

## LEDBURY TOWN COUNCIL

### MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 7 MAY 2025

**PRESENT:** Dr Philip Errington (PE) (remotely), Dr John Holmes (JH), Amy Howard (AH), Tim Keyes (TK), Caroline Magnus (CM), Nick Morris (NM) (Chairman), Justine Peberdy (JP), Christine Tustin (CT)

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

#### 1. APOLOGIES FOR ABSENCE

Apologies were received from Chris Noel.

#### 2. TO APPROVE AND SIGN, AS A CORRECT RECORD, THE MINUTES OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 5 MARCH 2025

Amendments were made to the Agenda (changing the name from 'John Masefield Memorial Working Party' to 'Masefield Matters Board', and adding Apologies as an item) and the Minutes of 5<sup>th</sup> March (Bob Vaughan's name corrected, CM did not give permission for recording to be put on website)

It was noted in regards to MM7(2) that Mark Lister did not wish to join the Board and Stephen Furlonger accepted the invitation to join.

CM noted that she does not consent to be recorded for the website, but could be open to a rewritten version of her speech being featured. JP and TK agreed to record their presentations for the website.

#### **ACTION:**

**MM14** TK and JP – Record Launch presentations for inclusion on the Masefield Matters website.

#### 3. ACTION SHEET

The Action Sheet was noted. An update to the Terms of Reference is to be on the agenda for the next meeting.

The letter to parents of John Masefield High School is in progress. This will be sent as an email to all parents. The purpose of this letter is raising their awareness and highlighting activities their children will be participating in. EC is to complete this and send to TK for proofreading within two weeks.

NM requested a finalised list of attendees at launch event. It was noted that this list cannot be retrospectively completed. EC is to share the current list of attendees with the Board to add names of those they knew attended. This should be completed in time for a newsletter to be sent out at the end of the month.

JP has created a fundraising spreadsheet; this has been sent to EC. NM would like this to be sent to the Board. Peter Salt will be available to assist with this. AH said that Sarah Lee is leaving Herefordshire Council, with Damian and John taking over her role.

Action MM13(4) can be closed; EC has found the required information.

Update on Action MM13(5): PE has not yet been in contact with Piers Torday. CM will be in contact in July. The action has been transferred to CM.

EC informed the Board of a new contact with Pauntley Court: IL and EC are to visit and discuss usage for events.

The possibility of featuring Masfield Matters on radio shows was discussed. PE is to contact Melvin Bragg. AH has connections with Melvin Bragg (In Our Time), The Verb, and Poetry Please. AH was happy to make these contacts, but expressed that we may need to wait until the project is more established. AH recommended neat blurbs based on different aspects of our mission that can be sent out. Any contacts made now would be aiming to make people aware of the project so they are familiar with the project by the time of the memorial unveiling. PE recommended contacting Simon Armitage as he has previously discussed Masfield. AH will talk to Simon Armitage. Beth (LTC Tour Guide Manager) interviewed by radio station in Bristol, the programme mentioned Masfield. AP is to contact the Bristol radio station.

TK encouraged members to consider the next level of understanding of Masfield poems and works that we could base familiarisation activities on. It was discussed that a Poem of the week for the website via PE could raise the profile of other Masfield works.

AP discussed an article on the project for Clerk and Council magazine which IL is to write.

CM requested that the Board see press releases, talks, and events, and are regularly updated on the project.

CT confirmed that Heritage Open Days (HODs) will not be John Masfield focussed. We need to confirm with Jim Grevatte that Masfield Matters is registered for HODs. EC is to arrange a meeting with Jim. AH said Ledbury Poetry is planning a poetry trail for HODs with Herefordshire Council, and suggested Masfield Matters/John Masfield could be involved with this.

The John Masfield Society has published a Masfield themed walking route in the past, which may be suitable for re-publishing to tie in with HODs or as a guided walk during the Winter Poetry festival. CM to ask Peter Carter and CN if they have a copy. JP mentioned that Herefordshire walking festival could be a venue for Masfield themed walks.

#### **ACTIONS:**

**MM15 (1) EC – Draft letter to JMHS parents; TK to proofread**

- MM15 (2) EC and IL – Finalise a list of attendees. All members are to add attendees not yet listed.
- MM15 (3) EC and IL to visit Pauntley Court
- MM15 (4) EC – Draft blurbs based on different aspects of our mission that can be sent to contacts
- MM15 (5) AH – contact Simon Armitage about project
- MM15 (6) PE - write poem of the week intro for the website.
- MM15 (7) IL – write article for Clerks and Councils magazine
- MM15 (8) EC – arrange meeting with Jim Gravatte to confirm HODs
- MM15 (9) CM – ask Peter Carter and CN if they have copies of the Masefield walking map

#### **4. FINANCE PROCEDURES**

CM advised that the John Masefield Society will be registered within the fortnight, and thought that previous donations could be backdated. CM supplied the John Masefield Society application forms and will send a digital version of the gift aid form. AP noted the importance of having an agreement in place for transferring funds to the Town Council. Bob Vaughn still has access to the John Masefield Society finances whilst CM is still in the process of transferring to being Chairman. AH recommended Nigel Falls as a contact; CT recommended Graham Every (Civic Society treasurer) for advice. CT will approach him to put him in touch with CM and CN.

TK noted there was some negative feeling about the finances of the project, concern arising about the JMS ability to handle the gift aid. This will be addressed by an FAQ document on website when this matter is resolved.

#### **ACTION:**

**MM16** CM - contact Bob Vaughan to begin process of transferring funds.

#### **5. OPERATIONAL: FAMILIARISATION ACTIVITIES**

EC gave an update on list of activities, noting changes to previous versions of this list. The Cutty Sark activity with John Masefield High School is to be moved to October. CM is happy to run a follow up activity at the school next academic year. It was suggested that information on upcoming events be sent to parents to help boost turnout.

The evaluation specialist (Steve Green) is in post, but is yet to complete an evaluation workshop. EC to send details to the Board on this post. The Consultation Specialist role is currently being advertised.

JP suggested a commission for a composer to set John Masfield words to music for children which potentially could be performed at unveiling. JP could potentially find a sponsor for this. PE mentioned there are already a number of Masfield musical settings that can be used and will share a list of pieces he is aware of. AH recommended John de la Cour as a contact for this, and noted that grant funding is available for this type of activity. John Masfield High School has three choirs that may be available. Jess Mortimer Price (head of music at the school) would be the contact for this.

**ACTIONS:**

**MM17 (1) EC to send details of the Evaluation Specialist to the Board.**

**MM17 (2) PE to share a list of musical settings of Masfield with the Board.**

## **6. MERCHANDISING**

CM raised concerns about the illustration, suggesting the lighthouse motif may not be appropriate as a central image as it does not feature in the poem. She instead suggested the illustration focus more on the content of the poem.

It was noted that it needs to be clear whether we are creating merchandise for commemorative or fundraising purposes, as these would feature different designs. JP recognised that this needs to be commercial; however this can be compromised with more accurate representation of the poem (for example, a tall ship and a star rather than a lighthouse).

There could be a more informative commemorative item produced, including Masfield's name, face, and dates. PE recommended historical artwork that we may be able to use without seeking rights. PE also said that John Masfield painted watercolours himself, which the JMS has access to. It was suggested that local artists groups or children could recreate scenes from Masfield works in a form of competition to create marketing (an example was given as a cider label drawing attention to John Masfield).

**ACTION:**

**MM18 PE – send historical artwork that may be suitable for merchandising to EC.**

## **7. RISK REGISTER**

Previously, two separate risk registers existed that EC has combined into one. EC will go through this and present risk register at the next Board meeting. AH offered to collaborate with this.

A number of Board Members expressed concern that communication was inconsistent and they were not always included in follow up emails. It will be ensured that regular project updates are shared. Others mentioned that only notable changes in activities should be discussed in detail, suggesting too much time was given to this.

It was raised that there is an unused domain name for the project.

## **8. FUNDRAISING UPDATE**

The Megan Baker House was raised as a potential contact for activities for those with disabilities.

EC is to organise a fundraising committee with TK, JP and to invite Peter Salt.

### **ACTION:**

**MM19** EC – organise a fundraising committee.

## **9. ASSISTANT ARCHIVIST VOLUNTEER UPDATE**

Item will be included in follow up email.

## **10. CONSULTANT SPECIALIST UPDATE**

Item will be included in follow up email.

## **11. COPYRIGHT OF MASEFIELD WORKS**

EC will request permission from Society of Authors and Lisa Dowd for use of Masefield lines in the Kim Lynch illustrations. PE recommended we consider what print runs, how it will be distributed and how long it will be used for, as the Society of Authors would wish to know. They would most likely want to see designs before they are printed, and like to be updated on projects.

### **ACTION:**

**MM09** EC - request permission to use Masefield's words on merchandise.

## **12. DATE OF NEXT TWO MEETINGS**

Wednesday 13 August 11am

The meeting ended at 12:41pm.

Signed.....



Dated.....

13-08-2025

