

## **Commissioning Brief**

### **Masefield Matters: Memorial to John Masefield funded by The National Lottery Heritage Fund**

#### **About the Project**

##### **Introduction to the project**

Everyone read John Masefield in the 1920s, he was a best-seller. His inspirational life and work have now faded from view. The 150th anniversary of his birth in Ledbury in 2028 is an opportunity to rectify this. Through a programme of activity exploring the things that mattered to him - people and place, the countryside and the sea, seafaring life - the community will become reconnected with the Ledbury Poet and their newly gained insight will be harnessed in the co-development of a memorial to him. The decision for the memorial to be a literary or walking trail featuring his words, has been decided by the community following a series of engagement activities and consultations.

##### **Description of the project**

The aim of the project is to create a memorial to the Ledbury poet and writer, John Masefield, informed by the views of and in partnership with local people, particularly groups underserved by heritage including young and old. As John Masefield is now largely forgotten in the town of his birth, the project will achieve this through a phased approach -familiarisation, consultation, commission. The community will be an active participant throughout.



## Commission

The total budget for the commission is £60,000 (exc VAT)  
(including design, materials, production, fixings, transport, installation etc)

From design to final installation, production will take 12 to 16 months, with a deadline of April 2028 for a launch event on Saturday 3<sup>rd</sup> June 2028.

## The Brief

### Procurement timetable and phases

Advert released	5th June
Expression of interest deadline for maker	17 <sup>th</sup> July 2026 (12 noon)
Longlist of potential maker	31 <sup>st</sup> July 2026
Selection panel convened to produce shortlist	14 <sup>th</sup> August 2026
Notifying shortlisted designers and providing further information	17 <sup>th</sup> <sup>1</sup> August 2026
Delivery of designs from shortlisted	31 <sup>st</sup> October /2026
Heritage Open Day (Burgage Hall)	14 <sup>th</sup> September 2026
Masefield events at Ledbury Market Theatre	6-7 <sup>th</sup> November 2026
Exhibition / event to share ideas and designs of 3 shortlisted designers plus presentations to stakeholders.	November 2026
Special viewing for lottery players (prior to presentation to stakeholders to encourage attendance).	November 2026
Commission / memorial produced and installed	November 2026 to April 2028
Acquire all necessary permissions	January – April 2028
Deadline for finished installation	April 2028



Marketing and preparation for launch event	April – May 2028
Formal 'opening' of Memorial.	3 <sup>rd</sup> June 2028

## Initial EOI

Your expressions of interest should be a max. 1000 words outlining what your literary/walking trail to memorialise John Masefield in Ledbury would look like. You should include your initial ideas, sketches, and the medium that you would use.

Please include examples of past work, any relevant experience, qualifications etc.

You should send your EOI via email to the Project Co-ordinator, Emma Clowsley at [mmpc@ledburytowncouncil.gov.uk](mailto:mmpc@ledburytowncouncil.gov.uk)

**Accessibility:** We want to make our application process accessible to everyone. If you prefer to apply in a different format, please get in touch with the Project Co-ordinator.

## Shortlisting 3 designers

The expressions of interest will be longlisted by our Core Consultation Group (comprising of members of the local community) and led by 2 external consultants.

The Masefield Matters board will then shortlist 3 designs led by the 2 external consultants.

## Final selection phase

Three expressions of interest will be shortlisted and the designers invited to develop their design ideas, and will each receive £1,000 to produce the following:

- Map of trail
- Costings to show within 60k (exc VAT)
- 1000 word proposal / vision
- Outline illustrations of any objects along the trail



- Examples of past work and testimonials
- Details of elements of trail
- A maintenance plan with outline costs
- Evidence work in UK / Registered HMRC

Your submission will be curated into an exhibition where the public will have an opportunity to vote for their favourite design. Following this, the commission of £60,000 will be awarded to the winner.

### **What we are looking for in the winning design**

Your design should aim to:

- be relevant to John Masefield, his work, life and legacy;
- strengthen heritage's contribution to local economies by employing local suppliers where possible;
- protect the environment (by your choice of materials, the process by which it is manufactured and its ongoing maintenance requirements);
- culturally, materially and financially sustainable;
- be Ledbury focused (with respect to Ledbury being a conservation area);
- be inclusive and accessible;
- Provoke interest and conversation in a way that will take John Masefield's work forward for future generations.

If you have any questions regarding the role please contact: Emma Clowsley at [mmpc@ledburytowncouncil.gov.uk](mailto:mmpc@ledburytowncouncil.gov.uk)



## Supplementary material

Photographic examples of existing memorials, sites of historic interest, existing resources, walking maps for your reference.



This circular route of John Masefield's Ledbury can be started at any point. Follow it to discover Ledbury's connection with the Poet Laureate.

### 1 Ledbury Rail Station

The railway features prominently in several of Masefield's works set in Ledbury. The Ledbury Station is known as the 'Junction for Poetry'.

### 2 The Knapp

This large house was John Masefield's childhood home before his mother died. He lived here with his parents and five siblings.

### 3 The Barratt Browning Institute

This building houses Ledbury Poetry, who run Ledbury Poetry Festival each year. It is named for Elizabeth Barrett Browning, another famous Ledbury poet.

### 4 The Market House

The Market House is an iconic Ledbury landmark and is referenced in Masefield's poems 'The Everlasting Mercy' and 'Wonderings'. Head down Church Lane towards St Michael's.

### 5 St Michael's Church

In the 1950s, John Masefield published a pamphlet called 'the Ledbury Scene' about his use of the town as a setting in his works to raise money to restore the Church bells.

### 6 The Priory and Tilley's Alley

Head along Tilley's Alley, which features a Banksy-style painting of John Masefield. You will pass the Priory, the large house where the Masefield children lived with their aunt and uncle after they were orphaned.

### 7 The Master's House

The Master's House holds both Ledbury Library and the library and archive of the John Masefield Society, which includes books, letters and Masefield's own paintings.

## Masefield Town Trail walking guide (© Peter Carter)

The Masefield Walk is a circular walk through Ledbury, starting at the Market House and ending at the parish church. The route is easy to follow and is easy walking. It should take no more than an hour to complete. Four “extensions” are offered. These will take the walker further afield, to north, south, east or west.

John Masefield was born in Ledbury and retained an abiding affection for the town and the county of Herefordshire. He frequently referred to or placed Ledbury and its surroundings in his work. This map identifies locations with connections to both John Masefield’s life and work.

It is impossible in the space available to set the extracts in context but take time while walking to imagine yourself in the company of Saul Kane, the poacher/pugilist from *The Everlasting Mercy* who, after his fight in the Coneygree with Billy Myers and his drunken rampage through Ledbury, finds redemption. Empathise with *The Widow in the Bye Street* who loses her son Jimmy to Anna and the Gloucester hangman. Conjure up the din of the October Fair in the High Street and marvel with the youthful John Masefield at the timber wagons in the Bye Street, the weathercock atop the church spire and the horse-canal. Seek out the short poems ‘On Malvern Hill’, ‘Tewkesbury Road’ and ‘On Eastnor Knoll’. Quotations are followed by a reference to the work, thus [WON] is *Wonderings*. Details of all the works from which quotations are taken will be found in the Source List.

The Masefield Walk starts at the Market House (1), which dates from 1617:

“Mine, was a little town of ancient grace,

A long street widened at a market-place,”

“Within the width, a market-building stood

Propped upon weathered quarres of chestnut-wood.” [WON]

Saul Kane came this way in *The Everlasting Mercy*:

“ . . . I took the lane,

Back into Market-place again.

Lamp-lighter Dick had passed the turning

And all the Homend lamps were burning,” [TEM]

Head north along The Homend (2). You will pass The Knapp, opposite Knapp Lane, John Masefield’s birthplace and first childhood home: “my home . . . the last house on the west of the Hereford Road by which men then went to the station.” [GBP]

NB: The Knapp is a private dwelling and is not open to the public.

The Railway Station (3) is on the northern edge of Ledbury. In John Masefield’s boyhood, the Ledbury Hunt’s kennels were a short distance beyond the station. “A short half mile from my home on the east side of the road to Bosbury . . . were the kennels of the Ledbury Hounds.” [GBP] The first field on the right



after the railway bridge was once known as “Paradise”. Saul Kane again:

“O glory of the lighted mind.

How dead I’d been, how dumb, how blind.

The station brook, to my new eyes,

Was babbling out of Paradise;”

“The narrow station-wall’s brick ledge,

The wild hop withering in the hedge,

The lights in huntsman’s upper storey

Were parts of an eternal glory,” [TEM]

Head west on the right-hand side of the Hereford Road and walk up and over the skew bridge on to the Town Trail (4), a footpath which follows the line of the Hereford & Gloucester Canal which gave way in the 1880s to the Ledbury & Gloucester Railway, the “Daffodil Line”, long since defunct.

“Over her head the Chester wires hum,

Under the bridge the rocking engines flash.” [WBS]

“Much nearer to me, in a middle distance of about 200 yards, there stretched visibly one of the wonders of the world, the

Gloucester and Hereford Canal, which made a straight course north at that point for a marvellous mile or two.” [GBP]

“Almost at once, a third delight, as great,

Came, bringing bliss to my enchanted state:-

The horse-canal, with barges passing by

Bursting the blue of the reflected sky,” [WON]

Jimmy, the tragic dupe at the heart of *The Widow in the Bye Street*, worked on the building of the railway:

“He got a job at working on the line

Tipping the earth down, trolley after truck,

From daylight till the evening, wet or fine,” [WBS]

In Gloucester jail, he asks:

“I s’pose they’ve brought the line beyond the Knapp?”

and at the end of the poem, after Jimmy had been hanged at Gloucester, the Widow followed this same trail:

“And sometimes she will walk the cindery mile,

Singing, as she and Jimmy used to do,

Singing, ‘The parson’s dog lep over a stile,’

Along the path where water lilies grew.” [WBS]



Look westwards as you pass along the Town Trail and you will share Masefield's daily boyhood view:

"Next to these dear delights, I knew

And loved, my daily western view:-

Two fields to the canal, and then

A farm, a mill and fields agen,

A wood, with yew-trees almost black;

A bridge with railways on its back;" [WON]

When you reach the end of this section of the Town Trail, Bridge Street leads away to your right, and Bye Street (5) is to your left. You are now on the site of the old Town Wharf.

"South-westward, as I heard, there lay

Old wharves of darkness tucked away,

Black courtyards thick with ancient inns

Kept by the Seven Deadly Sins." [WON]

Here lived folk no better than they ought to be . . .

"Jim Gurvil said his smutty say

About a girl down Bye Street way." [TEM]

The canal mounted a flight of six deep locks to reach this point. (If you cross Bridge Street and continue down the slope of the Town Trail, you will follow the line of the canal towards the bypass.)

"Someone was felling timber in the west,

And daily up the Bye Street timber-waggons

Dragged the chained scaly butts like slaughtered dragons." [WON]

Take time to admire the weathercock on the spire of the parish church, St Michael and All Angels, where this walk is heading. The weathercock that you are looking at is a replacement. The one which Masefield admired is on view inside the church.

"Life's other glory topped the church's spire,

A golden vane surveying half the shire,

A weather-cock serene in the assails

Of tree-upsetting, ship-destroying gales." [WON]

Walk up Bye Street, back to the Market House. Between the Market House and Top Cross is the High Street (6), scene of the October Fair. Now a lively funfair, the October Fair has medieval origins as a Mop Fair, a farmers' trade and hiring fair.

"October Fair-time is the time for fun



For all the street is hurdled into rows  
Of pens of heifers blinking at the sun,  
And Lemster sheep which pant and seem to doze,  
And stalls of hardbake and galanty shows," [WBS] and  
"But best of all, was the October Fair  
When in the market-place the beasts were cooped,  
And horses whirled to the steam organ's blare,  
And many coloured swing-boats hove and swooped;" [WON]  
A short detour will take you into New Street (7). Turn right down  
New Street after the Feathers Hotel. At 14 New Street is the  
Talbot Hotel where the landlord will be proud to show you the  
Civil War bullet holes:  
"Prince Rupert's horse had broken Massey's rank  
And sent him flying, in our Civil War;  
Men found the bullets still, in beam and door:" [WON]  
Return to the Market House, then follow the cobbled Church  
Lane (8) via the Scallenge, the area in front of the church's gates,  
to the parish church of St Michael and All Angels (9). There is a  
plaque on the side of "The Old Magistrate's House" – the  
building was once both police station and magistrates' court. As  
a boy, John Masefield would have been well aware of the

presence of the tan-yards by their stench. Once more, you will  
be keeping company with Saul Kane and his friends who came  
this way after the fight:

"We all went quite down the Scallenge  
Lest Inspector Drew should challenge.  
But 'Spector Drew was sleeping sweet,  
His head upon a charges sheet."  
"Down in the lane so thin and dark  
The tan-yards stank of bitter bark,"  
"The houses put their heads together,  
Talking perhaps, so dark and sly,  
Of all the folk they'd seen go by," [TEM]

Between the churchyard and the Worcester Road is The Priory,  
John Masefield's grandparents' house, where the young  
Masefield lived with his Uncle William and Aunt Kate after he  
was orphaned. In the churchyard, to the south-east, is the grave  
of Thomas Russell:

"The carved heads on the church looked down  
On "Russell, Blacksmith of this Town,"" [TEM]



In fact, the carved heads do not look down on Russell. They are on the north-east side of the church.

Leading from the churchyard to the Worcester Road is Cabbage Lane (10), adjoining the premises of R & C B Masefield, Solicitors, the family firm. Masefield's father and grandfather were both solicitors. In a nod to his forebears, Masefield has Saul Kane scrump pears on his way through Cabbage Lane, and so this Masefield Walk reaches its conclusion, with the rest of the quotation with which it started:

“In Cabbage Walk I made a haul

Of two big pears from lawyer's wall,

And, munching one, I took the lane

Back into Market-place again.” [TEM]





The Priory – John Masefield lived at The Priory, Ledbury during his formative years with his Uncle William and Aunt Kate and siblings.



Graffiti John Masefield reading Sea-Fever at Tilley's Alley, Ledbury



John Masefield archive exhibition in The Master's House, Ledbury



Situated by The Church House, Church Road

Also refer to:

Dymock Poets' Path (Friends of the Dymock Poets website)

Masefield Cycle route:

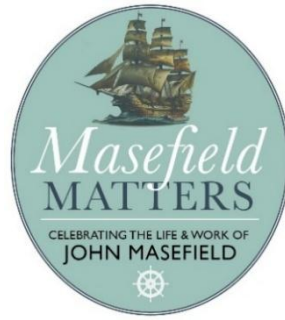
<https://www.ledburytowncouncil.gov.uk/uploads/Ledbury-Walk-Cycle-Map.pdf>

Ledbury Heritage Trail

[About Ledbury - Ledbury Civic Society](#)

[HOME | THE JOHN MASEFIELD SOCIETY](#)





# Masefield Matters

## Memorial Consultation Report

### 7 April 2026



Consultation carried out by  
A Meredith Associates and Engaging Heritage



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## Background

Ledbury Town Council (LTC) has received a National Lottery Heritage Fund (the Heritage Fund) grant of £220,000 to fund the project, '**Masefield Matters, rediscovering the life and work of the writer John Masefield on the 150<sup>th</sup> anniversary of his birth in Ledbury.**'

Thanks to money raised by National Lottery players, the project will explore the legacy of John Masefield through a range of events celebrating his work, his life, and the things that mattered to him, as well as leaving a legacy in some form of 'memorial'.

The overall **Project Vision** sets the context for the Community Memorial Consultation exercise that this document reports on:

*"Everyone read John Masefield in the 1920s, he was a best-seller. His inspirational life and work have now faded from view. The 150th anniversary of his birth in Ledbury in 2028 is an opportunity to rectify this. Through a programme of activity exploring the things that mattered to him - people and place, the countryside and the sea, seafaring life - the community will become reconnected with the Ledbury Poet and their newly gained insight will be harnessed in the co-development of a memorial to him. **What form the memorial will take** – a trail featuring his words, a sculpture of running wolves, a digital rendition of the poem Everlasting Mercy – **will be decided by the community.**"*

With the full Masefield Matters project lasting for three and a half years, from January 2025 until completion in August 2028, there has been a great deal of community engagement by the volunteers, Project Board, paid project staff and partners.

The project will culminate with a public memorial celebrating John Masefield's 150th anniversary in 2028, as well as a celebratory community event. The form this memorial takes will be chosen by the community through a series of consultation workshops, surveys and explanation of the range of memorials, sculptures and public artworks elsewhere to inspire the potential that may be created by and for Ledbury.

Two of the Heritage Fund's Approved Purposes overlap and incorporate the actions to:

- Generate two to three memorial recommendations ensuring the environmental impact is minimal, includes future maintenance plans and benefits the local community and economy.
- Facilitate workshops to explore what form a "memorial" to Masefield should take and be located, including physical and online options.

## Working party and decision making

LTC have appointed external consultants to lead the initial consultation phase, working closely with the project staff, and with the community about what form the memorial might take. The consultants have shared ideas and listened to the community for around six months. They have taken insights from a working party to synthesise the broad range of community suggestions down to three types of memorial suggestions. These types of end-products are being presented to the Project Board steering group and Ledbury Town Council to be the final decision makers.

These ideas will be filtered into three strongest ideas to take forward to the Board meeting on week commencing 27<sup>th</sup> April 2026. The consultation phase consultants will provide an overview of the options including issues to be considered around future maintenance plans, and benefits to the local community and economy. Recommendations will also consider National Lottery Heritage Fund Investment Principles, part of their criteria for funding schemes. This report will help the Board decide which idea to put forward to Ledbury Town Council at their committee meeting on Thursday 7<sup>th</sup> May 2026.

## The consultants

### Who are we?

Andrew Meredith from A Meredith Associates and Janine Rusby of Engaging Heritage, experienced heritage and tourism specialists, are working with the project team to engage with members of the public on options for the Masefield Memorial.

Appointed in summer 2025 the consultants worked throughout the project's initial Masefield Matters Familiarisation Phase, and the second Consultation Phase. They have attended events such as Heritage Open Days, U3A Masefield Archive group and been running community engagement events. This has enabled the consultants to support the project staff in the wider community engagement activities and lead to informed conversations about the potential Masefield memorial in the wider community.

The initial client project plan allowed for a short 6–8-week window, but it is hoped that by undertaking this longer period of consultation and deeper engagement, it has led to a greater breadth and more informed depth of input from the community.

## Methodology Overview

1. Forming a working party to help direct consultation
2. Provide background research and inspiration on memorials to be shared at public events and on the project website. (see [www.ledburytowncouncil.gov.uk/en-gb/masefield-matters-consultation](http://www.ledburytowncouncil.gov.uk/en-gb/masefield-matters-consultation) )

3. Providing resource support, surveys and limited attendance at events from late summer 2025 to spring 2026
4. Running specific activities where members of the public can attend and share their views (6<sup>th</sup> February 2026, U3A Masefield Archive research group at Ledbury Library and open event 5-7pm at Ledbury Community Hub)
5. Running an online survey for those unable to attend in person events – which enables not only local people, but those members of the John Masefield Society and others across the country to have a valid input
6. Facilitating three guided Field Study Visits to other destinations to see a diversity of memorials / public art/ commemorative media/ interpretation in order to help inform and inspire
  - Visit to Monmouth 27<sup>th</sup> February 2026
  - Visit to Cardiff Bay 27<sup>th</sup> February 2026
  - Visit to Malvern Route to the Hills 3<sup>rd</sup> March 2026
7. Supporting the Masefield Matters project team on their wider consultation activities and awareness raising.

### Working party

A consultation panel was formed to support the consultation process and broaden ownership of the issues and opportunities. Representatives were sought from a wide range of groups and organisations within the Ledbury/ Herefordshire area. Contacts were led through the Project Manager and Town Council connections. Whilst many organisations were initially highlighted, the level of willingness to be involved was a little disappointingly low. This may reflect the limited awareness around John Masefield and how bodies felt it was/ was not relevant to them to be more closely involved.

Participants actively engaged in the meetings and helped to shape the next steps. The early meetings explored how public opinion could be used to shape the process; what was meant by a ‘memorial’ and the indicative range of examples; and how the subsequent Field Study Visits could be used to support the decision-making process. Only one person attended all the planning meetings and visits.

Date	Meeting	Present	Number
7/11/2025	Consultation Steering group Meeting 1  Looking at how the group would function and potential additional members	Arthur Green (local business owner) Nic Sims (Project Lead, Ledbury Community Hub) Emalee Beddoes (Herefordshire Museums) Project manager Emma Clowsley Consultation Consultants (Andrew Meredith & Janine Rusby)	6

23/1/2026	<p>Consultation Steering group Meeting 2</p> <p>Planning visit</p>	<p>Stephanie Harrison (Herefordshire Council)  Stephen Chappell (poet)  Sonia Bowen (Ledbury Carnival Association)  Penny Wolfson (U3A)  Jackie Tweedale (John Masefield Society)  Nic Sims &amp; (Project Lead, Ledbury Community Hub)  Bethan Martin (Oatleys Meadow Project Lead)  Nia Grinnall (Market Lodge Nursing Home)  Ali Braithwaite (Ledbury Places trustee)  Sara-Jane Arbury (Red Earth Arts CIC)  Project Manager Emma Clowsley  Consultation Consultants (Andrew Meredith &amp; Janine Rusby)</p>	13
6/2/2026	<p>Attended in person consultation discussions in Ledbury</p>	<p>Penny Wolfson (U3A)  Jackie Tweedale (John Masefield Society)  Nic Sims &amp; (Ledbury Community Hub) Bethan (Oatleys Meadow Project)  Project Manager Emma Clowsley  Isabel Lewis, Project Assistant  Consultation Consultants (Andrew Meredith &amp; Janine Rusby)</p>	10
27/2/2026	<p>Visit morning Monmouth  Visit afternoon Cardiff Bay</p>	<p>Isabel Lewis  Janine Rusby  Andrew Meredith  Liv Trueman, LTC  Community Engagement Officer  Catrin Meredith (resident, no relation to Andrew)  Nick Morris (Cllr &amp; board member)  Joyce Mason (resident)  Hywel Pontin (resident)  Penny Wolfson (U3A &amp; resident)</p>	10

		Fliss O'Neill (resident and arts activity deliverer)	
3/3/2026	Visit to Malvern – Routes to the Hills	Andrew Meredith Isabel Lewis Penny Wolfson (U3A & resident) Bob Wolfson (resident) Catrin Meredith (resident) Hywel Pontin (resident)	6
20/3/2026	Consultation Steering Group meeting 4  Reviewing the consultation responses against the NLHF guidelines	Project Manager Emma Clowsley Isabel Lewis, Project Assistant Penny Wolfson (U3A) Jackie Tweedale (John Masefield Society) Hywel Pontin (resident) Arthur Green (local business owner) Griff Holliday (Ledbury Food Group & resident) Leslie Ingram (Stanza Poets & resident) Stephen Chappell (poet) Consultation Consultants (Andrew Meredith & Janie Rusby)	11

At the January meeting the group indicated that they felt this was an effective approach to coming towards a consensus around the type of memorial to be focused on. The group liked this project approach - *“People of the community all put the idea into a pot of ideas.”* Then the community decides.

## Consultation

### In person events

There were two in person consultation events on 6<sup>th</sup> February 2026

1. U3A History group including representatives from the John Masefield Society (5 people)

This regular group meets monthly to actively explore the archive of John Masefield. The participants took part in informal discussions with the consultation consultants. They had realistic expectations based on the budget constraints with the idea's trails, event to the annual poetry festival and improved interpretation explaining about John Masefield.



Members of Ledbury U3A History group support the research of the John Masefield Archive, situation in Ledbury Library.

Some observations from this group, pertinent to how the memorial concept might be developed include:

The research being carried out has started to change attitudes, with one member admitting to *“not really being interested in poetry”* at first but was drawn into Masefield’s story around the World War I elements of his writing. This began to reveal that, *“the man behind the poetry was much more interesting, His influences are a really interesting spin off.”*

From looking into Masefield’s works, letters, correspondence and sharing of his published books, it was clear *“he was a benefactor, he sponsored so many things.”*

*“It would be good to have an outdoor interpretation board to tell his story in public”*

Regular attendee of the John Masefield Archival group

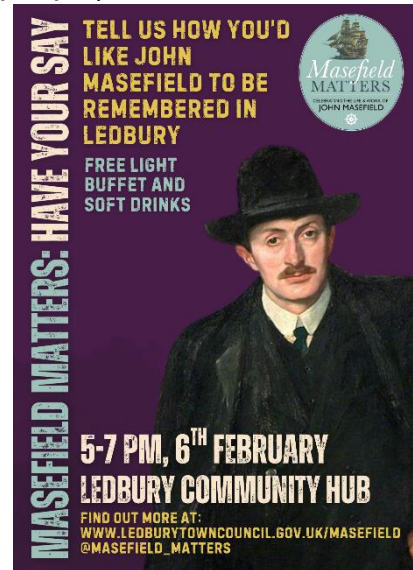
## 2. Open event 7-9pm Ledbury Community Hub (31 people)

This open event was well attended by the local community. It was advertised extensively on social media for the month before (Instagram reel views 1,039), on the project website and notice boards across Ledbury.

A range of enlarged photographs of types of memorials and media were displayed, along with a rolling PowerPoint presentation to give the community a flavour of what might be achievable.

People who came to the event stayed for a long time discussing their ideas for the memorial and showing a clear passion for John Masefield's link to the town and Ledbury itself.

They completed paper and online survey forms, left post-it note comments and engaged in discussions with members of the project team. The formal surveys were added directly into the database of the online survey.



Some insights were offered that have been drawn into the approach.

In terms of getting closer to the final 'competition' shortlist for commissioning, something to consider may be, *"Do you want an Artist involved who is 'famous', but the artwork looks the same as in other places? Or is it something that is more locally distinctive"* irrespective of the stature of the artist-maker?

*"A trail is such a cool idea"* linking up existing elements already celebrating Masefield around the town and adding to it.

A couple of consultees during the evening, including one Project Board member complimented the approach taken to the public consultation around creating an appropriate memorial, and the achievements of the broader project. *"I think that what you're doing with this project is so great. It's got multi win-win-win. People are excited."*

*"It's really good that you're involving all demographics."*

*"Well done, that we have someone important in the town and we are sharing him."*

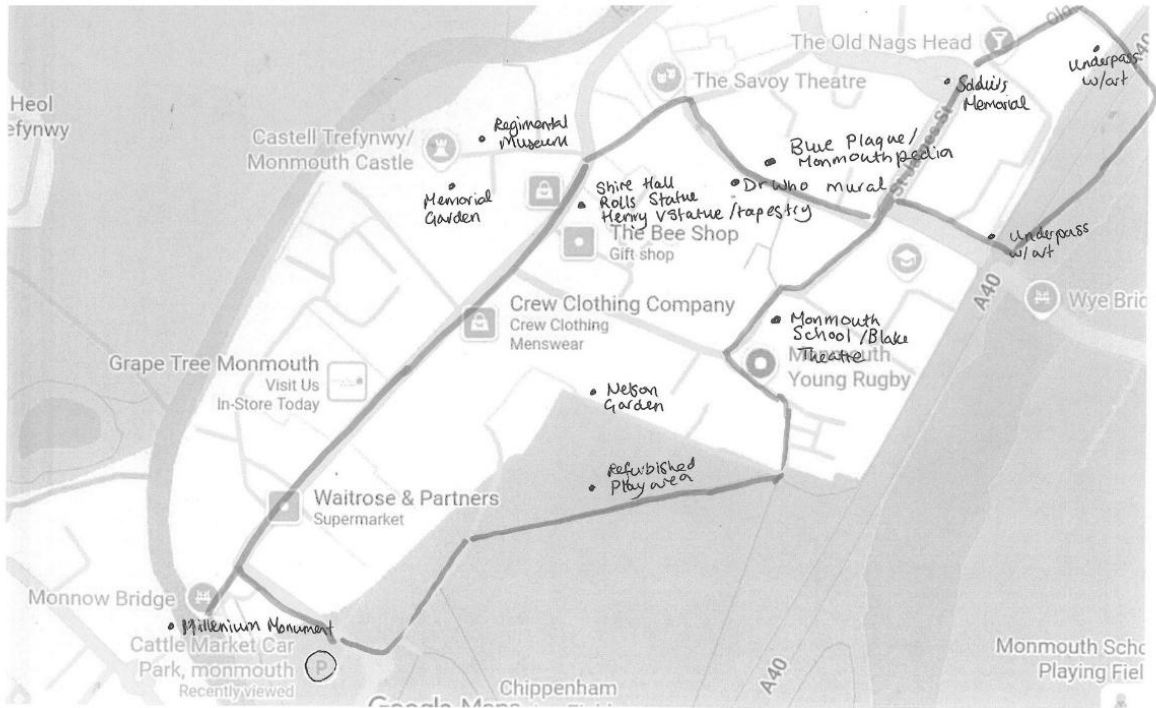
One positive outcome from the event was that it generated one additional community resident with a background from previously managing an arts centre and commissioning of artworks to then join the subsequent Field Study Visits and consultations.

## Consultation Field Study Visits

### 1. Visit to Monmouth 27<sup>th</sup> February 2026

10 people attended a field study visit to explore the monuments, memorials and public artworks available in Monmouth. Project Assistant Isabel Lewis, toured participants around an exciting range of public art and memorials including:

- Mosaics
- Underpass murals
- Traditional bronze statues
- Steel cut outs of figures
- 3D Ceramic tiles providing history of the town
- Blue plaques and smaller commemorative plaques
- Memorial gardens and parks
- Memorial buildings (library and school)
- Interpretation panels and signage
- QR codes
- The route used was as follows:



The group were amazed to find so many different examples of memorials in such a small space. They were particularly taken with a trail made from ceramic poppies no larger than 10 centimetres in size, that were dotted at various locations. They commented that *“once you got your eye in you could spot them everywhere”*. One trail used QR codes linked to Wikipedia, which they had come across before.

Images of the group exploring public art and memorials in Monmouth





### Key Learning Points of the Field Study Visit

A **key learning point** from the group, including a resident and one who had visited 'hundreds' of times before, was that there were numerous features seen by them for the first time ever.

*“Seeing things new that I have never seen before, even though I have been here countless times before.”*

*“The value of going around with acquaintances. Each person is looking and pointing at different aspects”* of the features on the tour.

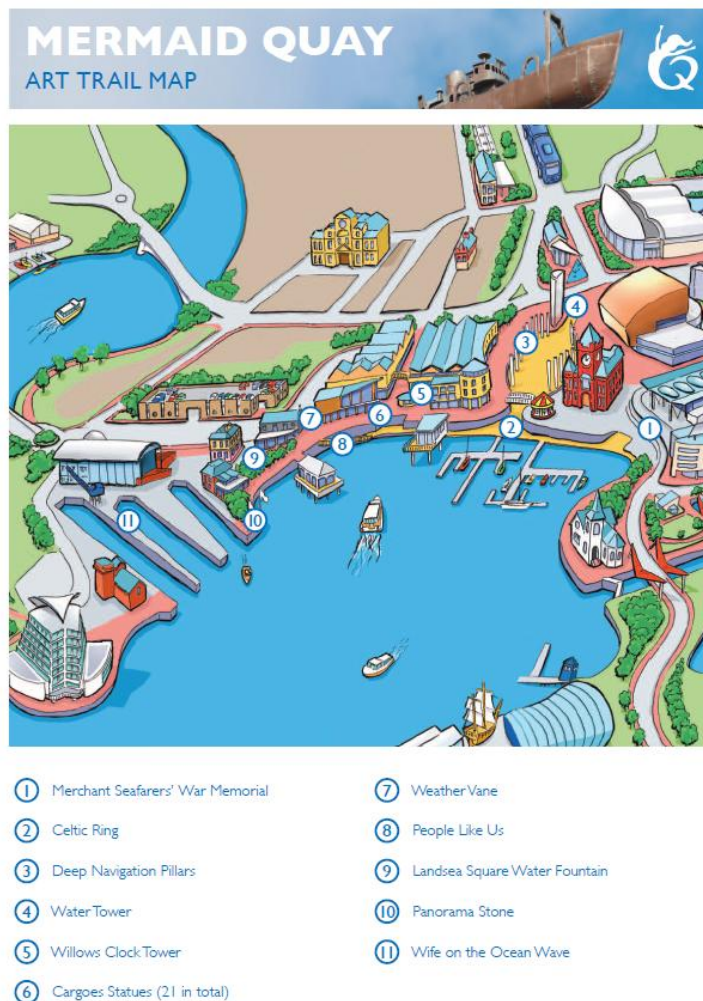
Simply crossing over the medieval bridge to the other side of the less visited town – where tourists were less likely to visit and to an area more known / passed by

residents resulted in seeing a previously unknown set of heritage/ memorial features, that likely many visitors would not see.

*“The visits were incredibly valuable. They encouraged me to think more deeply about how future developments might fit within Ledbury and how we can create something that genuinely belongs to the community.”* Cardiff & Monmouth visit participant

## 2. Visit to Cardiff Bay 27<sup>th</sup> February 2026

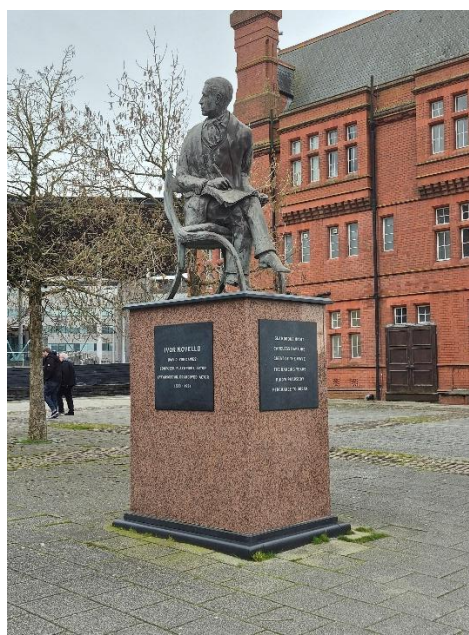
10 people attended a field study visit to explore the highly varied range of media used for traditional and artistic monuments and public artworks available in Cardiff Bay, including the trail based on John Masefield’s poem ‘Cargoes’. In advance, two separate public art/sculpture trail leaflets were shared with the group, and printouts used on the day.



Whilst the group found the Masefield inspired artwork fascinating, they were struck by how little interpretation was in place to help visitors identify the artwork (20+ metal sculptures positioned high up above shop fronts) and learn more about Masefield and his literary achievements.

One of the key discussion points on this part of the visit was how there was a substantial amount of exciting public art but very few items appeared to be linked or very clearly signified. There were some notable exceptions where QR codes were used next to memorials to invite the visitor to scan them to learn more. During the visit the project team utilised these opportunities.

Images of the group exploring memorials and public art in Cardiff





The 'Beastie Benches', a series of nine carved brick benches inspired by the mythical creatures brought to life in 'The Ballad of the Long-Legged Bait', one of the most well-known of Dylan Thomas's poems.



### Key Learning Points of the Field Study Visit

A **key learning point** from the group was that despite being provided with two trail leaflets locating features, on the ground, there were more memorials and public artworks, not on either trail – making a ‘mish-mash’ with very poor information available to a casual visitor. Issue around *“trails that don’t join up”*

Having interpretive material, panels, etc. in proximity to the feature was seen as beneficial, especially when the feature is more heritage message based than artwork led, *“to explain, as people do not necessarily see the purpose”* of the feature, *“or it is not able to speak for itself.”*

*“Once you get your eye in, you keep seeing more.”*

*“I don’t think the Cargoes from the ship were placed well”* high up above shop fronts in the street and the cargo ship on the roof with no interpretation to indicate it was a trail or what why it had been placed there.

### 3. Visit to Route to the Hills Trail, Malvern 3<sup>rd</sup> March

Andrew Meredith led people around the Route to the Hills tour in Great Malvern. Andrew was involved in developing the proposals and submitting the application, acquiring the grant from the National Lottery Heritage Fund for the trail, over a decade ago. Whilst not involved in the production of the resources or delivery of activities, he then undertook the evaluation of the project towards its completion. He was able to talk with knowledge about the development of the heritage interpretation telling the town’s stories and key historic personalities, blended with public art and tourism aspects of the project. Thus, it was a slightly different, heritage interpretation led set of structural features – as well as other existing monuments/ artworks in the town.

## Images of the group exploring public art and memorials in Malvern



## Key Learning Points of the Field Study Visit

A **key learning point** from Malvern's experience is that even with high end products installed, there were several examples of BB gun/air rifle pellet shots at interpretive panels, and many units were quite dirty from ground soil splashes or tree/ flowering buds debris onto the panels. Indicating, none of the urban bodies had awareness, inclination or budgets to clean them. Ownership of the final memorial is key.

At the end of this visit one participant commented

*“These two days have been really good at considering the issues around memorials – cleaning, maintenance, care, settings, installation into the ground.”*

Malvern field study visit attendee

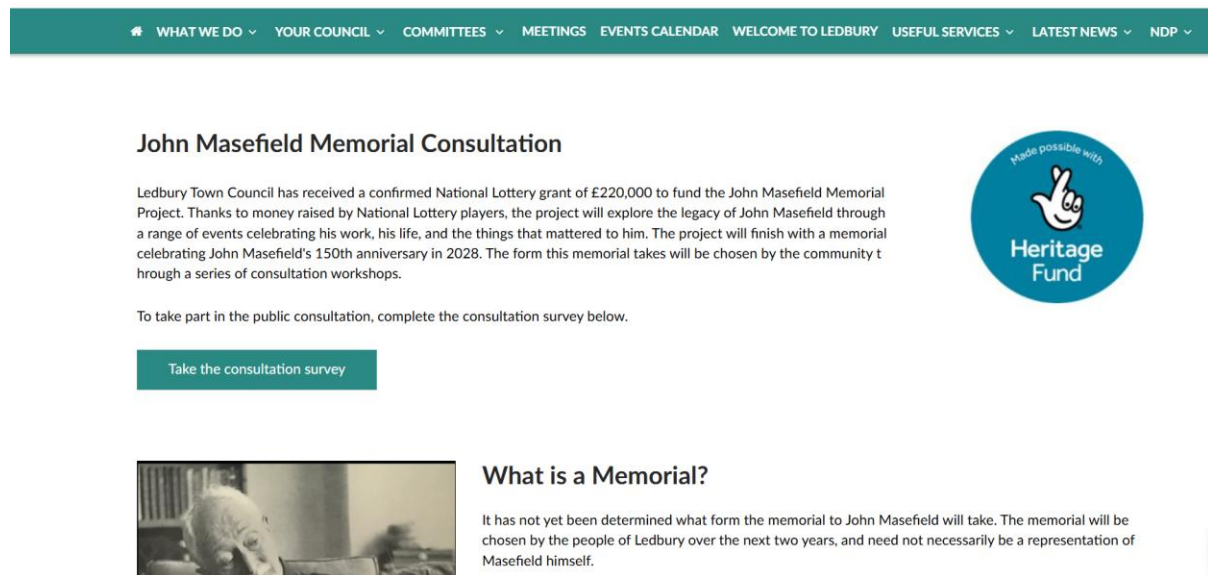
There was a demonstrated value of some features such as ornate bespoke designed fencing and benches having in-built interpretation which explained the town’s stories/ people associated with the memorial feature.

### Informal conversations

The project team has run numerous events within the town to raise awareness of John Masefield’s connection with the Ledbury and engage the public in the project. During these awareness raising opportunities, the team recorded informal memorial ideas shared by members of the public and these have fed into consultation ideas.

### Digital (online) survey

A digital (online) survey was created for those who were unable to attend an in-person consultation event, but who also want to feed in their views. The survey sat on a dedicated subpage in the Masefield Matters section of the Ledbury Town Council Website.



Screenshot of the consultation page <https://www.ledburytowncouncil.gov.uk/en-gb/masefield-matters-consultation>

The page also contains examples of different types of memorials from around the world to inspire respondents and encourage creative thinking.

### Bristol

Bristol is a city with plenty of history, as shown by its abundance of monuments and memorials. There are plenty of bronze statues in the city centre, but there are also buildings named for important individuals and events. One example is Cabot Tower, built on the 400th anniversary of John Cabot setting sail from Bristol. Bristol is also home to Queen Square, an open space surrounded by listed buildings named for Queen Anne.

(Clockwise from top left: Cabot Tower, bronze statue, Queen Square)



The online survey was launched at Heritage Open day 13<sup>th</sup> September 2025. The QR code was displayed at events and visitors were encouraged to share their thoughts. Paper copies of the survey while also made available at a variety of consultation events that took place during the consultation period. Members of groups such as the John Masefield Society and across the U3A were encouraged to share the link and to get more people involved in providing feedback on their views.

Advertorials/articles were also placed in various local publications over the months, raising awareness of the project and inviting people to share their views.



Down the Line magazine Winter 25/26

All About, West of the Hills Feb/March 2026

The online survey was available between 13<sup>th</sup> September 2025 and 7 March 2026. During the period 156 people completed the survey, with paper-based entries being typed by the project officers into the online format.

Appendix 2 presents the survey questions. Appendix 3 sets out the topline results to most of the quantitative, numerical questions. Appendix 4 is a separate document with the full listing of all 156 individual responses with personal details redacted.

It is important, for context, to understand *who* responded to the surveys, and the *nature* of these respondents as this is the audience by which the project has sought to identify the public's desire for a Masefield memorial. These respondent characteristics have driven the content for the medium-listing then short-listing of most frequently cited forms of memorials,

Overall, responses came mainly from older, people more familiar with Masefield, who were interested/ engaged enough to wish to take part in the survey. This is notwithstanding the abundant work over the past year that has engaged with many varied younger and less connected general public audiences. Thus, the results cannot be expressed as fully representative of the *entire* local or national population at large, but they are of those interested enough to share opinions.

- 75% were very or somewhat familiar with John Masefield and his work
- 65% were aged 55 and over, with 10% aged under 25
- The majority of responses came from Herefordshire and Worcestershire

It must be made clear that within the 156 responses, there were many suggestions with just one or two commentators sharing individual ideas, which were not easily grouped into the main thematic blocks.

The 10 most popular suggestions of the type of memorial from the consultation, responding to pre-set options, as well as open ended space for other comments, were:

	Memorial Idea / Theme	Number of votes
1	Dedicated space (garden, reading room, writing space)	34
2	Sculpture/ Statue traditional	32
3	Trail (literary or walking)	28
4	Mural	17
5	Sculpture/ Statue playful/creative	16
6	Bursary	9
7	Bench	9
8	Artwork (not statue)	9

9	Exhibition of John Masefield's life	9
10	Plaque	7

What is clear from the responses is that there is a definitive magnitude of a top 5 types of memorials; only a small handful of types really have gained public traction and support. The two formats of sculpture/ statue – traditional or playful/creative – have a synergy and represent a leading response.

### Working party conclusions:

The process of wider community consultation, followed by meetings of the Core Consultation Group has always sought to involve the community in the shortlisting towards a decision about the memorial to Masefield. The funding application to The National Lottery Heritage Fund incorporated this democratic approach, rather than the Project Board deciding as a small number body ‘imposing from above’ on what to pursue.

It has been an approach of heading towards recommendations for the Project Board and Ledbury Town Council, informed and guided by the community, both local and as John Masefield Society enthusiasts, rather than setting out a decision.

On 20<sup>th</sup> March members of the consultation group working party met at Ledbury Town Council, to discover the most made suggestions gathered from the in-person consultation and online survey. They were presented with the above list of the top ten most frequently identified suggestions, grouped by theme from the large-scale public consultation.

This generated a mix of responses, from being along the lines of what they had expected, to some surprise.

During the meeting the suggestions were graded against a matrix of criteria including contributing positively towards the National Lottery Heritage Fund Investment Principles, the potential location, benefit to the town and residents, level of planning permission requirement, whether they could be achieved within the c.£60,000 budget and issues of ongoing maintenance.

Scores were allocated from 3 to 0, with 3 being supported well, 1 being very low/poor and 0 being not at all.

- A couple of the criteria were ‘reverse scored’, whereby a higher score, 3, was given for having less need of Maintenance cleaning, replacement, etc. and 1 for needing a lot more care (i.e. a negative impact.) With issues around Planning, a binary score of 1 was assigned to being likely to have virtually no planning issues or 0 for involving various forms of planning, consents, etc.

The consultants answered questions and explained The Heritage Fund’s Investment Principles and Outcomes approach. There was plenty of discussion from those present who ensure they interpreted things in the same way to reach a collective decision.

### Criteria matrix applied to each of the top 10 forms of memorial

NLHF Investment Principles	Other considerations
Saves Heritage	Requires planning permission or consents
Protects the environment	Ongoing maintenance costs
Promotes access, inclusion & diversity	Achievable in £60K budget
Aids organisational resilience	Where it could be located
	Supports Ledbury

When totalled up the top 10 memorial ideas received the following score from the working party (arranged by ranking).

	Memorial	Total	Ranking
1	Dedicated space (garden, reading rm, writing space)	135	1
2	Sculpture/ Statue playful/creative	124	2
3	Trail (literary or walking)	122	3
4	Exhibition of John Masefield's life	117	4
5	Bursary	101	5
6	Mural	99	6
7	Artwork (not statue)	99	6
8	Sculpture/ Statue traditional	88	7
9	Bench	88	7
10	Plaque	84	8

## The top three

It was agreed that the top three ideas therefore to present to the Project Board are:

1. Dedicated space (garden, reading room, writing space etc. – which could be an internal or an external space – open to the public)
2. Sculpture or statue with a playful and/ or creative feel (that could potentially have some synergy with (1) above)
3. Trail (literary, walking etc. – that could/ should connect with existing trails and Masefield features/ connections already present in Ledbury)

These top three scored types of memorials do still broadly reflect the magnitude of the original top desired media from the 156 comments.

The separation of statue/sculpture into the ‘traditional’ and ‘playful/creative’ sub-categories still illustrates the overall high support for a statue/sculpture in some format that would evolve through the competitive arts commissioning.

The following table, overleaf, sets out issues explored against these leading three formats.

**Comparison the 3 options against the National Lottery Heritage Fund Investment Principles and other key criteria.**

<b>Investment Principles</b>	<b>Option 1 Dedicated space</b>	<b>Option 2 Sculpture/statue with a playful and or creative feel</b>	<b>Option 3 Trail</b>
Saving Heritage (NLHF)	Will require interpretation to explain link to John Masefield	Will require interpretation to explain link to John Masefield	John Masefield trail would have a clear link and good easily incorporate his work, facts, key locations
Protects the environment (NLHF)	Re-purpose an existing space would be sustainable and cheapest option. An outside space such as a garden, could have environmental sustainability at the very heart of it.	Could be made from sustainable material, sourced locally and low maintenance. For example, water fountain that recycles water	Low impact walking or cycling trail could promote wellbeing and activity. Digital trail would minimise paper use. Ensure signage is made from sustainable materials
Promotes access, inclusion & diversity (NLHF)	Physical accessibility needs to be considered. Could be very inclusive such as a sensory garden, performance space etc. Depends on location	Playful and creative could engage new audiences, where a traditional statue may not.	Could engage visitors, families, young people. Physical accessibility needs to be considered, along with adaptations for sight loss, different languages speakers etc
Aids organisational resilience (NLHF)	Maintains the legacy of John Masefield in a high profile way and embeds it in Ledbury.	Less directly impacting on the sustainability of local organisations.	Less directly impacting on the sustainability of local organisations.
Requires planning permission or consents	Possible – depends on current usage	Yes planning permission, installation works	Will require consent to attach signage to buildings, put up way markers, etc.
Ongoing maintenance costs	Depends on space used. If already a town space, such as	Town council need to consider ongoing maintenance. Can cost	Town council need to consider ongoing

	<p>the Masefield Archive room this may not be any additional cost of maintenance. But new space will require ongoing maintenance. This may be external grounds mowing/ cleaning, etc.</p>	<p>against similar public art already in Ledbury.</p>	<p>maintenance. Can cost against similar public art already in Ledbury. If digital version created, ongoing digital costs and commitment to it staying online for 5 years would be required.</p>
Achievable in £60k budget	<p>Dependant on the decision made and spaces available. Most achievable option would be to repurpose an existing space or expand an existing space such as the John Masefield archive and access in Library. Additional money should be considered to cover interpretation to link back to John Masefield.</p>	<p>We should be realistic about the budget and potentially the size of artwork that can be produced within the budget. Pre-design, installation and other costs lie in the project budget outside of the £60k. But a creative use of local craftspeople and an open mindedness to the material means this should be achievable.</p> <p>Additional money should be considered to cover interpretation to link back to John Masefield.</p>	<p>Easily achievable in budget and would potentially leave money to support a second activity such as refreshing the John Masefield exhibition that is currently on display in Ledbury library (the 4<sup>th</sup> option on the ranked suggestion from the consultation)</p>
Where it could be located	<p>A space in Oatley Meadows is available linked to other environmental community activities connected to Masefield. The consultation group queried whether this would get high enough footfall to be a good location for a memorial- and it is community</p>	<p>The consensus was but this should be located within the town centre in a high footfall location. Another location would be to place it in Oatley's Meadow or the garden near the church.</p>	<p>There was an appetite for linking together existing Masefield objects that are already located within the town and enhancing these with additional parts of a trail. By the nature of the trail this wouldn't be located in one place but</p>

	centred, not in a location with realistic visitor footfall. Other ideas included a room in the library or local museum.		would be focused around Ledbury town centre.
Supports Ledbury	A dedicated space would benefit the residents of Ledbury, more than external visitors as they potentially wouldn't know of its existence.	A tangible statue/sculpture would benefit both residents and visitors and place setting. A creative and playful addition may even draw visitors to the town.	A trail would benefit both residents and visitors. It could draw people in and encourage visitors to explore new parts of the town and encourage them to dwell longer. This could potentially mean they then purchase food and drink in the town boosting the economy.

### Considerations:

From their work on the project over the past 6 months the working part were keen that the Project Board should take the following additional points into account when making their decision.

<b>Dedicated Space</b>	<b>Statue/Sculpture</b>	<b>Trail</b>
What happens within it?	Could be interactive	Augment to include existing trails in the town (current Town trails don't mention Masefield)
Long term maintenance	Location? Central to promote tourism	Link together existing JM references and places
Who can access it and how?	Something that ages well	Available on paper and digitally (QR code?)
Will require interpretation to explain it's links to Masefield	Inclusive	Location

	Will require interpretation to explain it's links to Masefield	Will require interpretation to explain it's links to Masefield
Licence required to use Masefield's work	Licence required to use Masefield's work	Licence required to use Masefield's work
		Will require someone to do background research for content

With the shortlisted priority types of memorials, a number of issues were raised for further consideration:

*“Where would it be located?”*

*“What would happen within a space?”* if an indoor or outdoor ‘space’ connected to Masefield was created/ designated in an existing public building or open air park.

*“What’s its longevity? Is it something that will burn brightly and be transient – or will it carry on with a long legacy?”*

Any form of ‘exhibition’ *“needs budget big enough to start with, and for maintenance.”*

Whichever format, who will it be for, who can access it, residents and visitors, *“inclusive or exclusive? In a fairly accessible, central location.”*

How do you make sure that it remains linked to the broader Masefield Matters outputs and people understand that there is more in the town, a need for any interpretation and information?

Must consider any *“costs of getting licences, copyrights”* for use of his words.

In whatever format flows from this shortlisting, there was some support to *“make use of The Box of Delights”* as an accessible work and potential for a variety of creative interpretations.

## Other observations of the working party about the process

As a group approach to considering the range of criteria for shortlisting the suggested types of memorials, a range of observations and questions were made during the session that reflect on the how the project, and in particular the consultation process was outline in the initial NLHF application.

*“I think it’s been really interesting doing this.”*

*“I would have liked to have said ‘it depends’ on many factors.”*

*“Maybe we need some more flesh on the bones with this, more concrete proposals.”*

*“As a decision making exercise, you may bring some subjectivity into it.”*

*“This process is a bit ‘chicken and egg.’”*

A couple of comments reflected on the fact that this session did not have, and from the client-consultation consultants’ perspective, was not going to be bringing to the table, nearly firmed up details of memorials/ monuments; *“We have spent much of the meeting giving a score to a woolly concept.”* *“Filling out this form, I wonder how worthwhile it is?”* as an exercise in shortlisting. *“When we are scoring, I find it really difficult”* to be sure how the scoring is being given.

Questions were asked about if there would be a second stage process once artist-designer-makers would be pitching their ideas *“for a more tangible product – and we can score them?”* This in essence is part of the next stage of the process, led by the Project Manager and the budgets to engage artist commissioning of ideas and early stage ‘competition’ and some funded indicative models/ maquettes.

*“I’ve found it very interesting to be involved in most of the stages of the process”* so far.

*“It’s been successful as we’ve been debating and considering issues.”*

It is clear that this group still has a valid role to play, and engagement that has built up which would be a shame to lose, in providing insight/ oversight at the commissioning shortlist of potential physical solutions. It would offset some frustrations that they have not been empowered to directly make a decision at this stage.

## Appendix 1- List all activities consultation activities have supported

Date	Activity	Those present	Number Engaged
7 June 2025	Inception meeting with LTC & project team	Consultation Consultants (2) Project Team (2) Ledbury Town Council	
11 July 2025	Evaluation framework development meeting	Consultation Consultants (2) Project Team (2) Ledbury Town Council Project trustees (2) Head of John Masefield High School	8
29 August 2025	Meeting with Project Team	Consultation Consultant & Emma Clowsley	
13/9/2025	Heritage Open Day online survey	Project manager Project intern	10
16/9/2025	Heritage Open Day online survey	Project manager Project intern	3
18/9/2025	Heritage Open Day online survey	Project manager Project intern	
20/9/2025	Heritage Open Day online survey	Project manager Project intern	
	Project team trip to Ross on Wye to look at other memorials	Project manager Project intern	
27/10/2025	Meeting with Project Team	Consultation Consultant & Emma Clowsley	2
7/11/2025	Consultation Steering group Meeting 1	Arthur Green (local business owner) Nic Sims (Ledbury Community Hub) Emalee Beddoes (Herefordshire Museums) Project manager Emma Clowsley Consultation Consultants (Andrew Meredith & Janine Rusby)	6
9/12/2025	Attend Steering group meeting	Consultation Consultants (AM) Project board Project manager Project intern	4

9/1/2026	Meeting with Project Team	Consultation Consultants, Emma Clowsley & Isabel Lewis	4
23/1/2026	Consultation Steering group Meeting 2	Stephanie Harrison (Herefordshire Council) Stephen Chappell (poet) Sonia Bowen (Ledbury Carnival Association) Penny Wolfson (U3A) Jackie Tweedale (John Masefield Society) Nic Sims & (Project Lead, Ledbury Community Hub) Bethan Martin (Oatleys Meadow Project Lead) Nia Grinnall (Market Lodge Nursing Home) Ali Braithwaite (Ledbury Places trustee) Sara-Jane Arbury (Red Earth Arts CIC) Project Manager Emma Clowsley Consultation Consultants (Andrew Meredith & Janine Rusby)	13
6/2/2026 10.30-12pm	U3A History and Family History Group.  John Masefield Research session held monthly	5 members + Isabel Lewis	5
6/2/2026 5pm-7pm	Ledbury Community centre open consultation meeting	Members of the public Andrew Meredith Janine Rusby Consultation Consultants, Emma Clowsley & Isabel Lewis from the project team	31
20/2/2026	Consultation visits planning meeting	Janine Rusby Consultation Consultant, Emma Clowsley & Isabel Lewis from the project team	3
27/2/2026	Visit morning Monmouth Visit afternoon Cardiff Bay	Isabel Lewis Janine Rusby Andrew Meredith Liv Trueman Catrin Meredith (resident) Nick Morris (Cllr & board member) Joyce Mason (resident)	10

		Hywel Pontin (resident) Penny Wolfson (U3A &resident) Fliss O'Neill	
3/3/2026	Visit to Malvern – Routes to the Hills	Andrew Meredith Penny Wolfson (U3A) Bob Woolfson Catrin Meredith (resident) Hywel Pontin (resident) Isabel Lewis	6
20/3/2026	Consultation Steering Group meeting 4  Reviewing the consultation responses against the NLHF guidelines	Project manager Emma Clowsley Isabel Lewis Penny Wolfson (U3A) Jackie Tweedale (John Masefield Society) Hywel Pontin (resident) Arthur Green (local business owner) Griff Holliday (Ledbury Food Group) Leslie Ingram (Stanza Poets) Stephen Chappell (poet) Consultation Consultants (Andrew Meredith & Janie Rusby)	11

## Appendix 2. Digital Survey Questions



### Masefield Matters Memorial Survey

As part of the National Lottery Heritage Funded project ‘Masefield Matters’ we are exploring ideas for a memorial to celebrate the life and legacy of the poet and writer John Masefield, who was born in Ledbury nearly 150 years ago.

Your input will help identify the type of memorial and material shortlisted. It will ensure the memorial reflects the values and spirit of our community and also provides a lasting legacy for John Masefield and his importance to Ledbury.

*1. How familiar or aware are you with John Masefield and his work? Single choice.*

Very familiar

Somewhat familiar

Vaguely aware

Not familiar

No idea/ not heard of John Masefield

2. *What aspects of John Masefield's legacy do you think should be highlighted?* Select all that apply: Multiple choice.

Literary Achievements

Local impact and community ties

Personal story and life journey

3. *What type of memorial do you think would best honour John Masefield? (e.g. Mural, literary tour, dedicated space, statue etc. Be as creative as you like, give details of what it might look like and be made of.* Required to answer. Single choice.

4. *Where should the memorial be located?* Single choice.

Town centre/on a key street

Near the author's former home

Local library or cultural venue

Park or public garden

5. *What tone should the memorial convey?* Single choice.

Inspirational and uplifting

Reflective and contemplative

Educational and informative

Playful and imaginative

6. *Any additional thoughts or suggestions?* Optional open comment box

Enter your answer:

7. *Please state your postcode. This is used to help us analyse the feedback from local residents and visitors*

Enter your answer

8. Please tell us what age group you are in

Under 18

18–24

25–34

35–44

45–54

55–64

65 and over

Prefer not to say

9. If you would like to receive email updates about the project please leave your email address.

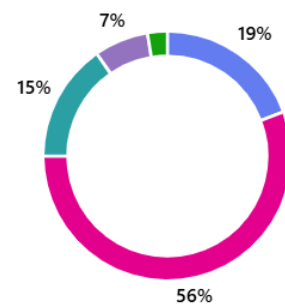
Enter your answer

## Appendix 3: Collated survey results

### Masefield Matters Consultation Survey Results

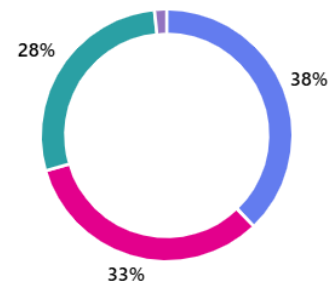
1. How familiar or aware are you with John Masefield and his work?

● Very familiar	30
● Somewhat familiar	87
● Vaguely aware	24
● Not familiar	11
● No idea/ not heard of John Masefield	4



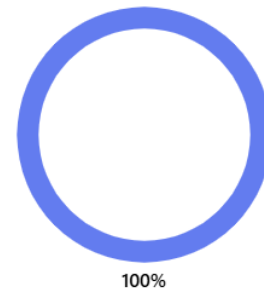
2. What aspects of John Masefield's legacy do you think should be highlighted? Select all that apply:

● Literary Achievements	123
● Local impact and community ties	106
● Personal story and life journey	91
● Other	5



3. What type of memorial do you think would best honour John Masefield? (e.g. Mural, literary tour, dedicated space, statue etc Be as creative as you like, give details of what it might look like and be made of)

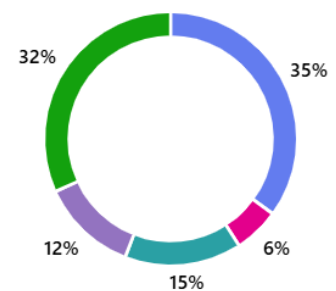
● Other	156
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3- see detailed sheet for more information

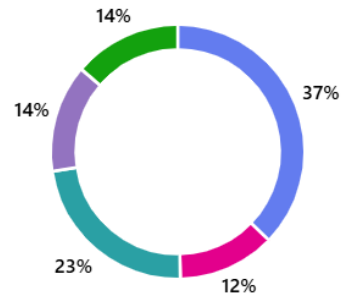
4. Where should the memorial be located?

● Town centre/on a key street	54
● Near the author's former home	9
● Local library or cultural venue	23
● Park or public garden	19
● Other	49



5. What tone should the memorial convey?

● Inspirational and uplifting	57
● Reflective and contemplative	19
● Educational and informative	35
● Playful and imaginative	21
● Other	21



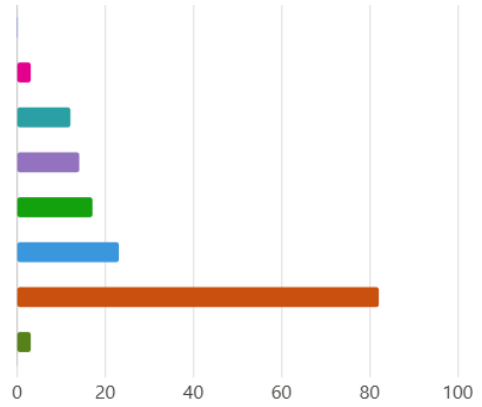
6. Any additional thoughts or suggestions? Optional open comment box (see detailed sheet)

7. Respondents by home postcode



8. Please tell us what age group you are in

● Under 18	0
● 18–24	3
● 25–34	12
● 35–44	14
● 45–54	17
● 55–64	23
● 65 and over	82
● Prefer not to say	3



Id	Start time	Completion time	Email
1	10/09/2025 16:57	10/09/2025 16:57	anonymous
2	10/09/2025 16:57	10/09/2025 16:58	anonymous
3	10/09/2025 16:59	10/09/2025 16:59	anonymous
4	10/09/2025 19:00	10/09/2025 19:02	anonymous
5	11/09/2025 09:53	11/09/2025 09:54	anonymous
6	11/09/2025 12:16	11/09/2025 12:28	anonymous
7	13/09/2025 12:02	13/09/2025 12:04	anonymous
8	16/09/2025 16:35	16/09/2025 16:38	anonymous
9	10/10/2025 10:25	10/10/2025 10:31	anonymous
10	04/11/2025 17:32	04/11/2025 17:35	anonymous
11	20/11/2025 15:20	20/11/2025 15:42	anonymous
12	22/11/2025 10:05	22/11/2025 10:10	anonymous
13	24/11/2025 16:57	24/11/2025 17:05	anonymous
14	01/12/2025 21:54	01/12/2025 21:59	anonymous
15	02/12/2025 10:16	02/12/2025 10:22	anonymous
16	03/12/2025 13:20	03/12/2025 13:30	anonymous

17	03/12/2025 10:04	03/12/2025 14:16	anonymous
18	06/12/2025 04:54	06/12/2025 05:02	anonymous
19	08/12/2025 14:36	08/12/2025 14:42	anonymous
20	11/12/2025 20:12	11/12/2025 20:16	anonymous
21	12/12/2025 10:21	12/12/2025 10:23	anonymous
22	12/12/2025 10:23	12/12/2025 10:25	anonymous
23	13/12/2025 09:42	13/12/2025 09:43	anonymous
24	13/12/2025 11:53	13/12/2025 11:59	anonymous
25	14/12/2025 10:42	14/12/2025 10:46	anonymous
26	14/12/2025 12:06	14/12/2025 12:10	anonymous
27	14/12/2025 20:26	14/12/2025 20:37	anonymous
28	15/12/2025 17:23	15/12/2025 17:26	anonymous
29	31/12/2025 14:51	31/12/2025 14:56	anonymous
30	07/01/2026 14:22	07/01/2026 14:26	anonymous
31	08/01/2026 12:23	08/01/2026 12:25	anonymous
32	12/01/2026 15:49	12/01/2026 15:50	anonymous

33 13/01/2026 17:01 13/01/2026 17:12 anonymous

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44 28/01/2026 10:11 28/01/2026 10:24 anonymous

45 30/01/2026 02:39 30/01/2026 02:46 anonymous

46 30/01/2026 07:34 30/01/2026 07:36 anonymous

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48 30/01/2026 10:30 30/01/2026 10:42 anonymous

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57 05/02/2026 15:58 05/02/2026 16:08 anonymous

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80	07/02/2026 19:11	07/02/2026 19:13	anonymous
81	07/02/2026 19:13	07/02/2026 19:15	anonymous
82	07/02/2026 22:53	07/02/2026 22:56	anonymous
83	09/02/2026 09:23	09/02/2026 09:45	anonymous
84	09/02/2026 15:18	09/02/2026 15:21	anonymous
85	09/02/2026 15:27	09/02/2026 15:30	anonymous
86	09/02/2026 15:59	09/02/2026 16:01	anonymous
87	09/02/2026 16:44	09/02/2026 16:46	anonymous
88	09/02/2026 17:00	09/02/2026 17:01	anonymous
89	09/02/2026 16:58	09/02/2026 17:05	anonymous
90	09/02/2026 17:56	09/02/2026 17:58	anonymous
91	10/02/2026 10:57	10/02/2026 11:28	anonymous
92	10/02/2026 15:26	10/02/2026 15:29	anonymous

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122	02/03/2026 15:15	02/03/2026 15:17	anonymous
123	04/03/2026 20:55	04/03/2026 21:08	anonymous
124	04/03/2026 22:16	04/03/2026 22:21	anonymous
125	05/03/2026 14:54	05/03/2026 15:01	anonymous
126	05/03/2026 16:31	05/03/2026 16:35	anonymous
127	05/03/2026 16:43	05/03/2026 16:46	anonymous
128	06/03/2026 15:42	06/03/2026 15:55	anonymous
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133	07/03/2026 17:10	07/03/2026 17:20	anonymous
134	07/03/2026 17:21	07/03/2026 17:24	anonymous
135	07/03/2026 17:24	07/03/2026 17:25	anonymous
136	07/03/2026 17:25	07/03/2026 17:26	anonymous
137	07/03/2026 17:26	07/03/2026 17:28	anonymous
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146	07/03/2026 17:40	07/03/2026 17:41	anonymous
147	07/03/2026 17:41	07/03/2026 17:42	anonymous
148	07/03/2026 17:42	07/03/2026 17:43	anonymous
149	07/03/2026 17:43	07/03/2026 17:45	anonymous
150	07/03/2026 17:45	07/03/2026 17:45	anonymous
151	07/03/2026 17:46	07/03/2026 17:47	anonymous
152	07/03/2026 17:47	07/03/2026 17:48	anonymous
153	07/03/2026 17:48	07/03/2026 17:49	anonymous
154	07/03/2026 19:19	07/03/2026 19:22	anonymous
155	08/03/2026 21:30	08/03/2026 21:34	anonymous
156	10/03/2026 09:34	10/03/2026 09:35	anonymous

**How familiar or aware are you with John  
Masefield and his work?**

Vaguely aware

Not familiar

No idea/ not heard of John Masefield

Not familiar

Somewhat familiar

Very familiar

Somewhat familiar

Somewhat familiar

Very familiar

Very familiar

Vaguely aware

Vaguely aware

Somewhat familiar

Somewhat familiar

Very familiar

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No idea/ not heard of John Masefield

Somewhat familiar

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Not familiar

No idea/ not heard of John Masefield

Somewhat familiar

Not familiar

No idea/ not heard of John Masefield

Somewhat familiar

Vaguely aware

Vaguely aware

Somewhat familiar

Somewhat familiar

Somewhat familiar

What aspects of John Masefield's legacy do you think should be highlighted? Select all that apply:

Local impact and community ties; Literary Achievements;

Local impact and community ties;

Local impact and community ties; Personal story and life journey; Literary Achievements;

Personal story and life journey;

Literary Achievements; Personal story and life journey; Local impact and community ties;

Local impact and community ties; Personal story and life journey;

Local impact and community ties; Literary Achievements; Personal story and life journey;

Local impact and community ties; Personal story and life journey; Literary Achievements;

Literary Achievements; Local impact and community ties; Personal story and life journey;

Literary Achievements; Local impact and community ties; Personal story and life journey;

Local impact and community ties; Literary Achievements;

Literary Achievements;

Literary Achievements;

Local impact and community ties;

Personal story and life journey;

Personal story and life journey; Literary Achievements; Local impact and community ties;

Local impact and community ties; Literary Achievements; Personal story and life journey;

Literary Achievements; Local impact and community ties;

Literary Achievements; Local impact and community ties;

Personal story and life journey;

Literary Achievements; Local impact and community ties; Personal story and life journey;

Literary Achievements; Local impact and community ties; Personal story and life journey;

Literary Achievements;

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Literary Achievements; Personal story and life journey;

Local impact and community ties;

Personal story and life journey;

Literary Achievements; Local impact and community ties; Personal story and life journey;

Literary Achievements; Local impact and community ties; Personal story and life journey;

Literary Achievements; Personal story and life journey;

Literary Achievements; Local impact and community ties;

Local impact and community ties

Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Local impact and community ties

Literary Achievements;Local impact and community ties;Personal story and life journey;How Masfield lived through adversity observantly and sensitively and used this to develop his creative gifts

Literary Achievements;Local impact and community ties;Personal story and life journey

Personal story and life journey

Personal story and life journey;Local impact and community ties;Literary Achievements

Literary Achievements;Local impact and community ties

Literary Achievements

Local impact and community ties

All these aspects are part of the story

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Literary Achievements;Local impact and community ties;Personal story and life journey;Think of a way of stimulating the young, plays,music under the Market house.

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Literary Achievements

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Literary Achievements;Local impact and community ties

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Literary Achievements;Local impact and community ties

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Literary Achievements;Local impact and community ties

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Literary Achievements

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Literary Achievements;Local impact and community ties

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Literary Achievements

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Local impact and community ties;Literary Achievements;Personal story and life journey

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Local impact and community ties

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Literary Achievements;Local impact and community ties

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Literary Achievements

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Literary Achievements;Personal story and life journey;Local impact and community ties

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Personal story and life journey

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Personal story and life journey;Literary Achievements

Literary Achievements;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements

Literary Achievements;Local impact and community ties;Personal story and life journey

Local impact and community ties;Literary Achievements;Personal story and life journey

Personal story and life journey

Local impact and community ties

Local impact and community ties

Literary Achievements;Local impact and community ties

Literary Achievements;Personal story and life journey

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Literary Achievements;Local impact and community ties;Personal story and life journey

## Literary Achievements

Literary Achievements;Local impact and community ties;Personal story and life journey

Local impact and community ties;Literary Achievements;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey;RELEVANCE TO THE LEDBURY AND SURROUNDING COMMUNITIES

Literary Achievements;Local impact and community ties

Literary Achievements;Local impact and community ties;Personal story and life journey

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Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Personal story and life journey

Literary Achievements;Local impact and community ties

Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Local impact and community ties

Local impact and community ties

Personal story and life journey;Local impact and community ties;Literary Achievements

Personal story and life journey

Literary Achievements

Literary Achievements;Local impact and community ties

Personal story and life journey

Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Local impact and community ties;Literary Achievements;Personal story and life journey

Literary Achievements

Literary Achievements

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Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Local impact and community ties;Literary Achievements;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Local impact and community ties;Literary Achievements;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

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Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Local impact and community ties

Literary Achievements

Literary Achievements

Local impact and community ties;Personal story and life journey;Literary Achievements

Literary Achievements;Personal story and life journey;Local impact and community ties

Personal story and life journey;Local impact and community ties

Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Local impact and community ties

Literary Achievements;Personal story and life journey

Literary Achievements

Local impact and community ties;Literary Achievements;Personal story and life journey

Literary Achievements

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Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Personal story and life journey

Literary Achievements;Personal story and life journey

Personal story and life journey;Literary Achievements;Local impact and community ties

Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Local impact and community ties;Personal story and life journey

Local impact and community ties

Literary Achievements;Local impact and community ties;Personal story and life journey

Local impact and community ties

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Literary Achievements;Local impact and community ties

Literary Achievements;Local impact and community ties

Literary Achievements;Personal story and life journey;Local impact and community ties

Literary Achievements;Local impact and community ties;Personal story and life journey

Local impact and community ties;Personal story and life journey;Literary Achievements

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Local impact and community ties;Personal story and life journey;Literary Achievements  
Literary Achievements;Local impact and community ties  
Literary Achievements  
Literary Achievements;Local impact and community ties  
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Literary Achievements  
Literary Achievements;Local impact and community ties;Personal story and life journey  
Personal story and life journey  
Local impact and community ties  
Local impact and community ties  
Literary Achievements;Local impact and community ties;Personal story and life journey

Literary Achievements;Personal story and life journey  
Personal story and life journey  
Personal story and life journey;Local impact and community ties  
Literary Achievements  
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Literary Achievements;Personal story and life journey  
Literary Achievements;Local impact and community ties  
Literary Achievements

Personal story and life journey  
Literary Achievements;Local impact and community ties  
Local impact and community ties;Literary Achievements;Personal story and life journey;Poet Laureate  
Literary Achievements;Personal story and life journey;Local impact and community ties  
Literary Achievements;Local impact and community ties;Personal story and life journey

What type of memorial do you think would best honour John Masefield? (e.g. Mural, literary tour, dedicated space, statue etc Be as creative as you like, give details of what it might look like and be

A dedicated space (e.g. garden, reading room, bench)

A dedicated space (e.g. garden, reading room, bench)

A statue or sculpture – in a ‘creative/artistic’ format

A statue or sculpture – in a ‘creative/artistic’ format

A dedicated space (e.g. garden, reading room, bench)

A literary trail or walking tour

A dedicated space (e.g. garden, reading room, bench)

A dedicated space (e.g. garden, reading room, bench)

A literary trail or walking tour

A statue or sculpture – in a ‘traditional’ style

A dedicated space (e.g. garden, reading room, bench)

A commission of a song cycle using his poetry

I like the idea of a mural rather than a plaque

A commemorative plaque or mural

Bursary

An outdoor performance space

A dedicated space (e.g. garden, reading room, bench)

Local school child award

I would like to see one of his poems carved in stone and displayed in or near the market place along with a Masefield prize/s for poets at the poetry festival for new poetry

A literary trail or walking tour

Bursary

Bursary

A literary trail or walking tour

A literary trail or walking tour

A dedicated space (e.g. garden, reading room, bench)  
a similar statue to that of Elgar in Hereford

A dedicated space (e.g. garden, reading room, bench)

A commemorative plaque or mural

A literary trail with poems in selected parts of the town

A statue or sculpture – in a ‘traditional’ style

A literary trail or walking tour

A literary prize for children inspired by a prize given by Masefield himself

It would be good to have two elements: 1. Something public to draw everyone's attention to Masefield and his links to the town. How about one of those benches with a built in statue, so you could sit beside home or have him overlooking you? I appreciate these have become quite commonplace but maybe that's because they have proved popular. 2. An exhibition outlining his life and works. There is plenty to learn about and celebrate and hopefully this could be sufficiently whizzy to have wide appeal. A friend recently spoke very highly of the recently opened 'museum' to commemorate the life of Emily Hobhouse in Cornwall. Worth a look? Location - a section of the Master's House or upstairs in the old Grammar School? It would be good to have it in JMS, but wholly impractical for safeguarding reasons.

A mural of his life

A water feature with an information board nearby with a poem and biographical details.

I propose that Masefield Matters focus on creating a living, participatory memorial rather than a static monument, using John Masefield's life as a framework for creative making, community engagement and economic activity in Ledbury.

A statue of Masfield with an extract from a poem and characters from his poems and novels around the plinth

Somewhere to sit, to gather people outdoors

garden trail

See 6 below.

I would like to see a sculpture of Masfield sat on on a bench near the market place and reading a book with an illustration on the front of a tall ship and a star on the cover. This would be one of several such books placed around the town with illustration and poems which could form part of a Masfield trail encouraging visitors, students and town folk to explore the town and Masfield's poetry. There should be space on the bench for people to sit alongside Masfield for fun photos. (Think of the Eric Morecombe statue!)

Bursary

A mural, attention grabbing, ideal at top of new street, for people to muse as they are trapped at lights. Linking to plaques in the pavement and information boards in the alleyways, all connected by a piece of print/posters with QR codes etc.

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Literary tour, see below.

Dedicated Space .

Dedicated space

Waymarked literary tour that includes where he lived, the church and belltower where he rang, the war memorial (as so many of his poet friends fought and died). The tour could begin or end at a Masefield Mural in the Recreation ground or Walled Garden - mosaic representing one of his most famous poems?

Some sort of memorial should be in the parish church

Statue

Statue

Trail of words - lines from his poems and stories carved into paving stones, benches in the Walled Garden, High Street, Church yard. Lines from his poems and Children's books beautifully sign written on traditional sign boards in the courtyard of Butchers Row museum & the Masters House. A trail of his words that visitors could look out for and that residents could enjoy.

Literary tour, could include the dymock poets and use the daffodil bus service

A building designed in the shape of an upturned boat with enough space within to accommodate a writer-in-residence's office.

An artwork/sculpture, but not a statue of a person

A blue plaque would be sufficient

Statue

Statue

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A Box of Delights/Kay Harker series of linked artworks around Ledbury, referencing different parts of the books

There should be a tangible and visible memorial. A traditional statue is what most people think of as a memorial. It should be commissioned from one of our local artists. It should convey Masefield's association with the countryside, the sea, the war years, children and animals. However the most important memorial would be in the form of a legacy for the young people of Ledbury in the form of a bursary for higher education for young writers of all kinds of genres. It should be an annual award with the funds being invested so that they accrued and were therefore available for years to come and generations of the young people of Ledbury.

Educational bursaries/scholarships. Is a physical memorial really essential? Greater opportunities for intellectual access and learning opportunities perhaps within or associated with existing facilities, archive and activities?

Sculpture, mural or arts event

i should like to see a mural based on Cargoes - that is the three ships set on a prominent wall, forged by a blacksmith [Bromley O' Hare from near Pembridge does this sort of work for the national Arboretum at /alvechurch.]

I suggest that we commission a composer to compose a peal of bells in honour of John Masefield. There is a large memorial plaque in the tower of the parish church in Ledbury honouring the fact that John Masefield paid for the bells in the tower to be renovated in 1951. Perhaps a John Masefield Day could be established in Ledbury and possibly a poetry prize too. The bells could peal on this special day for Ledbury.

An exhibition about his life and how his writing fits into this

Statue

Trail

Installation telling about him and his work

Mural - graffiti mural of sorts lots of cool young artist be a good way of getting involved

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Something enduring, in a protected place (consider neglect, vandalism).  
Two things 1. A piece of solid bronze; 2 Annual lecture or short series.

statue ( like Elgar in Hfd)

I would like to see a bench with a statue of J Masefield sitting on it and when anyone joins him on the seat their weight would start a recorded voice speaking his poems & writing. The voices of children and any or all local people could be used to recite. It would have to be carefully designed to be vandal proof. And should be sited perhaps in the new square by the library -where an archive would be stored and available for reference.

A Walking trail between significant places for learning

A dedicated indoor space which would form part of the already popular town trail of notable buildings and landmarks. I would like to see the space given over to a display of Masefield's works, which could be changed periodically, and illustrated in a variety of media by local artists. eg/ Needlecraft, painting, pottery, woodwork, stained/painted glass and calligraphy/illuminated manuscripts. The town has a wealth of talent and creative societies which may be delighted to contribute to such a project. This would also give opportunity for the display to change and evolve over time. For many people access to the archive is important, so it would be desirable for the space to have facilities to house the archive and accommodate a work space. As such a memorial would have to be supervised it is desirable that it is located in one of the town centre buildings that is currently supervi

I would like to see a series of musical commissions for voice, which use John Masefield's poetry as their text. Many people access poetry through music - whether it's rap, classical, jazz etc. These commissions could have a direct local link by being premiered by different performance groups in the town, e.g. students from John Masefield High School or the choir of Ledbury Choral Society, the singers in Ledbury Community choir, etc - each piece having a different style. The music would then be available to other groups further afield, ensuring a lasting legacy.

An exhibition of his work

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I would like to see the provision of a space where people can sit and read the poetry of John Masefield. The space would be suitable for workshops or talks. It might have interactive displays. It would be somewhere which all people, young and old, could visit. It would help to connect them, as Ledbury residents, to the life and work of John Masefield

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Central database of work and activities. Interpretations of work by contemporary artists. Audio, graffiti, light show - projections

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Wall mural. A willow outdoor theatre can be used all year round as a performance space (would be used by so many people) Local people making it and a paid artist would be local.

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I think there should be a mixture of permanent and visual display, together with some more temporary events marking the celebration

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A painted and fired mural

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Trail or statue

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Mural, plaques, information boards in alleys, QR codes

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I think a small bronze bust of John Masefield is relevant so that visitors of the future will know what he looked like but a literary tour with markers giving information, such as The Knapp being childhood home and also extracts of poetry at certain points on the trail. If funds allow I think it would be a good idea to set up an annual or biannual competition for young unpublished poets such as the present Hilary Mantel competition.

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I suggest a bench with a likeness of Masefield outside the library and, of course, the archive of his works

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Statue

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Annual Poetry prize

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I think a dedicated space with a statue

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I'm really not interested

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Perhaps a trail marked by poems or well known verses of his poems and information about his life here.

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Literary tour and statue

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A statue similar to Elgar with his bicycle in Hereford would be nice. I think the walled garden would be a nice location for this as visitors and locals would see it. Also there could be paintings or plaques around town with extracts of his poetry, in a similar style as the Tilleys posters so that they are in keeping with the town.

---

Statue

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Exhibition, interpreted walking tour, bursary for school students.

Exhibition about M's life and works

Sculpture which includes lines from husbliterature and poetry

A creative festival with key artists/creatives leading the community to create a lasting tribute in word, song, visual art and sculpture.

Statue

Mural

A toposcope at the viewpoint on Dog Hill Wood which identifies the places associated with Masfield or that are featured in his writing. And a recreation of the view on a mural in town for those that cannot get up to the viewpoint.

A trail that features stone carved plaques in pavements or on walls, each with 2 lines of Masfield verse, chosen to inspire/aspire/motivate/embolden/bring joy. etc.

An apple orchard, a dovecote, or a little garden - to recreate the shrines that Masfield refers to in his Freedom of Hereford acceptance speech - "I cannot be thankful enough that I passed my childhood days where everybody lived on and by the land, singing when they brought their harvest home and taking such pride in their great cattle and their great horses, their apple orchards, their dovecotes and their little gardens. Men built shrines so lovely that the bright spirits who inhabit Heaven have come to earth to dwell in them"

An exquisite Box of Delights, like a Faberge Egg, bejewelled and engraved. Perhaps mechanical so that it opens to reveal eg a tall ship and star. Maybe it plays music and only opens once a day, so that people gather to see it at a particular time. It could be on a pedestal and behind glass, like the Crown Jewels

I like the statue of Elgar on the seat. Also poetry on something permanent such as carved on stones and set around the town in appropriate places. Town tour leaflet available from TIC. It would help if the Elizabeth Barrett Browning poetry shop was more welcoming. I've walked in there and been totally ignored.

A dedicated space for arts activities to be rented out on a sliding scale for affordability.

Statue

I'm wondering about the possibility of a Poetry Plinth: an outdoor performance space with a view of the Herefordshire countryside...

Definitely something physical such as a mural, statue or space.

Bursary

## Mural or Trail

## Statue

dedicated space: purchase of Barrett Browning Memorial Institute as cultural hub and visitor centre, in partnership with other literary/cultural groups to rebrand Ledbury as a poetry town and attract more tourists to Ledbury. According to The Daily Mail, 'Ledbury, Herefordshire, is home to the annual Ledbury Festival, poetry's equivalent to Wimbledon or Glastonbury.' A dedicated building owned or shared and used year round by the community, a lively and ambitious year-round programme of poetry related events, activities and workshops, a world famous poetry trail, which will celebrate Ledbury as a poetry town, highlight the poetic history and appeal to attract visitors to the area.

Statue similar to those of Elgar e.g. with bicycle in Cathedral Close

statue in grounds of old home( when taken over by New Owner!)

tour based on local places mentioned in his poems

I suggest a statue of Masfield seated on a two seater bench place on the corner of the market house so visitors can sit next to him and have their photo taken with the market place and clock tower being in the background (when viewed from Handleys Organic). Masfield could be reading a book (or writing) which should include a line from a famous poem (I must go down to the sea again) with a low relief image on the cover. This book could be one of ten sculpted books which could be placed around the town to form a short town walk of discovery with each book featuring a famous line encouraging visitors and townsfolk to engage, be informed and entertained. There could be a QR code or similar included.

---

Statue

Public art work such as statue or wall installation.

Rename the walled garden: the John Masefield Garden.

STATUE SIMILAR TO ELGAR STATUE AT THE CATHEDRAL

Statue

A statue of bronze, maybe reading or looking down towards Bye Street, maybe with Raynard the fox

a pilgrimage around the most important places in his life?

Could there be a link to the Ledbury Literary Festival?

statue

The local landscape and views celebrated in his writing - ie stop building and blighting the views from Conigree Woods out over towards Parkway

Statue

A statue in a similar vein to the Elgar statue by the cathedral in Hereford would be great. A less formal type of statue.

A figurative sculpture, preferably a statue of John Masefield himself; alternatively a sculpture of running wolves captioned with lines of his prose or poetry to complement it.

statue or other figurative work clearly representing John Masefield and/or his works - preferably cast in bronze

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Murals or painted statues spotted around Ledbury in significant places

Mural

Annual literary prize as well as a memorial

None

Permanent exhibition, a masefield trail, links with Poetry festival

A space for poetry readings inc for kids

Grotto, sculpture and plinth

Literary tour and a space to celebrate and inspire future generations

Mural

Metal sculpture, statue or colourful mural

Dedicated space - the finale to a tour

None

Interactive learning space - not a sculpture

Statue with a dedicated space. Maybe a small bursary for a child to do something creative.

Walk or reading space

Mural or statue

A reading room at the library

none

none

dedicated book space and literacy events

none

statue (in the walled garden)

Dedicated space where people can learn about his life and achievements

statue

Mural, Memorial prize at Poetry Festival and Schools prize for poetry.

I am an artist, living where he lived, in The Priory, so can produce commemorative artwork (on cards, prints, etc), with local building designs - our house for starters!

Commission a short film or documentary about JM his life and work

Where should the memorial be located?

Local library or cultural venue

Town centre/on a key street

Near the author's former home

Town centre/on a key street

Near the author's former home

Park or public garden

Town centre/on a key street

Park or public garden

Local library or cultural venue

Town centre/on a key street

Park or public garden

To be sung annually at a concert in Ledbury on his anniversary

Town centre/on a key street

Town centre/on a key street

The question implies that the Memorial is something physical

Park or public garden

Near the author's former home

With a school child

Town centre/on a key street

In and around Ledbury

At the High school or library

High school

Town centre/on a key street

Around the town, in key buildings/locations with boards showcasing his poetry at stopping points.

Park or public garden

Local library or cultural venue

Near the author's former home

Town centre/on a key street

Throughout the town

Town centre/on a key street

Town centre/on a key street

Ledbury schools

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Local library or cultural venue

Town centre/on a key street

Town centre/on a key street

Rather than a single static monument, I propose that Masefield Matters develop a living, participatory memorial that uses John Masefield's life as a framework for creative activity, community involvement and economic benefit in Ledbury. Masefield's poetry is not widely known, but his life story — orphanhood, escape to sea, hardship, war witness, fame and later neglect — could strongly resonate with people today. This offers a powerful starting point for engagement that potentially reaches beyond existing poetry audiences.

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Town centre/on a key street

Park or public garden

Park or public garden

Around the town.

Town centre/on a key street

Town centre/on a key street

Subsidiary locations linked to proposal above

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I recently visited Longshaw in the Peaks ( as seen on BBC Spring watch. During the walk they have boulders with poetry inscribed. I thought this may be an idea along the town trail ( to revitalise it ) possibly to continue up into the woods to make a circular Masefield trail.

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Local library or cultural venue

---

Town centre/on a key street

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Park or public garden

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parish church

---

Town centre/on a key street

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Outside The Master's House

---

throughout the town centre

---

Town centre/on a key street

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Hereford roundabout, with tunnel access

---

Town centre/on a key street

---

Near the author's former home

---

Local library or cultural venue

---

Park or public garden

---

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Around the town

Town centre/on a key street

If a physical memorial is proposed it should be prominently sited within the town centre in proximity to any centre of information about him.

Town centre/on a key street

Town centre/on a key street

Church tower. Blue Plaque on tower wall?

Local library or cultural venue

Local library or cultural venue

Throughout the town woods and open areas

Town centre/on a key street

Near the library would be very cool

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Library or Parish Church.

in grounds of John Masfield's birthplace

Park or public garden

Wherever the places are

Local library or cultural venue

My suggestion would be the creation of musical works which are performed all around Ledbury, and beyond

Local library or cultural venue

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Anywhere that's no more than a short walk from the town centre

Spaced around the town in public spaces

Park or public garden

Park or public garden

Town centre or library

Town centre/on a key street

Town centre/on a key street

Local library or cultural venue

Local library or cultural venue

Town centre/on a key street

Local library or cultural venue

Park or public garden

Park or public garden

Town centre/on a key street

Either town centre or walled garden so that visitors are most likely to see it

Park or public garden

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Exhibition in central location. Walk around town using locations from poems. Bursary for JMHS

Local library or cultural venue

Local library or cultural venue

Town centre/on a key street

Maybe near the square outside the library, as High Street is a bit tight for space

Town centre/on a key street

Dog Hill Wood

Town centre/on a key street

Park or public garden

Local library or cultural venue

it would help if you could choose more than one! bench in a park and words around town centre. Don't know what is happening to the former home.

Local library or cultural venue

Local library or cultural venue

I'm wondering about the clearing in Dog Hill Wood...

That would depend upon the memorial but definitely somewhere prominent

Town centre/on a key street

Town centre/on a key street

Town centre/on a key street

Town centre/on a key street

Park or public garden

Near the author's former home

Local library or cultural venue

In my suggestion the main memorial would be in the market with other smaller pieces around town to be discovered

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Town centre/on a key street

Town centre/on a key street

Park or public garden

Town centre/on a key street

Town centre/on a key street

John Masefield High School

Anywhere relevant

Town centre/on a key street

Town centre/on a key street

Signs on local footpaths indicating his literary references or biographical link to that location

Town centre/on a key street

Town centre/on a key street

Town centre/on a key street

Near the author's former home

Multiple smaller murals with a hidden cat (midnight folk) in significant places - leading to a literary trail.

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Park or public garden

Near the author's former home

Near the author's former home

dependent on memorial, town centre or library

Local library or cultural venue

In the town centre or local library

Town centre/on a key street

Town centre/on a key street

Town centre/on a key street

Town centre/on a key street

Any of the above (aside from near the authors home)

Town centre/on a key street

any of the above but near the authors home

Town centre/on a key street

Local library or cultural venue

Town centre/on a key street

Local library or cultural venue

town centre or library

Town centre/on a key street

local library or park

Local library or cultural venue

library or park

Town centre/on a key street

Town centre/on a key street

film

**What tone should the memorial convey?**

Inspirational and uplifting

Inspirational and uplifting

Inspirational and uplifting

Educational and informative

Inspirational and uplifting

Reflective and contemplative

Playful and imaginative

Reflective and contemplative

Inspirational and uplifting

Inspirational and uplifting

Inspirational and uplifting

Inspirational and uplifting

Inspirational and uplifting

Reflective and contemplative

Beneficial to up an coming poets for many years to come

Playful and imaginative

Inspirational and uplifting

Playful and imaginative

Inspirational and uplifting

Playful and imaginative

Inspirational and uplifting

Inspirational and uplifting

Educational and informative

Educational and informative

Inspirational and uplifting

Reflective and contemplative

Educational and informative

Inspirational and uplifting

Reflective and contemplative

Inspirational and uplifting

Inspirational and uplifting

Inspirational and uplifting

Playful and imaginative

Inspirational and uplifting

Reflective and contemplative

My interest is to pilot a range of events exploring how Masfield can be made meaningful to people who don't already know and care about him

Playful and imaginative

Playful and imaginative

Educational and informative

Inspirational and uplifting

All of the above

Educational and informative

Inspirational and uplifting

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Inspirational and uplifting

Inspirational and uplifting

Educational and informative

Educational and informative

Educational and informative

Playful and imaginative

Educational and informative

Reflective and contemplative

Inspirational and uplifting

Playful and imaginative

Playful and imaginative

Educational and informative

Inspirational and uplifting

Educational and informative

---

Playful and imaginative

Inspirational and uplifting

Educational and informative

Inspirational and uplifting

all the above

Inspirational and uplifting

Educational and informative

Educational and informative

Educational and informative

Educational and informative

Playful and imaginative

---

Educational and informative

Reflective and contemplative

Inspirational and uplifting

All of the above

Educational and informative

Inspirational and uplifting

Educational and informative

---

All of the above

Playful and imaginative

Playful and imaginative

Educational and informative

Inspirational and uplifting

Educational and informative

Playful and imaginative

Educational and informative

Reflective and contemplative

Reflective and contemplative

Inspirational and uplifting

Reflective and contemplative

Educational and informative

Inspirational and uplifting

Inspirational and uplifting

Reflective and contemplative

---

Educational and informative

---

Educational and informative

---

Playful and imaginative

---

Inspirational and uplifting

---

Educational and informative

---

Playful and imaginative

---

Reflective and contemplative

---

Inspirational and uplifting

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Inspirational and uplifting

Inspirational and uplifting

Inspirational and uplifting

Inspirational and uplifting

Reflective and contemplative

All of the above

Educational and informative

Inspirational and uplifting

Inspirational and uplifting

Educational and informative

cultural hub

Reflective and contemplative

Educational and informative

All of these

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Inspirational and uplifting

Inspirational and uplifting

Inspirational and uplifting

Educational and informative

Inspirational and uplifting

Inspirational and uplifting

Reflective and contemplative

Reflective and contemplative

Inspirational and uplifting

Educational and informative

Inspirational and uplifting

Playful and imaginative

Inspirational and uplifting

Inspirational and uplifting

Playful and imaginative

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Inspirational and uplifting

Reflective and contemplative

Educational and informative

all of the above (except playful and imaginative)

all but inspirational and uplifting

reflective and playful

all of the above

Inspirational and uplifting

inspirational and playful

Inspirational and uplifting

Inspirational and playful

Educational and playful

all of the above but educational

Educational and informative

reflective and educational

Playful and imaginative

Educational and informative

Playful and imaginative

inspirational and playful

reflective and educational

all of the above

Inspirational and uplifting

Reflective and contemplative

Inspirational and uplifting

Inspirational and uplifting

Any additional thoughts or suggestions? Optional open comment box

A bronze statue would be great!

Test

Something that people can use. Not just look at. That the community can use as a "community" and realise it's because of a lovely poet!

A lasting legacy of some kind whether a statue or a scheme to promote his links with the town and encourage creativity in the community

I propose a community-led memorial garden; a tranquil space inspired by Masfield's love of rural life and poetry. The garden would feature native plants reflecting his imagery, raised vegetable beds, bug hotel, and a wildflower area. A mosaic could be made by local school children and displayed in the garden. Quotes could be placed throughout, a tree could hang small poems, prayers, messages, and ribbons written by visitors. Painted stones inspired by the "Kindness Rocks Project" could sit at its base. Surplus fruit / veg grown could be donated to the local food bank, pumpkins grown could be carved at halloween. The garden could be used by local schools, the community hub, youth / charity groups, volunteers etc. It would also include an indoor area for gardening preparation, reading, poetry workshops and hosting activities like writing / painting sessions, wellness events such as sound baths, and seasonal celebrations. This living, evolving memorial would foster community participation, promote biodiversity, and celebrate Ledbury's literary and natural heritage, creating a meaningful space for reflection, education, and community bonding for all ages for years to come.

3 Choirs Festival has its 300th edition in Herefin 2028. Perhaps we could jointly commission a work.

Something that people will remember, especially tourists

Bench with a statue of a young John Masefield holding a book, sat down (age he was in Ledbury) because he loved books. Next to the bench there would be a fixed cabinet with a little free library where people can do book swaps, but it could start off by being filled with John Masefield books.

Annual award to a Ledbury school child to write a poem each month to be read at the Poetry Festival, to inspire a love of writing, reading and listening to poetry.

A bit like Master of the King's music appointment.

A sculpture which incorporates his poetry carved into stone would be a suitable tribute along with a prize for new poetry to keep inspiring new poetry and poets.

This should appeal to local residents and visitors, providing a means of engagement with young and old alike. Ledbury should be offered as a home, a point of departure and an ongoing place of return.

In France they inscribe poetry on stones but I think it makes it hard to read. Boards which have information about his life as well as some of his poems located around the town would encourage people to explore Ledbury - not just the Market House but also the church, the green spaces and other historic sites, not to mention the shops.

I guess the one thing Ledbury lacks is a town park? Maybe even a small pond included?

Please no statue or similar - I understand he was not that sort of person. Any garden or open space will need to be funded for ongoing maintenance - unlike the badly neglected Riverside walk

There is a Masefield poem on Church St (private house) and used to be one in one of our alleyways painted on the wall. We could bring our alleyways alive with similar things with additional poems in the churchyard/outside the library and the market house.

About time too! A memorial should be permanent and stand the test of time. Traditionally this would be a statue of the famous person. Modern tastes differ, but why should Masefield suffer as a result?

See above! If I UK own there was more space here, I wouldn't have done it in the limited space provided and I haven't been able to read through what I wrote....

Ledbury is a beautiful town but is far from any significant river, lake or sea. Was that the inspiration in part for Masefield's poem: I must go down to the sea again...? The town centre, near the Master's House or the walled garden would be enhanced by some sort of water feature in memory of John Masefield and this would add to the town's attraction for tourists.

I propose that Masefield Matters focus on creating a living, participatory memorial rather than a static monument, using John Masefield's life as a framework for creative making, community engagement and economic activity in Ledbury. My idea would involve something on the following lines:

#### Phase 1 (Pilot): Creative Workshops

Run a small annual series of open workshops exploring key moments in Masefield's life (orphanhood, the sea, adversity, war, fame and decline) and their relevance today. These workshops would be multi-disciplinary, inclusive, and focused on skill-building, empathy and participation.

#### Phase 2: Annual Masefield Prize

Develop an annual prize beginning with a single accessible award (e.g. The Sea-Fever Prize for Adventuring), supported by workshops. Further categories (Masefield and music, Masefield themes interpreted through art) could be added in later years.

#### Theme Selection

Use participatory, community-led pitch events to choose annual themes, involving residents, creatives and local businesses in decision-making.

#### Business Involvement

Encourage local businesses to opt in as co-makers — creating themed products for sale, hosting events, or contributing/selling food and drink — ensuring economic benefit and year-round visibility.

I think the tone should cover all the statements on the last question

Inspired by the Telford 50 trees trail at Dothill local nature reserve - plant 50 (or less) trees all different, and have a plaque next to each with interesting facts about John Masefield next to them. Have an online map which guides you around the trail. Cllr Liz Harvey was interested in planting more trees in Ledbury so might attract matche funding

Two suggestions for a memorial to John Masefield:

- 1 To reflect his concern for the vulnerable and less fortunate members of the community
- 2 To bring his poetry back to the attention of the local community and to visitors.

To reflect John Masefield's concern for the vulnerable and less fortunate in our community: the Masefield Community Award, an annual award to an individual or group who have given their time in the previous year to support others in the community, perhaps funded by the town council and/or local business. Potential recipients would need to be nominated annually and the nominations discussed and the winner chosen by a committee set up for this purpose. The cost would be the cost of the physical award and a certificate?

To bring John Masefield's writings to the attention of the local community and to visitors to the town: a Masefield Trail around the town and immediate surrounding area that people can follow and learn more about Masefield in the process, building on and extending the current Town Trail. At specific points, there would be information boards about why a place is significant with appropriate extracts from his writing, to include QR codes that will allow people to hear the extract being spoken. (Masefield was very keen that poetry should be heard and not just read, and his poetry certainly benefits from this.) Wherever possible, I think the extracts should be relevant to Ledbury to reinforce his love of the town and to make his poetry relevant to local people. (Of course,

A permanent memorial is important in this case but it should be combined with active participation, hence put Masefield on a seat as if reading a poem and encourage people to sit next to him and do the same. Smaller sculpted benches (6-10) around town, some more obvious than others would create a sense of play and searching for visitors, students and townsfolk. What a lovely way to encourage participation and poetry alongside developing Ledbury's heritage.

Bursary

Above suggested offers a coordinated proposal that provide different information for different audiences; mural is main attention-grabbing focus...

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As I have already suggested above.

If Ledbury is applying for Town of Culture, a literary tour would be another cultural feature of the town.

not a statue, just plaques, one outside the family house on the Homend and others about the town centre area, eg in Bye Street (the widow of) etc. with perhaps a trail to follow and a central display about it.

I think it needs to educate and inspire but something that the 'Everyman' can take something from it not just aimed at those with an education

The building in the shape of the upturned hull of a coaster, a work horse of the sea, deep in rural England, in Ledbury, birthplace of Masfield, one of the great storytellers of English poetry, a spinner of yarns and ballads of tall ships and exotic seas, of the deep-rooted life of the countryside in which he grew up. It reinforces the idea of Ledbury as a Poetry Town and of an art form that can both act as a focus of benefit, involving from the start all the different skills available within the community: architects, builders, joiners, accountants, sculptors, electricians, academics, poets, teachers, pupils, volunteers ...

I have heard rumours that a statue was suggested. I think that this would be a complete waste of money, Other notable people from history have a blue plaque on their birthplace or dwelling, this is all that t is needed

Can we make Masfield who talk with us? Just put 50p coin in slot and hear a life story or some peace of story? Same time helping Poetry festival. And make Ledbury people be proud.

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I would most like to see his most popular children's work memorialised (as suggested above). If it were not in the form of a trail in multiple locations, then I think a statue of Kay Harker would be a great thing to have, possibly close to the market house/the street that leads to the church

See answer to question 3.

For me, John Masefield's most enduring work is his children's book The Box of Delights. I think Ledbury the town is a box of delights, full of hidden treasures, wonderful old buildings, independent shops down alleys, great community events. I suggest you use The Box of Delights as the focus of the 150th anniversary. This could be a box of delights sculpture with different things from the town popping out of each box, or it could be a series of events through 2028 where a different box is created each month, made by artists in collaboration with local community groups.

Perhaps an annual poetry prize or scholarship for the John Masefield College.

Perhaps there is a room in the Master's House that could have the exhibition on the walls as well as being available for other purposes if needed (but a dedicated exhibition room most of the time)

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Objective is to provide lasting memorial. That should include teaching something of his work and his life, especially the former. An outside memorial would need maintenance and the surrounding area might be affected by development or neglect. Nevertheless, it should be in a central place, easy of access for town and visitors. Remember, it should serve for a century or more, not just a few years.

it is cultural vandalism to allow his home to be sold and demolished in view of JM literary fame. Thus a statue in the grounds of his home would ensure his Ledbury home would not be forgotten.

Many visitors to Ledbury follow, with great interest, the printed town trail, and a Masefield Memorial that added to that would be further incentive for visiting the town. My suggestion under question 3, has the capacity to involve many creative and cultural individuals and societies in the town.

The memorial would ideally form part of a permanent home for Ledbury's Poetry Festival

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Avoid dead man on a plinth. Digital interpretations. Avoid QR code trail it involves the needs to wifi access and that can cause problems. Have something that can be updated and added to.

There are so many local makers.artists who could collaborate with it. As a community member thats really important to me

An archive accessible to all in the library

Books given out to all Ledbury Children

A physical image of some sort

Mark the anniversary community event

Sound recordings of readings accessible to all

Large tile mural of Ledbury historical and iconic buildings featuring JOhn Masefield. ASk community Groups, schools to paint individual tiles

Ledbury needs visitors for its economic growth but there isn't enough activity for them to do apart from visiting coffee shops! A themed Masefield memorial could be a brilliant opportunity to fill that gap such as a walking tour, a listening, video tour of Masefield's favourite local spots. If possible a visit to the Knapp with copies of his work and relevant personal items on display such as Elgar's home at Broadheath. But whatever is decided it must be something that will evolve and be as relevant in fifty years as it might be now.

I would think any Memorial would need to be robust because of weather but unfortunately also because of vandalism

The trail could begin or end with a memorial stone upon which an open book is depicted.

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Can a room be found in the Master's House?

A local sculpture or artist should be commissioned

Full local award winning composer Liz Dinet-Johnson and I am in discussion with various creatives to combine our talents to create something truly inspiring for Ledbury that taps into Masefield's challenging early life and how he used his own harsh start as a stimulus for his life's work.

My idea is to take a selection of Masefield's poems as starting points and to run a series of creative workshops with local schools, businesses and community groups. Each group will select a poem and create a range of responses that reflect their own lives and challenges, and how art can express the difficult challenges we face today. This will enhance the relevance of Masefield and reveal the worth of his legacy to us.

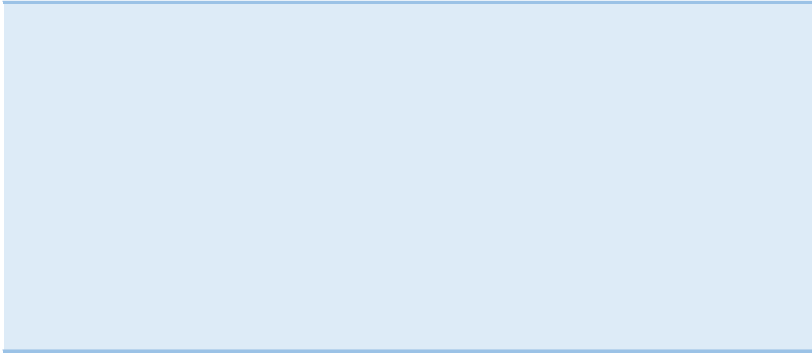
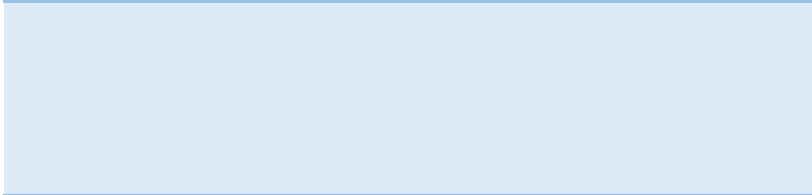
With a poet to guide groups to create new poetic texts and song lyrics, and me as a composer working to create a set of new songs by the community we would create a living song cycle, with a visual artist to guide responses in different media. This could lead to a live event when new poetry and songs are performed alongside Masefield's own poems and settings, ideally with a film maker to document the work. Singer Martin Robson has agreed to perform the new songs along with a children's choir to sing the new works alongside established Masefield settings.

To develop the team I am currently approaching Ed Elliott (sculptor), textile artist Katy Cocklin, visual artists Simon Blundell and Nakisha Swatton to explore ideas. I have contacts with several film makers who could curate a short documentary and capture the live event brilliantly. Im sure Ledbury Poetry Festival might

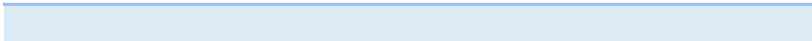
Definitely not 'playful and imaginative'! Something elegant, restrained, realistic and, most importantly, accessible - in the sense of being easy to understand what/who/why etc.

For example -

1. Most roads lead men homewards, My road leads me forth
2. The days that make us happy make us wise
3. All I ask is a tall ship and a star to sail her by.
4. But Time and Tide and Buttered Eggs wait for no man.
5. A wind's in the heart of me, a fire's in my heels

There could be seasonal variations to an exhibition in the proposed arts space. Naturally, the Box of Delights would be a huge element for Christmas each year! It would attract visitors and generate footfall for the town.



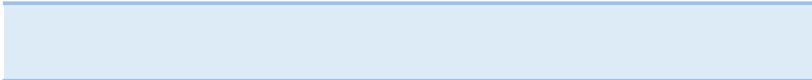
John Masefield benefitted from being out in the fresh air and walking through the open countryside. He was outdoors when he first became aware of the powers of his imagination ('Grace Before Ploughing').

What if a Poetry Plinth could be erected in his memory, maybe at the top of the picnic area in the clearing in Dog Wood?

What if children and young people were encouraged to read aloud and/or recite poetry from the platform while looking out over views of Ledbury and the Herefordshire countryside?

What if there were a number of events to introduce the Poetry Plinth, teach and practise the skill of voice projection, memorise poetry in a fun and engaging way, roll out performances, honour John Masefield's memory and the literary heritage of our town?

Let's guide our children, young people and townsfolk to get out and enjoy fresh air, exercise and the beauty of creation. Let's fill their hearts and minds with the beauty of words.



Bursary

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Look at <https://www.visitherefordshire.co.uk/inspiration/part-i-tour-herefords-public-art-trail>.

<https://www.herefordshire.gov.uk/things-to-do/hereford-public-art-collection/>

An art trail can take different forms and include more people, both with engagement and can celebrate different elements of John Masefield's life.

The demolition of his home on Homend is cultural vandalism for Ledbury. Buying this for the town would have been a great memorial to be used for poetry soc. and as an educational venue for all ages . As there will be gardens for this housing scheme a statue there ( with agreed public access) would be wonderful should also be playful and imaginative, as well as educational and informative

Poetry readings and educational activities should be a part of the celebrations but this is a great opportunity to have a permanent memorial which also encourages exploration of the town, poetry and the work of Masefield. The sculpture of Eric Morecombe in Morecombe attracts visitors who love to be photographed alongside Eric. We could do something similar in Ledbury. Imagine the numbers of photos people would take if they could sit alongside Masefield reading or writing in the same pose as him. Maybe his arm could be resting along the top of the bench. Embracing the visitor?!

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The statue should be in front of the Guildhall, based on the BBC Hulton Picture Library photo, which is visionary. Inscription on the plinth:

JOHN MASEFIELD  
1878-1967  
POET LAUREATE, SON OF LEDBURY

I passed my childhood looking out on these red ploughlands and woodland pasture and lovely brooks, knowing that Paradise is just behind them.

Republish the video that used to play in the Ledbury library and make it available at more locations

A plaque at the school too as well as educational visits by the committee to support the teaching staff

I think I think the school would be lovely

Make John Masefield more meaningful to local people by raising awareness with all ages of his literary significance and works. Having grown up in Ledbury, and now in my 60s, I do not recall being made overly aware of his significance when young.

We have the local high school named in his honour, yet not many primary aged children know of this brilliant literacy genius, or the reason the school was given this name.

Please keep Ledbury recognisable as his place of upbringing - already the roar of traffic on the ring road has stolen the peace and views that inspired him

Whatever is chosen should be about John Masefield and solely about John Masefield. It is important that Masefield and only Masefield's extraordinary achievements are commemorated on this memorial, and that whatever is chosen won't be at risk of getting subsumed into a more generalised memorial at a later date - and risk Masefield being forgotten once again.

Love the idea of an artistic literary trail - with murals or colourful painted statues. Murals could perhaps have hidden book characters that children can find / follow (cats from Midnight Folk?) whilst also sharing Masefield's other significant works. Statues could be various painted cats (I'm thinking like the elephants /

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The young and passionate need the means to feel inspired and find their creative spark

Some of his poems somewhere?

Please no static sculpture based on an artists interpretation or public ideas. Should be educational and not static.

spaces for children to enjoy literature or poetry

Something like world bookfest - celebrating books and literacy

displays in the style of 'frameless'

Been a member of the Masfield Society for a number of years.

I am an artist, living where he lived, in The Priory, so can produce commemorative artwork (on cards, prints, etc), with local building designs - our house for starters!

Please state your postcode. This is used to help us analyse the feedback from local residents and visitors

Please tell us what age group you are in

WR9 7DE	45–54
	18–24
	18–24
WR5 2LU	45–54
Test	35–44
NP25	25–34
Np25 3NW	65 and over
HR8 2WA	18–24
HR82EY	65 and over
GL18 2DP	65 and over
HR8 2DU	25–34
WR13 5JQ	65 and over
HR82QY	65 and over
Hr82ea	65 and over
HR82EY	65 and over
HR4 7DW	55–64

HR8	35–44
HR8 1AE	65 and over
HR8 2EY	65 and over
HR8 2RD	65 and over
HR82EY	65 and over
HR8 2GA	65 and over
HR8 1NP	55–64
HR8 2FQ	65 and over
HR8 1PP	65 and over
Hr82ga	65 and over
HR8 2EA	65 and over
HR8 2HE	55–64
SW20	45–54
WR14 1NB	65 and over
HR8	65 and over

HR8 1AE

65 and over

HR82QY

65 and over

HR8 2EA

65 and over

WR14 4EL

65 and over

GL18 2DP	65 and over
WR13 6QN	55–64
HR8	35–44
HR8 2EU	65 and over
HR8 2EY	65 and over 45–54
HR8 2EA	Prefer not to say

HR8 2uu	65 and over
HR8 1BW	65 and over
HR8 2GA	65 and over
HR8 1FT	55–64
HR8 2EG	65 and over
HR8 1BN	45–54
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HR81DS	45–54
HR8 2ED	35–44
HR8 1AP	65 and over
Wr14	55–64
HR82QZ	65 and over
HR8 1PP	65 and over
HR8 2DF	55–64

WR11NR

45–54

HR8 1RL

65 and over

HR8 2EG

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HR8 1BT

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HR82HA

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HR8 2FT

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HR8 2GA

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HR8 1NP

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Hr8 2fh

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HR8 2HD

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HR8 2PW

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HR8 2EA

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HR8 1BD

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HR8 1BW

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HR8 1AA

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HR8	55–64
HR8 2BZ	55–64
HR8 2WA	25–34
HR8 2EA	65 and over
HR8 1NX	35–44
HR8 2FW	55–64
Hr82ea	Prefer not to say
HR8 2PX	65 and over
HR8 2TS	65 and over
Hr8 2hp	65 and over
HR8 2BG	65 and over
HR8 2DG	25–34
HR 2EE	65 and over
HR8 2GA	65 and over
Hr82EU	65 and over
HR14RP	25–34
HR8 1BP	65 and over

HR8 1aa	65 and over
HR8	Prefer not to say
HR8 2FF	65 and over
Wr14 4EL	55-64
HR8 2FH	55-64
Hr8 2gl	65 and over
HR4 7DW	55-64
HR4 7DW	55-64

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HR8 1BE

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HR8 2XA	65 and over
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HR8 1BD	65 and over
GL10	65 and over
HR8 2HL	55–64
HR8 2JE	55–64
SP84TE	65 and over
HR82UT	45–54
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SW1V 2NB	65 and over
Sw19 3ab	55–64

	35–44
HR1 4ND	65 and over
HR8 2XT	35–44
HR8 1LF	65 and over
GL6 7AZ	45–54
HR7 4HI	35–44
HR2 7ZA	25–34
HR8 1AE	65 and over
HR8 2LR	25–34
HR8 2GE	65 and over
BA1	25–34
HR8 2H5	45–54
GL6 7AZ	45–54
HR1	35–44
WR13 5EA	65 and over
hr2 8hn	35–44
wr2 4tn	25–34
HR2 7ZA	25–34
HR7 4JX	35–44
HR8 2DN	35–44
HR8 2AZ	35–44
HR8 2JE	45–54
WR14 4NW	65 and over
HR8 1PL	45–54
HR8	35–44