

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE MASEFIELD MATTERS PROJECT BOARD HELD ON 14 OCTOBER 2025

PRESENT: Amy Howard (AH), Tim Keyes (TK) Caroline Magnus (CM),
Councillor Morris (NM), Chris Noel (CN), Justine Peberdy (JP),
Christine Tustin (CT).

ALSO PRESENT: Emma Clowsley (EC) (Project Co-ordinator), Councillor Harvey
(EH) (Chairman of Ledbury Town Council)

21. APOLOGIES FOR ABSENCE

Apologies for absence were received from Philip Errington, Stephen Furlonger, John Holmes, Isabel Lewis and Angela Price.

22. TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE MASEFIELD MATTERS BOARD HELD ON 13 AUGUST 2025

RESOLVED:

That the minutes of the Masefield Matters Board Meeting held on 13th August 2025 be approved and signed as a correct record.

23. TO RECEIVE AND NOTE THE ACTION SHEET

EH noted that it was good news that the gift aid registration had been successful. CM informed the Board of a subsequent meeting to arrange donation procedures. NM and CM clarified that funds received to date will be transferred to Ledbury Town Council.

Action 24/MM15(4): TK provide a Case For Support that can be adapted to various fundraising purposes. EC has also compiled a list of activities within the project and the corresponding demographics to assist the fundraising applications. EC noted that sections of the UKSPF application can also be used in other applications. JP shared that MM is working with LCH on their application for a UKSPF Biodiversity grant. This project already has S106 money for a seating area, and further funding is being sought for planting. This area can then be Masefield linked with the support of MM.

AH confirmed 2FacedDance will be performing a Box of Delights themed dance at the Christmas Lights Switch On (23rd November). EC described the badge making activity, children's activity and Jonny Fluffypunk's performance with excerpts from the Box of Delights for the Christmas Light Switch On.

Action 24/MM15(6): Permission has been received from the Society of Authors to publish one poem per month for twelve months on the Masefield Matters website. Each poem would be published for a year, costing the project £300. PE will choose the poems and IL will publish and promote them. TK suggested including videos of people reading the poems out loud. EC noted there was also a connection with

Swedish schoolchildren through the Twinning Association. AH said that Ledbury Poetry had previously worked with Swedish translators, so would have connections that may be useful in translating poems into Swedish. CM requested that 'The West Wind' should be included, and she would be willing to record herself performing this.

24/MM16: The process of transferring funds to be discussed in the meeting immediately following this meeting with the JMS treasurer.

25/MM09(3): AH has asked JH to join the Risk sub-committee but has yet to receive a response.

25/MM13: CN confirmed that £25 had been paid into the JMS account. CM noted that the uncertainty around this donation highlighted the need for clear processes.

25/MM16(1): This is included in the agenda.

25/MM18: AP and EC will speak to Liz Warren soon about the upcoming report for the National Lottery Heritage Fund. EC confirmed the Board would receive a copy of this before it is submitted.

25/MM19: This is in progress.

JP recommended that Members update the Board on resolved actions. She noted that the sea shanty has been written, and it is planned that various organisations will contribute a verse. EH suggested that the company of HMS Ledbury is visiting Ledbury on the 8th/9th November, and they may contribute a verse. TK recommended a tactical approach to choosing who to record poems (e.g. for the Poems of the Month), suggesting choosing groups that have a built-in audience. NM recommended a press release when the sea shanty is complete and once it is performed.

TK asked if a chairperson had been selected for the Communications subcommittee. NM said that there had not been. EH recommended this should be discussed under the agenda item 5.2. To Receive and Note Subgroup Updates: Communications.

ACTIONS:

- MM23 (1) EC to add UKSPF application to the Fundraising shared drive.**
- MM23 (2) EC to circulate itinerary of the Christmas Light Switch On to Board members once this is finalised.**
- MM23 (3) AH to chase JH for a response to the invitation to join the Risk subcommittee.**
- MM23 (4) EC to suggest to the company of HMS Ledbury that they may wish to contribute a verse to the sea shanty and/or perform a Masefield Moment.**
- MM23 (5) IL to write press releases for the sea shanty (with the support of the Comms team).**

UHP

24. TO REVIEW PROVISION FROM THE PROJECT EVALUATOR

CM recommended that project staff lead discussions on the Project Evaluator. EH also suggested that the Risk group should be involved in the discussion, as the evaluation is an essential part of the project. She also noted that the post would not require going out to tender for applicants, and that a case could be made for an alternative organisation to take over the evaluation of the project.

AH expressed dissatisfaction with the current evaluator's performance. JP proposed Janine Rusby and Andrew Meredith as replacements; EC confirmed their availability and suitability given their consultancy roles. TK queried contractual obligations; EH noted termination is possible if delivery fails. EC reminded the Board they will manage the evaluator post-project, and AH stressed the need to avoid repeating past mistakes.

EH suggested the Board make a recommendation to Ledbury Town Council for a change in Project Evaluator. JP noted the end of phase one is a natural point to switch. EC reported no improvement despite raising concerns with the current evaluator, who is 4–5 months behind schedule.

It was noted during a brief conversation that it must be made clear to anyone taking over the Project Evaluation what is expected of them, what work has been carried out so far, and the tight project deadlines.

CM asked how this decision would affect the budget regarding payment of the Project Evaluator. EC clarified that the current postholder would deliver the work of phase one and would not be paid past this point. There was concern that new Project Evaluators would not be able to meet the November reporting deadline. EC proposed that she would be able to write this report with the support of the Board, Liz Warren and AP. TK and AH suggested that it was likely that the National Lottery Heritage Fund would grant an extension to the deadline in these circumstances, which may help ease this pressure.

RECOMMENDATION:

- 1. That the Board recommends that Ledbury Town Council discuss the role of Project Evaluator with the suggested alternative, subject to any conditions necessary.**
- 2. That the Board terminate the current evaluator's contract subject to any contract terms and conditions.**

RESOLVED:

TK to support Project Co-Ordinator with drafting of the NLHF report.

25. TO RECEIVE AND NOTE SUB GROUP UPDATES:

25.1. FUNDRAISING

TK reported that the Fundraising Subgroup met to discuss the £20,000 match funding requirement. The overall fundraising target is £50,000, with £30,000 allocated to the memorial. Initial efforts will focus on approaching trusts and individuals.

TK encouraged full Board involvement, requesting personal donations and suggesting members select individuals to approach from a recirculated launch event contact list. CT proposed a future Civic Society event.

TK explained the plan for four fundraising events. The first would be a spring concert, then a summer poetry reading event, a theatre event in November, and spring 2027 event with John Masefield High School and local primary schools.

Venue offers include Nat Hone's house, Pauntley Court, and Eastnor (Mon–Thurs). JP recommended focusing donations on familiarisation activities at this stage and announced a fundraising concert at her home on 16 November for the Refugee Support Group activity.

NM asked how fundraising events would be promoted and suggested that the project was not being shared widely enough.

NM raised concerns about promotion; TK and CT confirmed the Comms group will explore news media. LH stressed clear ownership of contacts and messaging consistency; AH agreed, especially regarding patrons. EH asked about contact list management—TK will organise this by the next meeting.

TK summed up the forms of recognition that would be available to donors. These include a souvenir brochure at £50, a limited edition print and priority access to events at £250, your name on a permanent board and free tickets to one of the events at £500, and free tickets to all fundraising events at £1000.

EH left the meeting at 12:15.

JP confirmed that a date for the concert with Mark le Brocq had been arranged.

ACTIONS:

MM25.1 (1) EC to recirculate the list of names from the launch event.

MM25.1 (2) All Members to select individuals to approach for donations, and to consider donating themselves.

MM25.1 (3) EC and IL to bring list of launch event names to the next meeting.

25.2. COMMUNICATIONS

CT updated the Board on a meeting with SF, NM and project staff, noting the Civic Society newsletter article and SF's approach to a potential patron. They agreed to co-chair the Communications subgroup.

CM questioned whether the meeting between CT and SF was quorate, as she and PE had not been aware of the meeting until the day before the meeting. CM noted that patrons had previously been discussed, and that when approaches had been made to potential patrons, they had said that the project was not yet at a suitable stage for patronage. She also noted that there was no current agreement as to the role of a patron. CM felt that approaches to patrons should not occur without the input from the rest of the Board.

There was a discussion as to the role of the patron and who would be suitable for the role. AH suggested that patronage did not fall under the remit of the Communications subgroup but instead the full Board.

AH and JP questioned SF's capacity for a leadership role. It was agreed SF would act as a consultant, not a Board member. The Communications subgroup will consist of CM, PE, CT, and NM, with CM and CT as co-Chairs.

JP proposed the group draft text for interpretation boards and a programme for the Mark le Brocq recital.

ACTIONS:

MM25.2 (1) CM and CT to arrange initial Communications sub group meeting.

MM25.2 (2) Communications subgroup to consider interpretation board text.

MM25.2 (3) The Communications group to curate a programme to accompany Mark le Brocq.

25.3. RISK

AH updated Members on her work with the Risk Register, noting some changes are still to be made. She advised that she will share the updated Risk Register with Members monthly.

26. TO AGREE A DATE FOR COMPULSORY TRAINING FOR BOARD MEMBERS

It was agreed that this would be arranged via email.

ACTIONS:

MM26 EC to contact Board Members with further information on dates for compulsory training.

27. TO INPUT IDEAS FOR THE END OF FAMILIARISATION PHASE CELEBRATION EVENT

EH raised that World Book Day is at a similar time of year to the planned date of the celebration event. It was agreed that this event would be arranged via email.

ACTIONS:

MM27 **EC to contact Board Members with further information on the end of familiarisation phase event.**

28. TO DRAFT AN AGREEMENT OF EXPECTATIONS FOR PATRONS. AND DISCUSS/AGREE SUGGESTED PATRONS LARRY LAMB AND ROSIE GARLAND, AND NEXT STEPS

EC suggested that although there was insufficient time to discuss this, it was important for this to be drafted. It was agreed that EC was to draft this and present the document at the next board meeting. AH offered to share Ledbury Poetry's patron documentation.

CT suggested that the decision making process was too long. NM then suggested that the Board meet monthly. JP advised that instead of more regular meetings, Members can communicate via email between meetings.

ACTIONS:

MM28 (1) **EC to draft an agreement of expectation of patrons.**

MM28 (2) **AH to share Ledbury Poetry's agreement of expectation of patrons with EC.**

29. TO CONSIDER MERCHANDISING OPTIONS

It was recommended that Members read through this report and pass on feedback.

ACTIONS:

MM29 **All members to read merchandising reports and provide feedback.**

30. DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the Masefield Matters Board will be held on Tuesday 9th December at 11am at Ledbury Poetry House.

It was noted that NM had resigned as Chairman of the Masefield Matters Board. Members thanked him for his hard work throughout the project.

The meeting ended at 13:15.

Signed.......... Dated.....9/12/25......