



# LEDBURY TOWN COUNCIL



4<sup>th</sup> December 2025

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, 9<sup>th</sup> December 2025 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

## **FILMING AND RECORDING OF COUNCIL MEETINGS**

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## **A G E N D A**

1. To elect a Chairman of the Masefield Matters Board **5 mins**
2. Apologies for absence **5 mins**
3. To elect a Deputy Chairman of the Masefield Matters Board **5 mins**

- |     |  |                |               |
|-----|--|----------------|---------------|
| 4.  | To approve and sign the notes of the meeting of the Masefield Matters Board held on 14 October 2025<br>(All)         | <b>10 mins</b> | (Pages 3 - 8) |
| 5.  | To receive and note the Action Sheet (All)   | <b>10 mins</b> | (Pages 9-12)  |
| 6   | Masefield Matters Project Assistant Intern Contract Extension Decision in Principle                                  | <b>5 mins</b>  |               |
| 7.  | Verbal Update on the Project Evaluator   | <b>5 mins</b>  |               |
| 8.  | To Receive and Note Sub Group Updates:<br>6.1. Fundraising (TK)<br>6.2. Communications (CM and CT)<br>6.3. Risk (AH) | <b>20 mins</b> |               |
| 9.  | Fundraising List of Individuals to Approach  | <b>10 mins</b> | (Pages 13-18) |
| 10. | To Receive and Note the National Lottery Heritage Fund Report December 2025 (for information only)                   | <b>N/A</b>     |               |

## LEDBURY TOWN COUNCIL

### MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 14 OCTOBER 2025

**PRESENT:** Amy Howard (AH), Tim Keyes (TK) Caroline Magnus (CM),  
Councillor Morris (NM), Chris Noel (CN), Justine Peberdy (JP),  
Christine Tustin (CT).

**ALSO PRESENT:** Emma Clowsley (EC) (Project Co-ordinator), Councillor Harvey  
(EH) (Chairman of Ledbury Town Council)

#### 21. APOLOGIES FOR ABSENCE

Apologies for absence were received from Philip Errington, Stephen Furlonger, John Holmes, Isabel Lewis and Angela Price.

#### 22. TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE MASEFIELD MATTERS BOARD HELD ON 13 AUGUST 2025

**RESOLVED:**

**That the minutes of the Masefield Matters Board Meeting held on 13<sup>th</sup> August 2025 be approved and signed as a correct record.**

#### 23. TO RECEIVE AND NOTE THE ACTION SHEET

EH noted that it was good news that the gift aid registration had been successful. CM informed the Board of a subsequent meeting to arrange donation procedures. NM and CM clarified that funds received to date will be transferred to Ledbury Town Council.

Action 24/MM15(4): TK provide a Case For Support that can be adapted to various fundraising purposes. EC has also compiled a list of activities within the project and the corresponding demographics to assist the fundraising applications. EC noted that sections of the UKSPF application can also be used in other applications. JP shared that MM is working with LCH on their application for a UKSPF Biodiversity grant. This project already has S106 money for a seating area, and further funding is being sought for planting. This area can then be Masefield linked with the support of MM.

AH confirmed 2FacedDance will be performing a Box of Delights themed dance at the Christmas Lights Switch On (23<sup>rd</sup> November). EC described the badge making activity, children's activity and Jonny Fluffypunk's performance with excerpts from the Box of Delights for the Christmas Light Switch On.

Action 24/MM15(6): Permission has been received from the Society of Authors to publish one poem per month for twelve months on the Masefield Matters website. Each poem would be published for a year, costing the project £300. PE will choose the poems and IL will publish and promote them. TK suggested including videos of people reading the poems out loud. EC noted there was also a connection with

Swedish schoolchildren through the Twinning Association. AH said that Ledbury Poetry had previously worked with Swedish translators, so would have connections that may be useful in translating poems into Swedish. CM requested that 'The West Wind' should be included, and she would be willing to record herself performing this.

24/MM16: The process of transferring funds to be discussed in the meeting immediately following this meeting with the JMS treasurer.

25/MM09(3): AH has asked JH to join the Risk sub-committee but has yet to receive a response.

25/MM13: CN confirmed that £25 had been paid into the JMS account. CM noted that the uncertainty around this donation highlighted the need for clear processes.

25/MM16(1): This is included in the agenda.

25/MM18: AP and EC will speak to Liz Warren soon about the upcoming report for the National Lottery Heritage Fund. EC confirmed the Board would receive a copy of this before it is submitted.

25/MM19: This is in progress.

JP recommended that Members update the Board on resolved actions. She noted that the sea shanty has been written, and it is planned that various organisations will contribute a verse. EH suggested that the company of HMS Ledbury is visiting Ledbury on the 8<sup>th</sup>/9<sup>th</sup> November, and they may contribute a verse. TK recommended a tactical approach to choosing who to record poems (e.g. for the Poems of the Month), suggesting choosing groups that have a built-in audience. NM recommended a press release when the sea shanty is complete and once it is performed.

TK asked if a chairperson had been selected for the Communications subcommittee. NM said that there had not been. EH recommended this should be discussed under the agenda item 5.2. To Receive and Note Subgroup Updates: Communications.

**ACTIONS:**

**MM23 (1) EC to add UKSPF application to the Fundraising shared drive.**

**MM23 (2) EC to circulate itinerary of the Christmas Light Switch On to Board members once this is finalised.**

**MM23 (3) AH to chase JH for a response to the invitation to join the Risk subcommittee.**

**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.**

**MM23 (5) IL to write press releases for the sea shanty (with the support of the Comms team).**

## **24. TO REVIEW PROVISION FROM THE PROJECT EVALUATOR**

CM recommended that project staff lead discussions on the Project Evaluator. EH also suggested that the Risk group should be involved in the discussion, as the evaluation is an essential part of the project. She also noted that the post would not require going out to tender for applicants, and that a case could be made for an alternative organisation to take over the evaluation of the project.

AH expressed dissatisfaction with the current evaluator's performance. JP proposed Janine Rusby and Andrew Meredith as replacements; EC confirmed their availability and suitability given their consultancy roles. TK queried contractual obligations; EH noted termination is possible if delivery fails. EC reminded the Board they will manage the evaluator post-project, and AH stressed the need to avoid repeating past mistakes.

EH suggested the Board make a recommendation to Ledbury Town Council for a change in Project Evaluator. JP noted the end of phase one is a natural point to switch. EC reported no improvement despite raising concerns with the current evaluator, who is 4–5 months behind schedule.

It was noted during a brief conversation that it must be made clear to anyone taking over the Project Evaluation what is expected of them, what work has been carried out so far, and the tight project deadlines.

CM asked how this decision would affect the budget regarding payment of the Project Evaluator. EC clarified that the current postholder would deliver the work of phase one and would not be paid past this point. There was concern that new Project Evaluators would not be able to meet the November reporting deadline. EC proposed that she would be able to write this report with the support of the Board, Liz Warren and AP. TK and AH suggested that it was likely that the National Lottery Heritage Fund would grant an extension to the deadline in these circumstances, which may help ease this pressure.

### **RECOMMENDATION:**

- 1. That the Board recommends that Ledbury Town Council discuss the role of Project Evaluator with the suggested alternative, subject to any conditions necessary.**
- 2. That the Board terminate the current evaluator's contract subject to any contract terms and conditions.**

### **RESOLVED:**

**TK to support Project Co-Ordinator with drafting of the NLHF report.**

## **25. TO RECEIVE AND NOTE SUB GROUP UPDATES:**

### **25.1. FUNDRAISING**

TK reported that the Fundraising Subgroup met to discuss the £20,000 match funding requirement. The overall fundraising target is £50,000, with £30,000 allocated to the memorial. Initial efforts will focus on approaching trusts and individuals.

TK encouraged full Board involvement, requesting personal donations and suggesting members select individuals to approach from a recirculated launch event contact list. CT proposed a future Civic Society event.

TK explained the plan for four fundraising events. The first would be a spring concert, then a summer poetry reading event, a theatre event in November, and spring 2027 event with John Masefield High School and local primary schools.

Venue offers include Nat Hone's house, Pauntley Court, and Eastnor (Mon–Thurs). JP recommended focusing donations on familiarisation activities at this stage and announced a fundraising concert at her home on 16 November for the Refugee Support Group activity.

NM asked how fundraising events would be promoted and suggested that the project was not being shared widely enough.

NM raised concerns about promotion; TK and CT confirmed the Comms group will explore news media. LH stressed clear ownership of contacts and messaging consistency; AH agreed, especially regarding patrons. EH asked about contact list management—TK will organise this by the next meeting.

TK summed up the forms of recognition that would be available to donors. These include a souvenir brochure at £50, a limited edition print and priority access to events at £250, your name on a permanent board and free tickets to one of the events at £500, and free tickets to all fundraising events at £1000.

EH left the meeting at 12:15.

JP confirmed that a date for the concert with Mark le Brocq had been arranged.

#### **ACTIONS:**

**MM25.1 (1) EC to recirculate the list of names from the launch event.**

**MM25.1 (2) All Members to select individuals to approach for donations, and to consider donating themselves.**

**MM25.1 (3) EC and IL to bring list of launch event names to the next meeting.**

#### **25.2. COMMUNICATIONS**

CT updated the Board on a meeting with SF, NM and project staff, noting the Civic Society newsletter article and SF's approach to a potential patron. They agreed to co-chair the Communications subgroup.

CM questioned whether the meeting between CT and SF was quorate, as she and PE had not been aware of the meeting until the day before the meeting. CM noted that patrons had previously been discussed, and that when approaches had been made to potential patrons, they had said that the project was not yet at a suitable stage for patronage. She also noted that there was no current agreement as to the role of a patron. CM felt that approaches to patrons should not occur without the input from the rest of the Board.

There was a discussion as to the role of the patron and who would be suitable for the role. AH suggested that patronage did not fall under the remit of the Communications subgroup but instead the full Board.

AH and JP questioned SF's capacity for a leadership role. It was agreed SF would act as a consultant, not a Board member. The Communications subgroup will consist of CM, PE, CT, and NM, with CM and CT as co-Chairs.

JP proposed the group draft text for interpretation boards and a programme for the Mark le Brocq recital.

**ACTIONS:**

**MM25.2 (1) CM and CT to arrange initial Communications sub group meeting.**

**MM25.2 (2) Communications subgroup to consider interpretation board text.**

**MM25.2 (3) The Communications group to curate a programme to accompany Mark le Brocq.**

**25.3. RISK**

AH updated Members on her work with the Risk Register, noting some changes are still to be made. She advised that she will share the updated Risk Register with Members monthly.

**26. TO AGREE A DATE FOR COMPULSORY TRAINING FOR BOARD MEMBERS**

It was agreed that this would be arranged via email.

**ACTIONS:**

**MM26 EC to contact Board Members with further information on dates for compulsory training.**

**27. TO INPUT IDEAS FOR THE END OF FAMILIARISATION PHASE CELEBRATION EVENT**

EH raised that World Book Day is at a similar time of year to the planned date of the celebration event. It was agreed that this event would be arranged via email.

**ACTIONS:**

**MM27**            **EC to contact Board Members with further information on the end of familiarisation phase event.**

**28. TO DRAFT AN AGREEMENT OF EXPECTATIONS FOR PATRONS. AND DISCUSS/AGREE SUGGESTED PATRONS LARRY LAMB AND ROSIE GARLAND, AND NEXT STEPS**

EC suggested that although there was insufficient time to discuss this, it was important for this to be drafted. It was agreed that EC was to draft this and present the document at the next board meeting. AH offered to share Ledbury Poetry's patron documentation.

CT suggested that the decision making process was too long. NM then suggested that the Board meet monthly. JP advised that instead of more regular meetings, Members can communicate via email between meetings.

**ACTIONS:**

**MM28 (1)**        **EC to draft an agreement of expectation of patrons.**

**MM28 (2)**        **AH to share Ledbury Poetry's agreement of expectation of patrons with EC.**

**29. TO CONSIDER MERCHANDISING OPTIONS**

It was recommended that Members read through this report and pass on feedback.

**ACTIONS:**

**MM29**            **All members to read merchandising reports and provide feedback.**

**30. DATE OF NEXT MEETING**

**RESOLVED:**

To note that the next meeting of the Masefield Matters Board will be held on Tuesday 9<sup>th</sup> December at 11am at Ledbury Poetry House.

It was noted that NM had resigned as Chairman of the Masefield Matters Board. Members thanked him for his hard work throughout the project.

The meeting ended at 13:15.

Signed.....

Dated.....

**Item 05: To Receive and Note the Action Sheet**

<b>Minute No.</b>	<b>Action</b>	<b>Owner</b>	<b>Date actioned</b>	<b>Update</b>	<b>Board Meeting</b>	<b>Status</b>
<b>24/MM15 (6)</b>	Write poem of the week segment for the Masefield Matters website.	PE		Permission from the SoA has been granted for this, exploring Poem of the Month or Poem of the Week - and the costs attached to this.	May	In progress
<b>24/MM16</b>	To begin process of transferring received funds from JMS to LTC.	CM/AP		6th June: Caroline is now listed as chair of JMS	May	In progress
<b>25/MM09 (1)</b>	To re-send draft versions of update documents to the Chair.	IL	26/08/2025	IL sent this on 26th August	August	Resolved
<b>25/MM09 (2)</b>	To arrange the appropriate permissions to run a Poem of the Month segment.	EC and PE	01/10/2025	The permissions for this have now been obtained.	August	Resolved
<b>25/MM09 (3)</b>	To ask John Holmes to join the Risk subcommittee.	AH		AH invited; no response received	August	Resolved
<b>25/MM09 (4)</b>	To share the list of musical settings with local choirs.	JP		06/10: Justine has shared the musical settings with a number of local choirs, with one already planning to program a Masefield piece.	August	Resolved
<b>25/MM09 (5)</b>	To progress the sea shanty activity.	JP		06/10: Simon Peberdy has begun writing the sea shanty and will ask local schools to contribute verses.	August	Resolved
<b>25/MM11 (1)</b>	To provide list of possible events venues offered to the funding subcommittee.	EC and IL	05/09/2025	This list has been shared with the fundraising subcommittee.	August	Resolved

<b>25/MM11 (2)</b>	To distribute list of attendees from the launch event to the Board.	NM	20/08/2025	Emma has sent this to the Board to add names to	August	Resolved
<b>25/MM12 (1)</b>	To confirm date of the Cutty Sark activity.	EC and IL	22/08/2025	IL sent this out with minutes and actions	August	Resolved
<b>25/MM13</b>	To provide evidence of £25 contribution.	CN and NM			August	Resolved
<b>25/MM14 (1)</b>	All Board members to use their social media connections to expand the reach of the MM social media and website.	All		11/09: A couple of new follows due to this, but no significant changes in engagement.	August	Resolved
<b>25/MM14 (2)</b>	To add newsletter registration form to the Masefield Matters website and to talk to the Community Engagement Officer about how the Town Council runs its newsletter.	IL		09/09: This has been added. Due to the nature of the website, this will alert LTC, who can pass this on to Isabel.	August	Resolved
<b>25/MM14 (3)</b>	To ask Natalie Jolley for rates on short-term social media consultancy and report back to the Board at the next meeting.	JP		06/10: Natalie Jolley has set her rate of £15/hr for social media consultancy for the project.	August	Resolved
<b>25/MM15</b>	To chase Steve Green for evaluation workshop communication.	AP	20/08/2025	Emma has e-mailed Steve Green stating concerns and requesting updates	August	Resolved
<b>25/MM16 (1)</b>	All Board members are to attend Town Council processes workshop.	All			August	Resolved
<b>25/MM16 (2)</b>	To share Board member list of skills with all members, prompting any members who have yet to respond to do so.	IL	05/09/2025	List sent	August	Resolved
<b>25/MM17</b>	To explore print on demand options for merchandising and report back in the next Board meeting.	IL		12/09 A report on this has been drafted and will be included in the next agenda.	August	Resolved

<b>25/MM18</b>	AP and EC to raise environmental sustainability in their meeting with Liz Warren.	AP and EC		This has been added to the agenda of the next meeting.	August	In progress
<b>25/MM19</b>	To use readability analysis software to identify any communications text that require improvement, noting down accessibility scores.	IL		IL documented 'before' values for readability scores 26/08/25	August	In progress
<b>25/MM23(1)</b>	EC to add UKSPF application to the Fundraising shared drive.	EC		Added 01/12	October	Resolved
<b>25/MM23(2)</b>	EC to circulate itinerary of the Christmas Light Switch On to Board members once this is finalised.	EC		IL emailed 14/11	October	Resolved
<b>25/MM23(3)</b>	AH to chase JH for a response to the invitation to join the Risk subcommittee.	AH			October	In progress
<b>25/MM23(4)</b>	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			October	In progress
<b>25/MM23(5)</b>	IL to write press releases for the sea shanty (with the support of the Comms team).	IL			October	In progress
<b>25/MM25.1(1)</b>	EC to recirculate the list of names from the launch event.	EC			October	In progress
<b>25/MM25.1(2)</b>	All Members to select individuals to approach for donations, and to consider donating themselves.	ALL			October	In progress
<b>25/MM25.1(3)</b>	EC and IL to bring list of launch event names to the next meeting.	EC/IL			October	In progress

<b>25/MM25.2(1)</b>	CM and CT to arrange initial Communications subgroup meeting.	CM/CT		Subgroup Meeting occurred 21/11	October	Resolved
<b>25/MM25.2(2)</b>	Communications subgroup to consider interpretation board text.	COMMS			October	In progress
<b>25/MM25.2(3)</b>	The Communications group to curate a programme to accompany Mark le Brocq.	COMMS		Communication group determined this was not within their remit	October	Resolved
<b>25/MM26</b>	EC to contact Board Members with further information on dates for compulsory training.	EC	11/11/2025	Training Complete 11/11/25	October	Resolved
<b>25/MM27</b>	EC to contact Board Members with further information on the end of familiarisation phase event.	EC			October	In progress
<b>25/MM28(1)</b>	EC to draft an agreement of expectation of patrons	EC			October	In progress
<b>25/MM28(2)</b>	AH to share Ledbury Poetry's agreement of expectation of patrons with EC.	AH			October	In progress
<b>25/MM29</b>	All members to read merchandising reports and provide feedback.	ALL		No feedback received as of 28/11	October	In progress

### Item 09: Fundraising List of Individuals to Approach

Organisation	Launch Yes / No	Assigned Board member	Notes
<b>LAST UPDATED: 04/12/2025</b>			
<b>ASSOCIATE MEMBERS</b>			
<b>Stef Simmons</b>	<b>Yes</b>		
<b>Mark Lister</b>	<b>Yes</b>		
<b>Lesley Ingram</b>	<b>Yes</b>		
<b>Sue Mosley</b>	No response		
John Masefield Society - Bob Vaughn	Yes		
<b>DIGNITARIES/ SHERIFF</b>			
Edward Harley and Victoria	Yes		
William James Jackson	No response		
The Reverend Lady Lisvane	No response		
Nathaniel Hone DL	Yes		
James Hervey- Bathurst CBE DL	No response		
Patricia Claire Hodsoll Thomas	No response		
Joanna Hilditch	No response		
Sarah de Rohan	No response		
Robert Robinson	No response		
Patricia Churchward	No response		

Ledbury Food Group (Griff and Sally)	Yes		Has made a donation already
Ledbury Places - Mark Waller	No response?		
Ledbury Poetry Festival (Peter Arscott)	Yes		

### **PEOPLE/ PERSONAL CONTACTS**

Tony Payne and Hannah Hill	Yes		
Tim Rickard	No		
Robert Harley	No		
Rob Kelsey	No		
Philippa Williams (plus 1)	Yes		
Peter Salt	Yes		
Neil Toussaint	No		
Mayor of Hereford	No		
Lindsey Duncan	No		
John Burns	Yes		
Joe Kieran - Wellington Heath	No		
Jo Kingham	No		
Jackie Denman	No		
Ian White	No		
Ian Stainburn	No		
Hilary Davis	Yes		
Edward Elliston	No		
Edward Dixon	No		

David Murdoch	No		
David Littlewood	No		
David Houghton	No		
Charles White	No		
Celia Kellett	Yes		
Ben McCarthy	No		
Johnathan Lewis	No		
Juliette Rowland	No		
Keith Rawkins	No		
Charles Masefield	No		
Steve Tibble	No		
Mary Hatyor	No		
Barry Baxster	No		
Annie Peake	No		
Colonel Andy Taylor	Yes		
Mr and Mrs Glover	No		
Mr and Mrs Tatham	Yes		
William Hopkinson	No		
Paul Kinneard	No		
Melissa and Pelham Hawker	No		
Charles Martell	No		
Alexandra & Christopher Lyons	Yes		
Adam Munthe (plus Nick Pope)	Yes		

Mark and Rebecca Le Brocq	No		Making contribution to the project - fundraising concert
Susie McKechnie	No		
Jeanie Frome Valley Vineyard	No		
Lo and Sue Cole	No		
Mark dlt	No		
Melissa Pauntley Court	No		
Jules Skedding	No		
Sash Giles	No		
Geoffrey Robinson	No		
Sir Roy Strong	No		
Alistair and Nell Glover	Yes		
<b>COUNCILLOR CONTACTS</b>			
Councillor Bradford	Yes		
Councillor Chowns	Yes		
Councillor Eakin	No		
Councillor Harvey	Yes		
Councillor Howells	No		
Councillor Hughes	No		
Councillor Newsham	No		
Councillor Sinclair	No		
Councillor Kettle	No		
Councillor Browning	No		
Ex Councillor Furlonger	No		
Ex Town Mayor - Paul Winter	No		

Ex Town Mayor - Daniel A. Vesma	No		
John Bannister	No response		
Robert Waddington	Yes		
Mayor Kevin Tillett (plus 1)	Yes		
James Marsden	Yes		
Norman Stanier (plus 1)	Yes		
Keith and Sue Britten	Yes		
Elizabeth Hunter	Yes		
Neil Brown	Yes		
Philip & Christina Jackson	Yes		
Stephanie Habbitts	Yes		
Frank Rozelaar	Yes		
Jennifer Harrison	Yes		
Clive Jupp	Yes		
Steve Betts	Yes		
Valerie McLean	Yes		
Martin and Margaret Hanks	Yes		
Mr and Mrs Tombs	No		
Eileen Cooper	Yes		
Lucy Potter	Yes		
Roger Gates	Yes		Has indicated they will make a donation
Nick Bickham	Yes		
Sue Embrey	?		Has made a donation already

Jennifer Mackie	?		
(illegible name - possibly Kenneth Knowett)	?		
Peter Carter	?		
Louise Stevens	?		
Christine Skelding	?		
Mineth Hargreaves?	?		
Ian Stanbuin	?		
John Marshall	?		
Kitty Noel	?		
Kenneth Noel	?		
James Harvey Bathurst	?		
Juliet Rowland	?		