

LEDBURY TOWN COUNCIL

MINUTES OF A RECONVENED MEETING OF ECONOMY & TOURISM COMMITTEE HELD ON 7 SEPTEMBER 2021

PRESENT: Councillors Bannister, Hughes, Manns, Howells, Morris and Chowns

ALSO PRESENT: Angela Price – Town Clerk
Olivia Truman – Community Development Officer
Amy Howells – Minute Taker
Celia Kellett – Non-Committee Member
Griff Holiday – Non-Committee Member

ET13 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Harvey and Knight.

ET14 **DECLARATIONS OF INTEREST**

None received.

ET15 **PUBLIC PARTICIPATION**

None received

ET16 **LEDBURY MARKETING & TOURISM STRATEGY**

Councillor Howells arrived at 7:07pm.

Councillor Howells provided an explanation of why he and Councillor Knight had prepared the Marketing & Tourism Strategy. He advised that the strategy had concluded that there were three areas that Ledbury Town Council needed to consider.

- A tourism website
- A new town brochure
- Mobile app

Councillor Howells informed the committee that there had been a strong belief that the Council should have their own website, however following a recommendation to the Planning Committee it was agreed that the Council would support the Visit Herefordshire website at this time. He advised that the key to this website is getting Ledbury businesses to sign up to the site, which in the first year would be free, with no decision having been made as to whether there will be a charge going forward.

With regard the brochure Councillor Howells advised that there were still a considerable number of the previous brochure remaining and that it had been agreed that the Council should consider producing a new map, but that at this time they should not consider a new brochure. He advised that a local resident had offered to delivery copies of the brochures to the shops and business in the town.

Councillor Howells expressed a keenness to create a mobile app similar to that in a number of other larger towns, advising that the cost to produce this would be at least £5,000. Members expressed concerns over the introduction of a mobile app and felt that in the immediate future the use of QR codes would be a better option.

RESOLVED:

- 1. That the Council would not be creating their own website at this time, but that they would encourage local business to sign up to the Visit Herefordshire website.**
- 2. That copies of the current brochure be delivered to shops and businesses in Ledbury.**
- 3. That a recommendation to use QR Codes be considered for inclusion of the 2022/23 budget.**

ET17 CORPORATE PLAN (Continued)

RESOLVED:

1B. *Produce a business plan for the Painted Room.* The business plan is to be discussed at a meeting of Councillors and Painted room staff and reported to the Committee. Councillor Morris, Howells, and Hughes volunteered to meet with staff. **This action remains coded RED and marked Urgent.**

1E. *Develop and promote the Council Offices and the Market House at the heart of the tourist focus in Ledbury.* Concerns were expressed about the capacity of Council to take this forward at the present time although the CDO will continue to meet with organisations. **It was agreed to change this action to WORK ONGOING in pale AMBER.**

1F *Promote Ledbury in Bloom.* **It was agreed to change this action to WORK ONGOING in pale AMBER.**

1I *Continue to support events* **It was agreed to change this action to WORK ONGOING in pale AMBER.**

3B *Publish new tourist leaflet.* Concern was expressed about how to keep leaflets current and there was discussion about making 'tear-off' maps available in shops, pubs and visitor centres. **It was agreed to remove this action and**

replace with 'Produce and disseminate 'tear off maps' of the town, freely available to visitors. This action to be coded RED

3J. *Promote ledbury more effectively as a visitor destination.* This was considered an ongoing priority. **This action to remain coded RED**

3K. *Develop and Improve facilities to make visitors welcome.* The introduction of QR codes was suggested to be used as tourist information points that could be scanned by tourists for more information at selected points of Ledbury following an audit of historical buildings and points of interest. **This action to remain coded RED.**

2D. *Promote the shop local campaign.* It was agreed to change this action to **WORK ONGOING** in pale **AMBER.**

7:53pm Griff Holiday left the meeting

8:03pm Councillor Morris left the meeting

ET18 WORKING PARTIES

RESOLVED:

That the following Working Parties be established:

'Arts & Cultural Events Working Party' - Councillors Manns, Hughes and Morris and Griff Holliday

Markets Working Party – Councillors Bannister and Chowns – Councillor Bradford be asked if would like to join this Working Party

ET19 DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the Economy & Tourism Meeting is scheduled for 4 November 2021 at 7.00 pm.

The meeting ended at 8:20pm.

Signed Dated
(Chair)