



# LEDBURY TOWN COUNCIL

TOWN COUNCIL OFFICES, CHURCH STREET, LEDBURY

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25 February 2022

**TO: Councillors Bannister, Bradford, Chowns, Harvey, Howells, Hughes (Chair), Knight and Manns (Town Mayor ex-officio) and Morris.**

Dear Member

You are hereby summoned to attend a **Meeting of the Economy and Tourism Committee**, which will be held in the **Burgage Hall, Church Street, Ledbury**, on **Thursday, 3 March 2022 at 7.00pm** for the purposes of transacting the business set out below.

Yours faithfully

pp Angela Price PSLCC, AICCM  
Town Clerk

## A G E N D A

- 1 To receive apologies for absence
- 2 The Nolan Principles (Pages 113 - 114)
- 3 Terms of Reference – Quorum (Pages 115 - 116)
- 4 Declarations of Interest

To receive declarations of interest and written requests for dispensations.

*(Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by Ledbury Town Council's Code of Conduct for Members and by the Localism Act 2011).*

*(Note: Members seeking advice on this item are asked to contact the Monitoring Office at least 72 hours prior to the meeting).*

## **5 Public Participation**

Members of the public are permitted to make representations, answer questions and give evidence in respect of any item of business included in the agenda. The period of time, which is at the Chairman's discretion, for public participation shall not exceed 15 minutes. Each member of the public is entitled to speak once only in respect of business itemised on the agenda and shall not speak for more than five minutes. Questions/comments shall be directed to the Chairman.

### **6 To approve and sign as a correct record the minutes of meetings of the Economy & Tourism Committee held on 4 November 2021**

**(Pages 117 - 122)**

### **7 Action Sheets**

**(Pages 123 - 124)**

### **8 Local Discovery Card**

**Presentation**

### **9 Tourist Information Centre**

**(Page 125 - 128)**

### **10 Jubilee Weekend / Brochure**

**(Page 129 - 132)**

### **11 Welcome Back Fund and Great Places to Visit Projects**

**(Page 133 - 150)**

### **12 Community Development Officer Strategic Plan**

**(Pages 151 - 158)**

### **13 Corporate Plan**

**(Pages 159 - 162)**

### **14 Working Parties**

**(Pages 163 - 168)**

#### **14.1 To receive and note minutes of a meeting of the Markets Working Party held on 10 February 2022.**

### **15 National Association of British Markets (NABMA)**

**(Pages 169 - 172)**

### **16 Date of Next Meeting**

Date of next meeting to be agreed at the Annual Meeting of Council scheduled for Thursday, 12 May 2022.

**Distribution:** Full agenda to: - Committee members (8)  
Town Mayor (ex-officio)

Agenda excluding confidential papers to:

Plus: Councillor Helen l'Anson (Ward Councillor)  
The Press  
Library

Agenda front pages to all non-committee members

## LEDBURY TOWN COUNCIL

<b>ECONOMY &amp; TOURISM COMMITTEE</b>	<b>3 MARCH 2022</b>	<b>AGENDA ITEM: 2</b>
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### THE SEVEN PRINCIPLES OF PUBLIC LIFE – NOLAN PRINCIPLES

#### **1. Selflessness**

Holders of public office should act solely in terms of the public interest.

#### **2. Integrity**

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

#### **3. Objectivity**

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

#### **4. Accountability**

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

#### **5. Openness**

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

#### **6. Honesty**

Holders of public office should be truthful.

#### **7. Leadership**

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.





## LEDBURY TOWN COUNCIL

<b>ECONOMY &amp; TOURISM COMMITTEE</b>	<b>3 MARCH 2022</b>	<b>AGENDA ITEM: 3</b>
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Report prepared by Angela Price – Town Clerk

### **TERMS OF REFERENCE – QUORUM**

#### **Purpose of Report**

The purpose of this report is to ask Members of the Economy & Tourism Committee to agree a quorum figure for their meetings for inclusion in the Terms of Reference of the Committee.

#### **Detailed Information**

There has recently been some concerns over what the quorum requirements are for each of the Standing Committees.

The Council's Standing Orders refer to quorum for Council meetings in 3(v) as follows:

***“3v – No business may be transacted at a meeting unless at least one-third of the whole number of members of the Council are present and in no case shall the quorum of a meeting be less than three.”***

Standing Order 4(viii) refers to quorum for Committee meetings:

***“4viii – Committees and sub-committees shall determine the place, notice requirements and quorum for a meeting of a committee and a sub-committee which, in both cases shall be no less than three”.***

Previously committees have not agreed a quorum and they have functioned on the theory that there must be at least three Members of the Committee present for a meeting to be quorate, which is legally acceptable.

The Clerk has contacted the SLCC for advice on quorum and the advice received was that it is good practice for committees to agree their quorum requirements as part of their Terms of Reference.

The Economy & Tourism Committee currently consists of eight members and therefore the committee needs to consider what they wish the quorate of their meeting to be and this then be incorporated into the Terms of Reference.

#### **Recommendation**

That Members of the Economy & Tourism Committee agree the quorum requirements of the committee, noting that it can be no less than three and that the Terms of Reference will need to be amended to include the quorum requirements.



## LEDBURY TOWN COUNCIL

### MINUTES OF ECONOMY AND TOURISM COMMITTEE HELD ON 4 NOVEMBER 2021

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**PRESENT:** Councillors Chowns, Bradford, Hughes (Chair), Howells and Knight

**ALSO PRESENT:** Angela Price – Town Clerk  
Julia Lawrence – Deputy Clerk  
Amy Howells – Minute Taker  
Councillor Helen l'Anson – Member of the public

#### **ET20 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Harvey, Morris and Bannister.

#### **ET21 DECLARATIONS OF INTEREST**

None received.

#### **ET22 PUBLIC PARTICIPATION**

Members of the public are permitted to make representations, answer questions, and give evidence in respect of any item of business included in the agenda.

No members of the public were present.

Councillor Howells joined the meeting at 7:01pm.

#### **ET23 TO APPROVE AND SIGN AS A CORRECT RECORD THE MINUTES OF MEETINGS OF THE ECONOMY & TOURISM COMMITTEE HELD ON 26 AUGUST 2021 AND 7 SEPTEMBER 2021**

##### **RESOLVED:**

- 1 That the minutes of the Economy & Tourism Committee meetings held on 26 August 2021 and 7 September 2021 be approved and signed as a correct record subject to the following amendment:
  - i. That the page included from Malvern Gazette and Ledbury Reporter be removed as it had no relevance to the agenda item.

## **ET24 ACTION SHEET**

Members gave consideration to the Action Sheets noting that the words 'Masters House' had been omitted from the comments section under ET11(3): "Rooms in Master's House".

The Clerk noted that the Master's House would be a preferred location for a Tourist Information Centre as it is normally open on a Saturday, whereas Ledbury Town Council offices are not.

Councillor Howells advised that Mr Jeremy Wolf had offered to deliver copies of the Ledbury map to local shops on a regular basis.

### **RESOLVED:**

- 1 That the Committee receive and note the Action Sheets.**
- 2 That the Community Development Officer submit a report on Tourist information Centre's to a future meeting of the Committee.**

## **ET25 LOCAL SHOP FRONTAGES IN LEDBURY**

Discussions took place regarding a number of properties within the Town that were in a poor state of repair. It was noted that certain properties were also unsafe, and attempts had been made to contact the owners by Herefordshire Council, without success. Councillor Howells made reference to a Conservation Area Appraisal Plan and suggested that Ledbury Town Council should have its own Appraisal Management Plan.

### **RESOLVED:**

- 1 That the Clerk should contact the Health & Safety Executive/ Environment Officer at Herefordshire Council and make them aware of the dangers of the particular properties, who would then be in a position to enforce such action.**
- 2 That the Committee consider drafting a Conservation Area Appraisal Management Plan once the Neighbourhood Development Plan has been completed.**

## **ET26 FEEDBACK ON HERITAGE OPEN DAY**

The Committee noted that the Heritage Open Day event had been well received and agreed that a larger event should be considered for 2022.



**RESOLVED:**

1. That Ledbury Town Council should participate in the Heritage Open Day event in 2022 and that the Community Development Officer should work with all heritage organisations to create a larger event in the town in 2022.

**ET27 COMMUNITY DEVELOPMENT OFFICER STRATEGIC PLAN**

The Committee reviewed the Community Development Officer's Strategic Plan and requested that the tasks be prioritised and to remove any duplications.

**RESOLVED:**

**That the Committee receive and note the contents of the Strategic Plan and that the Community Development Officer be tasked to draw up a list of priorities.**

**ET28 CORPORATE PLAN**

The Committee reviewed the Corporate Plan noting updates.

**RESOLVED:**

**That the corporate plan be received and noted.**

**ET29 WORKING PARTIES**

1. To receive and note minutes of a meeting of the Arts & Cultural Events Working Party held on 5 October 2021.

**RESOLVED:**

**That the minutes of the Arts & Cultural Events Working Party held on 5 October 2021 be received and noted.**

2. To approve the Terms of Reference for the Arts & Cultural Events Working Party.

**RESOLVED:**

**That the Terms of Reference for the Arts & Cultural Events Working Party be approved, subject to being re-submitted to the next meeting of Arts & Cultural Events Working Party to consider any additional items received from the wider membership.**

Councillor Helen l'Anson left the meeting at 7:56pm

3. To receive and note minutes of a meeting of the Markets Working Party held on 15 October 2021.



**RESOLVED:**

**That the minutes of the Markets Working Party held on 15 October 2021 be received and noted.**

4. To approve the Terms of Reference for the Markets Working Party.

**RESOLVED:**

**That the Terms of Reference for the Markets Working Party be referred back to Markets Working Party for consideration as the current Terms of Reference do not refer to meeting quorum.**

**ET30 CONSIDERATION OF ITEMS TO BE INCLUDED IN THE 2022/23 ANNUAL BUDGET**

Members felt that the Christmas lights budget should be considered as part of the Environment & Leisure budget.

**RESOLVED:**

- 1 That the proposed 2022/23 budget figures, as per the budget report be recommended to the Finance, Policy & General Purpose Committee for approval.
- 2 That Christmas Lights budget should be considered as part of the Environment & Leisure budget.
- 3 That the Arts & Cultural Working Party and Events Working Party be amalgamated to form one Working Party and that the revised Working Party report to the Environment and Leisure Committee accordingly.

**ET31 NATIONAL ASSOCIATION OF BRITISH MARKETS (NABMA)**

The Clerk provided a summary of NABMA and how it can provide mentors and information free of charge as part of the annual membership fee.

**RESOLVED:**

- 1 That members receive and note the information provided and agreed to refer this document to the next Markets Working Party for further consideration.
- 2 That the Community Development Officer draft a 'Declaration of Market Powers' to be considered at the Markets Working Party prior to recommendation to Economy & Tourism.

**ET32 DATE OF NEXT MEETING**

**RESOLVED:**

**It was noted that the next meeting of the Economy & Tourism Committee is scheduled for Thursday, 3 March 2022 at 7:00pm in the Burgage Hall.**

The meeting ended at 8:31pm.

Signed ..... Dated .....  
(Chair)

DRAFT



ECONOMY & TOURISM COMMITTEE - ACTION SHEETS						
03.03.2022						
Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status	
ET24 (2)	That the Community Development Officer submit a report on Tourist information Centre's to a future meeting of the Committee.	CDO	03.03.2022		Completed	
ET25 (1)	Local shop frontages in Ledbury - That the Clerk should contact the Health & Safety Executive/ Environment Officer at Herefordshire Council and make them aware of the dangers of the particular properties, who would then be in a position to enforce such action.	TC			In Progress	
ET25 (2)	That the Committee consider drafting a Conservation Area Appraisal Management Plan once the Neighbourhood Development Plan had been completed.	Committee	Ongoing		Ongoing	
ET27	That the Community Development Officer be tasked to draw up a list of priorities for the Strategic Plan	CDO	03.03.2022		Completed	
ET30 (2)	Christmas lights budget to be considered as part of the E&L budget.	TC			Completed	
ET31 (2)	That the CDO draft a 'Declaration of Market Powers' for the next Markets Working Party.	CDO			Completed	





<b>ECONOMY &amp; TOURISM COMMITTEE</b>	<b>3 MARCH 2022</b>	<b>AGENDA ITEM: 9</b>
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Report prepared by Olivia Trueman – Community Development Officer

## **OPENING A TOURIST INFORMATION CENTRE IN LEDBURY**

### **Purpose of this Report**

The purpose of this report is to advise members of the Economy & Tourism Committee of the need for a Tourist Information Centre in Ledbury, and how the Town Council could manage one.

### **Detailed Information**

As many councillors will know, the existing building being used to facilitate the Tourist Information has now permanently closed, leaving Ledbury with no TIC.

Members will recall in the previous Economy and Tourism meeting, that the Community Development Officer was asked to investigate possible venues for a Tourist Information Centre, and whether there was a demand for one in Ledbury. The Community Development Officer has since had multiple meetings with Visit Herefordshire and other nearby tourist information centres and can confirm that a TIC would be an attribute to Ledbury, especially in the tourist season.

The ideal venue would be the office which was once leased by the Poetry Festival in the Masters House. However, the Government has stated that priority should be given to children's libraries due to Covid-19, and therefore the office is no longer available. Officers at Herefordshire Council have advised that this is not permanent, and they will contact the council once the space is available.

### ***Photos and map of the office located in the Masters House attached.***

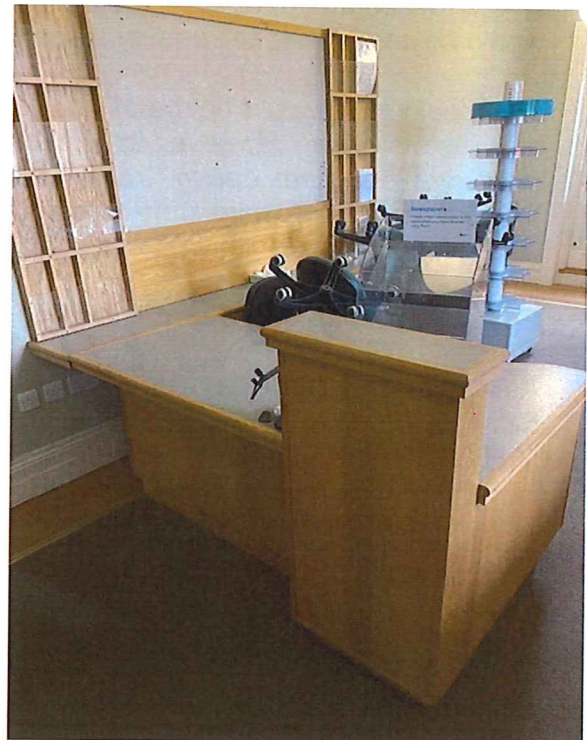
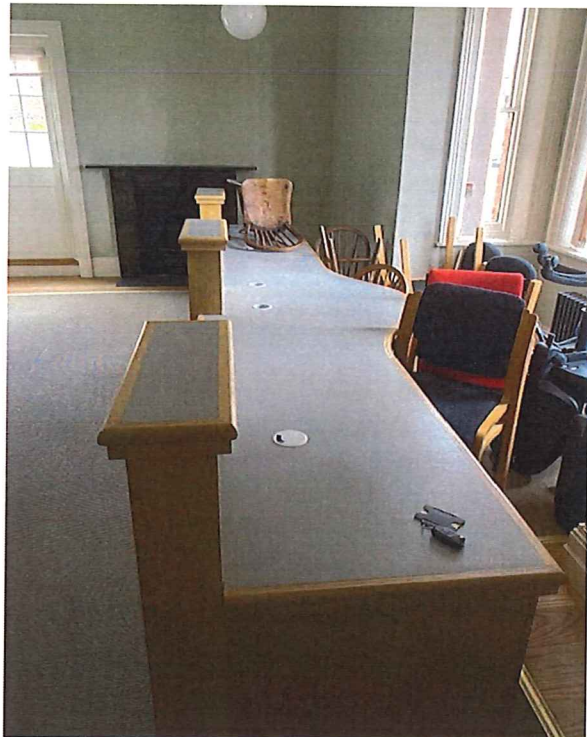
As an interim, LTC could open a TIC in the reception of the Town Council Offices from Monday – Friday 10:00am – 4:00pm, and the Library and Heritage Centre could support the council by displaying information and leaflets on the weekends. The council have also been granted £10,000 of funding to provide tourism material as part of the Great Places to Visit Fund, which could purchase digital boards for visitors when the Tourist Information Centre is closed.

Visit Herefordshire / Orphans have agreed to promote the Town Council Offices as the new Tourist Information Centre, ready for the upcoming tourist season. The correspondence below has been received from Helen Bowden at Orphans Herefordshire -

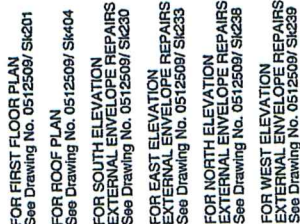
*"Visit Herefordshire as it is now, soon to be the Herefordshire County BID very much value the role of the TIC's. There is no replacement for having a physical presence where visitors know they will get helpful up to date information from a friendly face, even better if they can also buy maps, booklets and even local produce. See Leominster TIC as a thriving example. We will support your endeavours with training on the Herefordshire offer, advice and links to providers of all the relevant material needed to get going plus guidance on the best physical set up. There will be an engagement officer in the new BID who will be there to support you and will continuing leading our monthly zooms where we share best practice and discuss plans/events/any changes in the tourism scene".*

### **Recommendation**

- 1. That Members of the Economy & Tourism receive and note the above information**
- 2. That Members of the Economy and Tourism Meeting agree to opening a temporary Tourist Information Centre in the reception area in the Town Council Offices, with support from the Library and Heritage Centre.**







NEW BUILD

# PRELIMINARY

revision	date	description
Rev A	13.04.12	Windows revised, bays revised
Rev B	27.04.12	Posts to service wing added
Rev C	01.06.12	Chimney to kitchen wing retained
Rev D	18.06.12	Chimney in main hall removed
Rev E	31.08.12	Library store reduced/WC added
Rev F	21.09.12	Revised furniture layout
Rev G	20.12.12	Revised Kitchen Wing



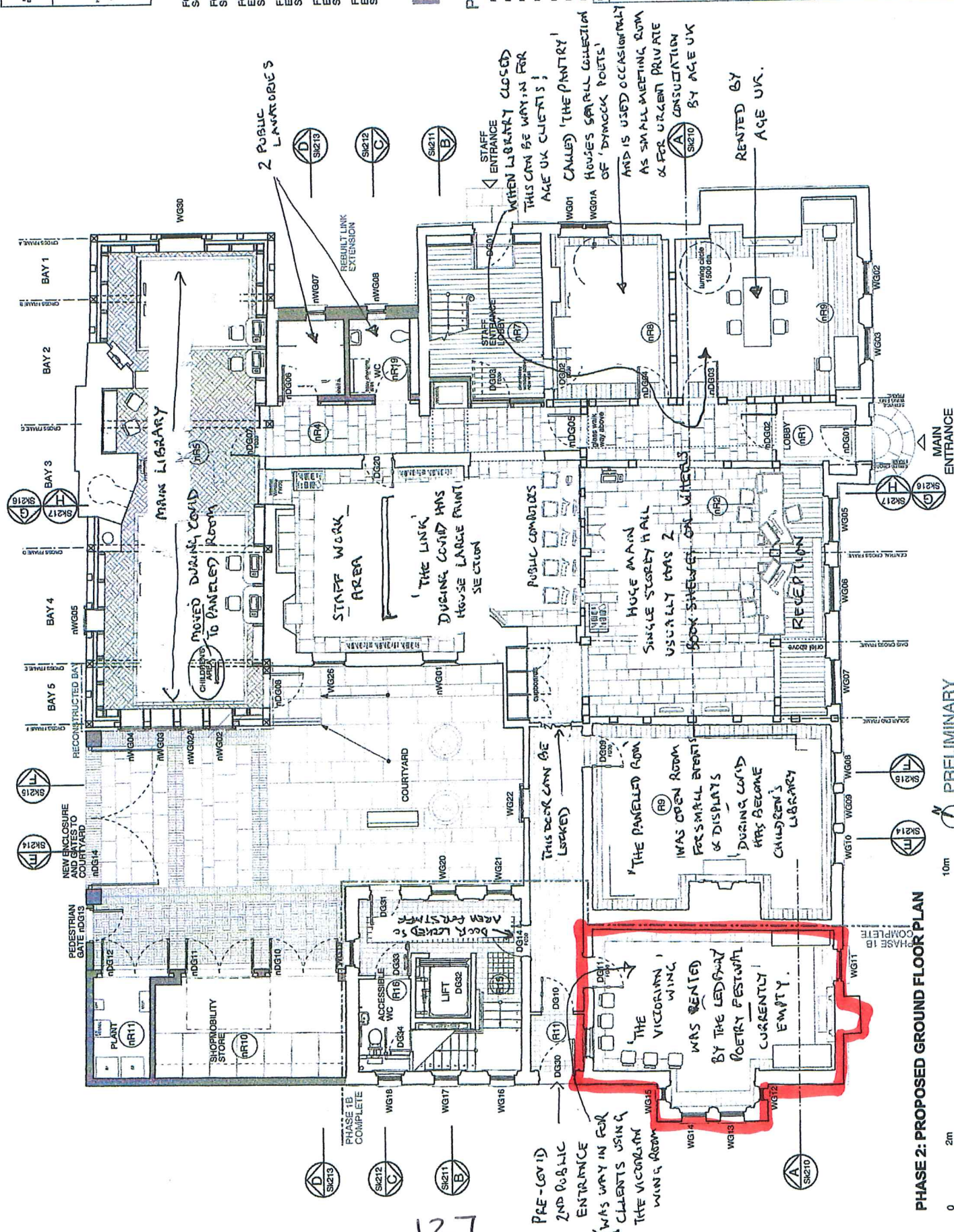
Produced for Amey by:  
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**PROJECT:**  
**The Masters House, St Katherine's,**  
**Lodbury.**  
**PHASE 2**

DRAWING TITLE:  
PROPOSED GROUND FLOOR PLAN

DRAWING NUMBER:	co00378128/0512509/Sk200F
DATE:	MARCH 2012

100

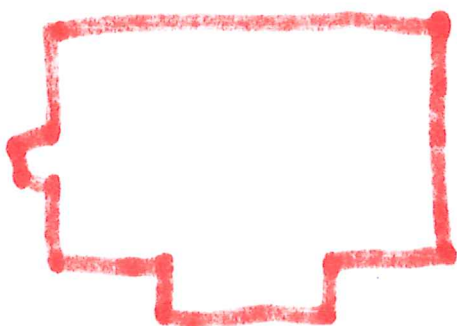


## PHASE 2- PROPOSED GROUND FLOOR PLAN

## PRELIMINARY

10m

2m





<b>ECONOMY &amp; TOURISM COMMITTEE</b>	<b>3 MARCH 2022</b>	<b>AGENDA ITEM: 10</b>
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Report prepared by Julia Lawrence – Deputy Town Clerk

## **JUBILEE WEEKEND AND SOUVENIR BROCHURE**

### **Purpose of this Report**

The purpose of this report is to advise members of the Economy & Tourism Committee of the forthcoming events taking place over the Queen's Platinum Jubilee weekend, Thursday, 2 June 2022 to (and including) Sunday, 5 June 2022.

### **Detailed Information**

Members of the Economy & Tourism Committee will be aware that meetings are well underway with other community groups through the Events Working Party to discuss and arrange events in celebration of the Queen's Platinum Jubilee.

The timetable is as follows:

Thursday, 2 June 2022	Spring Holiday
Friday, 3 June 2022	Ledfest on the Rec [Ledbury Town Council]
Saturday, 4 June 2022	Community Day [Ledbury Food Group]
Sunday, 5 June 2022	Big Jubilee Lunch

"Ledfest on the Rec" - Ledbury Town Council will be organising and hosting "Ledfest on the Rec", which will be a music festival held on the Recreational Ground and will be open to a selection of bands/artists to perform, as well as giving any local new budding superstars the opportunity to perform. In conjunction with a wide range of music, which hopefully will appeal to an inclusive audience, there will be a licensed bar and other refreshments together with food stalls. It is hoped that we may be able to get some small children's funfair rides but this has yet to be confirmed. Please find attached a draft poster which, once finalised, will be circulated to all relevant social media platforms and Ledbury Town Council's website seeking bands/artists etc to register their interest in taking part in this event.

Whilst the actual timings of the event have not yet been confirmed, it is likely to start at 12.00 noon running through until 9.00pm. An update will be reported at the next Economy & Tourism meeting.

Community Day – This event is being organised by Ledbury Food Group and will run between 10.00am and 2.00pm.

Big Jubilee Lunch – It is proposed that this day is set aside for street parties or other similar related events which would be organised by local residents. Individual street parties can apply for road closures through Herefordshire Council and there will be no



charge for the road closure notice (subject to its location, i.e. main through roads will be exempt) although grant funding could be used to pay for road closure signage or hire of tables/chairs if required.

To support the events mentioned above, Ledbury Town Council will be producing a souvenir programme to mark the Queen's Platinum Jubilee which will predominantly be advertising Ledfest on the Rec and Community Day, but space will also be allocated to promoting other local events taking place. It is hoped that this can be incorporated within the relevant edition of "Focus" and other media as well as circulating copies to local shops and traders. This Souvenir programme is presently in draft format whilst other relevant material is being sourced for inclusion.

### **Recommendation**

That Members of the Economy & Tourism receive and note the contents of this report.



In Celebration of the Queen's Platinum Jubilee  
Ledbury Town Council presents



# LED FEST ON THE RED



Ledbury Recreational Ground  
FRIDAY, 3 JUNE 2022



Between 12noon & 9pm

**WANTED**  
**LOCAL ARTISTS**  
**CHOIRS**  
**BANDS**  
**SOLO ARTISTS**  
**TRIBUTE ACTS**

FOR MORE INFORMATION AND A  
APPLICATION FORM PLEASE CONTACT  
[ADMIN@LEDBURYTOWNCOUNCIL.GOV.UK](mailto:ADMIN@LEDBURYTOWNCOUNCIL.GOV.UK)





**LEDBURY TOWN COUNCIL**  
**MINUTES OF A MEETING OF THE GRANT FUNDING WORKING PARTY**  
**HELD ON**  
**17 FEBRUARY 2022**

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**PRESENT:** Councillors Knight, Hughes and Morrise

**ALSO PRESENT:** Angela Price – Town Clerk  
Olivia Trueman – Community Development Officer

**1. TO APPOINT A CHAIRMAN**

**RESOLVED:**

**That Councillor Hughes be elected as Chairman of the Grant Funding Working Party for the 2021/22 Municipal Year.**

**2. APOLOGIES**

No apologies were received.

**3. DECLARATIONS OF INTEREST**

None received

**4. TERMS OF REFERENCE**

Members were provided with draft Terms of Reference for the Grant Fund Working Party for consideration.

Councillor Hughes proposed the following Responsibilities and Areas of Operation:

5. (i) To consider and recommend projects to be considered as part of the Welcome Back Fund
- (ii) To consider and recommend projects to be considered as part of the Great Places to Visit Fund.
- (iii) To consider and recommend projects as part of any funding that may become available to Ledbury Town Council.
- (iv) To consider the eligibility of grant applications received from local Ledbury organisations and voluntary groups in respect of the above funding streams.

- (v) To make recommendations to the Finance, Policy & General Purposes Committee in respect of projects to be funded via the above streams.

**RESOLVED:**

**That the Terms of Reference for the Grant Funding Working Party be approved with the inclusion of the above Responsibilities and Areas of Operation.**

**5. WELCOME BACK FUND**

Members had been provided with a copy of the Welcome Back Fund Activities list and were asked to give consideration to each one in turn.

- a. Hire of LED Christmas Trees £350 – the Clerk advised that it had not been possible to complete this project in time for the Christmas Lights Switch on event due to the company providing the Christmas Trees not getting back to with details of cost and availability.

**RESOLVED – No further action required**

- b. Supply of Christmas Tree in Cemetery Chapel £40 – the Clerk advised Members that due to not having spent the funds for the LED Christmas Trees, she had requested that this be allocated to the purchase of the Christmas Tree for the High Street.

Therefore, a request had been made to HC officers to ask that the funding be reallocated, and the outcome of that request was awaited.

The accumulative cost of the two trees was £373.72.

**RESOLVED – No further action required**

- c. Hire of Gazebos for use by Market Stall Holders at Christmas Event £2,700 – The Clerk advised that the hire of the gazebos had come in under the anticipated expenditure at a cost of £1,100 plus VAT.

She advised that she had requested that the additional funds of £1,600 be reallocated to the hire of Christmas characters for the Christmas Lights Switch on event, as these had come in over budget. The outcome of this request is awaited.

**RESOLVED – No further action required**

- d. Purchase of 6 x lamp-post projecting banners and infrastructure £1,800 – the Clerk advised that the Deputy Clerk had been working with BBLP and Herefordshire Officers in relation to having new columns and banners installed on the Ledbury By-pass.



Councillor Morris questioned why the council were not considering having banners sited on lamp-posts that are already in situ on Southend, the Worcester Road, Gloucester Road and on the roundabouts.

The Clerk advised that Councillor Bannister had provided a map of where he felt it appropriate to have the banners and this was what the Deputy Clerk had been working to. The Clerk also advised that she believed the advice received from BBLP was that it was not possible to have banners placed on the roundabouts, but that she would need to check this with the Deputy Clerk.

Councillors asked that the information advising of the reasons given above be provided to the Working Party in writing and that further discussion be had with the Deputy Clerk about the possibilities of placing banners on lamp posts that are already available.

**RESOLVED: that the Clerk speak to the Deputy Clerk about the above, with a view to considering the lamp posts on the road listed, subject to their being no issues.**

- e. Maintenance of Bye Street Toilets - £2,000 – Members were advised that officers were in the process of obtaining quotes for the works required to the Bye Street toilets and that they were liaising with the Members of the Ledbury & District Community Benefit Society in respect to these repairs.

**RESOLVED – that officer's prioritise the works required to the Bye Street toilets to enable them being reopened as a matter of necessity and urgency.**

- f. Provision of additional Covid Signage and Hand Sanitiser units £840 – Members agreed that they would purchase 6 x hand sanitiser units and offer them to the following locations:

Community Centre – Martin Eager  
Burgage Hall  
BBI  
Heritage Centre  
St Michaels Church  
St Katherine's Hall

A further three would also be purchased for locating at the Council Offices, cemetery chapel and use in and under the Market House.

**RESOLVED – That 9 hand sanitisers be purchased and distributed to the above sites around the town.**

- g. World Book Day £5,000 – Members were advised that to-date committed expenditure on this project was £580.

However, they were advised that it been agreed to hire Book Characters to be in the town at a cost of £800.00.

Members considered other ways in which they may be able to spend the funds allocated to this project, and it was agreed that the Clerk should investigate the possibility of providing funding to all local schools to purchase non-curriculum reading material and that the rationale for this would be that it would aid children with their reading skills that may have been affected by school closures during Covid.

**RESOLVED – that the Clerk investigate the possibility of providing funding to all local schools to purchase non-curriculum reading material and that the rationale for this would be that it would aid children with their reading skills that may have been affected by school closures during Covid.**

- h. Hire of Disney Characters and other expenditure in relation to the Christmas Lights Switch-on £500 – Members were advised that there had been an overspend on this budget, however as mentioned in item c above a request had been made to HC officers to reallocate the underspend from the hire of the gazebos. The outcome of that request is awaited.

**RESOLVED – No further action**

- i. Trees and shrubs for Ledbury in Bloom and Town Trail £6,770 – Members were advised that the Clerk and CDO had met with representatives of both Ledbury in Bloom and Sustainable Ledbury. following the meeting LIB have provided a quote and pro-forma invoice in respect of new planters and repairs to current flower tubs in the total sum of £765.74.

Further discussions need to take place in respect of the funding for these projects.

**RESOLVED – that the Clerk and CDO continue dialogue with LIB and SL in respect of expenditure on projects.**

## 6. GREAT PLACES TO VISIT

Members had been provided with a copy of the Great Places to visit Fund Activities list and were asked to give consideration to each one in turn.

- a. Town Centre public realm – improvements to the visual impact of the centre of the town by provision of plants, hanging baskets etc. around the town and approach roads £5,000 – Members discuss the possible introduction of

trees in planters around the town that had been discussed at the recent meeting of the E & L Committee.

The proposal for bike racks in the town centre was also discussed as an option under this project.

The Clerk advised members that she and Cllr Howells had met with the Locality Steward earlier that day, and that they had discussed the possibility of the repairs to the barriers at Top Cross being funded from the GPV Fund. She advised that she had contacted BBLP with information on this and was waiting for a reply

**RESOLVED:**

- 1. That the Deputy Clerk progress the potential tree planting in High Street scheme as discussed at the recent E & L Meeting.**
- 2. That the Deputy Clerk progress the purchase of a removable bike rack to be placed adjacent to the Market House.**
- 3. That the repairs to the barriers at Top Cross be pursued as a potential project under the GPV Fund.**
- b. Provision of funding to support the Master's House Landscaping Project £3,000 – The Clerk advised that this funding had been agreed as funding for the removal of the two trees from St Katherine's Car Park, which had been undertaken on 10/11 February. She advised that the invoice was now awaited.

**RESOLVED – No further action once invoice received and paid.**

- c. Improvements to Bye Street toilets – installation of baby changing facilities £500 – Deputy Clerk is arranging for quotes to be obtained.

**RESOLVED – that quotes be obtained**

- d. To repair and extend the steps at Dog Hill Woods to the picnic area at the top £10,000 – Members were advised that the Deputy Clerk is progress this project

**RESOLVED – That the Deputy Clerk progress the steps at Dog Hill Woods, with an update at the next meeting.**

- e. Provision of Shop front enhancement grant scheme £29,500 – Councillor Morris advised that Ledbury Civic Society offer a grant for this each year, but that in the past they have not advertised it and therefore take up has been minimal. It was suggested that LTC liaise with the Civic Society and ask if they would be willing to offer £250 towards each application granted and that LTC offer £705 so that a total of £1,000 could be offered to anyone wishing to apply.



It was agreed that this would be advertised on a "first come, first served" basis.

**RESOLVED:**

1. **That officers liaise with the Civic Society to ask whether they would be willing to offer £250 towards the grants being offered by LTC in the sum of £750.**
  2. **That the grant scheme be advertised as a "first come, first served" offer.**
- f. Queens Jubilee Event £10,000 – The CDO advised that the Events Working Party had been working on this, and that it had been agreed that an event would be held on the Recreation Ground to celebrate the Jubilee. Members were advised that the event was to be called "Ledfest" and that it would consist of local bands performing at the recreation ground, with food vendors being invited to attend. Further information on this event can be obtained via the minutes of the Events Working Party or by contacting the Deputy Clerk/CDO.

She advised that the funds would be used for the hire/purchase of the following items:

- Bunting
- Bands
- Toilets
- Fun Fair Rides
- Event licence
- Souvenir programme
- Security
- First aid
- Union Jack flags and hats

The purchase of staff polo shirts and fleeces was also discussed as it was felt that these would help identify staff at the event and future events, however confirmation would need to be sought as to whether it was acceptable to purchase these as part of the fund.

It was also agreed that an event planner would be investigated with a view to them offering help in organising the event, as Councillors felt that this project was too large just for the officers to undertake.

**RESOLVED - That the EWP continue to progress this project and the Clerk contact HC officers to ask whether the purchase of staff polo shirts and fleeces could be considered via this fund.**

- g. Infrastructure to improve the Charter Market and provide specialist markets in the town £ 10,000 – Members were asked to consider how many gazebos to purchase and the size and colour of these.



It was agreed that 12 x 3 x 3 m gazebos should be purchased and that the tops should be burgundy with the "Ledbury Town Council" on them. It was also agreed that the gazebos should be purchased with three sides for use and the relevant weights for securing them.

The clerk advised that the company that had provided the hired gazebos at Christmas had advised that they would willing to help LTC source quotes for the purchase of gazebos once they had agreed what they were looking for.

#### **RESOLVED**

- 1. That the Clerk contact the hire company and ask for their assistance in sourcing quotes for the purchase of 12 3x3 m gazebo's as above.**
  - 2. That the Clerk contact HC Officers to ask whether it would be possible to purchase staff polo shirts and fleeces from this fund.**
- h. Installation of dropped kerbs in and around the town centre £12,000 – the Clerk advised that during her meeting with the Locality Steward that morning they had discussed the possibility of having a drop kerb installed at Horse Lane Orchard across the Worcester Road to assist mobility users.

She advised that the Locality Steward had been supportive of the project and following the meeting she had sent photographs in an email to BLLP asking them to help progress this through the GPV project. A response is awaited.

The Clerk advised that the cost of the project would be significantly less than the budget allocated and therefore they may need to consider alternative projects for the remainder.

It was agreed that the Clerk would contact Community Action Ledbury to ask if they had any suggestions of areas that may have need for drop down kerbs around the town.

#### **RESOLVED:**

- 1. That the Clerk pursue the drop down kerb with BBLP and ask the HC Officers involved with the GPV fund to assist with this.**
  - 2. That the Clerk contact Community Action Ledbury to ask whether they could identify any areas around the town that would benefit from the introduction of drop kerbs.**
- i. Creation of Tourism material – new town map which can provide a digital experience for visitors £10,000 – the clerk advised that she was aware that Ross Town Council were currently working on something similar to this and

suggested that she contact them to ask for information on how they have approached this and who they are working with to provide it.

**RESOLVED – that the Clerk contact the Clerk at Ross Town Council to ask for information on how they have approached the virtual map and who they are working with to provide this.**

**7. DATE OF NEXT MEETING**

**RESOLVED:**

**That the next meeting of the Grants Working Party be scheduled for Wednesday, 2 March 2022 at 3.00 pm.**

# WELCOME BACK FUND

**Project:** Hire of Christmas Trees in 2021

**Current Status:** Due to not being able to complete this project in time for the Christmas Lights Switch on event a request has been made to move the £350 to the Christmas Lights Switch on event budget within the WBF - £350

**Further Comments:**

Completed

Awaiting confirmation from Herefordshire Council to move funds to Christmas Lights Switch on event budget within the WBF

## WELCOME BACK FUND

**Project:** Hire of Gazebos for use by Market Stall Holders at Christmas Event - £2,700

**Current Status:** Gazebos purchased at a total cost of £1,100 including VAT

**Further Comments:**

Original sum included in fund for hire of gazebos was £2,700. The actual cost to hire ten gazebo's was £1,320 – remaining funds to be shared to cover the cost of the purchase of two Christmas trees and any remaining funds to be included in the Christmas Lighting events line.

Awaiting confirmation from HC in respect of transfer of funds within projects.

This project is complete. – No further action



## WELCOME BACK FUND

**Project:** Maintenance of Bye Street toilets - £2,000

**Current Status:** One quote for guttering received

**Further Comments:**

One quote for guttering works received – two further quotes required  
Quotes required for minor maintenance works  
Quotes required for electrical checks.

Officers to liaise with Ledbury & District Community Group to allow access for contractors to provide quotes

DTC meeting with EH Tuesday, 1 March to progress

## WELCOME BACK FUND

**Project:** Themed Film/book Saturday - £5,000

**Current Status:** CDO Organising event

**Further Comments:**

Proposed expenditure to date £580 see attached.

However, they were advised that it been agreed to hire Book Characters to be in the town at a cost of £800.00.

Members considered other ways in which they may be able to spend the funds allocated to this project, and it was agreed that the Clerk should investigate the possibility of providing funding to all local schools to purchase non-curriculum reading material and that the rationale for this would be that it would aid children with their reading skills that may have been affected by school closures during Covid.

Unfortunately, the feedback from HC is that this does not fit the criteria of the fund.

## WELCOME BACK FUND

**Project:** Trees and shrubs and planters for Ledbury in Bloom and Town Trail - £6,770

**Current Status:** quotes received from Ledbury in Bloom

**Further Comments:**

Town Clerk and CDO met with Ledbury in Bloom (LIB) and Sustainable Ledbury representatives to discuss how the funds could be spent.

LIB have provided quote and pro-forma invoice in respect of the new planters.

630mm barrel planter x 6 plus delivery – total cost £615.74 plus VAT

Maintenance of 3 LIB tubs - £150

Further discussion required with both groups on how council can support their projects

Sustainable Ledbury recent made a request to purchase Hi vis Vests these could be funded from this project line.

**It was agreed that the Clerk and CDO continue dialogue with LIB and SL in respect of expenditure on projects.**

## GREAT PLACES TO VISIT

**Project: Town Centres public realm** – improvements to the visual impact of the centre of the town centre by the provision of plants, hanging baskets etc. around the town and approach roads - £5,000

**Current Status:**

**Further Comments:**

Possible trees in planters around the town as per recent discussions at E & L Committee to be considered

Introduction of removable bike rack adjacent to the Market House to be considered

The Clerk advised members that she and Cllr Howells had met with the Locality Steward earlier that day, and that they had discussed the possibility of the repairs to the barriers at Top Cross being funded from the GPV Fund. She advised that she had contacted BBLP with information on this and was waiting for a reply



## GREAT PLACES TO VISIT

<b>Project:</b> Town Centres public realm – Improvements to Bye Street Toilets – installation of baby changing facilities - £500
<b>Current Status:</b> need to obtain quotes for works
<b>Further Comments:</b>  Need to obtain quotes for cost of baby changing facilities and installation – quotes being sources and DTC meeting with EH Tuesday, 1 March to progress

## GREAT PLACES TO VISIT

**Project:** Provision of shop front enhancement grant scheme for local traders

**Current Status:** grant scheme agreed (Copy Attached)

**Further Comments:**

Agreement of the letters for the grant scheme required

No grant sum agreed within scheme – this needs to be done urgently

Once sum agreed need to advertise and progress

Councillor Morris advised that Ledbury Civic Society offer a grant for this each year, but that in the past they have not advertised it and therefore take up has been minimal. It was suggested that LTC liaise with the Civic Society and ask if they would be willing to offer £250 towards each application granted and that LTC offer £705 so that a total of £1,000 could be offered to anyone wishing to apply.

It was agreed that this would be advertised on a “first come, first served” basis.

Clerk has contact Civic Society and is awaiting response, in the meantime advert being drafted.

## GREAT PLACES TO VISIT

**Project: Town Centres public realm** – Infrastructure to improve charter market and provide specialist markets in the town

**Current Status:** contacting providers of gazebos for costs

**Further Comments:**

It was agreed that 12 x 3 x 3 m gazebos should be purchased and that the tops should be burgundy with the "Ledbury Town Council" on them. It was also agreed that the gazebos should be purchased with three sides for use and the relevant weights for securing them.

The clerk advised that the company that had provided the hired gazebos at Christmas had advised that they would willing to help LTC source quotes for the purchase of gazebos once they had agreed what they were looking for.

Administrator obtaining quotes

## GREAT PLACES TO VISIT

**Project: Town Centres public realm** – Creation of Tourism material – new town map which can provide a digital experience for visitors £10,000

**Current Status:** Email received from Masters House Project manager – attached

**Further Comments:**

The clerk advised that she was aware that Ross Town Council were currently working on something similar to this and suggested that she contact them to ask for information on how they have approached this and who they are working with to provide it.

**Clerk has sent email to Ross TC – response awaited**



# Community Development Officer's strategic plan 2021/23

Name / Objective	Concept	Forms part of the corporate plan	In collaboration with	Proposed completion date
Refill Ledbury	<p>a. To encourage Ledbury traders and businesses to become refill friendly and join the Refill App.</p> <p>b. Install Ledbury's first water refill station – working with supermarkets to achieve community grants</p>	<p><b>Objective 2</b> – To work in partnership with local schools and community groups to encourage and support lifelong learning. Pg.16</p> <p><b>Objective 3</b> – A plastic free Ledbury. pg.24</p> <p><b>Objective 2</b> – To undertake local procurement wherever possible, whilst achieving best value for money. Pg.24</p>	Climate Change Working Party, Traders Association, Businesses, Environment and Leisure Committee, Sustainable Ledbury, Schools	<p>a. 2021</p> <p>b. 2022</p>
Plastic free Picnic in the Park	<p>a. Work with local businesses and arrange a plastic free market in the walled garden. Cafes and traders to be invited.</p> <p>b. Schools to help create posters and be encouraged to use less plastic in schools</p>	<p><b>Objective 2</b> – To work in partnership with local schools and community groups to encourage and support lifelong learning. Pg.16</p> <p><b>Objective 3</b> – A plastic free Ledbury pg.24</p>	Climate Change Working Party, Traders Association, Businesses, Charter Market, Environment and Leisure Committee, Sustainable Ledbury, Schools, and the Mayor of Ledbury	<p>a. 2022</p> <p>b. 2022</p>
School's out for Summer	<p>a. Provide a 4 – 6-week schedule of activities and learning throughout Ledbury for children and families during the Summer Holidays. Examples of activities include:</p> <ul style="list-style-type: none"> <li>Bug hunts and wildlife building with suitable Ledbury</li> </ul>	<p><b>Objective 2</b> – To work in partnership with local schools and community groups to encourage and support lifelong learning. Pg.16</p> <p><b>Objective 2</b> – To work in partnership with County Council, Schools and</p>	Schools, all Community groups, housing associations and developers, Hereford Council, residents, Mayor of Ledbury, and YLAS.	<p>a. 2022/23</p>

ITEM 12

# Community Development Officer's strategic plan 2021/23

	<ul style="list-style-type: none"> <li>Painting and design of bat boxes to introduce to Dog Hill Wood and cemetery. Inviting a professional to do a talk on bats and wildlife.</li> <li>working with Ledbury in Bloom</li> <li>Mayors' sports day on the Recreation ground with the help of Halo and other local sports centres.</li> <li>Theatre Days with the help of Butchers Row Museum, Painted Room and LADS.</li> </ul>	Community Groups to develop environmental initiatives to enhance the area. Pg. 17		
	<p>b. Create a youth council to help identify what activities could be included in the summer holidays event.</p>			b. 2022
Name / Objective	Concept	Corporate Plan	In collaboration with	Proposed completion date
LTC staff volunteers' days	<p>a. Ledbury Town Council to provide Three paid volunteering days per year for staff (pro-rata for those who work part time).</p> <p>b. Staff to volunteer with local community groups and charities. Examples include food bank and Ledbury in Bloom</p>	<p><b>Objective 1</b> – To engage with the local people of Ledbury, encouraging community participation. Pg.21</p> <p><b>Objective 2</b> – To work in partnership with local schools and community groups to encourage and support lifelong learning. Pg.16.</p>	Community groups and local charities	a. 2022

# Community Development Officer's strategic plan 2021/23

Name / Objective	Concept	Corporate Plan	In Collaboration with	Proposed completion date
Tackle Loneliness and become a dementia friendly town	<p>a. Become a Dementia friendly town (<i>A dementia-friendly community is a city, town, or village where people with dementia are understood, respected, and supported</i>).</p> <p>b. Organise community projects with care homes to involve residents with dementia</p> <p>c. 'Friends Hour' under the Market House once a week, where some tables could be marked to allow residents to share tables and conversation.</p> <ul style="list-style-type: none"> <li>Mayor of Ledbury could sit at one of the marked tables once a month.</li> </ul>		Care homes, community groups, Ledbury allotments, schools, businesses, and the Mayor of Ledbury.	<p>a. 2022</p> <p>b. 2022/23</p> <p>c. 2021</p>
Work with Deer Park and area group charity	<p>a. Work with community groups and schools for a community bin mural project. This would involve:</p> <ul style="list-style-type: none"> <li>Working with schools and holding competitions to design murals for some of the bins around Ledbury.</li> <li>Local businesses to help sponsor the bin project</li> </ul>	<p><b>Objective 1</b> – To engage with the local people of Ledbury, encouraging community participation. Pg.21</p> <p><b>Objective 2</b> – To work in partnership with local schools and community groups to encourage and support lifelong learning. Pg.16</p> <p><b>Objective 2</b> – To work in partnership with County Council, Schools and</p>	Community Groups, Herefordshire Council, schools, local business, and local artists.	a. 2022/23



# Community Development Officer's strategic plan 2021/23

Name / Objective	Concept	Corporate Plan	In collaboration with	Proposed completion date
Wildlife Watch LEDBURY	<ul style="list-style-type: none"> <li>Historical theme – as suggested by the Deer Park and area group charity. <i>(Please see supporting email for more information)</i></li> </ul> <p>a. Work with Wildlife Trust to provide wildlife groups in Ledbury age 7–14-year-olds.</p> <p>b. Create a bug trail throughout Ledbury centre and the town trail to encourage local families and visitors to utilise the whole of the town as opposed to the centre. Work with the wildlife trust to create wildlife homes with QR codes and maps for users to follow.</p>	<p><b>Objective 1</b> – To work with others to ensure Ledbury is a vibrant place to live in, to work in and to visit. Pg. 16</p> <p><b>Objective 1</b> – To engage with the local people of Ledbury, encouraging community participation. Pg.21</p> <p><b>Objective 2</b> – To work in partnership with local schools and community groups to encourage and support lifelong learning. Pg.16</p>	Sustainable Ledbury, Climate Change Working Party, Wildlife Trust, community groups, business, both the Environmental Leisure, and Economy and Tourism committee.	<p>a. 2022</p> <p>b. 2022/23</p>
Events and Festivals	<p>a. Work in partnership with art festival groups to support and develop local projects and events such as the Ledbury Poetry Festival and the Ledbury Fringe.</p>	<b>Objective 1</b> – Enhance community participation in the arts, culture, and heritage. Pg. 22	Community Groups, Schools, business	a. 2022
COP 26	<p>a. Work with sustainable Ledbury and schools to promote COP 26</p>	<b>Objective 1</b> – To work with others to ensure Ledbury is a vibrant place to live in, to work in and to visit. Pg. 16	Community Groups, Ledbury Poetry Festival, schools, business, and traders.	a. 2021 annually

## Community Development Officer's strategic plan 2021/23

	<p>b. Hold a climate change poetry competition in schools that will be advertised throughout the town during COP 26. Ledbury Poetry Festival to help judge.</p> <p>c. Contact landlords with empty shops in Ledbury and establish whether the council could use the shop for COP 26 displays.</p>	<p><b>Objective 1</b> – To engage with the local people of Ledbury, encouraging community participation. Pg.21</p> <p><b>Objective 2</b> – To work in partnership with local schools and community groups to encourage and support lifelong learning. Pg.16</p> <p><b>Objective 2</b> – To work in partnership with County Council, Schools and Community Groups to develop environmental initiatives to enhance the area. Pg. 17</p>		<p>b. 2021 annually</p> <p>c. 2022</p>
Name/ Objective	Concept	Corporate Plan	In Collaboration with	Proposed completion date
Volunteers of Ledbury	<p>a. Create a database of people who would be interested in receiving regular updates from community projects, and available volunteer positions.</p> <p>b. Create a mailchimp account to promote news and regular updates from community groups.</p> <p>c. Work with all third sectors and community groups to promote cohesive working.</p>	<p><b>Objective 1</b> – To engage with the local people of Ledbury, encouraging community participation. Pg.21</p> <p><b>Objective 2</b> – To work in partnership with local schools and community groups to encourage and support lifelong learning. Pg.16</p> <p><b>Objective 2</b> – To work in partnership with Council, Schools and Community Groups to develop environmental initiatives to enhance the area</p>	<p>Community Groups, business, schools, residents, and councillors</p>	<p>a. 2021</p> <p>b. 2021</p> <p>c. 2021</p>

Community Development Officer's strategic plan 2021/23

Name/ Objective	Concept	Corporate Plan	In Collaboration with	Proposed completion date
Create local Business Directory	<p>a. Create a business directory of traders throughout the town.</p> <p>b. Build a strong rapport with traders and encourage cohesive working.</p>		Ledbury Traders	a. 2022
Build the Ledbury Charter Market	<p>a. Create and put into place policies and procedures for the market.</p> <p>b. Build good relationships with traders and businesses</p> <p>c. Build and develop speciality markets</p> <p>d. Promote Ledbury's market as one of the best places to trade in Herefordshire.</p> <p>e. Ledbury Market to become a community asset – promoting more people to shop locally.</p>		Market Traders, charities, start up businesses., community groups	b. 2022
Ledbury Town Council to host a Careers and Advice Fair	<p>a. Contact local businesses and facilitate a free job fair for the community</p> <p>b. Work with all third sectors and community groups to promote cohesive working.</p>	<p><b>Objective 1</b> – To engage with the local people of Ledbury, encouraging community participation. Pg.21</p> <p><b>Objective 2</b> – To work in partnership with local schools and community</p>	Community Groups, business, schools, residents, and councillors	a. 2022

Community Development Officer's strategic plan 2021/23

	<p>c. Work with government backed schemes such as apprenticeships, schools and job centres</p>	<p>groups to encourage and support lifelong learning. Pg.16</p> <p><b>Objective 1</b> – To work with others to ensure Ledbury is a vibrant place to live in, to work in and to visit. Pg. 16</p>		
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Economy and Tourism Committee of Ledbury Town Council. Objectives from *The Corporate Plan 2020-2022\**.

Overall Outcome: A Prosperous Ledbury					Priority?			
Objective 1: to work with others to ensure Ledbury is a vibrant place to live in, to work in, and to visit.					Define vibrant?			
S	M	A	R	T	Tot			
3	2	2	3	3*	10			
1a. Encourage/support formal and informal cooperation and knowledge sharing between local businesses and employers.					Should this be; between local businesses <i>including</i> employers.			
1b. Explore benefits of organised business forums and lobbying groups, e.g., creation of a local Chamber of Commerce, Business Improvement District, Business Breakfast Club, etc.					What contribution to A Prosperous Ledbury is made by a local Chamber of Commerce?			
1c. Lobby the Local Authority to Secure investment in Technology & Enterprise projects					Lobby the Local Authority	Sources of investment? What investment is required?		
1e. Invest in online/printed promotional material in support of local events, encourage visitors and promote the local economy.						Online and/or printed?		

Overall Outcome: Cohesive Communities in Ledbury									
Objective 1: To engage with the people of Ledbury, encouraging [enhance] community participation									
2	2	3	3	3*	10	engage with the people of Ledbury?			
1f. Introduce a Ledbury Business of the Year Award.						How do business awards contribute to creating and affirming a 'cohesive community'?			
Objective 3: To support well connected and enhanced community networks and safeguard community facilities.									
2	3	3	3	3*	11				
3c. Increase social media presence to enhance engagement with the community and businesses.						What are the advantages of Town Council having a significant social media presence?			

3d. Work with the Market Towns in Herefordshire through the Market Towns Forum.	What are the MTF objectives? How will contributing to the achievement of FTM's objectives contribute to achieving a 'Cohesive Community' in Ledbury	
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Overall Outcome: Vibrant Culture & Heritage in Ledbury									
Objective 1: Enhance community participation in the arts, culture and heritage.	3	2	3	3	3*	11			
	Which arts festival groups? Is it only LPF? Do we count Lakefest?						How do Arts Festivals enhance community participation in arts, culture and heritage?		
1a. Work in partnership with arts festival groups to support and develop local projects and events, e.g. Ledbury Poetry Festival (LPF).									
1b. Produce a business plan for the Painted Room. URGENT									
1e. Develop and promote the Council Offices and the Market House as the heart of the tourist focus in Ledbury.							Church Lane and other Church Lane buildings; the parish church; the Walled Garden; The Master's House; a town square?		
1f. Promote Ledbury in Bloom.									
1g. Support the Town Twinning between Ledbury and Strömstad									
1i. Continue to support events e.g., October Fair, Ledbury in Bloom, Christmas Lights, Big Breakfast and Community Day.									

Objective 3: Promote heritage, culture and achievements.									
Objective 3: Promote heritage, culture and achievements.	3	2	3	3	3*	11			
	3b. Produce and disseminate "tear off maps" of the Town, freely available to visitors.								
3d. Consider possible Blue Plaque sites within Ledbury.									
3h. To consider the erection of a statue of John Masefield.									
3i. Celebrate Ledbury poets by way of a poetry and literature project.									









LEDBURY TOWN COUNCIL

MINUTES OF A MARKETS WORKING PARTY MEETING HELD ON  
10 FEBRUARY 2022

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**PRESENT:** Councillors Knight, Hughes (Chair) and Morris

**ALSO PRESENT:** Julia Lawrence – Deputy Clerk  
Olivia Trueman – Community Development Officer (CDO)

MWP9 **APOLOGIES FOR ABSENCE**

Caroline Green registered her apologies for late arrival in advance of the meeting due to a dental appointment. However, her appointment over-ran and so she was unable to attend the meeting.

MWP10 **DECLARATIONS OF INTEREST**

None received.

MWP11 **TO ELECT NON-COUNCIL MEMBERS TO THE MARKETS WORKING PARTY**

None received.

MWP12 **TO APPROVE AND SIGN THE MINUTES OF A MEETING OF THE MARKETS WORKING PARTY HELD ON 12 NOVEMBER 2021**

**RESOLVED:**

**That the minutes of a meeting of the Markets Working party held on 12 November 2021 be approved and signed as a correct record.**

MWP13 **FEEDBACK ON CRAFT MARKET – 3 DECEMBER 2021**

The CDO provided feedback on the craft market which took place on Friday, 3 December 2021. It was appreciated that the market was organised too late resulting in difficulty in finding suitable traders to attend at short notice. The CDO considered that the Council should run further craft markets provided sufficient time was given in advance in order to advertise the event(s) well ahead.

The Working Party noted that the CDO had built up a good base of traders and noting that the Charter Market takes place on a Saturday, agreed to trial craft markets on the first Friday of each month starting from April, with the exception of December, with emphasis on

concentrating in the centre of Town first and then developing further to St Katherines once the market got established.

**RESOLVED:**

1. That members received and noted the feedback.
2. That craft markets be organised with effect from April 2022 for the first Friday in each month, excluding December.

MWP14

**FEEDBACK ON MARKET TRADERS – 4 DECEMBER 2021**

The CDO provided feedback to members on the Christmas market that was held on 4 December 2021 which coincided with the Christmas lights switch-on event. In general, there was a satisfactory turn-out of market traders who utilised space under the Market House, along the High Street with further traders located in St Katherines Car Park using gazebos that had been provided by Ledbury Town Council.

In general, reasonable feedback was received from those traders under the Market House and along the High Street whereas those traders located in St Katherines believed that footfall was poor and felt not part of the overall event. In fact, one trader moved from St Katherines late afternoon to the High Street when a pitch became vacant. However, use of the free gazebo was well received albeit the lighting was poor despite providing standalone solar lights for these traders. Traders also commented on the reasonable cost to have a trade space.

**RESOLVED:**

**That members received and noted the feedback.**

MWP15

**NABMA DECLARATION OF MARKET POWERS**

The Working Party were advised by the CDO that she had been asked by the Town Clerk to produce a document, Declaration of Market Powers, setting out powers for the Charter Market. The Declaration was shared with NABMA to ensure that it was factually correct, which it was but suggested that reference be made to food safety, in particular ensuring that food ingredients are clearly marked and visible when displayed on market stands.

Councillor Knight reported that she had useful information regarding festivals and events and would share this information with the CDO.

The Declaration will be submitted to the Economy & Tourism Committee for approval and then passed to Full Council for approval.



**RESOLVED:**

1. That the NABMA Declaration of Market Powers document be Submitted to the Economy & Tourism Committee for approval prior to being submitted to Full Council.
2. Councillor Knight to provide the CDO with papers on festivals.

MWP16

**COMPLAINTS RECEIVED REGARDING FOOD TRADERS AT THE MARKET**

The CDO advised members of the Working Party that three complaints had been received in respect of the recent market held on 5 February 2022.

One of the complainants was disheartened that the Council were allowing external food traders into the town when local cafes were perceived to be struggling and that the Council should only support local traders. Another complainant believed that the Council should only support Ledbury local food traders.

Councillor Knight reported that she had received an email requesting that market stands be positioned accordingly since it was felt that Beefy Boys should be located somewhere else rather than in front of the vegan shop. It was noted that Beefy Boys had been a huge success for Ledbury Town, with long queues and this had created a very vibrant atmosphere on the day. However, the safety aspects needed to be addressed due to people queuing on and off the pavement and with cars travelling close by. The Working Party considered that it would be safer if Beefy Boys could be located closer to the Market House so to help address the queuing issue. Overall, the market day had been extremely successful both for market traders and shops.

It was noted that Beefy Boys had expressed a wish to return to Ledbury on 19 March 2022 and 16 April 2022, with further visits in June and July.

**RESOLVED:**

1. That members received and noted the complaints received.
2. That members consider the use of safety barriers along the pavement by the parking area when Beefy Boys return to Ledbury.

MWP17

**VALENTINE'S DAY MARKET**

The CDO gave a verbal report on the Valentine's Day Market the week before Valentine's Day. Both the Administration Officer and CDO had sourced traders with Valentine's Day themed products and had fully



booked the market. Councillor Hughes suggested that the craft markets be themed, with the April Market being Easter themed.

Other themed markets could be as follows in line with events taking place at that time:

June	Jubilee
July	Poetry Festival
August	Ledbury in Bloom
September	Carnival

**RESOLVED:**

**That members received and noted the verbal report from the CDO.**

MWP18

**FEEDBACK ON NABMA CONFERENCE, "MARKETS IN A CHANGING HIGH STREET"**

The Deputy Clerk and the CDO went to the NABMA conference in Birmingham called 'Markets in a Changing High Street'. The Deputy Clerk reported that the Conference had mainly focused on indoor markets and regeneration schemes that were encompassing indoor markets as part of their overall retail offer.

There were some interesting suggestions put forward including:

- Introduce teenage markets;
- Promote sustainability by providing local produce;
- Recycling waste at the end of a market day and giving it to Food Bank or other suitable charity;
- Get market traders to provide their own bins;
- Ledbury Town Council could sell cotton tote bags for use at markets;
- Look at the Local LEP (Local Enterprise Partnership) to see what new programmes are being delivered.

One of the presentations given was an analysis of Christmas Markets in 2021 and the Deputy Clerk is to share the report with members of the Working Party.

**RESOLVED:**

- 1. That members received and noted the report.**
- 2. That the Deputy Clerk will send a copy of the Christmas markets report to members.**

MWP19

**DATE OF NEXT MEETING**

**RESOLVED:**

**ITEM 14.1**

It was noted that the next meeting of the Market's Working Party was scheduled for Friday, 1 April 2022 at 10:00am.

The meeting ended at 5:16pm.

Signed ..... Dated .....  
(Chair)

DRAFT



<b>ECONOMY &amp; TOURISM COMMITTEE</b>	<b>3 MARCH 2022</b>	<b>AGENDA ITEM: 15</b>
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Report prepared by Olivia Trueman – Community Development Officer

## **DECLARATION OF MARKET POWERS (NABMA)**

### **Purpose of this Report**

The purpose of this report is to ask members of the Economy & Tourism Committee to agree to the attached document - Declaration of Market Powers.

### **Detailed Information**

Members may recall that in the previous Economy and Tourism meeting, the Community Development Officer was asked to produce a Declarations of Market Powers document for Ledbury Charter Market, as recommended by the National Association of British Markets.

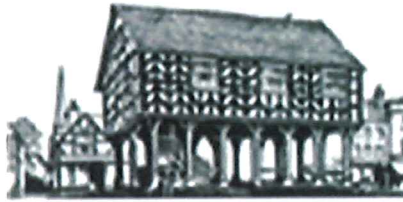
A copy of the Declaration of Market Powers was sent to the Charter Market Working Party, and it was agreed that the document would be referred to the Economy and Tourism Committee for approval.

### **Recommendation**

1. That Members of the Economy & Tourism receive and note the above information along with the attached Market Declaration, and agree to refer this document to the next meeting of Full Council for adoption.







## **Ledbury Town Council**

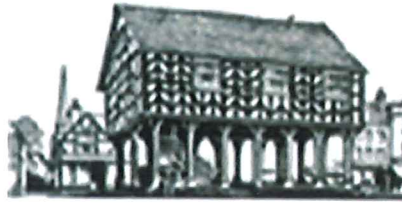
### **Declaration of Market Powers**

#### **History of Ledbury Charter Market**

Ledbury market charter was issued by King Stephen to Bishop Robert de Bethune in 1138 and in 1584 Queen Elizabeth granted a new charter, allowing a weekly market on Tuesday and two fairs.

#### **The Current Markets Offer**

- I. Ledbury Charter Market is organised and managed by the local authority, Ledbury Town Council, under the management of the Town Clerk.
- II. As stated in the Royal Charter, Ledbury Charter Market is held every Tuesday. The Market is held under the Market House and within the 5 parking bays as agreed with Herefordshire Council.
- I. Ledbury Town Council hold a market every Saturday under Part 111 of the Food Act 1984
- III. The Market can accommodate 13 traders. 8 stalls under the Market House and 5 Stalls outside.
- IV. One space under the Market House is reserved for Charities. No payment is taken for trading.
- V. Traders are charged £17 - £20 per day depending on whether their pitch is located under the Market House or outside.
- VI. Electricity can be used at an extra cost of £1 a day, invoiced to the trader.



## **The Approach to Markets**

As well as developing the Charter Market and becoming a popular concourse for traders and buyers, Ledbury Town Council aspire to:

- I. Create a vibrant town
- II. Offer start up business opportunities
- III. Encourage local shopping and assisting food provenance.
- IV. Boost local economy and towns footfall
- V. Hold speciality markets and fairs, including Craft, Antiques and Food markets regularly.

## **Declaration of Market Powers**

- II. The Ledbury markets, fairs and court of Pie powder translation of pro c.66/1264, mem.27/28 (*attached*)
- III. Part 111 of the Food Act 1984
  - I. *Section 50 of the Food Act 1984 provides local authorities with the power to establish markets within their area, subject to the proviso that a market may not be established so as to interfere within any rights, powers or privileges enjoyed in respect of a markets within the area without the consent of the person with the benefit of such rights.*
  - II. *Section 52 of the 1984 Act provides that a market authority may appoint the days on which, and the hours during which, markets are to be held.*
  - III. *Section 53(1) of the 1984 Act states that a market authority may demand in respect of the market such charges as they may from time to time determine.*
  - IV. *Section 60 of the 1984 Act makes provision for the making of byelaws dealing with matters including the regulation of the marketplace and the prevention of nuisances or obstructions in the market.*

<https://www.legislation.gov.uk/ukpga/1984/30/part/III>