

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS WORKING PARTY MEETING HELD ON TUESDAY, 28 OCTOBER 2025

PRESENT: Councillors Harvey, Hughes and Morris
Non-Councillors: Al Braithwaite (Chair), Sonia Bowen, Emma Clowsley, Lizzie Gissane, Lyn Loader, Don McAll and Nina Shields

ALSO PRESENT: Julia Lawrence – Deputy Town Clerk
Honor Holton – Minute Taker

32. APOLOGIES FOR ABSENCE

Apologies were received from Griff Holliday, Christine Tustin and Olivia Trueman.

33. TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE EVENTS WORKING PARTY HELD ON 30 SEPTEMBER 2025

Councillor Harvey proposed that an Action Sheet be created for each meeting. All were in favour of this suggestion.

10.10am Lyn Loader joined the meeting.

RESOLVED:

That the Events Working Party Minutes held on 23 September 2025 be approved and signed as a correct record and that an Action Sheet be created for distribution soon after the meeting.

34. VOLUNTEER DATABASE UPDATE/DEMONSTRATION

Don McAll provided an overview of Ninox, an online database platform costing £10 per user per month, which the Rugby Club has successfully used for the past three years. He confirmed that Ninox is GDPR compliant, data is encrypted, and only basic personal information (names, addresses, email addresses) is stored, with no financial data held. The Rugby Club currently uses it as a register for volunteers and members.

Don highlighted that the system is highly configurable and can be managed with reasonable Excel skills. However, a Data Protection Officer would need to be assigned to manage the database. Phase 1 would involve manually inputting data, which is expected to take one to two weeks to complete.

Nina Shields referred to Goal 17, a volunteering database on which Ledbury already has information listed. It was noted that Herefordshire Council



commissioned this service for two years. Cllr Harvey confirmed that information had been circulated to community groups, but she had requested copies of the newsletters for clarity. Members noted that Herefordshire Council would be issuing a press release this week to notify community groups that Goal 17 is now live and ready for use.

Sonia suggested that Ninox could work well alongside Goal 17, helping to build a more comprehensive volunteer database and encourage greater participation, while ensuring that duplication is avoided.

Cllr Harvey reported that, during a discussion with Emily Lowe about Goal 17, she had been informed about the Walk & Talk Picnic network event, which may offer an opportunity to promote upcoming local initiatives.

Don outlined the potential timescale, stating that the initial phase could be delivered via a workshop lasting no more than two weeks, subject to the CEO's availability around training commitments and upcoming Council events. Cllr Harvey suggested that this should be considered by the Resources Committee, both in terms of resource implications and in evaluating the respective capabilities of Ninox and Goal 17. The Committee would need to determine whether Goal 17 is a useful complementary tool, a complete solution, or a potential distraction from Ledbury's specific requirements.

The Chair commented that Ninox could be a strong option for a Ledbury focused database, but emphasised that if other systems such as Goal 17 are already in progress, a conversation is needed with the relevant Goal 17 representative. Sonia referenced an email she had received, and it was agreed that this should be forwarded to the CEO to ensure a coordinated approach.

RESOLVED:

- 1. That clarification is sought from the Town Clerk to establish what time can be set aside for the CEO to work on this database, bearing in mind the multiple events coming up that she will be working on.**
- 2. That the following recommendation be amended from "Managed in house by the CEO" to "Managed in house."**
- 3. That the following recommendation be approved:
That the Council works collaboratively with Ledbury Together to create a volunteer database, to be managed in house. That an officer report is presented to Full Council setting out details of the two solutions.**

Thanks were recorded to Don for all his help and efforts regarding the Database.

Don McAll left the meeting at 10:25am.

A handwritten signature in black ink, appearing to be 'D. McAll', located at the bottom right of the page.

35. NOTICE BOARD AND TOWN MAP AUDIT UPDATE

Members considered the report circulated summarising the current locations of noticeboards in and around the Town. During the discussion, the following points were noted:

Co-op Noticeboard:

Lyn Loader reported that the noticeboard at the Co-op was missing from the circulated list.

Potential New Noticeboard:

Councillor Harvey suggested the possibility of installing a noticeboard on the railings near the Bye Street Toilets in the future.

St Katherine's Alleyway Noticeboard:

Nina Shields proposed replacing the existing noticeboard in St Katherine's Alleyway with a larger board, as the current one is oversubscribed. Members also noted that posters are being displayed inside the nearby phone box.

Business Window Spaces:

It was noted that the window of the Newsagents is no longer available for community notices, whereas the Spa Shop continues to provide window space for this purpose.

Almshouses Noticeboard:

The noticeboard outside the Almshouses is monitored by the Diocese.

Tourist Information Boards:

Members felt that the locked tourist information boards (located in the car parks and on the High Street) would benefit from a more structured and consistent presentation of information. Community noticeboards generally maintain themselves, with residents of the Almshouses often removing outdated posters.

Tourism Maps and Stands:

Earlier in the year, Traders discussed using Herefordshire BID funding to refurbish existing tourism maps and update the associated stands, following the creation of the Ledbury tourism map and guide.

Action: Lizzie will contact Susie McKenzie to check whether any progress has been made on this initiative.

RECOMMENDATION:

That it be recommended that Ledbury Town Council consider having large scale maps printed and for them to be added to Noticeboards around Town pre Easter, in readiness for the Tourist Season commencing next year.



36. VIRTUAL TOWN TOUR/APP UPDATE

Alison Braithwaite has been in contact with Up Studios London. She confirmed that she advised them it would not be possible to predict the volume of usage for the proposed app. Up Studios noted that a QR code could generate some casual interest, while a website would likely be easier for the public to use than an app. Their quotation for developing the app was £30,000, with additional ongoing costs for the contract and maintenance. The initial trial and implementation period was estimated at 3–6 months.

It was reported that Ross Town Council has recently introduced this app and also paid approximately £30,000. The CEO has contacted them for feedback on their experience and the app's effectiveness, but a response has not yet been received.

A discussion is still required with Herefordshire Council, who have implemented a similar initiative for Hereford Town. Once that information is obtained, the Council will be in a stronger position to compare both options.

It was agreed that this should be added to the Action List.

RESOLVED:

That Officers will investigate the phone-based walking apps currently in use in Hereford. This research will focus on understanding footfall data generated by the apps, income or economic benefit associated with their use and how the apps encourage visitors to engage with historic or heritage buildings

That Officers will undertake this research and then bring back proposals for a scaled-down version suitable for Ledbury, including an outline timescale and budget.

37. LEDBURY TOWN COUNCIL WEBSITE

The CEO had presented an update report on the Council's website.

Sonia Bowen commended the CEO on her work on the Ledbury Town Council website.

RESOLVED:

Councillor Harvey proposed for more examples to go alongside the step-by-step guide which would help people further understand how much work is involved in each event, such as road closure applications.

38. LIGHT SWITCH ON EVENT UPDATE – 23 NOVEMBER 2025

A report had been presented to the Working Party updating members on the Christmas light switch-on event.



Councillor Harvey spoke under the section of entertainment with the comment of getting a Carol booklet published. Clarification is needed as to whether this will be used for repeated use for providing a range of carols, which will be collected in and reused or thrown away afterwards, as reducing paper waste needs to be considered. It was agreed that having an A4 or A5 handout for people to use is about the cheapest, user friendly way of doing things and keeps costs down.

Councillor Hughes spoke about the community choir who produces an A5 sheet with carols on. A member of the choir hands them out, making sure they are collected at the end of the event. Last year this was printed in house by Ledbury Town Council.

Reference was made to the lantern parade noting that these would be lit by LED lights and that there would be no real flames associated with the lanterns.

The CEO is to provide feedback regarding the Morris Dancers.

RESOLVED:

Members agreed that a single sheet to be handed out on the day was sufficient.

That the CEO is to provide feedback regarding the Morris Dancers.

39. LATE NIGHT SHOPPING UPDATE – 5 DECEMBER 2025

Flyers have been printed and are being distributed, reels and stories have been uploaded on social media and the entertainment is booked. Agreement has been made with Ledbury Primary School and John Masefield to use their car parks for overflow parking. The Traders Association will be collecting donations for “We are Farming Minds” for their chosen charity this year.

Ledbury Fringe bought multiple A boards used to promote musical events around the town. It might be worth approaching them to see if they could assist with the sign posting to the overflow car park by using their A boards.

RESOLVED:

That the report be received and noted.

40. LEDBURY WORLD BOOKFEST 2026 – PROPOSAL

Nina Shields confirmed that Ledbury Library Group has a meeting coming up, and will see if they have any funds available for sponsorship on the day



That the following recommendation was approved for consideration by Full Council:

“That Members of the Events Working Party recommended that Full Council authorises the Community Engagement Officer to proceed with the organisation of Ledbury World Bookfest 2026 with a budget of £3,500 (with £250 contingency) to support the delivery of the programme of activities, promotional initiatives, and marketing as outlined above.”

RESOLVED:

That the contents of the report be received and noted.

That the recommendation noted above be referred to Full Council for approval.

41. FEEDBACK ON OCTOBER FUNFAIR

The Deputy Clerk confirmed that she was still confirming a debrief meeting with the Rogers, Balfour Beatty and the Fire Brigade to discuss the October Fair and Event Management Plan.

Initial feedback from Ashley Rogers was that he is keen to start the Fair earlier next year at 4:00pm instead of 4:30pm although the Deputy Clerk advised that this has previously been addressed and would not be on the agenda going forward. Councillor Harvey considered that less people will come to the fair later on in the day as they will have already visited around school closing time.

Councillor Hughes spoke to the family around the issues surrounding the traffic management on the day. The suggestion of a one-way system should be considered for next year. Councillor Harvey spoke about the rides poking onto the Highstreet creating one way traffic, perhaps having smaller rides in certain areas to prevent this, as well as making this more beneficial to Traders.

RESOLVED:

That the contents of the October Funfair report be received and noted.

42. EVENTS PROGRAMME

RESOLVED:

- 1. That future upcoming events for the next 12 months be listed on the Events Calendar.**
- 2. That an Action Sheet be created from the last set of minutes to update all members.**

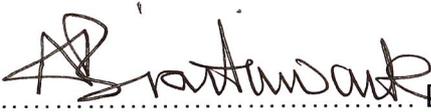


43. DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the Events Working Party is scheduled for Tuesday 13 January 2026 at 10:00 am.

The meeting ended at 11:35am.

Signed  Date 6/3/26

