

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 5 MARCH 2025

PRESENT: Nick Morris (Chair), Emma Clowsley (Project Coordinator), Amy Howard, Tim Keyes, Christine Tustin, Justine Peberdy, Caroline Magnus, Chris Noel, John Holmes, Dr Philip Errington (remotely)

ALSO PRESENT: Angie Price (Town Clerk)

1. APOLOGIES FOR ABSENCE

Apologies were received from Mark Lister.

2. TERMS OF REFERENCE

A draft Terms of Reference was circulated and board members were requested to respond with suggested amendments by Friday 7 March.

AP clarified that she would be in attendance for board meetings on points of governance and finance. It was suggested that EC could convene an extra meeting of any members of the board for support and advice on all areas, as required, or include an item on the MM Project Board agenda. It was agreed that Stephen and Mark should be invited to join the board.

ACTION:

- i. **All members - send amendments to TOR to AP by 7/3**
- ii. **NM - invite Stephen Furlonger and Mark Lister to join the board**

3. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 15 JANUARY 2025

NM requested that the illustration referred to in 2.ii be described as the Kim Lynch illustration.

RESOLVED:

- i. **That the minutes of the Masefield Matters Board meeting held on 16 December 2024 be approved and signed as a correct record subject to the above amendment.**

The use of the illustration was discussed. It was felt that the reproduction of the Kim Lynch illustration for merchandise was a task that could be relatively easily managed.

ACTION:

- ii. **EC - request permission to reproduce the Kim Lynch illustration and progress merchandise options for sale in LTC, Poetry House and Butcher Row Museum.**

A repeat of the presentation was discussed, for fundraising (an event for businesses), or raising awareness (local organisation such as Civic Soc, Ledbury Probus, etc.) JP, TK, CM expressed their willingness to repeat it and were happy for their contributions to be recorded for use on the website.

CM drew board members' attention to a talk about John Masefield by Bob Vaughn at Much Marcle Community Hall on Saturday 8 March, 2pm.

4. ACTION SHEET

The Action Sheet was noted. JH agreed to share information with parents of JMHS pupils about MM activities

ACTION:

- i. **EC - send JH any relevant information to share with parents of JMHS pupils.**

5. POTENTIAL RISKS TO MM PROJECT

EC shared some correspondence from someone who was expressly interested in the final memorial being a statue. CM emphasised the need to hear all points of view. EC shared that she had taken advice from Liz Warren from NLHF and communicated the process of deciding what the memorial would be engagement and consultation. Board members were asked to feedback any comments to AP and EC. AH suggested including the risk register as a standing item on board meetings.

ACTION:

- i. **EC - include risk register as standing item on agenda**

6. POST PROJECT LAUNCH UPDATE

EC gave an update on the project so far. A number of engagement activities are being planned including World Book Day and Community Day, The woodland carving activity in collaboration with LEAF is planned for May/June. There is an opportunity to run an activity/stall during Big Apple Blossomtime (3, 4 May) JP, NM and TK offered to help.

It was noted that some amendments were needed to the list of attendees of the launch event so that we have an accurate record. AH raised that care must be taken over referencing each others organisations in the public arena.

The launch event was discussed. It was very well attended. The board should consider different venues in order to accommodate larger numbers. If we find that numbers for an event exceed capacity, then a repeat date should already be in place to offer to anyone unable to be accommodated at the first date.

ACTION:

- i. **EC - update list of attendees at launch event**

7. FUNDING AND PATRONS

Several funders were identified through the launch event. CM and CN agreed to find out how the funds can be received through JMS and claim Gift Aid

NM gave an update on the search for a patron. AH advised that patrons should give money, access to their address book, or their time. EC is approaching Simon Armitage.

EC has a meeting planned with Sarah Lee (Herefordshire Council Cultural Lead). The possibility of raising more money than the required match-funding was discussed. It was agreed that any additional funds could go towards the final memorial.

It was suggested that board members should follow up with their personal contacts who came to launch. It was recognised that asking for money should be done by board members who have the relevant skills. Board members were reminded that EC had requested that they share their skills/experience with her.

AH said that there is a perception that the MM board has a lot of money. The value of good communications is important to explain that the NLHF grant is ring-fenced for engagement/consultation.

It was agreed that the push for businesses to contribute could come later, when the project has more visibility.

AH shared plans for Ledbury Poetry's focus on John Masefield.

ACTION:

- i. CM, CN - agree how funds could be received and Gift Aid claimed through JMS.**
- ii. JP - share fundraising spreadsheet with EC**
- iii. EC - contact Peter Salt**
- iv. EC - request that Dr Jane Mee extrapolate information from NLHF application for use in funding applications**
- v. PE - follow up with Piers Torday**
- vi. EC - create standard information document for the project**
- vii. CT - consider Civic Soc focus on John Masefield for Heritage Days, to discuss with AH**

8. EVALUATOR CONTRACT & PROJECT ASSISTANT INTERN UPDATE

There was lots of interest in the role of Project Intern. 3 candidates were interviewed. AP and EC would like to offer the position to Isabel.

Recruitment into the evaluation role, and the delivery of the consultation process is also underway.

9. SOCIAL MEDIA & WEBSITE

Item will be included in next meeting's agenda.

10. DATE OF NEXT TWO MEETINGS

Wednesday 7 May 11am
Wednesday 13 August 11am

The meeting ended at 13:09

Signed.....

Dated.....