



LEDBURY TOWN COUNCIL



19th March 2026

To: Dr Philip Errington, Dr John Holmes, Amy Howard, Tim Keyes, Caroline Magnus, Nick Morris, Chris Noel, Justine Peberdy, and Christine Tustin

Dear Board Member,

You are invited to attend a meeting of the **Masefield Matters Board on Tuesday, 24th March 2026 at 11.00 am in the Committee Room, Council Offices, Church Lane, Ledbury, HR8 1DL** for the purpose of transacting the business below.

Yours faithfully

Angela Price PSLCC, AICCM
Town Clerk

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A G E N D A

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|----|---|----------------|----------------|
| 1. | Apologies for absence | 5 mins | |
| 2. | To approve and sign the notes of the meeting (All) of the Masefield Matters Board held on 27 January 2026 | 10 mins | (Pages 3 - 7) |
| 3. | To receive and note the Action Sheet (All) | 30 mins | (Pages 9 - 14) |

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| 4. | Board member best practice and to receive (AH) and note the Nolan Principles | 5 mins | (Page 15) |
| 5. | To receive and note the draft Patrons Agreement | 10 mins | (Page 17) |
| 6. | An update on the meeting with the National Lottery Heritage Fund Relationship Manager | 10 mins | |
| 7. | The Memorial consultation and decision processes | 10 mins | (Page 19) |
| 8. | An update on the end of familiarisation event | 10 mins | |
| 9. | To agree dates for the special viewing for Lottery Players and the exhibition/event to share ideas and designs of three shortlisted makers. | 10 mins | |
| 10. | Resources after end of MMPA role | 5 mins | (EC) |
| 11. | To Receive and Note Sub Group Updates: | 30 mins | |
| | 11.1. Fundraising | | (TK) |
| | 11.2. Communications | | (CM, CT) |
| | 11.3. Risk | | (EC, AP) |
| | Appendix A: The minutes of a meeting of the Core Consultation Group on 23 rd January | | (Pages 21 - 23) |
| | Appendix B: The minutes of a meeting of the Fundraising Sub Group on 11 th March | | (Pages 25 - 28) |
| | Appendix C: The minutes of a meeting of the Communications Sub Group on 13 th March | | (Pages 29 - 30) |
| | Appendix D: The minutes of a meeting of the Risk Sub Group on 24 th March | | (To Follow) |

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 27 JANUARY 2026

PRESENT: Philip Errington (PE), Amy Howard (AH), Tim Keyes (TK),
Caroline Magnus (CM), Nick Morris (NM), Chris Noel (CN),
Justine Peberdy (JP) (Chair), Christine Tustin (CT)

ALSO PRESENT: Emma Clowsley (EC) (Project Coordinator), Isabel Lewis (IL)
(Project Assistant Intern), Angela Price (AP) (Town Clerk)

42. APOLOGIES FOR ABSENCE

Apologies for absence were received from John Holmes.

43. TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE MASEFIELD MATTERS BOARD HELD ON 9 DECEMBER 2025

AH noted she was not present at the meeting held on 9th December, though was marked as both attending and having given apologies.

RESOLVED:

That the minutes of the Masefield Matters Board Meeting held on 9 December be approved and signed as a correct record subject to the amendment of the list of those present.

CT asked about conversations JP had had with Stephen Furlonger regarding his work with the project. JP confirmed that Stephen Furlonger will not attend meetings, but he will happily assist CT and the Communications group.

44. TO RECEIVE AND NOTE THE ACTION SHEET

TK asked what volunteers from the u3a could contribute to the project, noting they were highly engaged. JP suggested they researched apple and orchard themed Masefield works in preparation for working alongside the Big Apple Association, who have expressed interest in the project.

CM noted that the John Masefield Society (JMS) is now using online banking. They will now be able to share a list of donors with the rest of the Board. It was noted that this was important so Members know who has already donated, and so donations can be acknowledged.

JP suggested a meeting should be held between AP and Ian Wilson (JMS Treasurer) to discuss the transfer of funds from JMS to LTC.

CM noted that some donors would not like their details shared. AH recommended this was dealt with on a case-by-case basis based on their wishes. It was determined that the Board will not share names of donors outside of the group. AP recommended that a fundraising policy be adopted.

JP clarified that the current fundraising strategy is to approach individuals and the acknowledgement of donations should also be personalised. NM asked that individuals add the Masefield Matters and National Heritage Lottery Fund logos to their emails regarding MM events.

JP agreed to send a recording of the sea shanty to EC. She will continue sending it out to relevant organisations and will share the score so other Members can encourage participation.

JP shared that the Community Hub will contact the Board for copy for an interpretation board on Oatley's Meadow further in the process of this project.

JP noted that PE has been helpful in arranging Mark le Brocq concert programme, and that there was still input needed from the Communications subgroup in finishing this. A deadline of the end of February was agreed, and it was suggested that ideas should be raised as soon as possible via the Communications subgroup.

EC will circulate an expectation of patrons alongside the minutes, and this will be an agenda item on the next meeting.

It was agreed that merchandising be put on until later in the project. TK noted that promotional items, such as beer mats, might be useful in promotion of the consultation process. JP suggested that the Communications subgroup discuss when wider engagement campaign would be appropriate. EC noted that there is a promotional budget. JP noted that some of the promotional budget must be kept aside to promote the project over its whole course, and a strategy should be put in place.

JP suggested all board members feed their thoughts on risk through the risk team. TK asked that the risk register be made a standing item.

The Communications group is still to discuss updating the leaflet. PE suggested that leaflets are placed outside the JMS display in the library. EC suggested that leaflets be given to local traders as they can tell customers about the project.

TK noted that there are still individuals who have not been contacted from the launch list. CT said that she will contact people via talks and newsletters rather than individuals. AH suggested the project feature in the Ledbury Poetry newsletter. TK

suggested Members arrange personal conversations with contacts, noting that there are also non-monetary ways to support the project. CT sent item to send out in newsletters to TK. This will be shared further, including to the JMS.

ACTIONS:

- MM44 (1) AP to arrange a meeting between herself and Ian Wilson (Treasurer of JMS) to discuss the transfer of funds.**
- MM44 (2) A spreadsheet of the donations received to be shared with Board members.**
- MM44 (3) To develop a fundraising policy.**
- MM44 (4) JP to share a recording of the sea shanty.**
- MM44 (5) EC to provide costings for promotional beer mats to Communications group.**
- MM44 (6) Communications group to consider a longer-term communications strategy.**
- MM44 (7) IL to ask Pat Strauss about inclusion in the u3a newsletter.**
- MM44 (8) IL to recirculate the list of individuals to approach.**
- MM44 (9) TK to send CT newsletter item to JMS.**

45. TO CONSIDER NOMINATION OF NEW BOARD MEMBER ALEXANDRA LYONS

It was noted that Alexandra Lyons is no longer able to join the Board.

When seeking individuals to join the Board, JP recommended bearing in mind people who have skills not currently represented within the Board. NM suggested JH sending email to parents of the school asking if they would like to apply to become a Member. EC noted that the project has budget for recruitment. JP suggested that a gap in skills is people willing to assist with events, also noting that the skills required of the Board will change as the project progresses.

ACTIONS:

- MM45 (1) JP to contact JH to ask if he is willing to advertise Board Member role in school newsletter.**
- MM45 (2) IL to post advertisement for Board Members to website and social media specifying skills required.**
- MM45 (3) IL to ask Board Members to share their skillset.**

46. TO RECEIVE AND NOTE THE PROJECT TIMELINE

EC noted that some upcoming activities would benefit from assistance from Board Members.

AH recommended that the project be featured in the Ledbury Poetry programme, and that this should be considered by the Communications team.

ACTIONS:

MM46 The Communications Team to consider Masefield Matters within the Ledbury Poetry programme.

47. PROJECT PROGRESS REPORT

EC updated Members on progress on the Midnight Folk and Daffodil Field Activities. The Midnight Folk activity will take place between 6-10 April. She noted that the venue, initially to be provided as support in kind, now must be paid for. As the venue but was not budgeted for, this was taken from the contingency budget. EC also noted that she had met with the creative practitioner delivering the Daffodil Fields events and had begun contacting participating groups.

48. TO CONSIDER POST CONSULTATION PHASE ACTIVITIES, INCLUDING THE EXHIBITION TO SHARE IDEAS AND SPECIAL VIEWING FOR LOTTERY PLAYERS

EC noted that thought needs to be given to events later in the year as they will require planning and invitations to be sent out well in advance. JP suggested that she and EC have initial talks to outline the events, then sharing the framework with the rest of the Board.

ACTION:

MM48 JP and EC to meet to discuss the exhibition and special viewing for Lottery players.

49. TO RECEIVE AND NOTE SUBGROUP UPDATES:

49.1. FUNDRAISING

TK stressed that the fundraising pack needs to be produced urgently. NM asked that the slogan 'Masefield's Coming Home' be included within the branding. This slogan will be considered by the Communications subgroup. JP suggested that the donor pack needs to be produced more quickly than the slogan can be agreed. TK suggested that the pack needs to be suitable to be distributed to both individuals and businesses. EC noted there was no budget for it to be produced. A discussion on how it would be funded was had. It was agreed that the contents of the pack will be designed and printed in house.

TK suggested that the Pauntley Court event may be postponed due to limited capacity. TK also asked that individuals assist with the Masefield Marathon to read. AH noted that poets at the festival may be willing to take part.

It was noted that applications had been made to a number of trusts, with no decisions yet received.

TK suggested the Communications subgroup arrange meetings to alternate with those of the Fundraising group.

ACTIONS:

MM49.1 IL to pass on research on cost of producing the presentation folder to NM.

49.2. COMMUNICATIONS

CT updated the Board on the previous meeting, noting JP's presence was helpful and that they discussed each of the upcoming events. It was noted that all subcommittee meeting notes are to be circulated to all Board Members and will be attached to the agenda pack.

ACTION:

MM49.2 IL to share the most recent set of minutes of the Communications Subgroup.

49.3. RISK

AP noted that the Risk group would meet before the next Board meeting.

50. DATE OF NEXT TWO MEETINGS

Tuesday 24th March at 11am in the Committee Room.
Tuesday 19th May at 2pm in the Committee Room.
The meeting ended at 13.03.

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

Item 03: To Receive and Note the Action Sheet

Minute No.	Action	To be actioned by	Date actioned	Update	Board Meeting	Status
25/MM18	AP and EC to raise environmental sustainability in their meeting with Liz Warren.	AP and EC	27/01/2026	This will be on the next meeting agenda with the new NLHF investment manager. AP and EC met with current investment manager 18/03/26. We are going to use the Council's policy on ES as a guide for MM. We will include details of the policy and how we have adhered to it in the final evaluation report for NLHF.	August	Resolved
25/MM23(1)	EC to add UKSPF application to the Fundraising shared drive.	EC	01/12/2025	Done 01/12	October	Resolved
25/MM23(2)	EC to circulate itinerary of the Christmas Light Switch On to Board members once this is finalised.	EC	14/11/2025	IL emailed 14/11	October	Resolved
25/MM23(3)	AH to chase JH for a response to the invitation to join the Risk subcommittee.	AH	09/12/2025	9/12: JH agreed to join Risk group.	October	Resolved
25/MM23(4)	EC to suggest to the company of HMS Ledbury that they may wish to contribute a verse to the sea shanty and/or perform a Masefield Moment.	EC	27/01/2026	EC will be asking 2 musicians who are part of the Twinning Association and coming over from Sweden on 10/11th April if they are willing to take part in the shanty.	October	In progress

Minute No.	Action	To be actioned by	Date actioned	Update	Board Meeting	Status
25/MM23(5)	IL to write press releases for the sea shanty (with the support of the Comms team).	IL	27/01/2026		October	In progress
25/MM25.1(1)	EC to recirculate the list of names from the launch event.	EC	04/12/2025	4/12: List Sent to Board alongside agenda	October	Resolved
25/MM25.1(2)	All Members to select individuals to approach for donations, and to consider donating themselves.	ALL	09/12/2025	9/12: Completed after the MM December board meeting	October	Resolved
25/MM25.1(3)	EC and IL to bring list of launch event names to the next meeting.	EC/IL	04/12/2025	4/12: Sent alongside December Agenda.	October	Resolved
25/MM25.2(1)	CM and CT to arrange initial Communications sub group meeting.	CM/CT	21/11/2025	Subgroup Meeting occurred 21/11	October	Resolved
25/MM25.2(2)	Communications sub group to consider interpretation board text.	COMMS	27/01/2026	13/02: Bethan from LCH requested interpretation text, IL drafted and shared with comms team	October	In progress
25/MM25.2(3)	The Communications group to curate a programme to accompany Mark le Brocq.	COMMS	28/02/2026	The programme has been outlined but needs further input.	October	In Progress
25/MM26	EC to contact Board Members with further information on dates for compulsory training.	EC	11/11/2025	Training Complete 11/11/25	October	Resolved

Minute No.	Action	To be actioned by	Date actioned	Update	Board Meeting	Status
25/MM27	EC to contact Board Members with further information on the end of familiarisation phase event.	EC	19/03/2026	Added to the March agenda	October	Resolved
25/MM28(1)	EC to draft an agreement of expectation of patrons	EC	02/02/2026	02/02/26 This has been sent to the Board	October	Resolved
25/MM28(2)	AH to share Ledbury Poetry's agreement of expectation of patrons with EC.	AH	26/01/2026	This has been shared.	October	Resolved
25/MM29	All members to read merchandising reports and provide feedback.	ALL		No feedback received as of 28/11. Merchandising is currently on hold as of 27/01/26	October	On Hold
25/MM35 (1)	IL to follow up Poem of the Month with PE	IL	16/12/2025	IL emailed 16/12/25	December	Resolved
25/MM35 (2)	AP to pass on suggestion that Risk subgroup meets before each Board meeting	AP	27/01/2026	27/01/26: The risk group is now formed of AP, EC and JH	December	Resolved
25/MM35 (3)	Action MM25.2 (3) to be reopened	IL	11/12/2025	Item has been reopened	December	Resolved
25/MM37(1)	IL to share consultancy PowerPoint with members	IL	11/12/2025	This has been sent to Board members	December	Resolved
25/MM37(2)	To raise update to leaflet with Comms group	COMMS	27/01/2026		December	In progress
25/MM38.1(1)	CN to speak to JMS treasurer about financial processes	CN			December	Resolved

Minute No.	Action	To be actioned by	Date actioned	Update	Board Meeting	Status
25/MM38.1(2)	Members to send donor pack email to at least 10 people	ALL	23/12/2025	15/12 TK, JP and NM have begun this process. IL keeping list of those contacted. 12/03 IL re-shared list of those not yet contacted	December	In progress
25/MM38.1(3)	CT to write paragraph to send out in newsletters including link to survey.	CT	27/01/2026	This was completed 27/01/26	December	Resolved
25/MM38.2(1)	All to send any press contacts they have to the Comms team	ALL	27/01/2026	None received as of 27/01	December	In progress
25/MM38.2(2)	The Comms group to discuss the website	COMMS	27/01/2026		December	In progress
25/MM38.2(3)	JP to speak to SF about further work with the Board	JP	15/12/2025	JP has spoken to SF, who noted that he would be willing to advise the Board and that there is no need for further conversations with the agent.	December	Resolved
25/MM38.2(4)	EC to draft and share the patron agreement document, to be included on the next agenda.	EC	04/02/2026	02/02: This has been sent out and will be included in the March agenda.	December	Resolved
25/MM38.2(5)	JP to speak to AP about recruiting extra board members.	JP	12/01/2026	A possible new Board member has been identified.	December	Resolved
25/MM39	Members to write their name against individuals they would like to approach	ALL	09/12/2025	This was carried out after the December board meeting, and list forwarded to TK.	December	Resolved

Minute No.	Action	To be actioned by	Date actioned	Update	Board Meeting	Status
25/MM44 (1)	AP to arrange a meeting between herself and Ian Wilson (Treasurer of JMS) to discuss the transfer of funds.	AP	24/03/2026		January	In progress
25/MM44 (2)	A spreadsheet of the donations received to be shared with Board members.	IL	12/02/2026		January	Resolved
25/MM44 (3)	To develop a fundraising policy.	FUNDS/EC	24/03/2026		January	In progress
25/MM44 (4)	JP to share a recording of the sea shanty.	JP	30/01/2026	JP emailed this to the Board and staff	January	Resolved
25/MM44 (5)	EC to provide costings for promotional beer mats to Communications group.	EC	17/03/2026	These will be created to promote the Masefield Marathon event, and costings will be sent by the end of March	January	Resolved
25/MM44 (6)	Comms group to consider a longer-term communications strategy.	COMMS	24/03/2026		January	In progress
25/MM44 (7)	IL to ask Pat Strauss about inclusion in the u3a newsletter.	IL	10/02/2026	05/02 Asked Pat about inclusion in the u3a newsletter 10/02: The survey has been included in the latest bulletin -	January	Resolved
25/MM44 (8)	IL to recirculate the list of individuals to approach.	IL	12/02/2026		January	Resolved
25/MM44 (9)	TK to send CT's newsletter item to JMS	TK	24/03/2026		January	In progress

Minute No.	Action	To be actioned by	Date actioned	Update	Board Meeting	Status
25/MM45 (1)	JP to contact JH to ask if he is willing to advertise Board Member role in school newsletter.	JP	02/03/2026	JH agreed to this	January	Resolved
25/MM45 (2)	IL to post advertisement for Board Members to website and social media specifying skills required.	IL	24/03/2026		January	In progress
25/MM45(3)	IL to ask Board Members to share their skillset	IL	16/02/2026	IL sent this out requesting updates	January	Resolved
25/MM46	The Communications Team to consider Masefield Matters within the Ledbury Poetry programme.	COMMS	24/03/2026		January	In progress
25/MM48	JP and EC to meet to discuss the exhibition and special viewing for Lottery players.	JP and EC	24/03/2026		January	In progress
25/MM49.1	IL to pass on research on cost of producing the presentation folder to NM.	IL	04/02/2026	The estimates have been passed onto the Fundraising team.	January	Resolved
25/MM49.2	IL to share the most recent set of minutes of the Communications Subgroup.	IL	02/02/2026	02/02/26: This was emailed alongside the minutes of the January board meeting	January	Resolved

Item 04: To Receive and Note the Nolan Principles

1. The Seven Principles of Public Life

The Seven Principles of Public Life (also known as the Nolan Principles) apply to anyone who works as a public office-holder. This includes all those who are elected or appointed to public office, nationally and locally, and all people appointed to work in the Civil Service, local government, the police, courts and probation services, non-departmental public bodies (NDPBs), and in the health, education, social and care services. All public office-holders are both servants of the public and stewards of public resources. The principles also apply to all those in other sectors delivering public services. The custodians of the Principles of Public Life are the Ethics and Integrity Commission.

1.1 Selflessness

Holders of public office should act solely in terms of the public interest.

1.2 Integrity

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

1.3 Objectivity

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

1.4 Accountability

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

1.5 Openness

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

1.6 Honesty

Holders of public office should be truthful.

1.7 Leadership

Holders of public office should exhibit these principles in their own behaviour and treat others with respect. They should actively promote and robustly support the principles and challenge poor behaviour wherever it occurs.

Item 05: To Receive and Note the draft Patrons Agreement

Patrons

Masefield Matters, January 2026

The role of a patron is nuanced and there may be occasions when it is appropriate to appoint a patron who does not fall neatly within the following criteria, but in these instances their should still be a clear rationale.

Due diligence should be carried out whenever a new Patron is proposed, to ascertain that they are a good “fit” for the organisation and that there is nothing which may constitute reputational risk by association.

Funders should bring one or any of the following:

Funding opportunities

Either directly as financial support -though this needs to be unrestricted and offered without conditions -or as a proactive conduit for building funding contacts.

Contacts (and willingness to share them)

Project ambassador

This requires a genuine engagement with the organisation and the willingness to act as an ambassador, raising the profile of the project both through advocacy and by association. This may include giving time to promote activities, participating in events to raise profile, or creating opportunities which platform the organisation.

Item 07: Core Consultation Group Participation

The core consultation group is made up of:

- Local artists and creatives
- Event participants and facilitators
- Members of the U3A
- Local community group leaders
- Heritage professionals
- Local poets
- Representatives of
 - Herefordshire libraries
 - Rugby Club
 - Ledbury Places
 - Ledbury Community Hub

Appendix A: Minutes from Core Consultation Group Masefield Memorial January 23rd 2026

12:30 – 1.30pm online via Teams.

Present:

Emma Clowsley, Project Co-ordinator - Masefield Matters, Ledbury Town Council

Janine Rusby, Engaging Heritage

Andrew Meredith, A Meredith Associates

Nic Sims, Ledbury Community Hub

Bethan, Ledbury Community Hub, Oatley's Meadow project

Penny Wolfson, Ledbury U3A Family History Group

Stephen Chappell, Ledbury poet

Stephanie Richards, Ledbury U3A Family History Group

Sonia Bowen, Ledbury Carnival Association Committee

Jackie Tweedale, John Masefield Society Assistant Archivist /Committee

Sara-Jane Arbury, Red Earth Arts CIC, writer, poet, delivering children's workshops

Al Braithwaite, Ledbury Places Trustee

Nia Grinnell, Manager, Market Lodge/ Ledbury Nursing Home

Apologies

Arthur Green, Green's Books, book binder

Emalee Beddoes, Art Curator, Herefordshire Museums

Jane Pye, Home Manager Market Lodge/ Ledbury Nursing Home

Memorial Consultation Update from JR

Friday February 6th to see

- Morning session with U3A Masefield Archives group
- Possible lunchtime session with students at Masefield High School [subsequently this was not held]
- Late afternoon/early evening Community drop in event at Community Hub
- Details for each being worked up
- PW noted that the U3A has around 600-700 members, so far more can be advised of the project/ survey than the half dozen on the research group

Date agreed of Friday 27th February for Consultation Group field visit

To either Bristol or Cardiff – day plan being put together.

Suggestions of visiting somewhere on the way to break journey and see memorial/public art pieces in town(s) on the way to the agreed city destination.

[Subsequently it has been agreed to visit Monmouth *en route* to Cardiff Bay. By minibus]

Headcount of potential participants in the trip began, along with email follow up.

A separate visit is being developed for Masefield High School to visit Shakespeare's Birthplace Trust in Stratford-on-Avon – links with John Masefield admiring the Bard – and some Masefield archive items in the town.

[Subsequently Andrew M has suggested he will lead a 1 hour walk of central Malvern's Route to the Hills Heritage Fund project interpretation/memorials – plus other town artworks. Details TBC]

Various ideas discussed around memorial

SB noted there is a plaque to Masefield in the church tower. Separately there has recently been a National Lottery Heritage Fund supported church bells project at the church. Potentially for the MM project – could commission **a new peal as a piece of music**, produced and to be rung in celebration.

Discussion around **a town trail**, as there used to be a form of Ledbury Town Trail. Could create a new one, linked via Masefield.

Other examples, like Elgar trail around Worcestershire.

The Council (Town or County?) looking at potentially creating a 'museum without walls' type of trail around the town.

Ledbury Cycle Forum and Masefield Cycle Loop

An **Interpretation Panel** could be installed in **Oatley's Meadow** as part of the daffodil bulb planting project. Linked to trail.

Point of clarification – separately, the Daffodil Line was a train route through the county. There is now The Daffodil Line community led bus connecting the market towns off Ross-on-Wye, Newent and Ledbury, and the surrounding villages.

A key point not to be missed – Masefield as an orphan. Ledbury Community Hub Youth Worker and other **projects around young people could be a legacy**.

Next steps approach

The group like this project approach - "*People of the community all put the idea into a pot of ideas.*" Then the community decides.

The **Consultation Group** come together in **March** and contribute to the mid to short listing of ideas/ approaches.

The **MM Project Board** whittles down the x3 final preferred ideas/ approaches to then take to Full Ledbury Town Council as application body. **Likely April date- TBC**

June 6th Ledbury Community Day – take opportunity to highlight the x3 ideas and further consult/ share with the community the route of the ideas.

*Next Meeting of Core Consultation Group as a Friday lunchtime – [subsequently agreed to be Friday 20th March 12.30 – 2pm, Jacobean Room, Ledbury Town Council + Teams]

Appendix B: Minutes from the Fundraising Subcommittee 11/03/26

Wed 11th March 2026 at 14.00 to 15.30 pm (11 Bank Crescent)

Agenda

1. Minutes of last meeting (Wed 7th January)
Agreed
2. Matters arising:
Action list

Who?	What?	By when?
JP	Agree with NM and CM a meeting date with ERT members to talk about winding up the Trust. <i>Email outlining the project sent to the Trustees of ERT. We hope they will respond. Nick to offer some dates 27th April (7.30); Wed 29th (7.30). Meet at Bank Crescent.</i>	End of Jan
	Conclude planning for March 27 th event (and ask for help as needed) and take the lead (with Comms Committee and board support) in promoting it. <i>All tickets sold. Programme from Philip with introductions to the pieces (JP do intros and TK read poems). Drinks: Hay Wines. Nick to pursue (ask for fizz). Also need soft drinks. JP will produce a programme incl thank yous. Also needs signs. We need some more auction prizes</i>	End of Jan
	Approach John Frith / Simon Harper about The Wanderer and potential singers. <i>Pauntley Court. Refugium booked as a choir. We still hope for Warwick School</i>	End of Jan
	Find singers to record the Sea Shanty <i>Ready to promulgate</i>	End of Jan
	Pursue GWR Community Fund <i>Closed for this year. May help next year to know what the memorial is.</i>	Mid Feb
NM	Agree with JP and CM a meeting date with ERT members to talk about winding up the Trust. <i>(See above)</i>	End of Jan
TK	Conclude negotiations with Warwick School <i>Waiting for confirmation of latest dates (likely June 2026)</i>	End of Jan
	Write to CM/CT about how our committees might best work together <i>Mostly in raising the profile and advertising events and fundraising initiatives (eg local businesses)</i>	End of Jan
	Arrange a meeting at JMHS to begin to plan the shape of the March 2027 event. <i>Waiting to hear back from John Holmes</i>	End of Jan
	Seek help as needed for the running of the Masefield Marathon <i>Board members send out pdf of flyer to as many people as poss Tim putting together the stuff to read</i>	End of Jan

	<i>Helpers needed on the day (esp for tea/coffee/cakes)</i>	
	Chivvy board members about sending out emails to potential donors <i>Very little response from our fellow members. All those who attended the launch have been contacted. We need to keep pursuing this.</i>	End of Jan
	Contact Ian Wilson re internet banking <i>TK did this. All sorted re internet banking.</i>	End of Jan
EC	Approach Stephen Chappel about possible board membership <i>No longer applicable</i>	Mid Jan
	Talk with AJHPH about possible children's event during Poetry Festival <i>No event in the festival but we could organise something on the celebration day (Sun 5th July). Have further Masefield Moments.</i>	End of Jan
EC/IL	Draw up list of board members' phone numbers after board meeting <i>Needs to be raised at the board meeting.</i>	End of Jan
	Be ready to order folders once design issues are agreed <i>Nick will suggest how to cut down the length for use for the businesses</i>	End of Jan
	Research what needs to be done for Tesco bid <i>It is a very detailed process. No-one available at the moment to do this. Can wait till later.</i>	End of Jan
	Produce updated forthcoming events list for board meeting	asap
	Be ready to brief the board on the End of Familiarisation event on 29 th March <i>Community Hall booked from 2-4 pm. Some poets will do their stuff from Rum with Captain Morgan etc. Do the shanty?</i>	27 th Jan

Other points made:

- *It is very important that we know as soon as donations are made. Caroline will chase Ian about regular updates of donors.*
- *When Isabel and Emma go they will leave us a "handbook" on how to run events, good contacts etc*
- *We need to board members to redefine their roles in supporting the project once Emma and Isabel have left*
- *20th March: the consultation group will have made their recommendation*
- *Board meeting to discuss what we recommend to the council (21st April)*
- *Full council (7th May)*
- *Present budget is £60,000. How do we handle quotes that exceed this? We have to decide as a fundraising team what our capacity might*

be to raise more. Or we simply say, stick to budget and we will put any additional funds to a further memorial idea.

3. Sending emails to potential donors (progress update). Next steps.
Tim to contact board members one more time.
4. Donations update (JP / EC)
No more to report at this meeting
5. Donor pack (progress update) (NM)
Nick will prune this for business approach
6. Events: dates and planning (TK/JP)
 - Bosbury House (JP) – all in hand (and all tickets sold)
 - Pauntley Court (JP/TK) – will be June 2027
 - Masefield Marathon (TK) – help needed from board members
 - John Masefield event Theatre event – in hand
7. Progress with trust and other applications (JP/NM/TK))
 - *We have not heard from Best of British (end of April)*
 - *GJW Turner (April)*
 - *Good news is that there is no doubt that we will meet matched funding*
8. What help we need from the Communications Group (in publicity etc)
See above
9. Review fundraising timeline and plan for approaches to businesses (TK)
We do not need to approach businesses too soon. It could even be next year. Can we have any ideas about a sponsor type approach towards the end of the project.
10. Key upcoming dates in the project (EC)
 - *Daffodil fields project happening now.*
 - *4 sessions booked in with care homes and 6th formers will be in on one of these sessions.*
 - *One more refugee support event*
 - *Celebration Day*
 - *2Faced Dance in hand (will be well publicised) / Workshops / involvement of Hereford Wildlife Trust (6th – 10th April)*
 - *One more event with the Food Bank*
 - *Memorial workshops – hard to get hold of Primary Schools but we hope to get Bosbury, Ledbury and Eastnor.*
 - *Merchant Navy Talk*
 - *Shakespeare birthplace trust visit (JMHS pupils) – June 1st*
11. Progress with Pump Track (JP)
Design meeting has taken place. JMHS representatives there (incl John Holmes). Lots of the school's ideas included and the Head of Art will lead the pupils in populating a "canvas". Sea theme. Company making the Pump Track is called Clark and Kent.
12. Website – how it can best help us with the next phase of fundraising (IL)
There is a lot of good stuff on this. How can we get more people looking at it.
13. AOB
Beer mats to advertise the Masefield Marathon.

14. Date of next meeting
 13th May at 2.00 pm

Action List	
WHO	WHAT
NM	Let Tim have names and contact details of Emma Russell Trustees
	Ask hay Wines for bubbly for the 27 th March event
	Look through donor pack documents and suggest how the content can be trimmed
TK	Conclude negotiations with Warwick School on concert date
	Confirm date of JMHS event with John Holmes
	Publicise Masefield Marathon through board members
	Contact board members once more about contacting donors
EC	Consider appropriate events for the Celebration Day
CM	Chase Ian Wilson about how she can have access to the JMS account and so be able to tell us promptly of new gifts.
EC/IL	Prepare "handbook" for the time when we shall no longer have them with us.
	Design a beer mat to advertise the Masefield Marathon (inviting people to take part or just attend)

From Emma

Forthcoming events (it hasn't changed much since the interim report update on activities at the end of Feb).

- Daffodil Field sessions - art/reminisce sessions with Gemma Moore (March 2026)
- Refugee Support group - textiles and poetry with Jeanette (date TBC)
- Community Celebration (29th March) - this is the end of familiarisation phase event and will include poets, music, cake and a Zine Making workshop.
- Midnight Folk dance workshops for 6-13 year olds (I'm working with the HAF programme on this)
- One final art and word workshop (under Foodbank heading) 29th March
- Marc Le Brocq concert 27th March
- Memorial arts/clay workshop - schools April
- Sea Fever - Merchant Navy Talk at JMHS DATE TBC
- Shakespeare's Birthplace Trust JMHS visit - 1st June
- 6th June - Community Day / Big Green Week
- 4th July - Celebration Day
- August - Ledbury Carnival

Appendix C: Minutes from the Communications Subcommittee 13/03/26

Notes from Comms meeting 13th March, 2026

1:

Ledbury Poetry Marketing Manager

Currently recruiting: hoping to have in place by end April/early May

Amy Howard offered to donate 2 hours a week to Masefield Matters. Comms group accepted and thanked Amy for her generous offer.

2:

Promotion:

a: local – Group agreed that local promotion most appropriate during familiarisation process as all activities locally based.

Suggestions: Local Press, John Masefield Society, Civic Society, Ledbury Poetry, John Masefield High School

b: national – discussion whether to wait until the form of the memorial chosen or until it is commissioned. It was hoped this would become clearer once the outcome of the consultation is known.

3:

Events

a: Bosbury – sold out. JP will manage any publicity/photos in conjunction with Nat Hone (Host)

JP asked for items for the Chinese auction. She has 5 at present.

b: Pauntley Court. Event scheduled for a Wednesday in June 2027 to fit in with choir from Warwick School. 100 tickets will need to be sold. Details yet to be finalised so too early to publicise.

c: Marathon. Will be in the Ledbury Poetry programme going out April 23rd. Amy requests flyer and any copy.

Discuss with Tim where to place flyers. Suggestions: Church, TIC (Council), Social Media and JMS website.

Beermats. Tim has offered to loan money upfront to enable them to be ready to coincide with the Marathon, and reclaim later. Discussion with Amy concluded need for distribution to be time limited to event itself in order not to clash with the Poetry Festival.

EC to talk to Tim to design.

AH mentioned that LP's new brand would be out soon.

d: Theatre Event

TK has engaged writers and a possible director for a 4-act event at the Market Theatre of music and readings focussing on John Masefield's life. Scheduled for September

PE and CM to fact check script.

e: John Masefield High School event

March 27th – will involve High School and local primary schools; collaboration across different departments within the schools.

4:

AoB:

Familiarisation event on 29th March

Promotion Plan:

Social Media via Isabel

Share with Board and attendees at early Masefield Matters events

Aiming to attract 125 people to event. EC to check and advise whether there are target requirements for NLHF in activity plans?

JP will ask CT to write a press release for this event for local press

Constitution of Comms Group

CT's resignation from the joint chairmanship was noted.

CM will continue as Chair for present. AH will be available to back-up if needed – CM thanked AH for her support.

Approach to local traders

Agreed this would be revisited following the full Council meeting in first week of May when final form decision will be ratified.