

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON TUESDAY, 19 AUGUST 2025

PRESENT: Councillors Harvey, Hughes and Morris
Non-Councillors: Al Braitwaite (Chair), Lynette Loader, and Sonia Bowen

ALSO PRESENT: Angela Price – Town Clerk
Olivia Trueman – Community Engagement Officer
Emma Clowsley – Masefield Matters Project Co-ordinator
Isabel Lewis - Masefield Matters Project Intern

10. APOLOGIES FOR ABSENCE

Apologies for absence were received from Sabeen Chaudry, Councillor Chowns, Lizzie Gissane, Griff Holliday and Nina Shields.

11. TO APPROVE AND SIGN AS A CORRECT RECORD THE MINUTES OF THE MEETING OF THE EVENTS WORKING PARTY HELD ON 1 JULY 2025

RESOLVED:

That the minutes of the meeting of the Events Working Party held on 1 July 2025 be approved and signed as a correct record.

12. VOLUNTEER DATABASE UPDATE

The Community Engagement Officer (CEO) informed members that she and Councillor Harvey had met with Aimee Williams of Herefordshire Council to discuss setting up a volunteer database. She advised that this had previously been discussed with a group “Ledbury Together” but that this had come to a halt. It was agreed that before any decisions were made as to how Ledbury Town Council could get involved with this project, Aimee would have a conversation with Ledbury Together to ensure that they are happy for the Council to get involved with this project. The CEO advised that she would bring a report forward to a future meeting once she has received feedback from Aimee Williams.

Councillor Harvey pointed out that GDPR was an issue around how the database would be managed, particularly if it goes wider than Ledbury.

Sonia commented that a volunteer database is much needed for the town and that it would be great if the local volunteers could be engaged initially and then consideration be given to taking it to a wider audience.



RESOLVED:

That the update on the Volunteer Database be received and noted.

13. HERITAGE OPEN DAYS

The CEO advised members that booklet was now complete. She advised that she had had to chase a couple of the groups for their input, which is why the booklet was completed later than initially planned. She advised that it would be uploaded to the website and sent to the printers following the meeting.

The CEO advised of the various places the event had been advertised and explained that the bunting would be up by the end of the week.

The Clerk advised that it was possible to have a banner on St Katherine's Square during the event, however Herefordshire Council had advised that they did not want banners being put on the railings ahead of events and that they must be removed on the last day of the event. The rationale behind this was that if too many event banners are permitted it is anticipated that this may increase the potential for fly posting on the railings which would detract from the appearance of the square, which is located in a conservation area.

Sonia suggested considering a formal Town Notice Board. Lyn Loader advised that there is a community notice board inside the Co-op funeral home noting that this is underused.

It was suggested that the large board that house town maps could be utilised.

The Clerk noted that there were a number of notice boards around the town. It was suggested that an audit of notice boards be carried out, providing details of where they are and what type of information they hold.

RESOLVED:

- 1. That the update on Heritage Days be received and noted.**
- 2. That an audit of notice boards in Ledbury be undertaken.**
- 3. The Clerk follow up with the Market Theatre in respect of the maintenance of the notice board in High Street.**

14. EVENT UPDATES

i. Celebration Day

Griff Holliday had provided an update in writing for consideration. However, it was felt that this should be deferred to the next meeting when it was hoped Griff would be available to talk to the report.



ii. **Ledbury Carnival**

Sonia provided an update on the Ledbury Carnival preparations; she advised that there were 20 shop windows to be judged this year which would take place on Friday, 22 August with the winners being announced on Saturday, 23rd by the Children's Ambassadors.

Sonia advised that the procession is anticipated to be larger than last year, with some floats from outside of Ledbury. She noted that it was disappointing that the two youth groups from Ledbury were not participating.

Sonia thanked Councillor Harvey for her support on social media in encouraging people to join in with the Carnival. However, she felt that all of the events in the town would benefit from a group of people who have the skills that are needed at all of the events and wondered whether this was something that the Council might consider for the future.

Councillor Hughes supported Sonia's comments; he advised that it costs in the region of £16,000 to put on the carnival, with the big ticket costs being security and road closures and traffic management. The Town Council supports the Carnival with a grant of £4,000. He explained that currently they have approximately £3,000 in the pot for the 2026 carnival, plus the grant from the Town Council, with no other funds identified at this time. He stated that there have been many times when the small group of volunteers who make up the Carnival Committee have found themselves in a position where they are beyond their abilities to cope well with the tasks, giving licence applications as an example where they would have benefited from a local government officer to help guide them through the process.

AI asked whether this group or members of the Council should have an overview of what is needed and how to go about it available for groups. Sonia advised that in her first year with the Carnival she spent much of her time gaining the knowledge from a former member of the Carnival Committee who was stepping down and now had that knowledge. However, she did feel that future proofing was important. Sonia advised that she had spent considerable time engaging with the traders in the town and as a result had managed to get two to help with the registration desk on the day of the Carnival.

Sonia advised that the Carnival AGM will be held on 12 November 2025 at 7.30 pm in the Council offices and that it would be helpful if representatives of the council could attend,

RECOMMENDATION

- 1. That the written update provided by Griff Holliday be deferred to the next meeting of the Working Party.**



2. That the update on the Ledbury Carnival be received and noted.
3. That the Council consider how they may be able to provide support to event organisers on the bureaucracy surrounding this and collating information on event management plans, licensing applications etc. in the form of a library of examples.
4. That council officers share information on the charging rates for car parks in Ledbury on Sunday's and Bank Holiday's, via the council newsletter, website and social media platforms.

15. EVENTS PROGRAMME

Member discuss a number of additions to the events programme such as the Candle Lighting at the cemetery chapel, Poetry Winter Festival, plus the removal of the Hills Ford Rally.

Councillor Harvey stated that there were plans to meet with representatives of the Market Theatre to discuss the possibility of them taking over the Ledbury's Got Talent event annually as part of a plan for events started by the Council to be handed over to interested groups, with some financial support from the council, once they become established.

AI asked whether it was worth this group having a view on the funding that might be required for all the events.

The Clerk advised that there is a report available that council have considered which needs to be shared with this Working Party and it was agreed that this would be included on the next agenda and it was agreed that this should be shared with members following this meeting.

Councillor Harvey asked that there be a sub-set of events listing available alongside the Events Programme provided to this meeting to help gain an understanding of who is doing what throughout the year.

Lyn noted that the Co-op had not had any applications for funding from local Ledbury based groups for the 2025 funding.

RESOLVED:

1. That the CEO make the changes to the Events Programme as discussed.
2. That the budget report prepared by the CEO be included on the next Events Working Party agenda and that a copy be shared with all members following this meeting.



16. DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the Events Working Party is scheduled for 23 September 2025.

AP Grutunwaik 6/3/26.

