

Objective & justification	Actions	Who will do it?	Partners	Cost (H,M,L)	Priority (H,M,L)	Time scales	Progress and Notes
Q17 What do you think will make visitors stay longer and spend more in Ledbury? Select up to 5 Options from 15. And Visitors Survey undertaken in September/October 2012 – 117 respondents from outside Ledbury and District							
<p>Objective VT1 <i>Develop a plan and structure to market Ledbury more effectively as a visitor attraction</i></p> <p>Feedback that Visitors lack awareness of Ledbury’s attractions. Discussion with Visit Herefordshire</p>	<ul style="list-style-type: none"> Gauge support for this objective within the community Establish a Visitor Development Working Group of interested parties to progress a plan to attract visitors, aiming to place Ledbury as the premier visitor destination in the Herefordshire/Malverns area Research and obtain funding to progress activities via grant aid, donations, contributions in kind etc Develop a tourism development and marketing plan 	<p>LTC to help establish Working Group</p>	<p>Local Attractions Traders Association Visit Herefordshire Tourist Info Centre Ledbury Civic Trust Herefordshire Council Accommodation Providers</p>				<p>No one with responsibility currently for developing Ledbury’s visitor economy. Marketing is bitty and piecemeal – assets are undersold</p> <p>Professional help (or experienced volunteers) will be needed to do this effectively.</p>
<p>Objective VT2 <i>Develop and Improve the marketing of Ledbury to Visitors</i></p> <p>Visitors positive about the Town – most critical about visitor information. (Visitor Survey)</p> <p>Residents see need for better visitor information (1022), more publicity (951) (Q17)</p>	<ul style="list-style-type: none"> Implement co-ordinated design for pamphlets promoting Ledbury and Ledbury attractions – complementary with website design. Co-ordinate tourist effort with e.g. Hellens, Westons and Eastnor Castle <i>initially</i> with a leaflet to sell Ledbury and District, and longer term with coordinated publicity for the district via articles/ programmes in glossy publications. Utilise effective leaflet distribution to tourist offices throughout UK via professional operators e.g. Take One Media (and Eastnor’s own channel). Develop/commission a coherent 	<p>Visitor Development Working Group</p>	<p>LTC Local Attractions Traders Association Visit Herefordshire Tourist Info Centre Ledbury Civic Trust Herefordshire Council</p>				<p>Ensure publicity material is designed fit for purpose e.g. flyers to attract, more detailed text to inform. Current “literature” is uncoordinated and piece meal.</p> <p>Ledbury is currently “marketed” through a number of websites – there is no management of brand or image.</p> <p>A coordinating working group is proposed to lead the actions in this plan. People with appropriate experience will be available in the Ledbury community.</p>

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	<p>web-site & common design code to co-ordinate with links to the various independent sites relating to Ledbury, as 1st stop for tourists (& local residents).</p> <ul style="list-style-type: none"> • Provide better quality maps of tourist attractions on existing boards in town, obtaining sponsorship from local trader adverts. 						
<p>Objective VT3 Develop and improve facilities to cater for increasing visitor numbers</p> <p>Visitors positive about the Town – public toilets, signage (Visitor Survey)</p> <p>Residents see need for more visitor accommodation (812), availability of public conveniences (1623), helpful signage (535), better visitor information (1022), opening on Sundays (729) (Q17)</p> <p>Only 11% of Visitors in Visitor Survey were staying in or near Ledbury</p>	<ul style="list-style-type: none"> • Investigate use of premises in Town Centre e.g. Town Council offices/B Browning Inst/Heritage Centre for central tourist info queries and information, possibly via Painted Room staff or volunteers. • Overhaul/replace current signage within the Town Centre – including from car parks • Ensure public facilities – conveniences, gardens etc are maintained and developed • Encourage and support development of Tourist/Visitor Accommodation in and close to Ledbury (particularly serviced accommodation) • Set up signposted heritage walking trail with quiz type pamphlets for children • Include the Masters House & St Katharine’s hall/medieval chapel in 	<p>Visitor Development Working Group & LTC</p>	<p>Variously with Local Attractions Traders Association Visit Herefordshire Tourist Info Centre Ledbury Civic Trust Herefordshire Council</p>				<p>There will undoubtedly be other options to explore to meet this objective.</p> <p>Other possible channels could be investigated. Interactive screens etc.</p> <p>Commercial examples of this exist of quiz type pamphlets for Ledbury</p> <p>The opportunity to open the Masters House at weekends should also be explored</p>

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	<p>the Heritage trail, opening up external courtyard as seating area with tables/chairs and panelled room with children’s material as designated times</p> <ul style="list-style-type: none"> Investigate more Sunday opening 						
<p>Objective VT4 Ensure provision of convenient and well-signed car parking Survey result 1740 residents thought car parking important (Q17) and it should be cheaper 89% of visitors come by car (Visitor Survey) 82% were positive about car parking provision.</p>	<p>Refer to comment on Retail Action Plan and see Traffic and Transport Action Plan</p> <p>Plus Publish e.g. via website bus and train information for visitors (to encourage use of public transport and ease pressure on car parking)</p>						
<p>Objective VT5 Investigate provision of more markets/festivals/ events to increase visitor spend</p> <p>32% (899) of residents identified the need for more markets and 26% (737) for more events (Q17)</p>	<p>Initiate actions as in Retail Action Plan Plus</p> <ul style="list-style-type: none"> Develop regular “destination markets” for visitors – e.g. specialist markets – local food, craft etc at regular intervals, and publicised in advance. Develop and promote a Ledbury Heritage Open Day as part of the Heritage Open Day movement. Encourage cafes, shops to open specially. Develop a programme of well-publicised regular events 	<p>LTC</p> <p>LTC</p>	<p>Food Group Traders Assoc</p> <p>Herefordshire C Led Civic Society Traders Assoc</p>				<p>Main issue is awareness & publicity for events via a consistent website and well distributed central leaflet information. At least a listing with dates could go in Focus magazine to start with. Traders often reluctant to open on Sundays as already work 6 days a week and football not great. <i>Listing of current events would be a good start</i></p>

Amendment History

1/6/15 – Suggested improvements from Christine Tustin – see note in file