



LEDBURY TOWN COUNCIL

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27 October 2020

To: Councillors: Bannister, Knight, Howells and Morris
And: Christine Tustin, Caroline Green, Judi Watson, Griff Holiday, Carol Smith, Peter
Arcscott and Nina Shields

Dear Member

You are invited to attend a meeting of the **Town Marketing, Tourism, Charter Market and Market House Working Party on Monday, 2 November 2020 at 2.00 pm** via Zoom, for the purpose of transacting the business below.

Please follow link to take part in the meeting:

Join Zoom Meeting

<https://us02web.zoom.us/j/86261859965?pwd=MmtCY0ZETzI1K0srNGxGenlEL2VuQT09>

Meeting ID: 862 6185 9965

Passcode: 723154

Dial by your location

+44 131 460 1196 United Kingdom

+44 203 051 2874 United Kingdom

+44 203 481 5237 United Kingdom

+44 203 481 5240 United Kingdom

+44 203 901 7895 United Kingdom

Meeting ID: 862 6185 9965

Passcode: 723154

pp. Angela Price
Clerk

A G E N D A

- 1. To elect a Chairman for the newly amalgamated Town Marketing, Tourism, Charter Market and Market House Working Party.**
- 2. Apologies for absence**
- 3. Declarations of Interests**
To receive any declarations of interest and written requests for dispensations.

Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by the Ledbury Town Council Code of Conduct for Members and by the Localism Act 2011.

(Note: Members seeking advice on this item are asked to contact the Monitoring officer at least 72 hours prior to the meeting)

4. Terms of Reference

- a. To receive updated Terms of Reference for the amalgamated Town Marketing, Tourism, Charter Market & Market House working party.
- b. To consider a shortened meaningful title for the Working Party – ‘Visitor Economy working party’

5. Tourism, Town Marketing, Charter Market & Market House Working Party Contact List

In order for Ledbury Town Council to hold and/or share contact information, each individual is requested to give their consent by completing a GDPR form.

6. Minutes

- a. To receive and sign as an accurate record the notes of the Town Market & Tourism Working Party held on 21 September 2020.
- b. To receive and sign as an accurate record the notes of the Charter Market and Market House Working Party held on 29 September 2020

7. Herefordshire Sustainable Destination Management Plan 2018 – 2022

- a. To receive an update on Visit Herefordshire and COVID-19 visitor economy recovery plans from Rachel Jones, Economic Development Officer, Herefordshire Council.
- b. To review the Herefordshire Sustainable Destination Management Plan 2018-2022 and make recommendations to Economic Development & Planning Committee on which actions Ledbury Town Council should consider.

8. Marketing & Tourism Strategy

To receive draft proposals for town marketing and tourism strategy for Ledbury from Cllr Howells and Cllr Knight and make recommendations to the Economic Development & Planning Committee.

9. Ledbury Chamber of Trade

To receive a motion from Cllr Morris, seconded by Cllr Howells, which has been delegated to the Town Marketing Working Party.

“That the Council begin and then build on business and constituent contacts in order to promote the town and its merits.”

10. Working Party Action Plan

To develop a Working Party action plan for recommendation to Economic Development & Planning Committee:

Suggested Working Party actions below for the meeting to discuss:

| Action | Lead Organisation/Person | Timescale or Completion Date | Resources Required |
|----------------|--------------------------|------------------------------|--------------------|
| Tourism | | | |

| | | | |
|--|---|--|--|
| Work with Visit Herefordshire | | | |
| Develop Aims & Objectives for the Visitory Economy | | | |
| Develop a draft plan which celebrates all things Ledbury, including events, history, buildings, businesses, arts & culture | | | |
| Update Explore Ledbury brochure | | | |
| Update & maintain Explore Ledbury website | | | |
| Tourism brown signs on main roads leading to Ledbury, ie, M50 | https://www.gov.uk/guidance/apply-for-brown-tourist-signs-on-roads-the-highways-agency-manage | | |
| Town Marketing | | | |
| Develop a Marketing Strategy for Ledbury, recommend adoption to ED&P Committee | Cllr Howells Cllr Knight | | |
| Deliver actions from the strategy | | | |
| Establish a Ledbury Chamber of Commerce for all businesses | | | |
| To coordinate the Town Council newsletter | | | |
| Charter Market | | | |
| Charter Market Aims & Objectives | | | |
| Develop Charter Market policy and criteria | | | |
| Increase diversity of stalls | | | |
| Develop a range of markets throughout the year | | | |
| Market House | | | |
| To recommend & oversee maintenance to the Market House | | | |
| Budget monitor projects for the Market House | | | |
| Promotion of Market House, including hire | | | |

11. Date of Next Meeting

To agree the date and time of the next Working Party meeting.