



LEDBURY TOWN COUNCIL

TOWN COUNCIL OFFICES - CHURCH STREET - LEDBURY

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25 February 2020

**TO: Councillors Bannister, Eakin, Harvey, Howells (Town Mayor) and Morris
Plus, non-councillor members**

Dear Councillor

You are invited attend a meeting of the **Neighbourhood Development Plan Working Party** which will be held in the **Town Council Offices, Church Street, Ledbury**, on **Monday, 2 March 2020 at 7.30 pm** for the purposes of transacting the business set out below.

Yours faithfully

Angie Price
Town Clerk

FILMING AND RECORDING OF COUNCIL MEETINGS

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A G E N D A

1. Introductions
2. Apologies for absence
3. Declarations of interest (Councillors only)
4. To receive the notes of the meeting of the NDP WP meeting held on 27 January 2020 (Pages)
5. Notes of the Steering Group – up to 19 February 2020 (Pages)

6. LSCA – Approval of capacity study area map with zones for the settlement boundary (Page)
7. Updated Project Plan (Page)
8. Updated Communications Plan (Pages)
9. Website – progress update, launch and news release (Pages)
10. Design Guide update
11. Employment sites update
12. Funding update
13. Dates of next meeting – Monday, 20 April at 7.30pm (TBC) plus future dates

LEDBURY TOWN COUNCIL

**NOTES OF THE MEETING OF THE NEIGHBOURHOOD DEVELOPMENT PLAN
WORKING PARTY HELD ON MONDAY, 27 JANUARY 2020**

PRESENT: Councillor Howells (Chair)
Nicola Forde (Deputy Chair)
Nick Fish
Ian James
Celia Kellett
Beverly Kinnaird
Paul Kinnaird
Ann Lumb

ALSO PRESENT: Angie Price – Town Clerk
Bill Bloxham - Consultant
Julie Knights – Practice Manager, St Katherine's Surgery
Annie Lindon - Note Taker

78 APOLOGIES AND INTRODUCTIONS

Councillor Howells opened the meeting and thanked the Clerk for the copies of paperwork provided at short notice.

No apologies for absence were received.

A request was made in respect of sharing contact details within the group. The Chair advised that he would be sending around a sheet for people to provide their contact details and that if they were happy for their details to be shared with other members of the group, could they please tick the appropriate box.

RESOLVED: that the form be sent around and members complete it accordingly in order to meet GDPR requirements.

79 DECLARATIONS OF INTEREST

There were no declarations of interest received.

**80 TO RECEIVE THE NOTES OF THE MEETING OF THE
NEIGHBOURHOOD DEVELOPMENT PLAN WORKING PARTY
MEETING HELD ON 14 OCTOBER 2019**

Anne Lumb advised that she did not recall agreeing to meet with other members outside the meeting to discuss how the group could influence others to become involved, as per note(4).

RESOLVED: That the notes of the Neighbourhood Development Plan (NDP) Working Party held on 18 November 2019 be approved

as a correct record, subject to the deletion of notes 70, paragraph (2) and 74(4)

81 NOTES OF THE MEETING WITH CONSULTANTS 9 DECEMBER 2019

Ian James commented that this had been a useful meeting and Councillor Howells advised the outcome was that the workshop had been held on the 7 January 2020.

RESOLVED: That the notes of the Neighbourhood Development Plan Working Party meeting held on 9 December be received and noted.

82 NOTES FROM WORKSHOP WITH CONSULTANTS HELD ON 7 JANUARY 2020

Members were advised that this meeting had been set up to review the work and timescales in respect of the review of the NDP. As a result of the meeting on 9 December, Cllr Howells (Chair), Ann Lumb, Nicola Ford and Paul Kinnaid all realised that trying to produce a settlement boundary as well as all the other planned objectives was not achievable within the proposed timeframe. Subsequently, they agreed new and more focused objectives as follows:

- Produce a settlement boundary;
- Conform to paragraph 14 of the National Policy Planning Framework (NPPF);
- Identify where the 825 houses can be built;
- Cover green infrastructure;
- Identify options for the 12 hectares of business land as part of the core strategy;
- Investigate infrastructure options for the priority areas: sports facilities, medical centre and railway station improvements;
- Review the Design Guide and incorporate into the revised NDP.

It was agreed that things that couldn't be achieved in this stream would be worked on as a parallel stream to continue after the NDP has been revised and to be used to inform the next iteration of the NDP and to inform input into the review of the Core Strategy. It was agreed that Carly Tinkler would guide the group in relation to this work.

Ian James commented that these were not two streams, but two priorities.

Julie Knights asked if identifying land for the medical centre is still a priority. Councillor Howells advised that when considering land allocation, identification of land for a medical centre, hotel and school will be a priority.

Councillor Howells advised that in terms of new medical facilities only possible locations can be identified at this stage, since it will take longer to work out the necessary detail with the Clinical Commissioning Group (CCG), so this work will continue in the second stream.

It was noted that Bill Bloxham would be focusing on the first stream of work in order to deliver on timescales. Carly Tinkler will be driving landscape work which is where the majority of the work on the second stream will be done.

Bill Bloxham will focus on the revision of the current NDP. Carly Tinkler will be driving landscape work which will carry on into the second stream.

RESOLVED: that the notes of the Workshop held on 7 January 2020 be received and noted.

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RECOMMENDATIONS FROM 7 JANUARY 2020 WORKSHOP

Bill Bloxham gave a PowerPoint presentation covering the following:

**a) Revisions of the Schedule of Work and project timeline.
Proposals that the work be divided into two stages**

Nicola Forde had prepared a new project plan up to September and was now waiting for comments from Carly and Sam, which the Clerk advised had been sent to Carly and Sam. Councillor Howells advised that Sam Banks should be included at all stages. Councillor Howells advised that he had a meeting scheduled with David Tristram, the Hereford Council Funding Officer and invited Nicola Forde to attend.

b) Proposals that an NDP Steering Group be set up to co-ordinate the work and manage the administration issues

Bill Bloxham had recommended that there should be a smaller steering group to make sure the project plan is kept up to date, co-ordinate communications and keep to timescales. Councillor Howells asked for three volunteers. Ann Lumb advised she may be interested.

RESOLVED that Nicola Forde and Councillor Howells to form the steering group.

c) Employment Land – is there a need for employment land allocation in addition to the Core Strategy 12 hectares site?

Bill Bloxham asked for the group's thoughts on this and there was some discussion about the 15 hectares extract from the Core Strategy, 12 of which will be south of Little Marcle Road. Ian James felt that as this land is occupied already it is not viable and Bill agreed. There was

also some discussion about the suitability of access to the site and the widening of the road.

Following discussions, Bill Bloxham advised that any land identified had to be deliverable and suitable. Employment land is important in maintaining a sustainable town otherwise people commute out. He advised things to consider were: are sites available, suitable and deliverable? There is a relationship between employment and housing, how critical is the 15 hectares to the population growth? Councillor Howells advised that the LSCA input will be very important in this area.

Bill Bloxham also felt that other small-scale employment sites should be considered, and whether policies needed to be developed for this. 400m² retail/office/leisure identified in the town centre would be subject to an impact assessment and covered in the second stream of work. Two questions that were raised were:

- Are there any areas identified for regeneration?
- Do the group want to define a town centre in the plan?

Councillor Howells advised that these questions should be re-visited in the second stream of work and were outside the remit of the revision to the NDP given the refocused objectives. Ian James felt that this could cause a delay if done now.

Discussion about land off Leadon Way and Bromyard Road. Councillor Howells advised that the people working with Carly will be looking at this; land for employment will be a priority, land for retail will not be.

d) Housing – is there a need for more housing allocation – are there any unmet needs?

Bill Bloxham provided a breakdown of the housing allocation during his presentation. He advised that there are two large sites currently being developed, plus the proposed Viaduct site. Councillor Howells advised that the development of these sites in Ledbury would more than fulfil its housing allocation, but just in case other sites should be considered.

Ian James asked if there would be a problem if the Viaduct site didn't go ahead as an alternative site would need to be identified, but the Viaduct would still be on the Core Strategy, Councillor Howells agreed that there would be a problem and that it was in the interests of all concerned that Bloor agree to changing the proposed access to the viaduct site and the development go ahead.

e) Services and Facilities – should NDP policies be criteria based rather than site specific?

There was discussion around the need for a new primary school but confirmed that John Masfield High School did have capacity for expansion.

It was felt that the canal protected area was unclear and Bill queried whether there was a need to contact the Canal Trust to define the protected area. The Clerk advised that she had received a letter from the Canal Trust in respect of membership and could provide the contact details to the group.

There was discussion about recreation areas on the Viaduct site noting that 4.5 hectares provided for football and rugby should be enough, noting that it takes into account population growth. Bill Bloxham advised the need to talk to Herefordshire County Council to identify what they use for their standard and what was their view of the need for further sporting facilities. Nick Fish advised that he had discussions with Ruth Jackson about a combined football facility which was the desired outcome, but also how other combined football facilities could be provided in a combined centre.

As far as current sports facilities are concerned, JMHS have available facilities for their pupils, but the town needs substantial increased sports land to be found and allocated. Bill asked if the working party were looking at other land for possible sports use and Councillor Howells advised that this was a priority for this version of the plan. Nick Fish confirmed that there were ladies football clubs within the town. Nick Fish also advised that the football development plan will incorporate sporting for the disabled and walking football.

It was advised that the LSCA would be investigating public access land and privately owned land.

There was discussion about a community hub for Ledbury and what this could include. Councillor Howells advised that facilities for young people could be a possible use, combining a youth centre, scouts area, drop-in centre. Ian James asked if this should be located outside the existing settlement boundary, Councillor Howells advised that it will be central and possibly with the health facilities. A question was raised about the availability of the old youth centre for this. Councillor Howells advised that this will be looked at but not at this stage of the plan. Councillor Howells advised that this would possibly be subject to public consultation.

f) Design Guide. Should the Design Guide be fully revised or tidied up with a view to incorporating existing proposals into the revised NDP?

Bill Bloxham advised the group of the need to identify and decide on the Design Guide. He showed Hereford's draft Design Guide. He also advised that the group could specify design guidelines for say regeneration areas if it was decided a new Design Guide should be commissioned and provide a framework for longer term developments, however, he advised this could be expensive to produce.

Councillor Howells advised that the current Design Guide could be incorporated into the NDP policies where appropriate with some revisions for example to include elements of sustainability. In the longer-term a more comprehensive plan should be developed. Ian James advised that the inspector removed reference to the design guide in the adopted NDP partly because it was an appendix. Bill Bloxham will ensure that in the revision of the NDP the Design Guide policies are properly incorporated and evidenced.

Bill finished his presentation and said that the comments made had been helpful to him.

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**WEBSITE AND SOCIAL MEDIA / FILING AND RECORD KEEPING
– STANDARD TEMPLATE FOR RECORD KEEPING**

Councillor Howells advised that it was an urgent requirement that the group have a website and social media sites showing all the documents being produced, using either the current Ledbury Town Council Website or re-institute the old Neighbourhood Development one, and that the sites are maintained and kept updated.

Councillor Howells advised that Herefordshire County Council have organised NDP workshops for those revising NDP's, one of which he planned to attend in April and hoped to discuss the document storage and standard filing at that time. He advised that he was attending and invited others to attend with him if they were interested. Ian James asked that two levels of access should be considered and that only completed works be published for public access and draft items should remain in a closed group. Dropbox was suggested, Nicola Forde advised that any electronic storage facility should be secure. It was agreed that a responsible person be identified for updating.

RESOLVED:

1. That the Clerk would bring this item to a meeting of the Council's ICT Working Party.

2. That Councillor Howells and the Clerk look at resources required to provide electronic and hard copy storage and availability of funding.

85

LCSA BASELINE EVIDENCE GATHERING – REPORT ON PROGRESS

Nicola Forde and Ann Lumb advised that they were working on this and that the timeline was the middle of March for baseline evidence for landscape work, end of May for final draft, public consultation in June and all information to Bill at the end of July with the final report ready at the end of August, with the SEA at the end of September. Councillor Howells asked all members to look at the list and see where they could help. Councillor Howells asked members to look at the list and advise where they would be able to provide help.

A copy of the proposed LSCA capacity study area boundary map was made available to members. The group were advised that Carly Tinkler had suggested the total area marked with red should be the boundary for residential, employment and other residential sites for the future between now and 2030-40. Councillor Howells asked everyone to look at this and feed back into the steering group. Nick Fish requested that the boundary around Heineken needed to be enlarged following the discussions around football pitches.

Councillor Howells, noted that the Clerk had advised that there was a need for burial land to be considered within the land allocation sites, advising that 3-4 years was required from the point of identification to point of use. Ian James advised that Carly needed to know if this was required in terms of planning. Councillor Howells thanked Ian James for this point and confirmed that he had made a note of this.

RESOLVED that Nick Fish should speak to Carly Tinkler about the boundary around the Heineken site and Nicola Forde and Nick Fish to undertake to get this changed.

86

CONFIDENTIALITY AGREEMENT AND DECLARATION OF INTEREST

Councillor Howells advised that a Declaration of Interest form would be drawn up for any conflicts of interest to be declared during the process. They were also advised that a confidentiality agreement would be drawn up and all members would be expected to sign this, without exception.

Ann Lumb advised that Carly Tinkler had advised that anyone doing fieldwork would require a letter of authorisation. The Clerk advised that she had this and, once signed by Councillor Howells, copies would be available for collection from the council offices.

RESOLVED:

- 1. That the Clerk will prepare a Declaration of Interest Form and Confidentiality form.**
- 2. That a signed letter of authorisation form was available for collection from the Council offices.**

87.

DATES OF NEXT MEETINGS

It was noted that the next meeting of the Neighbourhood Development Plan was scheduled for Monday, 2 March 2020 at 7.30 pm in the Council Offices and that the following meeting was scheduled for a provisional date of 20 April 2020 at 7.30 pm.

Signed

Dated

Ledbury NDP steering group (SG) agenda and actions

Members: Cllr Phillip Howells (PH), Nicola Forde (NF), Ann Lumb (AL)

Consultants: Bill Bloxsome (BB), Carly Tinkler (CT). WP = Working Party

Office: Angie Price (the Clerk, AP)

Action colour code: Red = still to do

3rd Meeting Wednesday 19th February 2020 – present PH, NF, AL and Bill Bloxsome to provide input into work being done/needs to done for the current plan and in particular to refine and put more detail on the project plan and timescales	Action
BB feedback on sports and recreation assessment and football in particular and PH reported on meeting that had been held between him and the Town and Swifts football clubs and the Ledbury Sports Federation on producing that assessment on what they need as a combined facility including other sports to be included – BB comment that we do need continue this process bringing all sports together and produce a report/plans that have to be realistic comparing what is needed to what is actually possible. He has a lot of expertise in this area to help do this, Agreed once the report from meeting has been produced share with BB and agree next actions to progress the whole matter of sports and recreation in the town for the NDP.	PH/BB
Community gardens, allotments and pocket parks/gardens and play spaces, informal sports facilities, new cemetery etc – need to liaise with other sports groups and community organisations as input, meet with Haygrove re community gardens ideas, meet with allotments people, need to capture list and maps of current green spaces (inc very small ones in developments), and play areas that exist around these developments. Need to ensure we work with CT and the groups to make sure all this is covered.	NF/CT
New developments & design guide – BB advised quantity and quality of open spaces and garden spaces was important to incorporate in new developments in the NDP and using the design guide to document this. Take relevant elements of current design guide and incorporate into the NDP policies as already agreed. This can be developed as we go but need to keep this principle as the guiding light for policy development. BB advised process is define the policies first, then review how and if the current design guide can be incorporated and where. Advised we should review design guide ourselves to judge if we need anything added.	
Agreed need Design Guide specific meeting to decide on options in email PH had sent to PN and IJ for their advice. Agreed invite them to the next SG meeting on 25/2 (or anytime 26/2 inc an evening) to reach a decision to recommend to the NDPWP.	PH
Industrial development matters – Heineken area and their plans are critical to decide on development options for around their land and nearby land being explored for sport so vital to understand this – PH to ask Nick for any Heineken contact as already agreed to hopefully set up a meeting with them and BB.	PH
Also need to find out more on waste land on west end of Lower Road trading estate and next to Leadon Way on plans for development to see if it can be incorporated in our 12 ha of employment land we have to identify for the core strategy.	AP (clerk)
Agreed need to write as for the community groups (adapt that letter as a template) to all employers (none retail – liaise with Traders Association for retail)	NF

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for input with the aim of liaising/meeting with them and major employers in the area in particular for their plans and ideas. Agree at next SG	
Project plan update – NF and BB have already updated with detail; shows that Aug 2021 may be the earliest practical adoption month! Timescale now: LSCA complete by mid-June/late June, consultation start prep early May for consultation start mid-June for 2-4 weeks(?), BB completes first draft of NDP end May to use for the consultation, edit feedback to complete first full draft, July to end August, then to HC to produce SEA by end Sept (depending on LTC approvals timescales), Reg 14 consultation 6 weeks from early Oct 20 to mid Nov, rewrite during Dec to finalise to HC by end Dec subject to LTC approval times. Then need Jan to July for rest of process allowing for compulsory consultation and update, referendum etc. Some minor edits needed on this updated project plan to then present to next NDPWP on 2 nd March.	NF
Action for future SG in next few weeks: walk around the town re green infrastructure and active transport links aspirations/ideas such as a Wellington Heath link (previous work done by PH), Dymock link along line of suggested canal restoration route (as discussed with Dymock NDP) etc	SG
Website – NF got 3 quotes but AP (clerk) advised Councillor Vesma may have option for a free site and to ask for his input, PH to contact him to arrange meeting already planned to include a decision on website (NF to be there if poss for that discussion) recommended route in order to get WP recommended decision on latest 2/3 to start work.	PH
Agreed urgent news release on progress to date, now gathering evidence for the LSCA and public input sought – ideally needing to out within 4 weeks (original plan by 9th March to allow time for website to be in place!) now needs to be extended by up to 2 weeks to end of March. Note from last meeting – agreed posters suggested not now needed at this point.	PH
Storage and filing – SB advised Dropbox not secure so recommend to WP not to use but rely on website and physical filing only. System still to put into place, after discussion with AP agreed need process in place to enter on to website etc to ensure AP approval, inc filing structure recommendation.	NF
Next meetings: 9-11am Tuesday 25 th February if PN and IJ free to come to discuss Design Guide, if not ask if they are free for any time Wednesday 26 th inc evening. Then 9-11am Weds 4 th March for planned connections 'walkaround' to include BB	PH
2nd Meeting Monday 10th February 2020 – present PH, NF, AL, also Christine Tustin (CTu) as a visitor and Maxine Bassett (MB) to help with comms plan update	Action
NF advised DF not able to devote time to project plan so take off the SG please. Agreed project coordination now as BB to work with NF to keep updated; BB to advise/do sanity check on how we are going/need to update plan. NF to actually update spreadsheet and advice SG on actions needed etc. A3 printout needed for meetings.	DONE

Ledbury NDP steering group (SG) agenda and actions

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Update of communications plan and related issues Agreed the NDP website is urgent priority to put in place, and agreed should be the NDP stand alone with a link to the Council website and not an integral part of it. NF getting 3 quotes for registering the domain name, webhosting, and setting up simple website for us to (probably) update ourselves. By ED&P meeting 13/2/20 if possible.	See next SG notes
Need urgent news release on progress to date, now gathering evidence for the LSCA and public input sought – ideally needs to out within 4 weeks (by 9 th March to allow time for website to be in place!). Circulate to: Ledbury Reporter, Hereford Times, on the website, social media (Facebook pages, twitter, Instagram, young person's site they use to get their engagement – these pages need setting up if not already in place), + posters? PH to draft for approval of NDPWP meeting 2 nd March	See next SG notes
Online and physical storage of information, need template for these: NF to contact Sam for advise on structured filing system and how this could be adapted for online storage and access – is Dropbox ok to use or not? How to differentiate between publically accessed info and security of info such as from landlords/owners of land that the examiner might need to see but not the public.	See next SG notes
Need to agree a picture naming convention for all LSCA and other pics inc views pics in order to refer back to documents referencing them. Agreed to advise groups all photos to be in the format: initials, reason for pic (SG agreed these should be as below) general location. Reason code suggested (by topic group): LU – Landuse (as is it used currently, or could be for some other use - put use now or could be in future into the name such, as for sport in future) VW – Views (consider attractive and should be maintained) Examples: PHVW top of Leadon Way looking south pic A Or: PHLU sport off Little Marcle Road looking south pic A	NF/CT
Comms plan doc PH send to MB and CT for any other input/notes they have on updating it, PH to then update then pass to BB and SB for approval and confirmation it meets requirements with aim of new updated plan for meeting 2 nd March.	PH/CTu/ MB
Next SG meetings 9am-11am Weds 19 th Feb and Tues 25 th Feb (meeting room booked) - ask BB to come to 19 th if poss to update timeline, ensure it has the extra detail needed to be clear on actions needed by when, inc critical path (CP) dates.	DONE
1st Meeting Friday 31st January 2020 – present PH, NF, AL	
Carly's suggested outside limit map for settlement boundary consideration by WP members for feedback to her by 31/1/20: input from Nick Fish to amend outwards to the west for sport/employment, input map from Ian James and Paul Kinnaird with other suggested south west extensions for employment/sport and a suggested extension from Bill Bloxsome passed direct to Carly were the only	ALL

Ledbury NDP steering group (SG) agenda and actions

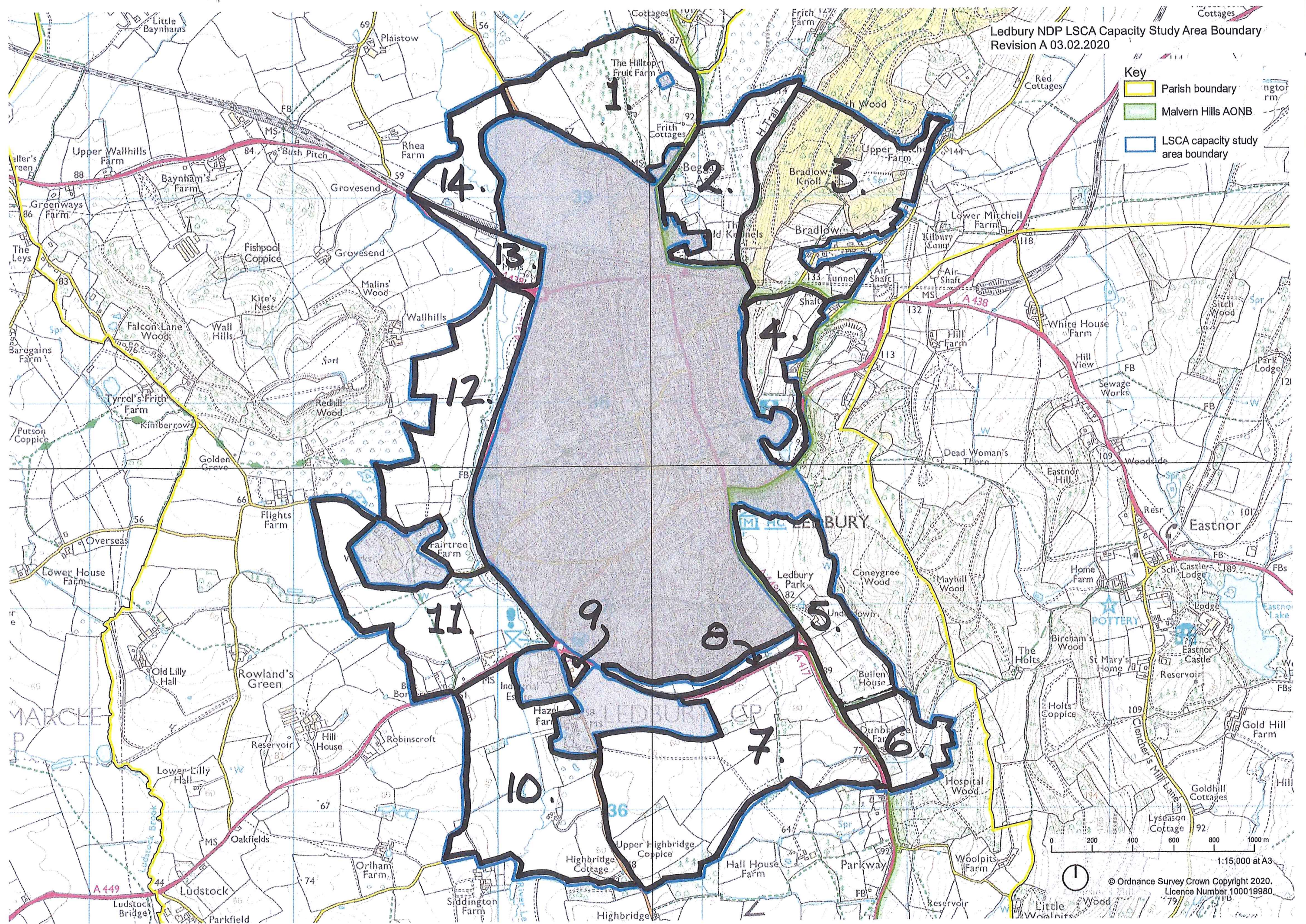
Members: Cllr Phillip Howells (PH), Nicola Forde (NF), Ann Lumb (AL)

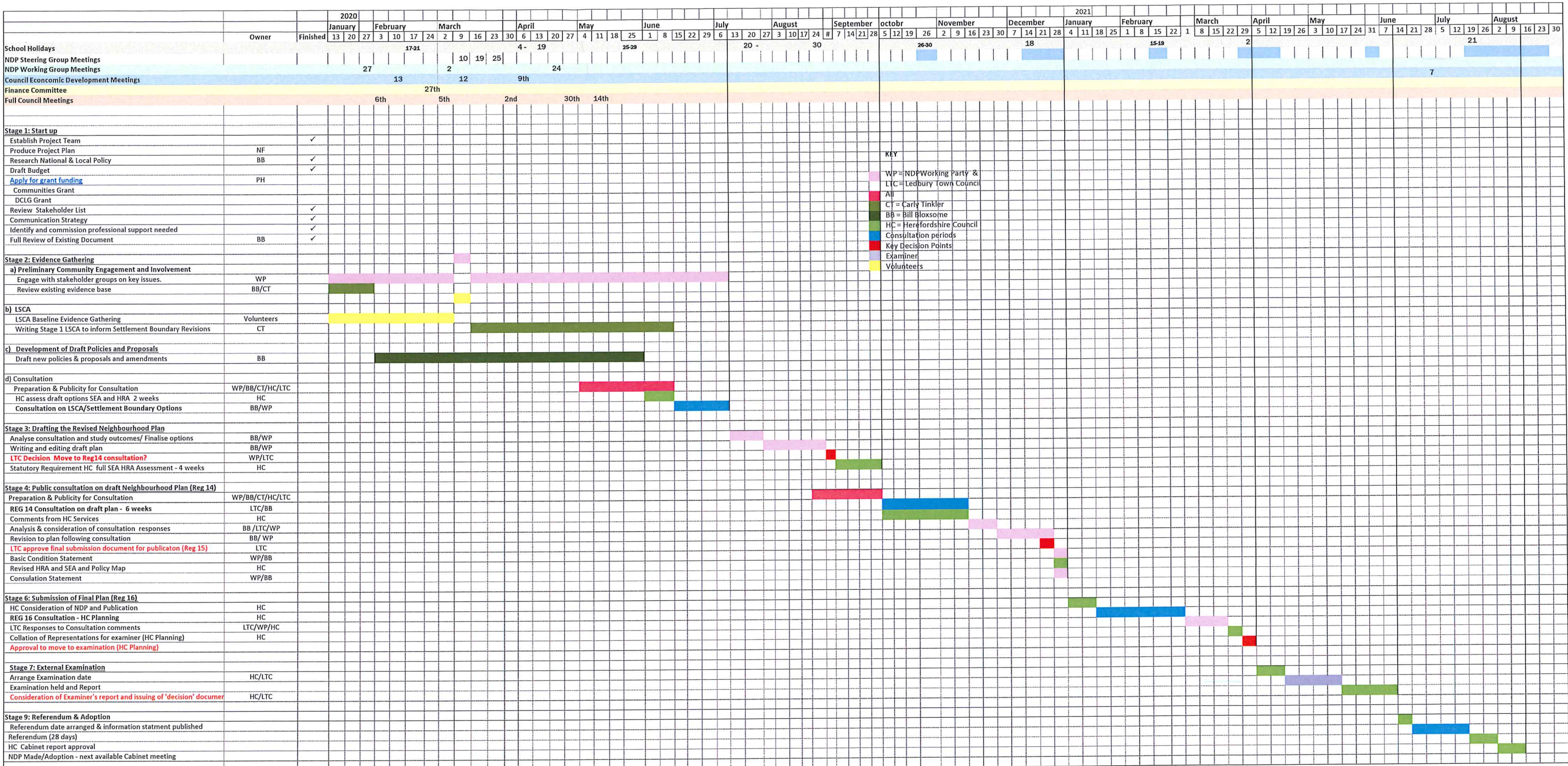
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suggestions – all passed on to her for review and amendment/final decision on where the limit should be for evidence gathering. NF to send her the maps and Ian/Paul additional notes when they arrive.	
Permissive letter – produced and signed by the Chairman/Mayor and 25 copies produced. AL, NF and PH took copies, rest left in the Mayor's office pigeon hole for collection by relevant LSCA task group members as needed. Master copy also in the pigeon hole should more copies be needed. Include reference for only to be used for the NDP in the confidentiality agreement.	PH
Need to produce confidentiality agreement (NF & PH to suggest/find other template docs that can be used to develop one. Declaration of interest form to be derived from Councillor version by the clerk and PH. Target date to have for signing by all WP and task group members, next meeting 2 nd March 2020 latest	PH/NF/ Clerk
Design guide (DG) progress – awaiting confirmation from Paul Neep (PN) and Ian James (IJ) whether or not current DG is sufficient as it is for integration of relevant content into the NDP policies (WP and BB - believe it is as it stands and if not BB probably able to do any minor updates needed for the purpose, but for evidence, IJ and PN advice sought for confirmation – as per emails to them by PH of 29/1/20)	See next SG notes
Project plan – Diane Fullerton (DF) and NF agreed to work together as part of the SG to keep up to date and WP on target	NF/DF
Budget/grants – Dave Tristram ((DT - HC Funding Officer) visited SG 30/1/20 and advised to start registration process for Awards for All (PH) asap. Meeting to be arranged for SG to meet with DT and Sam Banks (SB) in Hereford in next two weeks if possible to work on completing grant applications - Awards for All and Locality.	PH/ Clerk
Communications – current document needs substantial update with actions and timelines included. Website for NDP needed asap, agreed probably need to pay someone to set up and then keep up to date as advised by the SG, could be simple, NF to investigate and get quotes/ideas for next SG meeting. Need to review media used, timescales eg. for consultation notice, to get into Ledbury Focus. Need to focus on social media platforms used and different by age group as advised by DT. Agreed next SG meeting to major on this area Monday 10/2/20 9.00am (PH book room). PH to email current doc to SG members plus Christine Tustin (NF) and Maxine (NF - BB partner) to be invited to contribute, then pass to BB and SB for approval and confirmation it meets requirements.	PH
Next meeting Monday 10 th Feb 2020 9am-11am	





Ledbury Neighbourhood Development Plan

Communications and consultation plan

for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in January 2021

Communications and consultation plan objectives

1. To ensure the public (residents of Ledbury) are fully informed of progress as far as reasonably possible during all stages of enhancing the current Ledbury Neighbourhood Development Plan (the Ledbury NDP - which was adopted in January 2019)
2. To achieve this through a variety of media platforms so the public can comment or ask questions at any point and in particular during specific consultation meetings, discussions and organised events
3. To demonstrate that consultation has been adequately sought with all relevant stakeholders, including community groups and organisations, landowners and businesses likely to have an interest in or be affected by the development issues covered by the NDP
4. To carry out the number of specific consultation meetings and events necessary to substantiate sufficient public reach and volume of responses have been achieved to fully support, with adequate evidence, the resulting policies advanced in the draft enhanced NDP
5. To demonstrate that all feedback during the whole exercise has been fully considered in policy formulation and when necessary, reflected in changes to the draft NDP before a final version is produced
6. To ensure the evidence base and resulting policy formulation process has been formally documented, collated, filed and referenced in a structured format sufficient for easy and informed public access and ultimate formal examination before the plan can be put forward for an adoption referendum.

Communications plan

1. **Media to be used to advise the public of NDP development stages and to promote the specific consultation events will include**
 - Posters - on public notice boards, shop windows, in the library
 - emails to businesses, groups and organisations from council held permission based lists
 - Social media – Facebook including the various different Ledbury based Facebook sites*, twitter, Instagram, Town Council website, NDP website.
 - Local press – mix of news releases and paid adverts
 - Ledbury Focus – free monthly magazine with 6,000 copies and copy deadline two months ahead; we need to provide a preset page
 - Ledbury Reporter – weekly newspaper with a deadline of Tuesday for the Friday issue of the same week
 - Hereford Times – weekly newspaper with the same copy deadline

Ledbury Neighbourhood Development Plan

Communications and consultation plan

for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in January 2021

* Including: *(to be completed)*

- Voice of Ledbury: 2,863 members
 - Ledbury Community Action: 200 members
 - Ledbury Noticeboard: 6,452
 - Loving Ledders
 - Town Talk: Ledbury Politics: 230 members
- (Member numbers dated on 12/02/17)*

2. Preparation lead times

- March 2020 - First news release on progress and seeking stakeholder requests to provide input, help with evidence gathering and any policy ideas/formulation input
- May 2020 - Start advertising first public consultation event to be held in July 2020, including adverts, posters on notice boards and shop windows, social media and websites and email to all local organisations and groups
- June 2020 – Hold business breakfast and evening consultation events including invitation to the Ledbury Traders Association and business in and around Ledbury
- June 2020 – Design and produce consultation questionnaires available from mid-June with a returned deadline by end of July 2020
- June 2020 – Book venue and dates for public consultation, advertise using media indicated, organise and produce display materials, arrange refreshments, produce volunteer rota from the NDPWP to explain policies and encourage/collect completed questionnaires

3. Hard to reach groups*

- These will be reached in particular by posters delivered to where they could be expected to be read and seen – such as to the care homes, schools, food bank, library – and with consultation visits

*Including the following:

- Elderly people at care homes
- Disabled people via CVA
- Young people via BBI drop in centre & JMHS
- Disengaged people at the Food Bank
- Local fruit farms
- U3A Group
- Salters Hill
- Travellers groups

4. Resources available

Ledbury Neighbourhood Development Plan

Communications and consultation plan

for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in January 2021

- See table in the Consultation Plan

5. Timescales

- All communication materials to be ready during a June date of the NDPWP meeting for recommending to the ED&P committee for approval

Consultation plan

1. Overview

This consultation statement sets out how the Ledbury Neighbourhood Plan WP intends to consult on the formal public review and feedback stage of the NDP process leading up to a Reg 14 submission. The purpose of this consultation is to gain an understanding of the how the community and other stakeholders view the policy proposals as they currently stand.

The size of the Ledbury NDP area (the whole parish, which includes the town itself and surrounding countryside encompassed within the formal Ledbury parish borders) creates the biggest challenges to consulting on neighbourhood plan documents. The population of the plan area is close to 10,000 which presents certain challenges.

On the completion of the consultation and once the outcomes have been analysed, changes will be made to the policies based on these outcomes and in line with agreed related objectives – which may have also been refined as a result of the consultation..

2. How the consultation will be set up

- Event types
 - 2 day consultation event
 - Business Breakfast
 - Parents evenings
 - Retailers and traders evening consultation event
- Possible consultation venues
 - The Recreation Ground
 - Prince Rupert Green
 - St Martins Way
 - Community Hall
 - St Katherine's Hall
 - The Masters House
 - The Market House
 - Town Council offices

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3. Advertising and promotion

- As per the communications plan media platforms to be used

4. Format

- Each consultation event will display story boards of the process from the beginning to the position/story so far. In any subsequent consultations the format will consist of more of the same activities as in the previous consultation.

5. Staffing

- Set up and dismantle will require 6 people
- During the event the requirement will be:
 - 2 people to take contact details and issue questionnaires
 - 2 people to provide refreshments
 - 5 people to represent each of the subjects being consulted upon

6. Questionnaires/Surveys

- Same format for all consultations
- Agree Strongly, Agree, Don't Know, Disagree, Disagree Strongly and Do Not Understand the question.
- Easy layout with tick boxes and then a comment box for each objective or policy

7. Budget/resources

- See the NDP budget for overall budget estimates. We have allowed for up to £5,000 per consultation event, although in practice we anticipate a cost somewhat less per event as indicated in the table below.

Draft plan consultation

- Once the draft plan has been consulted upon and amended according, the final draft will go to an online consultation exercise combined with leaflet drop to all houses in Ledbury to promote the online exercise. This is anticipated to cost about the same as the public consultation event and will lead to the Reg 14 submission version of the new NDP.

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Consultation costs breakdown	£	£
		Total
Advertising:		
Ledbury Focus Advertising	130.00	
Banner - 8ft	80.00	
Posters - Vista Print A3 x 50	60.00	
Leaflets - Vista Print DL	65.00	335.00
Room hire – 2 days	90.00	90.00
Refreshments:		
St Katherine's Hall	50.00	
Primary School	50.00	
Business Breakfast	150.00	
Traders Refreshments	50.00	
St Martins Way	50.00	350.00
Consultation Materials:		
Story Boards Printing	600.00	
Display boards	800.00	
Questionnaires	500.00	
Consultant's time to help with story board content and questionnaires	1,000.00	2,900.00
	Total	£3,675.00

