

Objective & justification	Response & Actions	Who will do it?	Partners	Cost (H,M,L)	Priority (H,M,L)	Time scales	Progress/Notes/Comment
Q13 Where do you do your main food and grocery shopping? Q14 How often do you shop in Ledbury Town Centre Q15 What items do you buy regularly that you can't buy in Ledbury? Q16 What would attract you to shop and spend more time in Ledbury? Q17 What do you think will make visitors stay longer and spend more in Ledbury?							
<p>Objective R1 Increase shopping spend in Ledbury</p> <p>Q13 71% said Ledbury Q14 78% shop once or more a week in the Town Centre Q2 715 identified shops and business as “good about Ledbury” (2nd highest) Visitor Survey 9/2012 – 92% of visitors value the variety of shops The variety of retail units in the town is considered high in the qualities of the town centre for residents & tourists</p>	<ul style="list-style-type: none"> • Provide publicity on-line and as hand-out of who sells what & where in main streets and elsewhere (incl. market days/traders). • Identify property owners and form team to achieve planned mix of trades upon re-letting units, avoiding dead frontages in main areas. • Work with shopkeepers to preserve wide mix & vibrancy, with common fascia themes. • Encourage outside café areas around Market House with planted tubs and baskets. • Encourage stronger and more inclusive Traders Association, to include retail units in trading estates. • Investigate benefits and costs of establishing a Town Centre development manager (and supporting team) to promote the town 	LTA LTA LTC LTC & LTA LTC	Other traders Property Owners/ Agents LTA/Local traders				Online publicity preferred if resources are limited Town does not currently promote its retail strengths for both residents and visitors A local loyalty scheme could be investigated Or a similar grouping to promote the town's retail – e.g. Town Team
<p>Objective R2 Improve and/or make more accessible the range of retail goods available in Ledbury</p> <p>Q15 489 identified food and grocery items a) cheap and affordable b) greater choice of brands c) specialist foods Q15 788 identified clothing – particularly affordable/reasonably priced Q16 1503 said more choice in supermarkets. 851 said budget</p>	<ul style="list-style-type: none"> • Improved & co-ordinated publicity for existing retail units already meeting some of perceived needs. (See also R1 above) • Meet with senior supermarket management to discuss policy for future of local stores, profile of customers' needs & potential for improved store performance. • Discuss with supermarkets how they might fill the gaps of specific items within their current floorspace. Refer to R1 above re High St tenant mix. • Consult re viability of additional convenience store for new housing developments planned 	LTA LTC Local Users LTC	LTC, Food Group Local users				<p>Comment :</p> <ul style="list-style-type: none"> - Planning policy and recent curtailment of general supermarket expansion in favour of convenience shopping means most unlikely to achieve additional major store in Ledbury (30,000 sq ft +). Also unlikely due to proximity of large units in Malvern & Hereford. - no evidence that larger supermarkets sell lines cheaper than smaller unit of same brand. Unrealistic to hope for e.g. Lidl/Aldi or Iceland in Ledbury, when already in Hereford & Malvern. - Consider within development and

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clothes shop Q17 1189 said a wider range of shops (for visitors) Q7 1587 considered provision of more shopping facilities Important alongside new housing development	and ensure space provision within developer's application. <ul style="list-style-type: none"> Plan for additional retail space within Neighbourhood Plan 	LTC					assessment of planning proposals
Objective R3: Increase footfall to town centre by increasing range of street markets and associated events Q2 483 quoted heritage/cultural/activity as what is good about Ledbury Q16 1034 supported Markets with more stalls Q16 697 supported Local Food Events Q17 899 supported Markets with more stalls (for visitors).	<ul style="list-style-type: none"> Enhance awareness of heritage and culture by better publicity for and work on increasing range of special events. Initiate clearly marked tourist heritage trail for all ages. <i>Refer also to comment on Tourist action plan</i> Investigate basis of current charter and other markets and scope for enlargement. Discuss opportunities initially with other towns that are notable for their street markets and Town Council to consider change in market management & fees; then take forward with local suppliers 	LTC	LTA, Food Group, Traders, Heritage Groups				Space constraints in the High Street currently limit growth of markets Consider whether the market will be more effective with more casual rather than regular attendees. Consider seasonal promotion
Objective R4 Develop facilities to support increased pedestrian and market activity in the High Street/Town Centre To support Objective R3 Q63 1062 supported more room for markets in the Town Centre	<ul style="list-style-type: none"> Investigate possibility for extending High St market area, more pedestrian friendly street layout & speed limits, combined with traffic / parking restrictions for market days. Negotiate for better use of area under Market House with improved lighting, encouraging more small traders and outdoor café. 	LTC	HC				Currently space seems to be let to only 2 traders on Saturdays – who spread themselves.

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<p>Objective R5 Provide convenient parking for residents and visitors to access Town Centre</p> <p>Q16 1335 identified Convenient Car Parking as an attraction to shop more in Ledbury Q3 670 identified Parking as what needs improving in Ledbury (highest ranking) Q63 1803 identified more off street parking as an improvement to the Town Centre</p>	<ul style="list-style-type: none"> Consider well –used options to assist short term parking for shoppers e.g. Reduced price for temporary parking before 10.30 am & after 3pm (maybe with resident permit). Obtain results of previous survey by Town Council on car parking use - for guidance. Progress out of centre free parking provision integrated with coach park & existing circular bus route to town centre – possibly using mini buses for additional scheduled times & promoting the bus schedule at the parking places and on the town website. Progress better use of school car parking areas in holidays – with signage. 	<p>LTC HC</p> <p>LTC</p> <p>LTC</p>	<p>Schools</p>				<p>Space for expansion of parking near the Town Centre is limited – other solutions are needed.</p> <p>Ideally a task for a Town Centre Development Group</p>
<p>Objective R6 Manage traffic flow in and around the Town Centre more effectively during retail/business hours</p> <p>Evidence of commuter parking in residential areas near Town Centre e.g. causing obstructions in e.g. Bye St and New St</p>	<ul style="list-style-type: none"> Obtain more effective enforcement of restriction on HGV (e.g. over 7 tons) through traffic Restrict deliveries to town centre in peak hours - middle of day etc. Consider parking restrictions for e.g. Lower Road, to prevent slalom effect and parking with 'pinch point' where it normally changes side of road. <p><i>See also Traffic and Transport re need for a Traffic Management Plan for the Town Centre</i></p>	<p>LTC, HC Police</p>					<p>There is a restriction from the Homend into town (7.5 tons) and from Lower Road Estate.</p> <p>No restriction from Worcester Road and Southend – length restriction from New Street.</p>