

**Subject:** FW: Marketing Church Lane to Visitors

**From:**  
**Sent:** 03 February 2021 12:16  
**To:**  
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Dear All

At our last meeting of the Board of Ledbury and District Civic Society we were considering the issue of recruiting more volunteers for the Butcher Row Museum. As part of this conversation the issue was raised of the joint marketing of the Butcher Row Museum, the Painted Room, the Church and the Heritage Centre to give visitors a more joined up visit to Church Lane. We realise that the Painted Room is the only paid attraction on Church Lane but wondered if there was any merit in us considering a more collaborative approach to marketing. One of the side effects may also be to give us a wider pool of volunteers to work alongside. At this stage we are just floating the idea to gauge your reaction and thoughts to such a proposal. I look forward to hearing from you.

Andy Tector

Chair,

### *Ledbury & District Civic Society*

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The Society's Objectives are: to stimulate public interest; promote high standards of planning and architecture; and secure the preservation, protection and improvement of features of historic, natural and public interest in Ledbury and the surrounding district

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