

**LEDBURY TOWN COUNCIL
MINUTES OF THE
ECONOMY & TOURISM WORKING PARTY MEETING
HELD ON 19 APRIL 2021 VIA ZOOM**

PRESENT: Councillors Morris, Bannister (Chair) and Knight
Non-Council Members: Christin Tustin, Griff Holliday, Beth Hughes, Helen Bowden

ALSO PRESENT: Town Clerk – Angela Price
Administrative Officer – Olivia Bundy

APOLOGIES: Councillor Chowns and Caroline Green

ET26 TO APPROVE AND SIGN AS A CORRECT RECORD THE MINUTES OF A MEETING HELD ON 22 FEBRUARY 2021

Members did not recall making the following recommendation:

‘That the Economic Development and Planning Committee permit the Working Party to set up a Task and Finish Group to look into moving the TIC into the LTC offices. This T&F Group will report back to the E&T Working Party.’

The Clerk advised members that she recalled that she had been asked to investigate whether Ice Bites intended to continue as a Tourist Information Centre, and that it had been discussed that the Council offices could be utilised as an addition to Ice Bites, along with the Master's House.

Councillor Morris advised that the Master's House is run by Herefordshire Libraries and that he did not believe they were not supportive of being a Tourist Information Centre.

Griff Holiday updated members on the Farmers Market and queried the Council's suggestion with setting up a market on Church Lane and in the Walled Garden.

RESOLVED: That the minutes of the meeting of Economy and Tourism held on 22 February 2021 be accepted, subject to the above amendment.

ET27 TO RECEIVE AND NOTE THE NOTES OF MEETINGS OF THE WEBSITE TASK & FINISH GROUP HELD ON 2, 8, 9 AND 29 MARCH 2021.

RESOLVED: That members of the Economy and Tourism Working Party receive and note the notes of meetings of the Website Task & Finish Group held on 2, 8, 9 and 29 March 2021

ET28 OUTCOME OF RECOMMENDATION TO FULL COUNCIL IN RESPECT OF WEBSITE QUOTES

The Clerk advised members that at the recent meeting of Economic Development and Planning Committee it had been agreed that this item should be referred back to this committee for further consideration. Councillor Harvey had suggested that the Working Party should consider alternative website such as Visit Herefordshire and the Loyal Free App, which offered free space on their websites, rather than Ledbury Town Council spending public money on a new additional website.

The Clerk shared a presentation with members in relation to the Loyal Free App that Herefordshire Council are working on. She advised that it was anticipated that this would be available to us to Town Councils to join in June 2021 and that it would help promote towns and areas of interest such as Ledbury and the surrounding areas.

Helen Bowden joined the meeting. She agreed with the recommendation from Economic Development and Planning Committee and advised that the visit Herefordshire website is growing and becoming very popular. She suggested spending the time and money into delivering content like Ross on Wye Town Council. She advised that inclusion on the website was free, however to-date there had been little interest from shops and restaurants in Ledbury.

Councillor Morris strongly agreed that one person needs to take lead on promoting Ledbury on the Visit Herefordshire website. Councillor Knight advised that she would be willing to go around every shop and business in Ledbury to promote the visit Herefordshire website and encourage them to list.

Members agreed to organise a further meeting on Monday, 26 April 2021 to delegate responsibilities.

Helen Bowden explained that if the correct content were on the Visit Herefordshire website, it would be just as good as Ledbury having its own website.

RESOLVED:

- 1. That the outcome of the Economic Development and Planning Committee be received and noted and that further consideration be given to inclusion on the Visit Herefordshire website and the Loyal Free app.**
- 2. That a meeting of the Economy and Tourism Working Party be held on Monday, 26 April 2021 to agree to content to be provided for inclusion in the 'Visit Herefordshire' website and responsibilities for delivery.**

ET29 ECONOMY & TOURISM WORKING PARTY ACTION PLAN

The Clerk advised Members that she would reproduce the Action Plan to include a 'status' column in order to provide more clarity on the progress of each project listed. She advised that it would be helpful if members could email her with updates so she could update the amended action plan.

The Tour Guide Manager, Beth, advised members that the Visit Herefordshire website will only take content from HR postcodes and that many attractions are just on the border, including Malvern and Dymock.

RESOLVED: That the Town Clerk amend the Action Plan, noting that if members had any suggestions or updates, they email the Clerk directly.

**LEDBURY TOWN COUNCIL
MINUTES OF THE
ECONOMY & TOURISM WORKING PARTY MEETING
HELD ON 26 APRIL 2021 VIA ZOOM**

PRESENT: Councillors Morris & Bannister (Chair) and Knight
Non-Council Members: Christin Tustin, Griff Holliday, Beth Hughes and Ceilia Kellett

ALSO PRESENT: Town Clerk – Angela Price & LTC Administrative Officer – Olivia Bundy

APOLOGIES: Caroline Green and Councillor Howells

ET30 TO GIVE CONSIDERATION TO THE CONTENT TO BE PROVIDED FOR INCLUSION IN THE “VISIT HEREFORDSHIRE” WEBSITE AND THEN RESPONSIBILITIES FOR DELIVERY.

Celia Kellett advised members that she had spent some time on the Visit Hereford website and that the links did not appear to work. She also advised that the website advertised the Forest of Dean, Gloucestershire. Beth Hughes advised that the Painted Room was successfully uploaded to the website.

Griff Holiday suggested that the owners of businesses in Ledbury needed to be contacted and encouraged to upload their information to the Visit Hereford website.

The Clerk advised that due to the working party being a part of the Council, all content agreed in the meeting should be approved by the Proper Officer, of the Council prior to being forwarded for inclusion on the Visit Herefordshire website.

Members agreed that local businesses needed to be encouraged to upload information to the Visit Herefordshire website, and that once the content has been finalised images could be uploaded. Celia Kellett suggested that the Clerk contact Phoebe Clive from Tinsmiths and ask if she would be willing to share her photos with the Visit Herefordshire and Ledbury Town Council website for marketing.

Members agreed that the following members would contact the organisation and traders to encourage listing on the Visit Herefordshire website.

Food and Drink

Griff Holiday

Heritage

Christine Tustin

Celia Kellet

Poetry Festival

Councillor Morris

Traders and Retail

Caroline Green

Councillor Knight

Outdoor pursuits including the Cycle Forum

Griff Holiday

Beth Hughes suggested she could put together a list of accommodation for inclusion.

Griff Holiday advised members that the cycling forum may have details for accommodation in and around Ledbury. He also suggested using google and Airbnb which may have more recent listings.

Celia Kellett advised members that Ross on Wye have information and tourism leaflets around the town as opposed to one shop. She asked whether they could be available in more shops and if the Town Council could print copies of the updated map that she had sent the Town Clerk via email.

Griff Holiday had submitted some questions on the logistics of uploading content to the visit Herefordshire website and whether there was a dedicated section for events. The Clerk advised members that she would contact Helen Bowden to seek clarification.

Celia advised that she was at the meeting as a representative of the Friends of the Master's House who had been part of the original group who had commissioned the map and therefore could see no reason why the map could not be used. Christine also advised that Rachel Lambert had provided an electronic copy of the map advising that this could be used in the future.

Councillor Knight suggested that the map be worked on and printed by the office staff to avoid delay. The Clerk asked whether Christine would be able to provide an electronic copy of the map, Celia confirmed that this was the map she had sent to the Clerk, which she had amended.

Griff advised that the following questions should be sent to Helen at Orphans to assist the group when providing content for the website.

Does the website have events section?

How do they want to receive content (templates)?

Will the website be focused on day trippers or longer visits?

Griff also suggested that the group should advertise the Visit Herefordshire website on social media to encourage organisations and businesses to join the website.

RESOLVED:

- 1. That the members identified above provide lists of traders and organisations for inclusion in the Visit Herefordshire Website.**
- 2. That Beth Hughes provide a list of accommodation available to rent in Ledbury.**
- 3. That the Town Clerk contact Helen Bowden to clarify the points raised by Griff Holiday.**
- 4. That arrangements be made to include the Council logo on the map provided by Celia and that this be used as an interim measure, and also making use of the remaining red leaflets, with tear off map pads being created in the future.**

ET31 TO GIVE CONSIDERATION TO POSSIBLE INCLUSION ON THE “LOYAL FREE APP” WHEN IT IS RELEASED IN MARKET TOWNS IN JUNE 2021.

The Clerk advised that the Loyal Free app was expected to be available in June 2021 and available to Market Towns. She advised that she had been informed that Hereford Council would be sending out information packs to Town Council's in the near future and that she would forward a copy to members when received.

Councillor Morris left the meeting.

Griff Holiday provided members with text that could be advertised on the Councils Facebook and Ledbury Town Council Website.

RESOLVED: That the Town Clerk upload the text provided by Griff Holiday to the Councils website and social media platforms.

ET32 DATE OF NEXT MEETING

That the next meeting of Economy and Tourism will be held on Monday, 10 May 2021 at 2:00pm via zoom.

ECONOMY & TOURISM

19.04.2021

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
ET28(1)	That the outcome of the ED & P committee be received and noted and that further consideration be given to inclusion on the Visit Herefordshire website and the Loyal Free App	WP Members	on-going	Further meeting to be held 26.04.2021 to agree content for inclusion on Visit Hereford Website	In progress
ET28(2)	That a meeting of the E & T WP be held on 26.04.2021 to agree content to be provided for inclusion in the Visit Herefordshire Website and responsibilities for delivery	TC	26.04.2021	Meeting held 26.04.2021	Completed
ET29	TC to amend Action Plan to include a "status" column noting that if members had any suggestions or updates, they email the Clerk directly.	TC	05.05.2021	New Action Sheet provided detailing actions from 19.04.2021 meeting onwards	Completed

26.04.2021

ET30(1)	That members of the ET WP provide lists of traders and organisations for inclusion in the Visit Herefordshire Website.	WP Members		To be considered at a meeting on 10.05.2021	In progress
ET30(2)	That Beth Hughes provide a list of accommodation in Ledbury	BH	05.05.2021	List provided to Clerk for inclusion in agenda for 10.05.2021	Completed
ET30(3)	That the TC contact Helen Bowden to clarify the points raised by GH	TC	05.05.2021	Questions sent to Helen Bowden	Completed
ET30(4)	That arrangements be made to include the Council logo on the map provided by Celie Kellett and this be used as an interim measure, and also making use of the remaining red leaflets, with tear off map pads being created in the future.	TC	06.05.2021		In progress
ET31	That the TC upload the text provided by GH to the Council's TC website and social media platforms	TC	27.04.2021	Information uploaded	Completed

RESPONSE RECEIVED FROM HELEN BOWDEN

Does the website have events section?

Yes it's called What's On in the main navigation. It is for significant events; Ledbury poetry festival is already on here.

How do they want to receive content (templates)?

Text and images - we will then add to the website in an appropriate format or perhaps councillors can suggest what content they would like to see added and we can feedback on how we think it will fit best/where it might be placed then it can be written up. Directory listings can be added by the provider themselves using the "Get Listed" button on the bottom of the page.

Will the website be focused on day trippers or longer visits?

The content especially the recommended itineraries are for 2-day breaks minimum. Day trippers are welcome but greater income comes from stays.

Accommodation already on Visit Herefordshire website

Feathers Hotel
Old Kennels farm holiday cottages
The Stables apartment – grounds of Eastnor castle
Golden Gates Lodge – grounds of Eastnor Deerpark
Aylton White House cottages
Hillend House – grounds of Eastnor Castle
Barton Court
Dragon Orchard Retreat
Peacock Villa

Accommodation NOT on Visit Herefordshire website

Ledbury

Seven Stars, Homend
Talbot Hotel, New street
Mrs muffins self-catering apartment Church Lane
Leadon House Hotel, Ross Rd, Ledbury
Harlequin B&B, Harlequin close, Ledbury
Lochaber House, the Southend B&B. No website
Orchard Cottage, Ledbury B&B No website
The Barn, Eastnor House, Tilley's Alley self catering apartment No website
Bishops- Eastnor House, Tilley's Alley, Ledbury Self-catering apartment No website
Drying House, Tilley's Alley, Ledbury self-catering apartment. No website
Rubi Roy 1 bed Self-catering cottage Tilley's Alley. No Website

Just outside Ledbury

Woodside Lodges, Falcon lane, self-catering lodges, bunkhouse & camping
Hillside Cottage, Wellington Heath, self-catering. No website
The Carthouse – self-catering cottage. No website
The Stables and Hayloft, Little Marcle Road, self-catering

Coddington.

T The Moats, Coddington B & B
The Coach House at the Old Rectory, Coddington
Meerkat Manor, Coddington B&B No website

Colwall

Colwall Park Hotel
Ferndale Cottage, Colwall. self-catering. No website
Cozy Little Cottage for two Colwall, Self-catering. No Website

Hereford Road

Verzon House Hotel
Alexander Park

Much Marcle

The lodge at Orchard Cottage, Much Marcle B&B

Bosbury

The Larches Country House, Bosbury B&B
The Hop store, Bosbury, Self-catering farm stay
The Motor House self-catering apartment. Bosbury

Staplow

The Oak Inn at Staplow
Pegs Farm, Staplow. Self catering farmhouse and glamping available

Hollybush

The Farmhouse Hollybush, Self-catering. No website

Others

North Lodge, Bromsberrow estate. Self-catering. May be Gloucestershire/Worcestershire
No Website
Whites farm barn, self catering may be Gloucestershire No website

Caravans & Camping

Eastnor Deer Park Campsite
The Elms campsite, Worcester Road. No website. Caravan and camping club certificated site
Cwtch Camping, Much Marcle
The Mill Pond, Tarrington
Pixley End Country Park-Holiday homes
Kingsgreen caravan park, Kingsgreen, Berrow, Worcs.

ECONOMY & TOURISM WORKING PARTY

ACTION PLAN

Action No.	Action	Stepsto Achieve Goals	Timescale or Completion Date	Status
Tourism				
T1	Work with Visit Herefordshire	Work with Helen Bowden to establish content requirements for inclusion on VH website		In progress
T2	Develop Aims & Objectives for the Visitor Economy	Cllr Howells & Knight to revisit and bring forward short-term priorities and make recommendation to Committee		In progress
T4	Explore Ledbury brochure for the town: <ul style="list-style-type: none"> • Inclusive of all attractions, inc. historic sites, theatre, festivals • Inc info on visitor accommodation or where to look • Travelling to Ledbury Food & drink 	<p>30.11.20 Discuss at Jan 2021 meeting</p> <p>25.1.21 RECOMMENDATION to ED&P to request £10,000 budget for an Explore Ledbury Brochure</p> <p>25.1.21 ACTION Cllr Morris to send all brochures electronically to Deputy Clerk to distribute for next meeting</p>	No further action	Agreed not to progress with brochure – in favour of electronic means such as Visit Herefordshire website and Loyal Free App
T5	Explore Ledbury website <ul style="list-style-type: none"> • - portal site to inc. links to visitor accommodation/B&B site, local attractions, etc 	<p>30.11.20 RECOMMENDATION to ED&P Committee that Economy & Tourism WP look at moving the website forward. Develop an app alongside the website or make the website accessible via mobile phones.</p> <p>25.1.21 RECOMMENDATION to ED&P that £10,000 budget be agreed to develop a Visit Ledbury website</p>	No further action	Agreed not to progress Ledbury specific website – utilise Visit Herefordshire free site

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		25.1.21 ACTION Caroline Green to make contact with Orphans and invite them to next WG meeting		
T6	Consider tourism brown signs on main roads leading to Ledbury, ie, M50	<p>https://www.gov.uk/guidance/apply-for-brown-tourist-signs-on-roads-the-highways-agency-manage</p> <p>25.1.21 RECOMMENDATION to ED&P that the Deputy Clerk draft a letter to Highway Agency to request a discount due to COVID and requesting support of market town economy. It is proposed to put brown tourism signs to Ledbury on M5 and M50. It was also suggested that Herefordshire Council could provide some funds to support the promotion of market towns.</p>	Clerk has obtained information in respect of this – to be included on first standing committee of Economy & Tourism after 24 June 2021	In progress
TM3	Establish a Ledbury Chamber of Commerce for all businesses	30.11.20 RECOMMENDATION to ED&P Committee that the Tourism & Economy Working Party coordinate a Ledbury business directory.	Cllr Harvey agreed to speak with HC re possible listing	In progress
CM2	Develop Charter Market policy and criteria	Set up Charter Market T & F group	T & F group set up with ongoing discussions	In progress
CM3	Increase diversity of stalls at Charter Market			T & F Group
CM4	Develop a range of markets throughout the year	30.11.20 RECOMMENDATION to ED&P Committee that LTC consider running the monthly specialist markets throughout the summer months – including evening and Sunday markets.		T & F Group

Agenda Item
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**Charter Market
Task & Finish Group Meeting
held on Zoom.
19 April 2021 at 2pm**

PRESENT: Councillors Bannister, Knight
Non-Councillors – Caroline Green – Chair of Traders Association

ALSO PRESENT: Angela Price – Town Clerk
Hannah Tettero - Minutes

CM4 APOLOGIES FOR ABSENCE

Cllr. Chowns

CM5 DECLARATIONS OF INTEREST

None received.

CM6 To approve the notes from the meeting of the Task & Finish group on the 19 April 2021 (changed date from 12 April to 19 April due to the Mourning of Duke of Edinburgh)

It was noted that the agenda that had been sent out, had the wrong date stated of the last meeting.

Charter Market/Artisan Market

The members had a heated discussion on the future and policy plans for sales on market. The clerk reminded the members that the charter market must work within the law and there's some more research that we probably need to do to make sure that we can cover all concerns.

Walled Garden

Discussion on the photos of the walled garden and the types of gazebo stalls that could be placed if Ledbury Town Council would get permission to utilise this area. Concerns raised that this may be disturbing to the residents however they may enjoy the idea of having artisan markets monthly, if not too late into the evening.

Types of Gazebos/Barrows

Hannah presented a variety of options of gazebos, members felt that the sides were not completely necessary and were an option for the high street, feedback from some traders that the side covers would blocks the view from traffic passing of what is available on their stalls.

Cllr Bannister said it would be good to have a specialist market in the walled garden and the charter marking in the usual place and a possible way of connecting the two possibly by having a few barrows along Church Lane. The Clerk said that she had some feedback about that idea, and that it would be a shame to put market barrows on Church Lane as it is most one of the most photographed areas of Ledbury; tourists stop at the end to take the photograph. From Ledbury Town Council's point of view, there are weddings on Saturdays, and we would lose business for the weddings, potentially because they would not be able to use the Church Lane backdrop if we have market stalls up there.

Cllr Bannister felt a few barrows down there would not cause any major problem. Cllr Knight suggested that she could bring along a barrow to see what it could look like. Caroline said that signage would be needed to alert that there are further stalls up at the Walled Garden to lead people when there could be the two markets running.

There was a discussion that traders prefer being under the Market House because it is a covered space, some of those who are on the list for the Market House might be happy to come on to High Street because they've got protection.

Hannah explained that also we have a charity pitch under the market House. If we did have a cover, we could always move the charity pictures the High Street and then create another pitch under the Market House.

The Clerk said that Councillors could also make use of the charity pitch for having surgeries and talking with the public.

Cllr Bannister said that it would be a great idea for us to buy Gazebo's to fill our space on the High Street and doing so the spaces would fill up and we would get our investment back.

Discussion on prices of gazebos, different types of quotes for committee as the finance for the costs have not yet been agreed.

Safety and Parking Issues

Cllr Knight said we need to look at the parking issues and the safety of on the street is that not much been spoke about more than anything. The Clerk said that she had with the police and I have spoken with the enforcement officers about the issue where people think they can just pull up and park behind the market on a Saturday or Tuesday. The enforcement officer has no power because it's outside the parking spaces and the police say it's the enforcement officer's job.

The Clerk went onto explain that the traders do not seem to like having the barriers in place as they feel that they lose trade with them being

there, so they prefer the cones. It would be good to have the market traders join these meetings.

The vans look unsightly, and they should not be there, but I understand why they like them nearby. Cllr Bannister felt that people have just got to accept that it is our market, and we are controlling it and we should be so worried about if things upset the traders.

Hannah said that it is important to implement health and safety measures and they are denying it. Cllr Bannister said that it is clear there should not be parking we have to have health and safety implementation to make it safe.

The Clerk is meeting Locality Steward on Thursday and will discuss these concerns with him and see if they can recommend anything. To attempt to stop the parking in the parking spaces, with bollards possibly, however, it is the area behind that where people like to pull in behind the traders. That is where we have got the problem how do we deal with that? The Clerk explained that she would have been able to come back to this meeting today and say that she had had this conversation with Herefordshire Council have said, however, we have had no response.

RESOLVED: that the minutes of the meeting of the Task & Finish group be accepted.

Recommendations:

- i. To investigate whether the charter market can dictate what type of stalls the traders can have for charter market and special markets.
- ii. Research trading laws for next meeting
- iii. Investigate with Herefordshire Council whether we can take over asset agreement for Walled Garden.
- iv. Investigate with Hereford Council whether barrows could be placed in Church Lane.
- v. Clerk to meet up with Locality Steward and will raised safety issues with the parking on the High Street and the Walled Garden.
- vi. Hannah to do a costing report that can go back to the Environment & Leisure meeting.
- vii. Cllr Knight to bring along the market barrow.

CM8 **To create a proposal with timescales and plan the way forward in progressing the Charter Market changes.**

- i. To create an action sheet that we can work from and show where we are with everything and what the next steps are.

Resolved: That an action sheet be created.

CM9 **Input and recommendations from Charter Market Traders**

- i. Rubbish disposal during market times.

Cllr Bannister said that he could not understand why litter should be a problem. It should be every stall holder's responsibility to make sure they tidy it all away.

The Clerk explained that they traders were not talking about the end of the day, for example, on a windy day. Some of those boxes are empty and they have got nowhere to put them, that is why they like their vans nearby. The council may see if there can get big heavy bins for the market.

Resolved: The Clerk will raise this with the Locality Steward to discuss the waste issues.

CM10 **Date of Next Meeting**

There was no discussion on when the next meeting will take place.

**Inaugural Charter Market
Task & Finish Group Meeting
held on Zoom.
1 March 2021 at 2pm**

PRESENT: Councillors Bannister, Knight and Chowns
Non-Councillors – Caroline Green – Chair of Traders Association

ALSO PRESENT: Angela Price – Town Clerk
Nicola Young – Deputy Town Clerk
Hannah Tettero – Chair

CM1 APOLOGIES FOR ABSENCE

None received.

CM2 DECLARATIONS OF INTEREST

None received.

CM3 NOTES OF A MEETING HELD ON 20 JANUARY 2021

The Clerk advised that she had another meeting at 2:30 and therefore would have to leave early.

Councillor Bannister advised that the previous meeting had been more of a brainstorming session to start a strategy for building the market, and to look at having policies in place for how it operates, and how this can be delivered.

The Deputy Clerk suggested that as this was the first meeting of the task and finish group, it might be worth reviewing those notes and working through them.

Councillor Bannister raised the following points for consideration:

- How we develop the existing market. Keeping current market traders on side?
- How do we expand the existing market to fill all the space available?
- How do we develop specialist markets and an image for the market?

Caroline asked what stalls we have been looking to have on the market.

The Clerk explained that the group need to consider how to develop and progress the criteria regarding the type of stalls and thing how these will be managed.

Councillor Knight felt it was important to keep the current traders onsite but recognised the need to broaden the horizon of advertising.

The following suggestions were discussed:

- Advertising in a monthly magazine, which you can put adverts in to bring people to the market.
- Not having stalls that sell products that are mass produced or products that some of the local shops sell.

Councillor Knight explained that generally markets in the UK are the same wherever you go, and they all offer a variety of choice of products to meet the needs of all visitors.

Hannah advised that requests had been received from the Farmer's Market who usually have their market indoors and artisan markets; however, she explained that the market area currently has room for 12 stalls on offer and most traders prefer being under the market house.

Members were also made aware that some of the current traders offer local produce for sale already and Councillor Knight added to this that many of the current market traders also supply to local shops as well.

Hannah advised that there is a waiting list of traders wanting to return to the market following the lifting of lockdown restrictions and Tuesdays have been as busy as Saturdays during this pandemic.

The Clerk asked members to take into consideration that farmers markets and specialist markets are different to the charter market and that these should not be held on charter market days or detract from the Charter Market in anyway.

There was a discussion on the number of stalls and traders wanting to come to the Charter Market and the difficulties the council are having in getting the pitches filled.

The issues arising are:

- Parking issues
- Traders not feeling safe in the high street.
- High street pitches are not covered stalls therefore traders prefer under the market house.

PARKING ISSUES

It was suggested that a recommendation should be made to the ED & P committee that they give consideration to how the safety issue relating to stall holders' cars parked next to the market and other car users using the space behind the stalls to park up whilst the "pop" into the shops on High Street can be addressed.

MARKET EQUIPMENT

It was suggested that the tables and chairs being purchased for under the market could also go under those gazebo's so visitors can eat from cafes on unused pitches on market days.

Hannah advised that she had received some quotes in respect of purchasing gazebos in the region of £700-750 including sides and weights with the logos however these can be purchased cheaper without the logos.

Cllr Knight advised that she could get hold of 12 wheelbarrows stalls should the council want them, she advised that they were red and white with a canopy over and they have the 2 handles in the 2 wheels and the space on there is like a 6ft x 3ft.

There was a discussion on how many would need to be purchased and how much of a budget that they should ask for at committee, it was suggested requesting £10,000.

Discussion went back to the vision of how the markets can happen in the Walled Garden and at St Katherine's. Caroline suggested having a once-a-month artisan market like something like BOFFY and maybe this could be in the Walled Garden. Cllr Knight felt that it would be nice there and have like the picnic in the park while they are there because you have got benches in the surroundings.

Cllr Bannister said that you could have barrows going up Church Lane because they are quite narrow. The Walled Garden will be a great location for a big market, So, we have the market under the Market House, it goes up Church Lane and then across the road into the Walled Garden. Or it goes the other way to St Katherines and so basically what you have got there is one contiguous market.

Hannah enquired where everything would be stored, such as the tables and chairs and gazebos. Cllr Knight suggested the old ambulance unit, which is owned by Dominoes, they could be approached. Hannah explained that we would also need to transport it from A to B, and that we may need a trailer.

Caroline felt that the barrows are attractive and wondered if they could be kept in High Street with Flowers in or something. Cllr Knight said that they had wheels for you to easily to move.

Cllr Bannister acknowledged that storage could be a problem and could have cost implications. The Deputy Clerk summarised the actions being proposed from the meeting and recommended these be submitted to the working party and subsequently the ED & P Meeting.

Hannah sought clarification on what items the budget was being requested for:

- The cost of the barrows.
- The cost of a small number of gazebo's telescopic folding gazebos' 3x3 weighted down in the High Street, with side panels (5 decided)

Hannah shared on screen some quotes and ideas that had already been put together and explained that the gazebos would be cheaper without the logos. It was suggested that 5 gazebos could be purchased and have just two with the LTC logos.

Cllr Knight confirmed that the budget for the chairs and tables had already been identified.

RECOMMENDATIONS:

- Possibly supply the gazebos, tables, cables for electricity.
- Put in barriers to protect traders from the roadside traffic – Safety issue.
- Put up clearer signage that there is no parking on Market days.
- Traders to abide by point 7. Charter Market terms and conditions
- Allow traders to receive a parking permit for car park to encourage them to park away from the high street as an incentive.
- Advertise in monthly magazine.
- Use the Gazebos in High Street to allow seating areas also with tables and chairs.
- Revisit the use of the Walled Garden to attract specialist artisan, farmers' markets.
- Possibly purchase Market Barrow which can be utilised up Church lane, Church Street (Cllr Knight can source these approx. 12 Red /White for approx. £80 each.

OTHER LOCATIONS FOR MARKET

Discussion on the previous ideas of having the market in St. Katherine's and the Walled Garden, also along the Church Lane and Church Street. Cllr. Chowns said that the space in front to the side of some St Katherine's is wider and would be more effective than Church Lane, the barrows, taking into consideration that with stalls and trestle tables

people may find difficult to walk up and down without being importuned by traders.

Cllr Bannister explained that the council had not had chance to speak with representatives of Hereford Council, however it was still something that should be discussed as he felt that the walled garden would be a great place to have a much more extended market, and that St Katherines is a another good a suitable location.

The Deputy Clerk advised that the council would need to cover the car parking fees and they are suggesting around £1,000 a day. she suggested using the Recreation Park as an alternative, as this is already owned by LTC. Caroline Green said that BOFFY market could be a suggestion for an area like the recreational ground.

Cllr Knight said that they had already got a mini festival planned so traders may want to attend that as soon as this lockdown is finished.

Hannah explained that until the pandemic restrictions were lifted it would not be possible to hold any additional markets etc. she also advised that several market companies had already approached the Council in the past expressing coming to Ledbury. These specialist markets need to be agreed in committee with a decision on the venue.

It was suggested that the delegated responsibilities would be better if a staff member could meet up with the traders, every other month to understand what their feelings were so that member of staff can report back to committee and get things moving a bit quicker.

Hannah explained that this is something she understood would be within the role of the Community Development Officer once recruited.

The Deputy Clerk enquired whether a health and safety consultant should do a safety report on the back of the market stalls. Cllr. Chowns felt that Herefordshire Council would have a staff member capable of doing this and it was discussed and recommended that a representative of Herefordshire Council highways should be invited to a future meeting of the ED & P Committee

RESOLVED:

- Cllr. Chowns to contact Herefordshire County Council to see if they could be involved with fitting removable bollards / posts for the high street. Invitation for Hereford Council Highways be invited to a meeting of ED & P.
- Clerk to explore St Katherine's area and cost for market.
- Transfer of the walled garden if possible and cost.
- Plan the potential market site from High Street to the walled garden, all drawn up with market extensions. (Angie/Hannah)

- Walled Garden to be measured with an idea of how a market could look, Cllr Knight to take photos and perhaps take a video shot and send them to Hannah.
- Deputy Clerk to set out the strategy for how we develop the market.
- Hannah to get further quotes for gazebos, tables, and chairs.
- Enquire re: mapping software that had been purchased.

Date of next meeting: **12 April 2pm via Zoom.**