



LEDBURY TOWN COUNCIL



22nd January 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, 27th January 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

Members of the public are permitted to film or record meetings to which they are permitted access, in a non-disruptive manner. Whilst those attending meetings are deemed to have consented to the filming, recording, or broadcasting of meetings, those exercising the rights to film, record and broadcast must respect the rights of other people attending under the Data Protection Act 1998.

A G E N D A

- | | | |
|--|----------------|---------------|
| 1. Apologies for absence | 5 mins | |
| 2. To approve and sign the notes of the meeting (All) of the Masefield Matters Board held on 9 December 2025 | 10 mins | (Pages 3 - 7) |

- | | | | | |
|----|---|----------|----------------|----------------|
| 3. | To receive and note the Action Sheet | (All) | 10 mins | (Pages 9 - 12) |
| 4. | To consider nomination of new Board Member
Alexandra Lyons | | 10 mins | |
| 5. | To receive and note the Project Timeline | (IL) | 5 mins | (Pages 13- 14) |
| 6. | Project progress report (verbal) | (EC) | 5 mins | |
| 7. | To consider post-consultation phase activities,
including the exhibition to share ideas and
special viewing for Lottery players | | 5 mins | |
| 8. | To Receive and Note Sub Group Updates: | | 20 mins | |
| | 8.1. Fundraising | (TK) | | |
| | 8.2. Communications | (CM, CT) | | |
| | 8.3. Risk | (AH) | | |

LEDBURY TOWN COUNCIL

**MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD
HELD ON 9 DECEMBER 2025**

PRESENT: John Holmes (JH), Amy Howard (AH), Tim Keyes (TK), Nick Morris (NM), Chris Noel (CN), Justine Peberdy (JP), Christine Tustin (CT)

ALSO PRESENT: Isabel Lewis (IL) (Project Assistant Intern), Angela Price (AP) (Town Clerk), Andrew Meredith (AM) (Consultant Specialist)

31. TO ELECT A CHAIRMAN OF THE MASEFIELD MATTERS BOARD

TK nominated JP, NM seconded. JP was elected as Chairman of the Masefield Matters Board for the remainder of the 2025/26 Municipal Year.

32. APOLOGIES FOR ABSENCE

Apologies for absence were received from Emma Clowsley, Philip Errington, Amy Howard, and Caroline Magnus.

33. TO ELECT A DEPUTY CHAIRMAN OF THE MASEFIELD MATTERS BOARD

JP nominated AH, TK seconded. AH was elected as Deputy Chairman of the Masefield Matters Board for the remainder of the 2025/26 Municipal Year.

34. TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE MASEFIELD MATTERS BOARD HELD ON 14th OCTOBER 2025

RESOLVED:

That the minutes of the Masefield Matters Board Meeting held on the 14th October be approved and signed as a correct record.

35. TO RECEIVE AND NOTE THE ACTION SHEET

TK asked whether the Poem of the Month was taking place. IL confirmed that no action had yet been taken, and that she would contact PE about this.

JH confirmed that he would join the risk subgroup. TK recommended this group met in advance of the board meetings.

NM requested that expected completion dates on actions that are yet to be resolved be included on the action sheet. This will be added to the action sheet.

JP asked for the action regarding the Communications group curating a programme to accompany the Mark le Brocq concert to be marked as 'in progress' rather than resolved. JP stressed that the group's input into this would be important.

JP suggested that the group of u3a volunteers could have some involvement in the production of the programme. It was also suggested that individuals may be willing to assist with specific events such as this. The timeline of ticket production and design was discussed, as was how to receive payments.

CT asked if press coverage was required for this event. JP suggested board members should approach potential attendees on an individual basis, with targeted mailing lists, rather than advertising the event more generally. She suggested a press release would be of use but should not be promotional in nature.

ACTIONS:

MM35 (1) IL to follow up the Poem of the Month with PE.

MM35 (2) AP to pass on suggestion that Risk subgroup meets before each Board meeting.

MM35 (3) Action MM25.2 (3) to be reopened.

36. MASEFIELD MATTERS PROJECT ASSISTANT INTERN CONTRACT EXTENSION DECISION IN PRINCIPLE

Members were asked to consider making a recommendation to Ledbury Town Council that the Masefield Matters Project Assistant Intern (MMPA) contract be extended for an additional two months due to there being a number of events scheduled that the MMPA has been involved with setting up.

RECOMMENDATION:

- 1. That full council be asked to agree a two-month extension of the MMPA to end 31 May 2026, noting that there is no funding allocation for this within the NLHF and that LTC would be asked to fund these two additional months' salary.**
- 2. That the Chairman of the Masefield Matters Board attend the Full Council meeting on 8 January 2026 to speak on this request.**

37. VERBAL UPDATE ON THE PROJECT EVALUATOR

AP advised that the contract with the previous project evaluator had been terminated. She advised that Andrew Meredith (A Meredith Associates) and Janine Rusby (Engaging Heritage), who are currently carrying out the memorial consultation, had been approached to take on the evaluation contract for the remainder of the project and that they had accepted and letter of engagement had been provided.

AM introduced himself and Janine. He advised that they plan to build on the existing evaluation framework going forward.

TK asked if AM had recommendations for raising the profile of the project and the consultation survey. AM suggested methods such as cost-effective marketing (for example, beer mats with the QR code coinciding with town events). It was noted that these ideas had all been discussed previously by the Board.

JP asked if there was a specific number required to fill in the survey; AM replied that there is not a specific number, and that the quality of responses is as important as the number of responses. Soft feedback gathered at events is also important.

AP noted that there had been requests to edit the consultation survey and asked if this was possible. AM confirmed that this would be possible and previous responses would not be lost. JP noted the modification was suggested to ensure participants were not led to a specific response in relation to a potential memorial outcome

CT and NM suggested that the project leaflet should be updated. It was suggested the leaflet feature the consultation survey QR code.

ACTIONS:

MM37 (1) IL to share consultancy PowerPoint with members.

MM37 (2) To raise update to leaflet with Comms group.

38. TO RECEIVE AND NOTE SUBGROUP UPDATES:

38.1. FUNDRAISING

TK noted that the project still needs to be publicised further. He also suggested that when approaching individuals for donations, match funding should be prioritised as a requirement. It was noted that any funding over and above that required for the match funding should be welcomed and could be set against the cost of the final memorial.

TK updated members on the fundraising events. Warwick school will be sending a choir to support the Pauntley Court activity. There will be a Masefield Marathon event during the Ledbury Poetry Festival in St Michael's. In Autumn 2026, the Market Theatre has offered two free nights in November for a performance based on Masefield's life. The theatre has offered actors, directors, sound and lighting. PE has been asked to advise on the performance.

In March 2027 there will be a fundraising event held at John Masefield High School with pupils from JMHS and the primary school. This will be preceded by a creative activity at Pauntley Court that will feed into this event.

Several grant applications have been made, with no outcomes received so far. TK urged members to suggest any trusts that may be suitable.

TK updated members on the production of a donor pack that will contain a case for support, newsletter, details on how to support the project and a letter from the Chair.

The Fundraising group intends to focus on larger donations, then donations from businesses, and finally on a general fundraising effort.

Due to the need to work closely with the Comms group, TK suggested the groups meet alternately so they can feed back to each other.

JP noted that GiftAid is now in place, but that the John Masefield Society (JMS) do not use online banking. She raised concerns that they cannot check donations have been received quickly, slowing down acknowledgements.

AP noted that some have already donated via JMS. She asked how often these donations would be paid to Ledbury Town Council, noting donations cannot be counted as received with the NLHF until they are held by the Council. AP recommended monthly payments.

NM raised the Herefordshire BID, noting that there was funding still available. AP and EC will meet about this next week.

NM asked if the letters sent out will include the logo. TK confirmed they will have both the Masefield Matters and National Heritage Lottery logos.

ACTIONS:

MM38.1 (1) CN to speak to JMS treasurer about financial processes.

MM38.1 (2) Members to send donor pack email to at least 10 people, either on or off the launch list within the next two weeks.

MM38.1 (3) CT to write paragraph to send out in newsletters including link to survey.

38.2. COMMUNICATIONS

JH left at 12:20.

CT raised concerns that the Comms group did not have a press contact list and asked that members share any contacts they have. She also raised concerns with the project website and asked if it was possible for Masefield Matters to have a standalone site. AP advised that as this project is under the umbrella of LTC, it had been agreed that the Council website would be used.

CT was concerned that the Comms group required Stephen Furlonger's (SF) marketing skills and felt that these skills had not been replaced. SF's involvement and the issue of patrons were discussed.

JP suggested she speak to SF about his approach to a potential Patron.

NM requested that the patron agreement be circulated and be an item on the next agenda.

JP asked the group to consider recruiting a further board member with skills in communications. Members suggested this should be advertised for.

ACTIONS:

MM38.2 (1) All to send any press contacts they have to the Comms group.

MM38.2 (2) The Comms group to discuss the website.

MM38.2 (3) JP to speak to SF about further work with the Board.

MM38.2 (4) EC to draft and share the patron agreement document, to be included on the next agenda.

MM38.2 (5) JP to talk to AP about recruiting extra board members.

38.3. RISK

JP noted that it was informally agreed that the risk group meets before each Board Meeting.

39. FUNDRAISING LIST OF INDIVIDUALS TO APPROACH

TK asked that members note which individuals they would like to approach after the meeting.

ACTIONS:

MM39 Members to write their name against individuals they would like to approach.

40. TO RECEIVE AND NOTE THE NATIONAL LOTTERY HERITAGE FUND REPORT DECEMBER 2025

AP noted that she and EC are scheduled to meet with Liz Warren from the National Lottery Heritage Fund.

41. DATE OF NEXT TWO MEETINGS

Tuesday 27th January at 11am in the Committee Room.
Tuesday 24th March at 11am in the Committee Room.
The meeting ended at 12:52.

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

Item 03: To Receive and Note the Action Sheet

Minute No.	Action	Owner	Date	Update	Board Meeting	Status
24/MM15 (6)	Write poem of the week segment for the Masefield Matters website.	PE	27/01/2026	Permission has been granted for monthly poems to be published. PE will write these over 2026. The January poem has been received and will be posted on the blog on 28/01	May	Resolved
24/MM16	To begin process of transferring received funds from JMS to LTC.	CM	27/01/2026	6th June: Caroline is now listed as chair of JMS	May	In progress
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. 19/01: New relationship manager starting; this will be on the agenda to speak to them.	Aug	In progress
25/MM19	To use readability analysis software to identify any communications text that require improvement, noting down accessibility scores.	IL	27/01/2026	IL documented 'before' values for readability scores 26/08/25 and is continuing to monitor readability scores.	Aug	In progress
25/MM23(1)	EC to add UKSPF application to the Fundraising shared drive.	EC	01/12/2025	Done 01/12	Oct	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	Oct	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.	Oct	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		Oct	In progress
25/MM23(5)	IL to write press releases for the sea shanty (with the support of the Comms team).	IL	27/01/2026		Oct	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	Oct	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	Oct	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.	Oct	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	Oct	Resolved
25/MM25.2(2)	Communications sub group to consider interpretation board text.	COMMS	27/01/2026		Oct	In progress
25/MM25.2(3)	The Communications group to curate a programme to accompany Mark le Brocq.	COMMS	27/01/2026		Oct	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	Oct	Resolved

25/MM27	EC to contact Board Members with further information on the end of familiarisation phase event.	EC	16/01/2026	This has been discussed in the subgroup meetings.	Oct	Resolved
25/MM28(2)	AH to share Ledbury Poetry's agreement of expectation of patrons with EC.	AH	27/01/2026		Oct	In progress
25/MM29	All members to read merchandising reports and provide feedback.	ALL	27/01/2026	No feedback received as of 28/11	Oct	In progress
25/MM35 (1)	IL to follow up Poem of the Month with PE	IL	16/12/2025	IL emailed 16/12/25	Oct	Resolved
25/MM35 (2)	AP to pass on suggestion that Risk subgroup meets before each Board meeting	AP	27/01/2026		Dec	In progress
25/MM 35(3)	Action MM25.2 (3) to be reopened	IL	11/12/2025	Item has been reopened	Dec	Resolved
25/MM37(1)	IL to share consultancy PowerPoint with members	IL	11/12/2025	This has been sent to Board members	Dec	Resolved
25/MM37(2)	To raise update to leaflet with Comms group	COMMS	27/01/2026		Dec	In progress
25/MM38.1(1)	CN to speak to JMS treasurer about financial processes	CN	27/01/2026		Dec	In progress
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.	Dec	In progress
25/MM38.1(3)	CT to write paragraph to send out in newsletters including link to survey.	CT	27/01/2026		Dec	In progress
25/MM38.2(1)	All to send any press contacts they have to the Comms team	ALL	27/01/2026	None received as of 15/01	Dec	In progress

25/MM38.2(2)	The Comms group to discuss the website	COMMS	27/01/2026		Dec	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.	Dec	Resolved
25/MM38.2(4)	EC to draft and share the patron agreement document, to be included on the next agenda.	EC	27/01/2026	Update to 25/MM28(1) . 19/01: No agreement has been received from Ledbury Poetry	Dec	In progress
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.	Dec	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.	Dec	Resolved

Item 05: To Receive and Note the Project Timeline

Date	Activity	Location	Phase
06 Feb 2026	Public Consultation Sessions	Community Hub, Library	CONSULTATION
27 Feb 2026	Core Consultation Group day trip	TBD	CONSULTATION
07 Mar 2026	Ledbury Bookfest	Ledbury (various)	FAMILIARISATION
Mar 2026	Refugee Support Group activities (woodworking and textiles)	Clisset Wood, TBD	FAMILIARISATION
Mar/Apr 2026	Daffodil Fields reminiscence event	TBD	FAMILIARISATION
27 Mar 2026	Mark Le Brocq Fundraising Concert	Bosbury House	FUNDRAISING
28 Mar 2026	Children's Art and Word Workshop	Mews Bouche/ Community Hub	FAMILIARISATION
29 Mar 2026	End of Familiarisation Phase Celebration	Ledbury Community Hall	FAMILIARISATION
06-10 Apr 2026	Midnight Folk Dance Activity	St Katherine's Hall	FAMILIARISATION
April 2026	Hands on activity to explore the concept of memorials	Primary Schools	CONSULTATION
May 2026	Presentation of options for the memorial to the Board and Full Council	LTC Offices	CONSULTATION
20 May 2026	Pauntley Court Fundraising Concert	Pauntley Court	FUNDRAISING
31 May 2026	End of Consultation Phase		CONSULTATION
31 May 2026	End of Masefield Matters Project Assistant Intern Contract		STAFF
06 Jun 2026	Community Day	TBD	FAMILIARISATION
06-14 Jun 2026	Big Green Week	TBD	FAMILIARISATION
Jun to Aug 2026	Commissioning Begins: longlist of potential makers		MEMORIAL
Late June/Early July 2026	Ledbury Poetry event with Philip Errington and Sara-Jane Arbury	TBD	FAMILIARISATION
04 Jul 2026	Masefield Marathon	St Michael's Church	FUNDRAISING
05 Jul 2026	Ledbury Celebration	Ledbury	FAMILIARISATION
26 Aug 2026	Ledbury Carnival	Ledbury	FAMILIARISATION
Aug to Sept 2026	Exhibition event to share ideas and designs of 3 shortlisted makers	TBD	MEMORIAL
Aug to Sept 2026	Special viewing for lottery players (prior to presentation to stakeholders)	TBD	MEMORIAL

06/07 Nov 2026	Theatre Event	Market Theatre	FUNDRAISING
06 Jan 2027	End of Masefield Matters Project Coordinator Contract		STAFF
Oct 2026 - May 2028	Commission/memorial produced and installed	TBD	MEMORIAL
Spring 2027	John Masefield High School event	JMHS	FUNDRAISING
01 Jun 2028	Quarter Peal of Bells to mark 150th Anniversary	St Michael's Church	MEMORIAL
Jun 2028	Memorial Unveiling	TBD	MEMORIAL