Economy and Tourism Committee – 1st July 2021

Points from Griff Holliday

Item 3 Terms of Reference seem reasonable

Item 4 and 5 No comment

Item 6 – questions

1. How is the app being publicised so that both residents and visitors know about it
2. Is the service restricted to businesses who pay business rates? Or can attractions and events run by volunteer organisations be added? I'm thinking here of the Heritage Centre running an event, or the Food Group running a talk or a tasting session.
3. Is the offer free for all time or for a limited period – is the intention that it will be funded by the Bids (city and county)?
4. When are businesses going to be asked to vote on the County Bid?

Item 7

The Food Group is considering ways it can help to add a Local Food Dimension to Heritage Open Day and will respond shortly to the Community Development Officer. Given current circumstances the Group will have to restrain its ambitions to things that can be done relatively easily and at small cost.

Item 8

I contacted over 20 local food retailing and catering businesses encouraging them to sign up for a listing for Visit Herefordshire. Judging from the Visit Herefordshire website not many have gone ahead. I'm happy to now chase up on this.

Given one of Ledbury's attractions is good shops, it is disappointing that Visit Herefordshire are not taking listings from local shops other than those retailing local food. Has this been followed up? The Loyal Free App is not an alternative.

Item 9

I would like to know what is reported on this. Be aware that Hellens Produce Market is running for the first time on 3rd July intending to be a regular monthly market later in the year.

Item 10

While there is no need for a talking shop – the next meeting looks a long way off. How is the Open Day to be coordinated? Is any review of activity over coming months planned? (e.g. feedback from businesses)

If no meeting is agreed before November – can we have early sight of the draft meeting report for reference?