

Ledbury Town Plan Working Group

Wednesday 30th October 2019

7.00pm at Ledbury Town Council Offices, Church Lane

Report of Meeting

Attendees: Councillors Howells and Morris, Griff Holliday, Sally Holliday, Christine Tustin, Nina Shields, Keith Francis

1. Apologies: None
2. The report of the last meeting on 17th September was agreed.
3. Review of progress in respect of issues discussed/recommended at the meeting on 28th November 2016:

a) Progress with developing Town Council support to take forward Town Plan objectives.

Cllr Howells reported that the Town Council continues working to develop a Corporate Plan by end of the 2019 /20 year – work on a draft plan is underway.

Resolved: that the Group asks the Council to allow the Group sight of the draft Corporate Plan objectives when available.

Review at next meeting

b) Providing for town, business and trade development – review initiatives and provision to support development activity, town promotion and market development.

- *Visitor Website* – The draft paper (discussed at the last meeting) proposing work to revive the Explore Ledbury website together with the request for Ledbury Town Council to take ownership of the site was reviewed by the Economic Development and Planning Committee on 10th October. They deferred the matter to the ICT Working Party for consideration.
- *Contributions to Visitor Marketing* – The draft letters agreed (at the last TPWG meeting - item 3g) to be produced to seek the willingness of local visitor attractions to partner publicity to encourage visitors to Ledbury and district have been passed for consideration to the Mayor and the Town Clerk. It was noted that a wider circle could also be considered for an approach in the future e.g. the Traders' Association.
- *Welcoming visitors to Ledbury* – Several members commented on the lack of guidance for visitors when arriving in Ledbury both in terms of signposting attractions (and loos) and with positive suggestions of attractions to visit and how to find them. Sally Holliday said that she planned to contact Warners at Holme Lacy to find ways of making coach visitors from there more welcome at the

Heritage Centre and was liaising with Butcher's Row on this. Wider notification/liaison with coach firms to provide a welcome to Ledbury on arrival, and better signage in town were suggested as feasible ways of addressing current deficiencies.

Agreed: To approach Ledbury and District Civic Society and Ledbury Places to see if they would like to lead/participate in such a project. (Griff Holliday)

Review at next meeting

c) *Ledbury Health Group has now been established.*

- No further meeting of the Ledbury Health Group has taken place since the TPWG meeting.
- Ledbury Town Council has agreed to representation by two councillors to the Health Group.

Review at next meeting.

d) *Coordination of sports groups to optimise use of sports facilities.*

Status: *Ledbury and District Sports Federation has now been re-established with new officers to take matters forward as required.*

Ledbury Sports Federation are now represented on the Council's Neighbourhood Planning Group. Councillor Howells confirmed that provision for sports is a key action area for this group.

e) *Youth Council*

Sally Holliday reported:

- Safety Audit – a Police Local Neighbourhood Team drop-in at JMHS has been held.
- Tree planting – a site in the Riverside Park has been identified – Herefordshire Council approval has been obtained. Preparatory work involving members is taking place shortly.
- Members are actively involved in the Christmas Lights festivity.
- New members of the group are being sought.

Councillor Howells said that the Town Clerk would be providing a report at the next Town Council meeting on proposals for a wider Youth Forum.

Sally Holliday asked that consideration is given to experience gained with and appropriate ways of involving the current Youth Council group, which was established by the Town Council out of Town Plan recommendations.

Review at next meeting

f) *Traffic Management*

Status: *The draft report on Ledbury's Public Realm (including traffic management) produced by Balfour Beatty for Herefordshire Council was published for comment in summer 2018 and reviewed with the Town Council and other parties*

The promised final report with amendments has still not yet been received by the Town Council. It is believed that it will be published shortly – the Town Council is seeking more information from Herefordshire Council.

The Traffic Management working party is recommending implementation of Speed Indicator Devices at four sites in Ledbury parish.

Review at next meeting

g) *Visitor Brochure arrangements*

Further stock of the Destination brochure for distribution outside Ledbury is currently dependent on a decision re the visitor website (Explore Ledbury) – the two are considered interdependent.

Keith Francis has found out that approximate 10,000 copies of the Arrival brochure – for visitors on arrival - are available at Homend Mews.

Christine Tustin is contacting Rachel Lambert to send the Tourist map formats etc. developed by Joined Up Heritage and confirmed as freely available for general use to the Town Council for safe custody.

h) *Communications with residents and businesses*

The following were discussed:

- A parish meeting was held to discuss the Cemetery.
- Several members were not aware of the consultation meeting with West Midlands Trains on 1st November. The Town Council have recently distributed forms for local people to register their email with the Council for communication purposes. The meeting agreed to ask the Town Clerk how successful this had been and whether it was intended as another medium to circulate information from the Council. **Action:** Griff Holliday
- Councillor Howells noted there was interest in reviving the Herefordshire Market Towns Forum to discuss common issues affecting the market towns – a first meeting is planned.

Review at next meeting

4. Any other business

- Several members will attend the consultation with West Midland Trains on 1st November.

5. Next meeting – Tuesday 14th January 2020 at Town Council Office at 7.00pm.

Griff Holliday

For Ledbury Town Plan Working Group

4th November 2019

