



AGENDA ITEM 8
8.3 REFERS

LEDDBURY TOWN COUNCIL 24 MAY 2018
Ledbury Celebration – 8th July 2018 - “Town Party”

Notes and Actions updated from 2nd Working Meeting on 18th April 2018

Attending:

Phillippa Slinger, Poetry Festival

Robert Waddington, Masters House/Joined Up Heritage

Alison Thomas, Ledbury Traders

Griff Holliday, Ledbury Food Group

1. Apologies –Elaine Fieldhouse, Town Mayor; Miriam Baker, Ledbury Fringe
2. Attractions for this year's event

Ledbury Poetry Festival

- Smaller trailer stage this year – no dance events
- Music – Ludlow Jazz Collective, SassCapella
- Poets – Kurly McGeachie, Nico Reznick and local poets
- MC arranged for the day – Rob Barratt (comedy poet)

Ledbury Food Group

- Food and Drink Stalls – 25 plus booked so far
- Drinks area for alcoholic drinks in High Street near stage – based on advice from Herefordshire Council. Temporary event notice being obtained
- Need to rope off area and provide seating – Poetry Festival has bunting – tables and seats to be obtained. Poetry Festival or Joined Up Heritage may be able to help – Griff to provide approximate cost. **Action: Griff**

Ledbury Fringe

- Buskers through the day at places round town
- Busking spot outside Feathers (in Food Festival area)
- Will organise busking around Poetry Festival programme

Ledbury Traders

- Will encourage shops to open – several reported good returns last year
- Will consider other support

Masters House – Joined Up Heritage

- Masters House to be open for visitors
- Rachel Lambert liaising with LADs on possible attraction for the day. **Action: Robert.** Plan slot(s) in schedule. **Action: Phillippa**

Ledbury Town Council

- Homend Mall will provide a cake for the event
- Possibility of town tours – Elaine will contact Beth **Action: Elaine**

Other possible attractions

- Classic cars – Robert W confirmed with Car Club that they would like to bring 12 cars to Ledbury for the event, but not to Church St. Part of St Katherine's Car Park considered possible. Robert W to check out feasibility with club and if OK seek permission from Herefordshire Council. **Action: Robert.** Griff to provide details of recent request to HC for Community Day – **Action: Griff**
- Youth Council involvement – Youth Council meeting on 19th April. *Later: Primary Head Teacher has confirmed willingness for Primary School art competition for the day.* **Action: Griff** to follow up
- Ledbury in Bloom involvement – Judging day is 9th July – *Later: Clive Gunn has confirmed that LinB will run a garden in a box competition for children – "Box of Delights" with judging on day – place and time in schedule to be agreed – possibly Walled Garden.* **Action: Griff** to follow up.
- Walled Garden – Children/Family event – No Poetry Festival event is planned there on 8th July.
- 365 Dance Cheerleaders – agreed a great feature. **Action: Phillipa** to contact and add to schedule.
- Eastnor Pottery – agreed they should be invited. **Action: Alison**

3. Location(s) for event

- High Street and Church Street
- Heritage Buildings – will be open on day
- Market House – upstairs for any exhibitions, downstairs for performance – buskers, drama, and for cake cutting
- St Katherine's Car Park – Classic Cars between Masters House and Feathers.
- *Walled Garden – Ledbury in Bloom (possibly)*

Other Location Points

- *St Katherine's Hall* – is being used for Romanian celebration on day. Griff H has advised Constantin by email. Further contact nearer time. **Schedule**
- *Landscaping around Masters House* – Phillipa to check with Herefordshire Council(HC)/Balfour Beatty have confirmed that 3 spaces in the Car Park may be occupied with items for this work.
- *St Katherine's Car Park* – Area between Masters House and St Katherines kept clear for loading (from 4pm) and for Romanian event.

4. Logistics

- *Road Closure Notice* – needed 8am to 8pm for High Street and bottom end of Church Street – Balfour Beatty have informal notice. Town Council is progressing notice currently – **Action: Elaine** to confirm
- *Road Closure – Advance Notice* - HC give formal notice. Working Group to give notice to High Street businesses. Poetry Office to deliver notice about the event soon with their contact to businesses re shop window competition. Draft letter agreed subject to confirmation by Elaine F. Alison will arrange copying. **Action: Working Group to organise circulation**

- *Road Closure Management on day* – Ledbury Town Council to undertake actual closures on day. **Action: Elaine.** Volunteers will be needed to man the Bottom Cross barriers during day. Elaine will seek volunteers. **Action: Elaine**
- *First Aid* – Need to seek people with appropriate training to help on a rota basis through the day. Mariam has had no success. **Action: All** to seek help.
- *Waste Management* – As last year – confirm help on day from Ledbury Town Council. Bins will be provided by Carnival. **Action: Elaine**
- *Stewarding* – Rotary have agreed to steward the general event area (not Drinks Area). Poetry Festival will provide two professional security men for drinks area. Food Group will steward food and drink area. **Action: Griff** to arrange.
- *Car Parking* – Primary School has confirmed OK. Friends of JMHS will run JMHS car park for day in return for donations from parkers.

5. Publicity

- Poetry Festival: Folding Poster – less mailing this year, different format – and website – going to print at end of this week. Phillippa and Griff to agree content for Ledbury Celebration section. **Action: Phillippa and Griff**
- Fringe Flyer
- Celebration Flyer – Examples using 2016 format reviewed and agreed subject to possible change to photos. **Griff** to progress. Phillippa to provide copy for the Poetry Festival block on the reverse. **Action: Phillippa**
- Event Listings – **Griff** to progress
- Social Media – **Phillippa** to see if Poetry Festival interns can help
- Local press and admags – **Griff** to progress
- Roadside Boards – as 2017 but picking up PF 2017 purple colour – agreed.

Other actions

- Budget for Publicity – Ledbury Town Council to provide £300 for roadside boards and share of design update and printing of event flyers. **Action: Elaine**
- “Town Party” – use this as a theme in publicity coverage. **Action: all**

6. Any other business

- Group will need to review Risk Analysis next month. **Action: Griff** to circulate 2017 version with Action Notes
- 2017 Event Schedule can be updated for 2018 event

7. Next meeting - 5.15pm Wednesday 9th May at Ledbury Town Council Offices

Griff Holliday for Ledbury Celebration 2018

