



Agenda Item
27

LEDBURY TOWN COUNCIL

17 January 2020

To whom it may concern,

I'm writing to you on behalf of the Town Council to seek your interest in supporting a new initiative to expand the marketing of Ledbury and its district for visitors. Our Town Plan Working Group is reviewing ways to increase visitor tourism to the town. I know that the Hidden Gems proposal that the heritage sites were all involved with did not succeed but I do think it pointed the way to the need for us to work together to create a far greater impact than we can do on an individual basis.

The Town has in the past produced an attractive destination brochure 30,000 copies of which were distributed around neighbouring counties. An essential aspect of its production was the creation alongside it of a dedicated website; this was set up by volunteers but has floundered due to a lack of ongoing maintenance and support. In tourism terms I cannot stress strongly enough how essential it is to have a stylish simple-to-navigate website which leads the way in promoting all the attractions of our very stylish town.

The Town Council has agreed in principle to provide funding towards a reprint of the brochure, but in isolation from a working website such investment would be of limited value. We need to find funding to provide for the appointment of a competent web editor to identify what is needed to bring the current site up to speed, and then maintain it on a regular basis. We have a core website that from a design aspect is up to the mark. Please check this out www.explorededbury.com.

The previous project was funded by the Town Council, Eastnor Castle, Hellens, and Westons, which is reflected in the space given to the latter attractions – we are contacting them separately. However, this is a perfect opportunity for the town's heritage properties to market themselves together, and I am therefore writing to sound you out as to whether you would be interested in being partners again in a joint visitor attraction initiative. Costings and more details are still being worked up, but I should be very grateful for an initial indication of your support or otherwise in being involved as we go forward. We will be very happy to discuss this further with you.

With best wishes,

Councillor Phillip Howells
Ledbury Town Mayor

877

