

Agenda Item
10a

Ledbury Town Plan Working Group

Tuesday 25th June 2019

At 7.00 pm at Ledbury Town Council Office

AGENDA

1. Apologies
2. Confirm report of last meeting held on 2nd April 2019
3. Review progress in respect of issues first discussed/recommended at the meeting on 28th November 2016 – see latest actions in Minutes of meeting on 13th November:
 - a) Progress with developing Town Council support to take forward Town Plan objectives
 - b) Providing for town, business and trade development – review initiatives and provision in Town Council budgets to support development activity, town promotion and market development.
 - c) Ledbury Health Group– update on Ledbury Health Group's progress
 - d) Coordination of sports groups to optimise use of sports facilities – support for need for more sports facilities for young person's sport
 - e) Progress with the Youth Council
 - f) Traffic Management/Public Realm Improvements – including the Herefordshire Council study - update
 - g) Town Publicity - Destination and arrival brochure arrangements and budget
 - h) Communications with residents and businesses
4. Any other business

Community Garden Initiatives (Town Plan ref: E12)
5. Future role of this Working Group
6. Date of next meeting

Griff Holliday for Town Plan Working Group

17 June 2019

Ledbury Town Plan Working Group

Tuesday 2nd April 2019

7.00pm at Ledbury Town Council Offices, Church Lane

Report of Meeting

Attendees: Councillors Shields and Howells, Griff Holliday, Sally Holliday, Patricia Wilkin, Christine Tustin.

1. Apologies: Councillors Francis and Morris
2. The report of the last meeting on 19th February 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 Shields reported that a new Town Clerk – Angela Price - takes up duties from 15th April. Cllr Shields is seeking to arrange a meeting to discuss the Town Plan with her before the end of April.

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.

Status: *At January's meeting it was agreed that ways of taking forward development activity should be discussed with the new Town Clerk.*

Griff Holliday is seeking to arrange a meeting with Councillor Shields, the new Town Clerk and Rachel Lambert to share her ideas before she completes the Joined Up Heritage project at end April.

Action: **Griff Holliday** to contact Rachel to agree a date (25th April proposed).

Review at next meeting.

Visitor Website: Christine Tustin is putting together a proposal for the continuation and maintenance of the Explore Ledbury website.

Action: **Christine Tustin** to report progress at next meeting

Street Map of Ledbury: Cllr Howells noted that there is no recent available printed street map of Ledbury (other than the visitor's maps in the Visitors Destination and Arrival Brochures). He noted that other local towns (e.g. Hereford) had printed maps available. A local sponsor could be found to help with cost. The meeting **recommended** that the need for such a map should be referred to **Economic Development and Planning Committee**

- c) Setting up a group to consider health issues throughout the town.

Status: *Ledbury Health Group has now been established.*

Patricia Wilkin reported that the Ledbury Health Group's meeting on 26th February 2019 was helpful although the expected guest speakers had to pull out at short notice. A further meeting of the group is planned for 17th April. The group is hoping that the local practice managers will be able to attend. Herefordshire Healthwatch held a public meeting in Ledbury on 26th March to provide an update on local primary care developments and consult on health priorities. Patricia stressed the need for an active representative group in Ledbury to work with NHS groups at a time of considerable change in the NHS.

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.*

John Wilesmith, Chairman of the Sports Federation addressed the Town Council on 28th February with information on aspirations for sports development in Ledbury noting the need for more space for football, concern re ongoing arrangements to use JMHS sports facilities, and a possible solution.

The meeting agreed that the Town Council needs an active part in current conversations involving Herefordshire Council. Councillor Howells agreed to take an active interest for the time being in view of his involvement with updating the Neighbourhood Plan to cater for sporting needs.

Review at next meeting

- e) Youth Council

Sally Holliday reported:

- A questionnaire on perceptions of safety had been conducted with JMHS Year 9s. The results of this survey were shared with the PACT meeting on 26th March by youth council members. Actions to address feedback from the survey are being progressed.
- Members have contributed to ideas for the art work for the new Recreation Ground shelter.
- Members will be meeting representatives from Strömstad in May.
- Tree planting options are being investigated further.
- Members are interested in doing a litter pick

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 not yet been received by the Town Council

Councillor Howells has received about 60 responses in the consultation on Traffic Management concerns. These are being reviewed with police and the locality steward for Balfour Beatty.

Review at next meeting

g) Visitor Brochure arrangements

Budgetary provision for the update/reprint/distribution of the Destination brochure for tourist year 2019 has been included in budget. Councillor Morris has deferred from consultations with local visitor attractions for contributions to a reprint of this brochure pending completion of the proposal for the website (see 3b above). **Action: Councillor Morris**

Councillor Morris will find out what stock of the Traders Association arrival brochure is available. **Action: Councillor Morris**

Christine Tustin will contact Rachel Lambert to take custody of the Tourist map formats etc. developed by Joined Up Heritage which Rachel has confirmed are freely available for general use. **Action: Christine Tustin**

h) Communications with residents and businesses

The following were noted:

- A newsletter from the Town Council was distributed with the March Ledbury Focus. Feedback was reported as good.
- Work is proceeding on the new Town Council website.
- The Town Council held two sessions to seek to recruit people willing to stand for the council.

Review at next meeting

4. Any other business

Griff Holliday noted the recent presentation to Environment and Leisure Committee by Angus Davison of Haygrove proposing a Community Garden scheme for Ledbury similar to one supported by Haygrove in Ross-on-Wye. This proposal met objectives in the Town Plan. The meeting **recommended** that the **Town Council** should encourage and support this scheme.

5. Next meeting - Tuesday 25th June 2019 at Town Council Office at 7.00pm.

Griff Holliday
For Ledbury Town Plan Working Group

8th April 2019

Ledbury Town Plan Working Group

Tuesday 17th September 2019

7.00pm at Ledbury Town Council Offices, Church Lane

Report of Meeting

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

1. Apologies: None
2. The report of the last meeting on 25th June 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. An internal workshop has been held from which a draft is being developed for a further review.

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.

- Councillor Howells is making contact with local businesses to understand better local issues.
- *Visitor Website* – The meeting discussed a draft paper proposing work to revive the Explore Ledbury website. The meeting noted:
 - The current website was effectively “ownerless”
 - There was need for an established Ledbury organisation to take it on and be responsible overall for its content
 - It made sense for the website to be linked with the Ledbury destination brochure
 - There was need for good design – the meeting felt that the design of the current website was a good precedent
 - The website should continue to carry basic information about attractions, events and travel information drawing visitors to link to the detailed attraction and event promoter websites for detailed information.
 - The website should be separate from the Town Council website
 - Sponsorship funding should be sought from local organisations and attractions to contribute towards costs.
 - The most obvious Ledbury organisation to take on the lead responsibility for the website should be Ledbury Town Council.

The meeting agreed that a recommendation should be made to Ledbury Town Council to take over ownership of the current Explore Ledbury website.

Recommended (to be considered by Economic Planning and Development Committee): that Ledbury Town Council should take over ownership of the Explore Ledbury website, and develop with appropriate help a plan to upgrade the website, to provide for regular maintenance and to seek sponsorship.

A copy of the draft paper amended by the meeting is attached at the end of this report. The Explore Ledbury website may be viewed at www.exploreledbury.com.

Review at next meeting.

- c) *Setting up a group to consider health issues throughout the town.*

Status: *Ledbury Health Group has now been established.*

Patricia Wilkin reported that

- She is planning a further meeting of the Ledbury Health Group in October.
- She has contacted the Town Clerk to establish representation from Ledbury Town Council on the Health Group. She is also seeking support from the Herefordshire Council ward councillors.
- She is attending a meeting of the Patients Participation Groups with the surgeries on 3rd October at which the merger of the Ledbury Surgeries is to be discussed

Councillor Howells confirmed that provision for expanding medical facilities was a high priority for consideration by the Neighbourhood Planning 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.*

Consideration of future needs is a part of the work of the Neighbourhood Planning Group which is liaising with the Sports Federation.

- It was noted that the current Dymock Road planning application by Gladmans included a proposal for land for community purposes which could include sport.

- e) *Youth Council*

Sally Holliday reported:

- Safety Audit – as follow up to this, arrangements are in progress for a Police Local Neighbourhood Team drop-in at JMHS this term.

- Individual members have helped at the Carnival and the Children's Centre over the holidays.
- Options for Tree planting – a possible site in the Riverside Park has been identified.
- Members plan to help on Christmas Lights Day
- New members are being sought.

Councillor Howells said that he was looking to bring to the Town Council a proposal for the Youth Council to come under Ledbury Town Council's responsibility. Councillor Howells agreed to liaise with Sally Holliday on the proposal(s) to go forward.

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.

Recommended: That the Town Clerk should chase up with Herefordshire Council when this document can be publicly available and usable.

Responses in the consultation on Traffic Management concern are to be taken forward.

Review at next meeting

g) *Visitor Brochure arrangements*

Budgetary provision for the update/reprint/distribution of the Destination brochure for tourist year 2019 has been included in budget. It was agreed that this activity should be progressed alongside revival of the Explore Ledbury website – the two are interdependent.

Recommended: That the Mayor and Town Clerk approach local visitor attractions to gauge their willingness to contribute to promotion costs for the website and destination brochure.

Action: Christine Tustin with Griff Holliday to develop a draft letter to Ledbury visitor attractions for the above seeking an indication of their willingness to contribute to printing and distribution costs plus funding for the website. Also to develop and circulate a list of attractions to be contacted for review by Town Plan Working Group.

There are still plentiful stocks of the Arrival brochure produced by the Traders Association – local shops are not replenishing as planned.
Post-meeting: Keith Francis has found out that approximate 10,000 copies are available at Homend Mews.

Christine Tustin will contact 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. **Action: Christine Tustin**

h) *Communications with residents and businesses*

The following were noted:

- Further newsletter from the Town Council printed in house and distributed.
- A parish meeting in respect of the Cemetery is being planned.

Review at next meeting

4. Any other business

- Councillor Vesma is understood to have visited the Haygrove Community Garden at Ross.
- The funding for community rail linked projects from West Midlands Railway was noted.

5. Next meeting – Wednesday 30th October 2019 at Town Council Office at 7.00pm.

Griff Holliday
For Ledbury Town Plan Working Group

24th September 2019

See next page for attachment

Statement of Requirement

Website development and update – Explore Ledbury

Background

The Explore Ledbury website was set-up to encourage more people to visit the Ledbury area and to stay for longer. The site was set up with funding from several partner organisations all with an interest in the local visitor economy: Eastnor Castle, Hellens, Weston's Cider, Ledbury Town Council.

The intention is not to compete with or to replicate sites earning a living from advertising or from promoting accommodation. The site aims to showcase the variety of activities and events available to visitors and to signpost people to accommodation sites which will enable them to extend their stay and to spend more in the local economy.

A static physical leaflet was designed for distribution to quality visitor destinations outside of the immediate location but the main intention was to use this to signpost to a more dynamic website (www.ExploreLedbury.org) which contains key information about Ledbury, the local area, events and tourist destinations within easy reach of the town, and local accommodation sites.

This Statement of Requirement is intended to provide a tender specification for both the ongoing low-level maintenance of the website and for a minor upgrade to the site to include an event calendar function.

Ongoing Maintenance

Monthly update of the site to highlight forthcoming local events and activities within a 20 mile radius of Ledbury. To include attractive images, brief engaging text descriptions and embedded hyperlinks to destination websites for further detail. It is likely that more effort will be needed to update the site initially, and to keep the site updated through the spring-Summer months than through the winter.

Effort (website maintenance): Up to 4 hours a month on average to a maximum effort of 50 hours for 12 months. To be reviewed at 3 month and 6 month contract points. Option to renew with inflation uplift for a further 12 months at the 9 month point.

Event Calendar Function

To enhance the website with the inclusion of a simple and attractive event calendar function which allows visitors to select a time period of interest and to view the relevant events taking place in the area.

Use colour or shape within the calendar function to denote different sorts of events according to a classification to be agreed with the commissioner.

Possible enhancement: To include an upload function so that event organisers can add and upload information about their own events for moderation and inclusion as part of the ongoing maintenance activity.

Calendar function to be tested using members of the commissioning group to trial functionality prior to acceptance.

Effort (development): Up to 35hrs. Work to be completed within 6 months of website takeover

Estimated total cost: up to £2,000 for first 12 months for approximately 85 hours work.

