



# LEDBURY TOWN COUNCIL

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17 November 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, 23 November 2021 at 7.00 pm via zoom**, for the purposes of transacting the business set out below (a link to join the meeting will be sent out by the Clerk prior to the meeting).

Yours faithfully



Angie 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 Neighbourhood Development Plan (NDP) Working Party meeting held on 19 October 2021  
(Pages 1014 - 1016)**
4. **To receive the notes of the meeting of the NDP Steering Group meetings held from 30 September to 2 November 2021 inclusive:  
(Pages 1017 - 1022)**
  - a. NDP SG notes of meeting no. 50-52



5. **Progress to Reg 14 – Revised NDP V1 Working Draft V1.2**  
(Verbal discussion)  
(Pages 1023 - 1037)
  - a. Settlement Boundary
  - b. 20 Hectares of employment land
  - c. Town Centre extension
  - d. Ledbury NDP Communications and Consultation Plan V10 November 2021
  - e. Reg 14 Consultation programme and volunteer register
  
6. **Updates** (Page 1038)
  - a. Timeline (Verbal report)
  - b. Budget
  
7. **Dates of future meetings**

To note that future meetings will be held on the following date and time:

11 January 2021 7.00 pm



**LEDBURY TOWN COUNCIL  
MINUTES OF A MEETING OF THE  
NEIGHBOURHOOD DEVELOPMENT PLAN WORKING PARTY  
HELD ON 19 OCTOBER 2021**

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**PRESENT:** Councillor Howells

**ALSO PRESENT:** Angela Price – Town Clerk  
Ann Lumb – SG and Non-Councillor Member  
Steve Glennie-Smith – Non-Councillor Member  
Celia Kellett - Non-Councillor Member  
Diane Fullerton – Non-Councillor Member

**209 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Nicola Forde, Councillor Eakin and Paul Kinnard

**210 DECLARATIONS OF INTEREST**

None received.

**211 TO APPROVE AND SIGN THE MINUTES OF THE NEIGHBOURHOOD DEVELOPMENT PLAN (NDP) WORKING PARTY MEETING HELD ON 15 SEPTEMBER 2021**

**RESOLVED:**

**That the minutes of the meeting of the Neighbourhood Development Plan Working Party held on 15 September 2021 be approved and signed as a correct record.**

**212 TO RECEIVE THE NOTES OF THE MEETINGS OF THE NDP STEERING GROUP HELD FROM 11 AUGUST TO 29 AUGUST 2021 INCLUSIVE**

**RESOLVED:**

**That the notes of meetings of the NDP Steering Group held 11 August to 29 August 2021 (46-49) be received and noted.**

**213 Update on Public Consultation**

a. Update on the public consultation project plan

Councillor Howells provided an update on the public consultation project plan. The items still to be completed are website filing, the final version of the LVBA report, the completion of consultations with a few remaining local organisations/bodies and the consolidation and analysis of the qualitative data from the public survey and organisations consultations.

He advised he is still in the process of providing the Clerk with information to be uploaded to the Council's website in readiness for the submission of the first draft of the NDP to Herefordshire Council for Reg 14 acceptance in the November/December timeframe.

- b. NDP 1<sup>st</sup> public survey report exec summary v1.0
- c. NDP 1<sup>st</sup> public survey final report v1.0

Councillor Howells asked if the committee were happy to adopt the 1<sup>st</sup> public survey executive summary and final report. The committee confirmed they were happy with this.

- d. Update on analysis of all qualitative responses to the public survey

Councillor Howells gave a short update on the analysis of all qualitative responses to the public survey.

- e. Update on consultation with local groups and businesses

Councillor Howells advised that two different types of consultations were sent out; one in an email to a group of around 80 organisations which were each given a leaflet and a copy of the questionnaire, asking for any input they wished to give. A further around 60 organisations were sent the same info plus a customised questionnaire template for them to complete. We were now in the final stages of following up with a few organisations we still hoped would offer valuable input into drafting the new revised NDP.

#### 214 **First working draft of the LVBA report**

Councillor Howells noted that this substantial document in its first working draft completed form, was the culmination of a lot of work by many people over the past 18 months or so. On behalf of the WP he offered a thank you to all the different section authors of the report for their time, effort and significant contributions to help our consultant Carly Tinkler produce the draft report.

#### 215 **Revised NDP V1 Working Draft V1**

Councillor Howells pointed out this was a significant moment in producing the first iteration of the revised version of the NDP and thanked our consultant Bill Bloxsome for his substantial hard work in producing it. He brought members attention to specific certain important policy areas within the report that had been formulated from the survey and evidence base. These were the settlement boundary, sustainable development, employment, the town centre definition and the natural environment.

Councillor Howells requested that if any members of the working party had any comments on both the working draft LVBA report and revised NDP V1 working draft they should be sent to the clerk by the 1 November 2021. It was

also agreed that the clerk would send an email to all Councillors and the rest of the NDP working party who had not been able to attend asking for any comments by this date in order for the revised NDP to proceed to the Reg 14 stage within the project timescale.

**RESOLVED:**

That any comments in relation to the draft LVBA report and revised NDP V1 draft be forwarded to the Clerk no later than 1 November 2021. The Clerk is to send out an email to all Councillors and other members of the NDP WP asking for comments by this date.

**216 Dates of future meetings**

**RESOLVED:**

That it be noted that future meetings of the NDP WP were scheduled to be held by Zoom on the following dates and times: 6:30pm Tuesday 23 November 2021 and 7.00pm on Tuesday 11th January 2022.

The meeting ended at 7:32pm.

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





# Ledbury NDP Steering Group (SG) agenda and actions

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

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

Herefordshire Council (SB); WP = Working Party

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Action colour code: **Red = still to do**

*Agenda  
Item 4*

<p><b>Meeting 50 – Thursday 7<sup>th</sup> October 2021</b>  <b>Present: PH; NF; AL; BB (part of meeting)</b></p>	
<p><b>1. Notes of Meeting 49</b>          These were agreed.</p>	
<p><b>2. LVBA</b>          SG discussed a recent exchange of emails with CT about the history of the LSCA and its main purpose. PH had written to CT to resolve differences of emphasis and understanding. NF to contact CT about some remaining issues, including the NDP timeline, conclusions and the first working draft LVBA completion date. This should be the 11<sup>th</sup> October, as agreed earlier and in time to send out to WP members before their next meeting on 19<sup>th</sup> October.</p>	
<p><b>3. Issues Discussed with BB</b></p> <p>i) Meeting with HC officers (17.9.21): PH to approve notes of the meeting and BB to forward them to Carl Brace to follow up outstanding issues: 2<sup>nd</sup> access off Little Marcle Road; land valuation; car parking requirements. PH to chase football group on car parking and layout. PH informed BB that UBL are selling plots of land and that LTC is writing to them seeking reassurance on the sport and employment plans. The Herefordshire Market Towns Economic Investment Plan officer has also been advised and agreed to follow up with UBL for more information.</p> <p>ii) Area south of Leadon Way: BB is producing a policy on the site opposite the Full Pitcher roundabout and SG discussed this and current planning proposals in the vicinity. SG discussed Carl Brace's suggestion to change the boundary on the south-east side of Leadon Way in order to reduce pressure to develop some of the open space further east. BB to contact Carl Brace to confirm our agreement to this suggestion.</p> <p>iii) Sensitivity Studies: BB confirmed that he's happy with information received on the area by the Gloucester Road roundabout, off Dymock Road, near Walls Hill and north of the railway station. BB anticipates developers' objections at Reg. 14 and possibly at Reg. 16 but pointed out that it's helpful that HC now exceeds its 5-year housing supply.</p> <p>iv) Feedback from Consultation: SG discussed some of the main responses from recent consultation with groups/individuals, from the police and on light pollution in particular. a) Police: PH wants their detailed response, including on secure housing, to be in the Design Guide. BB has already incorporated part of this, but PH will send the police feedback again to ensure that BB is up to date. B) Light Pollution: John Bannister is looking at this problem</p>	

# Ledbury NDP Steering Group (SG) agenda and actions

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<p>and is producing a guidance paper. BB has already covered it in relation to a lighting plan for Little Marcle Road development and will look again at the implications for Design Policy. AL suggested that light pollution could also be covered in the GI section under LSC2 and LEZ1.</p> <p>v) Draft NDP completion: PH and NF to get back to BB about whether to adopt the approach used in his Appendix 3 or that in the alternative, integrated section he has also produced. NF to respond to BB on his Views Policy and why certain views are special.</p> <p>BB hopes to complete a first, full NDP working draft by the end of next week and will send by Wednesday, 13<sup>th</sup> October in time to distribute for the next WP meeting, if possible.</p> <p>SG thanked BB for all his work.</p>	
<p><b>4. Other Issues</b></p> <p>i) MB's Work: PH has replied to MB about invoicing. NF to check whether MB is happy with the final drafts of her report and executive summary.</p> <p>ii) Website: NF raised concern that the website still looks 'thin' yet needs to comply with requirements. PH explained current problems including training up a new member of staff and that he would send documents, such as meeting notes, to update the site a.s.a.p.</p> <p>iii) Consultation Data: SG agreed that, while data from the public survey had been analysed by MB, that from the group/individual consultation exercise would be recorded on one spreadsheet and sent to Diane Fullerton for analysis, after the next WP meeting. This will not require detailed responses but will need to record all the actions we are taking.</p> <p>iv) Working Party Agenda (for 19.10.21):</p> <ul style="list-style-type: none"> <li>• MB's Report, Executive. Summary and Appendix 2 (Appendix 1 was questionnaire and leaflet)</li> <li>• Draft LVBA</li> <li>• Possible draft NDP</li> <li>• Ask for any responses/feedback from Councillors and WP members by the end of October in order to meet project plan timescales for Reg 14.</li> </ul>	
<p><b>5. Next SG Meeting</b> Friday, 28<sup>th</sup> October at 10:00am.</p>	

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<p><b>Meeting 51 – Thursday 28th October 2021</b>  <b>Present: PH; NF</b></p>	
<p><b>1. Notes of Meeting 50</b>                  These were agreed.</p>	
<p><b>2. Working Party Meeting – Matters Arising</b>                  PH confirmed that the draft LVBA and NDP have been sent to Councillors Working Party Members and Sam Banks to ask for feedback by 1<sup>st</sup> November.</p>	
<p><b>3. Timetable</b>                  Agreed that at this stage the important thing is to keep to the timetable as there will be a further opportunity to amend the draft NDP through the Regulation 14 Consultation. However it will be important to scrutinise the document for factual errors and unrealistic proposals.</p> <p>Subject to confirmation from Samantha Banks and with BB the timetable is to get a final draft NDP by 10<sup>th</sup> November or 12<sup>th</sup> November so that it can go to an Extraordinary meeting of the LTC the following week – 16/17/18<sup>th</sup> November.</p> <p>NF to contact SB re this timetable and arrange a Steering Group meeting with BB for 2<sup>nd</sup> November at 2pm.</p> <p>LVBA to be completed by the end of December in time for the consultation. NF to contact CT – ask her what she still needs from volunteers and ask her if she can aim to complete a second draft for the end of November and the final document for the end of December. Also to discuss the draft figures. Also to send her the draft NDP for information.</p> <p>PH to get baseline map of public and social amenity assets to NF asap – thereafter to look at mapping recommendations.</p> <p><u>Publicity for the Reg 14 Consultation</u>                  The Focus deadline for the December issue is 6<sup>th</sup> November. NF to draft a possible article for SG to consider on 2<sup>nd</sup> November (SG meeting). PH to find out what the deadline is for All About the Hills.</p> <p>SG to start planning Reg 14 consultation events in mid-November.</p>	<p>NF</p> <p>NF</p> <p>PH</p> <p>NF</p>
<p><b>4. Consultation– outstanding feedback</b></p> <ul style="list-style-type: none"> <li>• PH to finalise John Goodwin’s comments with him.</li> <li>• The CCG and Ledbury Health Partnership had confirmed</li> </ul>	<p>PH</p>

## Ledbury NDP Steering Group (SG) agenda and actions

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<p>by email that they were happy with the notes of the meeting.</p> <ul style="list-style-type: none"> <li>• Pughs had declined to comment</li> <li>• No reply from Arthur Hindmarch</li> <li>• No reply from the Primary School</li> <li>• PH to contact Bruce Gilbert</li> <li>• PH had contacted local travellers and given them a questionnaire he will check if they had replied</li> <li>• PH waiting to hear back from Charles Masefield re 'Masefield Meadow'</li> <li>• NF to chase John Masefield School and meet with representative of Ledbury Park Residents.</li> <li>• NF to chase Ledbury Traders re approving the notes from their meeting.</li> <li>• PH to forward all comments received so far to NF for entry into feedback spreadsheet.</li> </ul>	<p>PH</p> <p>PH</p> <p>PH</p> <p>PH</p> <p>NF</p> <p>NF</p> <p>PH</p>
<p><b>5. Website</b> As a priority PH to get agendas and minutes to Council staff to upload. Supporting documents must be uploaded at the latest by the end of December.</p>	<p>PH</p>
<p><b>6. Next Meeting</b> Tuesday 2<sup>nd</sup> November 2pm – NF to invite BB</p>	<p>NF</p>

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<b>Meeting 52 – Tuesday 2<sup>nd</sup> November 2021</b>	
<b>Present: PH; NF; AL; BB (part of meeting)</b>	
<b>1. Notes of Meeting 51</b> These were agreed.	
<b>2. Feedback to BB on Revised NDP v1</b> SG discussed comments received from Paul Kinnaird and Steve Glennie-Smith (forwarded to BB) and other issues raised by SG members. PH to respond to BB by Thursday, 4 <sup>th</sup> November. <u>Town Centre:</u> Consultations support the town centre boundary being extended. At a recent meeting, the Traders' Association unanimously wanted inclusion of both the New Street and Lawnside areas; the majority were also in favour of including Tesco (the green area mapped). BB to redraft this section for SG/WP to consider. <u>Map Showing Settlement Boundary:</u> This will be the same as for Option C in the Issues and Options Report: BB to contact Hoople to organise the most accurate map to show the settlement boundary and new sport and employment areas. BB also to contact Hoople about a base map for his use. NF to put together a list of Locally Important Heritage Assets for BB's use. PH to send Harold Sparrey the old NDP document and ask him for photos to replace or add to the originals. NF to ask Pat Strauss also for photos. BB to send out notes of meeting held on 17 <sup>th</sup> September with HC officers re. employment matters. AL to confirm references which could be made in the revised NDP to the public survey results and LVBA, as supporting evidence.	PH  BB  BB  NF PH NF  BB  AL
<b>3. Timetable</b> <u>NDP:</u> PH felt that, with MB's analysis of the public survey and feedback from all the consultations, the current draft NDP should be adopted much as it stands. The aim should be to get a final draft to the WP meeting on 23 <sup>rd</sup> November and for LTC to be asked to agree it on 2 <sup>nd</sup> December. PH to check with AP that councillors will have the document sufficiently far in advance. NF to let BB know of the deadline in time for distribution before the WP meeting. Herefordshire Council needs the document to scrutinise for 3 weeks, meaning it can go to HC in the first or second week of December and that Reg. 14 consultation can take place during January/February.	PH  NF

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<p><u>Publicity</u>: NF to draft piece (approx. 200 words) to flag up the forthcoming NDP consultation for inclusion in Focus, All About the Hills and the LTC newsletter; all three need to be contacted before their November deadlines. PH and AL to check the draft by Thursday, 4<sup>th</sup> November.</p> <p><u>LVBA</u>: This needs to be finalised by end-December. NF is to meet CT about the maps in the week of 15<sup>th</sup> November. NF to send PH a baseline map for footpaths/cycle ways to check, as she needs to digitalise it a.s.a.p. AL to clarify the land use map for NF.</p> <p>Feedback from Steve Glennie-Smith to be looked at by AL and NF and forwarded to CT.</p>	<p>NF</p> <p>AL &amp; PH</p> <p>NF</p> <p>AL</p> <p>AL &amp; NF</p>
<p><b>4. Consultations – Outstanding Feedback</b></p> <ul style="list-style-type: none"> <li>• Final comments from John Goodwin to be received.</li> <li>• PH to contact Bruce Gilbert again.</li> <li>• NF to encourage John Masefield school to respond by Reg 14 at latest.</li> <li>• NF has contacted Ledbury Park residents where the fields are sub-let to a tenant farmer; yellow meadow ants are indicative here of unimproved grassland.</li> <li>• NF to get signature to notes of Ledbury Traders' meeting.</li> </ul> <p>PH to send all remaining feedback from consultations to NF by Friday, 5<sup>th</sup> November.</p>	<p>PH</p> <p>NF</p> <p>NF</p> <p>PH</p>
<p><b>5. Website</b></p> <p>PH still has to get documents to Amy Howells.</p>	<p>PH</p>
<p><b>6. Next Meeting</b></p> <p>Tuesday, 16<sup>th</sup> November, 2:30pm (to plan series of Reg 14 consultation events).</p>	

# 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.
7. This document will be updated regularly with up-to-date versions showing actual timescales achieved, activities to be conducted and budget figures.

### 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 1<sup>st</sup> Public consultation round (under Plan A options shown below and assuming COVID secure conditions):**

# Ledbury Neighbourhood Development Plan

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- 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 possible 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; also with online news content
  - Hereford Times – weekly newspaper with the same copy deadline and also with online news content
  - BBC Hereford and Worcester

\* 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
- Ledbury Town Council twitter site: 209 followers

*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*



# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

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*public consultation as being viable and valid to achieve a representative response sample despite lockdown conditions.*

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

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

### **2. Preparation lead times**

**To complete the 1<sup>st</sup> Public round of consultation in June-July:**

- 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 (original plan was April-May 2021 but with time taken to produce the consulted-upon leaflets and get the Royal Mail delivery programme in place this eventually became June-July 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 and be available from mid-June with a returned deadline by 16<sup>th</sup> July 2021.

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

- July 2021 - Book venues and dates for public consultation events, recruit volunteers for events
- July 2021 - Design and set up online and paper questionnaire on policy proposals to be used at events
- July 2021 - Advertise/promote 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

# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

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### **3. Hard to reach groups**

- These will be reached in particular by posters and questionnaires delivered to where they could be expected to be read and seen - such as to the care homes, schools, food bank, library (full list below) - and with consultation visits where appropriate and/or requested

### **4. Resources available:**

- See table in the Consultation statement and plan

### **5. Approval timescales:**

- 1<sup>st</sup> 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

# 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

- There will be a final consultation stage on the final version of the plan incorporating any necessary or suggested inspector edits/amendments to the plan, which once confirmed as being adequately incorporated in the final plan, will go on to a referendum for adoption.

The size of the Ledbury NDP area (the whole parish, which includes the town itself and surrounding countryside encompassed within the formal Ledbury parish borders) creates a significant challenge to consulting on neighbourhood plan documents. The population of the plan area is close to 10,000. Ensuring adequate consultant opportunities for the rural areas of the parish in particular is addressed in this plan.

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

## 2. How the consultation will be set up

We are currently very limited on conducting face to face research within current Covid-19 restrictions. Currently (June 2021) running face to face sessions is still problematic until lockdown is fully lifted, which is not scheduled to be fully removed until at least 21<sup>st</sup> June and even then it depends on what restrictions are put in place following the end to lockdown. Our plan would be to ensure as much consultation takes place virtually or with little or no contact as possible whilst ensuring the breadth and depth of the consultation originally planned is maintained.

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

- **Plan A**
  - Consultation material drafted with information in an Issues leaflet on each of the policy areas with key areas for decisions highlighted. This information with a questionnaire to be delivered to all households in the wider Ledbury parish. It is proposed to use Royal Mail for delivery to the 6,601 households according to their data to all the residential postcodes in the area. These will also be accessible electronically on the NDP/TC website and also available to email or print and post out on request.

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## **Communications and consultation plan**

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- The aim will also be to place a recorded Zoom presentation on the website which will enable people to access a presentation at a time to suit them, and a series of Zoom sessions is planned (a combination of day/evening/ weekday/weekend), either targeting particular groups such as businesses, recreation groups, through schools, retailers and traders or open sessions. This will follow a presentation style session to participants, where questions can be asked to gather some qualitative and quantitative data to help develop policy proposals. Sessions can either be recorded or a note taker nominated (otherwise it is a lot to facilitate and note take for one person).
  - **Plan B Event types**
    - 2-day consultation event
    - Business Breakfast
    - Parent's evenings
    - Retailers and traders evening consultation event
    - Possible consultation venues
      - The Recreation Ground
      - Community Hall
      - St Katherine's Hall
      - The Masters House and library
      - The Market House
      - Town Council offices
      - The Burgage Hall
- 3. Consultation groups to be contacted/actually contacted (using COVID secure means as appropriate) with approximate numbers**
- When setting up the Working Party
    - A leaflet asking for any NDP suggestions and for volunteers was produced and distributed by Ledbury Town Council at the Ledbury Community Day in August 2019
    - A letter was sent out to 76 local groups and organisations in October 2019 asking for any NDP suggestions and for volunteers to help with the NDP
    - Consequently, a core Working Party of some four Town Councillors/Ward Councillors, a regular dozen or more community volunteers and support from Herefordshire Council planning and funding officers have been working closely together on the NDP with the two engaged consultants (with a third associate consultant of one of these also engaged specifically on the consultation process) and Town Council office staff since early 2019
  - **Target evidence base consultation by key issues and by community groups**
    - **Employment**
      - Heineken/UBL

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- Pugh's Auctioneers and estate agents
- John Goodwin Estate Agents
- Mr Bruce Gilbert – farmer and landowner of a proposed employment land off Little Marcle Road
- Other landowners of land being allocated/included in the settlement boundary
- Tri-services - police, fire and ambulance
- 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

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- Mr Alistair Young – farmer and landowner of a proposed site for a new combined Ledbury football facility
- John Masefield Secondary High School (sports facilities)
- Ledbury Harriers Running Club
- Ledbury Tennis Club
- **Design issues**
  - Paul Neep, Architect
- **Community gardens**
  - Haygrove Community Gardens
  - Ledbury Allotments
  - Underdown walled garden
- **Footpaths and cycleways**
  - Hereford Local Access Forum (HLAC)
  - Ledbury Area Cycle Forum
  - Ledbury Walker's Club
  - Ledbury Ramblers
  - Footpaths Officer – Ian Fountaine
- **Public green spaces**
  - Children's Play Groups/parent groups
  - Herefordshire Green Network
  - Herefordshire Wildlife Trust
  - 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

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- Ledbury Methodist Church
- Ledbury Primary School
- Ledbury Market Theatre
- Bill Wiggin MP
- Local Deputy Lord Lieutenants
- **Youth groups**
  - Ledbury Scouts
  - Ledbury Air Corps
  - LYAS (Ledbury Youth Activities Support)
  - Busy Bees Pre-school
  - Market Theatre Youth Group
- **Hard to reach**
  - Elderly people at care homes
    - Leadon Bank
    - Shaw Health Care
    - Harling Court
  - Disabled people
    - via CVA and Age Concern
  - Young people not necessarily in formal groups via the LYAS (Ledbury Youth Activity Service) drop-in centre and John Masefield High School
  - Users of the Food Bank
  - Local fruit farms
  - Salter's Hill Home Care and Support
  - Traveller groups
  - Rural populations in the villages and hamlets of the parish hinterland

#### 4. Advertising and promotion

- As per the communications plan media platforms to be used

#### 5. Format

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

#### 6. Staffing

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

# **Ledbury Neighbourhood Development Plan**

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- Present results back to the Steering group in report and executive summary formats.
- Plan B (for each event)
  - Set up and dismantle will require 6 people
  - During the event the requirement will be 2 people each to take contact details/issue questionnaires and to provide refreshments, and 5 people to represent each of the key issues being consulted upon

### **7. Questionnaires/surveys**

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

### **8. Budget/resources**

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



# Ledbury Neighbourhood Development Plan

## Communications and consultation plan

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Estimated and actual costs 1 <sup>st</sup> Public consultation round leading to a Reg 14 draft plan	£	£
		Total
<b>Leaflet and questionnaire</b>		
Produce copy (actual)	0	
Print 6,700 of each (actual)	1,488	
Free post licence (actual)	241	
6,700 envelopes (actual)	253	
Delivery to Royal Mail Swindon (actual)	165	
Distribution by the Royal Mail (actual)	628	
Postage return costs of quest (actual)	11	<b>2,786</b>
<b>Events in May if allowed</b>		
Room hire and refreshments	0	
Presentation card/posters – A3 (actual)	72	<b>72</b>
<b>Consultant support</b>		
Questionnaire design - actual	500	
Consultant's time to set up data analysis including keying in any manual surveys, analysing quantitative and qualitative data and producing a report - actual	1,440	<b>1,940</b>
	<b>Total</b>	<b>£4,798</b>

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Estimated costs Reg 14 draft public consultation	£	£
		Total
<b>Advertising and promotion:</b>		
Expected Ledbury Focus and All About West of the Hills mags will publish at no cost as a community communication as in the past.	0	0
<b>Rooms &amp; refreshments at events:</b>		
<b>Room hire:</b> 3 @ £50 and 1 @ £100 For: 1 x 2-days event and 3 other half day events	250	
<b>Refreshments</b>		
2-days event @ £30 per day	60	
Business event @ £30	30	
Two other events @ £30	60	<b>400</b>
<b>Consultation materials and support:</b>		
Maps	500	
Printing estimated 100 hard copies of the plan to handout @ £2.50 each	250	
Presentation card/posters - Print A3 x 50 @ £2.50 each	125	
Questionnaire production and print 250 @ £0.50 each	125	<b>1,000</b>
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	1,614	<b>1,614</b>
<b>Total</b>		<b>£3,014</b>

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<b>Estimated costs</b>		
<b>Reg 16 consultation</b>	£	£
		<b>Total</b>
<b>Consultation support:</b>		
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	1,450	<b>1,450</b>
	<b>Total</b>	<b>£1,450</b>



Agenda Item  
(5e)

**Neighbourhood Development Plan  
Proposed Regulation 14 Consultation Plan:**

Assuming Council approves the draft revised NDP to go to Herefordshire Council for the production of the SEA and to undertake statutory consultation at the full Council meeting on 2<sup>nd</sup> December as anticipated, the NDP is expected to be accepted as a Reg 14 document before Christmas ready for the public consultation period in the New Year.

The consultation plan below is in line with the approved NDP Communications and consultation plan.

Consultation to run for 6 weeks from 10<sup>th</sup> January to 20<sup>th</sup> February

**Week beginning 3<sup>rd</sup> January**

- a) concentrated publicity – Twitter, Facebook, Posters, articles, news release
- b) ensure website has all the required documentation available

**From 10<sup>th</sup> January**

Permanent display in the Library if possible

Consultation materials and questionnaire available on the website and at Council offices

**Tuesday 25<sup>th</sup> January and Wednesday 26<sup>th</sup> 10am – 6pm**

2 day, drop-in consultation event in the Panelled Room, Council offices (if available)

**Tuesday 1<sup>st</sup> February 7am – 12pm**

Business/Employment consultation in the Panelled Room, Council offices (if available)

**Saturdays 5<sup>th</sup> February and 12<sup>th</sup> February – 11am – 3pm**

Drop in consultation events in the Panelled Room, Council offices (if available)

Alongside this emails will be sent to businesses and community groups and/or (face to face or zoom) sessions will be held with specific interest and hard to reach groups to get feedback.

**Questionnaire and materials:**

During December consultant Maxine Bassett will help draw up a consultation questionnaire for online and paper completion at consultation events, and help design presentation card/posters for display at the consultation events.

Volunteers required for a suggestion 2 hour slot on each of the 5 face to face consultation events proposed.



Ledbury Neighbourhood Development Plan Budget  
Revision version 2019-2021

As at: 15/11/2021

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	£4,954.00	£-46.00
Awards for all Grant (in yr 21/22)	£0.00	£0.00	£0.00
Malvern Hills AONB donation	£600.00	£600.00	£0.00
LTC (up to end October 21)	£10,000.00	£7,940.00	£-2,060.00
Due to Awards for All not accepting grant application, LTC approved additional reserves funding for 21-22	£10,000.00	£0.00	£-10,000.00
Other income	£0.00	£0.00	£0.00
<b>Income totals</b>	<b>£30,600.00</b>	<b>£18,520.00</b>	<b>£-12,080.00</b>

Expenditure	Projected spend	Actual spend	Difference
<b>Consultants</b>			
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
<b>Subtotal</b>	<b>£20,300.00</b>	<b>£11,026.00</b>	<b>£-9,274.00</b>

Consultation - 1st Public	Projected spend	Actual spend	Difference
Leaflet print and delivery	£2,872.00	£2,533.00	£-339.00
Room hire (Assuming not given COVID restrictions)	£100.00	£0.00	£-100.00
Refreshments (ditto re COVID?)	£0.00	£0.00	£0.00
Materials	£150.00	£325.00	£175.00
Consultant support	£1,940.00	£1,940.00	£0.00
<b>Subtotal</b>	<b>£5,062.00</b>	<b>£4,798.00</b>	<b>£-264.00</b>

Counultation - Reg 14 and Reg 16	Projected spend	Actual spend	Difference
Advertising and promotion	£0.00		£0.00
Room hire (Assuming COVID restrictions allow)	£250.00		£-250.00
Refreshments (ditto re COVID)	£150.00		£-150.00
Maps	£500.00		£-500.00
Materials	£500.00		£-500.00
Consultant support	£3,064.00		£-3,064.00
<b>Subtotal</b>	<b>£4,464.00</b>	<b>£0.00</b>	<b>£-4,464.00</b>

Other expenses	Projected spend	Actual spend	Difference
Other expenses contingency	£774.00		£-774.00
<b>Subtotal</b>	<b>£774.00</b>	<b>£0.00</b>	<b>£-774.00</b>

Totals	Projected	Actual	Difference
<b>Total income</b>	<b>£30,600.00</b>	<b>£18,520.00</b>	<b>£-12,080.00</b>
<b>Expenditure</b>			
Consultants	£20,300.00	£11,026.00	£-9,274.00
Consultation - 1st Public	£5,062.00	£4,798.00	£-264.00
Consultation - Reg 14 and Reg 1	£4,464.00	£0.00	£-4,464.00
Other expenses contingency	£774.00	£0.00	£-774.00
<b>Total expenditure</b>	<b>£30,600.00</b>	<b>£15,824.00</b>	<b>£-14,776.00</b>
<b>Total surplus/excess inc over exp</b>	<b>£0.00</b>	<b>£2,696.00</b>	<b>£2,696.00</b>

