

Ledbury Town Plan Working Group

Tuesday 17th September 2019

7.00pm at Ledbury Town Council Offices, Church Lane

Report of Meeting

Attendees: Councillors Howells and Morris, Griff Holliday, Sally Holliday, Patricia Wilkin, Christine Tustin, Nina Shields, Keith Francis

1. Apologies: None
2. The report of the last meeting on 25th June was agreed.
3. 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 Howells reported that the Town Council continues working to develop a Corporate Plan by end of the 2019 /20 year. An internal workshop has been held from which a draft is being developed for a further review.

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.

- Councillor Howells is making contact with local businesses to understand better local issues.
- *Visitor Website* – The meeting discussed a draft paper proposing work to revive the Explore Ledbury website. The meeting noted:
 - The current website was effectively “ownerless”
 - There was need for an established Ledbury organisation to take it on and be responsible overall for its content
 - It made sense for the website to be linked with the Ledbury destination brochure
 - There was need for good design – the meeting felt that the design of the current website was a good precedent
 - The website should continue to carry basic information about attractions, events and travel information drawing visitors to link to the detailed attraction and event promoter websites for detailed information.
 - The website should be separate from the Town Council website
 - Sponsorship funding should be sought from local organisations and attractions to contribute towards costs.
 - The most obvious Ledbury organisation to take on the lead responsibility for the website should be Ledbury Town Council.

The meeting agreed that a recommendation should be made to Ledbury Town Council to take over ownership of the current Explore Ledbury website.

Recommended (to be considered by Economic Planning and Development Committee): that Ledbury Town Council should take over ownership of the Explore Ledbury website, and develop with appropriate help a plan to upgrade the website, to provide for regular maintenance and to seek sponsorship.

A copy of the draft paper amended by the meeting is attached at the end of this report. The Explore Ledbury website may be viewed at www.exploreledbury.com.

Review 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

- She is planning a further meeting of the Ledbury Health Group in October.
- She has contacted the Town Clerk to establish representation from Ledbury Town Council on the Health Group. She is also seeking support from the Herefordshire Council ward councillors.
- She is attending a meeting of the Patients Participation Groups with the surgeries on 3rd October at which the merger of the Ledbury Surgeries is to be discussed

Councillor Howells confirmed that provision for expanding medical facilities was a high priority for consideration by the Neighbourhood Planning Group.

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.*

Consideration of future needs is a part of the work of the Neighbourhood Planning Group which is liaising with the Sports Federation.

- It was noted that the current Dymock Road planning application by Gladmans included a proposal for land for community purposes which could include sport.

- e) *Youth Council*

Sally Holliday reported:

- Safety Audit – as follow up to this, arrangements are in progress for a Police Local Neighbourhood Team drop-in at JMHS this term.

- Individual members have helped at the Carnival and the Children's Centre over the holidays.
- Options for Tree planting – a possible site in the Riverside Park has been identified.
- Members plan to help on Christmas Lights Day
- New members are being sought.

Councillor Howells said that he was looking to bring to the Town Council a proposal for the Youth Council to come under Ledbury Town Council's responsibility. Councillor Howells agreed to liaise with Sally Holliday on the proposal(s) to go forward.

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 still not yet been received by the Town Council.

Recommended: That the Town Clerk should chase up with Herefordshire Council when this document can be publicly available and usable.

Responses in the consultation on Traffic Management concern are to be taken forward.

Review at next meeting

g) *Visitor Brochure arrangements*

Budgetary provision for the update/reprint/distribution of the Destination brochure for tourist year 2019 has been included in budget. It was agreed that this activity should be progressed alongside revival of the Explore Ledbury website – the two are interdependent.

Recommended: That the Mayor and Town Clerk approach local visitor attractions to gauge their willingness to contribute to promotion costs for the website and destination brochure.

Action: Christine Tustin with Griff Holliday to develop a draft letter to Ledbury visitor attractions for the above seeking an indication of their willingness to contribute to printing and distribution costs plus funding for the website. Also to develop and circulate a list of attractions to be contacted for review by Town Plan Working Group.

There are still plentiful stocks of the Arrival brochure produced by the Traders Association – local shops are not replenishing as planned.
Post-meeting: Keith Francis has found out that approximate 10,000 copies are available at Homend Mews.

Christine Tustin will contact Rachel Lambert to send the Tourist map formats etc. developed by Joined Up Heritage and confirmed as freely available for general use to the Town Council for safe custody. **Action: Christine Tustin**

h) *Communications with residents and businesses*

The following were noted:

- Further newsletter from the Town Council printed in house and distributed.
- A parish meeting in respect of the Cemetery is being planned.

Review at next meeting

4. Any other business

- Councillor Vesma is understood to have visited the Haygrove Community Garden at Ross.
- The funding for community rail linked projects from West Midlands Railway was noted.

5. Next meeting – Wednesday 30th October 2019 at Town Council Office at 7.00pm.

Griff Holliday
For Ledbury Town Plan Working Group

24th September 2019

See next page for attachment