

Ledbury Town Plan Working Group

Tuesday 15th January 2019

7.00pm at Ledbury Town Council Offices, Church Lane

Report of Meeting

Attendees: Councillors Shields, Morris, and Howells, Griff Holliday, Sally Holliday, Patricia Wilkin, Christine Tustin, Tim Rae Clarke and Rachel Lambert (Joined Up Heritage) for item 3.

1. Apologies: Councillors Francis and Knight
2. The report of the last meeting on 13th November was agreed.
3. Joined Up Heritage

Rachel Lambert provided an update to the meeting on her current activity of preparing an application for the next round of Herefordshire Hidden Places funding working with heritage groups and sites in Ledbury.

She noted that the Joined Up Heritage project funding ended in April, and noted the following as amongst the project's legacy to Ledbury:

- Use of heritage sites for themed events
- A set of Ledbury based plays for LADs – a third is in preparation
- The Visitors Guide to Ledbury leaflet (with the Traders Association)
- A new town centre visitor map – new boards are to come
- Involvement of heritage activities in Ledbury events
- Heritage Centre discovery trail for children – currently in preparation
- Developing a town-wide Heritage Education Day programme to attract visits from schools etc.

Asked to provide thoughts on what Ledbury still needed to do to build up visitor numbers, she agreed to attend a further meeting of the group in April and if time allows provide a written paper.

Action: Griff Holliday to confirm date of meeting to Rachel Lambert.

4. Review of progress in respect of issues discussed/recommended at the meeting on 28th November 2016 -
 - a) Progress with developing Town Council support to take forward Town Plan objectives.

Cllr Shields reported that the job description for the Town Clerk currently being recruited included a responsibility to help progress the Town Plan. A task and finish group has been established to review the current Council Committee Structure.

Review at next meeting

- b) Providing for town, business and trade development – review initiatives and provision to support development activity, town promotion and market development.

Status: *The Group recommended to the Economic Development and Planning Committee to consider priorities for supporting and developing the economy of the Town Centre with the draft activities for a Town Centre Manager as a guide.*

Councillor Shields reported that it had not proved possible for EDP to consider this at its recent meetings because of the weight of urgent business including major planning applications. With a change of committee personnel likely following this May's elections, and current calls on the committee's time, there was probably little that the committee could achieve before then.

She noted that a need to be involved in such activity had also been included in the Town Clerk's job description. She recommended that a review of the best way to take this forward should be undertaken with the new Town Clerk when appointed to provide a basis for the future EDP committee to take forward. The meeting agreed this way forward.

Review at next meeting.

Shops Brochure – No update on Cllr Knight's initiative

Visitor Website: Christine Tustin advised that Liz Harvey had taken on maintenance and updating of the *Explore Ledbury* visitor website. She was working with Christine on exploring options for the website's longer term future. Griff Holliday commented on the good presentation and impression given of the updated site. He asked whether the domain name registration was due for renewal.

Action: Christine Tustin to report progress at next meeting

- c) Setting up a group to consider health issues throughout the town.

Status: *Ledbury Health Group has now been established.*

Patricia Wilkin reported that the Ledbury Health Group's next meeting is planned for 26th February 2019 at which the planning team for a new care home in Ledbury will be present. The Group is also seeking for a representative of Taurus who run the out-of-hours service to attend a meeting. Herefordshire Healthcare is supporting the Group and the local Clinical Commissioning Group has expressed their appreciation for having a local on the ground contact. Representatives of the Patient Participant Groups and the Town Council are attending meetings.

Review at next meeting.

- d) Coordination of sports groups to optimise use of sports facilities.
Status: *Ledbury and District Sports Federation has now been re-established with new officers to take matters forward as required.*

Future sports facilities are a topic to be reviewed for any update to the Neighbourhood Plan

- e) Youth Council
Sally Holliday reported that she was in progress of arranging the first meeting for this term. The youth council members had made a presentation at a school assembly to recruit new members. Several members helped with Joined Up Heritage activities at the Christmas Lights.

Review at next meeting

- f) Traffic Management
Status: *The draft report on Ledbury's Public Realm (including traffic management) produced by Balfour Beatty for Herefordshire Council was published for comment in Summer 2018 and reviewed with the Town Council and other parties*

The promised final report with amendments has not yet been published by Balfour Beatty/Herefordshire Council.

Councillor Howells reported on the recent work of the Traffic Management Working Party. They are following an action plan to identify key areas of concern in Ledbury using as reference the HC/BB report and the Town Plan. They are shortly to ask residents for submissions on traffic management issues that concerned them. The Working Party aim to provide a report in the Spring.

Review at next meeting

- g) Visitor Brochure arrangements and budget
Budgetary provision for the update/reprint/distribution of the Destination brochure for tourist year 2019 has been included in budget considerations. Councillor Shields will consult the acting Town Clerk on the most appropriate way of seeking contributions to the work from local visitor attractions. Councillor Morris and Christine Tustin can provide information needed re contacts, and costs when needed.

Action: Councillor Shields

Griff Holliday will find out what stock of the Traders Association brochure is available. **Action: Griff Holliday**

- h) Communications with residents and businesses
The following were noted:

ED&P Meeting 7 February 2019 – Appendix 6

- The parish meeting to communicate on the 2019 Budget was held on 14th November – attendance was disappointing
- Tender process for the Town Council website rebuild is underway
- Town Council are providing regular press releases on progress and making use of Facebook site.

Review at next meeting

5. Projects from the Town Plan for consideration in the 2019/20 budget round.

Various projects had been considered for inclusion as part of the Budget process. No further action.

6. Any other business – none

7. Date of next meeting - Tuesday 19th February 2019 at Town Council Office at 7.00pm.

Griff Holliday
For Ledbury Town Plan Working Group

23rd January 2019