

**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF THE ECONOMY & TOURISM COMMITTEE  
HELD ON  
26 AUGUST 2021**

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**PRESENT: Councillor Hughes, Morris, Bannister, Manns and Chowns**

**ALSO PRESENT:** Angela Price – Town Clerk  
Olivia Trueman – Community Development Officer  
Amy Howells – Minute Taker  
Celia Kellett – Resident

**ET1 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Howells, Harvey & Knight. Apologies were also received from the following members of the public - Christine Tustin, Griff Holiday & Peter Arscott.

**ET2 DECLARATIONS OF INTEREST**

None received

**ET3 PUBLIC PARTICIPATION**

None

**ET4 TO RECEIVE AND NOTE THE TERMS OF REFERENCE**

**RESOLVED:**

That the Terms of Reference be received and noted.

**ET5 TO APPROVE AND SIGN AS A CORRECT RECORD THE MINUTES OF MEETINGS OF THE ECONOMY & TOURSIM WORKING PARTY HELD ON MONDAY, 10 MAY AND THURSDAY, 1 JULY 2021**

**RESOLVED:**

**That the minutes of the meetings of the Economy & Tourism Working Party held on 10 May and 1 July 2021 be approved and signed as a correct record subject to the following amendments:**

**10 May 2021**

- 1. Councillor Morris had been listed as both present and having given apologies. The minutes will be amended to show that Councillor Morris was present for the meeting.**
- 2. Councillor Chowns had given apologies to this meeting.**

**ET6 PRESENTATION FROM MO ASWAT – HEREFORD BID AND LOYAL FREE APP**

Mo Aswat from the Mosaic Partnership UK presented a presentation to the committee.

Mosaic Partnership is a place management company, specialising with development of business improvement across the UK. Particularly specialising in improving tourism and retail.

**Councillor Manns arrived at 19:18**

The committee were updated about work currently taking place on the Hereford BID and Loyal Free app. Members had the opportunity to ask questions and expressed their gratitude for Mr Aswat's time

**Mo Aswat left the meeting**

**ET7 ACTION PLAN**

The Community Development Officer (CDO) provided an update on the Community Development action plan.

**RESOLVED:**

**That the action plan be received and noted.**

**ET8 TO RECEIVE AND NOTE THE MINUTES OF A MEETING OF THE WEBSITE/BROCHURE TASK AND FINISH GROUP HELD ON TUESDAY, 2 MARCH 2021.**

**RESOLVED:**

**That the minutes of a meeting of the Website/Brochure Task and Finish Group held on Tuesday, 2 March 2021 be received and noted.**

**ET9 UPDATE ON HERITAGE OPEN DAY**

The CDO advised Members that the Cemetery Chapel, Painted room, and Market House would be open for Heritage Day, she advised that the burial books would be available to the public to do genealogy research. The theme

for Open Heritage Day is Edible England, and the CDO advised there will be a display on local food groups in Ledbury and possibly a presentation.

**RESOLVED:**

**That's the update on Heritage Open Day be received and noted.**

**ET10 LEDBURY MARKETING & TOURISM STRATEGY**

**RESOLVED:**

**That the Marketing & Tourism Strategy be deferred to a future meeting of the committee, due to neither of the authors of the report being present at the meeting.**

**ET11 CORPORATE PLAN**

The Chairman advised that due to the pandemic, many of the priority actions had not been completed.

Members agreed to review the high priority objectives and actions of the Corporate Plan and decide whether they should continue as high priority or be moved to amber or green, subject to time and resources being available.

**RESOLVED:**

**1C** *To secure investment in technology & enterprise projects.* It was noted this is being addressed through the Market Towns Investment Plan **It was agreed to change this action to WORK ONGOING in pale AMBER .**

**1D** *Ensure car parking tariffs, on streetcar parking, parking restrictions lining, and signage meet local needs.* **It was agreed this action be referred back to the Planning Committee.**

**1E** *Invest in promotional material in support of local events, encourage visitors and promote the local economy.* It was noted this action is being addressed by the CDO with the support of the Town Clerk. **It was agreed to change this action to WORK ONGOING in pale AMBER**

**1F** *Achieve sustainable growth by bringing forward local employment sites alongside new homes and improved community infrastructure.* **It was agreed this action be referred back to the Planning Committee.**

**3C** *Increase social media presence to enhance engagement with the community and businesses.* To read 'Continue to increase...' The action is being addressed by the CDO with the support of the Town Clerk. **It was agreed to change this action to WORK ONGOING in pale AMBER**

**3D** *Work with Market towns in Herefordshire via the Market Town Forum.* The Town Clerk advised members that a proposal had been put forward for all Clerks to have a meeting with the new Chief Executive with a view to reinstating the Market Town Forum. However, to date, nothing had been arranged. **It was agreed to change this action to GREEN.**

**1A** *Work in partnership with the various Art festival groups including Ledbury Poetry Festival.* Members agreed to encourage active participation amongst our community groups and schools and to explore other forms of festivals and arts events. **It was agreed that this action should be kept as RED.**

**The Chairman proposed that a working party is formed, called the Arts and Cultural Events Working Party. This was agreed.**

Councillor Manns, Morris and Hughes advised that they would like to attend future meetings.

**The Chair requested the meeting be adjourned and that the remainder of the business should be considered at a reconvened meeting of the committee within 14 days.**

**E12. DATE OF NEXT MEETING**

**RESOLVED:**

**To note that the next meeting of the Economy & Tourism Committee will be a reconvened meeting, on a date to be agreed between the Clerk and Chairman, and that the next ordinary meeting of the committee is scheduled for 4 November 2021.**

The meeting ended at 8:40pm.

Signed ..... Dated .....  
(Chair)