



LEDBURY TOWN COUNCIL



4th August 2025

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

Dear Member

You are invited to attend a meeting of the **Masefield Matters Board on Wednesday, 13 August 2025 at 11.00 am in the Victorian Room, The Master's House, Bye St, Ledbury HR8 1EA** 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. Apologies for absence **5 mins**
2. To approve and sign the notes of the meeting of **15 mins** (Pages 3 - 8)
the Masefield Matters Board held on 7 May 2025
(All)

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|-----|---|----------------|-----------------|
| 3. | To approve and sign the notes of the meeting of the Masefield Matters Board held on 25 June 2025
(All) | 15 mins | (Pages 9 - 12) |
| 4. | To receive and note the Action Sheet (All) | 5 mins | (Pages 13 - 14) |
| 5. | Interim Report and to receive and note the list of Familiarisation Activities (JP/EC) | 10 mins | (Pages 15 - 19) |
| 6. | To Provide an Update on Funding and Donations (TK) | 10 mins | (Page 21) |
| 7. | To Provide an Update on Social Media and Marketing (IL) | 5 mins | |
| 8. | Evaluation Workshop (All) | 5 mins | |
| 9. | Board Training and Skill Sets (JP) | 5 mins | |
| 10. | Merchandising (EC and IL) | 10 mins | (Pages 23 - 25) |
| 11. | Sustainability in Masefield Matters (Information only) (IL) | 5 mins | (Page 27) |
| 12. | Accessibility in Masefield Matters (Information only) (IL) | 5 mins | (Pages 29 - 30) |

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 7 MAY 2025

PRESENT: Dr Philip Errington (PE) (remotely), Dr John Holmes (JH), Amy Howard (AH), Tim Keyes (TK), Caroline Magnus (CM), Nick Morris (NM) (Chairman), Justine Peberdy (JP), Christine Tustin (CT)

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

1. APOLOGIES FOR ABSENCE

Apologies were received from Chris Noel.

2. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 5 MARCH 2025

Amendments were made to the Agenda (changing the name from 'John Masefield Memorial Working Party' to 'Masefield Matters Board', and adding Apologies as an item) and the Minutes of 5th March (Bob Vaughan's name corrected, CM did not give permission for recording to be put on website)

It was noted in regards to MM7(2) that Mark Lister did not wish to join the Board and Stephen Furlonger accepted the invitation to join.

CM noted that she does not consent to be recorded for the website, but could be open to a rewritten version of her speech being featured. JP and TK agreed to record their presentations for the website.

ACTION:

MM14 TK and JP – Record Launch presentations for inclusion on the Masefield Matters website.

3. ACTION SHEET

The Action Sheet was noted. An update to the Terms of Reference is to be on the agenda for the next meeting.

The letter to parents of John Masefield High School is in progress. This will be sent as an email to all parents. The purpose of this letter is raising their awareness and highlighting activities their children will be participating in. EC is to complete this and send to TK for proofreading within two weeks.

NM requested a finalised list of attendees at launch event. It was noted that this list cannot be retrospectively completed. EC is to share the current list of attendees with

the Board to add names of those they knew attended. This should be completed in time for a newsletter to be sent out at the end of the month.

JP has created a fundraising spreadsheet; this has been sent to EC. NM would like this to be sent to the Board. Peter Salt will be available to assist with this. AH said that Sarah Lee is leaving Herefordshire Council, with Damian and John taking over her role.

Action MM13(4) can be closed; EC has found the required information.

Update on Action MM13(5): PE has not yet been in contact with Piers Torday. CM will be in contact in July. The action has been transferred to CM.

EC informed the Board of a new contact with Pauntley Court: IL and EC are to visit and discuss usage for events.

The possibility of featuring Masefield Matters on radio shows was discussed. PE is to contact Melvin Bragg. AH has connections with Melvin Bragg (In Our Time), The Verb, and Poetry Please. AH was happy to make these contacts, but expressed that we may need to wait until the project is more established. AH recommended neat blurbs based on different aspects of our mission that can be sent out. Any contacts made now would be aiming to make people aware of the project so they are familiar with the project by the time of the memorial unveiling. PE recommended contacting Simon Armitage as he has previously discussed Masefield. AH will talk to Simon Armitage. Beth (LTC Tour Guide Manager) interviewed by radio station in Bristol, the programme mentioned Masefield. AP is to contact the Bristol radio station.

TK encouraged members to consider the next level of understanding of Masefield poems and works that we could base familiarisation activities on. It was discussed that a Poem of the week for the website via PE could raise the profile of other Masefield works.

AP discussed an article on the project for Clerk and Council magazine which IL is to write.

CM requested that the Board see press releases, talks, and events, and are regularly updated on the project.

CT confirmed that Heritage Open Days (HODs) will not be John Masefield focussed. We need to confirm with Jim Grevatte that Masefield Matters is registered for HODs. EC is to arrange a meeting with Jim. AH said Ledbury Poetry is planning a poetry trail for HODs with Herefordshire Council, and suggested Masefield Matters/John Masefield could be involved with this.

The John Masefield Society has published a Masefield themed walking route in the past, which may be suitable for re-publishing to tie in with HODs or as a guided walk during the Winter Poetry festival. CM to ask Peter Carter and CN if they have a copy. JP mentioned that Herefordshire walking festival could be a venue for Masefield themed walks.

ACTIONS:

- MM15 (1) EC – Draft letter to JMHS parents; TK to proofread**
- MM15 (2) EC and IL – Finalise a list of attendees. All members are to add attendees not yet listed.**
- MM15 (3) EC and IL to visit Pauntley Court**
- MM15 (4) EC – Draft blurbs based on different aspects of our mission that can be sent to contacts**
- MM15 (5) AH – contact Simon Armitage about project**
- MM15 (6) PE - write poem of the week intro for the website.**
- MM15 (7) IL – write article for Clerks and Councils magazine**
- MM15 (8) EC – arrange meeting with Jim Gravatte to confirm HODs**
- MM15 (9) CM – ask Peter Carter and CN if they have copies of the Masefield walking map**

4. FINANCE PROCEDURES

CM advised that the John Masefield Society will be registered within the fortnight, and thought that previous donations could be backdated. CM supplied the John Masefield Society application forms and will send a digital version of the gift aid form. AP noted the importance of having an agreement in place for transferring funds to the Town Council. Bob Vaughn still has access to the John Masefield Society finances whilst CM is still in the process of transferring to being Chairman. AH recommended Nigel Falls as a contact; CT recommended Graham Every (Civic Society treasurer) for advice. CT will approach him to put him in touch with CM and CN.

TK noted there was some negative feeling about the finances of the project, concern arising about the JMS ability to handle the gift aid. This will be addressed by an FAQ document on website when this matter is resolved.

ACTION:

- MM16 CM - contact Bob Vaughan to begin process of transferring funds.**

5. OPERATIONAL: FAMILIARISATION ACTIVITIES

EC gave an update on list of activities, noting changes to previous versions of this list. The Cutty Sark activity with John Masefield High School is to be moved to October.

CM is happy to run a follow up activity at the school next academic year. It was suggested that information on upcoming events be sent to parents to help boost turnout.

The evaluation specialist (Steve Green) is in post, but is yet to complete an evaluation workshop. EC to send details to the Board on this post. The Consultation Specialist role is currently being advertised.

JP suggested a commission for a composer to set John Masefield words to music for children which potentially could be performed at unveiling. JP could potentially find a sponsor for this. PE mentioned there are already a number of Masefield musical settings that can be used and will share a list of pieces he is aware of. AH recommended John de la Cour as a contact for this, and noted that grant funding is available for this type of activity. John Masefield High School has three choirs that may be available. Jess Mortimer Price (head of music at the school) would be the contact for this.

ACTIONS:

MM17 (1) EC to send details of the Evaluation Specialist to the Board.

MM17 (2) PE to share a list of musical settings of Masefield with the Board.

6. MERCHANDISING

CM raised concerns about the illustration, suggesting the lighthouse motif may not be appropriate as a central image as it does not feature in the poem. She instead suggested the illustration focus more on the content of the poem.

It was noted that it needs to be clear whether we are creating merchandise for commemorative or fundraising purposes, as these would feature different designs. JP recognised that this needs to be commercial; however this can be compromised with more accurate representation of the poem (for example, a tall ship and a star rather than a lighthouse).

There could be a more informative commemorative item produced, including Masefield's name, face, and dates. PE recommended historical artwork that we may be able to use without seeking rights. PE also said that John Masefield painted watercolours himself, which the JMS has access to. It was suggested that local artists groups or children could recreate scenes from Masefield works in a form of competition to create marketing (an example was given as a cider label drawing attention to John Masefield).

ACTION:

MM18 PE – send historical artwork that may be suitable for merchandising to EC.

7. RISK REGISTER

Previously, two separate risk registers existed that EC has combined into one. EC will go through this and present risk register at the next Board meeting. AH offered to collaborate with this.

A number of Board Members expressed concern that communication was inconsistent and they were not always included in follow up emails. It will be ensured that regular project updates are shared. Others mentioned that only notable changes in activities should be discussed in detail, suggesting too much time was given to this.

It was raised that there is an unused domain name for the project.

8. FUNDRAISING UPDATE

The Megan Baker House was raised as a potential contact for activities for those with disabilities.

EC is to organise a fundraising committee with TK, JP and to invite Peter Salt.

ACTION:

MM19 EC – organise a fundraising committee.

9. ASSISTANT ARCHIVIST VOLUNTEER UPDATE

Item will be included in follow up email.

10. CONSULTANT SPECIALIST UPDATE

Item will be included in follow up email.

11. COPYRIGHT OF MASEFIELD WORKS

EC will request permission from Society of Authors and Lisa Dowd for use of Masefield lines in the Kim Lynch illustrations. PE recommended we consider what print runs, how it will be distributed and how long it will be used for, as the Society of Authors would wish to know. They would most likely want to see designs before they are printed, and like to be updated on projects.

ACTION:

MM09 EC - request permission to use Masefield's words on merchandise.

12. DATE OF NEXT TWO MEETINGS

Wednesday 13 August 11am

The meeting ended at 12:41pm.

Signed.....

Dated.....

LEDBURY TOWN COUNCIL

MINUTES OF AN EXTRAORDINARY MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 25 JUNE 2025

PRESENT: Dr Philip Errington (PE), Amy Howard (AH), Tim Keyes (TK) (remotely), Caroline Magnus (CM), Nick Morris (NM), Justine Peberdy (JP)

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

1. TO ELECT A CHAIRMAN OF THE MASEFIELD MATTERS BOARD FOR THE 2025/26 MUNICIPAL YEAR

PE nominated NM. CM seconded this. NM accepted the nomination and was elected unanimously.

The order of the agenda items was altered to elect the Chairman first, apologies for absence, reviewing the terms of reference, ending with the election of Deputy Chairman and lead roles.

2. APOLOGIES FOR ABSENCE

Apologies were received from Stephen Furlonger, Dr John Holmes, Chris Noel and Christine Tustin.

3. TO REVIEW AND APPROVE THE DRAFT TERMS OF REFERENCE FOR THE 2025/26 MUNICIPAL YEAR

CM suggested that Board members review the Terms of Reference in the meeting but not adopt them. A conversation was had regarding previous draft Terms of Reference documents and the need to review them. It was decided to review the draft Terms of Reference in the meeting.

A range of small alterations were suggested by NM and TK. TK suggested alternative wording in Section 7 and that the role of subcommittees be made clear. AP briefly explained the Nolan Principles, as some Board members were unfamiliar with these, and agreed to send these to members.

AH asked why Emma, as Project Co-ordinator, was not present. NM said this may be a conflict of interest and he would elaborate later in the meeting. AH asked how the role of Project Co-ordinator could have conflicting interest with a meeting of the project's Board.

A lengthy conversation was held surrounding the issue of communication between the project staff and Board members. The key points raised in this was the extent of Board involvement in day-to-day running of the project, the importance of

implementing the subcommittee structure in improving communication and the importance of Board members to be familiar with the project plan (in particular that agreed with the NLHF).

NM expressed he would like to be copied in to every communication from the project staff.

TK recommended a meeting was needed between the Chairman of the Board, the Town Clerk, the Project Co-ordinator and a fourth party to discuss the management of the project. AH raised concerns that this meeting of the Board was being held without the Project Co-ordinator being present. NM asked TK if he would be the extra person in the meeting upon his return to Ledbury, to which he agreed.

AP affirmed need for some level of autonomy. There was a discussion between members as to the autonomy of the role of the Project Co-ordinator and the roles of the Board members and the decision making process, with varying viewpoints.

The Board members reaffirmed issues with communication but otherwise were very happy with the work of the Project Co-ordinator. JP suggested that losing the Project Co-ordinator is the biggest risk to the project.

CM reaffirmed the need to keep John Masefield at the heart of the project. JP pointed out the Board should always refer to the project plan. AP recommended the Board not to arrange activities additionally to those on the project plan in order to manage workload.

NM criticised lack of funds raised. AP advised that the responsibility of fundraising sits with the Board.

AP noted that the Terms of Reference would be re-sent with the changes recommended.

CM asked how technical support in the project will be handled in the subcommittees. It was determined it would fit into the Communications and Risk. This will be included in the Terms of Reference.

CM noted that the John Masefield Society had applied for Gift Aid and would be registered very soon.

4. TO ELECT A DEPUTY CHAIRMAN OF THE MASEFIELD MATTERS BOARD FOR THE 2025/26 MUNICIPAL YEAR

CM nominated TK and NM seconded.
AH nominated JP and TK seconded.

TK said he would accept the nomination, though it would be with some reluctance. JP says she has time to fulfil the role and would be happy to do it.

NM said that Cllr Harvey, the Chairman of Ledbury Town Council, had asked him not to run as Chairman. AP suggested that JP could be Chairman and NM Deputy Chairman, which AH agreed. TK also suggested this as an alternative option. JP said it was for NM to decide if he was able to fulfil the requirements of the role. It was determined that JP is to become Deputy Chairman and NM to be Chairman.

5. TO APPOINT THE FOLLOWING PROJECT LEADS: FUNDING, COMMUNICATIONS AND SOCIAL MEDIA, RISK

Funding

TK was appointed Funding Lead, with JP and NM as other members of the group.

Communication

CM expressed she would like to be involved but not lead. It was noted that Stephen Furlonger would be a potential candidate for the Communication Lead role. PE also expressed an interest in this subcommittee.

No Communication Lead was selected.

TK recommended JP arranged for Stephen Furlonger to restate their role within the project. It was recommended the Board seek another member, noting that around the time of the Poetry Festival would be a good opportunity for this.

Risk

AH volunteered as Risk Lead, noting that it is currently planned for Chloe Garner to resume her role as Director of Ledbury Poetry in October.

It was noted that JH would have relevant skills in this area, and that AP, as the Town Clerk, would also be involved in risk management.

AH left at 15:26

It was determined that familiarisation events would fall under the Communications subcommittee.

PE asked TK if remote connection was good, TK confirmed that the connection worked well and he had been able to participate effectively. It was agreed that future Board meetings would take place in the Master's House.

6. DATE OF NEXT TWO MEETINGS

Wednesday 13 August 11am

The meeting ended at 15:35.

Signed.....

Dated.....

Outstanding Actions from Previous Municipal Year

Minute No.	Action	To be actioned by	Comments	Follow up action	Status
MM09	Request permission to reproduce the Kim Lynch illustration and progress merchandise options for sale in LTC, Poetry House and Butcher Row Museum	EC	EC, IL met Kim Lynch. Designs for tea towel and mug to be sent to Board members.	13.05.25: Contacting the Society of Authors (SoA) to request quotations for single and blanket use of JM words. 15.05.25 Cargos Poster permissions granted for no fee, Permissions for words to be used for merchandise, SoA will need to contact the estate. They have requested the number of items and cost to produce/price to be sold at.	Agenda Item
MM10/ MM15 (1)	Send JH any relevant information to share with parents of JMHS pupils in the form of a letter to parents.	EC, JH	EC and JH arranging a meeting to discuss activities such as Cutty Sark and information to share	Following a meeting with NM and TK, the brief for this letter has changed and a new version will be produced by EC. IL has sent a revised version in the style of the monthly report to NM for approval (24/6).	In progress
MM13 (5)	Follow up with Piers Torday	PE, CM			In progress
MM13 (6)	Create standard information document for the project	EC		Could the project leaflet and FAQs be considered this?	In progress

MM15 (2)	Finalise list of attendees at launch event. All members are to add attendees not yet listed.	EC and IL	19/05 List has been sent to NM who will distribute to the Board	This will be used to distribute a newsletter	In progress
MM15 (4)	Draft blurbs based on different aspects of our mission that can be sent to contacts.	EC		We will consolidate these into a pack we will make available to the Board.	In progress
MM15 (5)	Contact Simon Armitage about the project.	AH			In progress
MM15 (6)	Write poem of the week segment for the Masfield Matters website.	PE	15/05 We are seeking permission from the Society of Authors for this, exploring Poem of the Month or Poem of the Week - and the costs attached to this.		In progress
MM16	To contact Bob Vaughan to begin process of transferring funds from JMS to LTC.	CM	6th June: Caroline is now listed as Chair of JMS		Agenda Item

List of Familiarisation Activities (Completed activities in green)

When will the task happen?	What is the task?	Who is the task for?	Who will carry out the task?	Update	Where will the task happen?
March 25	Hands-on activity for World Book Day.	400 people, event targeted at families.	Community Officer, Ledbury Town Council		St Katherine's Hall, Ledbury
May 25	Blossomtime	Storytelling and info stall			
May 25	The Everlasting Mercy at the Church: A talk by David Wood Robinson on John Masefield and his poem, The Everlasting Mercy	for the Friends of the Parish Church.	Project Assistant Intern	Around 20 attendees, generally older people who regularly attend church events.	St Michaels and All Angels Church, Ledbury
May and June 25	Greenwood carving activity (Tewkesbury Road), x1 day coppicing and carving in May and x1 day finishing in June + refreshments.	6 young people attending youth group supported by LEAF Ledbury.	LEAF staff with freelance specialists Ruth Joiner and Gudren Leitz supported by Project Coordinator.	First session took place in late May with 5 young people in attendance. Second session scheduled for 28th June	Childer Wood

June 25	Project team attend Ledbury Community Day: Information stall, WildPlay sessions with Herefordshire Wildlife, Sea Fever themed stalls and refreshments with Ledbury Community Hub.	Opportunity to raise awareness of Masefield Matters in the wider community. 100 people attend stall.	Project Coordinator, Project Assistant with volunteers.		Ledbury Recreation Ground
June 25	Programme for Big Green Week (WildPlay on Community Day), Walk to Eastnor with Carl Flint	500 people, activity targeted at families with some events more adult focused.	Wildlife Trust, Carl Flint and poet TBC with the support of the Project Coordinator.		Community Hall, Ledbury, open spaces in town and local countryside
July 25	Evaluation workshop.	12 people, project staff, project partners and other heritage organisations, subject to space.	Evaluation specialist	10:30, 11th July, invitations sent	Ledbury Community Hub
July to Aug 25	Delivery of project with foodbank, 6 sessions exploring creative expression. A book with the output will be produced and sent out around Ledbury.	8 people per session, families using foodbank and families who may be considering using service. 50 households receiving book.	Ledbury Foodbank with Jeanette McCulloch and Sara Jane Arbury and support of MMPC and MMPA.	First session taken place	Ledbury Foodbank

August 25	Ledbury Carnival	Info stall with colouring and children's activities. There will also be a children's activity in the Poetry House making Masefield inspired air dry clay pots with plants provided by LEAF Ledbury.	Project Coordinator and Project Assistant, Liv Maybe (activity facilitator)		Ledbury Carnival
April 25 to Feb 26	Visits to the Masefield Archive by community groups participating in the familiarisation phase, plus showcasing project outputs in Masefield Display Case at the Master's House. Open archive event for Heritage Open Days in September.	12 people from 3 of the community groups, 15 people attending HOD event.	John Masefield Society, Assistant Archivist supported by the Project Coordinator.	Assistant archivists put in place to facilitate events in the archive. Heritage Open Days programme developed and submitted to HODs website.	Masefield Archive at the Master's House.
Sep 25	Production of a Masefield focused map of Ledbury to encourage people to explore the town during Heritage Open Days.	100 people use the map.	Community Officer, Ledbury Town Council	Production of the map complete and sent to Community Engagement Officer	Throughout Ledbury

Sep to Nov 2025	Delivery of project with Refugee Support Group, 6 1/2 day sessions. Heritage theme to be agreed.	12 people from refugee families participate.	Refugee Support Group with freelance specialist and support of freelance specialist.		Daffodil Line
Oct 25	Sea-fever, activity exploring seafaring life with ex-merchant seamen in June/July 2025, and a visit to the Cutty Sark in London in Oct 25.	15 young people, pupils at the John Masefield High School who would particularly benefit from the experience, potentially a larger number attending talk from merchant seamen.	John Masefield High School), input from the Merchant Navy Association (MNA) and support from the Project Coordinator.	Date confirmed and places booked.	Cutty Sark in London and locations to be agreed with nearby branches of the MNA (likely John Masefield High School)
Nov 25	The Midnight Folk, session introducing local wildlife - otter, fox, bat and owl - followed by a creative response exploring movement through dance. 6 sessions (days) of activity. To be part of Ledbury Poetry Winter Festival.	50 children / young people per session in receipt of school meals attending the holiday activity and food (HAF) programme at Ledbury Rugby Football Club.	Ledbury Rugby Football Club with the Wildlife Trust, Ledbury Poetry and 2Faced Dance supported by the Project Coordinator.		Ledbury Rugby Football Club and Wildlife Trust reserve

Oct 25 to Feb 26	Online research 'citizen-science-type' project to find out more about the people to whom Masefield presented the books held in the Masefield Archive.	20 people contribute, members of local branch of U3A.	John Masefield Society, Archivist and Assistant Archivist, with U3A supported by the Project Coordinator.	U3A contacted; very enthusiastic	Online, John Masefield Archive
March to April 26	The Daffodil Fields, visits to see the wild daffodils and reminiscence project, 12 sessions of activity inspired by memories of the countryside.	12 people per session. Targeting older people including members of the Evergreen Club, also residents of a local care home and members of the Visually Impaired Support Group, supported by Community Action Ledbury who provide transport.	Project Coordinator with freelance specialist/s. Lead partner tbc (Potentially Gemma Moore).		Nearby Daffodil Fields, usual meeting place of groups, Care Home and Master's House if meeting space required
March 26	Hands-on activity for World Book Day.	400 people, event targeted at families.	Community Officer, Ledbury Town Council		St Katherine's Hall, Ledbury
March 26	Event to mark completion of familiarisation phase and thank participants.	125 people, mostly community group participants and their families.	Project Coordinator and Working Party		Community Hall, Ledbury

MASEFIELD MATTERS BOARD	13 AUGUST 2025	AGENDA ITEM: 6
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Report prepared by Isabel Lewis – Masefield Matters Project Assistant Intern

FUNDING AND DONATIONS

Purpose of Report

The purpose of this report is to update Members with current match funding requirements and status of fundraising processes. The outstanding match funding requirement is £16,750.

Detailed Information

The total match funding requirement for the project is £25,000. The total received (or promised) in matched funding so far is shown in the below table:

Status	Source	Value	Cumulative
Starting match funding requirement:			£25,000
Received	Ledbury Town Council	£5,000	£20,000
Received	Private Donor	£500	£19,500
Received	Ledbury Town Council	£250	£19,250
Potential	BID	£2,000	£17,250
Potential	Private Donor	£500	£16,750
Projected shortfall as of July:			£16,750

The £500 donated by the private donor was given through the John Masefield Society (JMS), and there is not yet a procedure for moving those funds from the JMS to the Town Council.

We unfortunately were not successful in our application to UKSPF. However, there are a range of strategies available to Masefield Matters in order to raise funds, including:

- Grant applications
- Fundraising events
- Private donations
- Merchandising
- Event sponsorship

Recommendation

It is recommended that a procedure for the movement of funds from the JMS to the Town Council is put in place.

MASEFIELD MATTERS BOARD	13 AUGUST 2025	AGENDA ITEM: 10
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Report prepared by Isabel Lewis – Masefield Matters Project Assistant Intern

MERCHANDISING COSTINGS

Purpose of Report

The purpose of this report is to inform the Board Members of the estimated costs of merchandising (mugs, tea towels and cards). The product costs can then be evaluated alongside the desired sales price and the profit margin to inform the likely funds raised from producing the merchandise.

Detailed Information

Mugs

Aim: A high-quality commercial item with decorative Sea-Fever themed artwork printed in one colour. A high quality product would be preferred with a moderate price point.

Models: Can, Balmoral, Cambridge

Costing: See Table 1 (approximate per item, based on artist's fee of 35%)

Tea Towels

Aim: A screen printed tea towel with the Sea Fever artwork. This would be a reasonably low cost item.

Models: Promotional (2 selvages, 2 sewn edges), Standard, Premium, Organic

Costing: See Table 2 (approximate per item, based on artist's fee of 35%)

Cards

Aim: A blank greetings card sold singularly with Sea Fever artwork. Greetings cards tend to sell better and with a higher markup than postcards.

Models: A6 or A5, sold in packs of 5. Figures below given per individual card.

Costing: See Table 3 (approximate per item, based on artist's fee of 35%)

The figures used in the estimated costings are based on the printing company recommended by Kim Lynch. Estimate artist fees are included in the total outlay, and reasonable approximations are used in the sales price. Minor changes to these values would not impact the overall costs and profits significantly.

Recommendation

It is recommended that the Board consider the initial cost of purchasing the merchandise and whether this can be budgeted for. They should also consider the likely number of sales and storage capacity available when selecting quantities. An agreement on percentage paid per item will need to be made with the artist and any retail outlets before total costs are confirmed.

It must be determined where in the budget the initial outlay for purchasing the merchandise will be found, and the value of these funds. It should be noted that the total marketing budget for Masefield Matters is £1,000, some of which has been spent, and some is required for marketing activities.

It is recommended that producing merchandise should not be a priority at this stage of the project due to the high allocation of funds and staff time this would require and the low returns. There is also a significant risk of losing money if stock does not sell.

Table 1: Mugs

Number of Items		50				108				180				216			
Style	Material	Total Outlay*	Sales Price	break even	Max Profit**	Total Outlay*	Sales Price	break even	Max Profit**	Total Outlay*	Sales Price	break even	Max Profit**	Total Outlay*	Sales Price	break even	Max Profit**
Can	Bone China	£403.69	15.00	27	£221.06	£640.11	15.00	43	£709.35	£1,007.28	15.00	67	£1,241.82	£1,175.24	15.00	78	£1,523.68
Balmoral	Bone China	£392.35	15.00	26	£232.40	£615.62	15.00	41	£733.84	£966.46	15.00	64	£1,282.64	£1,126.25	15.00	75	£1,572.67
Cambridge	Earthenware	£336.46	12.00	28	£163.34	£545.63	12.00	45	£533.93	£849.82	12.00	71	£949.46	£961.28	12.00	80	£1,197.85

Table 2: Tea Towels

Number of Items		100				250				500			
Style	Description	Total Outlay*	Sales Price	break even	Max Profit**	Total Outlay*	Sales Price	break even	Max Profit**	Total Outlay*	Sales Price	break even	Max Profit**
Promotional	2 sewn, 2 selvedge	£387.74	5.00	78	£28.76	£801.65	5.00	161	£239.60	£1,510.40	5.00	302	£572.10
Standard Cotton	Basic	£400.70	6.00	67	£99.10	£846.20	6.00	141	£403.30	£1,599.50	6.00	267	£899.50
Premium Cotton	Premium	£412.04	8.00	52	£254.36	£874.55	8.00	110	£791.45	£1,656.20	8.00	207	£1,675.80
Organic Cotton	Organic	£468.74	8.00	59	£197.66	£1,016.30	8.00	127	£649.70	£1,947.80	8.00	244	£1,384.20

Table 3: Postcards

Number of Items		100 x 5 ***				250 x 5 ***				500 x 5 ***			
Style	Description	Total Outlay*	Sales Price	break even	Max Profit**	Total Outlay*	Sales Price	break even	Max Profit**	Total Outlay*	Sales Price	break even	Max Profit**
A6	A5 folded	£151.18	2.00	76	£136.36	£331.00	2.00	166	£350.30	£526.50	2.00	263	£727.70
A5	A4 folded	£199.78	2.50	80	£168.29	£452.50	2.50	181	£430.13	£729.00	2.50	292	£895.45

*Total cost of order with setup and carriage, and an estimated 35% artist fee

**This does NOT include any fee from retailers, but does account for VAT

*** These items are sold by the supplier in packs of 5, but costs are calculated per card, assuming they are sold individually

Report prepared by Isabel Lewis – Masefield Matters Project Assistant Intern

SUSTAINABILITY IN MASEFIELD MATTERS

Purpose of Report

The purpose of this report is to remind the Members that sustainability is one of the key investment principles of the of the National Lottery Heritage Fund. The NLHF will expect us to make a commitment to the environment and sustainability in our work.

Detailed Information

The National Lottery Heritage Fund bases its investment on four main principles:

- Saving heritage
- Protecting the environment
- Inclusion, access and participation
- Organisational sustainability

The project so far has largely focussed on the first, third and fourth points as these encompass the key aims of Masefield Matters. However, so far we have not considered ‘protecting the environment’ in great detail. The NLHF aims to both support landscape and environment based projects, and to support projects in reducing their carbon footprint.

Several of our activities have a nature and landscape theme (e.g. the woodcarving activities, the Daffodil Fields), so it would fit the project well to do what we can to reduce our impact on the environment. There are a range of changes we can implement to achieve this, including:

- Reducing documents being printed
- Using digital media instead of print, or trying to use pre-existing publications where possible
- Using public transport or car sharing when travelling if available

Recommendation

Many changes reducing the project’s carbon footprint would require no or very low budgets. It is recommended that the Board contact IL with any ideas they have regarding how to increase the sustainability of the project or activities within it.

Report prepared by Isabel Lewis – Masefield Matters Project Assistant Intern

ACCESSIBILITY IN MASEFIELD MATTERS

Purpose of Report

The purpose of this report is to inform the Members of the need to ensure that all elements of the project are as accessible as possible and the steps taken towards this goal. This report will also detail planned accessibility adaptations and that Section 149 of the Equalities Act is considered (this is available at <https://www.legislation.gov.uk/ukpga/2010/15/section/149>).

Detailed Information

EC and IL attended Heritage Open Days/VocalEyes training on accessibility in heritage at the end of May. This session focussed largely on those with visual impairments, but the main messages could be applied more broadly. These were:

- To use digital systems wisely: to make websites as easy to navigate as possible and to have alt text for images (this could be reversed, supplying transcripts for audio information for those hard of hearing)
- Provide accessibility information honestly and openly. Ensure contact details are readily available.
- Try to provide alternative formats and offer them – e.g. large print text, clear signage, audio description
- Communicate with visitors – tell them what is available, rather than asking what they require, and share relevant information about the site. Always ask before touching or guiding someone.

Accessibility is affected by internal and external barriers. Internal barriers are those the site operator can control; such as lighting conditions and signage, whereas external barriers are those that cannot be controlled, such as public transport links or location of the site.

Ensuring a range of activities and communication methods are practiced not only benefits those with disabilities, but also can create a more varied and engaging experience for everyone.

So far, Masefield Matters has implemented the following actions:

- Making sure all images on the website have alt text (where this is facilitated) and adding alt text to social media posts
- Using clear fonts in an appropriate size and contrast in all communications.
- Using clear language in communications

Our aims going forward with the project are:

- Large print version of the Masefield Matters leaflet
- Ensuring the John Masefield Archive is accessible to those with reduced mobility.
- Is there anything in the John Masefield Archive that can be digitised, handled, or recorded via audio? IL is happy to facilitate this
- A three-dimensional tactile map for heritage open days with QR code links could be considered alongside a paper/digital traditional map
- Using venues that are wheelchair accessible where possible
- Transcripts to be made available on the website from talks
- Audio described guides for any predominantly visual events
- Ensuring that consultation forms are simple to fill out and can be used with a screen reader, and that relevant information comes in a variety of formats.
- Adding captions to any recordings that are made (including for social media)

Recommendation

Many of these adjustments would require no or very low budgets. It is recommended that the Board contact IL with any ideas they have regarding how to increase the accessibility of the project or activities within it.