Agenda 4

NOTES OF A MEETING OF THE NEIGHBOURHOOD DEVELOPMENT PLAN WORKING PARTY HELD ON TUESDAY 30 MARCH 2021 VIA ZOOM

PRESENT: **Councillor Howells (Chair), Councillor Bannister, Nicola Forde (Deputy Chair) Ann Lumb, Nick Fish.**

IN ATTENDANCE: **Town Clerk – Angela Price**

APOLOGIES

Apologies were received from Councillor Knight, Councillor Harvey, Paul Kinnaird, and Helen l'Anson

162 DECLARATION OF INTERESTS

None received.

163 MINUTES

Members were requested to approve and sign the notes of a meeting of the Neighbourhood Development Plan Working Party (NDP) held on 2 March 2021 as an accurate record.

RESOLVED:

That the notes of a meeting of the Neighbourhood Development Plan Working Party held on 2 March 2021 be approved as an accurate record.

164 NOTES OF THE STEERING GROUP – 26 FEBRUARY to 18 MARCH 2021

Councillor Howells advised that the notes of the steering group held on Tuesday, 26 February were not present due to not being ready for the agenda in time.

RESOLVED:
That the notes of the NDP steering group from 26 February to the 18 March 2021 be received and noted

165 VERBAL UPDATE ON DECISIONS MADE AT ED&P AND FC MEETING HELD ON 22 MARCH 2021

Council Howells updated members on the decisions that were made in relation to the NDP draft documents at the Extraordinary meeting of Economic Development and Planning Committee and that Full Council Committee. He advised members that version 7 of the issue's documents was presented to councillors and that there were suggestions, including amendments from

Councillor Harvey. There will be an Extraordinary meeting of Economic Development and Planning on Thursday, 15 April to accept the draft issues documents.

The Consultation and Communications document was approved; therefore, it was decided that the 1st public consultation period would be from April to May 2021.

RESOLVED: That the verbal update on decisions made at the Extraordinary meeting of Economic Development and Planning and the Full Council Committee be received and noted.

166 **UPDATE ON PROGRESS WITH EDITING THE CONSULTATION DOCUMENTS**

Councillor Howells advised members of the progress that had been made with the following documents:

a. Issues and Options Report
b. Issues Leaflet
c. Issues Questionnaire
d. Communication and Consultation Plan

Councillor Howells had been asked to explain the major differences between version 7 and 8 of the issues documents. He advised that many of the maps had been changed, making it clearer to read and understand.

There was a lengthy discussion on the settlement boundary and policies, and it was advised that Councillor Howells and Nicola Forde would be speaking with Hereford Planners and Sam Banks.

It was agreed that any comments on version 8 of the issue's documents will need to be submitted by Tuesday, 6 April to submit to the Extraordinary meeting of Economic Development Planning Committee and the Full Council meeting on Thursday,15 April 2021.

After further discussion on whether the 1st public consultation should be all 'remote' as in the consultation Plan A due to covid restrictions, or if some presentation meetings as detailed in Plan B could be held towards the end of the consultation period as restrictions were lifted, Councillor Howells agreed that some meetings could be possible in person, providing that Covid-19 restrictions lift in the timescales envisaged, and that the plan and budget would be updated to reflect this possibility.

Councillor Howells shared his screen with members to go through the updated budget, which reflected the quotations that were received from the consultants. He reminded members that the quotations received will need to be approved by Council.

Councillor Howells advised members that a grant of £600 had been received from the AONB and that this will be reflected in the Consultation and Communications Plan.

RESOLVED: That the verbal update on progress with editing the consultation documents be received and noted.

167 **UPDATE ON GRANT APPLICATION, FUNDING AND BUDGET**

Councillor Howells advised members that the Awards for All grant will need to be submitted by Friday, 9th April 2021 to pay the consultants.

RESOLVED: That the update on grant application, funding and budget be received and noted.

168 **UPDATE ON FILLING**

Councillor Howells advised Members that the Office Administrator has recently updated the NDP website, and that relevant documents will be uploaded in the next couple of weeks.

RESOLVED: That the verbal update on filing be received and noted.

169 **TOPIC GUIDES 1-6 REVIEW ON INPUT INTO CONSULTATION PROCESS AND REQUEST FOR VOLUNTEERS TO UNDERTAKE REVIEW**

It was agreed that each of the current NDP draft topic guides will be sent to two independent people to read for comments before being posted to the website as documents still in progress, but sufficiently developed to be included in the 1st round of public consultation (which would in itself help inform completion of the documents). These people will also be asked to help test the draft consultation questionnaire (both the online and printed versions) before publication to ensure it was understandable and worked.

The following names were suggested:

Design Guide
Paul Neep and Paul Esrich

Employment
Ian James, Paul Kinnaird, and Caroline Green

Recreation and Open Spaces
Nick Fish and Caroline Green

Green Infrastructure
Paul Kinnaird, Anne Crane, and Nina Shields

Settlement Boundary
Councillor Bannister, Griff Holiday, and Councillor Chowns

LVBA
Griff Holiday, Celia Kellet, and Alan Pike

RESOLVED: That Councillor Howells send an email to the suggested names, asking whether they would be interesting in commenting on the Topic Guides.

170 DATES OF NEXT MEETINGS

To note that future meetings of Neighbourhood Development Plan Working Party are scheduled to be held on the following dates in the 2020/21 Municipal Year and that meetings will be held via Zoom until further notice:

Tuesday, 27 April 2021 - 6.30 pm

Tuesday, 25 May 2021 - 6.30 pm

Tuesday, 22 June 2021 - 6:30 pm

Meeting closed at 7:45

Signed ..... Dated

Agenda Item 5

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) Samantha Banks, Herefordshire Council (SB); WP = Working Party
Office: Angie Price (the Clerk, AP)
Action colour code: Red = still to do

Meeting 26 – Tuesday 16th March 2021 **Present: PH; NF; AL**	
1. Discussion of Feedback on Issues and Options Paper. SG discussed a significant number of comments on the Issues and Options Paper received from Cllr Harvey. Each point was discussed in detail during a 4-hour meeting and then followed up with the consultant and discussions held on agreed actions - summarised by NF on a separately prepared spreadsheet.	NF
2. Next SG Meeting Thursday 18th March 10:30	

Date	No	Comment from	Topic	Comment	Response/Follow up	Action Taken
15.3.21	1	Cllr Harvey	Issues and Options draft	This introduction needs to be rewritten to explain about the NDP update process, what the update is doing to address the important shortcomings in the adopted plan and to explain what this issues and options consultation is all about. It would be helpful if the shortcomings of the adopted plan were simply listed so people can see what the rest of the document is going to cover and for them to be listed in the order in which the follow-on sections tackle each point ... perhaps also in priority order, so people dive straight into the issues recognised as most important to get fixed. These should include: • Settlement boundary • Employment land • Community Facilities/Infrastructure – inc Healthcare and Sports • Lawnside as the identified retail growth point but also as an area for regeneration and redesign. Might need a separate development plan on a longer timescale? Discuss. • Town Centre boundary and Retail Core designations • Protected areas – reprotection of greenspace identified in UDP but lost in Core Strategy – query future status of Masefield's Meadow. Protection within settlement boundary of areas NOT for development – Ledbury Park, Sports Facilities, location of future canal basin and visitor centre, Green gaps between Ledbury and Wellington Heath to the north and Ledbury and Parkway to the south. Safe walking/cycling route to Wellington Heath and to allotments. Reprotection of designated route of northern extension to the bypass as set out in 2007-UDP.	For the public document this will be re-written and simple. Too much detail in suggested re-write. Agree simple list of issues	done
	2		settlement boundary option 2	Why is this being put forward as a credible option when it was thrown out by the previous examiner as being in contradiction of the NPPF requirement that an NDP is positively prepared? Evidence has previously been submitted to the planning inquiry on the Gladman Dymock Road site by the same consultant we are now employing to undertake our own landscape work which indicates that some further development to the south, to include a designated green gap would be feasible without having damaging landscape impact. How do we address this inconvenient truth? The previous examiner told us thatw e cannot 'allocate' sites which already have planning permission. Without site allocations we are unable to seek the protection of para 14 of the NPPF even with an NDP less than 2 years old.	Amend Option 2 map to take out references to allocations which are confusing and explaining that this is an option but not a good solution and why. Ask Samanthan Banks and Bill Bloxsome opinion about reference to examiner's comments.	in progress
	3		settlement boundary option 3	This boundary option is better but it has other things wrong with it, in that it seeks to be too prescriptive as to land use in some areas. i) Viaduct site – why stipulate where the employment land is to go on this site when the area immediately adjacent to the canal tunnel under the embankment is closest to the station and town trail for sustainable travel access, and is in the shadow of the embankment making it the worst place to put houses, and it also has an ancient stream coarse running down through it to the river? Why not propose that a greater proportion of the viaduct site remains designated for employment – say the land to the east of the saved route for the bypass extension? Put this as an option to people. There could be a smaller housing development along the route of the canal making the best of the views to the viaduct and the Wall Hills. ii) Why is it proposed not to include Ledbury Park in the settlement boundary and to make it an area protected from development? It is in the conservation area and in the AONB, why is it not considered part of the town? iii) Why is there not proposed to be protected land between the Little Marcle Road and the Hereford Road – i.e. protecting the setting of the ancient hill fort of The Wall Hills? iv) Why is the lower sloped area between the station and Beggar's Ash to the east of the Bromyard Road not included in the settlement boundary when it was identified as developable and deliverable in the Core Strategy SHLAA and it is likely to bring forward a nicer site for housing than a significant portion of the viaduct site? v) Why is there not an option to extend the allocation of land for sporting use round Leadon House to the Ross Road so that there is an alternative option for site access which is not controlled by Heineken? vi) Why is the land on the Barratts site which is blighted by industrial noise from housing development, and the triangle at the roundabout junction not proposed as an option for quiet employment use classes? Or to be designated as new allotments or as a Community Garden? vii) Why is the already identified, low landscape impact area to the south of the Barratts development not include in the settlement boundary as a genuine land allocation to include land for provision, in due course, of a two-form entry primary school? These land allocations to the south MUST come with a requirement for a bridge crossing of the bypass to connect with Shepherd's Close and the footpath/cycleway network through the Deer Park to the High School and the rest of Ledbury. viii) Why is land with high landscape impact to the east of the Bovis site not included in the settlement boundary and protected from development?	i) Viaduct site has now been given the go-ahead. ii) Ledbury Park has not been included in Settlement Boundary because BB has advised that this would make it vulnerable to development. iii) - this has been protected in Green Infrastructure section – BB to confirm what protection Green Infrastructure gives iv) Beggars Ash/Bromyard Rd – for next NDP v) No demonstrated need for more sporting land than has been identified. This not considered as option as Core Strategy says access off Little Marcle Road. . NICK FISH TO CONFIRM LAND HAS BEEN CONSIDERED BUT NOT BIG ENOUGH and CONTAINS BIODIVERSE POND – AND ANY OTHER REASONS? vi) Barratt's land and triangle of land are being proposed for employment but AGREE add in options for allotments and community garden. vii) For future NDP viii) High sensitivity land east of Bovis – within Green Enhancement Zone but not in settlement boundary as BB recommended this would make it vulnerable to development. CHECK WITH BB vix) Remove Masefield Meadows from GI – address issue in next NDP. MAP TERMINNOLOGY NEEDS TO BE SIMPLIFIED AND AMENDED INCLUDING REMOVING INAPPORPRIATE REFERENCES TO ALLOCATIONS AND PUT IN KEY TO COLOURS USED	vi) done all others items in progress

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	4		Settlement boundary questions	These both need to be changed and additional options included as mentioned above.	Amend questions in Light of changes above. Ask people to rank preferences	
	5		structure of report	Can we structure the report according to issues rather than geographical locations - because some issues - like employment - could have several different locations where options for solutions could be sited.	Yes re-title section 3 Employment and Recreation	Done
	6		Land for new Business	This should be about employment growth, which can take place on new land or can involve encouraging more densely concentrated employment use of existing land.Currently this latter point isn't being considered by the plan. The reason for having the employment class uses listed for the 3ha of land on the viaduct site was to focus on higher value higher density employment use classes for this area close to the station. The opportunity is there to have the ambition for the Homend Trading Estate beside the station to move into this use category and to take advantage of its proximity to the station and transport links to Hereford/NMiTE and the EZ to the west and to B'ham/Oxford/London to the east. The land blocks by the station occupied by the coach company, Bradfords builders' merchants and the upholsterer also have scope to move to these use classes and benefit from connectivity to the viaduct site, town trail and rail links. Additionally the Kennel's Farm site has scope for ground level eastbound platform access (big issue), additional parking (County Transport Strategy) and new business incubator units, farm shop, station visitor facilities (loo/refreshments) (all in County Economic Development Strategy)	Densification of existing employment sites is not being considered in this revision - should be in next NDP Kennel's Farm site is included in 4.2 - BB to confirm reasons why it shouldn't be within settlement boundary.	
	7		3.1	Para 3.1 Look - the main thing about this land block is that it was identified in the Core Strategy as the replacement employment land for the town when the viaduct site was flipped from employment to mixed use. The land block assessed was clearly identified in the SHLAA, the land owner (Heineken) stated at examination that they were happy for their land to come forward for employment use and the core strategy left it to the NDP to allocate the precise land area. The which was not done - so that now needs to be fixed. Alongside that, this area is agreed by Herefordshire Planners to be the ideal location for additional land to be allocated for sporting use. One block of agricultural land was in use for temporary sports fields when the original SHLAA was done, so this falls outside of the employment land allocation and can be reallocated for sporting use straight away. The options to be discussed are around how much of the land previously identified for employment use would be better allocated for sporting facilities, and therefore how much additional agricultural land should be allocated for employment and possibly also for future sporting provision under the updated NDP. It is possible to provide a 'plan B' for access to the employment and sporting land allocations by extending the land allocation to the field abutting the Ross Road opposite the new Cricket Ground on the Leddington Lane junction. This is something worth asking the public about - should teh NDP allocate sufficient land for sporting provision to allow for future demand for growth?	On evidence we have the site behind Leadon House is not appropriate (see response 3.v) above . The access from the Little Marcle Road gives access to the employment land and the recreation land and will allow funds from the Market Towns Investment Plan to be used if the project is approved. The Ross Road would only access the recreation facilities, PH CHECK WITH PLANNERS. BB TO PUT REASONING IN TOPIC PAPER 3	
	8		3.2Land for playing fields	In 2015 the Core Strategy Playing Field Strategy identified that Ledbury had a significant shortfall in provision for outdoor facilities. That shortfall has only increased with the additional unplanned housing development approved for the town. Let's keep it simple and state clearly what has previously been identified as the shortfall, what is now the assessed shortfall and what is needed as a realistic allocation to take the NDP provision out as far as the end of the current Core Strategy - i.e. 2031. Junior Football and Rugby both need additional space to the space they currently share on the Ross Rd playing fields. Adult Football also needs a new home if the existing	YES clarify/re-write for public document	done
	9		3.2 last three sentences	Is all this text really necessary? If there is a 'preferred option' location please can we have that explained in planning terms: • Colocation with existing sporting playing fields for shared use of changing and social facilities • Topography of land • Sport England qualifying criteria for 'Sports hub' • Access • etc	YES simplify for public document	done
	10		Question 2a	Question 2a is redundant. That need has already been identified. The public don't need to be asked to agree with it. It is a fact. A useful option question would be about the extent of the land allocation for sport (enough to address current shortfall, or sufficient to allow for future growth) and the provision of an alternative access point for both sport and employment land uses for the block between the Ross Road and Little Marcle Road.	Q 2a is necessary to show the examiner that the public has agreed this is a priority for this revision of the NDP Question about future need is for next NDP. The current proposals build in some capacity for future growth by specifying an all weather pitch.	
	11		Question 2b	No. This isn't an option question this is asking for support for a solution you're proposing (presently) without justification. If you must ask a question, ask about whether the public preference is for facilities to be collocated in a sports super-hub or distributed.	Re-write question stating 'to get support from Sport England any facility needs to provide for adult and junior football - do you agree this should be sited on the indicated site off the Little Marcle Road?'	done

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	12		Question 2C	Ledbury is identified in the Core Strategy as having an under-provision of amenity green space. Personally, I think this is incorrect because I'm not sure the assessment included the woods behind the town which are heavily used by local people for walking/cycling. However, I'm not one for looking a gift-horse in the mouth if the planners are saying more green space is needed. The Ledbury Sports Federation did an assessment of other sports' needs back in 2016 which could be used to find out what people's preferences were for expanding existing sports or introducing new ones. If the NDP had a vision for Ledbury 'A great place to Live, Work and Play', say, then positioning Ledbury as somewhere where people come to enjoy recreation and sport might mean it's valid to ask whether there are new recreational facilities which would be welcome and would complement the town's existing provision.		
	13		3.3 Accommodating employment and sports needs	This presupposes that sports facilities are utilising employment land and therefore the location of the sports facilities. Is this suitable for an options consultation?	Yes this is pre-supposed	
	14		3.3 ref Heineken Factory	The existing Heineken site is a location where it is possible to significantly increase the number of jobs located on an existing employment land footprint. Currently Heineken have reduced job numbers by 100 on their site by moving their entire bottling facility to Hereford. The site is presently extremely under-utilised and could deliver many more jobs that it presently does if other employers or employment uses were allowed on the site. Separately there is an existing AD facility presently dedicated to Heineken and only in operation for a fraction of the year which could be utilised by other local drinks based biomass producers. Additionally this facility could provide heat and power to the adjacent employment site if it were being managed in a joined-up manner. There's the opportunity for a question on more efficient use of AD/biomass and compostable waste management locally which would be useful. Especially when the Gloucestershire composting facility is just 5 miles down the road at Preston's Cross.	Yes we've consulted with Heineken and they're happy with this proposal. Anaerobic digester – Heineken are considering but this is outside the time-frame for this revision.	
	15		3.3	If you increase the density of employment on existing land footprints you reduce the need to find replacement land for any employment land reallocated for sporting use.	Outside the remit of this revision for the next NDP	
	16		3.4	There are also undeveloped land blocks on the Lower Road Trading Estate which would be equally suitable.	Agreed - but this plan is looking at the requirement in the core strategy for new employment. The next NDP should consider existing employment land.	
	17		Questions 3	3d) Increasing the density of employment uses of existing employment sites in the area of the station, Lower Road and Little Marcle Road?	Ask Bill Bloxsome (BB) if we can encourage a brownfield first approach to address this?	
	18		4.1	Quite inadequate. We have been criticised during the viaduct planning inquiry for not proposing an access off the Hereford Road to this site. This consultation should seek to reprotect the route of the bypass road extension through to the Bromyard Road which was given as the primary access to this site until removed from the Core Strategy at Examination. The mix of development on this site could be revisited as an option in this consultation, given that so much of the site is in the shadow of the embankment or close to noisy industrial development. Unplanned development which is already taking place to the south of the town, and recent flooding events bring the most appropriate mix of development on this site back into question.	Viaduct site has been given the go ahead	
	19		4.2	Not just the mode of travel but also Ledbury's connectivity to NMiTE in Hereford and to centres of employment along the Cotswold line and up into Birmingham	Too much detail for Issues and Options paper - Add this detail into Topic Paper 2	
	20		4.2	Should mention that the county Transport Strategy identifies strategic need for additional car parking at this location. There is also a need for ground level access to the eastbound platform for passengers and for the provision of platform services – refreshments and toilet facilities as a minimum.	Add Detail in Topic Paper 2	

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	21		Question 4	What does this mean? Is it really saying anything useful? Suggest to delete. Suggest option to improve access and provide additional parking and station facilities to the eastbound platform. Alternative option is to have all trains stopping to drop off and pick up passengers only from the current westbound platform and abandon use of eastbound platform altogether. This accords with plans under consideration to provide a section of new track in the Stoke Edith area to enable dynamic passing of trains on that section of the line, thereby negating the requirement for trains currently to 'pass' in Ledbury station by making use of both sections of track there.	Re-write question Options for railway platform access outside the scope of this plan. Add detail into topic paper 2	question re-written detail still to be added to topic paper
	22		5.1	Does the language used here need to be quite so confusing ... former ... latter ... what?	This is a technical report - will be simplified in public document	
	23		5.1	No. This is a silly suggestion and runs contrary to planning advice to contract town centres and to retain tight and defensible retail core. 3 out of town supermarket applications have been rebutted successfully without the need to include either Tesco or Coop within a designated Town Centre and there's no need to change things now. The supermarkets are where they are – within easy walking distance of the town centre for shoppers parking at these locations and wishing to make linked trips. The existing definition of the town centre (not subsequently endorsed by the NDP) should be included in the NDP as recognised. It's extension should not be offered as an option in this consultation. The adopted NDP stupidly extended the primary and secondary retail shopping area and made silly suggestions about the retail uses to be encouraged in the secondary areas. That does need addressing. The secondary areas should be contracted to remove their extensions up the Worcester Road, along the Southend, and the section beyond Market Street into Bridge Street. The run of retail frontage shouldn't go beyond Isaacs and Carey's on The Homend either. Or past The Feather's coaching access and The Talbot on New Street. All the alleys on the west side of The Homend should be secondary retail.	Planners suggested the town centre be extended to include the 2 supermarkets as they have a simbiotic relationship with the town centre (ie people using those supermarkets use town centre shops too).	
	24		Q5a	Please remove this as a question	Question 5a - AGREE REMOVE and Suggest new question covering 3 options: a) The current map showing shop frontages b) The current map removing Worcester Road and other questionable retail areas to be identified c) Proposal including the 2 supermarkets	Done
	25		Q5b	Is there a good reason to do this? If the distinction between primary and secondary is no longer relevant in planning terms – then by all means remove it – but the question should be about the option of contracting the retail core and the benefits this brings for the town.	Check on new designatins and rephrase question	Done
	26		5.2 Lawnside and Market Street	Why are you not making it clear that the Core Strategy identifies Lawnside as the retail growth point for the town and that the NDP needs to address this issue or rebut it? There is no need or reason to conflate development in these two areas in a single question.	Core Strategy suggests this as a retail area, circumstances have changed and the swimming pool has been refurbished. Outside the remit of this NDP Topic Paper 2 to rebut idea of this as area for retail BB	
	27		5.2	(Market Street) This is not a shopping area and is not mentioned in the Core Strategy. It is presently the concentrated location of the town's healthcare and nursing facilities. The adopted NDP tried to allocate space in the Market Street area for older persons housing without providing any evidence to substantiate the need for this or the suitability of the location or the willingness of the landowner. Other than that it was an excellent suggestion. This issue may well be overtaken by events, but Q7 is still useful. This question opens up the opportunity for such facilities to be located on either the Lawnside or Market Street sites.	Rename this section town centre regeneration and community services	Done
	28		Q6	What does this mean? The original community-led NDP group proposed that there was a separate development plan for the Lawnside Road area which needed more detailed discussion and planning with local stakeholders than they felt was able to be achieved in the timescale they were working to in getting the original plan adopted. Ha! Anyhooooo – that doesn't mean their idea isn't still a sound one if you are going for the still sporty 2022 timeframe for the update of the current plan. Lawnside needs looking at in the round and its development being extended to include the social housing flats in the area, the BT telephone exchange which can shrink to a much smaller footprint containing only the core copper and fibre connectivity, and the commercial premises, community hall, fire and ambulance stations and old youth centre		

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	29		5.3 sentence 3 = inefficient and fragmented	I'd be careful saying this if I were you, because it isn't.	Check medical services meeting report and amend if necessary.	In progress
	30		6.1 Green infrastructure	It needs stating that all the protection of Ledbury's green infrastructure provided by the Herefordshire UDP was lost in 2015 when the Core Strategy was adopted and this needs to be reacquired as part of updating the adopted NDP. First – please will you consider all the areas protected under the NDP and decide which of those you wish to re-protect. The Core Strategy talks in general terms about green corridors and enhanced green infrastructure but it doesn't tie it down and the NDP needs to do this detailed work.	Explanation is in Topic Paper 4	
	31		Green Corridors and enhancement zones Fig 6	This is just too confusing to try to get on a single map. Split it to deal with the green spaces and wildlife corridors that currently exist and need re-protecting. Separately show the enhancements to those corridors and the new areas proposed for protection on another map.	YES split fig 6 into 2 maps one with Herefordshire Council GI and one with both.	in progress
	32		6.3 first sentence	What does this mean ... we can only meet the objectives for these green spaces by accepting development within them? That's how it reads.	Re-write	Done
	33			Need to consider designating space to the north of the town for a woodland wetland to slow flash flood water on its way to the river.	Detail in Topic Paper 4	
	34		LSC1	Give it the name local people know it by – The Town Trail	AGREED	done
	35		LSC1	replace 'where' possible with 'whenever' possible	AGREED	done
	36		LSC1 add at end of 1st para	... and providing improved connectivity to the Town Trail	AGREED	done
	37		LSC2 suggest 1st sentence re-write	The Riverside Walk goes from the car park on the Ross Rd up to the Hereford Rd Roundabout and includes footpaths also on the eastern side of the bypass throughout that route.	AGREED	done
	38		LSC2	You should mention this extending to provide a safe, off-road footpath/cycleway connection to the Allotments at Burton's Lane.	AGREED	done
	39		LSC3	Should mention the Lake behind the church too which is a wildlife haven.	Consult with owner	
	40		LSC4	I think you are totally missing the wildlife corridor provided by the watercourse that comes down through Robinson's Meadow and New Mills and joins the Leadon between the Homebase and Little Marcle Road roundabouts – it's on Google Maps.	No it's in Fig 9	
	41		LSC5	Isn't it also important to reference the need for a protected green gap between Ledbury and Parkway with safe walking links between the hamlet and the town as well as connections over the Bullen to Eastnor and beyond. It looks like Ledbury Park might be included in this corridor but I think it may need also to be protected space within the settlement boundary.	Detail in Topic Paper 4 under LSC5 and LEZ3, which refers specifically to maintaining a green gap between Ledbury and Parkway. BB add reference to this green gap in the Issues paper under 'A new Local Enhancement Zone	Done
	42		LEz1	Good! (re footpath and cycleway)		
	43		LEZ1	Great! (re Wellington Heath green gap)		
	44		LEZ1	Woodland wetland etc. possibly up as far as the new Storesbrook Bridge, maybe with ponds etc for possible wetland/recreational amenity along past the allotments to the bridge. (re flood control measures)	Detail is in Topic Paper 4	
	45		LEZ2	Good yes – but its not going to be clear to the public what this means unless it is better explained.	Public document will make it clearer	
	46		LEZ3	If this is high ground above the Bovis development – then good.		
	47		Protected Green and open Spaces	This is a bit confusing after the last section – can it be better separated and explained?	RENAME: Green Space within the Town	Done
	48		fig 7	Not a clear enough distinction to be obvious on the map. Perhaps the areas need to be yellow instead.	Fig 7 - take off references to previous protection, and different colours so that proposal is just that all the green spaces identified are protected.	in progress
	49			as above		
	50			No. This is just too confusing. You're suggesting Masefield's Meadow is protected – that should be a question, I think. It might be something easy to agree with, but it's too significant and central not to be at least considered for other uses. You've got the closed churchyard included and the cemetery – which are both protected already and although they are green spaces, do they fit this description? But you've not got the Walled Garden park area and not the Upperhall Lake haven. I'm not sure that the two school sites fit this category although both are open and green. What happens when the primary school is extended to meet the needs created by the viaduct site and southern developments and when the JMHS site is built on to extend classroom provision, as is planned?	Remove Masefield Meadows - previously proposed as biodiverse green space but no evidence of this. Walled Garden should be included. Uperhall Park owner to be consulted. Schools, church yard and cemetery should remain as they do provide GI benefits - variously - flood mitigation, trees, public amenity, bioidiversity at the moment. Add to question 9a - 'Are there other green spaces you think should be included?'	in progress
	51		Q10	Nice open question		
	52		Q11	Good		

	53		Design guidance	This is very waffley. Can it be rewrded to say it is important to embed design preferences in policies in the body of the NDP so that they can be enforced as part of the town's planning policy framework.	YES RE-WRITE AS SUGGESTED	Done
	54		7.1	No – it was a member of the community-led NDP group who did this. LTC did not actually do anything except accept it. Probably kind to give credit.	Add in and 'local volunteers with professional expertise'	
	55		7.1	English - re-write - 2nd sentence	YES RE-WRITE	Done
	56		7.1	Careful – appendices aren't policies and can and will be ignored.	Suggest remove references to appendices	Done
	57		7.1	What!?!?! Can you not ask for assistance from the worthies at the Civic Society to put some intellectual grunt behind this and alongside the continued good offices of Paul Neep?	Not proposing a design guide to go with this NDP. We are proposing as stated to integrate design preferences into policies in the NDP. Paul Neep has commented on Topic Paper 1 where the proposals are listed. Propose a design guide be prepared before the next NDP.	

FS8

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) Samantha Banks, Herefordshire Council (SB); WP = Working Party
Office: Angie Price (the Clerk, AP)
Action colour code: Red = still to do

Meeting 28 – Tuesday 23rd March 2021 **Present: PH; NF; AL**	
1. Notes of Meeting 27 These notes were agreed.	
2. ED&P and Council meetings on 22nd March PH reported back from the meetings. They agreed the Consultation and Communication Plan v5 and therefore the aims and timeline for the consultation had been agreed too. It was agreed that work on updating the other consultation documents should continue and that the new versions should be sent to the full Council meeting to be held on 1st April. Members from ED&P and Council had been asked to give feedback on the documents (v7 editions) by first thing 29th March. The documents would then be edited again to be sent out to the ED&P to be held on 8th April (given the Easter holiday, the deadline for sending papers would probably be 1st April). There was to be an extraordinary Council meeting on 15th April to consider the final version of the consultation documents – documents to be sent out on 9th April.	
4. Outstanding Questions BB to be asked to make a case for excluding Ledbury Park, the Railway Station and the green triangle of land on the Bovis site from the settlement boundary. Does Bovis site on settlement boundary maps reflect Bovis' planning permission? Carl Brace, Sam Banks and Paul Esrich also to be asked their opinion on these issues particularly, but also to be sent the documents for comments. Sam Banks to be asked if she will attend the next SG meeting and to offer her the following dates March 29th at 2.30pm, March 30th at 10.30am, March 31st at 2.30 pm, 1st April at 10.30am, PH to contact all three . PH to ask BB what protection the green infrastructure corridor/zones give. PH to send feedback spreadsheet – which forms the notes from the SG meeting no 26 to Cllr Harvey. Ask her if it can go on the website.	PH PH PH PH

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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) Samantha Banks, Herefordshire Council (SB); WP = Working Party
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5.	**Updating Topic Papers** Topic paper 2 to be updated to include more detail about the site north of the railway station (Ledbury rail links and part in HC's Transport Strategy, access, extended car parking, platform facilities, possible business units) and to mention the County transport Strategy. BB to be asked if we should mention brownfield and vacant sites with a view to a policy on brownfield first in the NDP. Also need to consider Cllr Harvey suggestion to rebut HC idea that Lawnside should be for retail development and if that should be included in Topic paper 2 or considered unnecessary?	PH
6.	**Public Consultation Document and Questionnaire** Town Centre contraction option - figure 5: remove streets – the Southend beyond the Royal Oak, New Street beyond Acorns Green space section: add question 'are there other green spaces to add? Fig 9 – make all the greens on the map the same colour, remove Masefield Meadows and add the Walled Garden. NF to work with BB on updates for Thursday 25th mid-day. PH to ask Maxine to amend the questionnaire Add in sentence in consultation leaflet and questionnaire – if you want more detail please visit the website – link, or you can see large scale maps in (to be agreed?) public locations (library, church, etc) Covid restrictions permitting.	NF PH NF/PH
7.	Working party agenda. Apart from working party and steering group minutes agreed to send the 4 consultation documents, but not the topic guides. Let people know they are available to read and recruit two people to review each one on an on-going basis.	PH
8.	**Funding** NF and PH to talk about filling in the Awards for All application later in the week.	NF PH
9.	**Website** PH still working with Olivia on this. NF to send Olivia two paragraphs about the NDP process.	NF
10.	**Date of Next Meeting** Tuesday, 30th March at 10:30pm.	

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) Samantha Banks, Herefordshire Council (SB); WP = Working Party
Office: Angie Price (the Clerk, AP)
Action colour code: Red = still to do

Meeting 29 – Tuesday 30th March 2021 **Present: PH; NF; AL**	
1. Notes of Meeting 26 & 28. These notes were agreed.	
2. Discussion of Comments Received form Cllr Harvey on 29th March PH had responded to Cllr Harvey and sent her version 8 of the Issues paper. NF had summarised Cllr Harvey's comments and suggested action on a separate document, identifying people to contact for definitive answers to points raised and noting agreement or action already taken on other points. SG discussed all of Cllr Harvey's comments and NF revised and recorded agreed actions on the document (attached). PH to email Kevin Bishop, Carl Brace, Sam Banks, Paul Esrich and BB on a number of issues: the settlement boundary (options and specifically position of Ledbury Park and area north of railway station); the viaduct site (employment location and route of by-pass to Bromyard Road; Herefordshire Council's position on reviewing the town centre, Lawnside and its future. BB also to be sent Cllr Harvey's comments for feedback and to note sections which SG agrees should be added to, or reworded. NF to contact Francis Martin to ask if there has been any conversation/update with CCG since SG meeting with medical services representatives. AP to then get the updated consultation template signed. Final revision of Issues paper v. 9 (plus leaflet and questionnaire) to go out on Friday 9th April for LTC meeting on 15th April. (AP later said that the deadline was Thursday 8th April) Final feedback from councillors and others consulted needs to be received by 10:00am on Thursday 6th April at latest. This is very tight allowing only a couple of days for any re-drafting.	NF PH NF PH SG
3. Consultation Exercise PH to ask AP to organise the freepost licence. <u>Printing of Leaflet and Questionnaire</u> AP to be asked for formal quote for internal printing. We have one quote for external printing (£1,000) and NF will ask for a second external quote. Leaflet to have explanation of purpose on the front, instead of enclosing a separate letter about this. Bottom third of the back page for return postage details.	PH NF

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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) Samantha Banks, Herefordshire Council (SB); WP = Working Party
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	Royal Mail: To be booked after 15th April for distribution in May. NF to ring Royal Mail about the procedure. AP to be asked to book it. Volunteers: To be asked to help with data entry and talking to groups during the consultation phases.	NF SG
4.	**Funding** NF to do more work on Awards for All application which will cover MB's survey and analysis of consultation feedback. PH to apply for new Localities grant to cover work of CT and BB. Both applications to be completed by 9th April	NL & PH
5.	**Next SG Meeting** Tuesday 6th April at 10:30 am.	

Cllr Harvey comments on NDP issues and options draft papers 29.3.21		
Section	**Comment**	**SG responses**
1.Intro	Intro should include what the NDP is not covering and why	Intro has been amended, but focus is still on a revision to cover key gaps, not on what's omitted.
2. Settlement Boundary	Why is Kennels Farm not included as it is now closer to the town than much of the viaduct site – The only reason why it was rejected in the 2015 SHLAA was it was judged further away from the town than the viaduct site. But that was when the draft policies said access to the viaduct site was to be off the Hereford Road roundabout. The viaduct site is now accessibly further from the town than the Kennels Farm site - and all the other land blocks between the station and Beggar's Ash.	Location of Kennels Farm within the AONB is the main reason for its exclusion. Sam Banks advised that this site might be developed for improved platform access, car parking etc if allied to a Transport Improvement Policy. Paul Esrich of Malvern Hills AONB has reservations and would want a full option appraisal to justify such a development, as well as LSCA evidence. Bill Bloxsome advised that inclusion of this site in the settlement boundary would make it more vulnerable to housing development, should the other proposal fail for any reason. The land blocks are not included for the same reasons.
3. New Cricket Field	You are still not including the new Cricket field in the Settlement Boundary. Why some sports fields and not others?	The planners advise that Pugh's and the new cricket ground should not be within the settlement boundary (primarily because of the distance from the built area). The cricket ground should be included in green space and is in figure 8.
4. Employment/sports land	I still think you should include a larger boundary option bringing sports field area down to edge of Ross Road beyond Leadon House Hotel, and crossing road to include Cricket Club and possibly Pugh's auction site. You definitely need a second option to access this land block to avoid giving Heineken a ransom over the development. If you don't seek to provide this I will wonder why. Pugh's site would give you the extra employment land if you won't address intensification of employment on existing land. Which I think would be the responsible and pragmatic thing to do, given the lack of employment land development in Ledbury over the last 30 years!	The planners advise that access to new sporting land from the Ross Road has not been suggested before and would be a poor option given the speed and highway conditions at this location. There is also a pond in the vicinity of one potential access route and there no ideal vehicular access point suggested. The advice we have been given is that if planning permission were applied for with access off the Ross Road, it would be dealt with through the planning process and therefore an access suggestion is not necessary to be included in the NDP or settlement boundary. See 3 above regarding Pugh's site and 12 below regarding intensification of employment on existing land.

5. Kennels Farm	Given 2015 SHLAA comments you still need a logical reason not to include Kennels Farm (and in fact the other land blocks up to the Beggars Ash junction).	See 2 above
6. Ledbury Park	Also need to explain anomaly of Ledbury park being in Conservation Area but not Settlement Boundary	The planners' advice is that land in the Conservation Area or AONB doesn't have to be in the settlement boundary and that the SB essentially indicates a presumption in favour of development. Bill Bloxsome, Paul Esrich (Malvern Hills AONB) and the planners therefore all agree that Ledbury Park is better protected if it is not in the settlement boundary.
7. Viaduct site employment allocation	Stop giving explicit support to the location of employment land within the viaduct site. That has not been agreed yet and the NDP should not be providing support to the location proposed by the developer without sound evidence to support its reason for that.	The planners' response is: 'We have not received the reserved matter for this site. The NDP will need to be in conformity with Core Strategy Policy LB2.'
8. Settlement Boundary options Q1	These are still not real options. 1. Do Nothing 2. Do the thing that the examiner rejected last time 3. The Only Positive Option. Why don't you identify individual areas and let people choose in or out for each? Then you can concoct a proposed boundary picking and choosing from the amongst the land block options.	The 3 options were suggested by Bill Bloxsome and approved by Sam Banks. She added that 'all options should include a 'do nothing option' and suggested giving people the option to comment on including other areas, which we have now done. (See questionnaire)
9 Land for Playing Fields 3.2 Playing Fields There are no specific proposals for recreation in the current plan although there is a policy to support new or improved community facilities for the youth of the area subject to a number of criteria. Ledbury and District Sports Federation and its constituent clubs have identified the	The stronger point is this lack is identified in the Core Strategy 2015 Playing Fields Strategy which is an existing evidence base document to the current Local Plan.	Agree. Reference to the 2015 Playing Fields Strategy has been added.

need for further playing fields especially in order to meet the needs of the local rugby and football clubs.		
10. This includes Ledbury Town FC where its proximity to new housing recently granted planning permission may restrict its ability to play at levels that it has traditionally achieved.	This is simply untrue.Be very careful what you say about this and don't tell lies. The new housing has nothing to do with it and you know it.	This sentence stems from a misunderstanding by the author, rather than a lie. It has been removed from the text.
11. Question 2 b	The point here is about co-location with existing sports facilities. This avoids the need and expense of unnecessary additional social and changing facilities and makes best use of investment already made in shared facilities at the Ross Road. Colocation with existing facilities ensures the sports sites form a 'multi-sport super-hub' which consequently absolutely ticks Sport England's boxes.	The over-riding consideration isn't co-location of rugby and football, but it's an added benefit. The main driver is finding land for combined adult and junior football facilities, as required by Sport England.
12. 3.3 Employment	Why is it beyond the remit of the update to densify employment on existing land? Who says so and why	The focus of the revised NDP is to find new employment land, but we agree about intensification on existing employment land and will include a brownfield- first policy in the topic paper and NDP.
13. Question 3b) Exploring the potential for further employment land (restricted to uses) that can take place within or adjacent to a residential area without detriment to amenity in the vicinity of the Full Pitcher Roundabout? (Please tick one answer choice.)	Restricted to what uses? Perhaps the bracket is in the wrong place.	Agree. The brackets have been removed in the Issues paper and questionnaire.
14. Land North of	The fact that the viaduct site has	The planners and Bill Bloxsome all agree that

the Viaduct and Railway Line	been given the go-ahead is no reason not to seek to protect a previously protected road route through to the Bromyard Road. It is not out of conformity with the Core Strategy to do so. It is very much in alignment with local sentiment. The route of the canal has not been agreed through planning permission. If you don't try to do this there had better be an explanation – based on planning law – as to why not.	protecting the road route through to Bromyard Road is not deliverable, raises expectations unreasonably, could aggravate Bloor and should not be included.
15. Ledbury Railway Station 4.2	Why would you shy away from mentioning the county level strategic support for additional parking at the railway station? Surely this is useful in planning terms.	Agree. This is now referred to in the Issues paper.
16. Shop Frontages **Figure 5:** Replace with new Figure 5, as in Fig. 4, but with frontages in black and remove - Worcester Rd. most of Southend,. The Homend beyond the old Methodist Church and the Gunmakers, New Street below the takeaway below the Talbot and the entrance to Market Street.	No. That is too far. End it at The Talbot and opposite at the estate agents to the left of the Feathers coaching arch	The planners have confirmed they believe it is useful and advisable to look at the town centre definition and related issues, as proposed in the revised Issues paper. It's reasonable to present different options and be open to as wide a range of views as possible at this first consultation stage. The actual detailed proposals for where any town centre definition starts and ends will be in the policy when drafted based on this broader question of what if any town centre definition people would like to see in place.
17 **Figure 6:** NEW MAP showing enlarged area to include Tesco (and the petrol station opposite) and Co-op. Worcester Rd. and most of Southend removed.	Do not do this. No-one is asking for it. If they are, as ward member I want to see it in writing before you include this option. I simply do not believe that planners have requested this until I see it with my own eyes.	See 16 above.
18 **Town Centre**	The identification of Lanwside as a retail growth point for the town as it grown is not predicated in the	The Issues and Options paper doesn't refer to Lawnside in these specific terms. It proposes a co-ordinated approach to the regeneration of this

Regeneration 5.2	core strategy on moving the leisure facility. There is no mention of this. Why suggest that 'the situation has changed' as regards this area being a retail growth point? Where's is your evidence for this? Explain.	mixed-use area of the town. It's understood that any proposals for Lawnside would need to consider existing uses on the site.
19. Health and Emergency Services Its current accommodation is inefficient and fragmented and although provides for present needs, would not be able to meet expected population growth, and is unable to accommodate the range of other NHS and associated services expected for a modern health service practice.	Are you still checking this. Who says this is the case. Certainly not the strategic Facilities Manager for the CCG when I last spoke to him (2 weeks ago).	This section has been reworded and reflects the view of the Ledbury Health Partnership.
20. Question and Section Numbers	I suggest to avoid confusion you number the questions to align with the section numbering. Use A,B,C or whatever if there are several questions.	Agree and the question numbering has now changed in all the documents.
21. Green Infrastructure	Lots of changes yet to be made. Will reserve comment until revised document available. Don't forget the Lake –	Figure 8 covers green spaces in, and close to the town centre and includes the lake. A question asks people to identify other spaces for inclusion.
22. Design and the Environment	Really not sure whether this is going to provide adequate policy protection/direction. Will reserve judgement for now. Think you should separate question on climate change from design.	This section has been reworded and a separate question added on sustainability.

Ledbury NDP Steering Group (SG) agenda and actions

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Action colour code: Red = still to do

Meeting 30 – Tuesday 6th April 2021 **Present: PH; NF; AL**	
1. Notes of Meeting 29. These notes were agreed.	
2. **Discussion of Feedback on Issues Paper, Consultation Leaflet and Questionnaire** Feedback has been received from Nick Fish, Helen l'Anson, Diane Fullerton and Celia Kellet, all of whom were generally happy with the documents, but think numbering of the sections should be changed to avoid confusion. SG agreed and NF has changed the questionnaire accordingly. LTC has decided to include an additional question to ask about preserving the route of the by-pass via the viaduct site. PH to draft this under section 3. SG discussed amendments to the Issues paper which address some of Cllr Harvey's comments. AL to complete and send to PH to check before sending to BB for further comment and inclusion of new map, figure 8. BB will also be asked to update Topic Paper 2 to include proposals on the area north of the railway station, for the town centre and a brownfield first policy. NF to finalise questionnaire and leaflet. PH to ring SB for feedback on key issues on 7th April.	PH AL PH NF PH
3. Other Matters <u>Leaflet Postage</u>: SG discussed A4 or A5 leaflet size. It is currently 8 sheets of A4 but cramped. The questionnaire is 3 sheets of A4 and together with an envelope, weighs about 47g. Price of postage is dependent on weight and likely to be around 50g (£520). SG agreed that the leaflet had to be easily readable and that the whole of the back page could be used as freepost envelope/label. PH to look at choice of A4/A5 and best option. PH to ask AP to get freepost licence (having checked a dummy) or decide on including a pre-stamped envelope for the questionnaire. <u>Funding</u>: NF has been in contact again with Dave Tristram and will look at Awards for All application this week. PH is working on the Localities grant application form for the second grant.	PH PH NF
4. Next SG Meeting Thursday, 8th April at 10:30am.	

Ledbury NDP Steering Group (SG) agenda and actions

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Meeting 31 – Thursday 8th April 2021 **Present: PH; NF; AL**	
1. Notes of Meeting 30 These were accepted.	
2. Feedback on Issues and Options Paper (V8) to Date Paul Esrich is against developing land north of the station, agreeing with CT's position. He thinks that other options including a ramp/lift need to be explored. Similarly, he is opposed to land towards Beggars Ash being developed. Paul Esrich and all the planners say that Ledbury Park is better protected if it is not in the settlement boundary. The new cricket ground is too far away, according to the planners, and should not be in the settlement boundary, but it must be designated green space (see figure 8). The planners said that access for the sporting facilities off the Ross Road has never been raised. It's a fast road with difficulty of access and a pond in the way for one potential access option. It's not in any planning application and any consideration for such access would be dealt with through the planning process. Answers from planners and others to be sent to Cllr Harvey when all feedback is received and within the next 2 or 3 days. <u>Issue of by-pass extension (question 3a)</u>: PH had discussed this with Kevin Bishop, Carl Brace and BB, who has provided a written response. All consider the proposal undeliverable and ill-advised. It would raise expectations unreasonably and could aggravate Bloor. Challenges by Bloor or the planners could delay getting to Reg. 14 and negate the whole document. PH to advise LTC of possible consequences. SG agreed that this issue should not be included in the consultation documents.	NF PH
3. Consultation NF pointed out the problem of responding to Facebook comments, including on the above issue. Haygrove should be consulted on all issues including the access road to sporting facilities and their proposed community garden. PH to follow up on letter received from Haygrove to ED&P. SG agreed need to review (with MB) the list all companies, other organisations and the community groups to be consulted in line with the communications document and determine whether the leaflet and/or a meeting is appropriate in each case.	PH SG
4. Finalising Issues Paper, Leaflet and Questionnaire NF to rewrite advantages/disadvantages of town centre proposals and send to PH.	

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Ledbury NDP Steering Group (SG) agenda and actions

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)
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	PH to finalise the Issues paper (V.9) and the questionnaire. NF and AL to finalise leaflet with additional text on the front inviting people to contribute. All documents to be ready for distribution to ED&P and Council by 9th April at latest.	PH/NF/AL
5.	**Other Matters** Royal Mail require a 3-week lead in for distribution and need to know the weight involved. 5,000 items at 60 – 80 grams would cost £620 (£600 in budget). We could include a label to re-use the envelope. Postcodes for all addresses in Ledbury and the immediate surroundings can be found on the Royal Mail site. With about 1,000 leaflets spare, it will be possible to send the consultation leaflet to all business and community groups (N.B. including Parkway WI). Royal Mail to be booked after 15th April and AP to be warned of timetable for printing and distribution in the week of 19th April. NF to obtain 3rd quote for printing. NF suggested that the questionnaire should be on A4 + Freepost details at back. NF to work on this and mock-ups of the leaflet and questionnaire to be sent to councillors by Tuesday 13th April, before the ED&P LTC meetings on 15th April. AL suggested that BB be contacted to update Topic Paper 2 in line with proposals now included in the Issues paper. PH to contact BB about this. <u>Financial Matters</u>: Applications for grants are being worked on by PH and NF. NF to chase Dave Tristram again next week (Tuesday) about the Awards for All grant. PH to ask AP to let the consultants know that their quotes have been accepted. <u>Website</u>: The whole site is much improved, but some of the original content is in the wrong place and needs changing and renaming. PH noted the necessary changes and would contact Olivia to implement them. SG to talk to MB and possibly involve her in the next SG meeting, to get documents on the website and prepare for consultation.	PH NF NF/PH PH NF/PH PH PH
6.	**Next SG Meeting** Friday, 16th April – 10:30am (to include MB?)	

Ledbury NDP Steering Group (SG) agenda and actions

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Action colour code: Red = still to do

Meeting 32 – Friday 16th April 2021 **Present: PH; NF; AL**	
1. Notes of Meeting 30 and 31. These were accepted with some amendments.	
2. Actions/Communications Agreed PH to contact BB to request update of Topic Paper 2 to go on website and to ask question on implications of green infrastructure proposals (e.g for landowners), suggesting including a paragraph on this in Topic Paper 4. PH also to ask BB if he would like to attend WP meeting on 27th April for the Gladmans presentation. PH to email Sam Banks and planners thanking them for their recent feedback. AP to be asked to confirm that the arrangements and notice for the extraordinary council meeting on 22nd April are still applicable. AP also to be asked if a planner will be present at the WP meeting on 27th April. NF to look at responses to Cllr Harvey's comments and forward to PH to finalise and send out a.s.a.p. NF to respond to feedback from Ian James. SG agreed that his question concerning talking to large employers about possible relocation to the Little Marcle Road was a good one, that this would be raised during consultation and could be included in a business breakfast arranged to answer various questions in late May. LVBA: PH to send his completed material to CT by 23rd April, suggesting others' contributions might be included as an appendix. CT also to be sent Topic Paper 3 (recreation and open space) with target date for completion of Topic Paper 6 draft by 7th May. An agreed draft can then be online by 14th May for use during the consultation phase. SG discussed several revised GI and settlement boundary maps, agreeing to use the most recent versions because of their clarity.	PH PH PH NF & PH NF PH
3. Funding PH is part way through completing the Localities grant application and NF has covered most of that for the Awards for All grant. NF needs to chase Dave Tristram today. Funding will be for work after 6th July.	NF & PH
4. Printing and Distribution NF had obtained a 3rd quote for printing on heavier paper (130gsm) – 5,000 leaflets would cost £769, 5,000 questionnaires, £598. The 2nd quote on 80gram paper was £1166 for the	

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	leaflet, £942 for the questionnaire, much more expensive. AP quoted £243 for all the printing. NF suggested going back to the 3rd quote for printing the leaflet on 80gram paper and printing the questionnaire in-house. This would not involve stapling and therefore reduce workload for staff. Mock-up being worked on by NF will be forwarded for approval shortly and completed for office to copy and post to councillors on Monday 19th April. PH to check with AP that this is possible. AP to be asked about suggested in-house printing, with help from volunteers to fold, stuff envelopes etc. Budget currently underestimates printing costs but covers consultation boards separately and has a contingency of £450. SG discussed regarding the use of a Freepost licence, the re-using the envelope and using a Freepost label. MB to be asked her advice and AP to be asked to arrange the Freepost licence. Royal Mail delivery: If approved on 22nd April, the distribution of the consultation document should be booked on 26th April to be sent out in the week commencing 17th May. PH to ask AP to arrange.	PH SG PH PH
5.	**Website** PH has spent considerable time determining which documents are current and in order to go on the website and removing others. Olivia is close to getting the website ready, liaising with PH. LSCA papers were considered and SG agreed that just the relevant meeting notes and final draft of the LVBA should go on the website. SB is likely to recommend that only the latest versions of documents should be on the site and has yet to give further advice on what should/should not be on.	
6.	**Other Matters** Olivia to provide minutes of last WP meeting by 19th April to go out with agenda and papers for next WP meeting on 27th April by 21st April at latest.	PH
7.	**Next SG Meetings** SG Meeting 33 with MB on Thursday 22nd April at 10:30am – questions, including advice on handling Freepost details, to be prepared. SG Meeting 34 on Thursday 29th April at 10:30am.	

7(a)

Ledbury Neighbourhood Development Plan 2021-2031

Issues and Options

April 2021 (v9)

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Ledbury Neighbourhood Development Plan

Introduction

Ledbury Town Council is undertaking a limited revision of the town's Neighbourhood Development Plan (NDP), which addresses several matters upon which there was insufficient evidence or clarity to support inclusion in the first NDP. These issues primarily involve the identification of a settlement boundary for the town's built-up area, but also the provision of more employment land, safeguarding local green space and promotion of a range of design matters. In addition, a number of planning permissions granted while the plan was being prepared or subsequently have produced added pressures upon facilities, the need to provide playing fields being one of the most notable.

There are limits on how much the original NDP can be changed, the issues which it includes and those which will be deferred for future NDPs. A comprehensive review will be undertaken alongside the review of Herefordshire Local Plan Core Strategy (The Core Strategy) that will set out requirements beyond the current plan period of 2011 to 2031 and which is projected to be adopted in mid-2024.

The current Core Strategy contains a range of strategic or 'high level' policies that the NDP must comply with where they are applicable. They include two general locations where notable change should take place – land to the south of Little Marcle Road to provide employment to match housing growth and land to the north of the Viaduct and Railway Line to be developed for housing and employment. The Core Strategy also supports efforts to maintain and enhance the vitality and viability of the town centre.

This document sets out the main issues that the NDP intends to cover so that the community can express its views upon any revisions before the Town Council finalises its draft plan. The community will be consulted again when that draft plan (referred to as the 'Reg 14' version) has been prepared. Where possible this current document presents some options upon which residents may wish to express a preference. The key issues for the review are:

- Defining a settlement boundary around the town within which development to meet identified needs can take place, to protect the character of the town, and to prevent unrestricted growth into the countryside.
- Accommodating the recreational needs of the town and its surrounding area, especially meeting the shortage of football playing fields.
- Retaining the ability to accommodate the Core Strategy requirement for 12 hectares of employment land to the south of Little Marcle Road.
- The need to improve east-bound platform access to Ledbury Railway Station, thereby promoting this more sustainable travel option.
- Supporting the town centre, including enabling it to accommodate improved health and other community services.
- Retaining and enhancing green space (green infrastructure) within and surrounding the town for both the community and wildlife.
- Promoting good design in its many forms.

1. Defining a Settlement Boundary

1.1 Further work was considered necessary for the NDP if it was to include a settlement boundary. There are both advantages and disadvantages to defining a settlement boundary. The principal benefits are considered to be that it provides greater clarity and

certainty about where most forms of development might take place; protects the countryside and important landscapes; enables sites to be brought forward for development through consultation with the community rather than relying on windfall sites brought forward by others; and is a well understood and accepted planning tool.

Disadvantages include that it can lead to 'cramming' inside the boundary; potentially increases land values; and leads to accusations of being a crude and inflexible approach. On balance, it is considered that a settlement boundary should be defined. Options might be influenced by how it is proposed development pressures should be accommodated. It is emphasised that currently the town has met and exceeded the required level of housing growth through policies in the Core Strategy and planning permissions and consequently this interim review does not propose any new housing sites. That should await a fuller review when the updated Core Strategy is rolled forward.

1.2 Options that are presented for consideration are:

Option 1: Not to define a settlement boundary, but rely simply upon site allocations comprising those undeveloped housing sites with planning permission, the Core Strategy Strategic Housing site, and proposals for new uses identified by other studies.

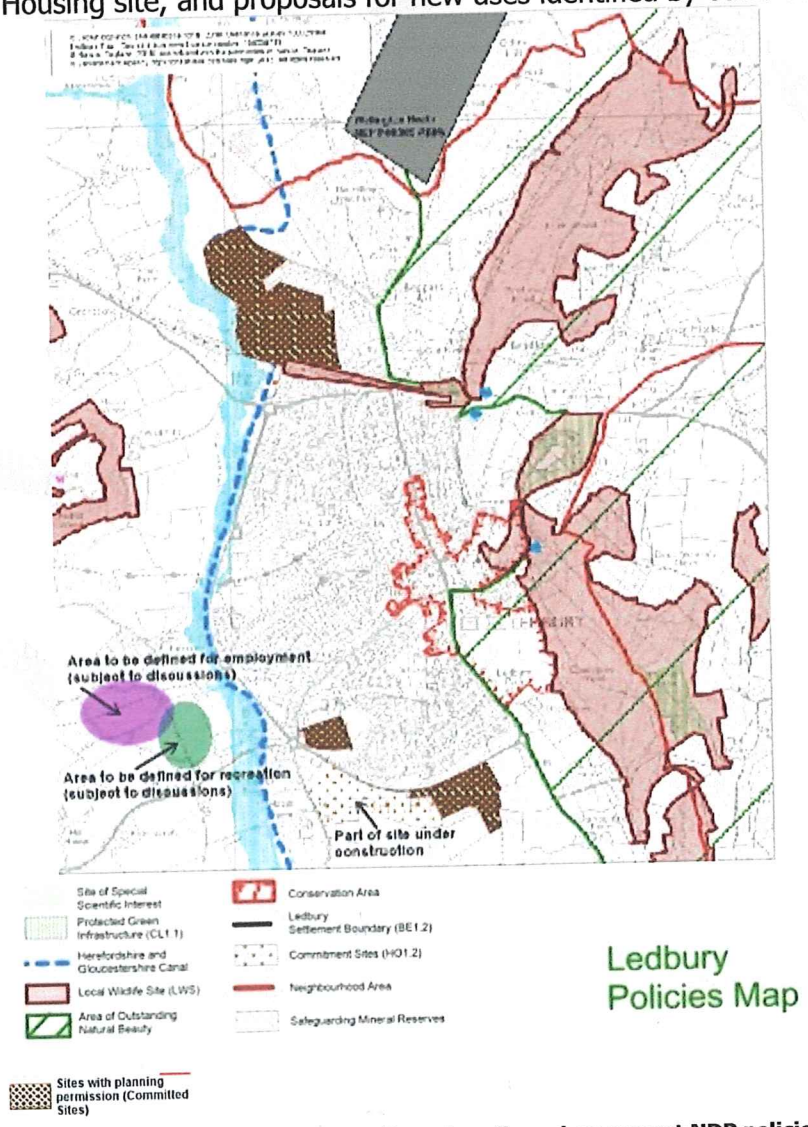


Figure 1: Settlement Boundary Option 1 – No Boundary (based on current NDP policies pap)

Advantages: Offers flexibility in planning; avoids development being crammed within a settlement boundary; acts as a brake on land values.

Disadvantages: Provides no certainty to landowners, developers and the community as to where development is likely to be acceptable or not; provides less control over development and less protection of the countryside.

Option 2: To utilise the former Herefordshire UDP boundary for the town, adding extensions to incorporate recent developments and sites with planning permission upon its edge.

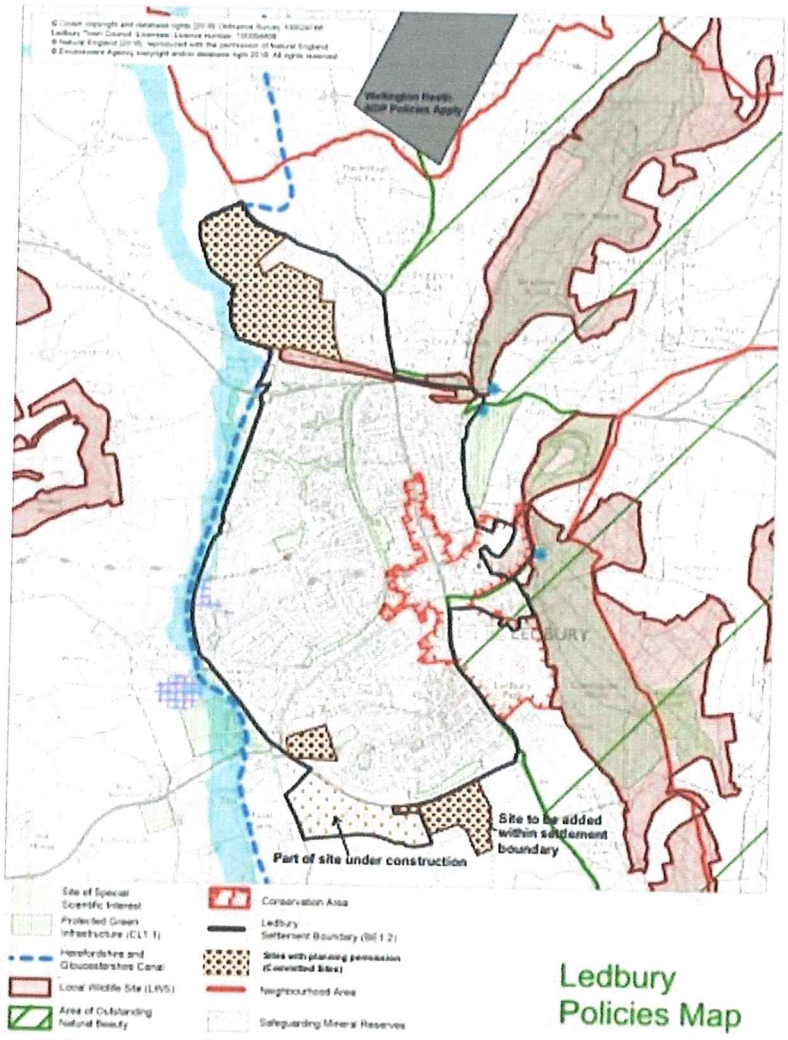


Figure 2: Settlement Boundary Option 2 – Boundary based on previous draft NDP submission removed at examination, but with an extension for land recently granted planning permission.

Advantages: Implies that development will be limited by the boundary of the existing built area, which has been determined over time by topography, the AONB and River Leadon.

Disadvantages: Developers have been successful in challenging this boundary, notably in new housing developments south of Leadon Way. They continue to seek planning permission outside the UDP boundary, for example off Dymock road.

Option 3: To extend the settlement boundary defined above westwards to incorporate the Riverside Park, an area to be allocated for recreation and area for employment to the south of Little Marcle Road.

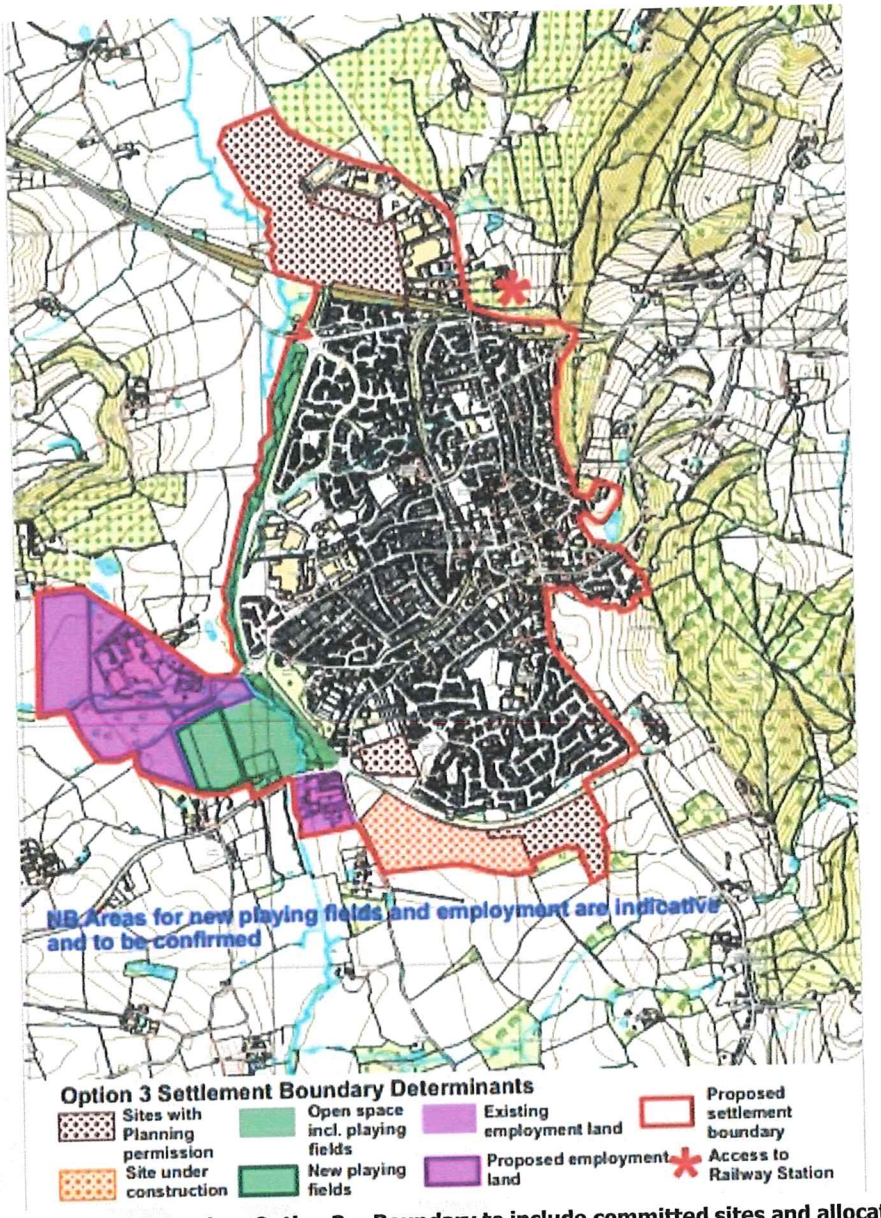


Figure 3: Settlement Boundary Option 3 - Boundary to include committed sites and allocations for employment, playing fields and Riverside Walk.

Advantages: This settlement boundary respects the constraints of topography, the AONB and River Leadon, with extensions to the west to protect the Riverside Park and to the south-west to meet Ledbury's present and future needs for recreation and employment land. It gives greater certainty to landowners, developers and community over where building is likely to be acceptable and where it is not. It will also help ensure a plan-led and controlled approach and protect the countryside from unnecessary development. In this respect, it is important that proposals are included to protect the green infrastructure network around the town, as outlined later in the paper.

Disadvantages: Extends the boundaries to the south-west of Ledbury that might potentially lead to additional pressures for development in that direction. Reduces flexibility and opportunities for landowners and developers.

1.3 Given that a settlement boundary is the prime objective of this NDP revision, Ledbury Town Council believes that Option 3 gives greatest certainty and protection. Furthermore, this option provides for a number of other development needs within the boundary which the Town Council consider should be addressed in the revised NDP and which are referred to in some of the subsequent sections of this document.

Question 1: Which of the settlement boundary options do you prefer and are there any other areas which should be included within the boundary and why? (Please rank the options in order of preference, 1 most preferred, 3 least preferred)	
Option 1: Not to define a settlement boundary, but rely simply upon site allocations comprising those undeveloped housing sites with planning permission, the Core Strategy Strategic Housing site, and proposals for new uses identified by other studies.	
Option 2: To utilise the former Herefordshire UDP boundary for the town, adding extensions to incorporate recent developments and sites with planning permission upon its edge together with allocating the proposed housing site to the north of the viaduct utilising the area defined for this within its planning application.	
Option 3: To extend the settlement boundary defined above westwards to incorporate the Riverside Park, an area to be allocated for sport and recreation and an area for employment to the south of Little Marcle Road.	

Comments/areas to be added and why

2. Employment and Recreation

Land for New Businesses

2.1 The NDP will include a 'brownfield first' policy by which is meant that vacant industrial land and business premises may be considered for a wide range of future uses, as appropriate, including: commercial; public utility/facilities; and other uses.

It is also proposed that the NDP should seek to allocate additional land for employment, so that the town can grow in a balanced and sustainable way. In this way out-commuting to work, which is expected to result from the increase in population arising from housing development, can be reduced. Herefordshire Council indicates that around 12 hectares of land for new businesses should be located to the south of Little Marcle Road. Its analysis of the landscape surrounding the town suggests that this is the location which is least sensitive. There are already business premises in that location. However, the location of the additional employment land is not defined, and currently there is no mechanism agreed that might deliver it. For the town to grow in a sustainable way, promoting local employment would reduce the need to travel elsewhere to work. The opportunity exists to utilise the Market Town's Economic Investment Plan project to try to bring forward employment land in this location. An assessment of potential employment sites identified a limited number of smaller sites in locations that are less sensitive or could be screened to a satisfactory degree. These might also contribute towards providing local employment across a range of businesses, including tourism.

Land for Playing Fields

2.2 There are no specific proposals for recreation in the current plan although there is a policy to support new or improved community facilities for the youth of the area subject to a number of criteria. Ledbury and District Sports Federation and its constituent clubs have identified the need for further playing fields especially in order to meet the needs of the local rugby and football clubs. This need is also identified in the Herefordshire Council 2015 Playing Fields Strategy. The assessment for both the Ledbury Town FC (adults) and Ledbury Swifts FC (juniors) is that at least 6 hectares of additional land may be required. Funding and delivery opportunities have been explored and the expansion in the vicinity of the rugby club is favoured. The need to provide for these sports is seen as one of the main purposes for the review of the NDP and potential sites have been explored. The preferred option is also to locate playing fields to meet the current needs to the south of Little Marcle Road, where combined facilities for adult and junior football will be supported by Sport England.

Question 2a: Do you agree that providing land to expand provision for sport is a high priority? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

Question 2b: To get support from Sport England, any new football facility needs to be combined to provide for both adult and junior football so they can benefit from shared facilities. Do you agree that this should be on the indicated site off Little Marcle Road? (See settlement boundary figure 3) (Please tick one answer choice.)		
Agree	**No Opinion**	**Disagree**

Question 2c: Are there other recreational or leisure needs for which land should be identified? (Please write your comments in the box below.)

Accommodating these Employment and Sports Needs

2.3 It is important to show that in accommodating any playing fields, we will not restrict the ability to meet the Core Strategy requirement for employment land. Land south of the Heineken factory is expected to make a major contribution towards the 12ha required. However, promoting a range of sites to the south of Little Marcle Road with a flexible approach in terms of jobs that might be encouraged while protecting local amenity may enable both the requirements to be met. This would also enable advantage to be taken of recent changes to categories covering commercial, business and services uses to widen employment opportunities without having a significant adverse effect on

residential amenity or the landscape. The relocation of the auction building from the town centre to the site on the Ross Road is an example of such flexibility.

2.4 A similar opportunity is afforded by land to the south of the Full Pitcher roundabout where there is currently a number of businesses and a sensitive development between these and dwellings to the east might mitigate some of the noise that is currently generated in this location. The current NDP refers to the establishment of a tri-service facility near the bypass and although the emergency services have no immediate plans to co-locate they welcomed the reference. Land in this vicinity may offer an opportunity that would benefit emergency services through vehicles avoiding having to travel on the more congested roads within the town to locations outside. Similarly, there is a suggestion that the promotion of additional hotel accommodation on the periphery of the town would add to tourism potential. The current NDP policy might be expanded to support additional hotel accommodation outside of the urban area. A location upon Ledbury bypass may offer the opportunity to diversify the range of hotel accommodation on offer.

2.5 Should it be possible to bring forward a number of sites, these might contribute towards the 12 hectares required to the south of Little Marcle Road. It would have to be shown that such development would not adversely affect residential amenity, that it would support the enhancement of green infrastructure in this vicinity, and care would be needed to show that any proposal would not have a significant adverse effect on views from or to the Malvern Hills AONB or Wall Hills Camp.

Question 2d: Given that Ledbury is required by the Core strategy to provide 12 ha of new employment land to the south of Little Marcle Road, would you agree to:

i) Advancing one or more significant sites to meet this requirement?

(Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

ii) Exploring the potential for further employment land restricted to uses that can take place within or adjacent to a residential area without detriment to amenity in the vicinity of the Full Pitcher Roundabout? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

iii) Identifying other smaller areas to accommodate new or expanded businesses in appropriate locations elsewhere on the periphery of the town? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

3. Land North of the Viaduct and Railway Line

3.1 A large part of this area is proposed for housing with some employment land within the Core Strategy which also sets out development requirements in some detail. This includes, among other matters, facilitation of the Hereford to Gloucester canal and a new park linking to existing walks into and around the town to the south of the viaduct and Ledbury allotments further to the north. This may also be an opportunity to review the originally planned northern extension of the bypass onto the Bromyard Road to determine whether a route might be possible and something that would be supported by the community should it be practical at this point in time and in planning terms.

Question 3a: In the unlikely event that it would be possible, should a proposed route for a bypass to the north of the town be protected? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

Ledbury Railway Station

3.2 Ledbury's location on a railway line provides the opportunity to promote this more sustainable mode of travel and connect with other centres of employment and education. However, it is restricted in terms of safe access and car parking. Both Herefordshire Council's Transport Strategy and the current plan indicate support for improvements to the accessibility and facilities available at the railway station, including car parking. It has not yet been possible to deliver these improvements although adjacent land has been submitted for assessment as potential land for employment. Benefits in terms of improved access to the railway station are highlighted within the submission.

Question 3b: Should a more proactive approach be taken, if possible, to provide improved accessibility to the eastbound platform of the railway station, platform services and extended car parking? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

4. Supporting the Town Centre

Ledbury Town Centre

4.1 The Core Strategy seeks to increase the vitality and viability of Ledbury town centre, especially through supporting retail, commercial, leisure, cultural and tourism proposals and resisting proposals outside the centre where this would have an adverse effect on these qualities.

The only definition of Ledbury town centre is found in Herefordshire's Unitary Development Plan 2007 (UDP) which is shown in red on figure 4, but is now out of date. It is proposed that a new redefinition of the town centre be considered.

The alternatives are (see figure 4):

- to use the old UDP boundary giving a concentrated town centre and a defensible retail core (red)
- to extend the town centre to include either or both the supermarkets (the Co-op and Tesco) and adjacent shops and businesses which lie just outside the UDP town centre boundary. It has been shown that footfall from each of these supermarkets supports the town centre (Tesco area in green, Co-op area in blue)
- to add in Lawnside which includes two important town centre facilities - the swimming pool and the community centre - as well as the associated car park (purple).

The advantages of defining a town centre include the ability to: realistically assess the retail impact of any proposed development outside the town centre on its economic viability and vitality; to apply guidance set out in Herefordshire Core Strategy; to reflect recent changes in defining retail, leisure and town centre service premises, and to inform plans to expand Ledbury's market size.

Disadvantages may include: difficulty in responding to retail market changes by restructuring to support the town centre; the restriction of some forms of environmental enhancement, and the dispersal of footfall across a larger area. On balance and for the period that the NDP is expected to cover, it is suggested that defining a town centre would be beneficial.

The current NDP defines primary frontages (mainly food, restaurants, clothing, drinking establishments and household shops) and secondary frontages (in addition to the above, including hot food takeaways and businesses), regulating the uses considered appropriate within these (see figure 5). However, there is a new 2020 system of defining types of retail premises which needs to be reflected in any frontage definitions. It is proposed that the distinction between primary and secondary frontages is removed in order to encourage a more flexible approach to planning the future of the town centre. Changes in patterns of retailing and associated town centre uses are occurring rapidly and there may need to be a more flexible approach about what uses will retain Ledbury's attractiveness as both a retail and tourist destination.

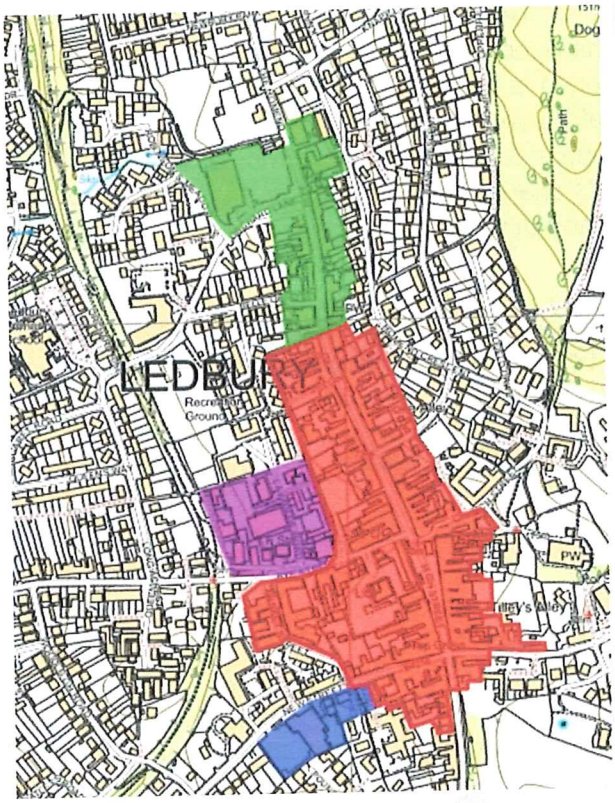


Figure 4: Possible extensions to the Town Centre

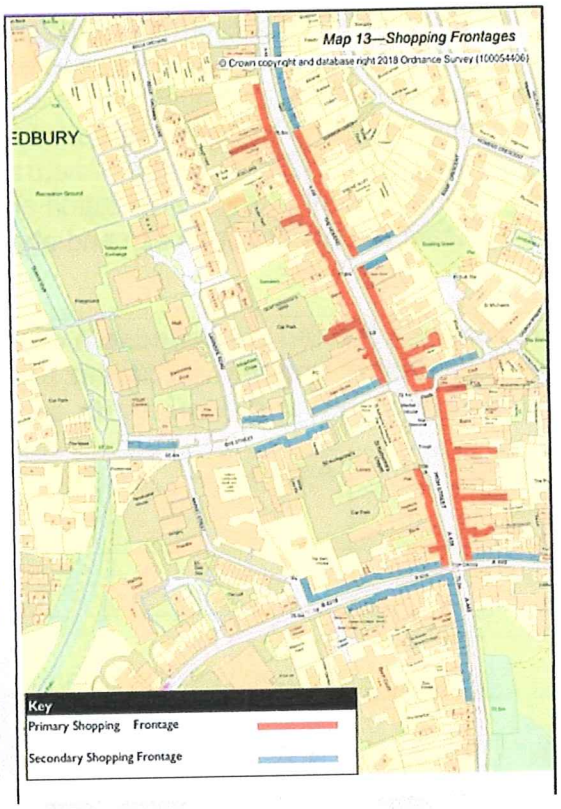


Figure 5: Existing frontages

Question 4a) Which areas do you think should be included in the town centre definition - as per the original (in red in figure 4) and/or are there other areas you think should be added? (Please tick your selection(s) and add any suggestions you may have about areas to be added in the box below)

Red Only	and + Blue	and + Green	and + Purple	No Opinion

Comment/other areas which should be included in the town centre:

Question 4b) Given the changes in retail type definitions, do you agree that there should be no differentiation between primary and secondary shop frontages and shops, restaurants and cafes, drinking establishments, financial and professional services, and that hot food takeaways be allowed within this combined frontage? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

4.2 The area comprising Lawnside and Market Street, on the periphery of the town's shopping streets, is one of mixed uses where there are pressures for redevelopment, and these may be added to through the need to improve healthcare facilities. It is suggested that a comprehensive approach is taken to defining how redevelopments might proceed to enable improved health service facilities, provision of other uses supporting the town centre, its attractiveness to visitors is increased, and the enhancement of the conservation area's character and appearance. An option is to retain the current approach and allow any development within Lawnside to proceed on an ad-hoc basis.

Question 4c: Should we propose a co-ordinated approach to the regeneration of the Lawnside and Market Street area to benefit the town centre, its conservation area and community services? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

Health and other Emergency Services

4.3 The current NDP contains a policy to support proposals which improve, or increase the capacity of and access to medical, dental and care facilities, by expansion or relocation. Since that plan was prepared, Ledbury Health Partnership has formed comprising the two former general practices serving the town and its hinterland together. Its current accommodation is fragmented and in the view of Ledbury Health Partnership, while it provides for present needs, it will not be suitable in the future. It would not be able to meet expected population growth and is unable to accommodate the range of other NHS and associated services expected for a modern health service practice. The benefits of the 'joined up' and holistic approach to health care services for the community would be enhanced further through improved and extended accommodation. Options are being explored, although Ledbury Town Council would prefer to retain facilities within the town centre if that is possible as this would provide easiest access for all and support the town's economy. This would not be to the exclusion of other options should that not be possible.

Question 4d: Should the NDP promote the retention of health facilities in the town centre if it is at all possible? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

5. Green Infrastructure

5.1 Green infrastructure comprises the network formed by green spaces and other green features within and surrounding the town including, among others, parks, open spaces, playing fields, woodlands, orchards, rivers and streams, street trees and allotments. Current NDP policies afford protection to some green infrastructure elements such as

woodlands surrounding the town and a number of features that contribute towards biodiversity.

The Neighbourhood's Green Infrastructure

5.2 The approach now being suggested is to maintain, enhance and encourage further natural features within the series of green corridors (referenced LedLSC) and enhancement zones (referenced LedEZ) identified in Herefordshire Council's Green Infrastructure Strategy which is a supporting document to the Core Strategy. Some of the corridors are associated with town-wide pedestrian and cycle routes. Further work undertaken for the review has highlighted additional corridors and enhancement zones together with additional measures. The proposed new corridors and zones are shown in figure 7 (current zones shown in figure 6).

5.3 Objectives for these areas will be set out in the NDP for adoption by the Town Council and local community groups and should also be met if and when development is proposed within the areas. These objectives should strengthen those features contributing to the character and ecological value surrounding the whole of the town's built-up area including, where possible, measures to mitigate the effects of climate change. The areas and measures comprise:

- **Local Strategic Corridor LedLSC1** passes through the town along the line of the former Ledbury-Gloucester railway. The green corridor should be retained and enhanced where possible, including protecting open spaces in its vicinity.

- **Local Strategic Corridor LedLSC2** incorporates not only the riverside walk, but also greening along the edges of the western leg of Ledbury bypass and the adjacent sports grounds. An extension to or widening of the corridor to link to Walls Hill Camp and its surrounding woodland is proposed because of its importance to local heritage and the setting of the town. Extensions to the north and south would also ensure connectivity along the River Leadon and the proposed route for the reinstatement of the Hereford to Gloucester canal.

- **Local Strategic Corridor LedLSC3** stretches out from the centre of the town to the north-east to link with Dog Wood. The green spaces within the town's built-up area, such as the churchyard and a large walled garden, are important elements within this corridor. The corridor's extension to include Frith Wood would be consistent with objectives for public access to the nearby woodlands.

- **Local Strategic Corridor LedLSC4** is an example of what can be achieved in terms of connected green space within residential and associated areas and which residents can add to through wildlife friendly gardens.

- **A new Local Strategic Corridor LedLSC5** is proposed incorporating locally important parks and gardens along the east of the town and a wildlife corridor based on the stream and public right of way to the south of the town. The new area would not only look to protect important landscapes, but strengthen the connectivity and transition between the upland ecological network defined for Malvern Hills AONB in its Management Plan and the lowland valley of the River Leadon.

- **Local Enhancement Zone LedLEZ1** is where considerable new development is proposed in the Core Strategy. Herefordshire Council's Green Infrastructure Strategy encourages a range of actions to enhance the area that borders Wellington Heath parish including creating new paths, other environmental

measures including wetland features, and the restoration of the canal. Wellington Heath NDP identifies a settlement green gap[1] to prevent, among others, coalescence between its settlement and Ledbury. It also indicates that a footpath and safe cycleway might be developed within its area to help link the two settlements, and for screening to be used to mitigate the effects of development and protect the landscape setting of Malvern Hills AONB. The transitional landscape between upland and valley in this location needs to be recognised for its importance to the setting of the AONB to which the zone might be linked by an extension to the east. The enhancement requirements for this area should also protect this green gap. A complementary policy setting out the additional enhancement measures which ought to accompany any development within this area should be included in the NDP. Natural flood control measures to reduce the flooding effects of the new development upon the River Leadon should be introduced, including measures to benefit wildlife.

- **Local Enhancement Zone LedLEZ2** is an area where change is underway despite being identified as an important sensitive landscape by a planning inspector. The extension of the enhancement zone along the Dymock Road to incorporate the land identified as sensitive and enhancement measures that might be incorporated within those parts where development is likely should be included in the NDP.

- A new **Local Enhancement Zone LedLEZ3** is proposed on the higher ground at the eastern end of Ledbury bypass and south-west of the Gloucester roundabout that was identified as a sensitive landscape in the current plan and that would be a backcloth to new development that is under construction. The new zone would also create a green gap between Ledbury Town and Parkway and would include a new path and cycleway between the two communities.

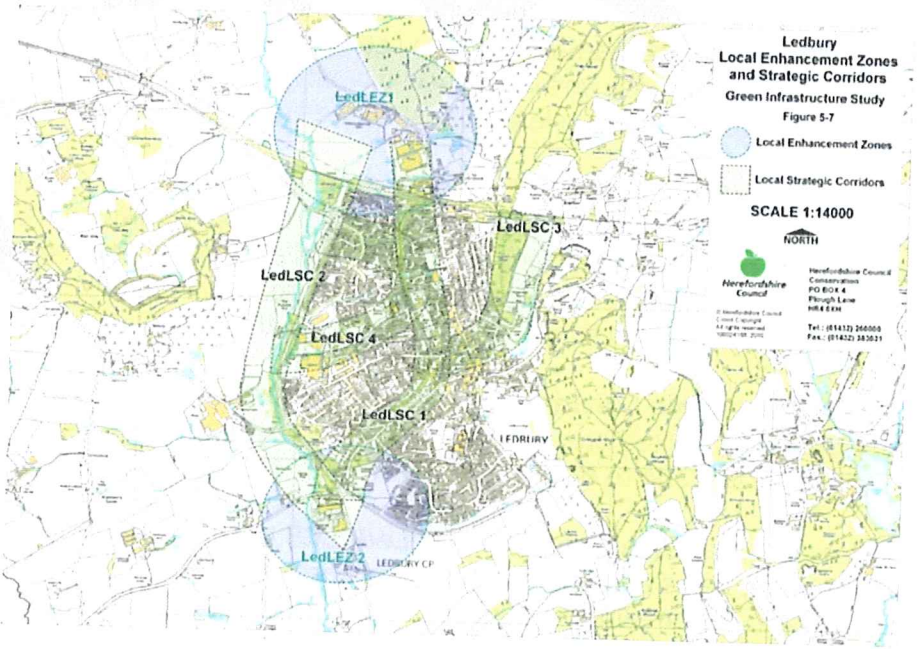


Figure 6: Current Herefordshire Council Local Strategic Corridors and Local Enhancement Zones

[1] See Policy WH3 at https://wellingtonheathpc.org/wp-content/uploads/2020/10/WHNDP-v15.11.pdf

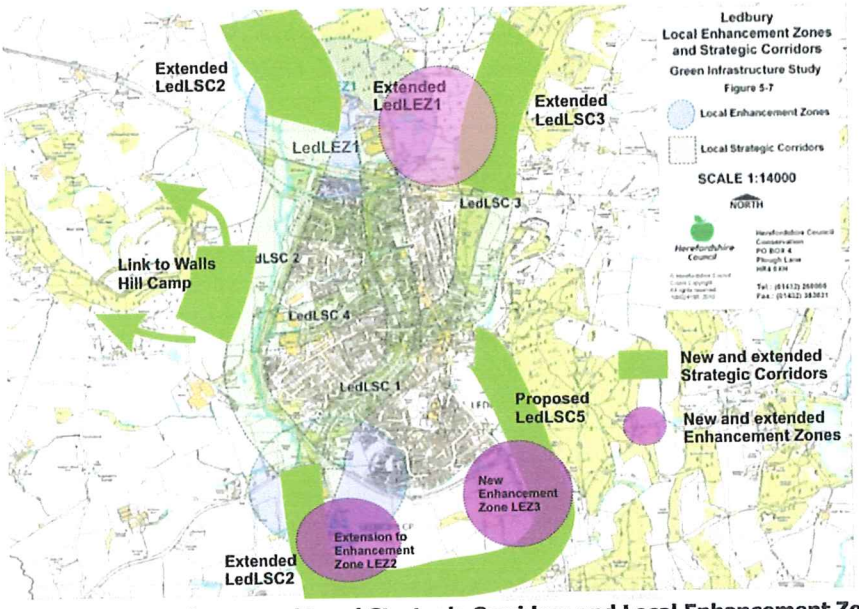


Figure 7: Current and proposed Local Strategic Corridors and Local Enhancement Zones

Question 5a: Do you agree with the following proposals:				
i) That the new and extended corridors and enhancement zones identified in figure 7 should be added to the existing green infrastructure identified in the Herefordshire Green infrastructure report? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**
ii) That within those areas green infrastructure should be protected, enhanced and extended where possible? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

Green Spaces Within Ledbury

5.4 The elements and features that form the corridors and enhancement zones need to be protected and opportunities taken to promote positive measures to increase their extent, including net gains in biodiversity, where development is proposed. Not all the important green and open spaces requiring protection are included within these defined areas. Small and medium sized green and open spaces can add to local amenity and provide valuable wildlife refuges. The map below shows these, including that along Leadon Way. Many of these were identified as protected area in the former Herefordshire Unitary Development Plan. Different levels of protection may, however apply -for example playing fields may be replaced with the same or better facilities elsewhere. It is also proposed that where appropriate and opportunity arises, the creation of community gardens and allotments should be considered.

Question 5b: Do you agree that all the green and open spaces shown in figure 8

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should generally be afforded protection as contributing to Green Infrastructure within and surrounding the town? Can you suggest any additional green spaces? (Please tick one answer choice and put your suggestions for additional green spaces in the box below)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

Comment/other possible green spaces:

Question 5c: Do you agree that allotments and/or community gardens should be encouraged? Can you suggest a suitable location for them? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

Comment/other possible locations:

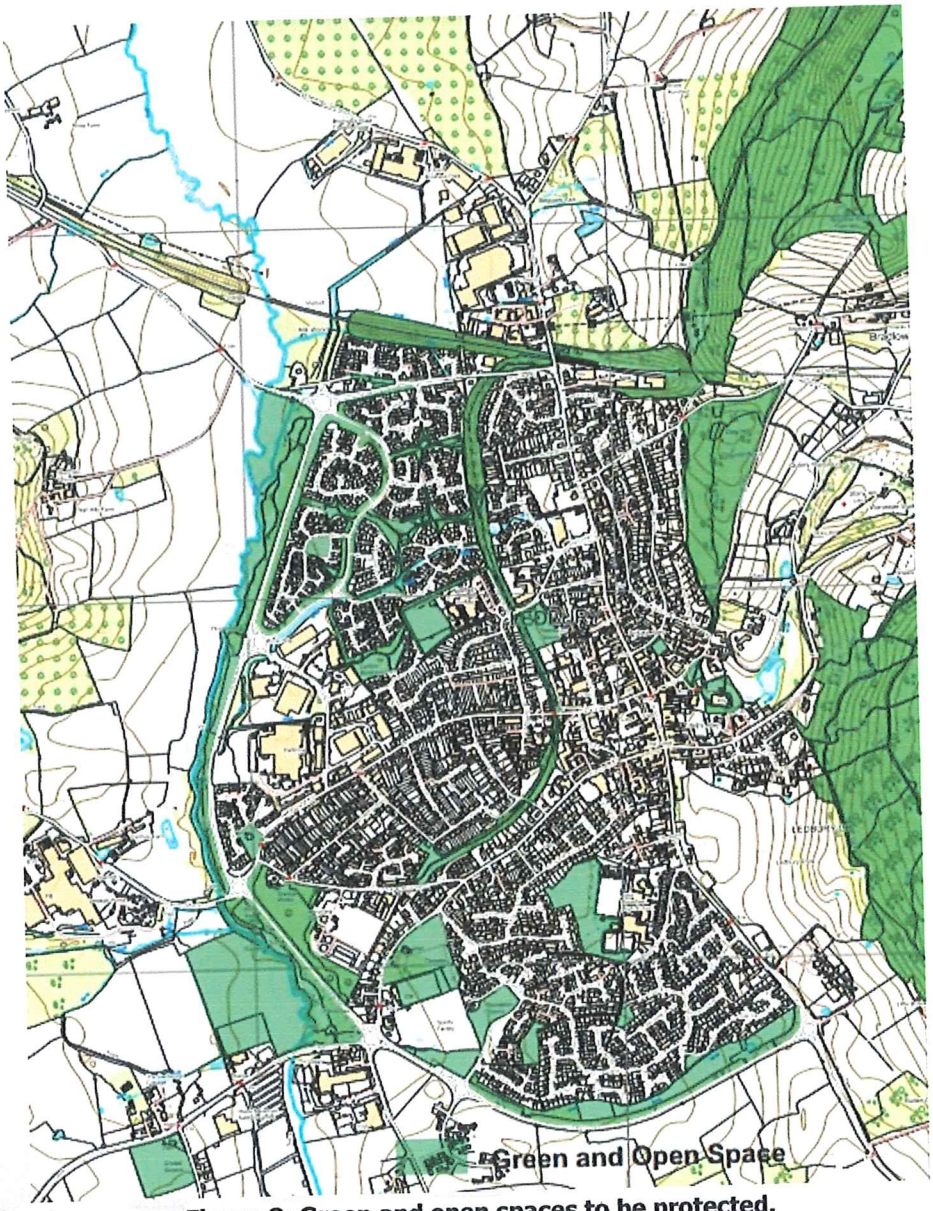


Figure 8: Green and open spaces to be protected.

Footpaths, Cycleways and Public Rights of Way

5.5 Footpaths, cycleways and public rights of way are important elements within the corridors defined through and surrounding the town, especially those associated with green spaces and corridors. Many of the latter lead out from its built-up area, enabling access to woodlands and other natural green spaces in the surrounding countryside, especially upon the Malvern Hills. There remains the ambition to add further to this by safeguarding the route of the Herefordshire to Gloucestershire Canal so that a restoration project might lead to the reopening of the link at some time in the future and with the tow path providing pedestrian and cycle access to neighbouring areas. Facilitating access to parts of the town and its surrounding villages and hamlets along green corridors supports three objectives of promoting health and wellbeing, retaining and increasing biodiversity, and mitigating the effects of climate change. Encouraging improved links to the wider network will also benefit both physical and mental health.

Question 5d: Can you suggest any footpaths, cycleways or other connections that should be protected or created to benefit residents and access to wildlife? (Please write your comments in the box below.)

Children's Play

5.6 Children's play areas can provide access to nature as part of their design and contribution to wellbeing. Herefordshire Council's Play Facilities Study 2012 identified 9 children's play areas within the town. All but one of these were in the northern part of its built-up area with only one to the south of Bridge Street. Circumstances may have changed slightly since that study with specific provision being made to serve new housing development. However, even if these were to serve a wider area, most are to the south of Leadon Way which is a major barrier to access by children. No opportunities to increase children's play area provision within the southern part of the town have been identified. It is proposed to enable provision of additional play facilities in areas of need if and when opportunities are identified.

Question 5e: Can you identify an area where children's play facilities are needed or could be improved, including providing access to nature? (Please write your comments in the box below, including what type of play area is needed e.g. open space, play equipment and for what age range.)

6. Design and the Environment

Design Guidance

6.1 Ledbury Town Council has a Design Guide (2018) and it hoped in the future to update and put it to community consultation for approval as an adopted planning document. However, given the time involved in such a detailed exercise, and the subsequent delay that would be incurred to defining the settlement boundary, a design guide is not proposed at this stage.

It is nevertheless important to integrate existing design preferences into policies in the body of the NDP. This will be done on a wide range of design issues, as well as cross-referencing to the National Model Design Code, which sets the framework for design policies.

Question 6a: Do you agree that the NDP should include policies covering as wide a range of design matters as possible? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

Question 6b: Do you agree that the NDP should include policies to support sustainable development to mitigate the climate and ecological emergency? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

7. Other Matters

7.1 The NDP may include a limited number of other matters although it is not intended to encompass a major review. Herefordshire Council has started a review of its Core Strategy although this may take some time before it is complete. This may identify further development needs for the town requiring a more significant review of the NDP.

Question 7a: Bearing in mind that this is an NDP revision, do you have any other comments on the specific topics covered above or any other issues you wish to raise? (Please write your comments in the box below)

Question 7b: Please write your postcode in the box below. (This does not identify any individual, but is simply to help in analysis so we can assess the degree of response by post code and if they are relatively equally spread across all Ledbury parish post codes; it helps us to see which areas of the Parish have responded and where greater engagements needs to take place.)

7 (b)

Ledbury Neighbourhood Development Plan 2021-2031

Plan revision - 1st Public consultation

Issues and options explanatory leaflet

April - May 2021

You have probably heard or read that Ledbury Town Council is revising its Neighbourhood Development Plan (NDP). This leaflet and accompanying questionnaire is your invitation to contribute. The leaflet sets out the main issues on which the community can express its views before the new draft plan is written. Once the draft plan is produced with proposed detailed policies informed with input from this 1st round of public consultation , the community will be consulted again on the draft plan.

We prefer you complete the questionnaire online if possible, using this link: www.surveymonkey.com/LINKXXXXXXX If you do not have internet access or prefer to complete in writing, please fill out the enclosed questionnaire and return it to us using the Freepost address on the questionnaire, or you could drop it into the Town Council office. For any help or questions email the Town Clerk on clerk@ledburytowncouncil.gov.uk or telephone 01531 632306.

This is a partial revision and not a comprehensive review, with the aim of addressing specific important matters not covered in the current adopted plan. Should you wish to know greater background, more detail on each of the issues can be found on the Neighbourhood Development Plan page of the Town Council's website at https://www.ledburytowncouncil.gov.uk/en-gb/neighbourhood-plan/supporting-documents Section 2.2, Public Consultation. The recommended documents to read are:

- The full 'Issues and Options Report'
- Topic papers 1-5 covering design issues (1), employment and economy (2), recreation (3), green infrastructure (4) and the settlement boundary (5) (These are all work in progress to be completed as a result of this consultation, but they give a detailed view of the work done to date to inform this round of consultation).

The key issues for the review are:

- Defining a settlement boundary for the town
- Addressing the lack of sufficient football playing fields
- Provision of new sites for employment
- Improving access to Ledbury Railway Station particularly the eastbound platform
- Supporting the town centre
- Safeguarding and enhancing green space
- Promoting good design in the built environment

1. Defining a Settlement Boundary: Question 1

A settlement boundary defines the limits of the town's growth. There are both advantages and disadvantages, but Ledbury Town Council believes that Ledbury would benefit from a settlement boundary as the lack of one in the current NDP has resulted in unplanned development permissions.

Below are three options; each has advantages and disadvantages. The preferred option (number 3) aims to accommodate identified needs for employment and recreation land (see section 3 below) in

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locations which will have the least impact on the character of the town based on an analysis of the landscape around the town. **See question 1 to give your views.**

Option 1: No settlement boundary (see figure 1)

Advantages:

- offers flexibility in planning
- allows more space for development
- acts as a brake on land values

Disadvantages:

- offers no certainty to landowners, developers and community as to where development will be acceptable
- less community control over development
- less protection of the countryside.

Option 2: This uses the boundary based on the previous draft NDP submission which was removed at examination, and includes an extension for land recently granted planning permission (see figure 2)

Advantages:

- this seems to be the 'natural' boundary as development is limited to the existing built area

Disadvantages:

- developers have successfully challenged this boundary
- doesn't provide room for needed employment provision or playing fields
- doesn't protect public green space outside the built up area

Option 3: To extend the settlement boundary defined in Option 2 westwards incorporating the Riverside Park, and areas for recreation and employment to the south of Little Marcle Road (see figure 3).

Advantages:

- respects the constraints of topography, the AONB and River Leadon
- protects the Riverside Park and land to the south-west to meet Ledbury's present and future needs for recreation and employment
- greater certainty for landowners, developers and community over where building is likely
- ensures a controlled approach which is plan-led
- protects the countryside from unnecessary development to protect the green infrastructure network around the town

Disadvantages:

- reduces flexibility and opportunities for landowners and developers
- extends the boundary to the south-west of Ledbury potentially leading to additional pressures for development in that direction.

The definition of a settlement boundary is the prime objective of this NDP revision and Ledbury Town Council believes that Option 3 gives greatest certainty and protection for the future.

2. Employment and Recreation: Questions 2a – 2d

Ledbury does not have enough playing fields, particularly for the youth and adult football clubs. Different sites, funding sources and delivery opportunities have been explored. Sport England will only support a plan in which youth and adult facilities are combined. The proposal is to provide new pitches and facilities to the south of Little Marcle Road as a new home for Ledbury Swifts and Ledbury FC. **See questions 2a- 2c and figure 3 to give your views.**

There is a need to find land for new businesses. More employment opportunities in the town would reduce the need for people to commute for work enabling Ledbury to grow in a balanced and sustainable way. Herefordshire Council has analysed the landscape surrounding Ledbury and indicated in its Core Strategy that around 12 hectares (ha) of land south of the Little Marcle Road would be the best location for employment development in terms of access and landscape sensitivity, but the Strategy did not stipulate precisely where this should be.

A site south of Little Marcle Road (beside UBL) has been identified where there are already business premises and Herefordshire Council's Market Towns Economic Investment Project could help to bring forward land in this location. This, with other smaller sites, also identified for their low sensitivity, could contribute towards future employment needs across a range of businesses, including tourism.

It is proposed that both playing fields and employment needs can be met from land south of Little Marcle Road and that other smaller sites could contribute. For example, land off the by-pass near the Full Pitcher roundabout and Dymock Road could be advanced for limited development. Ideas considered include light industrial, hotel accommodation, a possible future location for emergency services and a community garden.

Any development here must be required to enhance green infrastructure and shown not to have a significant adverse effect on the neighbouring residential amenity or on views from to the Malvern Hills AONB or Wall Hills Camp. **See question 2d to give your views.**

3. Land North of the Viaduct and Railway Line: Questions 3a and 3b

A large part of this area has outline planning permission for housing with some employment land, reinstatement of a section of the Hereford to Gloucester canal and a new park linking to existing walks into the town and Ledbury allotments further to the north. There may also be an opportunity to review an old plan for extending the bypass to the Bromyard Road. Any review would need to consider whether any possible route would be practical and permissible in planning terms, and it is considered as unlikely to be deliverable in any timescale covered by this plan. **See question 3a to give your views.**

There is no access to the eastbound platform of Ledbury railway station for people with disabilities or limited mobility. In addition there is limited car parking. The current NDP indicates support for improvements, but it has not yet been possible to deliver these. Adjacent land has been submitted for assessment as employment land and these proposals would also provide access to the eastbound platform and some car parking. **See question 3b to give your views.**

4. Supporting the Town Centre: Questions 4a – 4d

a) Defining the Town Centre

The Core Strategy seeks to increase the vitality and viability of Ledbury town centre, by supporting retail, commercial, leisure, culture and tourism proposals within the town centre and resisting such proposals outside of it. Retail activities within and close to the town centre have a close relationship and are mutually dependent, especially if they are within walking distance of each other.

The only definition of Ledbury town centre is found in Herefordshire's Unitary Development Plan 2007 which is shown in red on map figure 4. It is proposed that the town centre boundary be re-defined with several options to be considered. **See figure 4 and question 4a to give your views.**

The current NDP defines primary frontages (mainly food, clothing, restaurants, drinking establishments and household shops) and secondary frontages (including hot food takeaways and businesses in addition to the above), regulating the uses considered appropriate within these. (See figure 5). With the introduction of new retail definitions this division is less relevant, so it is proposed that the distinction between primary and secondary frontages be removed as changes in use are occurring rapidly and a more flexible approach may be needed to retain the town centre's attractiveness. **See question 4b to give your views.**

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b) Town Centre Regeneration and Community Services

Lawnside and Market Street are sited on the edge of the town's shopping streets. They have mixed uses, with pressure for change including a future need to extend healthcare facilities. It is proposed that a co-ordinated approach to development in these areas should be taken to ensure maintaining and improving the vitality, attractiveness and character of the town centre and the conservation area. An alternative option is to allow any development in the Lawnside area to proceed on an ad-hoc basis. **See question 4c to give your views.**

c) Health and other Emergency Services

Current health service accommodation is fragmented with medical, dental and care services on different sites. The facilities meet present needs, but must expand to accommodate expected population growth and provide a wider range of services expected of modern healthcare. A joined-up approach is proposed to meet future needs through improved and larger accommodation in the town centre, providing the easiest access for all and supporting the town centre economy. This would not be to the exclusion of other options if that is not possible. **See question 4d to give your views.**

5. Green Infrastructure: Questions 5a – 5e

a) The Neighbourhood's Green Infrastructure

Green infrastructure is the network of green and blue spaces and features within and surrounding Ledbury. These include parks, open spaces, playing fields, woodlands, orchards, rivers and streams, street trees and allotments. They can provide habitats for wildlife and plants, flood and water management services as well as public amenity (footpaths, recreation etc).

Current NDP policies protect some green infrastructure such as the woods surrounding the town and some features that contribute towards biodiversity. In addition, Herefordshire Council has developed a Green Infrastructure Strategy and identified green corridors (LSC) and enhancement zones (LEZ) for Ledbury (see figure 6). This revision takes a view that these need long term protection and careful management.

It proposes adding to this currently identified infrastructure (see figure 7). Some of the proposals are associated with town-wide pedestrian and cycle routes. Other areas have been identified as sensitive and valuable for biodiversity, historic reasons, landscape character or where measures are needed to mitigate effects of climate change.

Below are descriptions of these corridors and zones and the new proposals:

LSC1 - The Town Trail.

LSC2 - The Riverside Walk and the adjacent sports grounds. The proposal is to extend this to link to Walls Hill Camp and its surrounding woodland, an important heritage asset and a setting to the town, and also to extend it north and south along the river and the route of the proposed canal.

LSC3 - This corridor runs from the churchyard and Walled Garden to Dog Hill Wood. The proposal is to extend this corridor north to Frith Wood.

LSC4 - This corridor runs through New Mills along Kempley Brook Drive and includes the recreation ground. It brings together significant green spaces, verges and stands of trees within a residential area which residents can add to through wildlife friendly gardens.

LSC5 – A new corridor is proposed to incorporate Ledbury and Upper Hall parks and the stream and public right of way to the south of the Bovis and Hawk Rise sites. This would strengthen the connectivity between the ecological networks of the Malvern Hills and the River Leadon.

LEZ1 – This enhancement zone covers the viaduct site where 625 new homes are anticipated to be built and which borders Wellington Heath parish. The proposal is to extend this zone and

within it to create new footpaths and cycleways including links to Wellington Heath; to restore the canal tow path; and to protect the green gap between Wellington Heath and Ledbury to prevent coalescence between the settlements. This landscape is important to the setting of the Malvern Hills. Natural flood control measures to reduce the effects of development upon the River Leadon should be introduced.

LEZ2 – This enhancement zone is adjacent to the Full Pitcher roundabout and the Dymock Road, an area where change is underway despite being identified as an important sensitive landscape by a planning inspector. The proposal is to extend this zone to incorporate the land identified as sensitive.

LEZ3 - A new Enhancement Zone is proposed on the higher ground near the Gloucester Roundabout and the housing site to be developed by Bovis. This area will form a backdrop to the new development and a green gap between Ledbury and Parkway and include a proposal for a new footpath/cycleway. **See figures 6 and 7 and question 5a.**

b) Green space within the town

Figure 8 shows the important green spaces within the built up area of the town. Different levels of protection may apply to these spaces; for example playing fields may be built on if the schools need to extend (but if this happens they will need to be replaced elsewhere) and the cemetery and church yard have special protection. However they do make valuable contributions to the green infrastructure of the town. It is also proposed that where appropriate and opportunity arises, the creation of community gardens and more town allotments should be considered. **See figure 8 and questions 5b and 5c to give your views.**

c) Footpaths, Cycleways and Public Rights of Way

Public rights of way are important elements in the green infrastructure of the town. Many lead from the built-up area to the woods and surrounding countryside, and the Malvern Hills. The restoration of the Herefordshire & Gloucestershire Canal provides an opportunity to develop the tow path as a pedestrian/cycleway linking to neighbouring parishes.

Such green corridors will support delivery of some of the key objectives in the NDP: to promote health and wellbeing, retain and increase biodiversity and mitigate the effect of climate change. **See question 5d.**

d) Children's Play

Children's play areas can provide access to nature as part of their design and contribute to wellbeing. There are 9 official children's play areas within the town, but only one of these is south of Bridge Street. There are play areas planned in the developments south of Leadon Way, but these are inaccessible to children on the town side of the by-pass. No opportunities to increase children's play area provision within the southern part of the town have been identified. It is proposed that additional play facilities should be supported in areas of need if and when opportunities are identified. **See question 5e.**

6. Design and the Environment: Question 6

Ledbury Town Council has a Design Guide (2018). This is not a policy document, but it provides guidance to builders and developers. The proposal is that specific design policies should be included in the NDP based on the ideas in the Design Guide. In addition, policies should be updated to encourage sustainable development, measures to mitigate and adapt to climate change and the promotion of active travel. **See questions 6a and 6b to give your views.**

7. Other Matters: Questions 7a and 7b

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The NDP may include a limited number of other matters although it is not intended to encompass a major review. Herefordshire Council has started a review of its Core Strategy although this may take some time before it is complete. This may identify further development needs for the town requiring a more significant review of the NDP. **See questions 7a and 7b.**

MAPS AND PLANS Note - Unless otherwise stated, all maps have been prepared @Crown copyright and database rights [2018] Ordnance Survey Ledbury Town Council (Licensee) License number OS PSMA number 0100054406.

OPTIONS FOR DEFINING A SETTLEMENT BOUNDARY:

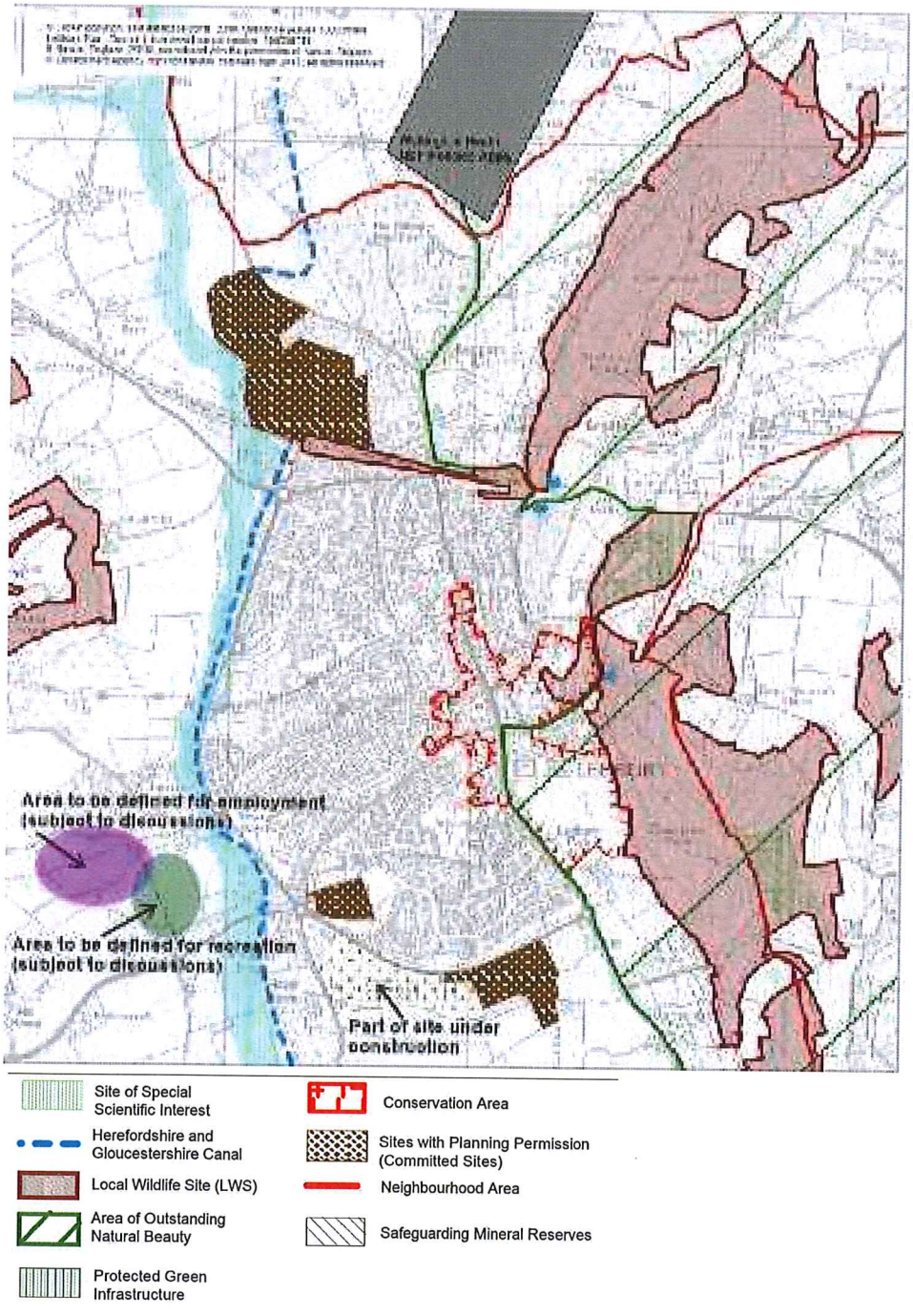


Figure 1: Settlement Boundary Option 1 – No Boundary

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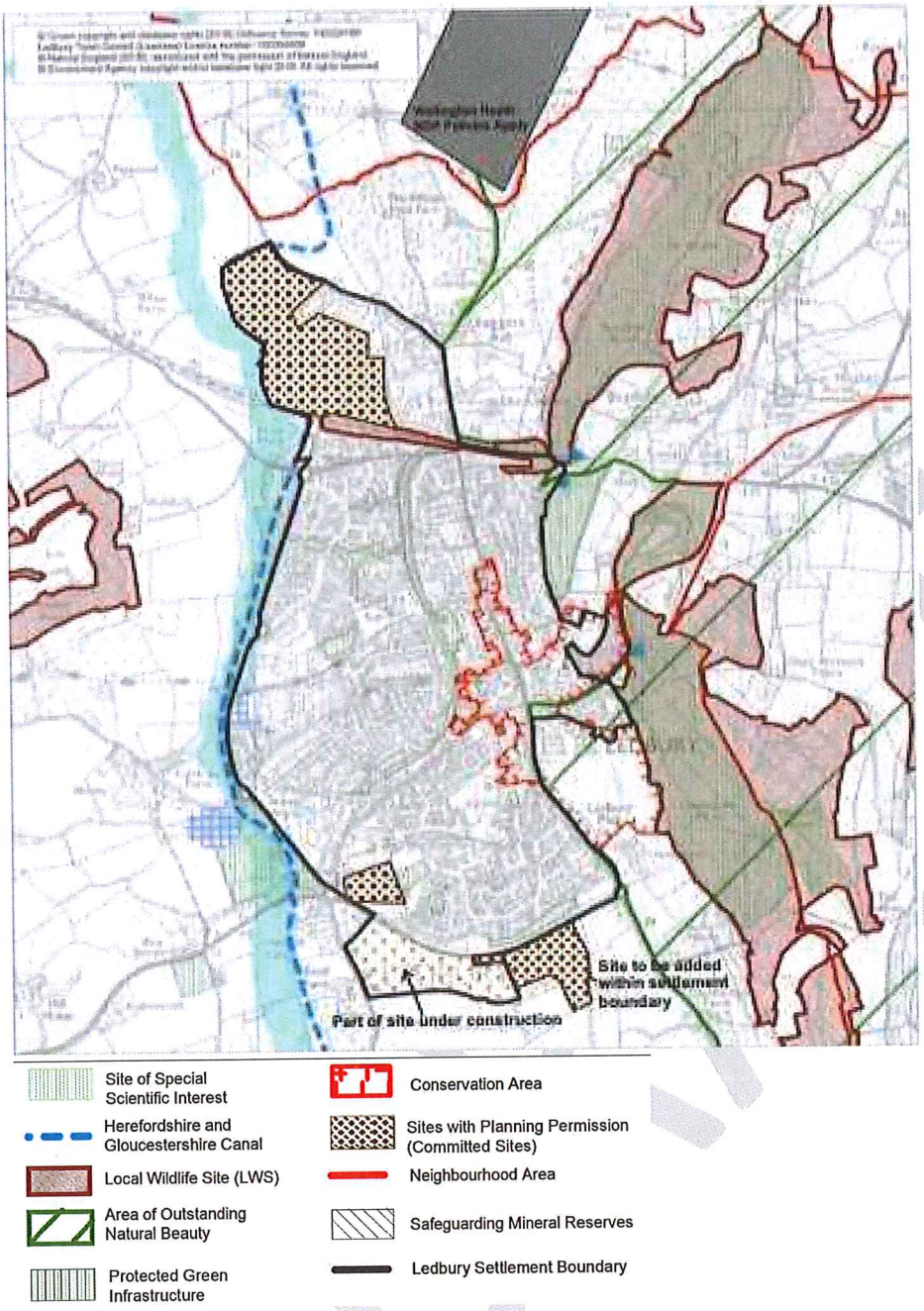


Figure 2: Settlement Boundary Option 2 – Boundary based on previous Draft NDP submission removed at examination, but with an extension for land recently granted planning permission.

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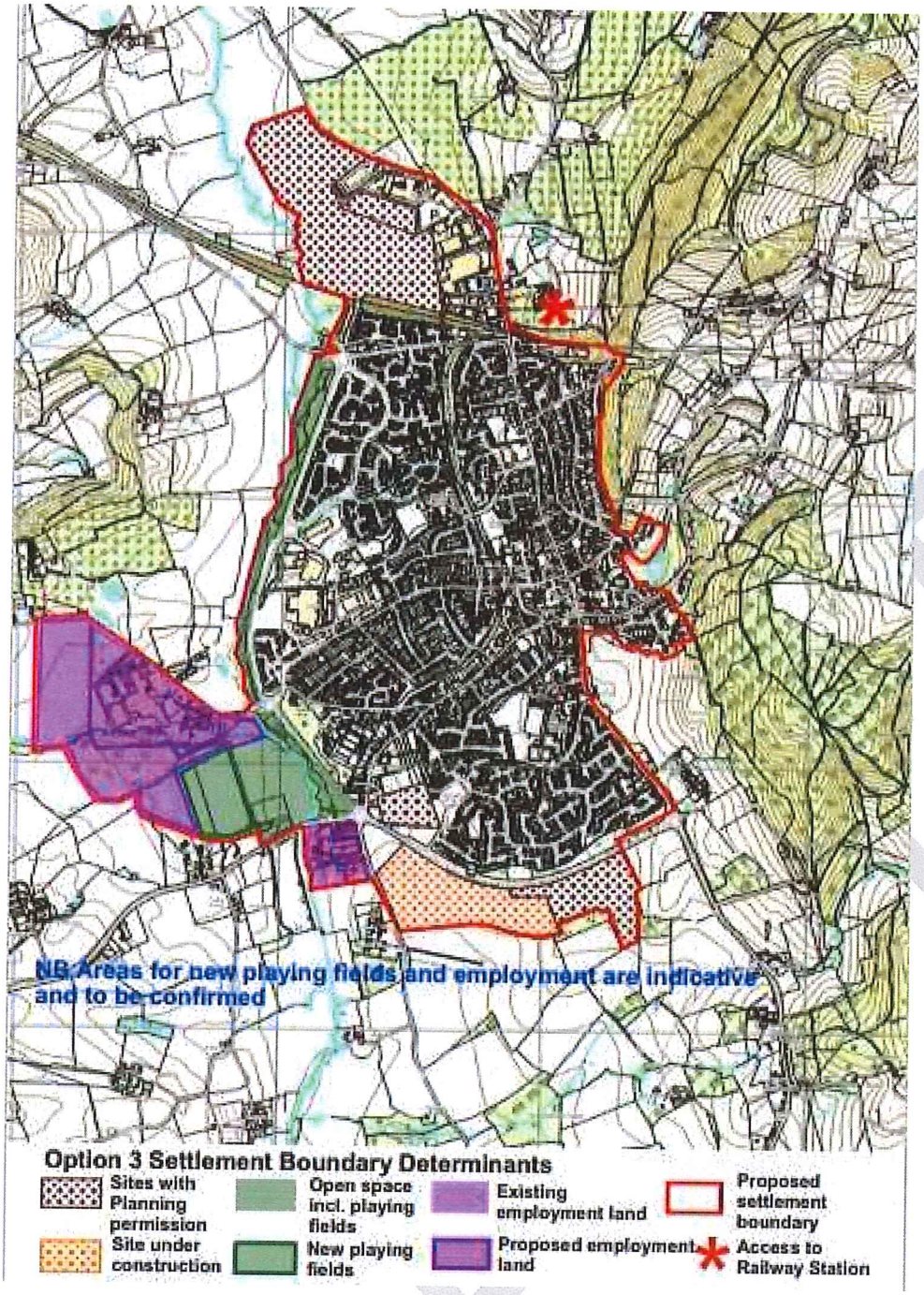


Figure 3: Settlement Boundary Option 3 – includes committed development sites and allocations for employment, playing fields and Riverside Walk

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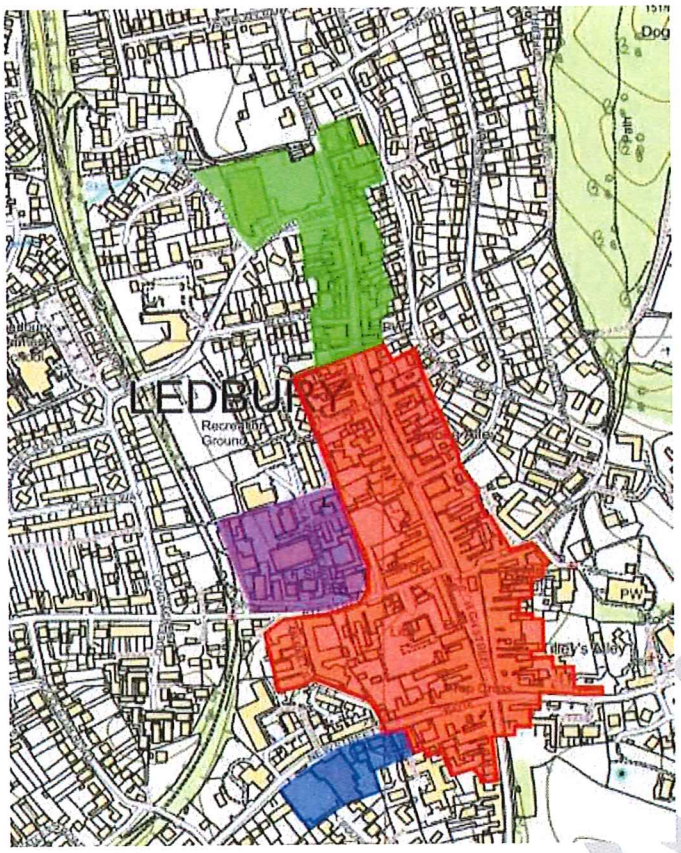


Figure 4: Possible extensions to the Town Centre

Red - town centre defined in Unitary Development Plan

Blue - adds part of New Street and the Co-op

Purple - adds Lawnside

Green - adds part of the Homend and Tesco

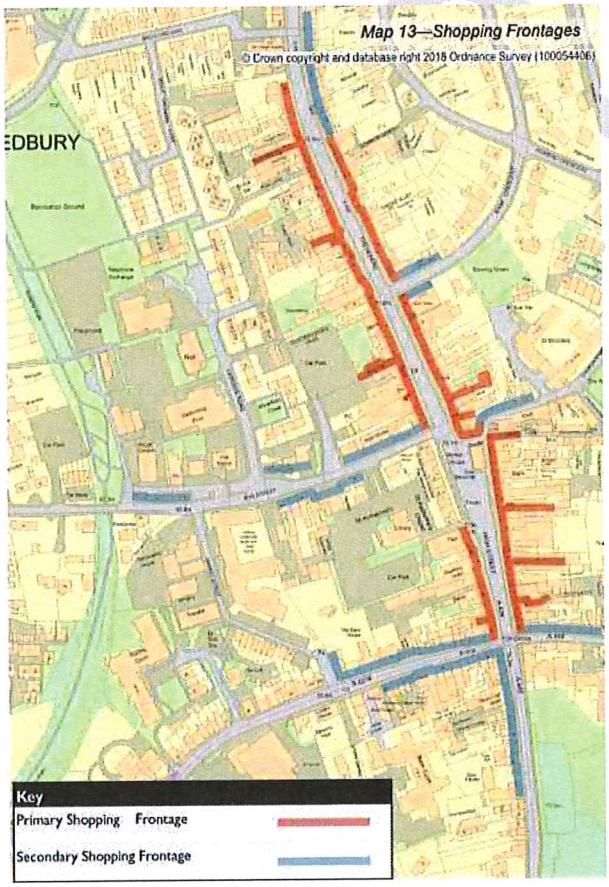


Figure 5: Existing frontages.

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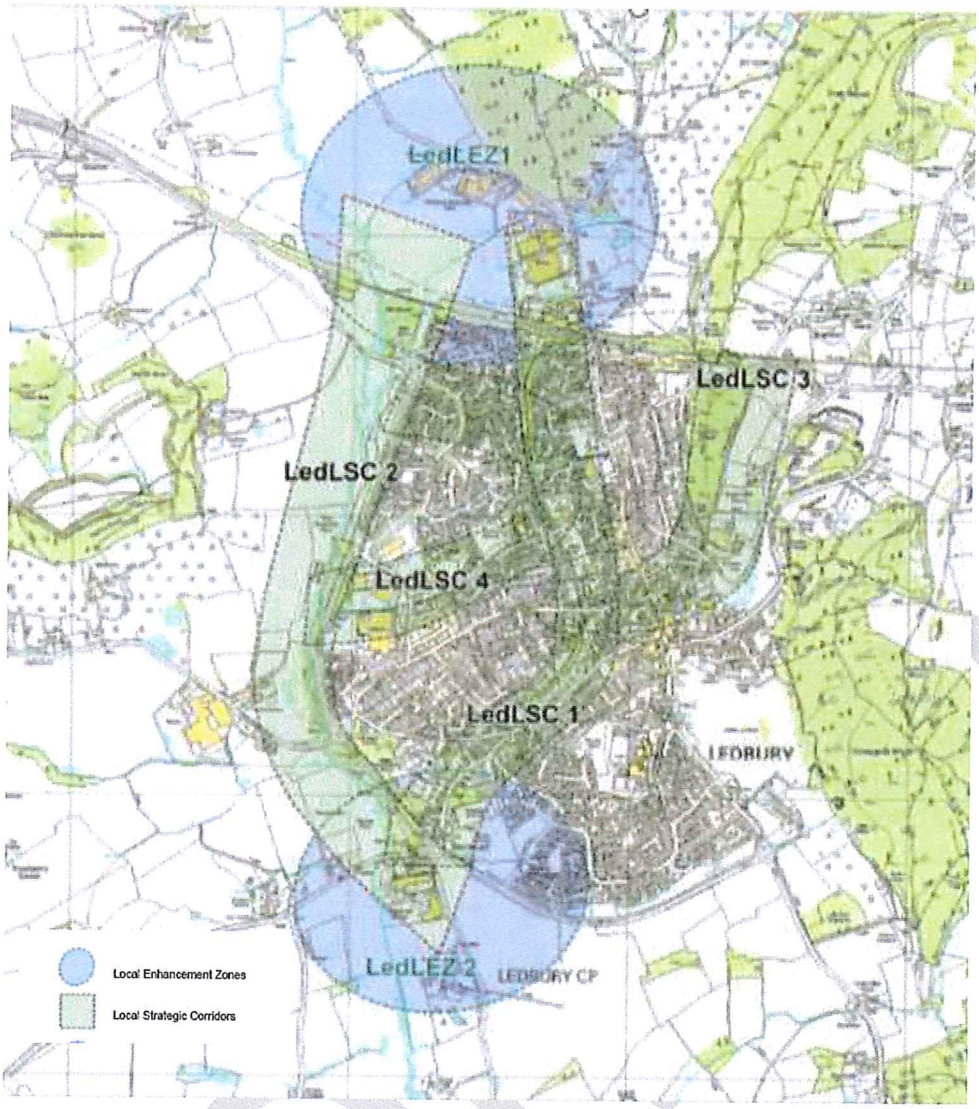


Figure 6: Current Herefordshire Council Local Strategic Corridors and Enhancement Zones

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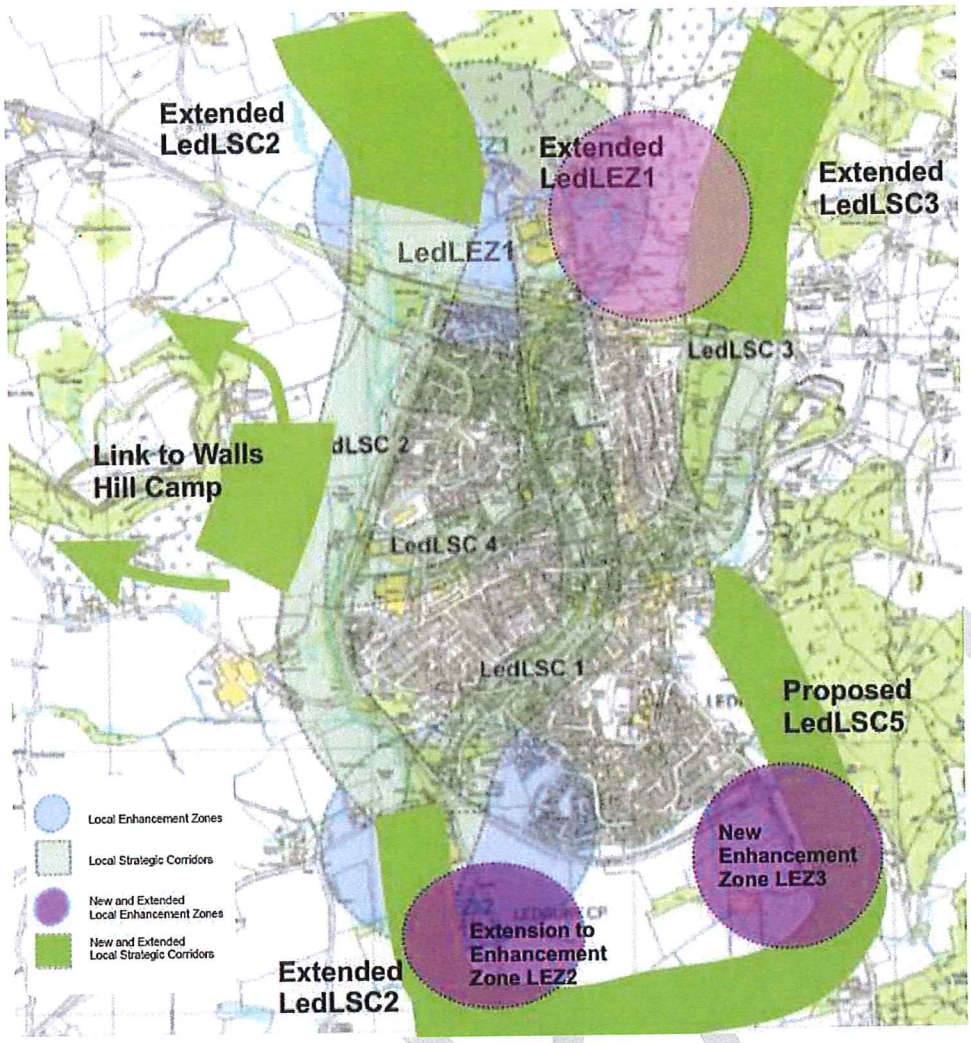
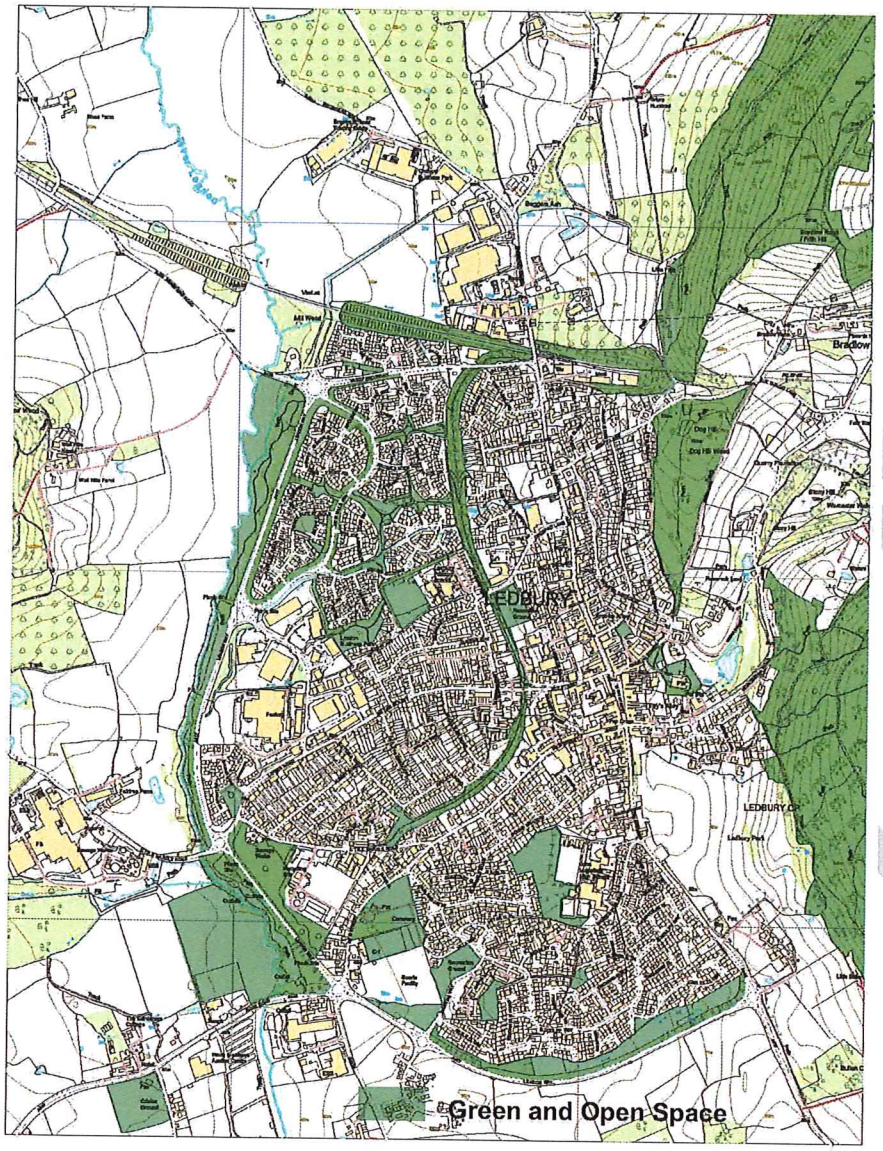


Figure 7: Proposed additional Local Strategic Corridors and Local Enhancement Zones

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Figure 8: Green and open spaces to be protected.



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7(c)

Ledbury Neighbourhood Development Plan 2021-2031

Plan revision - 1st Public consultation

Issues and options questionnaire April - May 2021

Introduction

The currently adopted Ledbury Neighbourhood Development Plan (NDP) does not contain policies upon several important matters and especially a settlement boundary. Ledbury Town Council is undertaking a limited revision of its NDP to address these matters.

An accompanying leaflet sets out the main issues that the NDP proposes to cover. If not delivered with this questionnaire it is available from Ledbury Town Council by emailing the Clerk at clerk@ledburytowncouncil.gov.uk or by telephoning 01531 632306 for a leaflet to be posted to you. Depending on the easing of lockdown restriction, you may also be able to collect a copy - and spare questionnaires for other household members if you need them - from the office; please call to check.

This questionnaire is seeking your views about proposed key issue revisions to the NDP before the Town Council draws up a new draft plan. You will need the leaflet with its information on the options, including maps to show locations, to help you answer the questions.

It is easier and preferable for you to complete this questionnaire online if you can. It can be found at this link: www.surveymonkey.com/LINKXXXXXXX If you are unable to access it online or prefer to complete in writing, please answer the questions below on the paper version and return to Ledbury Town Council using one of the options given at the end of this questionnaire.

1. Defining a Settlement Boundary

Question 1a: Which of the settlement boundary options do you prefer and are there any other areas which should be included within the boundary and why?
(Please rank the options in order of preference, 1 most preferred, 3 least preferred and add any suggestions you may have about areas to be added in the box below)

Option 1: Not to define a settlement boundary, but rely simply upon site allocations comprising those undeveloped housing sites with planning permission, the Core Strategy Strategic Housing site, and proposals for new uses identified by other studies.	
Option 2: To utilise the former Herefordshire UDP boundary for the town, adding extensions to incorporate recent developments and sites with planning permission upon its edge together with allocating the proposed housing site to the north of the viaduct utilising the area defined for this within its planning application.	

S6S

Option 3: To extend the settlement boundary defined above westwards to incorporate the Riverside Park, an area to be allocated for sport and recreation and an area for employment to the south of Little Marcle Road.	

Comments/areas to be added and why

2. Employment and Recreation

Question 2a: Do you agree that providing land to expand provision for sport is a high priority? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

Question 2b: To get support from Sport England, any new football facility needs to be combined to provide for both adult and junior football so they can benefit from shared facilities. Do you agree that this should be on the indicated site off Little Marcle Road? (See settlement boundary figure 3) (Please tick one answer choice.)

Agree	No Opinion	Disagree
☐	☐	☐

Question 2c: Are there other recreational or leisure needs for which land should be identified? (Please write your comments in the box below.)

Question 2d: Given that Ledbury is required by the Core Strategy to provide 12 ha of new employment land to the south of Little Marcle Road, would you agree to:

i) Advancing one or more significant sites to meet this requirement?
(Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

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ii) Exploring the potential for further employment land restricted to uses that can take place within or adjacent to a residential area without detriment to amenity in the vicinity of the Full Pitcher Roundabout?
(Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

iii) Identifying other smaller areas to accommodate new or expanded businesses in appropriate locations elsewhere on the periphery of the town?
(Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

3. Land North of the Viaduct and Railway Line

Question 3a: In the unlikely event that it would be possible, should a proposed route for a bypass to the north of the town be protected? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

Question 3b: Should a more proactive approach be taken, if possible, to provide improved accessibility to the eastbound platform of the railway station, platform services and extended car parking? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

4. Supporting the Town Centre

Question 4a) Which areas do you think should be included in the town centre definition - as per the original (in red in figure 4) and/or are there other areas you think should be added? (Please tick your selection(s) and add any suggestions you may have about areas to be added in the box below)

Only Red	and + Blue	and + Green	and + Purple	No View
☐	☐	☐	☐	☐

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Comment/other areas which should be included in the town centre:

Question 4b) Given the changes in retail type definitions, do you agree that there should be no differentiation between primary and secondary shop frontages and shops, restaurants and cafes, drinking establishments, financial and professional services, and that hot food takeaways be allowed within this combined frontage?

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

Question 4c: Should we propose a co-ordinated approach to the regeneration of the Lawnside and Market Street area to benefit the town centre, its conservation area and community services? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

Question 4d: Should the NDP promote the retention of health facilities in the town centre if it is at all possible? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

5. Green Infrastructure

Question 5a: Do you agree with the following proposals:

i) That the new and extended corridors and enhancement zones identified in figure 7 should be added to the existing green infrastructure identified in the Herefordshire Green infrastructure report? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

ii) That within those areas green infrastructure should be protected, enhanced

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and extended where possible? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

Question 5b) Do you agree that all green and open spaces shown in figure 8 should generally be afforded protection as contributing to green infrastructure within and surrounding the town? Can you suggest any additional green spaces? (Please tick one answer choice and write your suggestions in the box below)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

Comment/other possible green spaces:

Question 5c) Do you agree that allotments and/or community gardens should be encouraged? Can you suggest a suitable location for them? (Please tick one answer choice and write your suggestions in the box below).

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

Comment/other possible locations:

Question 5d: Can you suggest any footpaths, cycleways or other connections that should be protected or created to benefit residents and access to wildlife? (Please write your comments in the box below.)

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Question 5e: Can you identify an area where children's play facilities are needed or could be improved, including providing access to nature?
(Please write your comments in the box below, including what type of play area is needed e.g. open space, play equipment and for what age range.)

6. Design and the Environment

Question 6a: Do you agree that that the NDP should include policies covering as wide a range of design matters as possible? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

Question 6b: Do you agree that the NDP should include policies to support sustainable development to mitigate the climate and ecological emergency?
(Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
☐	☐	☐	☐	☐

7. Other Matters

Question 7a: Bearing in mind that this is an NDP revision, do you have any other comments on the specific topics covered above or any other issues you wish to raise? (Please write your comments in the box below)

S10

Question 7b: Please write your postcode in the box below. (This does not identify any individual, but is simply to help in analysis so we can assess the degree of response by post code and if they are relatively equally spread across all Ledbury parish post codes; it helps us to see which areas of the Parish have responded and where greater engagements needs to take place.

It is preferred, if you can, that you complete these questions online using the link on page 1. Otherwise please return your response to the Ledbury Town Council Office by any of the following options.

To be completed including possible Freepost address

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Ledbury Neighbourhood Development Plan

Introduction

Ledbury Town Council is undertaking a limited revision of the town's Neighbourhood Development Plan (NDP), which addresses several matters upon which there was insufficient evidence or clarity to support inclusion in the first NDP. These issues primarily involve the identification of a settlement boundary for the town's built-up area, but also the provision of more employment land, safeguarding local green space and promotion of a range of design matters. In addition, a number of planning permissions granted while the plan was being prepared or subsequently have produced added pressures upon facilities, the need to provide playing fields being one of the most notable.

There are limits on how much the original NDP can be changed, the issues which it includes and those which will be deferred for future NDPs. A comprehensive review will be undertaken alongside the review of Herefordshire Local Plan Core Strategy (The Core Strategy) that will set out requirements beyond the current plan period of 2011 to 2031 and which is projected to be adopted in mid-2024.

The current Core Strategy contains a range of strategic or 'high level' policies that the NDP must comply with where they are applicable. They include two general locations where notable

certainty about where most forms of development might take place; protects the countryside and important landscapes; enables sites to be brought forward for development through consultation with the community rather than relying on windfall sites brought forward by others; and is a well understood and accepted planning tool.

Disadvantages include that it can lead to 'cramming' inside the boundary; potentially increases land values; and leads to accusations of being a crude and inflexible approach. On balance, it is considered that a settlement boundary should be defined. Options might be influenced by how it is proposed development pressures should be accommodated. It is emphasised that currently the town has met and exceeded the required level of housing growth through policies in the Core Strategy and planning permissions and consequently this interim review does not propose any new housing sites. That should await a fuller review when the updated Core Strategy is rolled forward.

1.2 Options that are presented for consideration are:

Option 1: Not to define a settlement boundary, but rely simply upon site allocations comprising those undeveloped housing sites with planning permission, the Core Strategy Strategic Housing site, and proposals for new uses identified by other studies.

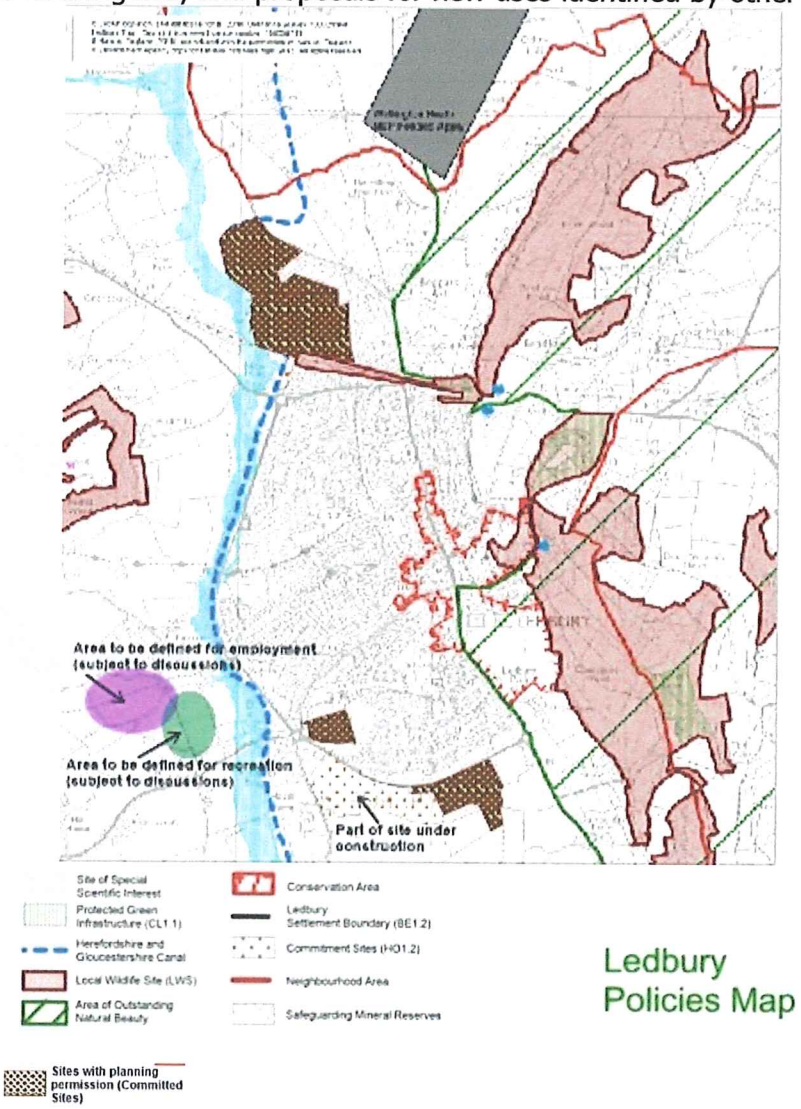


Figure 1: Settlement Boundary Option 1 – No Boundary (based on current NDP policies pap)

Advantages: Offers flexibility in planning; avoids development being crammed within a settlement boundary; acts as a brake on land values.

Disadvantages: Provides no certainty to landowners, developers and the community as to where development is likely to be acceptable or not; provides less control over development and less protection of the countryside.

Option 2: To utilise the former Herefordshire UDP boundary for the town, adding extensions to incorporate recent developments and sites with planning permission upon its edge.

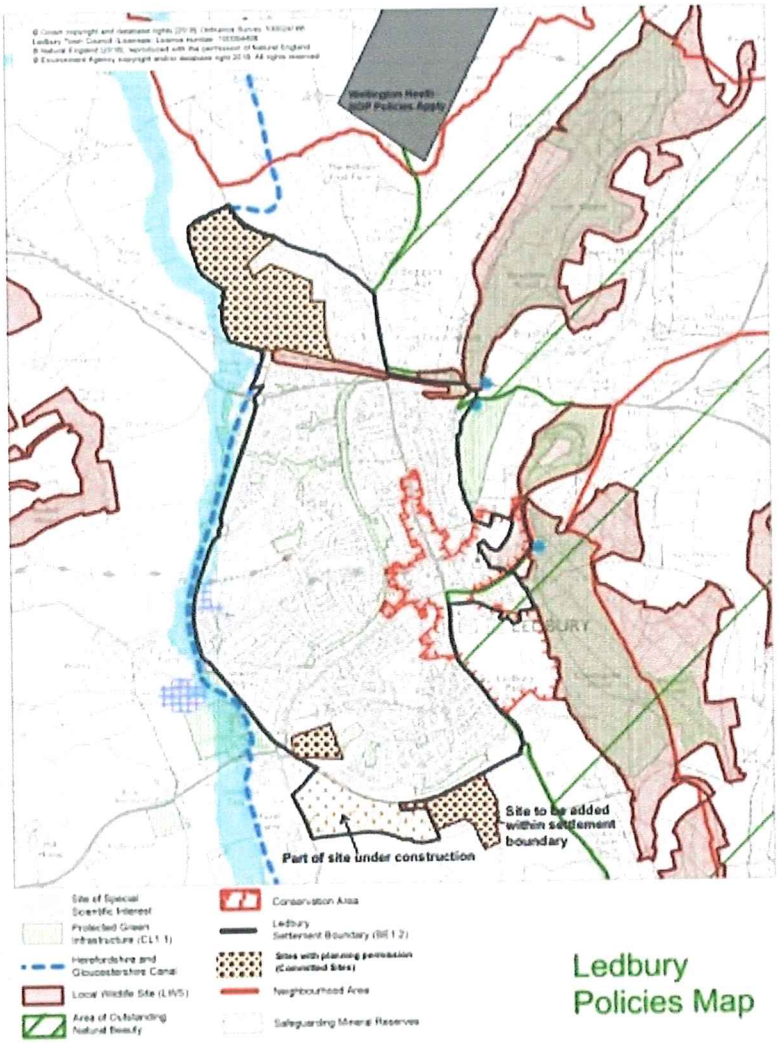


Figure 2: Settlement Boundary Option 2 – Boundary based on previous draft NDP submission removed at examination, but with an extension for land recently granted planning permission.

Advantages: Implies that development will be limited by the boundary of the existing built area, which has been determined over time by topography, the AONB and River Leadon.

Disadvantages: Developers have been successful in challenging this boundary, notably in new housing developments south of Leadon Way. They continue to seek planning permission outside the UDP boundary, for example off Dymock road.

Option 3: To extend the settlement boundary defined above westwards to incorporate the Riverside Park, an area to be allocated for recreation and area for employment to the south of Little Marcle Road.

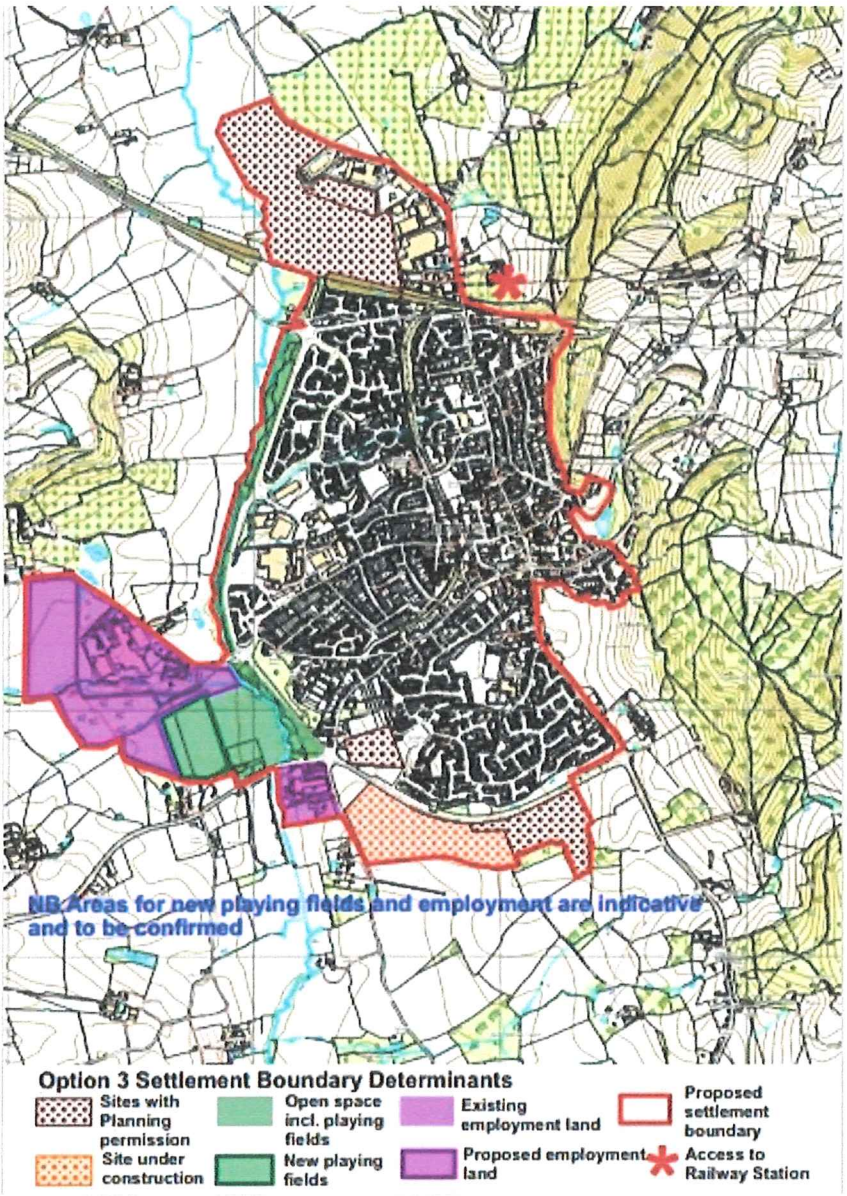


Figure 3: Settlement Boundary Option 3 - Boundary to include committed sites and allocations for employment, playing fields and Riverside Walk.

Advantages: This settlement boundary respects the constraints of topography, the AONB and River Leadon, with extensions to the west to protect the Riverside Park and to the south-west to meet Ledbury's present and future needs for recreation and employment land. It gives greater certainty to landowners, developers and community over where building is likely to be acceptable and where it is not. It will also help ensure a plan-led and controlled approach and protect the countryside from unnecessary development. In this respect, it is important that proposals are included to protect the green infrastructure network around the town, as outlined later in the paper.

Disadvantages: Extends the boundaries to the south-west of Ledbury that might potentially lead to additional pressures for development in that direction. Reduces flexibility and opportunities for landowners and developers.

1.3 Given that a settlement boundary is the prime objective of this NDP revision, Ledbury Town Council believes that Option 3 gives greatest certainty and protection. Furthermore, this option provides for a number of other development needs within the boundary which the Town Council consider should be addressed in the revised NDP and which are referred to in some of the subsequent sections of this document.

Question 1: Which of the settlement boundary options do you prefer and are there any other areas which should be included within the boundary and why? (Please rank the options in order of preference, 1 most preferred, 3 least preferred)	
Option 1: Not to define a settlement boundary, but rely simply upon site allocations comprising those undeveloped housing sites with planning permission, the Core Strategy Strategic Housing site, and proposals for new uses identified by other studies.	
Option 2: To utilise the former Herefordshire UDP boundary for the town, adding extensions to incorporate recent developments and sites with planning permission upon its edge together with allocating the proposed housing site to the north of the viaduct utilising the area defined for this within its planning application.	
Option 3: To extend the settlement boundary defined above westwards to incorporate the Riverside Park, an area to be allocated for sport and recreation and an area for employment to the south of Little Marcle Road.	

Comments/areas to be added and why

2. Employment and Recreation

Land for New Businesses

2.1 The NDP will include a 'brownfield first' policy by which is meant that vacant industrial land and business premises may be considered for a wide range of future uses, as appropriate, including: commercial; public utility/facilities; and other uses.

It is also proposed that the NDP should seek to allocate additional land for employment, so that the town can grow in a balanced and sustainable way. In this way out-commuting to work, which is expected to result from the increase in population arising from housing development, can be reduced. Herefordshire Council indicates that around 12 hectares of land for new businesses should be located to the south of Little Marcle Road. Its analysis of the landscape surrounding the town suggests that this is the location which is least sensitive. There are already business premises in that location. However, the location of the additional employment land is not defined, and currently there is no mechanism agreed that might deliver it. For the town to grow in a sustainable way, promoting local employment would reduce the need to travel elsewhere to work. The opportunity exists to utilise the Market Town's Economic Investment Plan project to try to bring forward employment land in this location. An assessment of potential employment sites identified a limited number of smaller sites in locations that are less sensitive or could be screened to a satisfactory degree. These might also contribute towards providing local employment across a range of businesses, including tourism.

Land for Playing Fields

2.2 There are no specific proposals for recreation in the current plan although there is a policy to support new or improved community facilities for the youth of the area subject to a number of criteria. Ledbury and District Sports Federation and its constituent clubs have identified the need for further playing fields especially in order to meet the needs of the local rugby and football clubs. This need is also identified in the Herefordshire Council 2015 Playing Fields Strategy. The assessment for both the Ledbury Town FC (adults) and Ledbury Swifts FC (juniors) is that at least 6 hectares of additional land may be required. Funding and delivery opportunities have been explored and the expansion in the vicinity of the rugby club is favoured. The need to provide for these sports is seen as one of the main purposes for the review of the NDP and potential sites have been explored. The preferred option is also to locate playing fields to meet the current needs to the south of Little Marcle Road, where combined facilities for adult and junior football will be supported by Sport England.

Question 2a: Do you agree that providing land to expand provision for sport is a high priority? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

Question 2b: To get support from Sport England, any new football facility needs to be combined to provide for both adult and junior football so they can benefit from shared facilities. Do you agree that this should be on the indicated site off Little Marcle Road? (See settlement boundary figure 3) (Please tick one answer choice.)		
Agree	**No Opinion**	**Disagree**

Question 2c: Are there other recreational or leisure needs for which land should be identified? (Please write your comments in the box below.)

Accommodating these Employment and Sports Needs

2.3 It is important to show that in accommodating any playing fields, we will not restrict the ability to meet the Core Strategy requirement for employment land. Land south of the Heineken factory is expected to make a major contribution towards the 12ha required. However, promoting a range of sites to the south of Little Marcle Road with a flexible approach in terms of jobs that might be encouraged while protecting local amenity may enable both the requirements to be met. This would also enable advantage to be taken of recent changes to categories covering commercial, business and services uses to widen employment opportunities without having a significant adverse effect on

residential amenity or the landscape. The relocation of the auction building from the town centre to the site on the Ross Road is an example of such flexibility.

2.4 A similar opportunity is afforded by land to the south of the Full Pitcher roundabout where there is currently a number of businesses and a sensitive development between these and dwellings to the east might mitigate some of the noise that is currently generated in this location. The current NDP refers to the establishment of a tri-service facility near the bypass and although the emergency services have no immediate plans to co-locate they welcomed the reference. Land in this vicinity may offer an opportunity that would benefit emergency services through vehicles avoiding having to travel on the more congested roads within the town to locations outside. Similarly, there is a suggestion that the promotion of additional hotel accommodation on the periphery of the town would add to tourism potential. The current NDP policy might be expanded to support additional hotel accommodation outside of the urban area. A location upon Ledbury bypass may offer the opportunity to diversify the range of hotel accommodation on offer.

2.5 Should it be possible to bring forward a number of sites, these might contribute towards the 12 hectares required to the south of Little Marcle Road. It would have to be shown that such development would not adversely affect residential amenity, that it would support the enhancement of green infrastructure in this vicinity, and care would be needed to show that any proposal would not have a significant adverse effect on views from or to the Malvern Hills AONB or Wall Hills Camp.

Question 2d: Given that Ledbury is required by the Core strategy to provide 12 ha of new employment land to the south of Little Marcle Road, would you agree to:

i) Advancing one or more significant sites to meet this requirement?

(Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

ii) Exploring the potential for further employment land restricted to uses that can take place within or adjacent to a residential area without detriment to amenity in the vicinity of the Full Pitcher Roundabout? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

iii) Identifying other smaller areas to accommodate new or expanded businesses in appropriate locations elsewhere on the periphery of the town? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

3. Land North of the Viaduct and Railway Line

3.1 A large part of this area is proposed for housing with some employment land within the Core Strategy which also sets out development requirements in some detail. This includes, among other matters, facilitation of the Hereford to Gloucester canal and a new park linking to existing walks into and around the town to the south of the viaduct and Ledbury allotments further to the north. This may also be an opportunity to review the originally planned northern extension of the bypass onto the Bromyard Road to determine whether a route might be possible and something that would be supported by the community should it be practical at this point in time and in planning terms.

Question 3a: In the unlikely event that it would be possible, should a proposed route for a bypass to the north of the town be protected? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

Ledbury Railway Station

3.2 Ledbury's location on a railway line provides the opportunity to promote this more sustainable mode of travel and connect with other centres of employment and education. However, it is restricted in terms of safe access and car parking. Both Herefordshire Council's Transport Strategy and the current plan indicate support for improvements to the accessibility and facilities available at the railway station, including car parking. It has not yet been possible to deliver these improvements although adjacent land has been submitted for assessment as potential land for employment. Benefits in terms of improved access to the railway station are highlighted within the submission.

Question 3b: Should a more proactive approach be taken, if possible, to provide improved accessibility to the eastbound platform of the railway station, platform services and extended car parking? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

4. Supporting the Town Centre

Ledbury Town Centre

4.1 The Core Strategy seeks to increase the vitality and viability of Ledbury town centre, especially through supporting retail, commercial, leisure, cultural and tourism proposals and resisting proposals outside the centre where this would have an adverse effect on these qualities.

The only definition of Ledbury town centre is found in Herefordshire's Unitary Development Plan 2007 (UDP) which is shown in red on figure 4, but is now out of date. It is proposed that a new redefinition of the town centre be considered.

The alternatives are (see figure 4):

- to use the old UDP boundary giving a concentrated town centre and a defensible retail core (red)
- to extend the town centre to include either or both the supermarkets (the Co-op and Tesco) and adjacent shops and businesses which lie just outside the UDP town centre boundary. It has been shown that footfall from each of these supermarkets supports the town centre (Tesco area in green, Co-op area in blue)
- to add in Lawnside which includes two important town centre facilities - the swimming pool and the community centre - as well as the associated car park (purple).

The advantages of defining a town centre include the ability to: realistically assess the retail impact of any proposed development outside the town centre on its economic viability and vitality; to apply guidance set out in Herefordshire Core Strategy; to reflect recent changes in defining retail, leisure and town centre service premises, and to inform plans to expand Ledbury's market size.

Disadvantages may include: difficulty in responding to retail market changes by restructuring to support the town centre; the restriction of some forms of environmental enhancement, and the dispersal of footfall across a larger area. On balance and for the period that the NDP is expected to cover, it is suggested that defining a town centre would be beneficial.

The current NDP defines primary frontages (mainly food, restaurants, clothing, drinking establishments and household shops) and secondary frontages (in addition to the above, including hot food takeaways and businesses), regulating the uses considered appropriate within these (see figure 5). However, there is a new 2020 system of defining types of retail premises which needs to be reflected in any frontage definitions. It is proposed that the distinction between primary and secondary frontages is removed in order to encourage a more flexible approach to planning the future of the town centre. Changes in patterns of retailing and associated town centre uses are occurring rapidly and there may need to be a more flexible approach about what uses will retain Ledbury's attractiveness as both a retail and tourist destination.

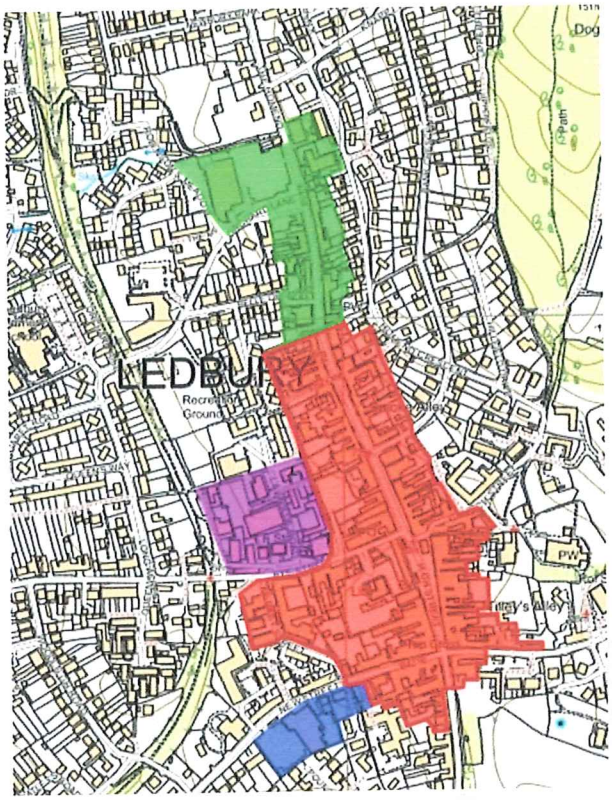


Figure 4: Possible extensions to the Town Centre

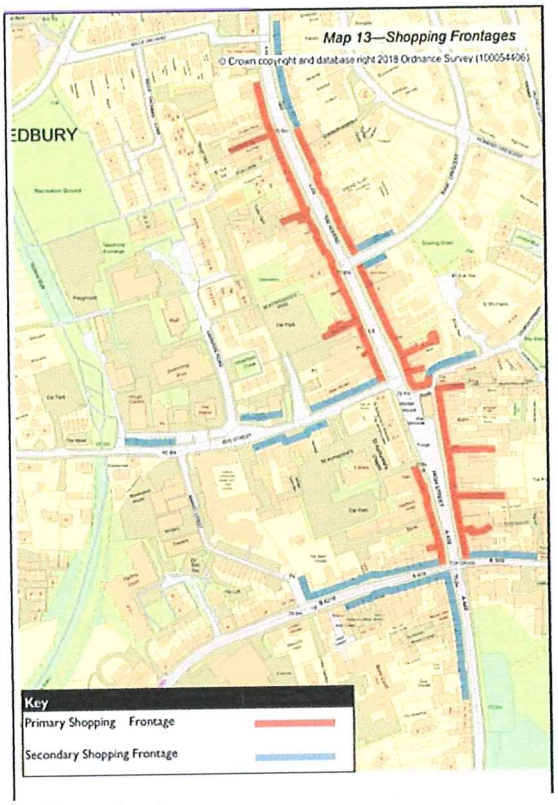


Figure 5: Existing frontages

Question 4a) Which areas do you think should be included in the town centre definition - as per the original (in red in figure 4) and/or are there other areas you think should be added? (Please tick your selection(s) and add any suggestions you may have about areas to be added in the box below)

Red Only	**and + Blue**	**and + Green**	**and + Purple**	No Opinion

Comment/other areas which should be included in the town centre:

Question 4b) Given the changes in retail type definitions, do you agree that there should be no differentiation between primary and secondary shop frontages and shops, restaurants and cafes, drinking establishments, financial and professional services, and that hot food takeaways be allowed within this combined frontage? (Please tick one answer choice.)

Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

4.2 The area comprising Lawnside and Market Street, on the periphery of the town's shopping streets, is one of mixed uses where there are pressures for redevelopment, and these may be added to through the need to improve healthcare facilities. It is suggested that a comprehensive approach is taken to defining how redevelopments might proceed to enable improved health service facilities, provision of other uses supporting the town centre, its attractiveness to visitors is increased, and the enhancement of the conservation area's character and appearance. An option is to retain the current approach and allow any development within Lawnside to proceed on an ad-hoc basis.

Question 4c: Should we propose a co-ordinated approach to the regeneration of the Lawnside and Market Street area to benefit the town centre, its conservation area and community services? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

Health and other Emergency Services

4.3 The current NDP contains a policy to support proposals which improve, or increase the capacity of and access to medical, dental and care facilities, by expansion or relocation. Since that plan was prepared, Ledbury Health Partnership has formed comprising the two former general practices serving the town and its hinterland together. Its current accommodation is fragmented and in the view of Ledbury Health Partnership, while it provides for present needs, it will not be suitable in the future. It would not be able to meet expected population growth and is unable to accommodate the range of other NHS and associated services expected for a modern health service practice. The benefits of the 'joined up' and holistic approach to health care services for the community would be enhanced further through improved and extended accommodation. Options are being explored, although Ledbury Town Council would prefer to retain facilities within the town centre if that is possible as this would provide easiest access for all and support the town's economy. This would not be to the exclusion of other options should that not be possible.

Question 4d: Should the NDP promote the retention of health facilities in the town centre if it is at all possible? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

5. Green Infrastructure

5.1 Green infrastructure comprises the network formed by green spaces and other green features within and surrounding the town including, among others, parks, open spaces, playing fields, woodlands, orchards, rivers and streams, street trees and allotments. Current NDP policies afford protection to some green infrastructure elements such as

woodlands surrounding the town and a number of features that contribute towards biodiversity.

The Neighbourhood's Green Infrastructure

5.2 The approach now being suggested is to maintain, enhance and encourage further natural features within the series of green corridors (referenced LedLSC) and enhancement zones (referenced LedEZ) identified in Herefordshire Council's Green Infrastructure Strategy which is a supporting document to the Core Strategy. Some of the corridors are associated with town-wide pedestrian and cycle routes. Further work undertaken for the review has highlighted additional corridors and enhancement zones together with additional measures. The proposed new corridors and zones are shown in figure 7 (current zones shown in figure 6).

5.3 Objectives for these areas will be set out in the NDP for adoption by the Town Council and local community groups and should also be met if and when development is proposed within the areas. These objectives should strengthen those features contributing to the character and ecological value surrounding the whole of the town's built-up area including, where possible, measures to mitigate the effects of climate change. The areas and measures comprise:

- **Local Strategic Corridor LedLSC1** passes through the town along the line of the former Ledbury-Gloucester railway. The green corridor should be retained and enhanced where possible, including protecting open spaces in its vicinity.

- **Local Strategic Corridor LedLSC2** incorporates not only the riverside walk, but also greening along the edges of the western leg of Ledbury bypass and the adjacent sports grounds. An extension to or widening of the corridor to link to Walls Hill Camp and its surrounding woodland is proposed because of its importance to local heritage and the setting of the town. Extensions to the north and south would also ensure connectivity along the River Leadon and the proposed route for the reinstatement of the Hereford to Gloucester canal.

- **Local Strategic Corridor LedLSC3** stretches out from the centre of the town to the north-east to link with Dog Wood. The green spaces within the town's built-up area, such as the churchyard and a large walled garden, are important elements within this corridor. The corridor's extension to include Frith Wood would be consistent with objectives for public access to the nearby woodlands.

- **Local Strategic Corridor LedLSC4** is an example of what can be achieved in terms of connected green space within residential and associated areas and which residents can add to through wildlife friendly gardens.

- **A new Local Strategic Corridor LedLSC5** is proposed incorporating locally important parks and gardens along the east of the town and a wildlife corridor based on the stream and public right of way to the south of the town. The new area would not only look to protect important landscapes, but strengthen the connectivity and transition between the upland ecological network defined for Malvern Hills AONB in its Management Plan and the lowland valley of the River Leadon.

- **Local Enhancement Zone LedLEZ1** is where considerable new development is proposed in the Core Strategy. Herefordshire Council's Green Infrastructure Strategy encourages a range of actions to enhance the area that borders Wellington Heath parish including creating new paths, other environmental

measures including wetland features, and the restoration of the canal. Wellington Heath NDP identifies a settlement green gap[1] to prevent, among others, coalescence between its settlement and Ledbury. It also indicates that a footpath and safe cycleway might be developed within its area to help link the two settlements, and for screening to be used to mitigate the effects of development and protect the landscape setting of Malvern Hills AONB. The transitional landscape between upland and valley in this location needs to be recognised for its importance to the setting of the AONB to which the zone might be linked by an extension to the east. The enhancement requirements for this area should also protect this green gap. A complementary policy setting out the additional enhancement measures which ought to accompany any development within this area should be included in the NDP. Natural flood control measures to reduce the flooding effects of the new development upon the River Leadon should be introduced, including measures to benefit wildlife.

- **Local Enhancement Zone LedLEZ2** is an area where change is underway despite being identified as an important sensitive landscape by a planning inspector. The extension of the enhancement zone along the Dymock Road to incorporate the land identified as sensitive and enhancement measures that might be incorporated within those parts where development is likely should be included in the NDP.

- A new **Local Enhancement Zone LedLEZ3** is proposed on the higher ground at the eastern end of Ledbury bypass and south-west of the Gloucester roundabout that was identified as a sensitive landscape in the current plan and that would be a backcloth to new development that is under construction. The new zone would also create a green gap between Ledbury Town and Parkway and would include a new path and cycleway between the two communities.

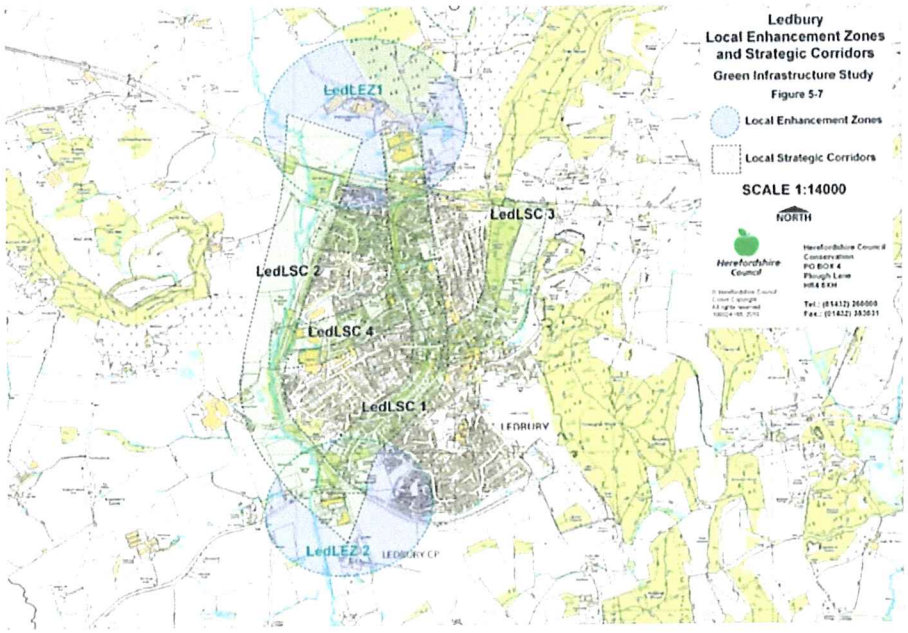


Figure 6: Current Herefordshire Council Local Strategic Corridors and Local Enhancement Zones

[1] See Policy WH3 at https://wellingtonheathpc.org/wp-content/uploads/2020/10/WHNDP-v15.11.pdf

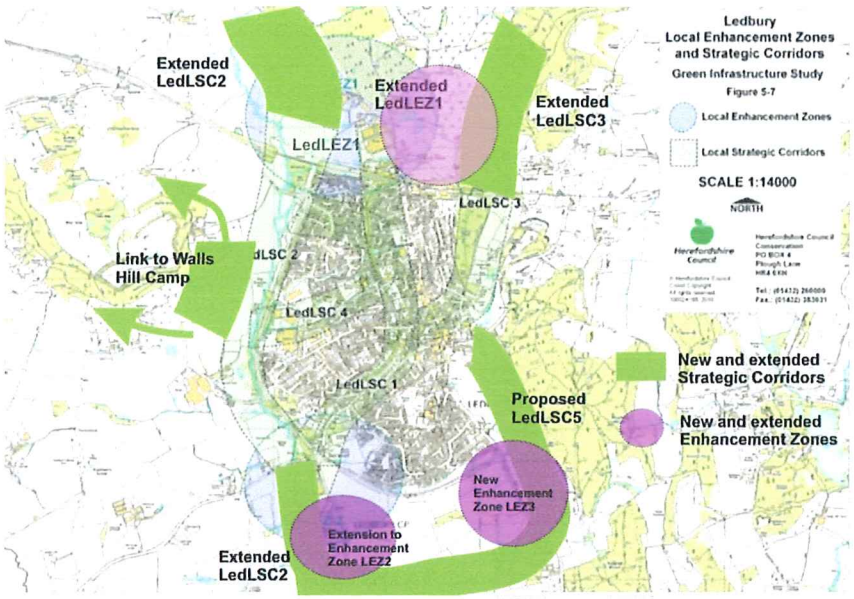


Figure 7: Current and proposed Local Strategic Corridors and Local Enhancement Zones

Question 5a: Do you agree with the following proposals:				
i) That the new and extended corridors and enhancement zones identified in figure 7 should be added to the existing green infrastructure identified in the Herefordshire Green infrastructure report? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**
ii) That within those areas green infrastructure should be protected, enhanced and extended where possible? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

Green Spaces Within Ledbury

5.4 The elements and features that form the corridors and enhancement zones need to be protected and opportunities taken to promote positive measures to increase their extent, including net gains in biodiversity, where development is proposed. Not all the important green and open spaces requiring protection are included within these defined areas. Small and medium sized green and open spaces can add to local amenity and provide valuable wildlife refuges. The map below shows these, including that along Leadon Way. Many of these were identified as protected area in the former Herefordshire Unitary Development Plan. Different levels of protection may, however apply -for example playing fields may be replaced with the same or better facilities elsewhere. It is also proposed that where appropriate and opportunity arises, the creation of community gardens and allotments should be considered.

Question 5b: Do you agree that all the green and open spaces shown in figure 8

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should generally be afforded protection as contributing to Green Infrastructure within and surrounding the town? Can you suggest any additional green spaces? (Please tick one answer choice and put your suggestions for additional green spaces in the box below)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

Comment/other possible green spaces:

Question 5c: Do you agree that allotments and/or community gardens should be encouraged? Can you suggest a suitable location for them? (Please tick one answer choice.)

Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

Comment/other possible locations:

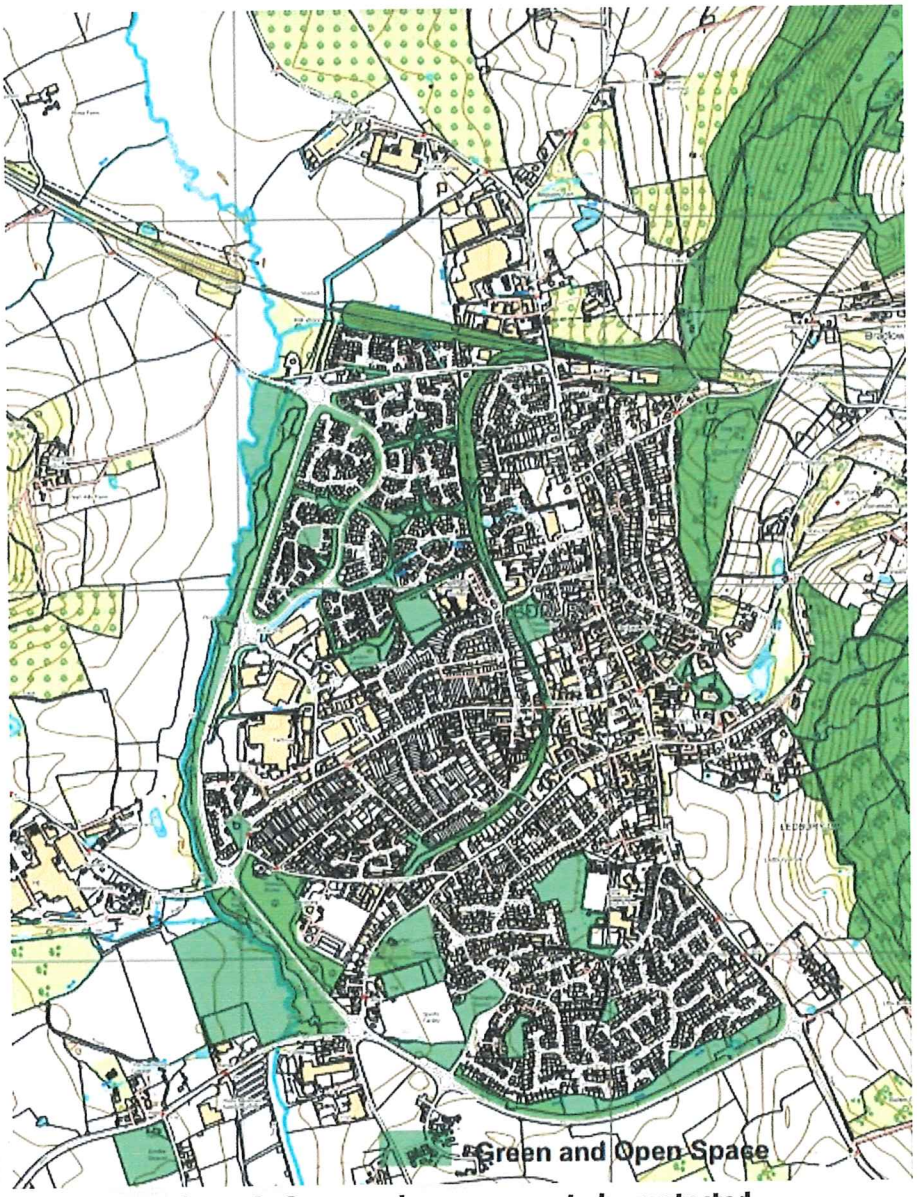


Figure 8: Green and open spaces to be protected.

Footpaths, Cycleways and Public Rights of Way

5.5 Footpaths, cycleways and public rights of way are important elements within the corridors defined through and surrounding the town, especially those associated with green spaces and corridors. Many of the latter lead out from its built-up area, enabling access to woodlands and other natural green spaces in the surrounding countryside, especially upon the Malvern Hills. There remains the ambition to add further to this by safeguarding the route of the Herefordshire to Gloucestershire Canal so that a restoration project might lead to the reopening of the link at some time in the future and with the tow path providing pedestrian and cycle access to neighbouring areas. Facilitating access to parts of the town and its surrounding villages and hamlets along green corridors supports three objectives of promoting health and wellbeing, retaining and increasing biodiversity, and mitigating the effects of climate change. Encouraging improved links to the wider network will also benefit both physical and mental health.

Question 5d: Can you suggest any footpaths, cycleways or other connections that should be protected or created to benefit residents and access to wildlife? (Please write your comments in the box below.)

Children's Play

5.6 Children's play areas can provide access to nature as part of their design and contribution to wellbeing. Herefordshire Council's Play Facilities Study 2012 identified 9 children's play areas within the town. All but one of these were in the northern part of its built-up area with only one to the south of Bridge Street. Circumstances may have changed slightly since that study with specific provision being made to serve new housing development. However, even if these were to serve a wider area, most are to the south of Leadon Way which is a major barrier to access by children. No opportunities to increase children's play area provision within the southern part of the town have been identified. It is proposed to enable provision of additional play facilities in areas of need if and when opportunities are identified.

Question 5e: Can you identify an area where children's play facilities are needed or could be improved, including providing access to nature? (Please write your comments in the box below, including what type of play area is needed e.g. open space, play equipment and for what age range.)

6. Design and the Environment

Design Guidance

6.1 Ledbury Town Council has a Design Guide (2018) and it hoped in the future to update and put it to community consultation for approval as an adopted planning document. However, given the time involved in such a detailed exercise, and the subsequent delay that would be incurred to defining the settlement boundary, a design guide is not proposed at this stage.

It is nevertheless important to integrate existing design preferences into policies in the body of the NDP. This will be done on a wide range of design issues, as well as cross-referencing to the National Model Design Code, which sets the framework for design policies.

Question 6a: Do you agree that the NDP should include policies covering as wide a range of design matters as possible? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

Question 6b: Do you agree that the NDP should include policies to support sustainable development to mitigate the climate and ecological emergency? (Please tick one answer choice.)				
Strongly agree	**Agree**	**No Opinion**	**Disagree**	**Strongly disagree**

7. Other Matters

7.1 The NDP may include a limited number of other matters although it is not intended to encompass a major review. Herefordshire Council has started a review of its Core Strategy although this may take some time before it is complete. This may identify further development needs for the town requiring a more significant review of the NDP.

Question 7a: Bearing in mind that this is an NDP revision, do you have any other comments on the specific topics covered above or any other issues you wish to raise? (Please write your comments in the box below)

Question 7b: Please write your postcode in the box below. (This does not identify any individual, but is simply to help in analysis so we can assess the degree of response by post code and if they are relatively equally spread across all Ledbury parish post codes; it helps us to see which areas of the Parish have responded and where greater engagements needs to take place.)

Agenda Item 7e

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 early 2022

Communications and consultation plan objectives

1. To ensure the public (residents of Ledbury Town and the Parish) 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 (especially in the context of the COVID-19 pandemic and the possible need to use virtual, digital and printed media as a primary means of communication to support social distancing) 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, businesses and community organisations of the NDP development stages and to promote the related specific consultation rounds will include:**

   For the 1st Public consultation round (under Plan A options shown below and assuming COVID secure conditions):

- Letters and/or emails to businesses, community groups and organisations from council held and other accessible permission-based lists as identified in the Consultation Plan section below
- Public consultation leaflet and questionnaire delivered to all residences in Ledbury and the Parish
- Use of existing networks such as the U3A, Ledbury Civic Society, Ledbury Traders Association and the WEA (Workers' Educational Association) to help get the consultation messages disseminated (a full list of some 70+ Ledbury community groups is held by the annual Ledbury Community Day organisers)
- Social media – Facebook including the various different Ledbury based Facebook sites*, Nextdoor, Town Council website and especially the NDP pages of the website. Use of twitter and Instagram will also be considered if deemed relevant to reach significant numbers of Ledbury people.
- Local press – mix of news release information and paid adverts in:
    - Ledbury Focus – free monthly magazine with 6,000 copies distributed free to all households in the Ledbury area and copy deadline one month ahead; we need to provide a pre-set page copy
    - All About West of the Hills – free bi-monthly magazine with 7,000 copies distributed free to all households in the Ledbury and surrounding areas and copy deadline one month ahead
    - 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

* Including:

- Voice of Ledbury: 9,378 members
- Ledbury Community Action: 190 members
- Ledbury Noticeboard: 12,206 members
- Loving Ledders: 955 members
- Town Talk: Ledbury Politics: 497 members
- What's On Ledbury Area: 1,467 members
- The Shops of Ledbury: 900 like the page
- Old Ledbury: 4,331 members
- Ledbury COVID-19 Support Group: 1,465 members
- Next Door: 7% of Ledbury households = approx. 300

Member numbers quoted as at 18/03/21 - Note these are substantial increases over the last few years demonstrating the much wider reach that can now be achieved through the use of social media (no doubt influenced by social isolation during the lockdowns and people finding other means to keep in contact) justifying this being included as a key element of the first round of public consultation as being viable and valid to achieve a representative response sample despite lockdown conditions.

For the Reg 14 round of consultation (under Plan B options shown below and assuming COVID restrictions lifted):

- All the above plus posters on public notice boards, shop windows and in the library and at physical meetings with a combination of venues and presentations by different consultation groups

2. Preparation lead times

To complete the 1st Public round of consultation in April-May:

- Prior to March 2021 - Preparation, gathering the baseline evidence and producing the topic guide papers on which to base the consultation programme
- March 2021 - First news release on progress and seeking stakeholder requests to provide input, help with evidence gathering and any policy ideas/formulation input
- March to early April 2021 - Start advertising public consultation programme to be held in April-May 2021, including booking any adverts/mag space, social media and websites and email to all local organisations and groups. Design and set up online survey and post consultation documents on the NDP website
- Late March to mid-April 2021 - Design and organise production and distribution of consultation leaflet and questionnaire to all households available from mid-May with a returned deadline by end of May 2021.

To complete the Reg 14 round of consultation in August-September:

- June 2021 - Book venues and dates for public consultation events, recruit volunteers for events
- June to July 2021 - Design and set up online and paper questionnaire on policy proposals to be used at events
- July 2021 - Advertise using media indicated, organise and produce display materials including exhibition-type policy description posters and posters for notice boards and shop windows, arrange refreshments, produce volunteer rota from the NDP WP to explain policies and encourage/collect completed questionnaires at events
- August to September 2021 - Hold public consultation events including business breakfast and evening consultation events such as for the Ledbury Traders Association, all other town centre traders and businesses in and around Ledbury

3. Hard to reach groups

- These will be reached in particular by posters and questionnaires delivered to where they could be expected to be read and seen - such as to the care homes,

schools, food bank, library (full list below) - and with consultation visits where appropriate and/or requested

4. Resources available:

- See table in the Consultation statement and plan

5. Approval timescales:

- 1st Public consultation round: All communication materials to be ready for ED&P committee recommendation for approval at the March 2021 meeting with full Council approval at the April 2021 meeting
- Reg 14 consultation: All communication materials to be ready for ED&P committee recommendation for approval at an early to mid-July 2021 meeting with full Council approval at a late July meeting

Consultation statement and plan

1. Overview

This consultation statement sets out how the Ledbury Neighbourhood Plan WP intends to consult on the contribution to the evidence base and then formal public review and feedback stages of the NDP process leading up to Reg 16 and ultimate adoption.

Since this exercise is to amend and update the current adopted version and not to produce a totally new version of the Ledbury Neighbourhood Development Plan, four consultation stages are planned, including two rounds of full public consultation

- An initial invitation to participate in the Working Party and baseline evidence gathering
- A first round of evidence based public consultation to inform the development of a proposed settlement boundary and policy amendments/additions to produce a first draft of the new version of the NDP leading up to a Reg 14 submission version. The purpose of this consultation is to gain an understanding of the how the community and other stakeholders view different options suggested by the evidence base in order to draft the Reg 14 version
- A second round of stakeholder and public consultation on this draft to inform editing to produce a final version to be approved to go to Reg 16 for formal examination by the inspector
- There will be a final consultation stage on the final version of the plan incorporating any necessary or suggested inspector edits/amendments to the plan, which once confirmed as being adequately incorporated in the final plan, will go on to a referendum for adoption.

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 a significant challenge to consulting on neighbourhood plan documents. The population of the plan area is close to 10,000. Ensuring adequate consultant opportunities for the rural areas of the parish in particular is addressed in this plan.

In summary, the first round of public consultation, once the outcomes have been analysed, will form the evidence to produce the proposed settlement boundary and policy revisions into a Reg 14 draft of the NDP. The second public consultation round on this draft will lead to changes to the policies based on the outcomes from the analysis and in line with the agreed NDP update objectives – which may have also been refined as a result of the consultations.

2. How the consultation will be set up

We are currently very limited on conducting face to face research within current Covid-19 restrictions. Currently (March 2021) no face to face sessions can be run until lockdown is lifted, which is not scheduled to be fully removed until mid-June and even then it depends on what restrictions are put in place following the end to lockdown. Our plan would be to ensure as much consultation takes place virtually or with little or no contact as possible whilst ensuring the breadth and depth of the consultation originally planned is maintained.

This is anticipated to apply to the first round of public consultation, so we will work towards Plan A (virtual) for that stage. As lockdown restrictions are removed, we can supplement with Plan B (face to face) should restrictions allow – which is expected to be the case for the second/Reg 14 round of public consultation. Subject to lockdown easing timescales, it may also be possible to include some Plan B events in the latter part of the first round of consultation – options for this are included in the consultation budget for activities below.

- Plan A
  - Consultation material drafted with information in an Issues leaflet on each of the policy areas with key areas for decisions highlighted. This information with a questionnaire to be delivered to all households in the Ledbury parish. It is proposed to use Royal Mail for delivery to the 4,184 households according to their data and to the 450 (219 active) postcodes in the area. These will be accessible electronically on the NDP/TC website and also available to email or print and post out on request.
  - The aim will also be to place a recorded Zoom presentation on the website which will enable people to access a presentation at a time to suit them, and a series of Zoom sessions is planned (a combination of day/evening/ weekday/weekend), either targeting particular groups such as businesses, recreation groups, through schools, retailers and traders or open sessions. This will follow a presentation

style session to participants, where questions can be asked to gather some qualitative and quantitative data to help develop policy proposals. Sessions can either be recorded or a note taker nominated (otherwise it is a lot to facilitate and note take for one person).

- Plan B Event types
  - 2-day consultation event
  - Business Breakfast
  - Parent's evenings
  - Retailers and traders evening consultation event
  - Possible consultation venues
    - The Recreation Ground
    - Community Hall
    - St Katherine's Hall
    - The Masters House and library
    - The Market House
    - Town Council offices
    - The Burgage Hall

3. Consultation groups to be contacted/actually contacted (using COVID secure means as appropriate) with approximate numbers

- When setting up the Working Party
  - A leaflet asking for any NDP suggestions and for volunteers was produced and distributed by Ledbury Town Council at the Ledbury Community Day in August 2019
  - A letter was sent out to 76 local groups and organisations in October 2019 asking for any NDP suggestions and for volunteers to help with the NDP
  - Consequently, a core Working Party of some four Town Councillors/Ward Councillors, a regular dozen or more community volunteers and support from Herefordshire Council planning and funding officers have been working closely together on the NDP with the two engaged consultants (with a third associate consultant of one of these also engaged specifically on the consultation process) and Town Council office staff since early 2019

- **Target evidence base consultation by key issues and by community groups**
  (all had some form of invitation; in bold = interviewed and/or received specific feedback after being invited to contribute)

  - Employment
    - **Heineken/UBL**
    - Pugh's Auctioneers and estate agents
    - John Goodwin Estate Agents

- Mr Bruce Gilbert – farmer and landowner of a proposed employment land off Little Marcle Road
- Other landowners of land being allocated/included in the settlement boundary
- Tri-services - police, fire and ambulance
- Business outside the town centre in trading estates and elsewhere – a list of 76 business will have had individual business letters sent to the Chief Executive inviting input and comment – **some responses**
- Ledbury Traders Association - all 48 members will have individually received an email with the same business letter
- All other town centre retailers and business including services such as hotels, dentists, estate agents, banks, solicitors and accountants will have had a hand delivered copy of the same business letter through their letter box to approximately 165 businesses (Traders Association duplicated) – **some responses**

- Herefordshire and Gloucestershire Canal Trust
  - Representative of the trust
- Medical facilities
  - **Ledbury Health Partnership**
- Neighbouring NDP parishes
  - Dymock Parish Council
  - Wellington Heath Parish Council
  - Colwall Parish Council
  - Pixley and District Parish Council
  - Eastnor and Donnington Parish Council
  - Bosbury and Coddington Parish Council
- Railway station
  - The Kennels (Wilce family-owned land north of the railway station)
  - Network Rail
  - West Midlands Train Network
- Sport and fitness
  - **Ledbury and District Sports Federation**
  - **Ledbury Swifts Football club**
  - **Ledbury Town Football Club**
  - Ledbury Rugby Football Club
  - Ledbury Cricket Club
  - Mr Arthur Hindmarsh – owner of Property Solutions; owns LFC land
  - **Mr Alistair Young – farmer and landowner of a proposed site for a new combined Ledbury football facility**
  - John Masefield Secondary High School (sports facilities)
  - Ledbury Harriers Running Club
  - Ledbury Tennis Club
- Design issues
  - Paul Neep, Architect

- Community gardens
  - Haygrove Community Gardens
  - Ledbury Allotments
  - Underdown walled garden
- Footpaths and cycleways
  - Hereford Local Access Forum (HLAC)
  - Ledbury Area Cycle Forum
  - Ledbury Walker's Club
  - Ledbury Ramblers
  - Footpaths Officer – Ian Fountaine
- Public green spaces
  - Children's Play Groups/parent groups
  - Herefordshire Green Network
  - Herefordshire Wildlife Trust\
  - Tree Warden
  - Sustainable Ledbury
- Other green spaces and recreation areas
  - Malvern Hills AONB Partnership
  - Local camping, caravanning and chalet holiday sites
  - Ledbury Park
  - Hellens
  - Eastnor Castle
  - Westons Cider
- Other principal community groups and organisations (using the Ledbury Community Day list of approximately 70 community organisations including the key ones listing below)
  - Ledbury Town Council
  - **Ledbury Town Councillors**
  - Ledbury Places
  - Ledbury Civic Society
  - Ledbury Poetry Festival
  - Community Action Ledbury
  - Community Voluntary Action Ledbury & District (CVA)
  - U3A
  - St Michael & All Angels Church
  - Catholic Church of the Most Holy Trinity
  - Ledbury Methodist Church
  - Ledbury Primary School
  - Ledbury Market Theatre
  - Bill Wiggin MP
  - Local Deputy Lord Lieutenants
- Youth groups
  - Ledbury Scouts
  - Ledbury Air Corps

- LYAS (Ledbury Youth Activities Support)
- Busy Bees Pre-school
- Market Theatre Youth Group

- Hard to reach
  - Elderly people at care homes
    - Leadon Bank
    - Shaw Health Care
    - Harling Court
  - Disabled people
    - via CVA and Age Concern
  - Young people not necessarily in formal groups via the LYAS (Ledbury Youth Activity Service) drop-in centre and John Masefield High School
  - Users of the Food Bank
  - Local fruit farms
  - Salter's Hill Home Care and Support
  - Traveller groups
  - Rural populations in the villages and hamlets of the parish hinterland

4. Advertising and promotion

- As per the communications plan media platforms to be used

5. Format

- The second public consultation events will feature display story boards of the process from the beginning to the position/story so far.

6. Staffing

- Plan A
  - Max Bassett (Consultant) to help set up and facilitate Zoom sessions and polls.
  - Steering group and WP member(s) to assist in taking notes of any key points raised and be available to answer questions.
  - Max Bassett to design online survey (and print version) for sharing online or via email, collate and analyse responses alongside Zoom poll results.
  - Present results back to the Steering group in report and executive summary formats.

- Plan B (for each event)
  - Set up and dismantle will require 6 people
  - During the event the requirement will be 2 people each to take contact details/issue questionnaires and to provide refreshments, and 5 people to represent each of the key issues being consulted upon

7. Questionnaires/surveys

- Same format for all consultations
  - Agree Strongly, Agree, Don't Know, Disagree, Disagree Strongly and No opinion
  - Easy layout with tick boxes and then a comment box for each objective or policy

8. Budget/resources

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

Draft plan consultations timescales and costs

- After the 1st public consultation round in April and May 2021, analysis of the data during June and July will lead to the production of a Reg 14 draft plan which will be written taking into account all the public, local authority and stakeholder suggestions and comments.
- Assuming agreement from HC that this is appropriate as a Reg 14 document, a second public round of consultation will take place in September and October 2021 on the now completed plan to produce a Reg 16 document.
- Assuming again, acceptance that this document is suitable to be seen as a Reg 16 version, a final round of consultation on this final draft is scheduled for December 2021, with any final edits as a result incorporated with the aim of going to referendum for the revised plan adoption in January 2022.

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 early 2022

Estimated costs 1st Public consultation round leading to a Reg 14 draft plan	£	£
		Total
Leaflet and questionnaire		
Produce copy	0	
Print 5,000 of each	400	
Free post licence	100	
Distribution by the Royal Mail	600	
Postage costs	200	**1,300**
Events in May if allowed		
Room hire and refreshments	100	
Presentation card/posters – A3	250	**350**
Consultant support		
Questionnaire design	500	
Consultant's time to set up data analysis including keying in any manual surveys, analysing quantitative and qualitative data and producing a report	1,000	**1,500**
	Total	**£3,150**

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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 early 2022

Estimated costs Reg 14 draft public consultation	£	£
		Total
Advertising and promotion:		
Ledbury Focus and other publications	500	
Banner - 8ft	100	
Presentation card/posters - Print A3 x 50	100	
Room hire: - 2 days event - 3 other events	250	**950**
Refreshments at events:		
2-days event	200	
Business Breakfast	150	
Two other events	100	**450**
Consultation materials and support:		
Story Boards Printing	600	
Printing estimated 100 hard copies of the plan to handout	100	
Display boards	800	
Questionnaire production and print	150	
Consultant's time to help with producing story board content and questionnaires time to set up data analysis including keying in any manual surveys, analysing quantitative and qualitative data and producing a report	1,750	**3,400**
	Total	**£4,800**

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 early 2022

Estimated costs Reg 16 consultation	£	£
		Total
Consultation support:		
Consultant's time to help set up data analysis including keying in any manual feedback, analysing quantitative and qualitative data and producing a report to assist with final editing	1,900	**1,900**
	Total	**£1,900**

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Agenda Item 9

Ledbury Neighbourhood Development Plan Budget Revision version 2019-2021

As at: 09/04/2021

Income	Projected income	Actual income	Difference
Locality grant 1 (in yr 20/21)	£5,000.00	£5,026.00	£26.00
Locality grant 2 (in yr 21/22)	£5,000.00		-£5,000.00
Awards for all Grant (in yr 21/22)	£10,000.00		-£10,000.00
Malvern Hills AONB donation	£600.00	£600.00	£0.00
LTC (up to end March 21) (Note scope to apply for reserves funding in 21-22 yr if needed)	£10,000.00	£6,000.00	-£4,000.00
Other income	£0.00		£0.00
Income totals	**£30,600.00**	**£11,626.00**	**-£18,974.00**

Expenditure

Consultants	Projected spend	Actual spend	Difference
Landscape assessment	£10,000.00	£8,925.00	-£1,075.00
Additional landscape work	£2,600.00		-£2,600.00
Technical planning	£5,260.00	£2,101.00	-£3,159.00
Additional technical support	£2,440.00		-£2,440.00
Subtotal	**£20,300.00**	**£11,026.00**	**-£9,274.00**

Consultation - 1st Public	Projected spend	Actual spend	Difference
Advertising and leaflets	£1,300.00		-£1,300.00
Room hire (Assuming not given COVID restrictions)	£50.00		-£50.00
Refreshments (ditto re COVID?)	£50.00		-£50.00
Materials	£250.00		-£250.00
Consultant support	£1,500.00		-£1,500.00
Subtotal	**£3,150.00**	**£0.00**	**-£3,150.00**

Counsultation - Reg 14 and Reg 16	Projected spend	Actual spend	Difference
Advertising	£700.00		-£700.00
Room hire (Assuming COVID restrictions allow)	£250.00		-£250.00
Refreshments (ditto re COVID)	£450.00		-£450.00
Materials	£1,650.00		-£1,650.00
Consultant support	£3,650.00		-£3,650.00
Subtotal	**£6,700.00**	**£0.00**	**-£6,700.00**

Other expenses	Projected spend	Actual spend	Difference
Other expenses contingency	£450.00		-£450.00
Subtotal	**£450.00**	**£0.00**	**-£450.00**

Totals	**Projected**	**Actual**	**Difference**
Total income	**£30,600.00**	**£11,626.00**	**-£18,974.00**
Expenditure			
Consultants	£20,300.00	£11,026.00	-£9,274.00
Consultation - 1st Public	£3,150.00	£0.00	-£3,150.00
Consultation - Reg 14 and Reg 1	£6,700.00	£0.00	-£6,700.00
Other expenses contingency	£450.00	£0.00	-£450.00
Total expenditure	**£30,600.00**	**£11,026.00**	**-£19,574.00**
Total surplus/excess inc over exp	£0.00	£600.00	£600.00