



LEDBURY TOWN COUNCIL

TOWN COUNCIL OFFICES - CHURCH STREET - LEDBURY

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20 May 2021

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

Dear Councillor

You are invited attend a meeting of the **Neighbourhood Development Plan Working Party** which will be held on **Tuesday, 25 May 2021 at 6.30 pm** for the purposes of transacting the business set out below. During the Covid-19 Pandemic meetings will take place via zoom (a link to join the meeting will be sent out by the Clerk prior to the meeting)

Yours faithfully



Andy Price
Town Clerk

A G E N D A

1. **Apologies for absence**
2. **Declarations of interest**
3. **To approve and sign the minutes of the meeting of the NDP WP meeting held on 27 April 2021 (Pages 544 – 558)**
4. **To receive the notes of the meeting of the NDP SG meetings held from 22 April to 14 May 2021 inclusive: (Pages 559 – 583)**
 - a. NDP SG notes of meeting no. 33
 - b. NDP SG notes of meeting no. 34
 - c. NDP SG notes of meeting no. 35
 - d. NDP SG notes of meeting no. 36
 - e. NDP SG notes of meeting no. 37

Includes a Word document also attached capturing Council and WP Issues paper feedback and responses.

6. **Update on final versions of consultation documents:**
(Page number 584 – 640)
 - a. Issues and options report v10
 - b. Issues leaflet v10
 - c. Issues questionnaire v10
 - d. Communications and consultation plan v8
7. **Update on public consultation activity and timescales**
(Pages 641 – 643)
 - a. NDP public consultation detailed planning 2021 project plan
 - b. Printing of leaflet and questionnaire - quotes and order placed
 - c. Setting up the questionnaire on line
 - d. Envelope stuffing of 6,700 leaflets/quest (help needed)
 - e. Data entry of physical questionnaires returned (help needed)
 - f. Consultation with groups and organisations (help needed with formal interviews)
 - g. Physical activities towards the end of the consultation phase (help needed)
8. **Update on grant applications, funding and up to date budget v130521**
(Page number 644)
9. **Update on filing including website and consultation content**
10. **MHCLG Spring 2021 NDP Newsletter** (Pages 645 – 651)
11. **Dates of future meetings**

To note that future meetings will be held on the following dates and times:

Dates of future meetings (6.30pm Tuesday 22/06/21 and 20/07/21 already agreed)

**NOTES OF A MEETING OF THE
NEIGHBOURHOOD DEVELOPMENT PLAN WORKING PARTY
HELD ON 27 APRIL 2021 VIA ZOOM**

PRESENT: Councillor Howells (Chair), Nicola Forde (Deputy Chair) Ann Lumb, Celia Kellett, Steve Glennie-Smith, Paul Kinnaird, Nick Fish and Helen l'Anson.

IN ATTENDANCE: Town Clerk – Angela Price

APOLOGIES

Apologies were received from Councillor Knight.

171 DECLARATION OF INTERESTS

None received.

PRESENTATION FROM GLADMAN DEVELOPMENTS

The Chairman, Councillor Howells welcomed the representatives of Gladman, Stuart Carvel and Hannah Rodger, who were at the meeting on their request to present their outline plans for development on a site off the Dymock Road. The Chairman advised all present that at this early stage this was only a presentation to note by the working party and that with no planners present, both Gladman and the members should note that this was not an opportunity to discuss the plans. However, any questions on the outline detail could be asked for clarification purposes.

Hannah advised members that Gladman had entered into a provisional agreement with the landowner to provide new houses including affordable housing and community infrastructure. She advised that Gladman would like to work with Ledbury Town Council to develop homes that are suitable for everyday life and to do so with full community engagement. They were thanked by the Chairman for proactively seeking to engage with LTC by making this presentation in line with Ledbury NDP.

The Clerk advised that she would send members the presentation that she had received from Hannah and Stuart. She also advised members that if they had any questions, they must send them directly to the Town Clerk for consultation with the NDP Chairman.

172 MINUTES

Members were requested to approve and sign the notes of a meeting of the Neighbourhood Development Plan Working Party (NDP) held on 30 March 2021 as an accurate record.

RESOLVED:

That the notes of a meeting of the Neighbourhood Development Plan Working Party held on 30 March 2021 be approved as an accurate record.

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NOTES OF THE STEERING GROUP (SG) – UP TO 16 APRIL 2021

RESOLVED:

That the notes of the NDP steering group from 16 March to 16 April 2021 inclusive be received and noted

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VERBAL UPDATE ON THE DECISIONS MADE IN RESPECT OF THE FIRST NDP PUBLIC CONSULTATION AT THE EXTRAORDINARY MEETING OF COUNCIL HELD ON 22ND APRIL 2021

Councillor Howells updated members on the decision that was made in respect of the 1st NDP public consultation. He advised members that there are some amendments to be made to the consultation documents, but they were otherwise approved to go to the first public consultation.

Some members had edit suggestions and were advised that they would email the Town Clerk and Councillor Howells directly. Paul Kinnaird had some concerns with the options provided on question 1 and in particular on the consultation questionnaire and leaflet. He agreed to send an email with his detailed comments. Councillor Howells advised members that the SG would seek advice from our consultant Maxine Bassett on the questionnaire points.

Councillor Howells advised members that in line with the agreed communications and consultation strategy and to reflect current covid-related lockdown restrictions, that of 4,500 copies to be printed, over 4,000 of the leaflets and survey questionnaires will be delivered to every postcode in the Parish. The leaflet information and the questionnaire will also be available online and it was expected that most respondents would complete the online version of the survey.

There was a lengthy discussion on the settlement boundary to the west, including Little Marcle road and its cycling, walking and bridleway connecting routes.

Paul Kinnaird suggested providing clearer definitions for wording on topics like Local Enhancement Zone and Local Strategic Corridor. The Clerk advised members that there could be links on the Town Council website with more information and explanations on terminology.

Members agreed that some of the maps could be of better quality and also asked whether they should include the existing employment land. Councillor Howells advised that the SG would clarify these points with our consultants Maxine Bassett and Bill Bloxsome. The maps had already gone through several iterations to enhance their clarity, but the SG would particular look at some of the shading areas to make them easier to separately identify. Whilst one of the key purposes of this revision was to identify new employment land, existing employment areas had not been highlighted, but it was agreed these should at least be shown. Nicola Forde suggested that the existing

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employment land could be identified as uncoloured areas with a note alongside to identify them.

RESOLVED:

1. That the verbal update on the decision that was made in respect of the 1st NDP public Consultation at the Extraordinary Meeting of Council be received and noted.
2. That members email the Town Clerk and Chairman with any comments on the first NDP consultation documents for the SG to discuss with consultants Maxine Bassett and Bill Bloxsome.

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REVIEW OF PUBLIC CONSULTATION DOCUMENTS

Members were asked to receive and note the following documents:

- a. Issues and Options Report – version 9
- b. Issues Leaflet – version 9
- c. Issues Questionnaire – version 9
- d. Draft consultation leaflet and questionnaire samples
- e. Communications and Consultation Plan – version 7

RESOLVED: That subject to review and edits by the SG as necessary from the comments made on these documents, members receive and note the public consultation documents.

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REVIEW OF PUBLIC CONSULTATION ACTIVITY AND TIMESCALES

Councillor Howells advised members of the actions needed for the public consultation and that volunteers were needed for the following:

- Testing of the final versions of the printed leaflet and questionnaire before distribution
- Envelope stuffing of over 4,000 leaflets and questionnaires
- Testing of the on-line questionnaire before going live
- Data entry of physical questionnaires returned
- Consultation with groups and organisations
- Physical activities towards the end of the consultation phase at which helpers were needed to set them up and be there on the days to take and answer questions)

The Chairman advised that Royal Mail would be commissioned to distribute over 4,000 leaflets to every parish household post code and that the council will obtain a free post licence for completed paper questionnaires to be returned to the council offices.

He also confirmed, in line with a previous agreement at council, the SG proposal that towards the end of the consultation period at the end of May, the council organises several covid-19 secure events such as a possible business breakfast and two or three days of public presentation events ,

with NDP information display boards that could possibly be held in the council offices. The Town Clerk suggested considering doing this physical consultation under the Market House where the council already set up the 'pop up table and chairs' during the week.

RESOLVED:

That the review of public consultation activity, timescales and volunteer help be received and noted.

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UPDATE ON GRANT APPLICATIONS, FUNDING AND BUDGET

Councillor Howells advised members that there are two more grants that the council will be applying for, including the Awards for All Grant which Nicola Forde is currently working on.

The budget spreadsheet was shared on the screen and Councillor Howells updated members on the current income and expenditure expectations.

RESOLVED:

That the verbal update on grant applications, funding and budget be received and noted.

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UPDATE ON FILING INCLUDING WEBSITE

Councillor Howells updated members on the progress of the NDP website and advised that the information pages and section headings under which content would be filed is now up to date. Unfortunately, when moving the website from the old one to the new one, the links to the NDP documents that had already been listed did not transfer, so it had been agreed with the Administrative Officer that there was no alternative but for them to be uploaded again. This was expected to happen over the next few weeks up to the launch of the public consultation.

RESOLVED:

That the verbal update on the website and filing be received and noted.

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TOPIC GUIDES 1-6

Councillor Howells provided members with an update on the 6 topic guides that were being produced by the consultants, following input from a number of WP and other community contributors, to provide the baseline evidence to inform the eventual production of the new NDP document. He confirmed that the SG had recruited at least two people for each guide to review them for comment before they are uploaded to the website for the consultation. Members should note that they are not completed documents since the consultation phase would provide the input for them to be finalised, but they needed to be made available for review for those who wished to read them as part of being able to respond to the survey and so people could see the

amount of work already been done in preparation for producing a first draft of the revised NDP.

RESOLVED:

That the verbal update on the Topic Guides 1-6 be received and noted.

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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 2021/22 Municipal Year and that meetings will be held via Zoom until further notice:

Tuesday, 25 May 2021 - 6.30 pm

Tuesday, 22 June 2021 – 6:30 pm (although from this meeting onwards it may be desirable and necessary these are now face-to-face meetings assuming all covid restrictions have been lifted)

Tuesday, 20 July 2021 – 6:30 pm

Meeting closed at 7:45

Signed Dated

Ledbury NDP Steering Group (SG) agenda and actions

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

Consultants: Bill Bloxsome (BB); Carly Tinkler (CT) Samantha Banks, Maxine Bassett

Herefordshire Council (SB); WP = Working Party

Office: Angie Price (the Clerk, AP)

Action colour code: Red = still to do

Meeting 33 – Thursday 22nd April 2021	
Present: PH; NF; MB	
1. Notes of Meeting 32 These were accepted.	
2. Document approval Consultation documents going to full council this evening for approval. Several points raised by Councillors had resulted in revisions other queries had been investigated with Herefordshire Council and professional consultants. PH confirmed ED&P did not need to see the latest version of the documents before they went to full Council. PH pointed out that question 3a may be removed and replaced by a question on retaining a route under the viaduct to access the housing site. If the Council does not approve the documents the consultation will be delayed even though the communications and consultation document with its time frame has been approved. Tuesday 27 April is the next Working Party meeting – members will be sent/delivered by hand hard copies of the leaflet and questionnaire as for the Council meeting.. PH to feedback to MB what happens at Full Council.	
3. Sending documents out and printing After documents are approved (hopefully 27 April Working Party) It will take two weeks to print MB agreed A3 folded format was good for the questionnaire – these will be printed by the Council black and white. Royal Mail delivery to be booked on 28 th April for delivery 3 weeks later – PH to get the Clerk to organise NF to get another print quote for 4,500 on lighter-weight paper. Ask people to return completed questionnaires by Friday 25 th June. MB suggested Councillors should be asked to test the questionnaire but ensure they know this is a dummy run and their answers to the trials will not be their official answer. PH to ask volunteers to stuff envelopes at the Working Party meeting. PH asked MB about Freepost address how to make it easy for people to return. How to get people to return questionnaires via Freepost MB said generally you would include an envelope with the Freepost address. Need to know if it is ok for the Freepost address to be hand written PH to ask Angie to check this when she books Freepost	NF PH PH PH PH

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<p>Volunteers</p> <p>MB said it would take a couple of days to set the questionnaire up on Survey Monkey therefore it could go live by 7th May</p> <p>Need 10 people to test whether it works – PH to ask for volunteers at Working Party meeting.</p> <p>Volunteers also needed for data entry of paper questionnaires – PH to ask for at Working Party meeting - MB advised to recruit as many volunteers as possible – suggested 6-10 needed and they need to be computer literate. She will set up volunteer training sessions on line.</p> <p>Survey Monkey – 2 addresses needed to allow more than one volunteer to input at the same time</p> <p>More than one questionnaire can be filled in from the same computer (IP address) to allow multiple people per household, but this will be monitored for fraudulent use</p> <p>Each data entry volunteer will have a number/code which will be written on the paper questionnaire</p>	<p>PH</p>
<p>Website</p> <p>Links to questionnaire and leaflet to be posted on the front page of the LTC website and front page of Neighbourhood Planning page.</p> <p>Ask MB how to do this does the link come within the leaflet?</p> <p>Topic papers to go under section 2.2 on the Neighbourhood Planning page and referred to in leaflet.</p> <p>Put Maps under Maps section NF to send PH pdfs</p> <p>NF to add note on page 11 of leaflet – ‘for bigger versions of these maps visit our web page: Section 9 Maps and Plans’</p> <p>Agreed website structure is now working well.</p>	<p>MB</p> <p>PH</p> <p>NF</p> <p>NF</p>
<p>Consultation</p> <p>In June – in addition to the online consultation, plan for physical/socially distanced Exhibition (say 2 x 3 days – mid-week/Saturday) and also a Business breakfast day.</p>	
<p>6. Next SG Meeting</p> <p>Thursday 29th April – 10:30am</p>	

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)
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Ledbury NDP Steering Group (SG) agenda and actions

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Meeting 34 – Thursday 29th April 2021 and Friday 30th April 2021 Present: PH; NF; AL	
1. Notes of Previous Meetings <u>Meeting 33</u> These were agreed after some minor changes. <u>Thursday 29th April</u> Discussed issues for meeting the next day: revised timetable now we are 1 week late; work on Awards for All and reply to Dave Tristram; edits of leaflet and questionnaire; sending CT remaining material to complete draft LVBA.	
2. Edits of Questionnaire and Leaflet SG discussed and agreed responses and actions to feedback received from LTC on 22 nd April and members of the NDP Working Party on 27 th April and others asking about the readiness of these documents for public consultation. Comments from Cllr l'Anson (e.g. on youth facilities) to be added. See separate table produced by NF.	NF NF
3. Timeframe First consultation will now be May/June, with Reg 14 in September. This will give 6 weeks for analysis of results during the main summer holiday period.	
4. Urgent Actions: <ol style="list-style-type: none"> Meeting with Dave Tristram re. Awards for All to be arranged by PH for Wednesday 5th May (10:30am). Localities grant application to follow. NF to contact BB re. questions arising from comments on green infrastructure proposals, associated map changes and to check definitions to be added to the leaflet (re. LEZ's/LSC's and town centre). BB also to be asked to update Topic Paper 2 and 4 to be in line with the Issues and Options paper. AL to update Issues and Options paper in line with the changes agreed for the questionnaire and leaflet. NF to consult MB on 2 issues relating to the use of double questions and comment boxes in the questionnaire. PH to contact CT with remaining section on Public and Social Amenity to enable her to complete a full draft LVBA by mid-May or a.s.a.p. to go on the website. CT to be sent Topic Paper 3 on Recreation, Leisure and Open Space. 	PH NF AL NF AL NF PH

Ledbury NDP Steering Group (SG) agenda and actions

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f. PH to produce Project Plan on what now needs to be done and involve AP in next discussion about printing/distribution/consultation, including use of social media. Consultation with individual companies and organisations to be covered including Haygrove, with whom PH has recently been in contact. The NDP will help in the process of identifying a community garden site. SG agreed to organise a meeting with Haygrove (possibly involving Sustainable Ledbury) during the May/June consultation and that they should be encouraged to look at a range of possible sites in and around Ledbury.	PH
5. Next SG Meeting Thursday, 6 th or Friday, 7 th May with AP if possible.	

Ledbury NDP Steering Group (SG) agenda and actions

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Meeting 35 – Thursday 6th May 2021	
Present: PH; NF; AL; AP	
1. Notes of Meeting 34	
These were agreed with some minor amendments.	
2. Discussion of Project Plan	
PH had produced a Project Plan for the public consultation covering 9 sections: booking services (printing and delivering); completing reference documents (edits, leaflet, topic papers); setting up the website (admin. files, all reference documents, testing of questionnaire); printing, stuffing envelopes and delivery to Royal Mail; promotion including social media; in-depth consultation with key groups; inviting contributions from other groups; organising physical presentations; setting up data analysis.	
During discussion, some timelines were changed and actions agreed as follows:	
a) <u>Booking services (including printing and delivery)</u>	
AP to apply for the Freepost licence this week, "Freepost Ledbury Town Council", with questionnaire note asking people to send paper returns in their own envelope (dependent on confirmation from AP on which Freepost option ordered).	AP
AP to supply white envelopes from PH's NDP budget. SG agreed need for printed label on the envelope to indicate that it's about the NDP consultation. (AP has since offered to print the envelopes which is a cheaper and quicker option.)	AP
Office to order 4,500 envelopes and print accordingly.	AP
AP to book Royal Mail delivery over the next few days to 4,184 postcodes, allowing about three-week lead-time to ensure envelopes are with Royal Mail by 24 th May.	
PH to send postcodes to AP to liaise with Royal Mail.	PH
NF to inform AP of total weight of leaflet, questionnaire and envelope using 100gsm paper and C5 envelope.	NF
AP to provide 3rd quote for printing and to decide whether she has capacity to print the questionnaire, which will be in black and white with no staples.	AP
Volunteers to stuff envelopes, most likely 21 st to 23 rd May.	SG
b) <u>Setting up website</u>	
PH to help over next 8 days. It was agreed that PH/NF try to ensure that all documents are converted to pdf's to be smaller and that they be sent to AP a.s.a.p. NOT to other staff. (Although problem with this is that the PC filed versions need to be in native format for possible future WP edit/re-use.	PH/NF
	PH

Ledbury NDP Steering Group (SG) agenda and actions

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<p>It had not been discussed that all website files have to be pdf or picture format for upload to the site. AP has since agreed office can probably convert to pdf format any files needed to go on the website so that documents sent by the SG in native format can be saved to the PC area.)</p> <p>PH to send filing spreadsheet to AP again. Staff to replace updated versions of the filing spreadsheet in the filing system as it is added to.</p>	
<p>documents online as they change.</p> <p>c) <u>Promotion including social media</u> Timeline was discussed and can be changed. PH/SG to send AP agreed message for social media platforms and press. AP/office to post to social media and forward questions to SG. AP will also set reminders on social media. AP pointed out restrictions which might still apply when holding physical presentations from 25th May. Burbage Hall may be suitable for one-to-one discussions with volunteers covering different topics. PH suggested this would be easier after 21st June for the 'business morning' and 2-3 public presentation days he proposes over a three-day period. Display boards set 2 metres apart could be used at these meetings. A permanent display of posters on boards could be set up for the public in a location like the Library. SG to design content and printing of suitable A3 pages; boards from previous use may be available from AP/office.</p> <p>d) <u>Inviting contributions from other groups</u> SG to agree list of businesses/groups to consult by Zoom and those to send the leaflet and questionnaire to by email or post. PH pointed out need for consulted organisational representatives to accept and allow publication of their views. AP to organise Declaration of Interest and confidentiality forms for all volunteers involved. SG agreed end date for consultation responses. The online service should come down at midnight on 4th July and questionnaires returned to LTC office by Monday 5th July.</p> <p>e) <u>Completing reference documents</u> Olivia to be asked to send last WP notes to ensure that all comments have been covered. NF to include further comments received from Cllr. l'Anson and Steve Glennie Smith on the grid. NF to change map for Option A to use solid colour for proposed playing fields and additional employment land. NF</p>	<p>PH AP</p> <p>SG SG AP</p> <p>NF NF</p>

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Ledbury NDP Steering Group (SG) agenda and actions

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<p>also to indicate in the consultation leaflet to technical difficulty experienced in enlarging these maps.</p> <p><u>Testing the questionnaire</u>: paper version to be tested between 12th and 14th May by MB and six people (Rob, Patrick, Nicola's mother, Fred, Griff, Diane).</p> <p>MB to set up online between 14th and 17th May.</p> <p>Six people to be asked to test online version (Celia, Paul, Beverley, Tony, John, Sally) a.s.a.p. after MB's work between 17th and 20th May. with aim to go live online by 21st May.</p> <p>Printing of leaflet and questionnaire to start on 14th May, stuffing envelopes from 21st May for delivery to Royal Mail by 24th May.</p> <p>NF to ask BB to make changes to Topic Papers 2 and 4 by Monday 10th May if possible, or plan to use existing versions online.</p> <p>PH to ask CT to complete draft LVBA by 24th May if possible, to go online with other topic papers.</p> <p>SG to agree final list of edits, questionnaire, leaflet and Issues paper on 11th May.</p>	<p>MB</p> <p>NF</p> <p>PH</p>
<p>3. Funding</p> <p>PH to contact Dave Tristram to look at Awards for All application to go out by 7th May. Next Localities application to go out next week.</p>	<p>PH</p>
<p>4. Next SG Meetings</p> <p>Tuesday, 11th May, 2:30pm</p> <p>Friday, 14th May, 10:30am</p>	

Ledbury NDP Steering Group (SG) agenda and actions

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Meeting 36 – Tuesday 11th May 2021 Present: PH; NF; AL	
1. Notes of Meeting 35 These were agreed after some amendments.	
2. Leaflet and Questionnaire (V10) Both documents had been amended to take account of comments received from Councillors and members of the NDP WP. SG agreed further changes as follows: <ul style="list-style-type: none"> i) Page references should be removed because in printing and folding the leaflet, they could be wrong causing unnecessary confusion. ii) It was agreed to extend the end dates for receipt of the questionnaire to 11th July for online, and 12th July for postal submissions. This should allow for delay in Royal Mail delivery. iii) Church Street be replaced by Church Lane address on questionnaire. NF to implement these changes to be checked today by PH and AL	SG
3. Testing Paper Version 10 SG to ask 6 people, as agreed at last meeting, to test whether the updated leaflet and questionnaire work together; feedback to be requested by 9:30am on 14 th May. NF to send updated version to MB for comment and ask when the online questionnaire may be ready for testing, preferably by 18 th May.	NF
4. Printing Quotes and Contacts Three quotes for printing the leaflet and questionnaire were compared: highest from PIP Printers (with Ryman), Hereford; middle one from Perpetual Press, Newent; and AP's internal quote. SG discussed the quotes, including differences in their presentation. SG agreed that while the Newent quote is about £150 higher, it includes labour and in view of AP's limited staff resources at present, the Newent quote should be recommended. PH to confirm with AP. NF to phone Newent printers on 12 th May to check if they can accept the order and then email AP to confirm they can do the work. The order to be made by the Clerk.	PH & NF

Ledbury NDP Steering Group (SG) agenda and actions

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<p>5. Other Bookings/Admin. With Office Freepost licence has been ordered, but AP has not received an answer yet; hopefully response by Monday 17th May. PH to follow up. Royal Mail delivery has also been asked for. PH to follow up. PH to send maps to AP (12th May) for checking that there are no illegal website accessibility issues.</p>	<p>PH PH PH</p>
<p>6. Issues and Topics Papers AL to change text of Issues paper along lines agreed for the leaflet and questionnaire. NF to change the maps. Current versions of Topic Papers 1 – 5 to be used as they are without further work by BB. They represent development of ideas to date and essential evidence upon which the Issues paper is based.</p>	<p>AL NF</p>
<p>7. Consultee Comments/Suggestions on Version 9 Docs All comments and suggestions received from the Council and members of the NDP WP have been received and recorded on a grid (Edits, April 2021). The impact of the new nursing home on green space as shown in figure 8 was discussed. SG agreed that though small, this location is depicted next to the by-pass as non-green space on the existing map. PH to send edits grid to all those involved, including a request to those we are asking to do online testing next week.</p>	<p>PH</p>
<p>8. Filing PH had updated the filing system document (including all meeting notes and attachments) to be sent to AP for change to pdfs for the website. PH to send latest versions of Topic papers 1 – 5 to NF to go online. 'Draft' on all documents to be removed before they are turned into pdfs. In addition to asking about the online survey, NF to ask MB about use of a QR code and its cost.</p>	<p>PH PH NF</p>
<p>9. LVBA Update PH had agreed with CT that the LVBA was too complex to complete and be available for people to read at this stage. SG agreed that it should be completed by 12th July, with a first full draft by 21st June and final agreed draft (including feedback from contributors) by 5th July. PH to send his contribution to CT by 7th June and CT to ask any other contributors to complete by that date. Digitalising of maps and some more photos would need arranging with CT. PH to contact CT with the above proposal for her views. PH and CT had agreed that a single page document about LVBA progress should go on the website, also inviting</p>	<p>PH PH</p>

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**

contributions, for example favourite views, from the public. SG to discuss this at meeting on 14 th May.	SG
10. Funding Confirmation of Awards for All application was received on 10 th May. PH to complete Localities report and aim to complete the second Localities application by end of this week.	PH
11. Next SG Meeting Friday, 14 th May 10:30am.	

NDP public consultation draft leaflet and questionnaire LTC committee edits April 2021
Incorporating LTC Council comments of 22nd April 2021 and NDP Working Party comments of 27th
April 2021 for edits before production of final versions.
(To go with notes of SG meeting 34 of 29th & 30th April 2021)

No	Who	What	Comment	Response	Action
Council meeting					
1	Cllr Harvey by email	Q'naire Q1	Boundary Options: I still contend that you are only offering one genuine option for the public. You may think this is OK, but let's not kid ourselves or the public that there are more choices here than there are. I look forward to discussion of this in council?	After discussion agreed that Council would accept the advice of Sam Banks, Bill Bloxsome and the SG that these 3 appropriate options being offered	No change
2		Q2a	Redundant question. The need is already empirically proven. If you're seeking public support for that proven need, then isn't it better to ask for that?	Agreed after discussion to keep the question but add words at the end after 'high priority ...' to read: '..... for this update?'	DONE
3		Q2b	(Also raised by others) - the colouring on Fig3 isn't clear enough to show the new sports land proposed.	Agree and going to change the colours with more prominent dots or cross lines on all maps as required	DONE
4		Q2d1	Redundant question. What's the alternative – less than 1 site? The allocation of employment land is a requirement. The other questions explore where and how that might be achieved. Either delete the question altogether or alter it to ask whether there is public support for the Little Marcle Road land block as outlined in Fig3.	Agreed after discussion to keep question but change from: 'Advancing one or more sites' to 'Advancing more than one site – make changes in line with see also Tony Evans and Griff Holliday's comments below.	DONE
5		Q3a	Change wording to read something like: 'Should the option to provide an additional access off the Hereford Road to the viaduct housing development be preserved for the future?'	Agreed	DONE
6		Q3b	Change wording to say "Do you support development of ground level eastbound platform access, improved platform services and additional off-road car parking at the station?"	Agreed	DONE
7		Q4a	Blue and green options should be removed as options. You do not explain the consequences of expanding the definition of the town centre for people and businesses affected.	Agreed after discussion to keep the options after acceptance that planners had recommended we	4 options are being offered to give people an opportunity to consider what balance

				look at these options and that a result, Cllr Bannister as Chair ED&P had requested the question and options be included	there should be between a tight town centre and an extended one which includes quite a lot of housing.
8		Q4b	You are asking about removing the distinction between shopping frontages, but you are not proposing to contract the shop frontage area to at least that defined prior to the current NDP or even smaller. Most towns are protecting their retail core by ensuring that it remains tight and concentrated. This consultation does nothing to improve the protection of the retail core of the town.	Agreed after discussion and after acceptance that planners had recommended we review this issue given the change in retail outlet definitions, to keep the question but change by adding the words 'planning terms' between 'should be no' and 'differentiation'	Agree add 'in planning terms' between that and there DONE
9		Q5ai	Fig6 colour and outlining too pale to be seen clearly on the map. Text in leaflet should refer to Fig6 in first sentence, otherwise it's confusing to read about blue and green areas. Questioned colour blind reading of red and green.	Agreed on maps – review all maps for colours and outlining as already stated. Cllr Bannister who is colour blind said he otherwise had no problem with the colours.	Yes agree make colours stronger if we can (this is a Herefordshire Council map) DONE However, not changed leaflet text referring to figure 6 in first sentence (see 12 below)
10		(Issue raised by the Clerk at the WP meet) Leaflet	Clerk requested all maps be sent to the office before publication on the website in particular to check and confirm there are no illegal website accessibility issues	Agreed	NF to send to Clerk as soon as possible. (Added to the consultation project plan)
11		4a	Issue 4a – add summary of pros and cons from the issues paper as for the settlement boundary	Agree add summary of reasons from Issues and Options paper. AL to write.	DONE
12		Section 5	Note to move text in leaflet - should refer to Fig6 in first sentence,	Move up ref to fig6 into the first sentence of 2 nd para	NO; reviewed wording and it doesn't make sense
13		Maps and plans copyright	Move 'Maps and Plans' note on copyright to page 11 after issue 7 note to give more space for the map on page 12	Agree move	DONE
14		Size of maps	To answer points raised on concerns about size of maps and detail hard to see, add a	Agree - As explained at the meetings it was	DONE

			note after the 'Maps and Plans' copyright note to say: For a link to look at bigger versions of the maps which can be zoomed in for more detail, go to 'Section 9.0 Maps and Plans' on the supporting documents page of the NDP website using this link: https://www.ledburytowncouncil.gov.uk/en-gb/neighbourhood-plan/supporting-documents	always the intention to refer respondents to the maps on the website in order to zoom on the pdfs to see the detail and this note will help them to find the links	
15		LSC3	LSC3 description in the leaflet is confusing. What is the point at which it stops in Frith Wood – is it the parish boundary?.	Yes extend north if possible ask BB	DONE
16		LSC4	As I have said before, you are missing an LSC altogether on the map. It is the green corridor which goes from the Riverside Walk, up alongside Ledbury Welding and Aldi, past the Primary School and up to the Recreation Ground.	BB advises - LSC4 is an HC corridor not changed by LTC – any revisions can be suggested through the consultation. The corridors and enhancement zones are diagrammatic – the green spaces Cllr Harvey refers to are captured on Figure 8 Green and open spaces to be protected. If these are wrong please feed back through consultation. BUT Agree change description in line with Cllr Harvey's suggestion.	Description changed
17		LSC4	Incorrectly described in the leaflet and incorrectly positioned on the map. It connects from the Riverside Park through New Mills along Kempley Brook to Robinson's Meadow and Masefield's Meadow.	Change description – see comment on LSC4 above	DONE
18		LSC5	LCS5 is also incorrectly described in the leaflet or it is incorrectly drawn on the map. Upper Hall used to be the Grammar School – do you mean for LSC5 to cross the Worcester Road and connect with LSC3? Or to stop at the Walled garden and start of the Conigree to the south of the Worcester Road?	BB advice that the corridors are diagrammatic and Worcester Road seemed a natural edge to the corridor Remove reference to Upper Hall it is wrong.	DONE
19		LEZ2	LEZ2 – what is the land that is identified as sensitive which you say is included in the zone? Identified by whom and sensitive as regards what?	Ask BB advice - Identified on HC's green infrastructure map – and also as stated by the planning	DESCRIPTION CHANGED SLIGHTLY

				inspector in landscape terms in relation to AONB.	
20		Q5b – Fig 8	Q5b – Fig8 Should you be proposing protection of the green space for the extended sports grounds? What about Masfield's Meadow? Why exclude Ledbury Park? How are you handling the woodland areas that extend beyond those shown on the map? Why protect Frith Wood beyond the designated extension of LSC3? You are proposing to protect as green space the area of land on which the Nursing Home is being constructed. Is that correct?	On Masfield Meadow please feedback through consultation with reasons BB confirmed that although small, the footprint of the new nursing home is shown by the side of the bypass.	DONE Ledbury Park is included in LSC5. No change re nursing home footprint on Fig 8
21			No mention is made anywhere in the consultation to the hamlet of Parkway. Is this appropriate?	Pointed out this is not true because the brief refers to the whole parish and not just the town and that particular care has been taken to ensure when Royal Mail deliver the leaflet with questionnaire the post codes include all the parish including Parkway. Will bear in mind though when updating Topic guides to check on references to all parts of the parish are adequately reflected	Add reference to Parkway/ Ledbury green gap into leaflet LSC5 DONE
Working Party members					
22	Celia Kellet	Leaflet pg 1 para 1	to read 'We would prefer you ...'	Agree these comments which simplify/clarify.	DONE
23		Page 1, para 3	A heading 'for those who would like more detail, please see overleaf... It would be helpful if this whole para was all together overleaf, where there is plenty of space for it.	As above.	Wording changed so less confusing on landscape version of leaflet
24		Text through out	'figure' should have a capital 'F - Figure' as on pp.12-17amend on pp. 5,7,9 & 10.	As above.	DONE
25		Pgs 5, 7, 9	Please add the word 'on' between 'Fig x' and 'page y' on pages 5,7, & 10 to read	As above.	DONE
26		Pg 9	'Figure x on page y' and on page 9 to read 'Figure 6 and 7 on pages 17 and 18'.	As above.	DONE
27		Q'naire Pg1. para 1 line 2	delete 'and especially' add 'particularly'	As above.	DONE

28		Q1, line 1	amend to read ...you prefer, also are there...	As above.	DONE
29		Q2d	amend 12ha to read 12 hectares (approx 30 acres) ...	As above.	DONE
30		Q2dii	Delete 'detriment' insert 'loss'	As above.	DONE
31		Q2diii	Delete 'periphery' insert 'edge'	As above	DONE
32		Qu 4, line 1	Delete 'as per' as unnecessary	As above	Yes change DONE
33	Paul Kinnaird	Q'naire Q1	Likely to lead to a less than positive result. For example, preference on Option 1 or 2 would be contrary to choosing 'agree' or 'strongly agree' in Q 2. As Option 3 is preferred by the LTC, it would be better to ask if the respondent agrees or not - similar to the results on all the following questions.	Valid point but respond to Paul - if people do want option 2 it will not preclude planning permission for employment and recreation land. Also add in new sentence stressing that C is the preferred option.	DONE
34		Q4	Too many options. I would prefer to see options for Red Zone (existing) or Red Zone + Extensions. The recent application on Lidl's behalf brought to light that trade to the Town Centre as currently defined would only effect One Stop and Spar whereas the effect on the 2 supermarkets Tesco & Coop was discounted because they were defined as Edge of Centre. HCC's Retail consultant happily showed the full effect of the Application to all the retail offerings in Ledbury. The Lawnside site is also important to recognise it as a site for future development.	Valid point but 4 options are being offered to give people an opportunity to consider what balance there should be between a tight town centre and an extended one which includes quite a lot of housing.	No Change
35		Q5	The definitions of a LEZ (Local Enhancement Zone) and LSC (Local Strategic Corridor)should be made available in the explanatory leaflet or links to website definitions.	Agree. Add definition of LSC and LEZ (AL/NF) to topic paper, issues and options paper and leaflet.	DONE
36		Leaflet Fig 7 page 18	Is there a specific reason for the New LEDLSC5 not to reach the proposed Settlement boundary to the south of the town? It seems to leave open a patch of ground which is currently in Gladman's eye for further development. Why not colour that patch green?	No. Zones and corridors indicate broad brush location of green infrastructure, not precisely defined areas. LSC5 could be broader here?	Ask BB to broaden LSC5 to meet bottom of LEZ2 DONE
37	Griff Holliday	Leaflet Maps	Maps are coming out too small in A5 format – is it worth putting up larger size maps on the LTC website which people can access in case of need. Alternatively/additionally some simple labelling of e.g. main thoroughfares would be helpful.	Yes label maps and direct people to website for larger maps	DONE

38		Q'naire Q1 and leaflet	<p>Appreciate this is difficult to put across! The problem is that the options are too long and do not match between the leaflet and the form– how about going for describing the options as follows in both the Leaflet and the Form and simplifying as below?</p> <p>1. Defining a Settlement Boundary (see accompanying leaflet pages 3 and 4) Question 1a: Which of the settlement boundary options do you prefer? (Please rank options in order of preference – 1 for most preferred to 3 least preferred) Option 1: No settlement boundary Option 2: Settlement boundary including existing and all currently approved permitted developments Option 3: As Option 2 plus Riverside Park and areas for recreation and employment South West of Little Marcle Road Question 1b: Do you have any suggestions on other areas to be added? Enter your suggestions here:</p>	Good suggestion	<p>Yes add in phrase 'LTC and HC and our professional consultants preferred option would be C'</p> <p>Yes to suggested wording and add to Option C 'protects' Riverside Park</p> <p>Yes new Q1b</p> <p>DONE</p>
39		Q'naire – other comments:	1. For clarity put instructions in bracketed italics e.g. (See figure 3)	OK	YES do this DONE
40		Q2d	<p>The instructions you give for the options are unclear - what does "advancing", "exploring" and "identifying" mean to me as a respondent? I genuinely can't answer these questions. The questions need to be simple</p> <p>– e.g. Should vacant land by the Full Pitcher roundabout be assigned for employment?</p> <p>– or changed to ask for suggestions where additional employment land might be found.</p>	OK	Yes change wording to make clearer – DONE
41		Q4a	Is a double question change to the way Question 1 is suggested above.		No change on taking advice of consultant MB
42		Q4b put in leaflet	Delete "Given the changes in retail type definitions" – it confuses the question – this should be in the leaflet if at all.		See response to Cllr Harvey above
43		Q4b	Is a double question. You need a separate question on the siting of hot food takeaways.		Change wording and remove' and that' 'which allows hot food takeaways'

					On double, MB advice is that this is not confusing. NO CHANGE
44		Q5b and 5c	Double questions – suggest change to way proposed for Question 1		No change on taking advice of consultant MB
45		Q5d	Shouldn't this be looking for additions to the footpath/cycle network rather than asking me if existing ways should be protected (the latter is surely a given? Do you want me to list all the ways I use?) – How about asking – “Can you suggest footpaths, cycleways or other connections that could be improved or created to benefit residents and access to green space and wildlife? (See also Town Plan E11)	Agree suggested change to drafting of this question.	Yes agree to new wording DONE
46		Q5c	Suggest change as for Question 1. Do you need to ask whether allotments and community gardens should be encouraged – this is in the Town Plan (E12 and E14)	Necessary change?	Leave as it is as will provide evidence if we are asking developers/ Herefordshire Council to support
47	Steve Glennie Smith	Q'naire Q3	Add comment box	OK	Add comment box to Q3b DONE
48		Settlement Boundary options	Not keen on extension to the west and Little Marcle Road as that is the only quiet road coming into Ledbury particularly after UBL we don't want lorries on it.	Access to new site would be between UBL and the town so wouldn't affect quiet part of road.	Ask commentator to make this point when submitting responses to consultation.
49		Settlement Boundary options	Why are UBL and Cheese factory sites identified on maps 2 and 3 and not the other existing employment sites?	Agree	Yes change maps DONE
50		Bridleways	There are only 3 bridleways in Ledbury shouldn't they be protected?		Ask for feedback through consultation
51	Tony Evans	Overall comment (all given verbally to the WP chair)	Very well presented, likes the format overall ok, but although he can see we are trying to present complex issues as best we can, he thinks some simplifications for better understanding can be made; his most important comments are: - reducing the wordage on the leaflet if possible would help - there are some questionnaire points he thinks could be simplified for better		Point noted we will have a read through to see if we can simplify language further. DONE

			understanding		
52		Q'naire	Third para line 2, 'draft' is confusing, suggests 'a new version of the plan'. In general thinks we should do word search on 'draft' and change the wording similarly		Yes DONE removed from questionnaire
53		Q1	Q1 – suggests we change Options to A, B & C so as not to confuse with ranking 1, 2 & 3		Agreed change DONE
54		Q2d	Q2d – these are complex and difficult issues to explain, thinks it would be better if we cut out 'descriptive' words, so 2d question instead of. 'would you agree' ask: 'what are your thoughts on;' and then 2di) could read: 'More than one site and 2dii) is hard to understand, change to something like: ' Further employment land being on the Ross Road roundabout site next to the new housing development' and 2diii) Other smaller areas to accommodate new or expanding businesses in appropriate locations elsewhere on the periphery of the town'		Yes 2dii simplify question and add considering at beginning Full Pitcher instead of Ross Road to description 2diii yes agree new wording change periphery to edge and identifying at beginning DONE
55		Q5e	Thinks we should go through the rest of the quest in the same way to simplify the 'ease of reading' for those not familiar (the majority probably) with some of the terms, eg, Q5e) Do you think more or improved children's play areas are needed and if so, where?		Yes agree new wording to 5e DONE Read through q'naire for simplification DONE
56		Leaflet	Take out the word 'draft' where possible as for the quest, he thinks it conveys too much of a feeling of lots of loose ends still and lots still to be considered which he thinks would generate the wrong impression even though we are asking for broad feelings		Yes change in first paras DONE
57			He wondered why traffic issues were not included in the list in page 2? Also wondered why we were asking a Q7 if this was a limited review, could be confusing?	This was explained as a non-NDP issue and is being considered by the Traffic Man'gment WP, and also this is a limited issues revision of the NDP anyway. Explained that point 7 in the leaflet was intended to explain why.	No Change
58			If we agree with changing Q1 options 1,2,3 to A, B, C, then the leaflet will be need to be amended as well on page 3		Yes change
59			Settlement boundary – did not understand	Explained reasons and	No Action

			why option 2 was being asked, could there not only be 2 options if option 3 was preferred?	this had been confirmed by Sam Banks as being an appropriate option; and that was accepted	
60			Maps – felt they were too small and not easy to see the detail	Explained logistics and cost issues and need for some compromise, and that the maps would be on the website as pdfs that could be accessed and zoomed for those interested, which was accepted.	Clearer direction that larger maps can be seen on the website. DONE
61			Figure 2 on page 13 – could not easily identify the green site differences or different areas	Explained the current coloured areas were going to be differentiated with clearer and different coloured dots or cross lines, which was accepted	YES change DONE
62	Cllr Helen I'Anson		There is no reference to facilities or provision for Youth	Explained this is outside the remit of this revision of the NDP	No action
63			The document is very wordy – could it be made simpler	Yes we will try to simplify the language	DONE
64	Steve Glennie-Smith by email		I remain very concerned about how far west of UBL proposed employment land might go. This is virgin countryside alongside Little Marcle Road. The land rises here, so any further development would be visually intrusive from further west. A ramification of this I didn't mention at the meeting is light pollution. That was very noticeable last August when I cycled out at midnight to try to see the Perseid meteors: I had to ride as far as the junction with Falcon Lane to get away from Haygrove/Redbank's lighting. At a very minimum, this must be the last area to be developed, and there must be no night working.	We could refer to Dark Skies in policies in the NDP (already being considered and worked upon by Cllr Bannister). These are useful comments but please feedback via the consultation.	Ask Steve to submit comment when he fills in the questionnaire
65			I am even more concerned about the triangle of land west of the area marked as 'new playing fields'. If this became industrial, it would seriously affect important footpath LR12 and bridleway LR8. The former leads from near where LMR crosses the Leadon to Rowlands Green: the latter leaves LMR a little further	Points noted and taken into account as far as possible, but we are obliged to find 12ha of employment land to the south of the Little Marcle Road by the core strategy	Also see above

			west of LR12 and crosses LR12 near where it originally did - at grid ref 696371. It then continues to the Ross road. (The diversion was put in place when UBL expanded: previously it left LMR by UBL's entrance.) Ledbury only has 3 bridleways, which are the only public rights of way (PRoWs) that may legally be used by cyclists. Both these PRoWs must be protected. LR12 has already been diverted to the south of UBL's curtilage and would be a useful boundary between any new employment land and playing fields. This triangle would therefore be better designated as open space/playing fields.	and face rejection of the revised plan if not shown. Agreed it is a balance and we need to consider all these points very carefully when producing the first draft of the NDP document, and especially in ensuring PRoWs are preserved and protected.	
66			Land between UBL and the bypass is effectively blighted: however it is prone to flooding. This could be overcome by raising it with aggregate, as was done on the site now occupied by the Childer Road estate. The eastern ends of LR12 and LR8 could be combined (as a bridleway) in a diversion following the west bank of the Leaddon to avoid this land.	This detail could be fed into any development brought forward on the site and should be noted by LTC. Would be useful if this comment could be fed back via the consultation	Also see above
67			Little Marcle Road is the only quiet road leading west out of Ledbury: as such, it is very popular with cyclists and walkers. As a narrow road, its quietness must remain sacrosanct and heavy traffic minimised, if not prohibited (using weight limits) - certainly to the west of Redbank's entrance. Redbank does not generate a large number of vehicle movements: there must be no more as a result of any industrial development - so; LMR must not be the service road for any new development: new road(s) must fulfil that function, joining the wider section of LMR no further west than UBL's main entrance. The best place for the junction would be beside UBL's eastern curtilage: this would minimally affect LR8/12.	Yes agreed; it is proposed that the access to the proposed new football facilities and the new employment land will be from the already widened section of the LMR between the bypass and UBL's own access road. This includes from the suggested new employment land to the west of UBL which was turned down by planning before precisely because the access would have been onto the narrow part of LMR. The current suggestions for consultation would ensure this was not suggested or necessary now.	Also see above
68			Lower Road industrial estate and other areas that are existing employment land such as those adjoining Little Marcle Road	Agree label existing industrial/ employment sites and	DONE

			and near the railway station are not shown as such on the plan (p14). We agreed there must be consistency - ie. they should be marked in the same way as UBL. We also discussed possible colours: I strongly suggest a lighter shade of violet for all (possibly cross-hatched), so the colour violet is associated with all employment land.	remove colours for existing employment land.	
69			Unused land to the north of the Childer Road estate between Amcor and the bypass is designated for industrial use but remains vacant - so must be included in 'new land'. It is crossed by two public footpaths (L1 and L2).	Unfortunately it is counted as existing employment land although currently undeveloped	No action other than to show as 'existing' on maps in agreed colour scheme
70			The map on p14 is not good enough quality. I realise it has to be reduced to fit A5 and I am pleased a better definition version will be available on the website. I do, however, suggest a note is printed on the paper version saying a better definition version is available and listing the link. Quality would be improved by cropping the image to the top, bottom and right to omit land outside the SB and enlarging accordingly. Another possibility (admittedly not ideal) would be to enlarge it to A4 across the centre double page (currently pp10 and 11), and move the text from current p10 forward by the required number of pages.	Agreed put note on leaflet suggesting people visit the website to see plans at a larger size. Maps could be cropped a bit, but within the (very tight) budget we can't print the maps across A4.	Done
71			LSC1: The Town Trail (TT) has been badly neglected and surface erosion has been a continual problem ever since it was opened for use by cyclists and mobility scooters, as well as pedestrians, in 1998. The original width of 2m is seriously reduced by vegetation encroachment. It is now not fit for purpose. The bridge across Orchard Lane is only 850mm wide: this falls foul of the DDA. A bridge that was originally proposed to carry its northern end directly into the station yard was never built due to lack of funding. The surface has worn down to its substrate, such that it is uncomfortable on a road bike. The situation is much worse for mobility scooters and pushchairs with their smaller wheels: I have not seen a mobility scooter on the TT for well over a year. Ledbury Area Cycle Forum (LACF) has advocated a tarmac surface for many years: this would cost more initially but	Agreed with these points, but apart from showing as footpaths and green infrastructure and improving access these are not really points for the NDP being not development issues as such. However, the widening of the Orchard Lane bridge is an item to mention (already in the HC plans to widen as it happens and budget allocated as we understand it) as is developing and	See note about adding points to the actual consultation feedback when the survey becomes available.

			<p>would remove the need for continual patching up and removal of vegetation. The surface could be beige non-slip chippings: the canal towpaths in the Dudley area were resurfaced this way a few years ago and look attractive.</p> <p>The bridge over Orchard Lane must be replaced with one that is at least 1.2m wide. The existing bearers could accommodate this: a prefabricated replacement could be installed with minimal disruption to road traffic beneath.</p> <p>Put the station bridge on the 'wish list'. The existing Town trail exit will become a safety issue, now those who think they know better have forced a single access to viaduct estate via the Bromyard Road.</p>	<p>preserving footpaths, cycle and walkways.</p> <p>All items to review as being in the topic guides as being important and aspirations, reflected in policies as far as practical and possible when writing the NDP document.</p>	
72			<p>LSC2: Add cycleway - particularly where the extension goes under the viaduct. There was an old PROW (LR15) under the viaduct, which was on the 1956 definitive map but was omitted from the 1968 map: thus it has been lost. It is worth noting that the Countryside and Rights of Way Act (2000) has a provision that all missing links must be claimed before 1st January 2026 - this date falls within the timeframe of the NDP.</p>	<p>Again, very good points but this level of detail falls outside this particular set of consultation documents. It will be important though to review how these points can be covered in the supporting topic guides and in the draft policies document.</p>	<p>See again note about adding points to the actual consultation feedback when the survey becomes available.</p>
73			<p>LSC3: Change status of LR13 (from southern end of Green Lane by the stile where another footpath [LR33] joins - to Homend Crescent) and LR14 (Upperfields, running south to join LR13) from 'footpath' to 'bridleway'.</p> <p>Currently, the south end of Green Lane (a permissive route open to pedestrians, cyclists and horse riders) is legally a dead end for cyclists and horse riders!</p>	<p>Similar comment as above.</p>	<p>Again could this be fed back through consultation Q5d</p>
74			<p>LSC4: No path within the New Mills estate, apart from the one that leads past the back of the primary school, can legally be used by cyclists. These are only 6' (imperial!) wide. Current guidance for shared use paths is 3m width, and certainly no less than 2m. Paths defined by LSC4 must be widened to 3m and open to cyclists.</p>	<p>As above</p>	<p>As above</p>
75			<p>LSC5: Must include cycleways, primarily for use by residents of Hawk Rise as a partially traffic-free route to the town centre.</p>	<p>As above</p>	<p>As above</p>
76			<p>Infrastructure: No mention of this. Of particular importance are the sewage and waste (tip) sites: neither is adequate for expansion of the town within the 2021-</p>	<p>Not within the remit of this NDP</p>	<p>Added to the NDP action list as recommended</p>

			2031 timeframe. Herefordshire Council recently gave itself planning permission to extend operating hours of the tip to a full day on Sundays - which took effect from 2nd May 2021, and to allow expansion of the site (without specifying where to). Three full days will not be sufficient within the NDP timeframe, especially if the inconvenient booking system remains. If the tip is extended northwards, it would be into woodland that is a valuable wildlife habitat - and it would affect the Town Trail. If southwards, that would be into the sewage site, which will definitely not be adequate as it stands by 2031. So we need to consider how the sewage site could expand, or a location for a second site - or relocation of the tip to make that land available for the sewage site.		to be considered by the next iteration of the NDP.
77			Add a comment box to Q3.	Agreed	DONE
78			The invitation to continue comments on a separate sheet is not easy to spot. I suggest it becomes a separate paragraph, immediately preceding Q1.	Put this in bold on the front page	DONE
79			Comment boxes in the online version must not be limited in size, and should allow HTML (eg. bullet points, bold and <i>italics</i>).	Agreed this makes sense	Feedback to Maxine Bassett who is putting online questionnaire together

Ledbury Neighbourhood Development Plan 2021-2031

Issues and options report

May 2021

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Ledbury Neighbourhood Development Plan

Introduction

Ledbury Town Council is undertaking a limited revision of the Ledbury Neighbourhood Development Plan (NDP) which addresses several matters upon which there was insufficient evidence or clarity to support inclusion in the first NDP. These primarily involve the identification of a settlement boundary for the town's built-up area, the provision of more employment land, safeguarding local green space and the inclusion of a range of design matters.

Additionally, several planning permissions granted while the plan was being prepared or subsequently have added pressures upon facilities; the need for more playing fields being one of the most notable. In a revision there are limits on how much the original NDP can be changed. Decisions have had to be made on the issues which it includes and those which will be deferred for future editions. 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 local 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 in the built environment.

1. Defining a Settlement Boundary

- 1.1 Further work was considered necessary on 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
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certainly about where most forms of development might take place; it 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 the fuller review when the updated Core Strategy is rolled forward.

1.2 Options that are presented for consideration are:

Option A: Not to define a settlement boundary but rely simply upon site allocations

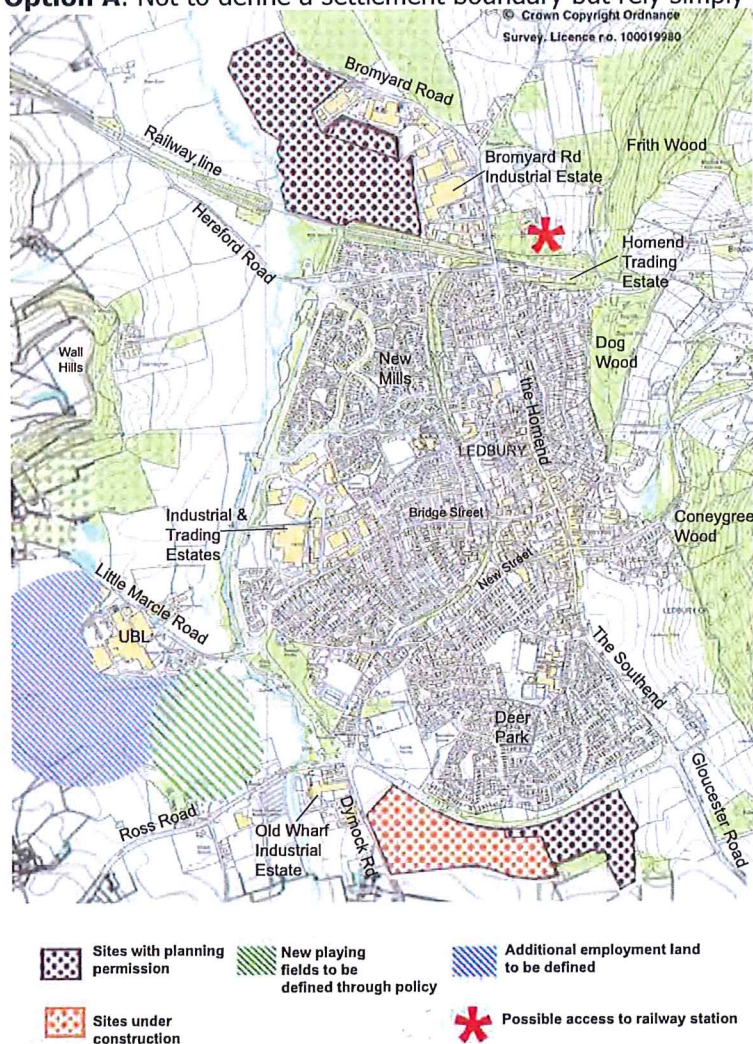


Figure 1: Option A – No Settlement Boundary (based on current NDP policies paper)

comprising those undeveloped housing sites with planning permission, the Core Strategy Strategic Housing site, and proposals for new land uses identified by other studies.

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 community control over development and less protection of the countryside.

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

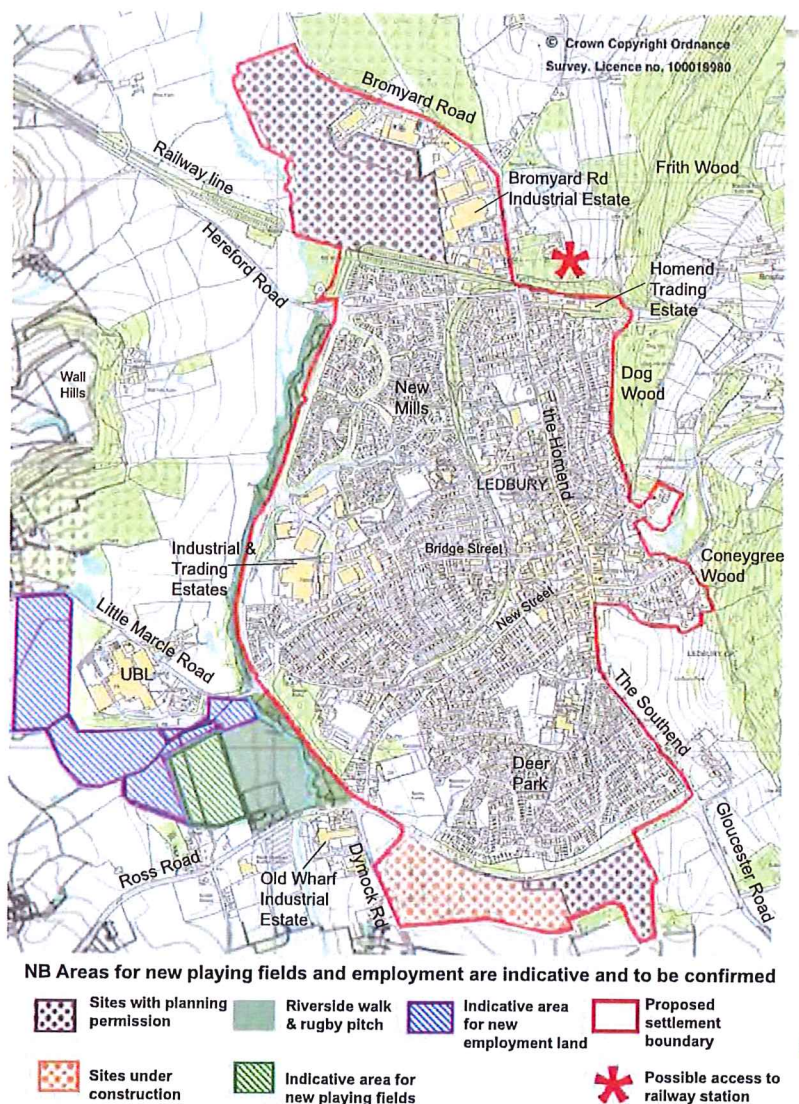


Figure 2: Option B – Settlement Boundary based on previous draft NDP submission removed at examination, but with an extension for land recently granted planning permissions.

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 Leaddon.

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

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

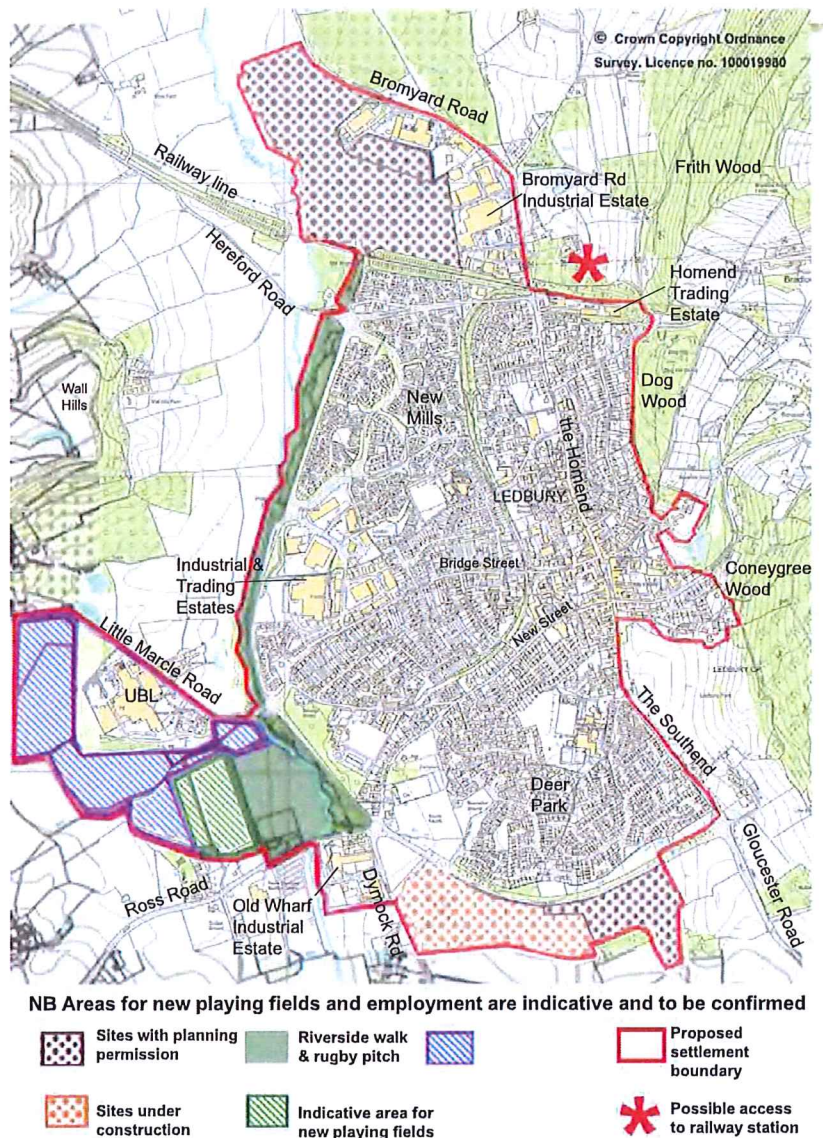


Figure 3: Option C – Settlement Boundary to include committed sites and allocations for employment, playing fields and Riverside Walk.

Advantages: This settlement boundary respects the constraints of topography, the AONB and River Leaddon, with extensions to the west to protect the Riverside Park and to the

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.

- | | |
|--|--|
| <p>Question 1a: Which of the settlement boundary options do you prefer? (Please RANK the options in order of preference: 1 for most preferred, 3 for least preferred)</p> | |
| <p>Option A: (Figure 1): No settlement boundary.</p> | |
| <p>Option B: (Figure 2): Settlement boundary including existing and all currently approved permitted developments.</p> | |
| <p>Option C: (Figure 3): As Option B plus protection for the Riverside Park and areas for recreation and employment south-west of Little Marcle Road. This is the option recommended by Ledbury Town Council, Herefordshire Council and our professional consultants.</p> | |

Question 1b: Do you have any suggestions of other areas to be added within the boundary and why? Enter your suggestions below.

Land for new businesses

- 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 has also 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 adult and youth football clubs.

This need is also identified in the Herefordshire Council 2015 Playing Fields Strategy. In addition, Sport England will only support a plan in which youth and adult facilities are combined.

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 for this update? (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 Figure 3) (Please tick one answer choice.)		
Agree	No Opinion	Disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 UBL 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 are 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 the urban area. A location on 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 hectares (approx. 30 acres) of new employment land to the south of Little Marcle Road, would you agree that:				
i) More than one site should be considered to meet this requirement? (Please tick one answer choice.)				
Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
ii) Land by the Full Pitcher roundabout and adjacent to the new housing development (Hawk Rise) should be considered for employment, restricted to uses suitable near a residential area? (Please tick one answer choice.)				
Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
iii) Smaller areas elsewhere on the edge of the town should be identified to accommodate new or expanded businesses? (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 a section 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. There may also be an opportunity to preserve the option for vehicular access to the viaduct site off the Hereford Road roundabout. A review would need to consider whether any possible route would be practical and permissible in planning terms and this is considered unlikely to be deliverable in any timescale covered by this plan.

Question 3a: Should the option to create a vehicular access off the Hereford Road to the viaduct housing development be preserved for the future? (Please tick one answer choice.)				
Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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: Do you support the provision of ground level eastbound platform access, improved platform services and additional car parking at the railway station? (Please tick one answer choice.)				
Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Please add any comments you have here.				

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 advantage of using the old UDP boundary is that it concentrates footfall within a relatively small area and this can be attractive to shoppers. It also supports the character of the town with its many historic buildings. However, disadvantages include restricting the ability to attract new types of shops and other premises to reflect current retail, leisure and other changes, and limiting footfall to a smaller area. On balance it is proposed that the town centre boundary should be re-defined with several options to be considered. 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.

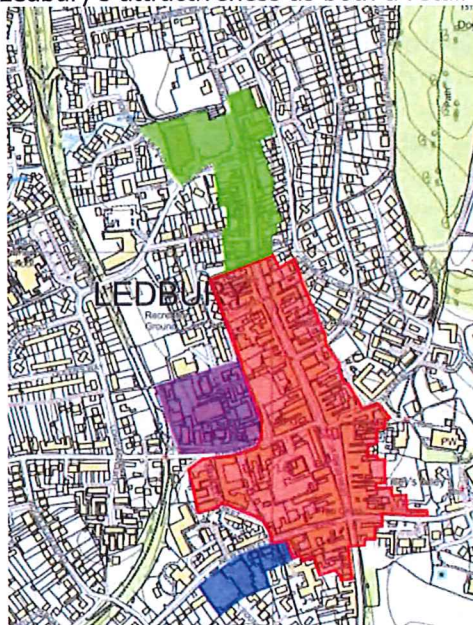


Figure 4: Possible Town Centre definition options

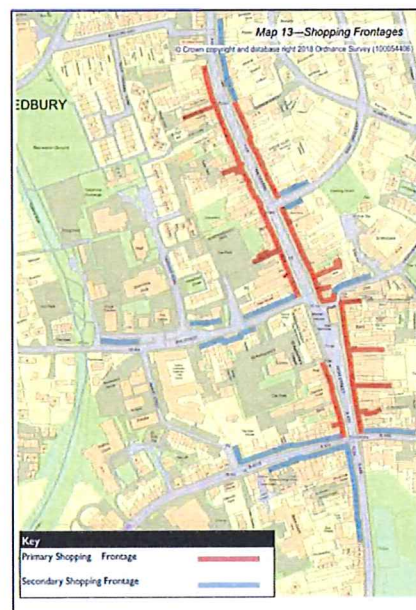


Figure 5: Existing frontages

Question 4a) Which areas do you think should be added to the currently defined town centre (shown in red on map Figure 4)? (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 and why.				
Question 4b) Given the changes in retail type definitions, do you agree that, in planning terms, there should be no differentiation between primary and secondary shop frontages and that shops, restaurants and cafes, drinking establishments, financial and professional services, and hot food takeaways should be allowed within this combined frontage? (See Figure 5) (Please tick one answer choice.)				
Strongly agree	Agree	No Opinion	Disagree	Strongly disagree

Town Centre regeneration and community services

- 4.2 The area comprising Lawnside and Market Street, on the edge 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 Lawnside and Market Street 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.

Local Strategic Corridors (LSC) are linear green spaces linking local sites and ensuring connectivity of green assets between and within communities. Local Enhancement Zones (LEZ) are areas where green infrastructure is required to benefit the community and environment.

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 – called the Town Trail. 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 a section 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 the 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. This corridor runs through New Mills Way to Leadon Way and the Town Trail. It brings together significant green spaces, verges and stands of trees within a residential area which residents can add to through wildlife friendly gardens.
- **A new Local Strategic Corridor LedLSC5** is proposed incorporating locally important parks and gardens (including Ledbury Park and Underdown) 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. It would also provide a green gap between Ledbury and Parkway.

- **Local Enhancement Zone LedLEZ1** is where considerable new development is proposed in the Core Strategy on the Viaduct site where 625 new houses are anticipated to be built. 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 a section of the canal.

Wellington Heath NDP identifies a settlement green gap¹ 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

¹ See Policy WH3 at <https://wellingtonheathpc.org/wp-content/uploads/2020/10/WHNDP-v15.11.pdf>
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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 in terms of its relationship to the Malvern Hills AONB and Ledbury's setting. 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.

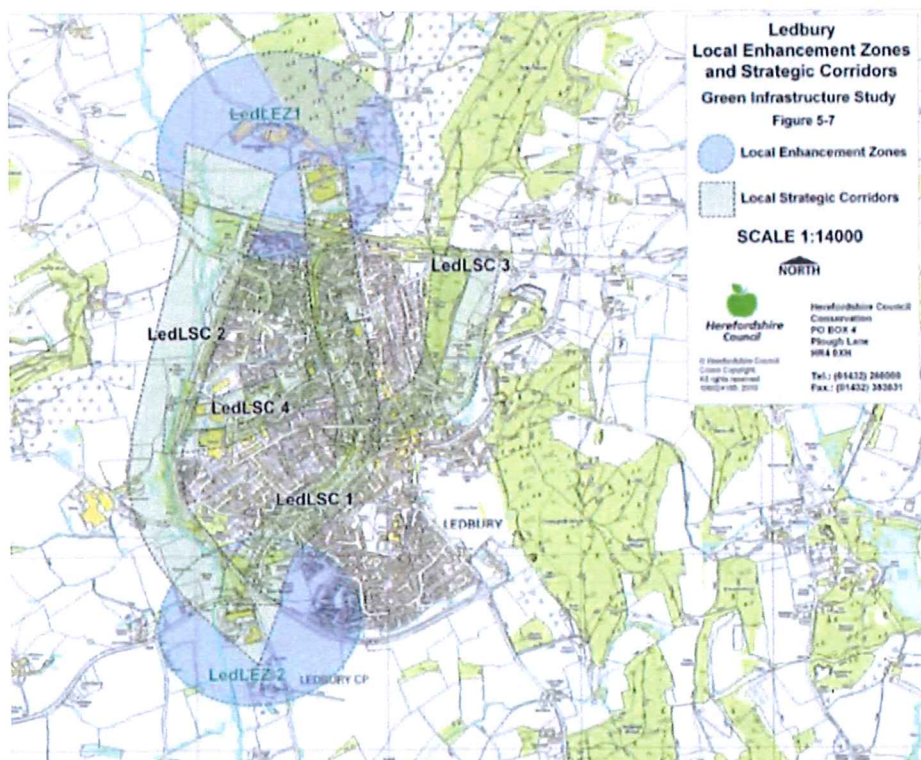


Figure 6: Current Herefordshire Council Local Strategic Corridors and Local Enhancement Zones

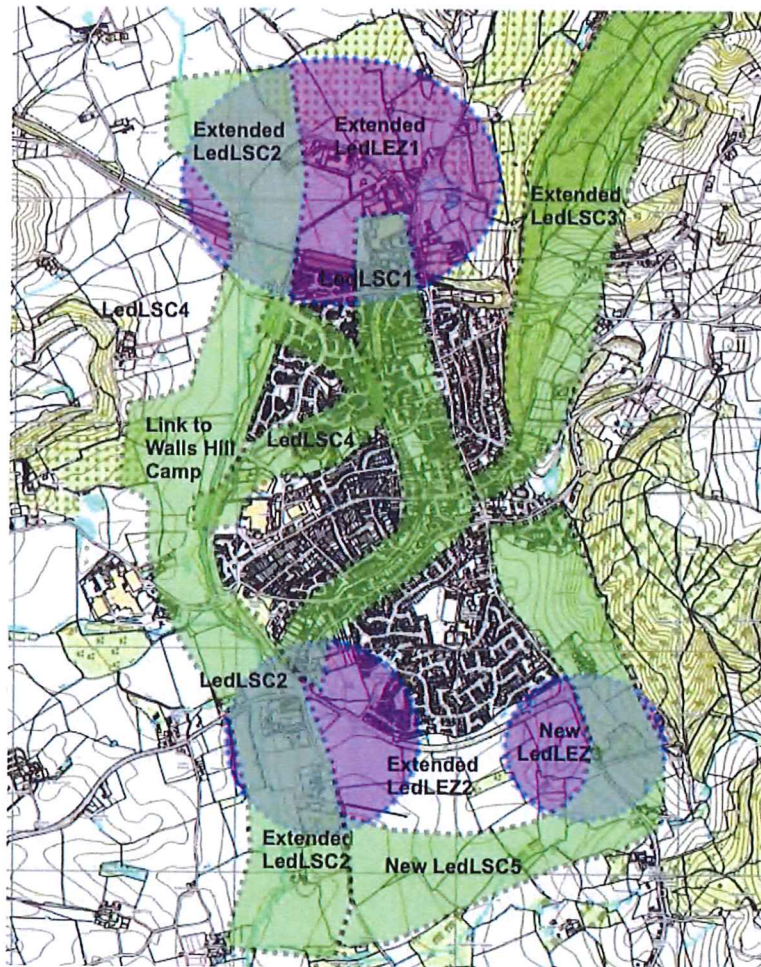


Figure 7: Proposed additional Local Strategic Corridors and Local Enhancement Zones

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 (Figure 6). (Please tick one answer choice.)				
Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 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
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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 and write suggestions in the box below)				
Strongly agree	Agree	No Opinion	Disagree	Strongly disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment/other possible locations for allotments or community gardens: 				

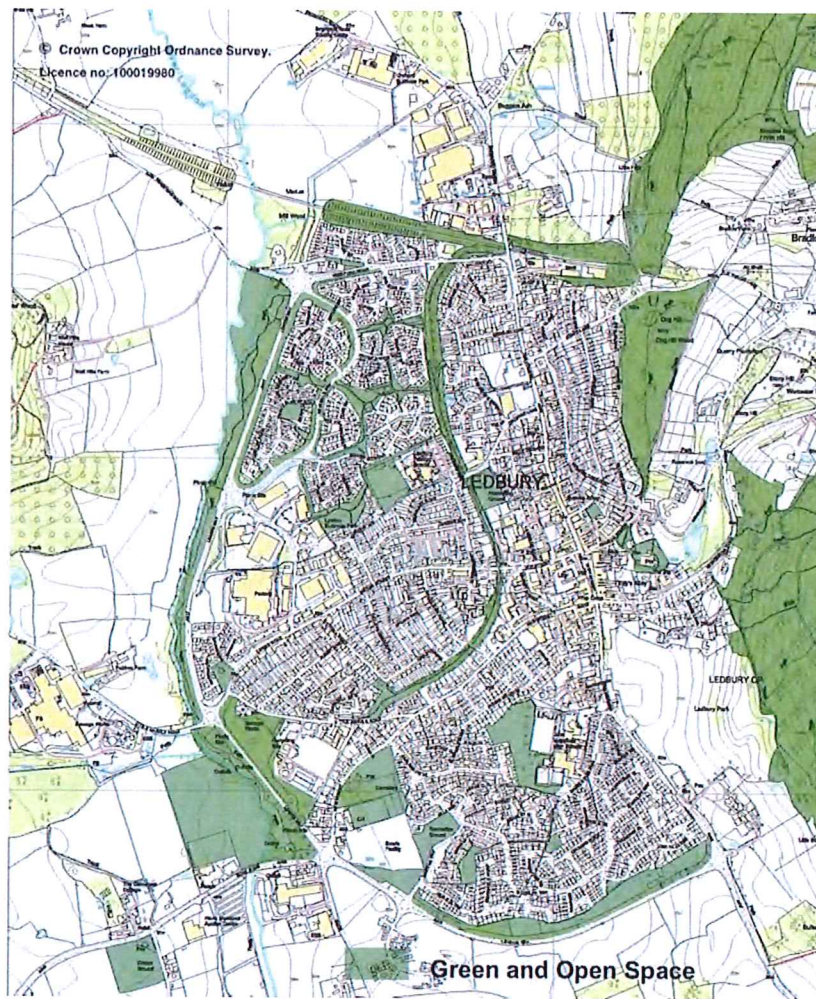


Figure 8: Green and open spaces to be protected.

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 these 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 could be improved or created to benefit residents and access to green space and wildlife? (Please write your comments in the box below.)

Children's play areas

- 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: Do you think more or improved children's play areas are needed and if so, where?

(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. In addition, policies should be updated to encourage sustainable development, measures to mitigate and adapt to climate change and the promotion of active travel.

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 comment 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 engagement needs to take place.)

Ledbury Neighbourhood Development Plan 2021-2031

Plan revision - 1st Public consultation Issues and Options Explanatory Leaflet May – July 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. It sets out the main issues on which the community can express its views before the new version of the plan is written. Once this is produced, with proposed detailed policies informed with input from this first round of public consultation, the community will be consulted again.

We would prefer you and every adult (16 years and over) in the household to complete the questionnaire online by midnight on Friday 16th July, using this link:

https://www.surveymonkey.co.uk/r/LedburyNDP_Issues_Options or this QR code



If you do not have internet access or prefer to complete in writing, please fill out the enclosed questionnaire and return it to us by Friday 16th July using the Freepost address on the questionnaire, or you could drop it into the Town Council office (letter box on Church Lane). For any help or questions email the Town Clerk on clerk@ledburytowncouncil.gov.uk or telephone 01531 632306.

If you need more space for your comments please continue on a separate sheet.

This is a partial revision and not a comprehensive review. The aim is to address 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> on the Supporting Documents page, 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 & economy (2); recreation (3), green infrastructure; (4) 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. The preferred option (C) aims to accommodate identified needs for employment and recreation land (see section 2 below) in 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 A: No settlement boundary (*see Figure 1, page 13*)

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 B: This uses the boundary based on the previous draft NDP submission and includes an extension for land recently granted planning permission (*see Figure 2, page 14*).

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 C: To extend the settlement boundary defined in Option B westwards incorporating the Riverside Park, and areas for recreation and employment to the south of Little Marcle Road (*see Figure 3, page 15*).

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, Herefordshire Council and the professional consultants believe that Option C 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 map Figure 3, page 15 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 (approx. 30 acres) 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 adjacent to the new housing development (Hawk Rise) 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 and 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 preserve the option to access the viaduct site off the Hereford Road roundabout. 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 ground level 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 and Figure 3 page 15 (the red star indicates the proposed access) 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, page 16. The advantage of maintaining this boundary is that it

concentrates footfall within a relatively small area and this can be attractive to shoppers. It also supports the character of the town with its many historic buildings. However, disadvantages include restricting the ability to attract new types of shops and other premises to reflect current retail, leisure and other changes, and limiting footfall to a smaller area.

On balance it is proposed that the town centre boundary be re-defined with several options to be considered. **See Figure 4, page 16 and question 4a to give your views.**

b) Town Centre Primary and Secondary Frontages

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, page 17). 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.**

c) 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.**

d) 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 local strategic corridors (LSC) and local enhancement zones (LEZ) for Ledbury (see Figure 6, page 18). Local Enhancement Zones are areas where green infrastructure is required to create the most sustainable living and working places. Local Strategic Corridors are linear green spaces linking local sites and ensuring connectivity of green assets between and within communities. In both LEZs and LSCs, the protection and improvement of green infrastructure is important for existing communities and the successful integration of new developments.

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, page 19). 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 the 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 Wall Hills 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 Way to Leadon Way and the Town Trail. 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 Park 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 and protect a green gap between Ledbury and Parkway.

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 by a planning inspector as a sensitive landscape in terms of its relationship to the Malvern Hills AONB. 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 Road 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 Figure 7, page 19 and question 5a to give your views.**

b) Green Space Within the Town

Figure 8, page 20 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, page 20 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 towpath 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 to give your views.**

d) Children's Play Areas

Children's play areas can provide access to nature as part of their design and contribute to wellbeing. There are nine 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 to give your views.**

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. This will give the policies more weight when planning applications are considered. 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

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 to give your views on issues that could be considered in this or the next review.**

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.

On the following pages are the maps and plans referred to in the text - should you wish to view the maps at a larger scale they can be found on the Neighbourhood Development Plan page of the Town Council's website (www.ledburytowncouncil.gov.uk) under Supporting Documents Section 9.0, Maps and Plans.

OPTIONS FOR DEFINING A SETTLEMENT BOUNDARY

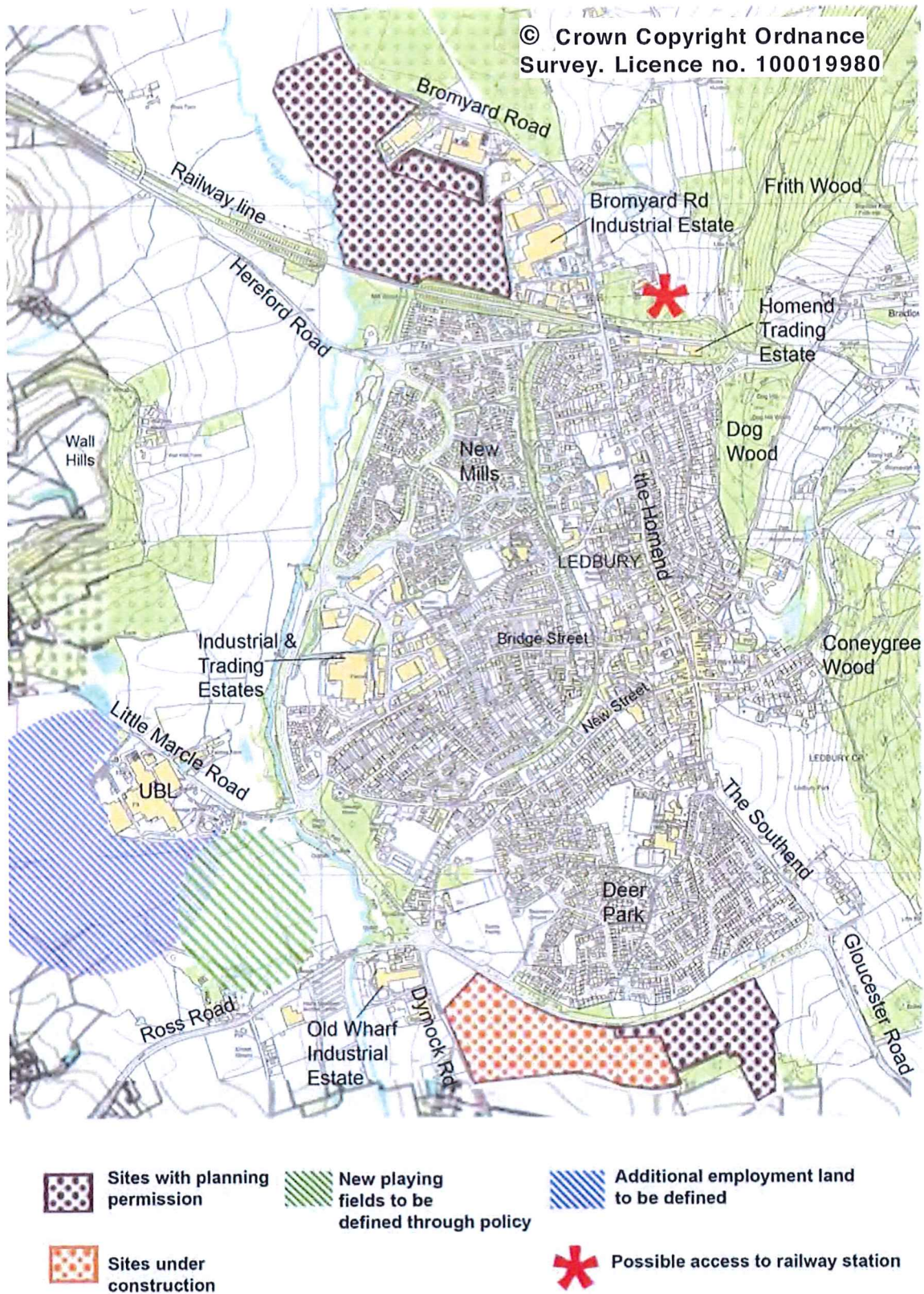


Figure 1: Option A – No Settlement Boundary

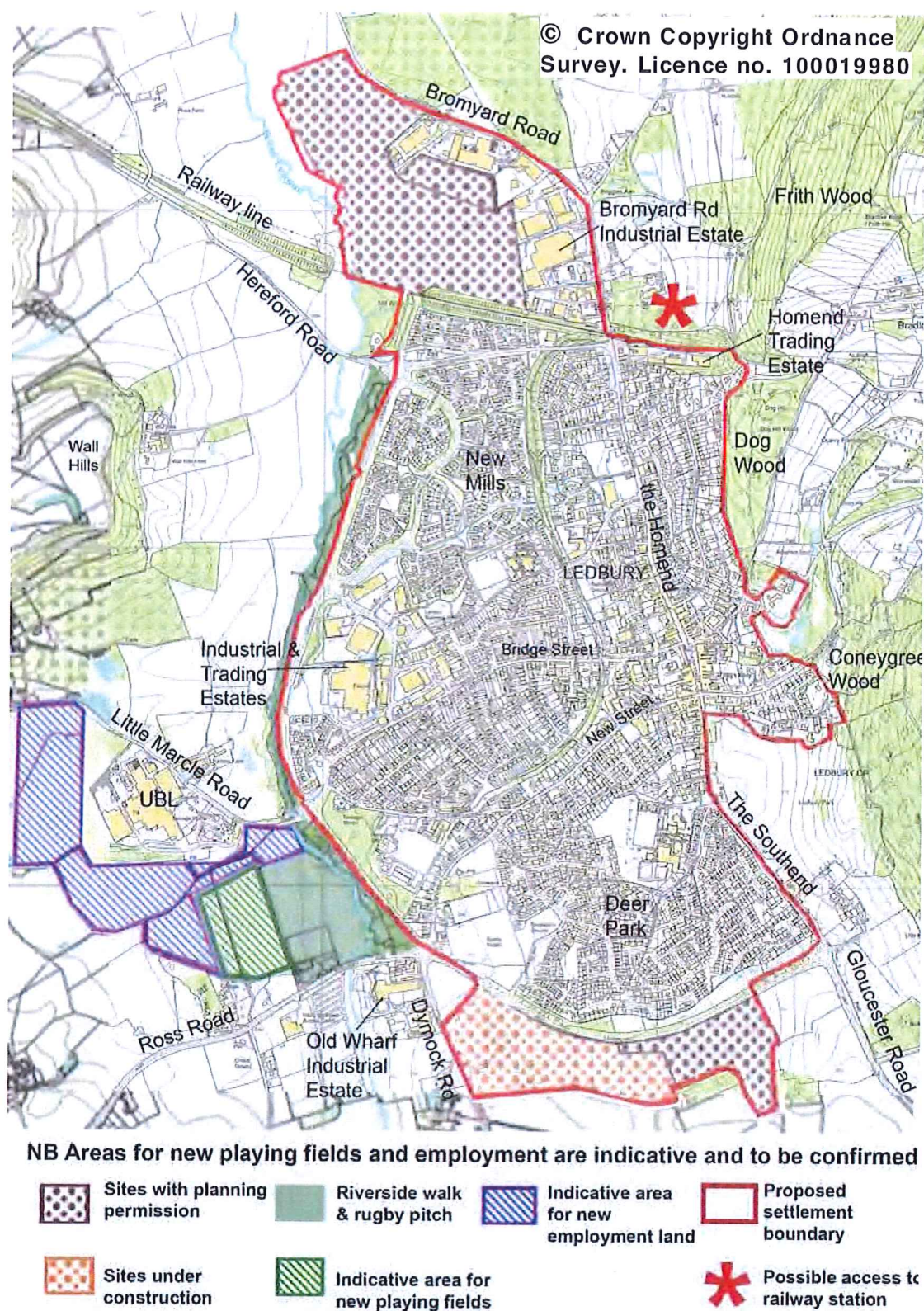
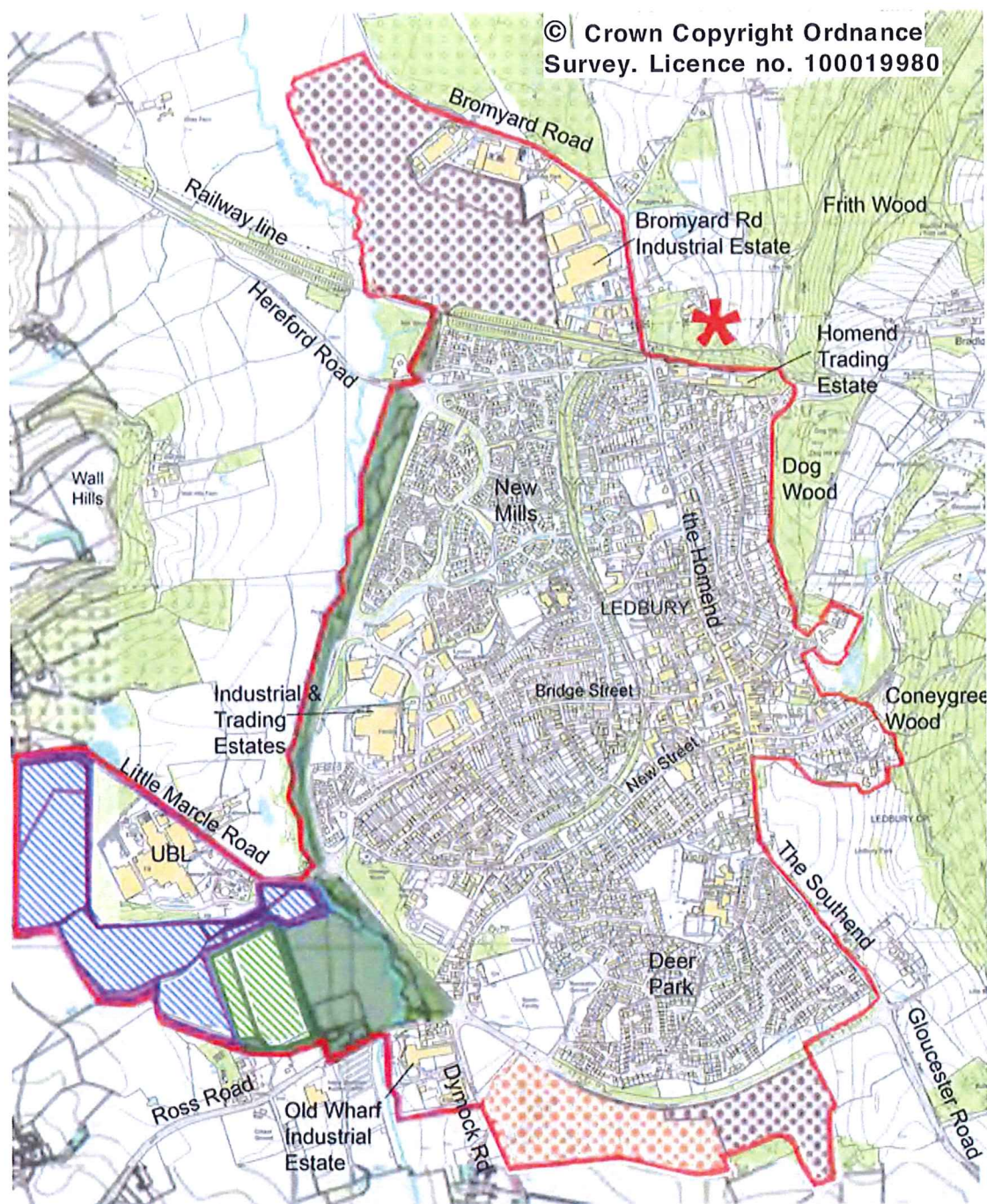


Figure 2: Option B – Settlement Boundary based on previous draft NDP but with an extension for land recently granted planning permissions.



NB Areas for new playing fields and employment are indicative and to be confirmed



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

TOWN CENTRE OPTIONS

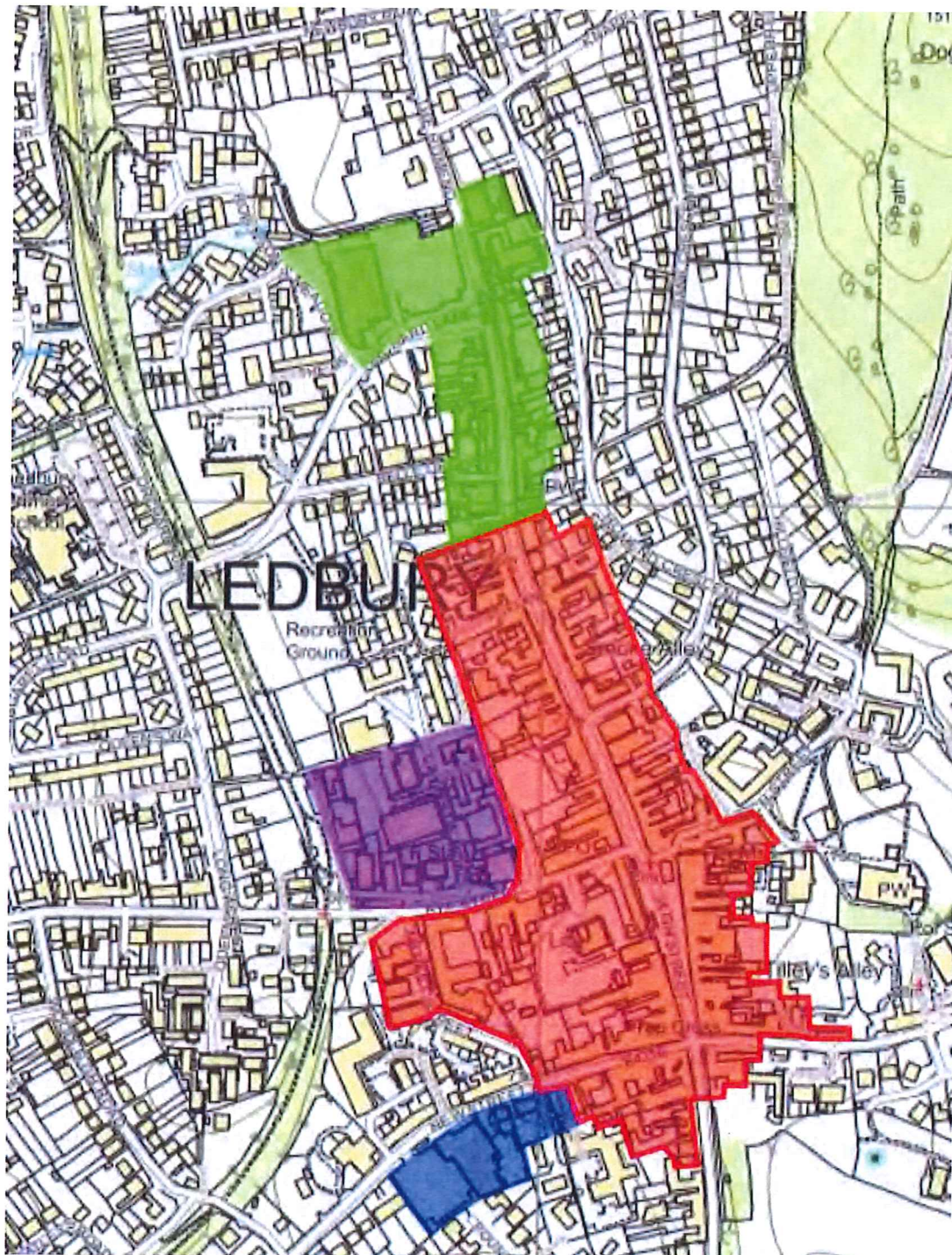


Figure 4: Possible Town Centre definition options

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

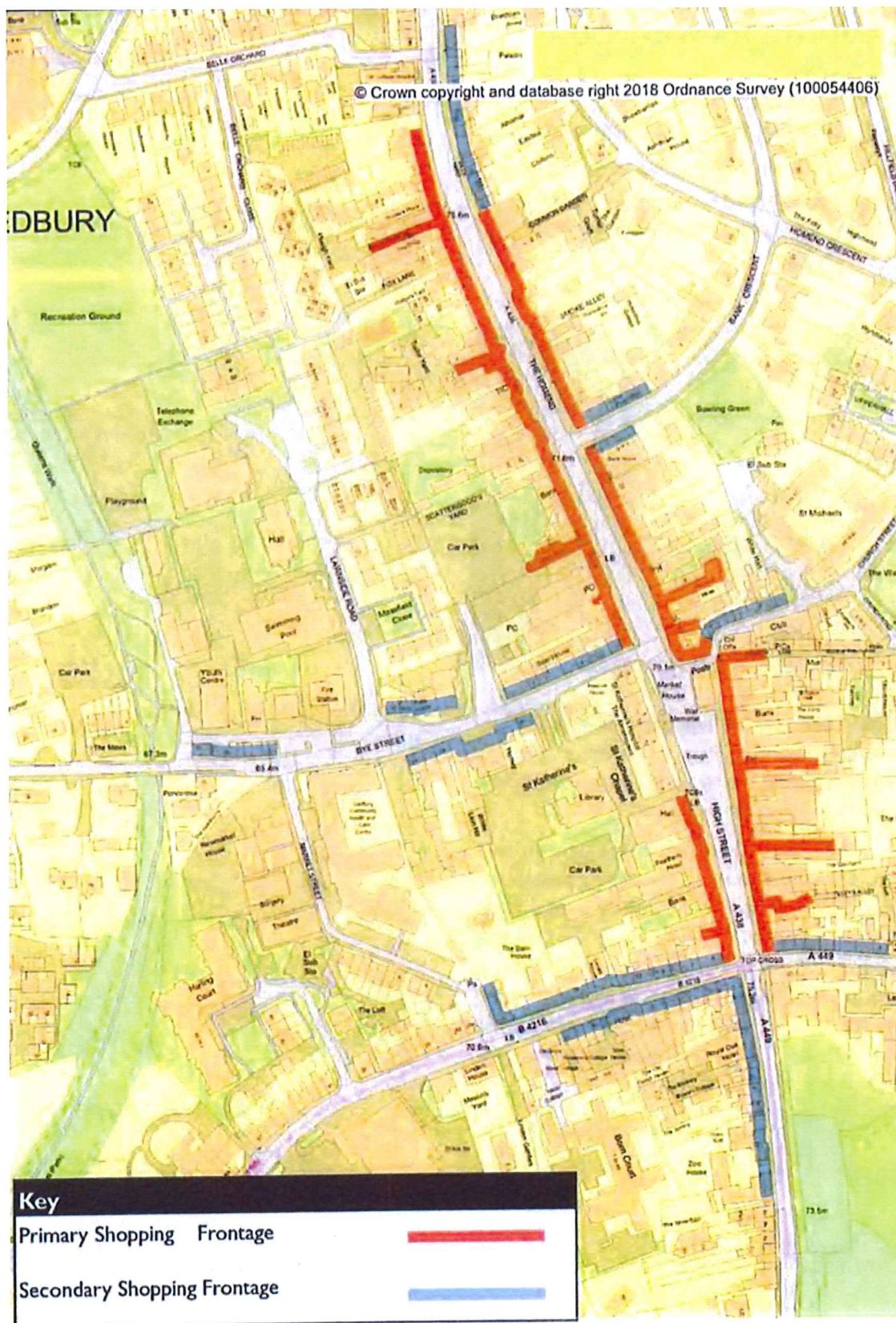


Figure 5. Existing frontages.

The map displays the town of Ledbury and its surrounding areas. Key features include:

- Local Enhancement Zones (LEZ):** Shaded in blue, including LedLEZ 1 (north), LedLEZ 2 (south), and LedLEZ 3 (east).
- Local Strategic Corridors (LSC):** Shaded in green, including LedLSC 1 (central), LedLSC 2 (west), LedLSC 3 (east), and LedLSC 4 (south).
- Other Labels:** LEDBURY CP, Old Wharf, Talbury Park, Conyngree Wood, and various farms and fields.
- Legend:** A blue circle represents Local Enhancement Zones, and a green square represents Local Strategic Corridors.

Figure 6: Current Herefordshire Council Local Strategic Corridors (LEDLSC) and Enhancement Zones (LEDLEZ).

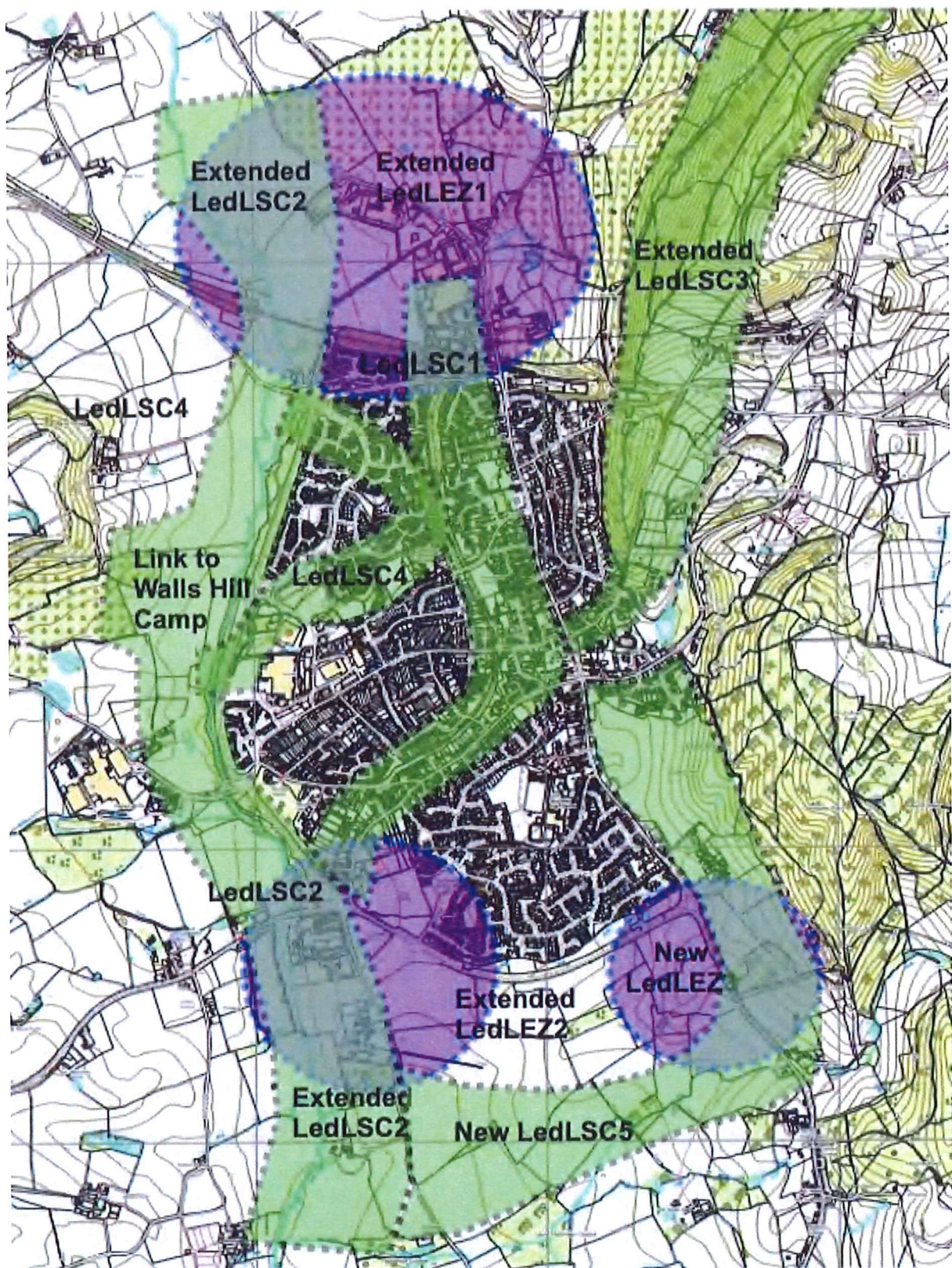


Figure 7: Proposed additional Local Strategic Corridors (LedLSC) and Local Enhancement Zones (LedLEZ).

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Green and Open Space

Leaflet V10

Ledbury Neighbourhood Development Plan 2021-2031

Plan revision - 1st Public consultation Issues and options questionnaire May – July 2021

The currently adopted Ledbury Neighbourhood Development Plan (NDP) does not contain policies upon several important matters; particularly 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, contact the Clerk at clerk@ledburytowncouncil.gov.uk or telephone 01531 632306 for a leaflet to be posted to you. Depending on the easing of lockdown restrictions, you may also be able to collect a copy - and questionnaires for other household members if you need them - from the office; please call to check.

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

If you can, please complete this questionnaire online by midnight 11th July following this link: https://www.surveymonkey.co.uk/r/LedburyNDP_Issues_Options. If you prefer to complete it in writing, please answer the questions below and return to Ledbury Town Council by Monday 12th July using one of the options given at the end of this questionnaire.

If you need more space for your comments please continue onto a separate sheet.

1. Defining a Settlement Boundary (see leaflet Figures 1, 2 & 3)

Question 1a: Which of the settlement boundary options do you prefer? *(Please rank options in order of preference: 1 for most preferred, 3 for least preferred).*

Option A (Figure 1): No settlement boundary.	
Option B (Figure 2): Settlement boundary including existing and all currently approved permitted developments.	
Option C (Figure 3): As Option B plus protection for the Riverside Park and areas for recreation and employment south west of Little Marcle Road. This is the option recommended by Ledbury Town Council, Herefordshire Council and our professional consultants.	

Question 1b: Do you have any suggestions of other areas to be added within the boundary and why? Enter your suggestions below.

--

2. Employment and Recreation (see leaflet Figure 3)

Question 2a: Do you agree that providing land to expand provision for sport is a high priority for this update? *(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 Figure 3) (Please tick one answer).*

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 hectares (approx. 30 acres) of new employment land to the south of Little Marcle Road, would you agree that:

i) More than one site should be considered to meet this requirement? *(Please tick one answer choice.)*

Strongly agree ☐ Agree ☐ No opinion ☐ Disagree ☐ Strongly disagree ☐

ii) Land by the Full Pitcher roundabout and adjacent to the new housing development (Hawk Rise) should be considered for employment restricted to uses suitable near a residential area? *(Please tick one answer choice.)*

Strongly agree ☐ Agree ☐ No opinion ☐ Disagree ☐ Strongly disagree ☐

iii) Smaller areas elsewhere on the edge of the town should be identified to accommodate new or expanded businesses? *(Please tick one answer choice.)*

Strongly agree ☐ Agree ☐ No opinion ☐ Disagree ☐ Strongly disagree ☐

3. Land North of the Viaduct and Railway Line

Question 3a: Should the option to create a vehicular access off the Hereford Road to the viaduct housing development be preserved for the future? *(Please tick one answer choice.)*

Strongly Agree ☐ Agree ☐ No opinion ☐ Disagree ☐ Strongly disagree ☐

Question 3b: Do you support the provision of ground level eastbound platform access, improved platform services and additional car parking at the railway station? *(Please tick one answer choice.)*

Strongly agree ☐ Agree ☐ No opinion ☐ Disagree ☐ Strongly disagree ☐

Please add any comments you have here.

4. Supporting the Town Centre (see leaflet Figures 4 & 5)

Question 4a: Which areas do you think should be added to the currently defined town centre (shown in red on map Figure 4 in the leaflet). *(Please tick your selection(s) and add any suggestions you may have about areas to be added in the box)*

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

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

Question 4b: Given the changes in retail type definitions, do you agree that, in planning terms, there should be no differentiation between primary and secondary shop frontages and that shops, restaurants, cafes, drinking establishments, financial and professional services, and hot food takeaways should be allowed within this combined frontage? (See leaflet Figure 5) *(Please tick one answer choice).*

Strongly agree ☐ Agree ☐ No opinion ☐ Disagree ☐ Strongly disagree ☐

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

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 (see leaflet Figures 6, 7 & 8)

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 (Figure 6) *(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 ☐

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 and write 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 and write suggestions in the box below).*

Strongly agree ☐ Agree ☐ No opinion ☐ Disagree ☐ Strongly disagree ☐

Comment/locations for allotments or community gardens:

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

Question 5e: Do you think more or improved children's play areas are needed and if so, where? *(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 comment 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 us analyse 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 engagement needs to take place).

It is preferred, if you can, that you complete these questions online by midnight 11th July using the link on page 1. Otherwise please return your completed questionnaire to the Ledbury Town Council Offices by 12th July by any of the following options:

Simply fold and insert the questionnaire into an envelope and post in any letterbox (no stamp needed) to: Freepost LEDBURY TOWN COUNCIL
or: Deliver by hand to the Ledbury Town Council Offices (letter box Church Lane).

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):

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

- 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.

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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,

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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.

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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.

o Plan A

- o 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.
- o 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

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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**
 - **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

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- Other landowners of land being allocated/included in the settlement boundary
- Tri-services - police, fire and ambulance
- Potential budget hotel operators
- 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
- **Town centre**
 - Tesco
 - Coop
 - Police – Insp James Ashton
 - 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)
- **Herefordshire and Gloucestershire Canal Trust**
 - Representative of the trust
- **Medical facilities**
 - Ledbury Health Partnership
 - Ledbury Health Group
- **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 Masfield Secondary High School (sports facilities)
 - Ledbury Harriers Running Club

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- 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
 - Ledbury Naturalists' Field Club
 - 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

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- 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

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- 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.

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Estimated costs 1 st Public consultation round leading to a Reg 14 draft plan	£	£
		Total
Leaflet and questionnaire		
Produce copy	0	
Print 6,700 of each	1,438	
Free post licence	241	
6,700 envelopes	150	
Distribution by the Royal Mail	627	
Postage return costs of quest	200	2,656
Events in May if allowed		
Room hire and refreshments	100	
Presentation card/posters – A3	150	250
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	£4,406

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Estimated costs Reg 14 draft public consultation	£	£
		Total
Advertising and promotion:		
Ledbury Focus and other publications	250	
Presentation card/posters - Print A3 x 50	100	
Room hire: - 2 days event - 3 other events	250	600
Refreshments at events:		
2-days event	100	
Business event	100	
Two other events	100	300
Consultation materials and support:		
Story Boards Printing	400	
Printing estimated 100 hard copies of the plan to handout	100	
Display boards	250	
Questionnaire production and print	150	900
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	1,750
	Total	£3,550

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Development Plan scheduled to be adopted in early 2022

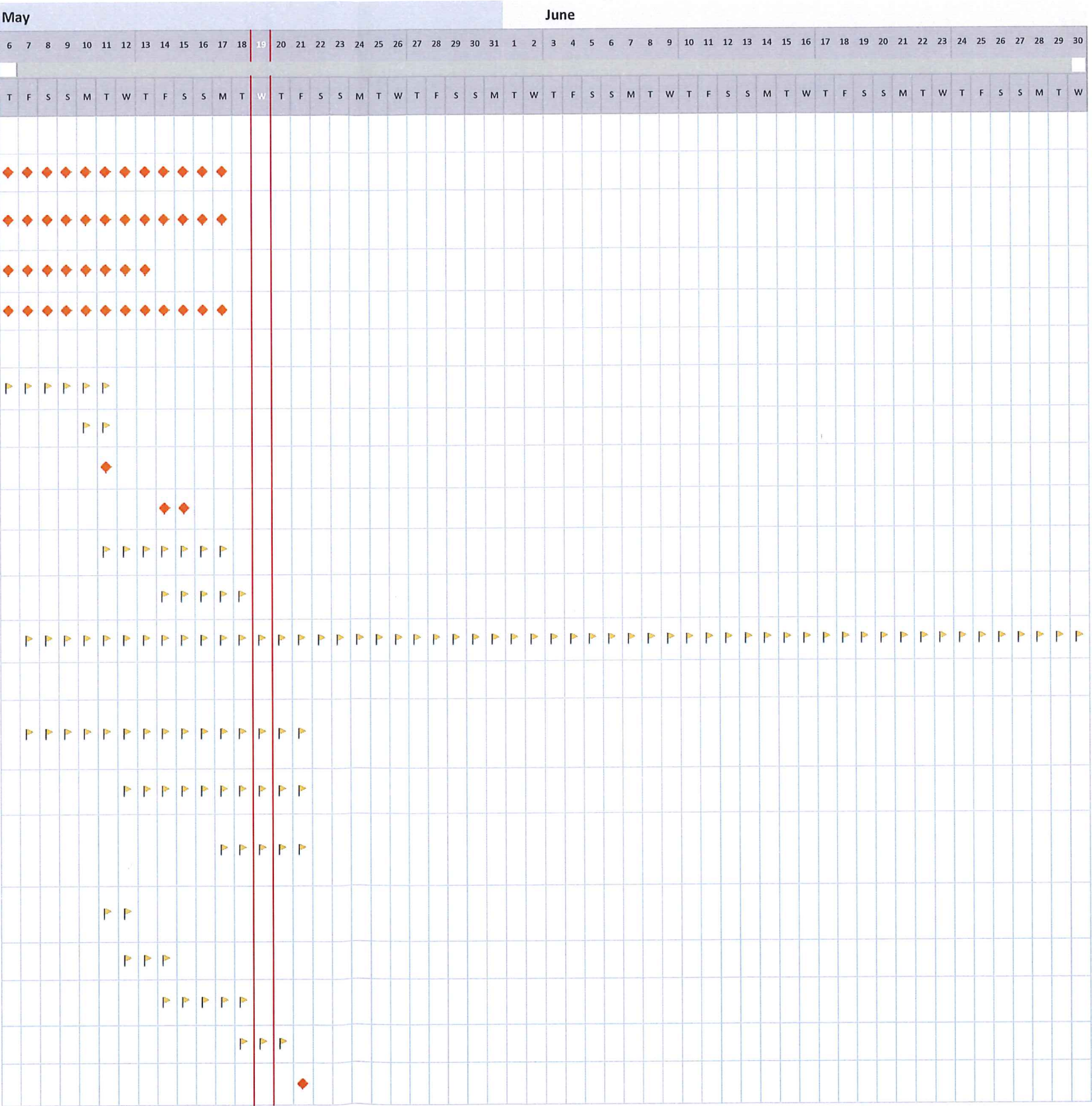
Estimated costs		
Reg 16 consultation	£	£
		Total
Consultation support:		
Consultant's time to help set up data analysis including keying in any manual feedback, analysing quantitative and qualitative data and producing a report to assist with final editing	1,900	1,900
	Total	£1,900

Ledbury NDP public consultation detailed planning project plan 2021

Company name: Ledbury Town Council
Project lead: Phillip Howells
Project Start Date: 06/05/2021
Scrolling Increment: 0

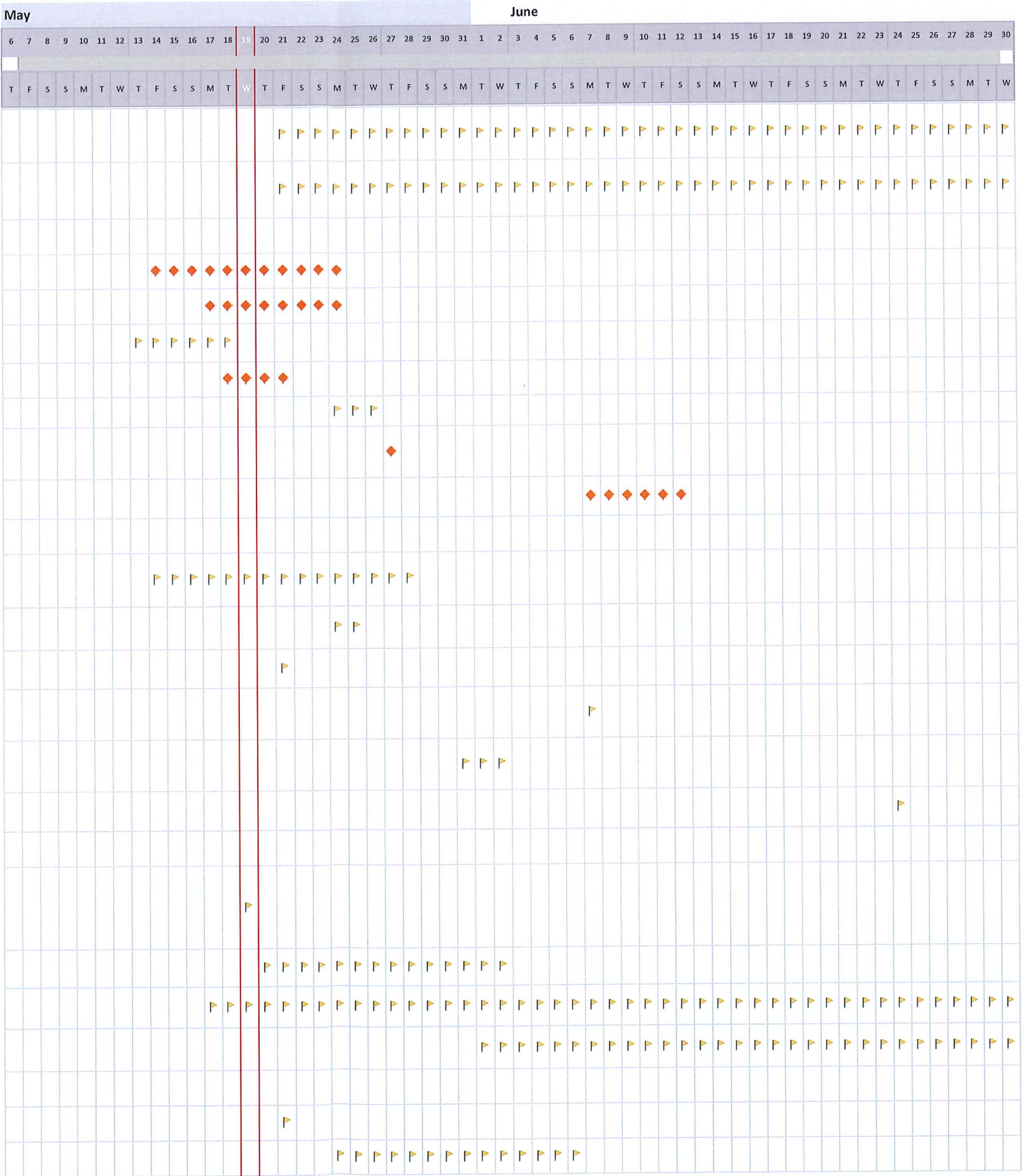
Legend: On track Low risk Med risk High risk Unassigned

Milestone description	Category	Assigned to	Progress	Start	Days
1. Booking services					
Acquire Royal Mail Freepost licence: Freepost LEDBURY TOWN COUNCIL	Goal	Angie Price/LTC office	30%	06/05/2021	12
Book leaflet and questionnaire delivery in envelopes to all Ledbury parish post codes with Royal Mail for est w/c 24th May	Goal	Angie Price/LTC office	25%	06/05/2021	12
Get three quotes to print 6,700 leaflets in colour and 6,700 questionnaires in black & white	Goal	Angie Price & Nicola Forde	100%	06/05/2021	8
Purchase 6,700 C5 self seal envelopes	Goal	Angie Price/LTC office	0%	06/05/2021	12
2. Completing reference documents					
Complete review and capturing of all Council, NDP WP and consultee suggestions for v9 edits to issues docs	Milestone	SG	100%	06/05/2021	6
Update data capture form with actions taken and circulate to all contributors	Milestone	SG/Nicola Forde	80%	10/05/2021	2
Confirm final edited versions (v10) of consultation leaflet and questionnaire complete inc maps	Goal	SG	100%	11/05/2021	1
Confirm final version of Issues and options paper is updated in line with leaflet and questionnaire (to v10)	Goal	SG	80%	14/05/2021	2
Review topic guides 1-5 for agreement of versions to go onto the website for the consultation	Milestone	BB/SG	0%	11/05/2021	7
Agree A4 document to explain topic guide 6 LVBA progress to go on the website and inviting contributions to it, eg Review LVBA topic guide to completion	Milestone	CT/PH/SG	0%	14/05/2021	5
Review LVBA topic guide to completion date for agreement to go onto the website by the end of this public consultation	Milestone	CT/PH/SG	0%	07/05/2021	67
3. Setting up the website					
Submit supporting files for posting on the website and supporting systems as per the filing list; initial focus on: - Admin, project and budget files - Meeting agendas and notes	Milestone	PH/Office	0%	07/05/2021	15
Maps in issues paper, leaflets, topic guides etc to be checked by the Clerk for no illegal website accessibility issues	Milestone	Angie Price	20%	12/05/2021	10
Ensure updated Bill's' Topic guides 1-5, the updated Issues and Option paper v10 and maps referenced in the leaflet and questionnaire are posting on the website and filed	Milestone	SG/Office	0%	17/05/2021	5
Agree link information and QR code for the online survey with Max in order to include it in the printed leaflet and questionnaire for testing	Milestone	SG/MB	100%	11/05/2021	2
Test printed leaflet and questionnaire work together with up to six volunteers	Milestone	SG/volunteers	100%	12/05/2021	3
Agree setting up of questionnaire in Survey Monkey with Max including QR code for device access.	Milestone	MB/SG	0%	14/05/2021	5
Test online questionnaire works including links to files inc maps on the website	Milestone	MB/SG/Cllrs/ volunteers	0%	18/05/2021	3
Online questionnaire goes live on the website with links on front page of LTC website and on relevant NDP pages	Goal	MB/SG/Office	0%	21/05/2021	1



Project Start Date: 06/05/2021
Scrolling Increment: 0

Milestone description	Category	Assigned to	Progress	Start	Days
Online questionnaire and paper response period is for both by midnight Friday 16th July 2021	Milestone	MB/SG	0%	21/05/2021	57
Continue to file online on the website and in supporting filing systems new and updated documents as they become available during the consultation period	Milestone	PH/Office	0%	21/05/2021	57
4. Printing and stuffing into envelopes and delivery to Royal Mail					
Print, fold and staple 6,700 colour A5 leaflets	Goal	Printer	30%	14/05/2021	11
Print and fold 6,700 A4 black and white questionnaires	Goal	Office	20%	17/05/2021	8
Allowance for Royal Mail approval of printed free post address on 6,700 C5 envelopes or the questionnaire if needed	Milestone	Office	0%	13/05/2021	6
Print NDP consultation info on 6,700 C5 envelopes (or could be labels)	Goal	Office	0%	18/05/2021	4
Stuffing leaflets and questionnaires into envelopes	Milestone	Cllrs/WP/Volunteers	0%	24/05/2021	3
Deliver, or have collected, required number (6,602) of stuffed and sealed envelopes to Royal Mail (keep rest by for other use)	Goal	Office	0%	27/05/2021	1
Delivery by Royal Mail	Goal	Royal Mail	0%	07/06/2021	6
5. Promotion inc social media					
Agree promo message/PR news release template for consultation message on all target SM sites and other media as per the Comms & consultation plan	Milestone	SG/Angie Price/Office	0%	14/05/2021	15
Send news release on the consultation process to printed and broadcast media as per the Comms and consultation plan	Milestone	SG/Angie Price	0%	24/05/2021	2
Post message onto all social media platforms identified that online survey now online	Milestone	SG/Office	0%	21/05/2021	1
Post reminder of online survey being available and to expect postal delivery of envelope in early June on all social media sites	Milestone	SG/Office	0%	07/06/2021	1
Send news release, produce and post posters in the town and post to social media dates, times and locations of physical events to be held as per section 8	Milestone	SG/Angie Price/Office	0%	31/05/2021	3
Post final reminder of online survey and postal questionnaire end dates on all social media sites	Milestone	SG/Office	0%	24/06/2021	1
6. In depth consultations with key groups up to end of June					
Review Comms and consultation document to agree split (with numbers and target interviewers) between in-depth proactive invites and emailed reminders of consultation period for any comment in addition to the questionnaire	Milestone	SG	0%	19/05/2021	1
Set up consultation form template with questions and other info for each key group to be consulted	Milestone	SG/PH	0%	20/05/2021	14
Recruit volunteers to help conduct in depth interviews (probably by zoom) inc setting up interview dates and times	Milestone	SG/WP	0%	17/05/2021	60
Chase up completed interview forms with signatures of consultee agreeing to publication of input	Milestone	SG/Office	0%	01/06/2021	30
7. Inviting contributions from other groups					
Agree list of groups and messages to each with media to be used	Milestone	SG	0%	21/05/2021	1
Send email or letters to these groups	Milestone	SG/Office	0%	24/05/2021	14

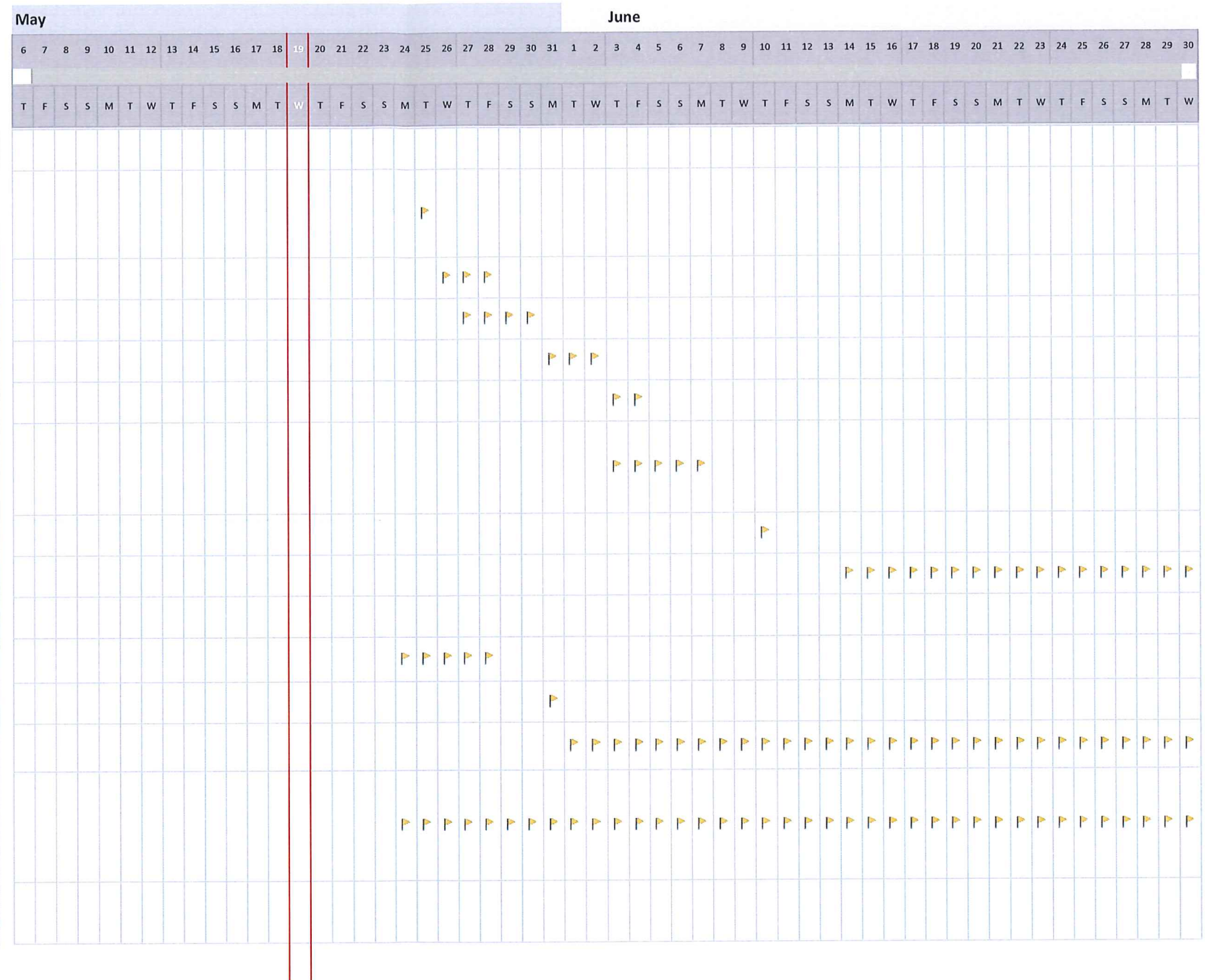


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Scrolling Increment: 0

Milestone description	Category	Assigned to	Progress	Start	Days
8. Organising physical presentations					
Agree presentations and dates to be held (suggested a business morning and up to 3 days of physical presentations + possible permanent library display set up for people to visit, over a few hours each day)	Milestone	SG	0%	25/05/2021	1
Explore options, compare prices and book locations with refreshment options	Milestone	SG/Office	0%	26/05/2021	3
Design presentation materials - display boards A3, powerpoint or videos, posters	Milestone	SG/Office	0%	27/05/2021	4
Obtain quotes to produce materials	Milestone	Office	0%	31/05/2021	3
Give orders for production of materials	Milestone	Angie Price/Office	0%	03/06/2021	2
Recruit volunteers to help on the presentation dates with schedule of people to meet and talk with visitors, to explain about the consultation and ensure questionnaires completed (ideally on line) by any who have not already done so	Milestone	SG/Cllrs/volunteers	0%	03/06/2021	5
Arrange training day for volunteers on key issues if necessary	Milestone	SG/WP	0%	10/06/2021	1
Hold physical events	Milestone	SG/WP/Office/Cllrs/volunteers	0%	14/06/2021	20
9. Setting up data analysis					
Recruiting volunteers to carry out physical questionnaire data entry onto online survey app (6-10)	Milestone	SG/WP/Cllrs/ volunteers	0%	24/05/2021	5
Data entry training of volunteers by MB	Milestone	MB/SG/volunteers	0%	31/05/2021	1
Data entry ready to start from a week after physical posting of leaflet and questionnaire	Milestone	Volunteers	0%	01/06/2021	60
Entering of the qualitative data received onto the qualitative response spreadsheet to be conducted from the start of the online survey and to include the indepth interviews and other sources, to keep it up to date as we go along as far as possible	Milestone	SG/volunteers	0%	24/05/2021	68
Target date for all online and physical questionnaire and any other qualitative data to have been captured to pass onto MB for reporting	Goal	MB/SG	0%	31/07/2021	1

To add more data, insert new rows ABOVE this one



Ledbury Neighbourhood Development Plan Budget Revision version 2019-2021

As at: 13/05/2021

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
Leaflet print and delivery	£2,656.00		-£2,656.00
Room hire (Assuming not given COVID restrictions)	£100.00		-£100.00
Refreshments (ditto re COVID?)	£0.00		£0.00
Materials	£150.00		-£150.00
Consultant support	£1,500.00		-£1,500.00
Subtotal	£4,406.00	£0.00	-£4,406.00

Counsultation - Reg 14 and Reg 16	Projected spend	Actual spend	Difference
Advertising and promotion	£350.00		-£350.00
Room hire (Assuming COVID restrictions allow)	£250.00		-£250.00
Refreshments (ditto re COVID)	£300.00		-£300.00
Materials	£900.00		-£900.00
Consultant support	£3,650.00		-£3,650.00
Subtotal	£5,450.00	£0.00	-£5,450.00

Other expenses	Projected spend	Actual spend	Difference
Other expenses contingency	£444.00		-£444.00
Subtotal	£444.00	£0.00	-£444.00

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	£4,406.00	£0.00	-£4,406.00
Consultation - Reg 14 and Reg 16	£5,450.00	£0.00	-£5,450.00
Other expenses contingency	£444.00	£0.00	-£444.00
Total expenditure	£30,600.00	£11,026.00	-£19,574.00
Total surplus/excess inc over exp	£0.00	£600.00	£600.00

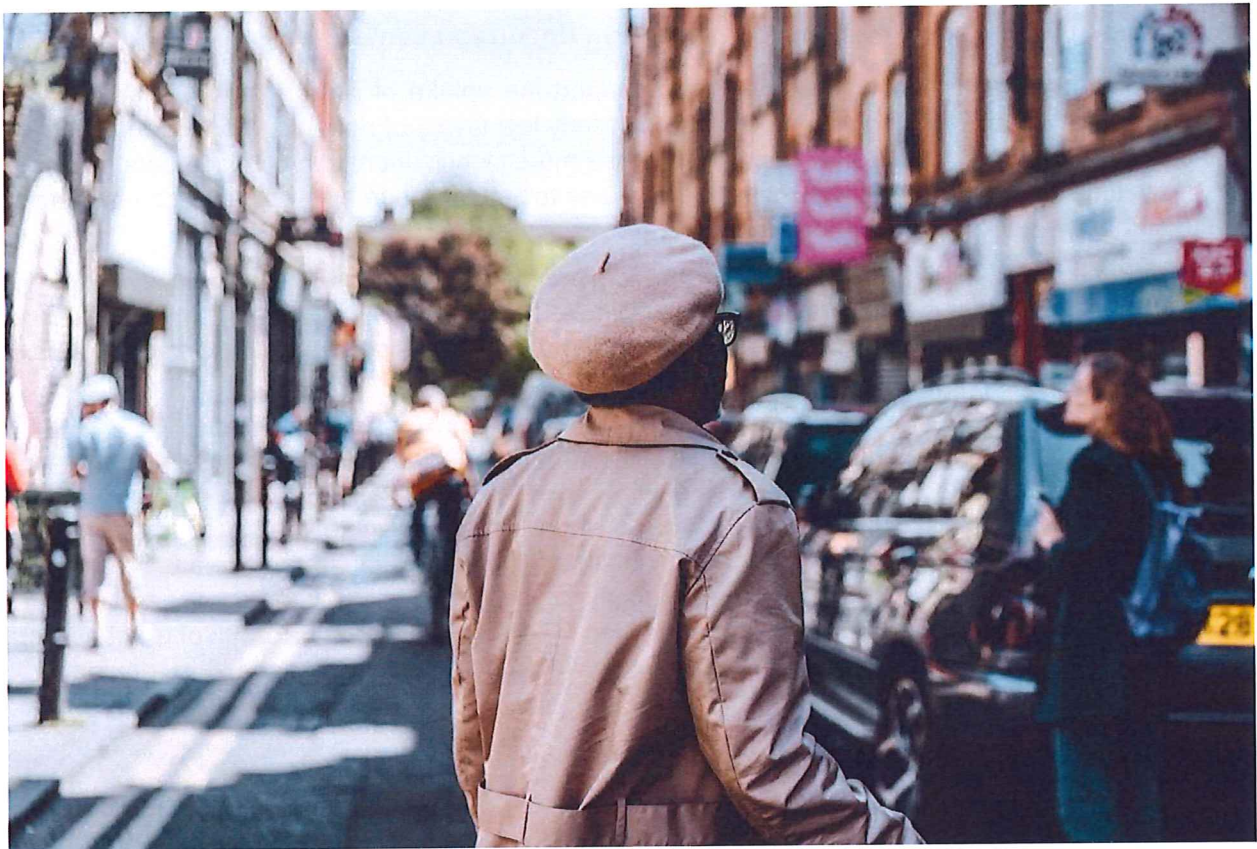
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NOTES ON NEIGHBOURHOOD PLANNING

MINISTRY OF HOUSING, COMMUNITIES AND LOCAL GOVERNMENT

Spring 2021

Edition 26



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Additional Support Available For Local Planning Authorities

For the 2021-2022 financial year, we have launched a range of additional measures to support neighbourhood planning. These include two new funding streams currently open to applications from Local Planning Authorities, which have received significant positive feedback from the sector. The aim of this funding is to support greater uptake of neighbourhood planning, particularly in places where there are currently low levels of take up, such as urban and deprived areas of England. Further details on the two new funding streams available to Local Planning Authorities can be found below:

£2.1m Bidding Fund for Local Planning Authorities in Underrepresented Areas

We have launched a bidding fund worth £2.1m to support the uptake of neighbourhood planning in under-represented areas. Local Planning Authorities with currently low levels of neighbourhood planning, but where there is an ambition for neighbourhood planning to play a more significant role in coming years, will be eligible to apply. This funding can be used by successful authorities to better resource neighbourhood planning support within the authority – for example through the hiring of:

- engagement officers to promote neighbourhood planning activity across the community
- neighbourhood planning officers to provide within the LPA
- or independent project managers to provide support directly to neighbourhood planning groups.

Simpler Approach to Neighbourhood Planning Pilot

We have also launched a pilot to test whether a simpler form of neighbourhood planning could empower more communities to play a direct role in shaping their neighbourhoods, particularly those in urban and deprived areas. This would be an additional tool for communities who wish to participate in neighbourhood planning activity and influence the future of their area but may not have the capacity to undertake a full Neighbourhood Plan. With this simpler neighbourhood planning tool, communities could set their priorities – and explore if they might also wish to produce a full neighbourhood plan. There will be a total of £330k of grant available to support around 10 authorities taking part in the pilot, who would work closely in partnership with their communities and MHCLG throughout.

The prospectus for the above two funds can be found [here](#).

John Howell MP Government Champion for Neighbourhood Planning, said, "Neighbourhood Planning is an important measure which empowers and gives a stronger voice to communities across England in shaping their local areas. I welcome the Government's commitment to further strengthen Neighbourhood Planning through these two new funds, particularly as they aim to make Neighbourhood Planning more accessible to a wider range of groups across the country. I look forward to continuing to support Neighbourhood Planning in my role as its Government Champion."

Cllr Sue Baxter, NALC chair, said, "NALC strongly welcomes these two excellent and targeted funds being launched by the government. They will help to strengthen the neighbourhood planning system by simplifying it over the medium term. And they will ensure that urban and deprived areas currently without neighbourhood plans have a much better chance of creating them. NALC strongly encourages local (parish and town) councils covering urban and / or deprived areas without neighbourhood plans to engage with their local planning authorities during the bid process."

Tony Armstrong, chief executive of Local-ity, said, "We welcome the government's announcement of new neighbourhood planning funds for underrepresented communities. This new funding has the potential to empower more people in deprived and urban areas to shape the future of their neighbourhoods."

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Additional Support Available For Neighbourhood Planning Groups

As well as the new funding detailed above, we have also launched two further sources of support for groups:

Technical Support Package and Grant for High Street Regeneration or Social Infrastructure

We will be offering a new dedicated technical support package and grant to neighbourhood planning groups seeking to realise ambitious high street regeneration or social/community infrastructure proposals. This offer will provide support to communities who want to redevelop buildings or sites for social or economic uses in town and village centres. The aim is to foster tangible high street regeneration or provide useful social infrastructure that offers demonstrable benefit to the community – in recognition particularly of the impact that Covid-19 and wider recent economic trends have had on the vitality of high streets and town/village centres. Supported schemes will be those that can be delivered in the short to medium term, with or without the need for planning permission.

Site Viability Support

We will also be launching site viability support, which will provide a new technical support package to neighbourhood planning groups who wish to bring forward tricky development, particularly on less viable sites. The support will help groups understand what policy choices and investment requirements would be necessary to bring such sites into a viable use.

On this new funding, Joanna Averley, Chief Planner at MHCLG, said, “We at the Ministry of Housing, Communities and Local Government are delighted have launched two new programmes to support neighbourhood planning groups. They aim to help groups bring forward ambitious and complex proposals. This will bring real benefit to a range of communities across England. If the last 12 months have taught us anything, it is that what are neighbourhoods provide us as individuals, families and communities is vital to our own wellbeing and quality of life. These programmes aim to help many more communities shape the future for places where they live and work.”

Details on applying for this additional support available here: <https://neighbourhoodplanning.org/apply/>.



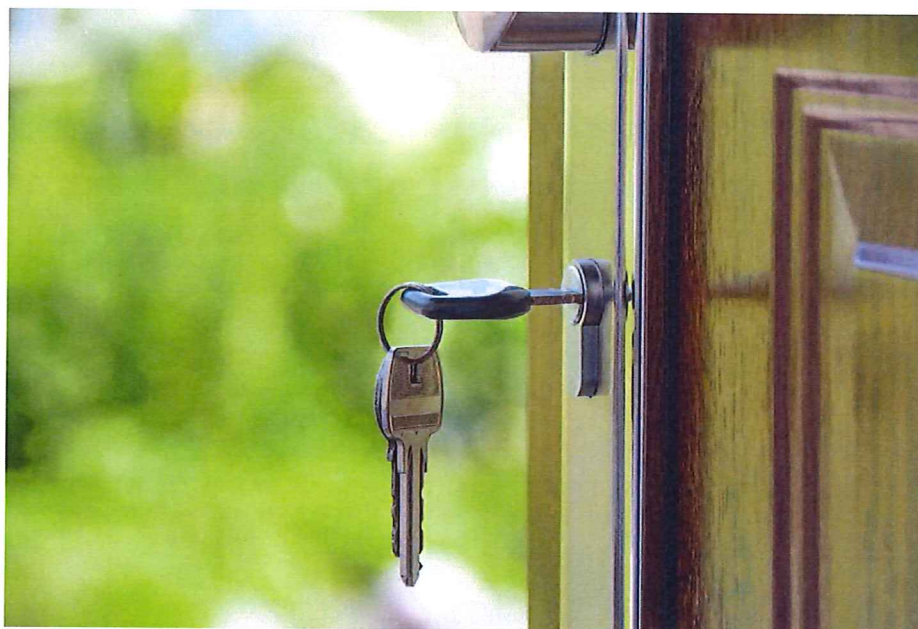
Wider Support Programme

Reopening for 2021-22

Further to the additional support which we will be launching under the 2021-2022 Neighbourhood Planning Programme, we are delighted to announce the re-opening of the remainder of the programme and confirm that support available in previous years will continue to be available to neighbourhood planning groups. This includes both the grant and technical support available under the main programme, and grant and technical support available for those interested in bringing forward discounted market homes, with some updates to eligibility.

The 3-year, £8.5m Neighbourhood Planning Discounted Market Homes pilot was announced in 2018, to support neighbourhood planning groups to deliver affordable housing for sale, and is going into its third year. This pilot seeks to test whether additional support will help neighbourhood planning groups to bring forward affordable homes for sale through allocating land in neighbourhood plans and/or granting planning permissions through a neighbourhood development order. This year, we are updating the eligibility criteria. In line with the launch of First Homes (see page 4 for more details), neighbourhood planning groups that are seeking to implement the flexibility afforded to them under First Homes policy will be eligible to apply for the additional grant available under this stream (worth up to £28,000), as well as the full range of technical support. The pilot will also continue to help communities to bring forward other forms of affordable housing for sale, and the eligibility criteria for this is unchanged from previous years of the pilot.

For further information on what different support is available to neighbourhood planning groups, please visit <https://neighbourhoodplanning.org/>.



FIRST HOMES UPDATE



Government's response to the consultation on First Homes has now been published [here](#), and a Written Ministerial Statement is expected to follow duly.

First Homes is a new affordable home ownership programme which will offer first time home buyers at least a 30% discount on a new-build home. The discount will be funded by developers as part of their contributions through planning obligations. Crucially, the discount will be passed on to all future purchasers in perpetuity, so these homes will keep helping first-time buyers onto the property ladder for generations to come. In future, 25% of all affordable homes delivered by developers as part of their obligatory contributions will be First Homes.

Neighbourhood planning groups will be able to contribute to the delivery of First Homes by identifying suitable sites within neighbourhood plans for these homes, for which planning permission can then be secured. In addition, neighbourhood planning groups can also put in place neighbourhood development orders, able to grant planning permission directly for schemes that can include First Homes. Furthermore, in the same way as Local Authorities, neighbourhood planning groups will be able to apply a higher minimum discount of either 40% or 50% to First Homes, where the evidence justifies this. Neighbourhood planning groups will also be able to apply additional criteria to set a lower income cap, prioritise key workers, or specify a local connection requirement based on current work or residency. Any eligibility restrictions imposed by neighbourhood planning groups will be time limited to the first three months that properties are marketed for – after this any unsold homes will revert to the national standard criteria.

We recognise that there will be a number of neighbourhood plans that have been prepared based on the existing National Planning Policy Framework and have reached an advanced stage of the plan-making process. For these plans arrangements will be put in place to support a smooth transition to the new system. Under these arrangements neighbourhood plans will not be required to reflect First Homes requirements if:

- they have been submitted for Examination (under Regulation 15 of the Neighbourhood Planning (General) Regulations 2012) before First Homes policy comes in to force
- they have reached publication stage (under Regulation 14 of the Neighbourhood Planning (General) Regulations 2012) before First Homes policy comes into force and are subsequently submitted for Examination within 6 months of this time

New planning guidance on how this will affect development plans will be published duly. In the meantime, we would encourage groups to begin to consider how they might wish to incorporate this affordable housing policy in their plans. As noted above on page 3, we will be supporting groups who are seeking to implement flexibilities around First Homes, through the Discounted Market Homes pilot.

RIGHT TO REGENERATE DETAILS

A recent announcement by the Secretary of State for Housing, Robert Jenrick MP, unveiled plans to strengthen powers for the public to be able to convert vacant plots of land and derelict buildings into new homes or community spaces. The 'Right to Regenerate' proposals would help communities to make better use of public land and give a new lease of life to buildings – by enabling underused public land to be sold to individuals or communities.

Under the proposals, public bodies would need to have clear plans for land in the near future, even if only a temporary use before later development. If the land is kept for too long without being used, these bodies would be required to sell it. These measures provide an opportunity for the public and local communities to redevelop and transform eyesores, taking control of unused local land or buildings and transforming them into something they want in their area. This builds on the government's drive to encourage development on brownfield land and to bring forward more beautiful buildings in line with local preferences. The strengthened rights would also apply to unused publicly owned social housing and garages, providing opportunities to transform the local housing stock.

A recent consultation included a question on whether the Right should be extended to include unused or underused land owned by parish councils. Further details can be found [here](#).

IN FOCUS DESIGN

Neighbourhood planning gives communities the ability to influence the design of development within their areas including setting a clear vision for the design of new homes and public spaces. There are a number of tools available to support this, including a technical support design package and a masterplanning package available through the Government's Neighbourhood Planning Support Programme. These are aimed at groups who are allocating housing sites or where significant growth is coming forward through the local plan.

Case Study: How the Masterplanning Support Package Aided High Quality Design in Puriton

Puriton received a technical support package for masterplanning, which included work on a design code for a site the group wished to allocate in their plan. We spoke to *Tim Burton*, a member of Puriton's Neighbourhood Planning Committee, to discuss their experiences of using the package and the benefits it has brought.

Tim explained that Puriton was an area identified for growth by their Local Planning Authority, but no sites were allocated in the Local Plan. The group therefore decided to allocate sites in order to shape the future of their area, which qualified them to receive support on masterplanning and design codes. Ahead of this work, the group completed an initial consultation and a call for sites. They also completed their own site selection process which led them to identify a preferred site for approximately 100 dwellings in 2 fields to the east of the village. This was above the 60 homes noted in the neighbourhood area's housing requirement figure.

Once this site had been identified, work began on design codes. As the work progressed, the group established that there was a planning application to build 120 homes on the site. The group decided to plan for this slightly higher number and use the masterplanning and design codes work to help guide this development to suit the village. The parish council has since asked for any development on this site to conform with the design work completed by the group through their draft plan. The group see this as a very positive outcome, as it will help to ensure that development on this site is high quality, and address issues such as parking standards, which are important to the community. The group also used the masterplanning package to improve the quality of the village more generally.

Tim praised the work on design that was offered through this package, saying that a really useful document was produced. He also noted that, even though most of the work was carried out during the first lockdown and the consultants were never able to visit Puriton in person, it was felt they really understood the village's issues. While the Neighbourhood Plan is not yet made, you can review Puriton's design code and masterplanning document on their website, under the Neighbourhood Planning tab <https://puritonparishcouncil.org/documents/#>



High design quality across a cluster of buildings in Puriton

Julie Coleman, a member of the Neighbourhood Plan Steering Group for Puriton, said "I have sometimes felt out of my depth trying to understand the complexities around planning regulations, and how the Neighbourhood Plan can support local aspirations. Requesting the support package was one of the best decisions we made! The 'Masterplanning and Design' report was particularly helpful; well thought out, containing pertinent local information and providing context to all the elements it covered. I feel that it makes a significant and positive contribution to the completion of a robust Neighbourhood Plan."

For more information about how you can help improve design quality through your plan, please refer to [this toolkit](#).

A further example of best practice use of the design technical support package can be found [here](#).

The Neighbourhood Planning team at MHCLG

John Romanski and Arthur Young are currently leading the team. Stephen Wright, Darlene Dike, Sujata Talukdar and Charlotte Stockton lead on support programmes and finance; Robert Griffith, Ella Bryant and Mark Taylor lead on plan making policy.

If you wish to get in contact regarding Departmental issues, please send MHCLG a message via <http://forms.communities.gov.uk/>.

Localities continue to provide advice directly to groups on neighbourhood planning through their website at <https://neighbourhoodplanning.org/>.



