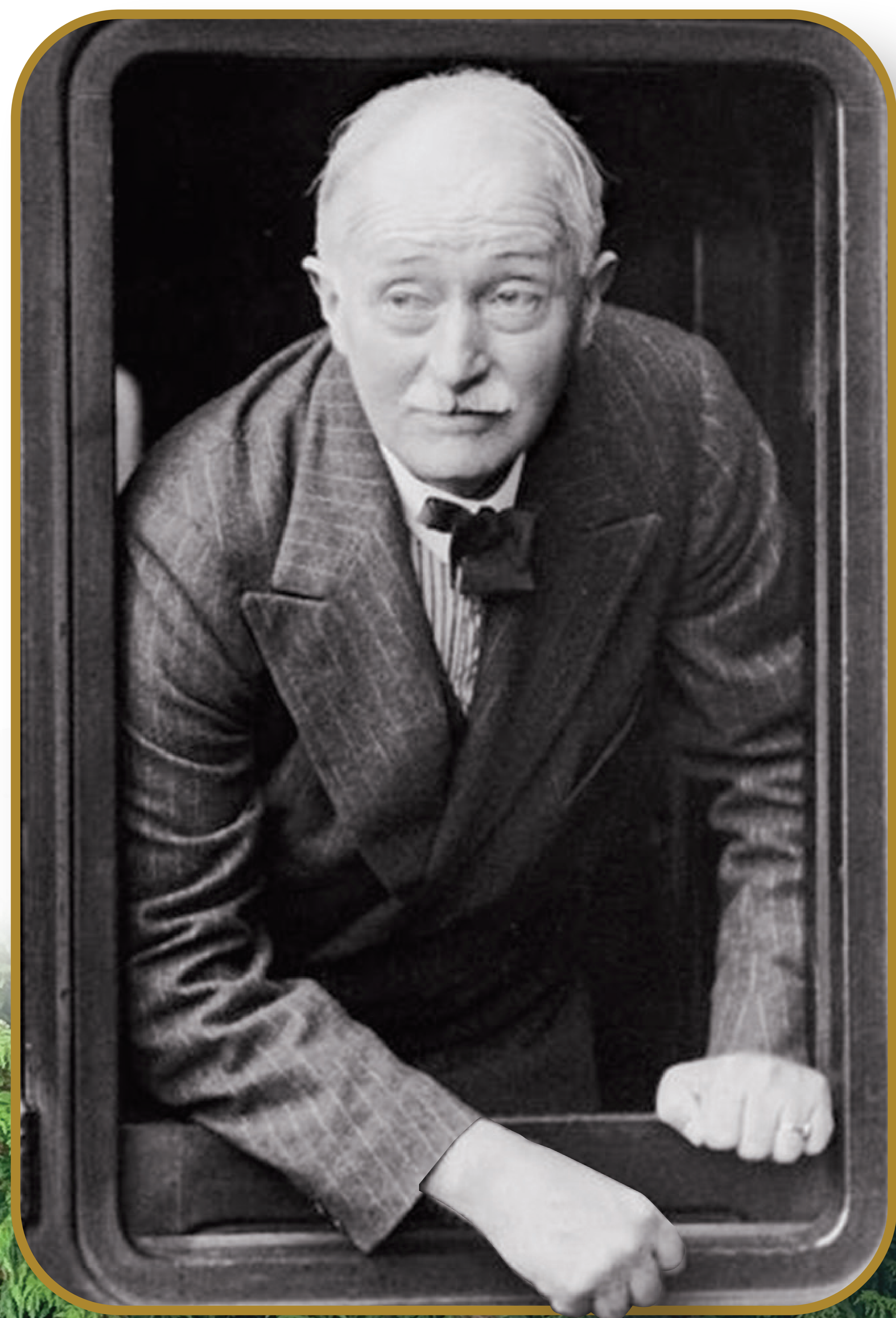
- Before Community Day
 - Page on the Council website
 - Literature for stand (SF & JP working on copy)
 - Roll up banner
 - Vinyl banner (generic)
 - Business Card
 - QR Code (to be included on banner)
- Other items
 - Letter head
 - Compliment slips
 - Digital version of design for use on ad hoc documents and emails



An introduction to **MASEFIELD MATTERS**

This is a project for the people of Ledbury about a man from Ledbury – now and for the future.

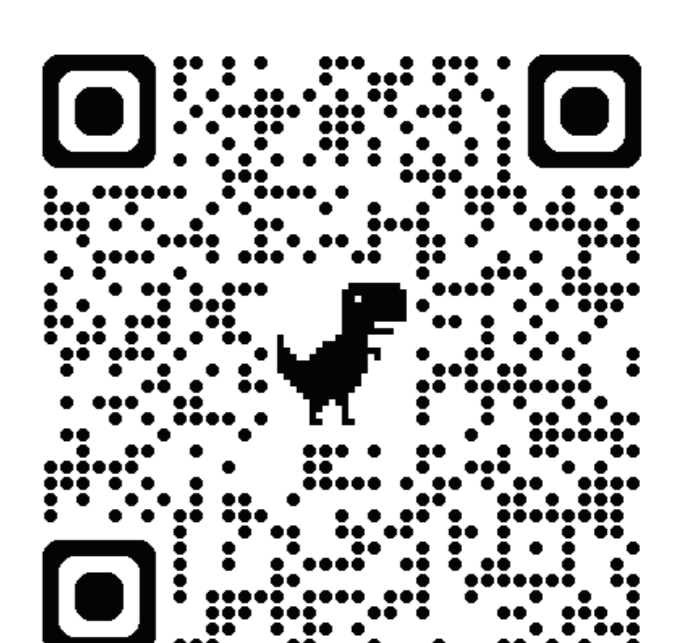
We are celebrating the life and work of John Masefield, Poet Laureate under four monarchs, born in Ledbury in 1878.



Masefield's neglected legacy will be brought to life through a programme of community engagement and workshops.

This will culminate in a lasting memorial created from the imagination of the people of Ledbury.

We look forward to your participation.



LEDBURY
JUNCTION FOR POETRY

With Compliments

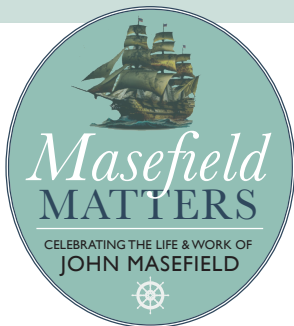
Ledbury Town Council • Town Council Offices, Church Street, Ledbury, Herefordshire HR8 1DH
Tel: 01531 632306 • email: clerk@ledburytowncouncil.gov.uk • www.ledburytowncouncil.gov.uk



CELEBRATING THE LIFE & WORK OF
JOHN MASEFIELD



CELEBRATING THE LIFE & WORK OF
JOHN MASEFIELD



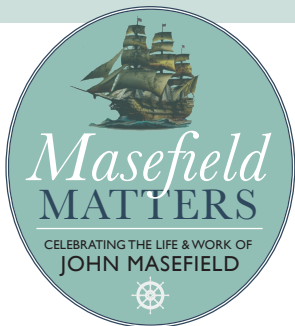
NICK MORRIS

Town Councillor

Ledbury Council Offices,
Church Street, Ledbury
Herefordshire HR8 1DH

Tel: 07950 327 215

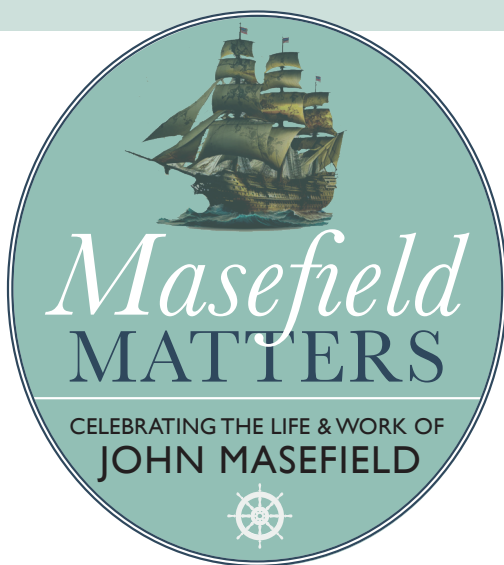
nmorris@ledburytowncouncil.gov.uk



CAROLINE MAGNUS
Consultant

Stokesay Court,
Onibury, Craven Arms,
Shropshire SY7 9BD

Tel: 07967 101 317
Email: caroline@stokesaycourt.com



“*I must go down to the seas again,
to the lonely sea and the sky,
And all I ask is a tall ship and
a star to steer her by.*” from ‘Sea-Fever’

Ledbury’s colourful mix of heritage, community spirit and talent is exemplified in John Masefield, Britain’s celebrated Poet Laureate, who was born here on 1 June 1878.

Masefield proved that people from our town can achieve great things! The 150th anniversary of his birth in 2028 provides an opportunity to celebrate his legacy. We plan to create a memorial to him, which will in turn benefit the town for which he cared so deeply.



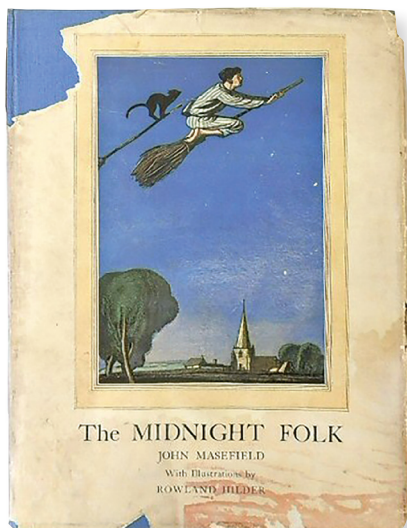
“The wolves are running” from
‘The Box of Delights’

The story of his life is as relevant today as it ever was – he overcame a series of setbacks to achieve his dream of becoming a writer; he succeeded in an unfamiliar world, and he remained true to himself.

We don't yet know what form the memorial will take, but we do know what its attributes will be. It will bring people together, it will motivate and inspire and it will build a sense of community. It will also celebrate and preserve Masfield's legacy and raise awareness of who he was.

Fundraising is already underway to support a programme of community engagement. Ledbury residents from all walks of life will be invited to take part and shape the memorial. Find out more and follow our progress.

Go to **www.ledburytowncouncil.gov.uk**



Rowland Hilder illustration for Masfield's
'The Midnight Folk'.



QUESTION 1

Do you know who this man is?

- A Rudyard Kipling
- B John Masefield
- C T.S. Eliot

QUESTION 2

He served as Poet Laureate under these four monarchs. Can you name them and put them first to last in historical order?



QUESTION 3

This is where he lived in Ledbury from the age of 8. Which one is it?

- A The Master's House
- B The Barrett Browning Institute
- C Priory Lodge



QUESTION 4

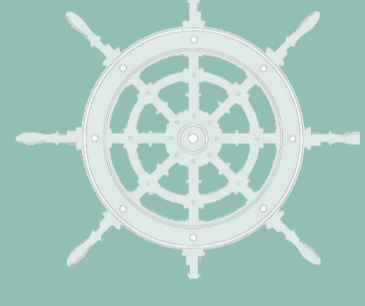
This Banksy-style painting shows the poet reading 'Sea-Fever'. Where does it appear in the town?

- A Ledbury Station
- B Tilley's Alley
- C Church Lane

QUESTION 5

Do you know any other poems or books by the same author?





CELEBRATING THE LIFE & WORK OF
JOHN MASEFIELD

Masefield MATTERS

