LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 27 JANUARY 2026

PRESENT: Philip Errington (PE), Amy Howard (AH), Tim Keyes (TK), Caroline Magnus (CM), Nick Morris (NM), Chris Noel (CN), Justine Peberdy (JP) (Chair), Christine Tustin (CT)

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

42. APOLOGIES FOR ABSENCE

Apologies for absence were received from John Holmes.

43. TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE MASEFIELD MATTERS BOARD HELD ON 9 DECEMBER 2025

AH noted she was not present at the meeting held on 9th December, though was marked as both attending and having given apologies.

RESOLVED:

That the minutes of the Masefield Matters Board Meeting held on 9 December be approved and signed as a correct record subject to the amendment of the list of those present.

CT asked about conversations JP had had with Stephen Furlonger regarding his work with the project. JP confirmed that Stephen Furlonger will not attend meetings, but he will happily assist CT and the Communications group.

44. TO RECEIVE AND NOTE THE ACTION SHEET

TK asked what volunteers from the u3a could contribute to the project, noting they were highly engaged. JP suggested they researched apple and orchard themed Masefield works in preparation for working alongside the Big Apple Association, who have expressed interest in the project.

CM noted that the John Masefield Society (JMS) is now using online banking. They will now be able to share a list of donors with the rest of the Board. It was noted that this was important so Members know who has already donated, and so donations can be acknowledged.

JP suggested a meeting should be held between AP and Ian Wilson (JMS Treasurer) to discuss the transfer of funds from JMS to LTC.

CM noted that some donors would not like their details shared. AH recommended this was dealt with on a case-by-case basis based on their wishes. It was determined that the Board will not share names of donors outside of the group. AP recommended that a fundraising policy be adopted.

JP clarified that the current fundraising strategy is to approach individuals and the acknowledgement of donations should also be personalised. NM asked that individuals add the Masefield Matters and National Heritage Lottery Fund logos to their emails regarding MM events.

JP agreed to send a recording of the sea shanty to EC. She will continue sending it out to relevant organisations and will share the score so other Members can encourage participation.

JP shared that the Community Hub will contact the Board for copy for an interpretation board on Oatley's Meadow further in the process of this project.

JP noted that PE has been helpful in arranging Mark le Brocq concert programme, and that there was still input needed from the Communications subgroup in finishing this. A deadline of the end of February was agreed, and it was suggested that ideas should be raised as soon as possible via the Communications subgroup.

EC will circulate an expectation of patrons alongside the minutes, and this will be an agenda item on the next meeting.

It was agreed that merchandising be put on until later in the project. TK noted that promotional items, such as beer mats, might be useful in promotion of the consultation process. JP suggested that the Communications subgroup discuss when wider engagement campaign would be appropriate. EC noted that there is a promotional budget. JP noted that some of the promotional budget must kept aside to promote the project over its whole course, and a strategy should be put in place.

JP suggested all board members feed their thoughts on risk through the risk team. TK asked that the risk register be made a standing item.

The Communications group is still to discuss updating the leaflet. PE suggested that leaflets are placed outside the JMS display in the library. EC suggested that leaflets be given to local traders as they can tell customers about the project.

TK noted that there are still individuals who have not been contacted from the launch list. CT said that she will contact people via talks and newsletters rather than individuals. AH suggested the project feature in the Ledbury Poetry newsletter. TK suggested Members arrange personal conversations with contacts, noting that there are also non-monetary ways to support the project. CT sent item to send out in newsletters to TK. This will be shared further, including to the JMS.

ACTIONS:

MM44 (1) **AP to arrange a meeting between herself and Ian Wilson (Treasurer of JMS) to discuss the transfer of funds.**

MM44 (2) **A spreadsheet of the donations received to be shared with Board members.**

MM44 (3) **To develop a fundraising policy.**

MM44 (4) **JP to share a recording of the sea shanty.**

MM44 (5) **EC to provide costings for promotional beermats to Communications group.**

MM44 (6) **Communications group to consider a longer-term communications strategy.**

MM44 (7) **IL to ask Pat Strauss about inclusion in the u3a newsletter.**

MM44 (8) **IL to recirculate the list of individuals to approach.**

MM44 (9) **TK to send CT newsletter item to JMS.**

45. TO CONSIDER NOMINATION OF NEW BOARD MEMBER ALEXANDRA LYONS

It was noted that Alexandra Lyons is no longer able to join the Board.

When seeking individuals to join the Board, JP recommended bearing in mind people who have skills not currently represented within the Board. NM suggested JH sending email to parents of the school asking if they would like to apply to become a Member. EC noted that the project has budget for recruitment. JP suggested that a gap in skills is people willing to assist with events, also noting that the skills required of the Board will change as the project progresses.

ACTIONS:

MM45 (1) **JP to contact JH to ask if he is willing to advertise Board Member role in school newsletter.**

MM45 (2) **IL to post advertisement for Board Members to website and social media specifying skills required.**

MM45 (3) **IL to ask Board Members to share their skillset.**

46. TO RECEIVE AND NOTE THE PROJECT TIMELINE

EC noted that some upcoming activities would benefit from assistance from Board Members.

AH recommended that the project be featured in the Ledbury Poetry programme, and that this should be considered by the Communications team.

ACTIONS:

MM46 **The Communications Team to consider Masefield Matters within the Ledbury Poetry programme.**

47. PROJECT PROGRESS REPORT

EC updated Members on progress on the Midnight Folk and Daffodil Field Activities. The Midnight Folk activity will take place between 6-10 April. She noted that the venue, initially to be provided as support in kind, now must be paid for. As the venue but was not budgeted for, this was taken from the contingency budget. EC also noted that she had met with the creative practitioner delivering the Daffodil Fields events and had begun contacting participating groups.

48. TO CONSIDER POST CONSULTATION PHASE ACTIVITIES, INCLUDING THE EXHIBITION TO SHARE IDEAS AND SPECIAL VIEWING FOR LOTTERY PLAYERS

EC noted that thought needs to be given to events later in the year as they will require planning and invitations to be sent out well in advance. JP suggested that she and EC have initial talks to outline the events, then sharing the framework with the rest of the Board.

ACTION:

MM48 **JP and EC to meet to discuss the exhibition and special viewing for Lottery players.**

49. TO RECEIVE AND NOTE SUBGROUP UPDATES:

49.1. FUNDRAISING

TK stressed that the fundraising pack needs to be produced urgently. NM asked that the slogan ‘Masefield’s Coming Home’ be included within the branding. This slogan will be considered by the Communications subgroup. JP suggested that the donor pack needs to be produced more quickly than the slogan can be agreed. TK suggested that the pack needs to be suitable to be distributed to both individuals and businesses. EC noted there was no budget for it to be produced. A discussion on how it would be funded was had. It was agreed that the contents of the pack will be designed and printed in house.

TK suggested that the Pauntley Court event may be postponed due to limited capacity. TK also asked that individuals assist with the Masefield Marathon to read. AH noted that poets at the festival may be willing to take part.

It was noted that applications had been made to a number of trusts, with no decisions yet received.

TK suggested the Communications subgroup arrange meetings to alternate with those of the Fundraising group.

ACTIONS:

MM49.1 IL to pass on research on cost of producing the presentation folder to NM.

49.2. COMMUNICATIONS

CT updated the Board on the previous meeting, noting JP's presence was helpful and that they discussed each of the upcoming events. It was noted that all subcommittee meeting notes are to be circulated to all Board Members and will be attached to the agenda pack.

ACTION:

MM49.2 IL to share the most recent set of minutes of the Communications Subgroup.

49.3. RISK

AP noted that the Risk group would meet before the next Board meeting.

50. DATE OF NEXT TWO MEETINGS

Tuesday 24th March at 11am in the Committee Room.
Tuesday 19th May at 2pm in the Committee Room.
The meeting ended at 13.03.

Signed……………………………… Dated………………………………