



# LEDBURY TOWN COUNCIL

TOWN COUNCIL OFFICES, CHURCH STREET, LEDBURY,  
HEREFORDSHIRE, HR8 1DH Tel: 01531 632306

Email: [admin@ledburytowncouncil.gov.uk](mailto:admin@ledburytowncouncil.gov.uk)

Website: [www.ledburytowncouncil.gov.uk](http://www.ledburytowncouncil.gov.uk)

10 June 2022

**TO: Councillors Bannister, Bradford, Harvey, Howells, Hughes, Manns, Morris, Shields and Sims**

You are hereby summoned to attend a meeting of the **Economy & Planning Committee** which will be held in the **Burgage Hall, Church Lane, Ledbury**, on **Thursday, 16 June 2022 at 7.00 pm** for the purposes of transacting the business set out below.

Yours faithfully

pf Angie Price  
Clerk

## FILMING AND RECORDING OF COUNCIL MEETINGS

Members of the public are permitted to film or record meetings to which they are permitted access, in a non-disruptive manner. Whilst those attending meetings are deemed to have consented to the filming, recording or broadcasting of meetings, those exercising the rights to film, record or broadcast must respect the rights of other people attending under the Data Protection Act (GDPR) 2018

## A G E N D A

1. Election of Chair for the 2022/23 Municipal Year
2. To receive apologies for absence
3. To receive any 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 the Ledbury Town Council Code of Conduct for Members and by the Localism Act 2011)*

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

4. **Nolan Principles** (Pages 3914 - 3915)
5. **Election of Vice-Chair for the 2022/23 Municipal year**
6. **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 Committee Chairman.

#### **MINUTES**

7. **To approve and sign the minutes of the Planning Committee meeting held on 19 May 2022** (Pages 3916 - 3931)
8. **To review the Action Sheet** (Pages 3932 - 3933)

#### **ECONOMY**

9. **Hereford County Bid** (Pages 3934 – 3965)

#### **PLANNING**

10. **Planning Consultations**  
(30 minutes)

	<b>Application Number</b>	<b>Deadline for comments</b>	<b>Application details</b>
10.1	<u>221577</u>	17.06.2022 Target determination date 12.08.2022	Construction of a low carbon commercial building comprising offices and warehouse heated with ground source and air source heat pumps with associated parking, HGV manoeuvring, new pavement connection, sustainable drainage and landscaping – <b>Land between Leadon Way and Amcor Flexibles, Lower Road, Trading Estate, Ledbury, Herefordshire, HR8 2DJ</b>
10.2	<u>221598</u>	19.06.2022 Target determination date 11.07.2022	New garage with ground floor link room and storage above – <b>Hill View, Ledbury, Herefordshire, HR8 1LG</b>



10.3	<u>221603</u>	19.06.2022 Target determination date 11.07.2022	Proposed single storey extension – <b>Parkfield Farm, Liddington, Ledbury, Herefordshire, HR8 2 LF</b>
10.4	<u>221720</u>	26.06.2022 Target determination date 20.07.2022	Beech tree – remove large lowest limb which has Kretzschmaira deusta disease. Yew tree – remove a few overhanging branches to slightly raise the crown
10.5	<u>221419</u>	04.06.2022 Target determination date 01.07.2022	Proposed detached orangery – <b>Hall House Farm, Ledbury, Herefordshire, HR8 2JE</b>
10.6	<u>221702</u>	29.06.2022 Target determination date 18.07.2022	Proposed single storey rear extension – <b>37 Robinsons Meadow, Ledbury, Herefordshire, HR8 1SU</b>
10.7	<u>221661</u>	30.06.2022 Target determination date 01.08.2022 <b>LISTED BUILDING CONSENT</b>	Proposed change of use of ground floor from offices to retail shop unit and self-contained 1 bed apartment – <b>Lanark House, 17 New Street, Ledbury, Herefordshire, HR8 2DX</b>
10.8	<u>221660</u>	30.06.2022 Target determination date 01.08.2022	Proposed change of use of ground floor from offices to retail shop unit and self-contained 1 bed apartment – <b>Lanark House, 17 New Street, Ledbury, Herefordshire, HR8 2DX</b>

11. Planning Decisions (Pages 3966 - 3969)
12. Appeal Decision – The Methodist Church, 145 The Homend, Ledbury, HR8 1BS (Pages 3970 - 3973)
13. Proposed Planning System Reforms: Levelling Up and Regeneration Bill (For information only) (Pages 3974 - 3989)

#### WORKING PARTIES

14. Neighbourhood Development Plan Working Party (NDP) (Pages 3990 - 4015)
- i. Minutes of a meeting of the NDP Working Party held on 3 May 2022
  - ii. NDP Steering Group notes 67 & 68
  - iii. Budget as at 8 June 2022
  - iv. Communications Plan V13
  - v. Schedule of Reg 14 Consultation responses (To Follow)
  - vi. Statement of Alteration (To Follow)
  - vii. Ledbury NDP Reg 16 Draft plan (To Follow)

viii. Invoice No. 317 from Carly Tinkler (for Information)

**GENERAL**

15. Spatial plan consultation – draft response (Pages 4016 – 4025)
16. Section 106 – information received from Justine Burnett, Portfolio Manager (Pages 4026 - 4031)
17. Request from Bloor to meet with Members of Council to discuss Reserve Matters
18. Exclusion of Press and Public

In accordance with Section 1(2) of the Public Bodies Admission to Meetings) Act 1960, in view of the confidential nature of the business about to be transacted, it is advisable in the public interest that the press and public are excluded from the remainder of the meeting

19. Tourist Information Centre (Pages 4032 - 4036)

**Date of next meeting**

To note that the date of the next meeting of the Planning Committee is scheduled for 14 July 2022 at 7.00 pm

Distribution: Full agenda to: - Committee Members (8)

Full agenda excluding confidential papers to:  
Councillor l'Anson (1)  
Press (1)

Agenda front pages to all non-committee members (5)



**LEDBURY TOWN COUNCIL****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.





Agenda Item  
7

**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF AN ECONOMY & PLANNING COMMITTEE HELD  
ON  
19 MAY 2022**

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**PRESENT:** Councillors Bannister, Howells, Hughes and Morris

**ALSO PRESENT:** Angela Price – Town Clerk  
Amy Howells – Minute Taker

**PUBLIC PRESENT:** There were 14 members of the public present.

**P574 ELECTION OF CHAIR FOR THE 2022/23 MUNICIPAL YEAR**

Members were asked to nominate a Chair for the 2022/23 municipal year; Councillor Bannister nominated Councillor Morris who declined the nomination. Councillor Howells nominated Councillor Bradford, but he was not in attendance to be able to accept or decline. It was decided that Councillor Morris act as temporary Chair for the purpose of this meeting and that the nomination of Chair would be postponed to the next meeting.

**RESOLVED:**

**That the nomination of Chair of the Economy & Planning Committee be deferred to the meeting scheduled for 15 June 2022.**

**P575 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Bradford, Harvey, Knight and Manns.

**P576 TO RECEIVE ANY DECLARATIONS OF INTEREST AND WRITTEN REQUESTS FOR DISPENTION**

Councillor Howells declared a pecuniary interest in Agenda Item 20.

**P577 NOLAN PRINCIPLES**

**RESOLVED:**

**That the Nolan Principles be received and noted.**

## **P578 TERMS OF REFERENCE**

Members raised the following amendments in respect of the Terms of Reference:

a. Under delegated powers:

- Paragraph 1 should read "Neighbourhood Development Plan".
- Paragraph 8 should read "alleged development conditions".

b. Establishment of Terms of Reference and review

- Paragraph 1 amend to read "Economy & Planning"

c. Appendix 2 – Retail Areas and Provision

- To take into account the change of planning codes A2 and A5, which were amended in September 2022.

### **RESOLVED:**

1. **That the Terms of Reference be approved, subject to the amendments listed above.**
2. **That the setting up of Working Parties be deferred to be considered at the meeting of the committee scheduled for 15 June 2022, due to only four Committee members being present.**

## **P579 ELECTION OF VICE-CHAIR FOR THE 2022/23 MUNICIPAL YEAR**

It was proposed by Councillor Howells that this item be deferred to the next meeting for election of Vice-Chair for the 2022/23 municipal year.

### **RESOLVED:**

**That this item was deferred to the next meeting of Economy & Planning.**

## **P580 PUBLIC PARTICIPATION**

### **RESOLVED:**

1. **To suspend standing orders to allow more than the stated time for members of the public to speak at meetings, due to the nature of the items being discussed.**
2. **That items 15 and 20 be brought forward to address the matters the public were here to speak about.**

Four members of public were present regarding Item 15, they expressed their concern in respect of the proposed removal of the trees and bund on the



development of land as this will affect the noise of the bypass and air pollution on Spring Grove Road.

Members thanked the residents for bringing this issue to the attention of the Committee and advised that they would address this in their response in respect of the application, and with Vistry Homes should they meet with them in the future to discuss this application.

**Councillor Howells left the meeting at 7:28pm**

There were several members of the public present for Item 20, Mr David Thomas and his brother read out two statements which will be attached to these minutes once received.

The Chair thank Mr Thomas and his brother for their statements and advised that they should write to the Chief Executive of Herefordshire Council to bring the issues to his attention for further consideration. He explained that the Town Council had little influence in these matters, but wished them well in their endeavours.

**Councillor Howells re-joined the meeting at 8:00pm**

**P581 TO APPROVE AND SIGN THE MINUTES OF THE PLANNING COMMITTEE HELD ON 14 APRIL 2022**

**RESOLVED:**

**That the minutes of the Planning Committee meeting held on 14 April 2022 be approved and signed as a correct record.**

**P582 TO REVIEW THE ACTION SHEET**

**RESOLVED:**

**That the Action sheet be received and noted.**

**P583 TO APPROVE AND SIGN THE MINUTES OF THE ECONOMY & TOURISM COMMITTEE MEETING HELD ON 3 MARCH 2022**

**RESOLVED:**

**That the minutes of the Planning Committee meeting held on 14 April 2022 be approved and signed as a correct record.**

**P584 TO REVIEW THE ACTION SHEET**

**RESOLVED:**

**That the Action Sheet be received and noted.**

**P585 RURAL MARKET TOWN GROUP – AREA PROFILES AND FAIR FUNDING SUMMARY**

**RESOLVED:**

**That members received and noted the information provided.**

**P586 PLANNING CONSULTATION**

- 13.1 Application No. 221183 – 101 Robinsons Meadow, Ledbury, Herefordshire, HR8 1SX

**RESOLVED:**

**No objection.**

- 13.2 Application No. 221285 – Upper Hall Lodge, Ledbury, Herefordshire, HR8 1JA

**RESOLVED:**

**No objection**

- 13.3 Application No.221306 – Ledbury Hand Car Wash, Ledbury, Herefordshire, HR8 1LG

Councillor Hughes advised that there were concerns in respect of drainage, noting that Herefordshire Council flood officers have suggested they need more information regarding this before they could comment, and that they needed more information on how they will be able to drain the site. Councillor Hughes proposed that committee wait until further information has been received in respect of this before providing a comment on this application.

**RESOLVED:**

**That members wait for more information to be provided in respect of flood and drainage issues before submitting a comment on this application.**

- 13.4 Application No. 221468 – Arknell Farm, Horse Road, Ledbury, Herefordshire, HR8 1LS

Councillor Bannister noted Horse Road is not Ledbury Parish.

**RESOLVED:**

**No objection. However, the Clerk to ask a question of Herefordshire Council regarding whether this application is in the Ledbury parish.**



- 13.5 Application No. 235782 – Hall House Farm, Ledbury, Herefordshire, HR8 2JE

Councillor Hughes noted that the application does not come up on the website with the number given.

**RESOLVED:**

**That the Clerk re check the number given and members to revisit at the next meeting.**

- 13.6 Application No. 221507 – Abbey House, 37 The Homend, Ledbury, Herefordshire, HR8 1BP

Councillor Howells questioned if this building was listed due to being in a conservation area.

**RESOLVED:**

**No objection but the Clerk to establish whether there is a Listed Building application in respect of this due to it being in the conservation area.**

- 13.7 Application No.220857 – 17-19 The Homend, Ledbury, Herefordshire, HR8 1BN

**RESOLVED:**

**To note that this application has been withdrawn.**

**P587 PLANNING DECISIONS**

**RESOLVED:**

**That the Planning Decisions be received and noted.**

**P588 OUTCOME OF MEETING WITH VISTRY HOMES – PLANNING APPLICATION NO. 220855 RESERVED MATTERS**

Four members of the public were present at the meeting and expressed their views in relation to the plans by Vistry Homes to interrupt the bund adjacent to Spring Grove Road. Councillor Howells believed representation should be made to Herefordshire Council regarding the matter of air pollution and noise from the bypass if the trees and bund are removed.

Councillor Howells gave an update on a meeting with Vistry Homes regarding application no. 220855, he noted that the breach of the bund and removal of trees was not discussed and thanked the members of the public who attended for bringing this to the committees attention. Councillor Morris added that members understood the issue and were supportive towards the public, he

added that the Council would include these points in their response to Herefordshire planning.

**RESOLVED:**

1. That the Clerk investigates to establish whether there is a preservation order on the Oak tree in the field next to the bypass concerned.
2. That representation be made to Herefordshire Council regarding the removal of the trees and breach of the bund.

**P589. a. MINUTES OF A MEETING OF THE TRAFFIC MANAGEMENT WORKING PARTY HELD ON 29 MARCH AND 3 MAY 2022**

**RESOLVED:**

1. That the minutes of the Traffic Management Working Party meetings held on 29 March and 3 May 2022 be approved and signed as a correct record.
2. That the Clerk write to Herefordshire Council for Twenty's Plenty to be considered in Ledbury on the High Street and surrounding areas.
3. That the Clerk contact Gareth Davis to offer support from Ledbury Town Council in respect of "A Community Station Partnership for Ledbury/Colwall".

**b. NEIGHBOURHOOD DEVELOPMENT PLAN (NDP)**

Councillor Howells provided Members with an update on the current status of the Neighbourhood Development Plan Regulation 14. He also asked Members to give consideration to a quote received from Bill Bloxsome in relation to some additional work to prepare a Basic Condition Statement and Consultation Statement at a cost of £800.

**RECOMMENDATION:**

1. That members received and noted the update.
2. That a recommendation be submitted to the Finance, Policy & General Purposes Committee that the quotation received from Bill Bloxsome in respect of the provision of Basic Conditions Statement and Consultations Statement at a cost of £800.

**c. MINUTES OF A MEETING OF THE MARKETS WORKING PARTY HELD ON 22 APRIL 2022**

**RESOLVED:**

**That the minutes of the Markets Working Party meeting held on 22 April 2022 be received and noted as a correct record.**

**P590 NOTES OF A LOCAL PLAN POLICY OPTIONS MEETING**

**RESOLVED:**

**That the notes of a Local Plan Policy options meeting be received and noted, noting that these would provide useful information in respect of the Spatial Plan Consultation response.**

**P591 SPATIAL PLAN CONSULTATION – DRAFT RESPONSE**

Members were reminded that Councillors Bannister and Howells had offered to draft a response, and whilst it was noted that the council had been given an extension to the deadline for the return of their response, this had yet to be completed.

**RESOLVED:**

**That the Spatial Plan Consultation draft response be differed to a meeting of Full Council on 9 June 2022.**

**P592 NOTIFICATION OF TREE PRESERVATION ORDER**

**RESOLVED:**

**That the notification of tree preservation order be received and noted.**

**P593** Further to the discussion held under "Public Participation" Members considered whether there was anything the council could do to support Mr Thomas.

**RESOLVED:**

- 1. That the Clerk investigate whether the Barn are breaching any of the licencing conditions placed upon the Barn and report back to a future meeting of the committee.**
- 2. The Clerk to write a letter to Mr Thomas and inform him that the council are gathering information from Herefordshire Council.**



**EP21 CORPORATE PLAN**

**The Clerk advised that she would be organising a workshop with Councillors and staff regarding the Corporate Plan after to take place in June.**

**EP22 DATE OF NEXT MEETING**

**RESOLVED:**

**To note that the next meeting of the Economy & Planning Committee was scheduled for 16 June 2022 at 7:00PM.**

The meeting ended at 8.35 pm.

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

## SUPPORTING STATEMENT

I work as a mental health nurse, but you don't have to work within the field of mental health to know or understand the impact that stress can have on someone. I have seen this in my work with patients and now over recent years in my family, as we witness the impact the ongoing situation is having on my brother David - and as a result and without a doubt has changed him. Anyone who really knows David will tell you this.

We have noticed this steady deterioration over the past few years. David has become unwell. He is depressed and is prescribed medication from his GP. He has become physically and mentally exhausted from sleepless nights and anxiety.

Behind closed doors in family life we have watched David implode. We have also witnessed him explode, as he has become angry and short tempered out of sheer frustration of what he has to put up with so often right outside his home - and also how unsupported and let down he has felt by relevant parties. Losing his composure with people is completely out of character for my brother not how he would usually behave. Saying that, I challenge anybody to maintain theirs if continually faced with all the disturbances coming from The Barn right outside their own home - as well as continually not being listened to or having their concerns considered over such a lengthy period.

Naturally, this whole sorry continuing saga has spilled in to our family life as we do our best to support David and try to keep him well. I am not enjoying the effect that it's having on us and in particular our Mom - of which the stress is simply progressing her dementia. This is clear so see. David's usual ability to care for her as well as he had been is now compromised. His performance at work due to the stress and exhaustion caused is also affected.

My family have loved living in Ledbury for a very long time. My Dad was deputy headmaster of Ledbury Junior School for 30 plus years. This does not give us grounds to expect anything, of course not. However, what I would expect or at least hope for - for David and others affected is respect and fairness. I haven't seen either. The whole experience has certainly marred our love of living in Ledbury and when I think of all the complexities of the situation and its impact on David and my family, then I'm actually glad that my Dad is no longer here to witness it.

It has been said by some, 'If it's that bad then why not move'? This is easier said than done considering finances required and a lack of rental properties in the area. Besides, why should he move? He chose to live in the property because of its quiet location, 17 years ago.

When I prepared this statement, I was reminded of the alarming conversation Mr Oakey had with David's landlord Mr Miller, following his complaint against The Barn as he was concerned that he could potentially lose a tenant. Mr Oakey reassured him that he could quite happily fill Mr Miller's flat with another tenant from people he knows. This response further demonstrates a lack of care, consideration and responsibility.

Is The Barn really an asset to the community?

When I think about their actions and behaviour already mentioned such as not being responsible as business owners or people, not adhering to licencing conditions, bullying and intimidating my brother, having no consideration for people living in the area with full

knowledge of the impact they are having on them - and just generally 'ploughing' on and doing what ever they see fit, then in my opinion they are a so called 'asset' that the people of Ledbury could do without.

Where is David's right to a private and peaceful home life?

A simple thing like watching and being able to hear the tv in our homes is something that we would all expect to be able to do. More importantly, what about just being able to concentrate and simply relax in our homes - and just BE? This normal way of living has been taken away from David causing nothing but misery - and this has been the case since The Barn came about. I've lost count of how many times David's had to leave his flat to escape the noise. How can this be acceptable? How can this be right?

Simply put, and as documented, The Barn is not in the right location to do the things it wants to do and how often it wants to do them.

I typed David's statement for him which emotionally I found very difficult to do, as it just reminded me of how many challenges he has had to endure. Yes, his statement is long, but it is as I would expect from him - 100 percent truth.

It is absolutely beyond me why The Barn are still able to operate with more or less free reign, for twelve hours plus each day, seven days a week - in the way that they have been doing so for too long. The impact its had over recent years on David's time, his health (mental and physical), his finances, his home and family life should in my opinion be compensated for.

I would say it is the council's responsibility to ensure that businesses are operating fairly, within the law and without breaching licencing conditions.

In closing, I just can't find the words to express how much we feel that David is continually being let down by relevant parties and so as a family, along with his friends and people who know him, we will continue to support him protect his home life and health and well-being.

It is just not acceptable that someone should be exposed to all the issues that have been documented and mentioned. The comment from Ledbury Council stating that they have 'bigger fish to fry' I find outrageous and insulting especially considering the impact on David, my family and others affected by this ongoing situation.

This is the bigger fish - the health and well-being of the people of Ledbury.

Enough is enough.

Jonathan Thomas  
19.05.22



STATEMENT READ AT PLANNING MEETING WITH LEDBURY TOWN COUNCIL, MAY 19<sup>TH</sup>.

My name is David Thomas.

I have lived in Ledbury since 1976 and spent all of my adult life living in various flats within the town centre. I have never had any reason to complain about anything.

I now live at 27b The High Street. This is rented accommodation and I have lived here for 17 years. I chose to live here because it is a very quiet location.

The Barn is situated directly outside my flat.

I said the very same words in a statement that I read at a planning meeting here in September 2019. In that statement I made it very clear to Ledbury Town Council what I was having to put up with since The Barn opened as a venue.

For instance:

1. An unbearable level of volume from music, be it from a live band or a sound system.
2. An unbearable level of noise created from people attending the venue – right outside my window.
3. Terms and conditions of the licence agreement not being adhered to at every event.
4. The owners of The Barn (Mr Oakey and Ms Jones) demonstrating an arrogant attitude, a complete lack of consideration for others, as well as a total lack of responsibility as business owners.

All of this along with a complete lack of communication between all relevant parties involved in this case, was having a detrimental effect on my health and well-being – making my life a misery and forcing me to leave my home just to escape the noise. Furthermore, I have had to seek help from my GP.

The council said at that meeting *'Whilst Ledbury Town Council see The Barn as an asset to the town, they can not support the disturbance and breach of licence'*.

I am here now two and a half years later because NOTHING HAS CHANGED.

On October 18<sup>th</sup> 2019 at a licence review The Barn had their licence suspended for three months.

Sound clips were played to the sub-committee which illustrated the level of noise emanating from The Barn. It was said that warning letters had been sent to the premises licence holder which stated that the issues with regard to noise control needed to be addressed. Officers had advised the licence holder Ms Jones about improvements which would help prevent the nuisance, but none had been forthcoming.

It was also said, *'Due to the location, physicality of the area, structure of the building, and frequency, times and nature of events being held at the premises, it is our opinion the noise is causing a noise disturbance to the surrounding locality'*. Licensing Officer, Mr Fred Spriggs said *'To put this in to perspective, I would not want to live in the vicinity of these premises, as the noise would be excessive for the area and cause me considerable nuisance'*. Ms Jones's response to this was to ask if she could read out a poem.

The committee chairman Mr Alan Seldon said they decided to suspend the licence for a period of three months. He said *'This is to allow time for consultation with the neighbours and time for noise attenuation measures to be put in place'*. THIS HAS NEVER HAPPENED.

In January 2020, I was informed by Planning Officer Steve Davies that the freight container situated in the outside area of The Barn was unlawful. Furthermore, he said in his final email to me, *'Planning application 190253 has been withdrawn (it was due for refusal) and the applicant is intending to re-submit in the near future with revised proposals. He intends to remove the freight container and has been advised that the use of the bar is unacceptable without adequate measures to mitigate noise nuisance. He intends to address this issue in his revised proposal for which he has been advised to provide the following.....'*

1. A revised planning statement which sets out more realistically the actual use of the premises.
2. A noise assessment which examines the impact of amplified music at the nearest closest sensitive receptors.
3. A detailed noise management plan as to how noise will be managed at the site.
4. Proposed structural upgrading to ensure that there is no noise breakout from inside of the premises through poor structure, doors and windows. THIS HAS NEVER HAPPENED.

However, what did happen is this....

On August 18<sup>th</sup> 2020 I arrived home from work, but I was unable to access my front door because there was a crane obstructing the entrance to my property. Having been informed about the freight container, I just assumed that the crane was there to remove it, as instructed by planning officers.

The freight container is still there. It was merely re-positioned. I have since been informed by a member of Ledbury Town Council that the owners of The Barn intend to use the container as a 'sound barrier'.

This demonstrates that Mr Oakey will do whatever he likes, whenever he likes, regardless of what he has been told to do by the relevant authorities.

After the lockdown which began in March 2020, which was absolute bliss for me, The Barn re-opened with a new revised licence. The conditions being...

1. All activities will be from 10am – 10pm Monday to Sunday.
2. Customers must leave the premises by 10.30pm.
3. The existing condition regarding noise and vibration will remain in place on the licence.

The licence holder also had to agree a dispersal policy with environmental protection prior to the lifting of their suspension. THIS HAS NEVER HAPPENED.

Also, Section 177 of the Live Music Act 2012 was disapplied.

As I have said before, the owners of The Barn have never had the courtesy to inform or consult me about any building work due to take place there.

In July 2020, without warning Mr Oakey dug up the area outside my home, leaving me with very limited access to my front door. At times, no access at all. Mr Oakey's behaviour at this time could easily be regarded as intimidation. I reported this to the police.

Councillor Liz Harvey informed me in an email that *'The owners of The Barn have very limited planning permission in place. They have managed to do most of the work to date by 'repairing' The*



*Barn rather than by altering it'. She went on to say that, 'It is clear to anyone visiting the premises that the work has gone beyond repair and there are retrospective applications that relate to this work'.*

Planning Officer Susanna Burrage said in October 2019 *'We object to the proposed change of use on noise and nuisance grounds as we are of the opinion that as a retrospective planning proposal, what is there is almost certain to adversely impact on the amenity of neighbouring residents. This is in terms of amplified music emanating from a poorly insulated and structurally defective barn'.*

So, I was alarmed when during the second lockdown that began in January 2021, the owners of The Barn began building work directly outside my home. Work that was so noisy, I was forced to leave my flat nearly every day – during lockdown.

I complained about this to Herefordshire Council. I had no response. I complained about this to Councillor Liz Harvey. Her response was to inform me that the council have 'bigger fish to fry and that I would just have to put up with it'.

She also said, *'The use class approval for the building remained as a café and art gallery and that there is no planning permission for it to be used for other purposes. Change of use permission will be needed in order to operate into the evenings and to serve alcohol and play music'.*

So again, I was alarmed when in July 2021 a post appeared on The Barn's social media page saying *'Good news, The Barn in Ledbury is holding an open mic outside every Saturday. Anyone can go along and play to their hearts content. You may even be offered a paid gig in The Barn on a Saturday evening'.*

Furthermore, I had to suffer disturbance from large noisy crowds of people gathering outside of The Barn, outside my window, unannounced on land that does not belong to them.

Again, I complained about this to Herefordshire Council. Again, I had no response. On September 9<sup>th</sup> last year I asked Ms Jones who had given her permission to use this land. She replied, 'Liz Harvey'.

As I have said before, I do not enjoy complaining. I am sick to death of it. It is mentally exhausting and extremely boring. Believe me I have far better things to be doing with my time. Due to the poor response from Herefordshire Council I was advised by PC Nick Ashby in July 2021 to complain to the police. He assured me that all disturbances would be logged and all relevant information would be passed on to licencing. I made 14 complaints to the police until I was finally contacted by Environmental Health in December, five months later.

I was appalled to learn that a live music event that was due to take place on December 18<sup>th</sup> had been granted a Temporary Events Notice, despite my previous 14 complaints.

I was also told that a meeting was going to be arranged involving all relevant parties to discuss the situation at The Barn. I then heard nothing from the council for three months, despite continuing to complain about further disturbances. Eventually, I was contacted by Environmental Health at the end of March this year. I was told that a meeting had taken place with the owners back in January. I should have been informed of this. I have no idea of the outcome of that meeting. The only information I was given is as follows.

There was a dispute over the exact usage of the premises. The owners regard the freight container as adequate noise attenuation. They were also IN COMPLETE DENIAL OF EVER BEING A PUBLIC NUISANCE.



I have been told by Environmental Health that they see no point in sending letters of warning to The Barn because they firmly believe that they are being ignored. The owners have never taken this situation seriously at all.

Anybody who attended the planning meeting in 2019 will recall the ludicrous and frankly embarrassing response from Mr Oakey after I read my statement. He said I had no right to complain because other people living on the High Street were being woken up by tractors driving over drain covers in the middle of the night. He also said that I should just move house.

There have been so many disturbances that I have been unable to list them all in this statement. I have included a few examples.

On August 6<sup>th</sup> last year, a few days after The Barn was named as trader of the week in the Ledbury Reporter, there was a live music event held at The Barn. Loud music was played beyond the cut off point at 10pm and went on until 11pm. Customers remained on the premises until 11.30pm. When The Barn finally did shut, Mr Oakey and a group of people continued to make a disturbance outside my home past midnight.

I approached them and informed them that I was in bed trying to get some sleep and that if they didn't leave I would call the police.

On September 11<sup>th</sup> of last year, I was woken up by laughter outside of my flat. I witnessed Mr Oakey telling a female employee of Wyebriidge Interiors that I had complained the previous weekend about amplified music being played outside of The Barn. 'I wish I'd been there to see that' she replied. Wyebriidge Interiors is owned by Mrs Mary Pytel. She is also the previous owner of The Barn. In April 2019 Mrs Pytel lied about me to Herefordshire Council in a letter of support for The Barn. This was defamation of character.

On October 20<sup>th</sup> of last year, another private party was held at The Barn. Once again, I was forced to leave my flat to escape the noise. I was horrified at the amount of vehicles turning into the car park – all heading for The Barn. I thought about the 46 years I have lived in this town, and yet again I was being forced to leave my home – as a result of the actions of irresponsible business owners who simply couldn't care less about the noise that they were making and the impact it was having on people living nearby. People like me – **the nearest, closest, sensitive receptor**.

This year, March 12<sup>th</sup>, loud music began emanating from The Barn at 10.20pm. This continued until 11pm with what sounded like a man speaking over a PA system alongside the music. Customers remained on the premises past 11pm.

Two days later I informed Mr Oakey that the council had been made aware of this latest disturbance and breach of licence. He looked up at me with a big smirk on his face and told me that he did not need any planning permission whatsoever and that he could do whatever he liked.

On April 20<sup>th</sup> this year another private party took place outside my home – further disturbance. I complained about this to Herefordshire Council – again I had no response. A week later I arrived home from work to find a large crowd of people gathering outside my home. Not for the first time I witnessed Mr Oakey pointing me out as the one person making complaints about The Barn. However, I am not the only person making complaints.

I was aware that this was another private party because as per usual I didn't recognise anybody and there was no event advertised on The Barn's social media page. I was in disbelief at how loud the music was that night.

After singing Happy Birthday, customers left on time for a change, very noisily.

I later learned that all of this noise was clearly heard by residents of the Alms Houses.

Yet again, my night was ruined. I could feel the vibration of the bass and drums running down my neck and back as I sat on my sofa trying to watch my tv.

I thought about the first line of The Barn's licence agreement. It says '*Noise or vibration shall not emanate from the premises so as to cause a nuisance*'. I have stated this time and time again and I have been ignored time and time again.

I thought about my basic human rights. My right to privacy. My right to relax in my own home.

I thought about comments made by Councillor Phillip Howells who during his term as Mayor of Ledbury agreed to meet me in my flat to discuss the situation at The Barn. In a long conversation he informed me that Mr Oakey had a 'vendetta' against me – simply because I had complained about The Barn. His words being '*He is the problem*'.

He repeated this to me on two other separate occasions. He has since denied ever saying this.

In December of last year, Mr Howells informed me that he now regards The Barn as a great asset to the town and that the owners were acting perfectly within their rights. He went on to say that there was nothing I could do about it. But there is something I can do about it like I did before. I have continued to gather evidence of noise nuisance at The Barn as instructed by Environmental Health.

Unfortunately, I have had to involve solicitors. This will no doubt cost me money. The thought of this fills me with dread. But I find comfort in the knowledge that I have the full support of my family and friends. People who know exactly what has been happening outside my home. People who are aware of the way that I have been treated. People who actually live in this town.

Finally, I will end in the same way I did in my previous statement two and a half years ago. Would you tolerate being treated in this way – and would you honestly want all of this disturbance going on right outside your home every week? If the answer to that is no, then why am I STILL having to put up with it.





# ACTION SHEET

PLANNING COMMITTEE  
19.05.2022

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
P586 (13.4)	The Clerk to ask a question of Herefordshire Council regarding whether this application is in the Ledbury parish	TC	07.06.2022	Response received - Although this application is indeed within the parish of WH, the site is adjacent to the boundary of LP. We therefore consult adjacent parties in case there are any comments	Completed
P586 (13.6)	The Clerk to establish whether there is a Listed Building application in respect of this due to it being in the conservation area.	TC	07.06.2022	email sent awaiting response	Completed
P588 (1)	That the Clerk investigates to establish whether there is a preservation order on the Oak tree in the field next to the bypass concerned.	TC	07.06.2022	email sent awaiting response	Completed
P588 (2)	That representation be made to Herefordshire Council regarding the removal of the trees and breach of the bund.	TC	07.06.2022	email sent awaiting response c	Completed
P589 (A2)	That the Clerk write to Herefordshire Council for Twenty's Plenty to be considered in Ledbury on the High Street and surrounding areas.	TC	31.05.2022	email sent awaiting response	Completed
P589 (A.3)	The Clerk contact Gareth Davis to offer support from Ledbury Town Council in respect of "A Community Station Partnership for Ledbury/Colwall".	TC	31.05.2022	email sent awaiting response c	In Progress

Agenda Item  
8

P589 (B.2)	recommendation be submitted to the Finance, Policy & General Purposes Committee that the quotation received from Bill Bloxsome in respect of the provision of Basic Conditions Statement and Consultations Statement at a cost of £800.	TC	26.05.2022	Resolved at FP&GP to approve	Completed
P593 (1)	That the Clerk investigate whether the Barn are breaching any of the licencing conditions placed upon the Barn and report back to a future meeting of the committee. The Clerk to write a letter to Mr Thomas and inform him that the council are gathering information from Herefordshire Council.	TC	07.06.2022	Enquiry sent to Council	Completed
P593 (2)		TC	07.06.2022	Email Sent	Completed

<b>ECONOMY &amp; PLANNING</b>	<b>15 JUNE 2022</b>	<b>AGENDA ITEM: 9</b>
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Report prepared by Angela Price – Town Clerk

## **HEREFORDSHIRE COUNTY BID**

### **Purpose of Report**

The purpose of this report is to ask Members of the Economy & Planning Committee to consider a representative to site on the Herefordshire County panel.

### **Detailed Information**

At a meeting of Full Council, held on 11 April 2022 Members were requested to give consideration to the Council becoming a member of the Hereford BID Company at a cost of £240 per annum and also whether they would wish to stand as a director of the BID Company.

At that meeting the following was resolved:

- a. That Ledbury Town Council become a member of the BID company at the cost of £240.
- b. That Ledbury Town Council apply to stand as a director of the BID Company.

At the time the council did not agree who would be the council representative to act as director on the BID Company.

At a meeting to discuss the progress of the BID, held on 7 June 2022 each interested Town Council was asked to provide a name of the councillor being proposed and that this name be provided by 5 July 2022.

The vision of the BID is "To develop Herefordshire as a high profile destination supporting all it's natural assets with high quality accommodation, attractions, retail, dining and entertainment experiences. A unique integrated and diverse offer which leaves visitors enriched and yearning for more."

With this in mind this would certainly sit under the auspices of the Economy & Planning Committee of this Council and therefore it would be practical to assume that a member of this committee would act as the Council's representative on the BID for the coming year.

### **Recommendation**

That Members nominate a representative of the Economy & Planning Committee to act as the Council's representative on the Hereford BID Company and that this be reported to full council accordingly.







**HEREFORDSHIRE COUNTY**  
Business Improvement District

**Business Plan**  
**2022-2027**

**Attracting Visitors**  
**Elevating Service**  
**Stimulating Prosperity**



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'Off the beaten track, under the radar, a hidden gem... call it what you will, the chances are you haven't yet stumbled upon Herefordshire'.

The Herefordshire County Business Improvement District (BID) is a specific geographic area, where retail, tourism and hospitality businesses can decide to come together for a five year term to invest in agreed projects and services to improve the local economy and the business environment.



# INTRODUCTION

Herefordshire is a unique and vibrant destination. For me it is indeed a hidden gem and it is exciting to think of the potential of working together as owners of shops, hotels, cafes, restaurants, B&Bs and visitor attractions to embark on new projects and initiatives to help boost our place and economy.

It is also worth noting early on that when we talk about visitors, it is in the widest sense from local residents who use our towns and villages regularly for shopping and the county for exploring and leisure to those that come from further afield for day visits, weekend breaks or longer. This may be for pleasure or business.

We must nurture this reputation to ensure that it remains one where our towns and villages, the public realm, our natural assets, attractions and offer are not only some of the best in the UK, but the experience of being here is truly inimitable.

In an increasingly competitive world, this relies on bold and intelligent thinking, finding new ways of tackling issues and coming up with exciting and agile plans to refresh and invigorate. Our plans must be achievable and demonstrate value but this does not mean they should do so at the expense of inspiration and innovation.

Whilst the pandemic has provided unprecedented challenges, for retail and hospitality in particular, it also perhaps, presents us with a once in a generation opportunity to capitalise positively on the retreat of high street names as well as changing consumer and visitor habits, namely a greater appreciation of local places to shop, socialise and visit.

This is a timely opportunity to support the growth of the visitor economy, with a wide range of national media having identified Herefordshire as a top 10 staycation destination. The market towns across Herefordshire are also critical to the local economy, both in terms of their offer to visitors but also to local residents. A county wide BID will provide a

route to supporting the visitor economy and the wider retail sectors in all of the market towns and across the rural areas.

A number of groups have been working diligently over the last couple of years to support and develop partnerships and projects. As a result we have seen unprecedented levels of investment coming in. To name some:

- 
- Over £20m from the Stronger Towns Fund for Hereford City
  - Over £3m for Leominster Heritage Action Zone
  - Over £0.7m for the Visitor Economy Group
  - Market Towns Investment Plans
  - The Herefordshire Cultural Strategy
- 

Your BID levy will raise over £2m over 5 years to deliver the projects that you, the businesses have told us you want. Your commitment will allow us to raise even more.

This Business Plan is designed to develop and deliver the vision we all share for a modern, vibrant, connected and high quality location able to meet the challenges and benefit from the undoubted opportunities that lie ahead. Your support for this process will help continue to evolve our plans and will amplify what we can achieve, the quality of what we offer and the awareness we desire. It is time to confidently take centre stage.

The ballot will take place between 02 November and 30 November 2021 and we ask that you vote YES to help us position Herefordshire as a unique and aspirational destination to visit and live - supporting essential tourism and local business.

**Vote "YES" for the Herefordshire County BID!**



**Joe Evans**

*Chair, Herefordshire County BID & Owner of Crumplebury/Green Cow Kitchens*



## WORKING TOGETHER TO GROW HEREFORDSHIRE'S VISITOR ECONOMY

Building on the excellent work of the Visitor Economy Group which began in response to the pandemic, a Herefordshire County BID will allow us to continue to support the county's recovery in a proactive and sustainable way. Alongside letting people know about our undoubted natural assets, we will work with partners in our fantastic market towns and the existing Hereford City BID to present a united approach in developing a stronger economy for all.

### ATTRACTING VISITORS

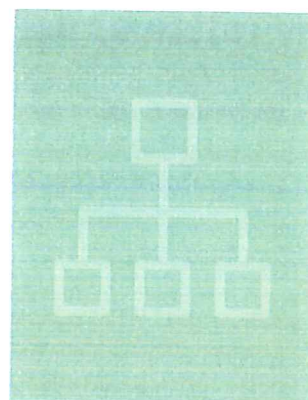
Through intelligent, high impact and stand out marketing & promotions

### ELEVATING SERVICE

By guiding visitors to our unique assets & maintaining the highest quality standards

### STIMULATING PROSPERITY

By expanding our sphere of influence and leadership



Herefordshire has a fantastic tourism, food and drink, and independent retail offer. We're able to compete with the best-known destinations in the UK - but the feedback we receive is that we are a largely unknown 'hidden gem'. Over the last 12 months, visitor economy businesses and the council have worked together to proactively promote the county for the first time in circa 10 years, reaching millions of people and attracting new visitors and spend to Herefordshire. This demonstrates what we can achieve when we all work together. The Herefordshire County Business Improvement District is a great opportunity for us to continue to work together, alongside the existing Hereford City BID, to support the growth of tourism and independent retail over the next five years. By pooling our collective resources through a business-led approach, we can realise the truly great potential of our amazing county.

**Dr Ellie Chowns, Herefordshire Council, Cabinet Member for Environment and Economy**





## OUR VISION

*To develop Herefordshire as a high profile destination supporting all it's natural assets with high quality accommodation, attractions, retail , dining and entertainment experiences. A unique, integrated and diverse offer which leaves visitors enriched and yearning for more.*

### Communicate

Attracting visitors and spend by promoting Herefordshire through intelligent and stand out marketing and building high impact and segmented campaigns with our partners to elevate our profile regionally and beyond.

### Connect

Providing unforgettable experiences by ensuring all touch points, from initial welcome to guiding visitors to our unique assets, maintain the highest quality standards. This extends to our fabulous attractions, market towns, outdoors spaces and wonderful providers, all of which will represent Herefordshire and impress with exceptional customer service.

### Collaborate

Act as a powerful advocate by expanding our sphere of leadership and influence to realise shared ambitions, ensuring we are a compelling force, raising standards and affecting change, challenging the status quo and moving the agenda forward.





1 COUNTY, 5 MARKET TOWNS

**4,000** JOBS SUPPORTED BY  
VISITOR ECONOMY

**£500M**



IMPACT  
ON LOCAL  
ECONOMY  
(20%)

**OVER 500**  
BUSINESSES IN THE BID

**OVER £2M**  
IN INVESTMENT FROM THE BID

**6M**  
VISITORS A YEAR

**OVER £25M**

INVESTMENT INTO OUR INFRASTRUCTURE & OFFER

Source: Visitor Impact Data from STEAM



# **BUSINESS IMPROVEMENT DISTRICTS EXPLAINED?**

## **What is a BID?**

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their place, be it town, city centre, tourism destination or business park, how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. BIDs deliver additional projects and services over and above those already provided by public bodies.

## **How does an area become a BID?**

Normally a 'BID Task Group' is set up which is responsible for putting together a business plan setting out the projects it aims to deliver on behalf of the businesses in the BID area. This is based on an extensive business consultation and engagement process. The business plan will include the projects, cost, delivery guarantees, performance indicators and the management structure. An independent and confidential postal vote is held with all the businesses that would potentially pay the BID levy. To become a BID a majority of those that vote must be in favour by both number and rateable value. A successful BID then has a mandate for a maximum of five years after which the BID would need to seek renewal through another ballot.

## **Who is developing the Herefordshire County BID and how is it managed?**

The Herefordshire County BID Task Group was formed in January 2021, consisting of a range of businesses and key stakeholders that cover the BID area geographically and sector wise. Once a BID is voted in, normally a private not for profit company is formed with members and directors from you, the businesses. Simply, BIDs are developed, controlled and managed by businesses. The BID will always welcome the involvement of more businesses, and should you wish to work with us, please do get in touch.

## **How is a BID monitored?**

Like any good business plan, specific key performance indicators (KPIs) are set and are monitored. The BID Company is accountable to the businesses that pay the BID Levy, and will be required to inform and communicate with its members on progress.

## **Does this mean local government will stop delivering or reducing services?**

No. BID money can only be used to carry out projects/services ADDITIONAL to those that public services have to provide. Prior to the BID business plan being produced, the current services being delivered by all public agencies are set out in Baseline Statements. These are available upon request. Herefordshire Council will actually be making a substantial contribution as a BID Levy Payer as well.

## **Do BIDs actually work?**

Yes. BIDs have been around since the 1970s, and have continued to grow in popularity because of the big benefits businesses see. There are now over 2000 BIDs around the world, including over 300 in the UK. BIDs have to be voted in again every 5 years and 9 out of 10 are renewed including our nearest ones in Hereford City and Shrewsbury who are in their second term.

## **How will this BID work with the existing Hereford City BID?**

Hereford City BID is an established BID having been renewed recently by businesses to carry on its work in the City Centre. The Herefordshire County BID is a much wider area drawing in tourism, hospitality and retail businesses from the other market towns. We will continue to work collaboratively with the Hereford City BID to provide a united offer and where appropriate work on joint projects. Existing Hereford City BID levy payers will not pay twice.





# WHAT WILL THE BID DO FOR YOU?

**We'll target the right audiences, at the right time with the right messages to stimulate visitor and shopper demand in Herefordshire.**

Herefordshire has a wealth of assets centred around its landscapes including quaint villages and market towns, the River Wye, its heritage, the outdoor lifestyle, farming and a burgeoning creative sector. These would be the envy and pride of many a place.

In 2021 the Visitor Economy Group with funding from The Marches LEP/Herefordshire Council started making good headway in addressing the lack of strategic support for the visitor economy, how destination activity is organised, under-resourcing and a tendency to fragment funds across a wide geography. This work has resulted in much better market positioning and in assisting the delivery of a consistent high-quality visitor offer.

The opportunity to increase visitor numbers (the Costwolds attract approximately 24m visitors compared to Herefordshire's 6m) and visitor spend (which is about 30% lower compared to the UK average) is there.

This business plan aims to continue and develop the work that has been started. In doing so it will build on the authenticity and uniqueness of the many small businesses, attractions, market towns and villages.

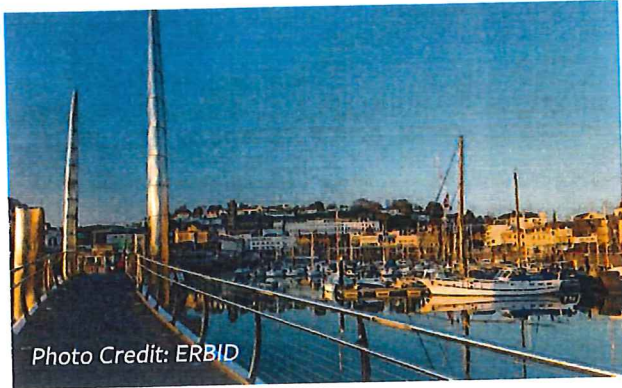


## SO WHAT BENEFITS CAN I EXPECT TO SEE? HERE ARE JUST SOME:

-  Continued development of the Visit Herefordshire website and social media platforms
-  Further development of the Visit Herefordshire brand
-  Active & engaging PR campaigns such as Apples for Autumn, Cider Circuits and Roast & Rambles
-  Development of distinct promotional campaigns to highlight the range and quality of speciality independent businesses and areas – both collectively and individually
-  Develop or support a Loyalty/Gift/Reward programme to encourage local residents and employees to visit businesses
-  Develop a powerful connected business community voice representing your views alongside those of the big corporates and other key stakeholders
-  Influence on creating a better-quality, more appealing and vibrant environment for your business, clients and staff both during the day and into the evening
-  A focus on encouraging and incubating uniquely Herefordshire businesses particularly from the creative & technology sectors
-  Access to specialist training and networking
-  Access to data and Intelligence to be able to plan
-  Reduced business costs and Improved return through preferred supplier programmes and other initiatives



# WHAT HAVE OTHER BIDS DONE?

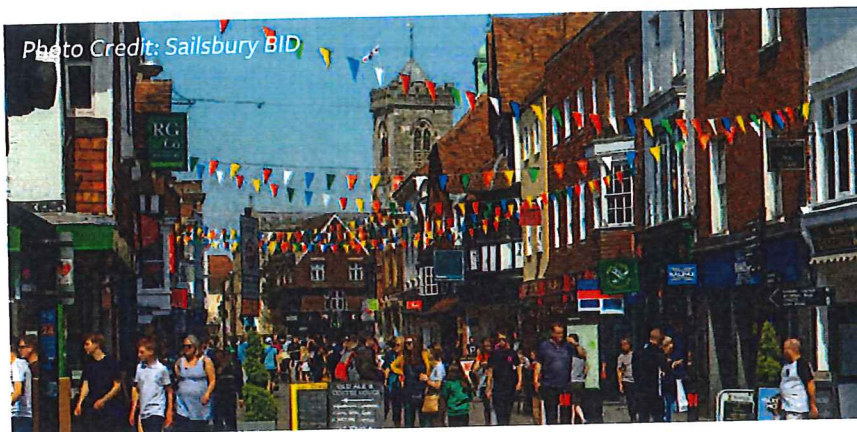
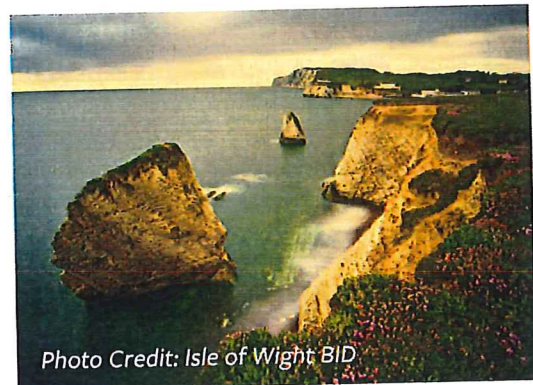


## The English Riviera BID in its first 5 years saw:

- Overnight stays increased by 5%
- Spend increased by 6%
- Average length of stay increased to four nights

## The Isle of Wight BID in its first 5 years saw:

- £17.5m of press and media coverage
- First time visitors increased by 6%
- Over £300,000 in additional income raised



## The Salisbury BID in its first 5 years saw:

- The installation of 7 map totems to help visitors navigate more easily
- Provided a contract free, environmentally friendly waste collection service for BID members
- Invested over £50,000 in dressing buildings, street furniture and floral displays

**VOTE YES TO INCREASE VISITORS**

**VOTE YES TO INCREASE SPEND AND DWELL TIME**

**VOTE YES TO PROMOTE HEREFORDSHIRE AS A DISTINCT DESTINATION**



## October 2019

BID Feasibility Study completed including engagement with key businesses and stakeholders.

## March 2020

UK hit by the Coronavirus Pandemic and subsequently the country goes into lockdown. BID process suspended and numerous business and financial support measures put in place.

## November 2020

BID process restarts

## February 2021

Herefordshire County BID Task Group formed, composed of business representatives from key sectors and market towns as well as public agencies and key stakeholders

## March to July 2021

Business engagement and consultation commenced which included:

**Creation of website for information**

**Distribution of two BID newsletters to all eligible businesses**

**Survey sent out to all eligible businesses**

**Over 400 one-to-one engagement with businesses**

**Three business workshops held**

**Consultation with Herefordshire Council and all Market Towns**

**Consultation with Hereford City BID**

**Consultation with Visitor Economy Group**

## August 2021

Herefordshire County BID Task Group Business Planning Day to bring together above consultation and produce draft business plan.

## September 2021

Full Business Plan consultation

## October 2021

Final Business Plan & Ballot Campaign



## LISTENING TO YOU

It is important when developing the new business plan that we listen to what our businesses and stakeholders have to say. It is even more acute when we have been through times of great challenge and upheaval, but also one which provides opportunity. We have spent time engaging with businesses over the last few months and listened to your thoughts. In addition to our newsletters and website, we have undertaken specific consultation and engagement with regards to the Business Plan. The information has been collected through a number of channels.

Over 65% of small businesses are interested in working together to reduce costs by centrally procuring trade waste management, recycling, payment systems & broadband









Over 80% want better business advocacy on issues such as transport and mobile connectivity


90% of businesses want better marketing of Herefordshire



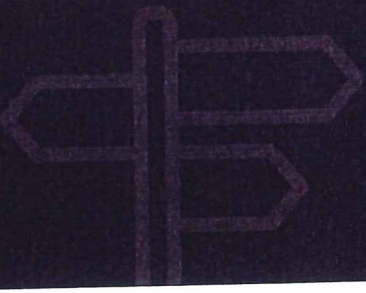
Over 50% want more 'green tourism' Greening, dressing buildings, dealing with vacant premises, supporting local events were the key requirements from public agencies and tourism bodies



Over 70% of businesses want specific area or sector based marketing



Over 60% of businesses want improved signage and wayfinding



## WHAT'S NEXT?

Businesses within the BID area will receive a ballot paper by post. The vote to establish a BID for Herefordshire County will then formally open. From this date businesses can complete and return their ballot papers to Civica Election Services (CES), the independent agents acting on behalf of Herefordshire Council's Returning Officer. The following outlines the Ballot timetable:

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**Ballot Notice - Sent on 19 October 2021**

**Despatch of Ballot Papers - 02 November 2021**

**Close of Postal Ballot - 30 November 2021**

**Formal Declaration of Ballot Result - 01 December 2021**

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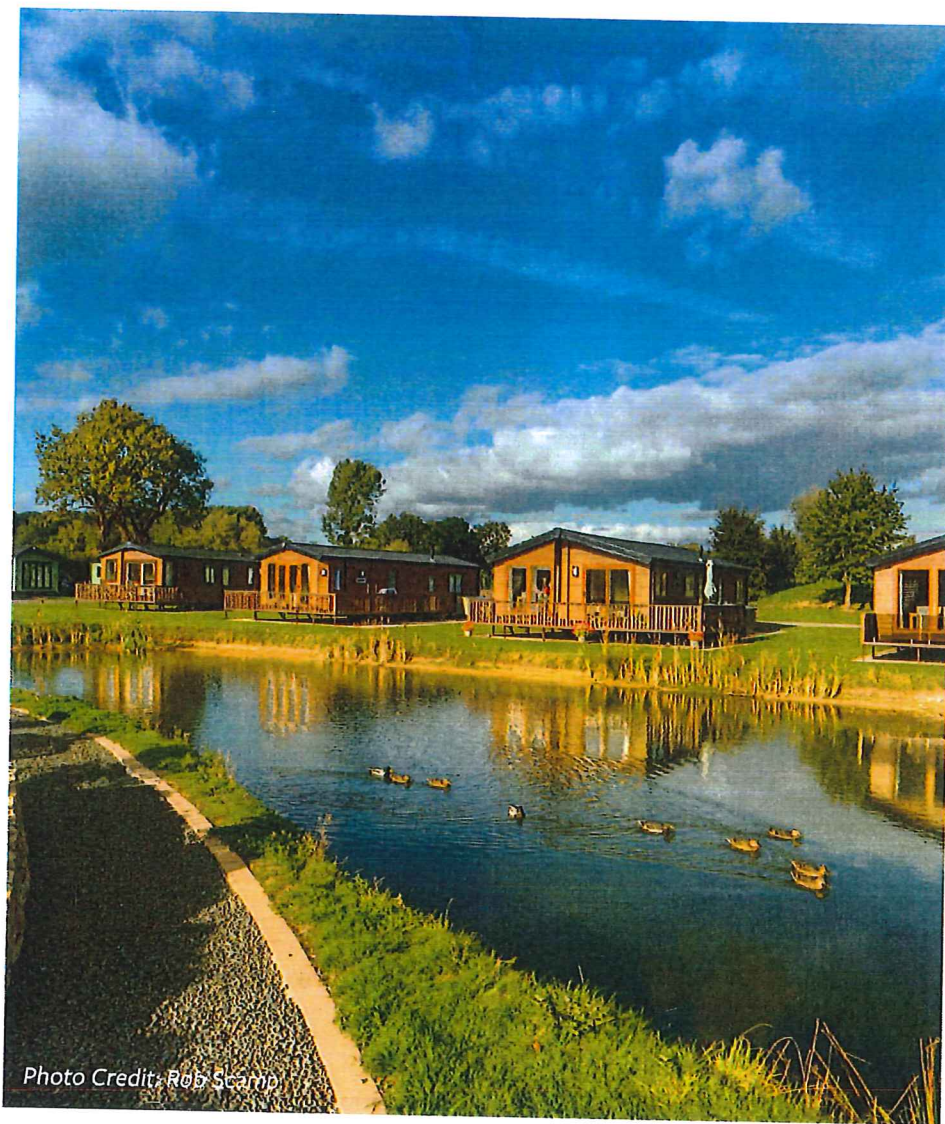


Photo Credit: Rob Scamp

## THE WORK THAT THE VISITOR ECONOMY GROUP HAS BEEN DOING THIS LAST YEAR HAS ALREADY YIELDED RESULTS.

**WE WANT TO CONTINUE BUILDING ON IT.**

- Launch of the Visit Herefordshire brand in early 2020
- Development of the Visit Herefordshire website in March 2021
- The website has attracted over 100,000 unique visits
- Over 450 providers featured on the website
- Over 3000 walk & cycle routes downloaded from the website
- A PR and marketing plan that has generated over £1m of press and media coverage
- Social media platforms with a reach of over 8m
- Herefordshire's very first TV ad with a reach of over 1.6m people



**WITHOUT THE  
HEREFORDSHIRE  
COUNTY BID, MUCH  
OF THIS GREAT WORK  
WILL HAVE TO CEASE**

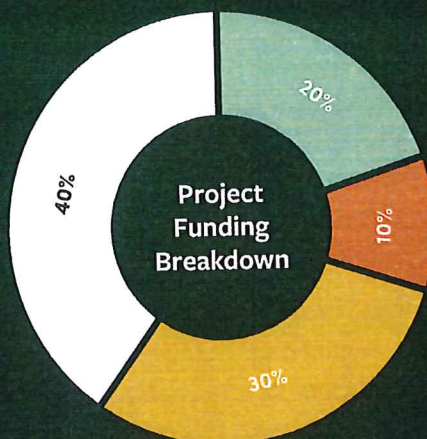
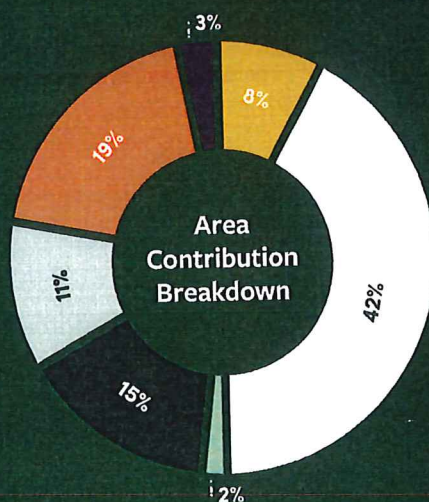
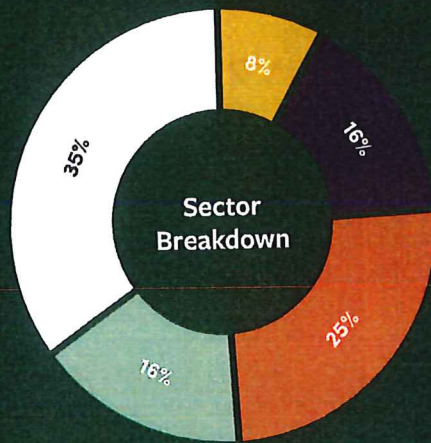


## PROJECT AND FINANCE SUMMARY

Herefordshire County BID will facilitate the development and implementation of county wide projects and services that businesses want to see take place in partnership with organisations and businesses in Herefordshire.

The consultation has also clearly indicated that a very important part of our offer, the market towns, also want to have specific support. We will also be developing sector specific campaigns.

The following pie charts give an illustration of the funding breakdown and also the how much each market town contributes. Spending in broad terms will be 60% to county wide projects and 40% to area specific activities after overhead costs.



### 1. Sector Breakdown

- Independent Retail / 35%
- Food & Drink / 25%
- Accommodation / 16%
- Attractions & Leisure / 16%
- Other / 8%

### 2. Area Contribution Breakdown

- Hereford City / 42%  
*not including Hereford City BID*
- Ross on Wye / 19%
- Ledbury / 15%
- Leominster / 11%
- Other / 8%
- Bromyard / 3%
- Kington / 2%

### 3. Project Funding Breakdown

- Communicate / 40%
- Connect / 30%
- Collaborate / 10%
- Overheads / 20%



This Herefordshire destination BID finally gives us as a rural community of businesses the chance to work collectively in order to enhance and promote our beautiful area. The funding we can raise will ensure we can continue to thrive nationally through collaborative projects that improve our marketing ability, and even support the network of business infrastructure and hopefully in turn that will support the rural Herefordshire tourism, hospitality and retail sectors.

**Andy Link, The Riverside at Aymestrey -  
Marches Chefs**



# CON

## ATTRACTING VISITORS ELEVATING SERVICE STIMULATING PROSPERITY

### OUR PROJECT AREAS

Our mission is to ensure that the Herefordshire County BID is an informed, representative and change-making voice and resource for our businesses. We are committed to more effectively managing and promoting the county and its towns and securing our position not only as one of the best destination BIDs but industry leading in our ambition and delivery.

In line with this, we will direct our work into 3 main themes:

### Communicate, Connect & Collaborate

These themes will build on work that has already been done by the Visitor Economy Group alongside other investment that we will see in the coming years. It is even more important that we have the financial and organisational ability as well as a powerful collective voice to develop and deliver our ambitious plans.



I support the Herefordshire County BID as we need to build on the existing work by the likes of the Visitor Economy Group and the Hereford City BID. It is important that we have a set up and funding that promotes our wonderful market towns and villages, amidst the beautiful countryside so that those across the UK can appreciate it.

**Caroline Green, Take 4 Gallery**





# COMMUNICATE

Projects that will communicate what makes our place great and showcase all that we have to offer. Our aim is to position our location locally, regionally and nationally, through intelligent, segmented and sophisticated marketing. A robust and sustainable response to ensure that we become one of the leading destinations in the UK, working with our partners to ensure a co-ordinated approach to attract visitors, spend and footfall.

Area & sector specific marketing campaigns

Continued investment in a high quality destination website

Development of social media platforms

Using technology to deliver real time visitor Information

Build on our new brand with high quality county wide marketing & PR campaigns

[VISITHEREFORDSHIRE.CO.UK](http://VISITHEREFORDSHIRE.CO.UK)



# CONN

Projects that produce tangible results on the ground to ensure that the experience had by our visitors and businesses is top class. The creation of a range of materials, events, services and facilities that will provide, in time, a high quality experience for those visiting. This could mean expanding our season/offer and/or support/upgrade existing, events and services where appropriate.



# EFFECT

Develop a wayfinding & signage programme for the county and towns

Develop a signature countywide BID event or support existing local events

The development and promotion of trails based around lifestyle activities such as walking and cycling

Develop better broadband and mobile connectivity

Look at tactical animation and pedestrianisation of the public realm in our towns

Lobby to improve footpaths in our rural areas



# COLLABORATE

Projects that show what Herefordshire County BID and our members can achieve. Informing, empowering and unifying to produce real results and instill change for the better. To be the leading business voice representing interests locally, regionally and nationally in order to shape policy, secure funding and investment, increase spend and visitors and develop the highest standards for operations and management.

Work collectively to develop eco-friendly tourism and sustainable business practices

Improvement & investment in shopfronts and other vacant/derelict properties

Development and/or support of a Gift/Reward/Tourism card to encourage loyalty and spend in our businesses

Work to diversify our market towns and villages by encouraging creative, cultural and technological entrepreneurs and investment

Sharing of data and intelligence in a timely and digestible manner to make sure you make the right decisions for you're your business and your place

High quality training and networking events to build the capacity of individuals and organisations

Acting as a powerful lobbying & advocacy to ensure wider economic and infrastructure issues and opportunities such as business taxation, roads & transport networks and major public and private sector investment work for business and our area

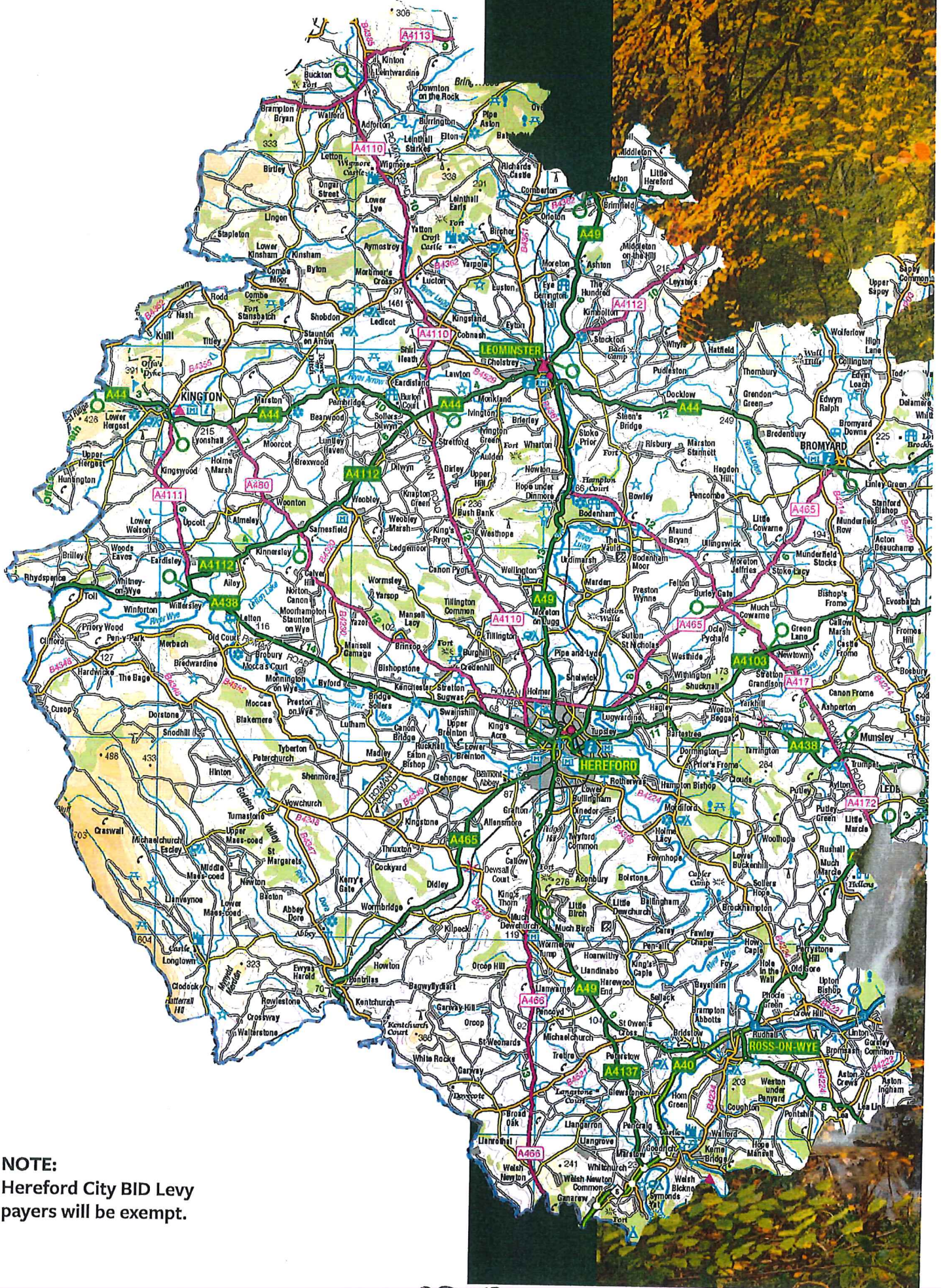
Reducing costs for small independent businesses through centralised procurement of services such as trade waste management, recycling, payment systems, energy and insurance





# THE BID AREA

Photo Credit: Rob Scamp



**NOTE:**  
Hereford City BID Levy  
payers will be exempt.



## The following sectors will be part of the Herefordshire County BID

Adventure Centre & Premises	Gym/Fitness Suite
Airfield & Premises	Gymnasium
Amusement Park & Premises	Gymnasium & Premises
Aquatic Centre	Hairdressing Salon & Premises
Auction Room & Premises	Health & Beauty Salon
Auction Rooms, Car Auction Site & Premises	Historic House & Premises
Ballet School	Holiday Centre & Premises
Bank & Premises	Horse Racecourse & Premises
Betting Shop & Premises	Hostel & Premises
Bingo Hall & Premises	Hotel & Premises
Bowling Alley & Premises	Internet Cafe
Bowling Club & Premises (Outdoor)	Kennels, Stables & Premises
Brewery & Premises	Launderette & Premises
Bus Station & Premises	Leisure Centre & Premises
Cafe & Premises	Library & Premises
Camping Site & Premises	Livestock Market & Premises
Car Auction Site & Premises	Micro Brewery & Premises
Car Park & Premises	Motorway Service Area & Premises
Car Sales & Premises	Museum & Premises
Car Showroom & Premises	Night Club, Shop & Premises
Car Wash & Premises	Outdoor Activity Centre
Caravan Park & Premises	Pavilion & Premises
Climbing Centre & Premises	Petrol Filling Station & Premises
Commercial Laundry & Premises	Public House & Premises
Communication Station & Premises	Public House Lodge & Premises
Concert Hall & Premises	Racing Stables
Conference Centre & Premises	Racing Stables & Premises
Distillery & Premises	Range
Equestrian Centre & Premises	Restaurant & Premises
Equine Establishment & Premises	Riding School & Premises
Field Activity Centre	Rowing Club & Premises
Fish & Chip Shop	Self Catering Accommodation
Function Venue, Holiday Lets & Premises	Self Catering Holiday Homes & Premises
Gallery & Premises	Self Catering Holiday Unit
Gallops	Self Catering Holiday Unit & Premises
Game Bird Farm	Shop & Premises
Garden Centre & Premises	Sports Centre & Premises
Go Kart Track & Premises	Sports Ground & Premises
Golf Course & Leisure Facilities	Squash Club
Golf Course & Premises	Stables & Premises
Golf Driving Range & Premises	Stud Farm & Premises
Guest House & Premises	Studio & Premises
Gym & Premises	Swimming Pool & Premises
	Tennis Courts & Premises





A Destination BID for Herefordshire will provide focused, consistent, and highly relevant support for retail and tourism across the county. It is high time these two industries had an organisation that will fight for, and champion their members interests, helping put them firmly on the regional map with a programme of progressive initiatives. Together, so much more can and will be achieved for our businesses and Herefordshire, who only stand to benefit with greater visitor numbers and access to their clients.

As the CEO of the Hereford BID, and someone who has witnessed first-hand the benefits of a private sector organisation working with members and delivering meaningful projects, I support a Destination BID in the county and the wonderful vision that our local businesses deserve to see realised. If the Destination BID do not do this, who will?

**Mike Truelove, Hereford BID**

## THE BID LEVY

If there is a YES vote all eligible businesses will contribute to the themes and projects outlined.

Every eligible business in the BID area will pay the BID levy, which is calculated as 2% of its premises rateable value. The rate will not change throughout the duration of the BID term.

The table below gives an example of what the BID levy could be for your business.

Rateable Value	Maximum Annual Levy	Maximum Daily Equivalent Cost
Below £12,000	Exempt	
£12,000	£260	£0.71
£15,000	£300	£0.82
£25,000	£500	£1.37
£50,000	£1,000	£2.74
£100,000	£2,000	£5.48
£250,000	£5,000	£13.70
£500,000+	£10,000	£27.40

### Voluntary Contributors

Businesses with a rateable value of under £12,000 will be formally exempt from paying the BID levy but can join voluntarily. A voluntary contribution will entitle a business to benefit from all the projects and services outlined in this business plan as well as full rights as a company member.





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Having been involved with Herefordshire tourism and the wider economy over the last several years and particularly recently in my recent post as Chair of the Visitor Economy Group I see the success of this Destination BID as vital – we cannot leave a vacuum after the current funding runs out in March 2022. Building on the work that has created “Brand Herefordshire”, the new marketing assets and the success of the advertising, PR and digital media campaigns is just part of a wider successful campaign that will bring future prosperity to our beautiful county.

**Jo Hilditch, Managing Director, White Heron, Chair  
Visitor Economy and Herefordshire High Sheriff 2021**



# BID BUDGET FORECAST 2022 – 2027

The proposed budget for the new term is set out below.

	2022/23	2023/24	2024/25	2025/26	2026/27	Totals
<b>Income</b>						
BID Levy	£431,000	£431,000	£431,000	£431,000	£431,000	£2,155,000
Supporting Income*	£350,000	£80,000	£80,000	£80,000	£80,000	£670,000
<b>Total Income</b>	<b>£781,000</b>	<b>£511,000</b>	<b>£511,000</b>	<b>£511,000</b>	<b>£511,000</b>	<b>£2,825,000</b>
<b>Expenditure</b>						
Communicate	£476,500	£206,500	£206,500	£206,500	£206,500	£1,302,500
Connect	£150,000	£150,000	£150,000	£150,000	£150,000	£750,000
Collaborate	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
<b>Sub Total</b>	<b>£676,500</b>	<b>£406,500</b>	<b>£406,500</b>	<b>£406,500</b>	<b>£406,500</b>	<b>£2,302,500</b>
<b>Overheads</b>						
Staff	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Office/IT	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Insurance	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
Levy Collection Cost	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000
Professional Fees	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
<b>Sub Total</b>	<b>£104,500</b>	<b>£104,500</b>	<b>£104,500</b>	<b>£104,500</b>	<b>£104,500</b>	<b>£522,500</b>
<b>Total Costs</b>	<b>£781,000</b>	<b>£511,000</b>	<b>£511,000</b>	<b>£511,000</b>	<b>£511,000</b>	<b>£2,825,000</b>

## ADDITIONAL INCOME

BIDs across the UK on average generate 20% in additional income through their lifetime. The Herefordshire County BID will endeavour to raise additional income with a view to covering as much of the overhead cost as possible.

\*Herefordshire Council are providing £350,000 across 2021/22 and the start of 2022/23 through their COVID Recovery Plan.



The Ledberry are fully in support of the BID and the outcomes it can help to deliver. When we decided to set up our independent business in Ledbury it was because we recognised so much potential in both the town, and also in the wider Herefordshire region. We believe that by working together with other local businesses through the BID we will be a stronger force to achieve great outcomes and make our towns the best that they can be for locals and visitors alike.

**Dani Moyles, The Ledberry**



## We warmly invite you to come on board.

The Herefordshire County BID will be managed by a new, not for profit company limited by guarantee. All BID Levy payers and equivalent financial contributors are eligible to become members of the Company and consequently vote on Company matters and seek office.

Board Director positions are unpaid and voluntary and will endeavour to include a mix of all sectors/areas of business that operate within the BID area as well as the skills and experiences required for the proper functioning of the company.

### The key responsibilities for the Board will be to:

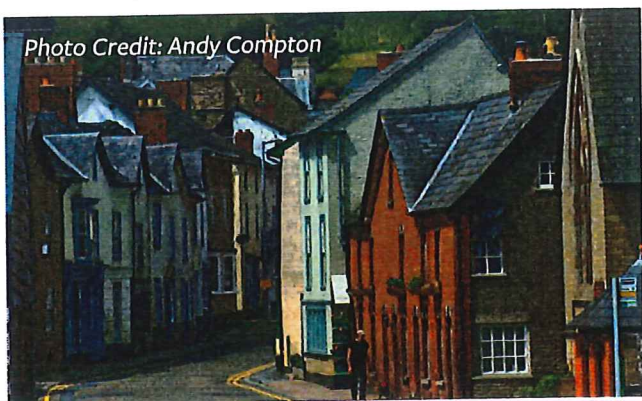
- Set policy and strategic priorities
- Develop and monitor project development and implementation
- Effective management of resources
- Monitoring performance
- Develop effective communication with businesses and stakeholders
- Act as a powerful lobbying and advocacy organisation for its members

*The Main Board will be supported by Thematic Working Groups as needed*

Board Directors will be known to all businesses. There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and made available to members and stakeholders.

It will be a requirement that board members have all the necessary skills and knowledge to successfully drive the operational side of the BID. Levy funds will be strictly monitored by the board with all expenditure in line with this Business Plan.

Photo Credit: Andy Compton



## BID GOVERNANCE & MANAGEMENT

The BID will work in partnership with Herefordshire Council, Town & Parish Councils as well as Business and Tourism Groups, to harness the best from each organisation involved in the BID and make the most of their existing resources.

If successful at ballot the new term will commence on 01 January 2022. It will run for five years and then be required to seek renewal through a new ballot.



### The Board Structure

The Board of Directors will aim to have the skills and experience required to implement the business plan as well as representing the key geographical areas.



Retail x4



Food & Drink x2, Accommodation x2,  
Attractions & Leisure x2, Public Sector x2



Co-Opted x3



## BID LEVY RULES & BALLOT

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the Herefordshire County BID will be for a period of five years commencing on 01 January 2022.
- The levy rate is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area.
- The following exemptions to the BID Levy apply:
  - » Those with a rateable value of less than £12,000
  - » Retail businesses with a rateable value greater than £100,000
  - » Businesses whose primary function does not fall into the categories identified on Page 21
  - » Non-retail charities with no paid staff, trading income, arm or facilities and entirely voluntary or subscription based organisations
- The levy will be a fixed rate of 2% based on the rateable value per hereditament as at 1st January each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Under the BID regulations 2004, Herefordshire Council is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the BID on an agreed basis.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID.
- The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The Board will produce a set of annual accounts available to all members.





The creation of Herefordshire Destination BID will ensure the long term viability of cohesive county wide destination marketing and development. The BID will enable us to continue the excellent work of the Visitor Economy Tourism Recovery Project which has launched a new tourism brand & visitor web site, developed new cycling and walking products, and raised the profile of the county in national press, and across social media channels.

The BID will be managed by the businesses who are contributing, enabling us as an industry to steer the future direction of development and marketing of the county. The BID will act as an industry voice and partner with the local authority.

**Kate Tudge, Marketing Manager,  
Oaker Wood Leisure**

### BID Ballot

All eligible businesses have the opportunity to vote.

The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Herefordshire Council which is the responsible body as determined by the BID legislation.

Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area as provided by Herefordshire Council. Organisations occupying more than one hereditament will have more than one vote.

A proxy vote is available, and details will be sent out by Returning Officer at Herefordshire Council

Ballot papers will be sent out to the appropriate organisation from 02 November 2021, to be returned no later than 5pm on 30 November 2021.

For the BID to go ahead, two conditions must be met:

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**More than 50% of businesses that vote must vote in favour.**

**Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.**

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## MEASURING PERFORMANCE

Herefordshire County BID and its board will keep levy payers up to date on all the projects that the BID will implement over the 5 year term in a variety of ways. It will demonstrate that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:



**Footfall figures**



**Visitor numbers**



**Spend Figures**



**Rental levels**



**Car parking usage**



**New business activity**



**Annual surveys**



**Business feedback**



**Consumer feedback**



**Media coverage**



**Website/social media interactions**



I support the Destination BID as I believe we have an amazing county that with proper investment and harnessing of all its natural resources and talent can benefit our business and community. Working together for the greater good, we'll put Herefordshire on the map.

**Glenn Jones, Discover Parks**

Performance measurement will be carried out at regular intervals and the results will be reported back to levy payers through the following channels:

- 1. Annual meetings**
- 2. Group liaison forums and briefings**
- 3. Direct communications**

*for example: e-bulletins, newsletters and face-to-face meetings*



# GET IN TOUCH

For further information, please contact us using the following details:

Mo Aswat, Project Director

07789 792454

mo@themosaicpartnership.co.uk



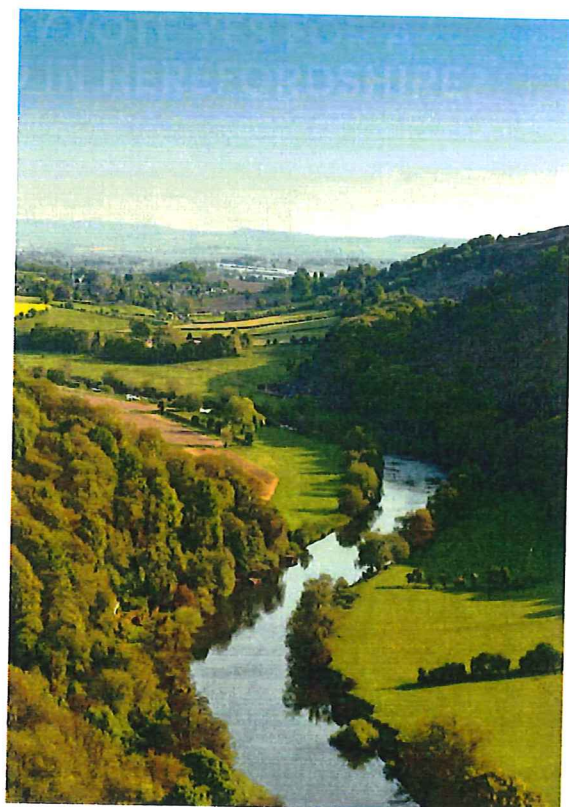
Visit our website:

[www.herefordshirecountybid.co.uk](http://www.herefordshirecountybid.co.uk)





Photo Credit: Dan Salter



## WHY VOTE YES FOR A BID IN HEREFORDSHIRE?

The Herefordshire County BID presents an opportunity for businesses to move Herefordshire forward, to stop talking about what could be achieved and to start delivering a plan which is backed with funding. The plan is focused on the projects which you, the businesses, have asked to be prioritised and which will deliver a return on your investment.

Post COVID-19, the destination must respond to the economic impact by marketing Herefordshire and its towns and delivering a great experience for visitors. Implementing the Business Plan will assist this and with other investment make Herefordshire a great place to visit and do business.

Together we can embrace the opportunity for greater input, influence, control and self-determination, by providing a new energy and sustainable funding stream to make this happen.



## Herefordshire County BID Board Meeting Dates

June	7th	Zoom	9am	2 Hours
July	12th	Meeting	10am	90 minutes
August	16th	Zoom	10am	90 minutes
September	20th	Meeting	10am	90 minutes
October	18th	Zoom	10am	90 minutes
November	22nd	Meeting	10am	90 minutes
December	15th	Zoom	10am	90 minutes

### **2023**

January	24th	Meeting	10am	90 minutes
February	28th	Zoom	10am	90 minutes
March	28th	Meeting	10am	90 minutes
April	25th	Zoom	10am	90 minutes
May	23rd	Meeting	10am	90 minutes







# Planning Decisions Log

Planning App	Details	Case Officer	LTC's Recommendation	HFDS Decision
<b>LTC MEETING DATE 11 July 2018</b>				
<a href="#"><u>192361</u></a>	Proposed works to remove T1 Cherry and works to T2 Variegated Maple to thin and lift the crown at Bowling Green Cottage, The Southend, Ledbury, HR8 2HD – works to trees in a conservation area	OK	No objection	No Decision
<b>LTC MEETING 11 MARCH 2021</b>				
<a href="#"><u>204577</u></a>	Proposed redevelopment of former auction rooms with associated demolition works, now car parking and other infrastructure – Former Auction Rooms, Market Street, Ledbury, Herefordshire	CB	No Objection	Approved with conditions
<a href="#"><u>204578</u></a>	Proposed redevelopment of former auction rooms with associated demolition works, now car parking and other infrastructure – Former Auction Rooms, Market Street, Ledbury, Herefordshire – <b>Listed</b>	CB	No Objection	Approved with conditions
<b>Building Consent</b>				
<b>LTC MEETING 9 DECEMBER 2021</b>				
<a href="#"><u>213810</u></a>	Reserved Matters application following outline 171532 for part of the landscaping matter for the advance planting of new hedgerow and associated planting to the north west boundary – Land North of Viaduct, Adjoining Orchard Business Park, Ledbury, Herefordshire	CB	No Objection	No Decision
<b>LTC Meeting 10 February 2022</b>				
<a href="#"><u>220103</u></a>	Application for variation of condition 11 of Planning application MH0619/85 (Erection of 4 No. 1,000 square foot light industrial units). To allow changes in opening hours to: January to December 10th opening hours to be Monday to Friday 06:00–19:00, Saturday 06:00–16:00 and December 11th to December 24th opening hours to be Monday–Sunday 06:00–22:00 (The 22:00 being worst case scenario and only to happen on the 22nd and 23rd when picking and packing Christmas orders). Outside of those hours to allow that cleaning can	MT	1.OBJECTION – on the grounds that the current hours being breached and noise pollution. 2. That the Clerk contacts the Planning Enforcement officers at Herefordshire Council to ask for clarification on	No decision

Agenda Item 11



	occur 24hrs a day, so long as the noise is within the legal tolerance and no shutters would be opened to disturb the local residents.		the enforcement rules in place in respect of Unit 3 and whether there has been any improvement since the enforcement notice was issued	
<b>LTC Meeting 10 March 2022</b>				
<a href="#"><u>213801</u></a>	Proposed first floor extension above existing garage. Replacement of the cladding with timber composite cladding – <a href="#"><u>12 Winston Close, Ledbury, Herefordshire, HR8 2XQ</u></a>	MN	No Objection	Approved with conditions
<a href="#"><u>220374</u></a>	Small scale demolition works with new single rear and two storey side extension – <a href="#"><u>Briar Bank, 49 Bank Crescent, Ledbury Herefordshire, HR8 1AF</u></a>		No Objection	No decision
<a href="#"><u>220576</u></a>	Proposed replacement outbuilding and demolition of conservatory – <a href="#"><u>2 Rose Cottages, Victoria Road, Ledbury, Herefordshire, HR8 2DB</u></a>	MN	No Objection	Approved with conditions
<a href="#"><u>220603</u></a>	4 New fascia 2500 x 800mm 5 TSB Canister Logo 6 TSB Projection Sign 10. Address Panel – <a href="#"><u>17-19 The Homend, Ledbury, Herefordshire, HR8 1BN</u></a>	MN	No Objection	Withdrawn
<b>LTC Meeting 10 April 2022</b>				
<a href="#"><u>220557</u></a>	Extending the dropped kerb by 6m one side to allow access after a wooden fence has been removed and extending by 1m the other side to allow for easier access and visibility when entering/leaving the driveway – Elmscroft, New Street, Ledbury, Herefordshire, HR8 2EE	MN	No Objection	Approved with conditions
<a href="#"><u>220694</u></a>	Proposed new stables and garden store; to include vehicle access to stables and parking off road with turning area – <a href="#"><u>Ludstock Grange, Ross Road, Ledbury, Herefordshire, HR8 2LE</u></a>	MN	No Objection	No decision
<a href="#"><u>220855</u></a>	Application for approval of reserved matters following outline approval – <a href="#"><u>Land South of Leadon Way, Ledbury, Herefordshire</u></a>	CS	Extension requested – pending meeting with Vistry Homes Ltd	No decision
<a href="#"><u>220861</u></a>	1. Yew tree in the rear garden – full canopy reduction by 3-4 metres (back to previous reduction point). 2. Yew tree located in the rear	LS	No objection	Can Proceed



	garden – full canopy reduction by 2-3 metres. 3. Dead silver birch in rear garden – fell dead/dangerous tree. 4. Two conifers in rear garden – reduce by 3-4 metres down to a manageable height – <b>Abbey House, 37 The Homend, Ledbury, Herefordshire, HR8 2AA</b>			
<a href="#"><u>220905</u></a>	Proposed change of use of Class E (barber) to Sui Generis (tattoo and piercing parlour) – <b>40 Bye Street, Ledbury, Herefordshire, HRF8 2AA</b>	MN	No objection	Approved with conditions
<a href="#"><u>213387</u></a>	Amend scheme to convert redundant traditional agricultural buildings into 5 no. residential dwellings. Previous approval references P184126/P and O184127/L – <b>Upper Mitchell Farm, Bradlow and Westhill, HR8 1JF</b>	JB	No objection	Approved with conditions
<a href="#"><u>213388</u></a>	Amend scheme to convert redundant traditional agricultural buildings into 5 no. residential dwellings. Previous approval references P184126/P and O184127/L – <b>Upper Mitchell Farm, Bradlow and Westhill, HR8 1JF – LISTED BUILDING CONSENT</b>	JB	No Objection	Approved with conditions
<b>LTC Meeting 19 May 2022</b>				
<a href="#"><u>221183</u></a>	Proposed two storey extension to side – <b>101 Robinsons Meadow, Ledbury, Herefordshire, HR8 1SX</b>	MN	No Objection	No Decision
<a href="#"><u>221285</u></a>	Proposed conversion of an attic space into a bedroom and ensuite along with associated stairs and mitigation bar roost – <b>Upper Hall Lodge, Ledbury, Herefordshire, HR8 1JA</b>	JB	No Objection	No Decision
<a href="#"><u>221306</u></a>	Proposed change of use from B2 use to Hand Car Was. Construction of canopy to cover was area (Retrospective) – <b>Ledbury Hand Car Wash, Ledbury, Herefordshire, HR8 1LG</b>	JB	That member wait for more information to be provided in respect of flood and drainage issues before submitting a comment	No Decision
<a href="#"><u>221468</u></a>	Proposed two storey rear extension – <b>Arknell Farm, Horse Road, Wellington Heath, Ledbury, Herefordshire, HR8 1LS</b>	Jb	Query whether falls within Ledbury Parish- Case Officer advised that site is adjacent to the boundary of	No Decision



<a href="#"><u>221507</u></a>	<p>Partial replacement of synthetic roof slate with natural slate, rebuilding of previously demolished chimney, removal of several modern internal partition walls, construction of several new partition walls, installation of new bathroom and kitchen fitting, opening up blocked fireplace, installation of a new multi-fuel appliance and hearth, installation of secondary glazing, forming several holes in the external walls and fitting vents for mechanical air extraction from bathrooms – <b>Abbey House, 37 The Homend, Ledbury, Herefordshire, HR8 1BP</b></p>	<b>MN</b>		<p><b>Ledbury Parish and therefore consulting adjacent parish in case there are any comments</b></p> <p><b>No Objection – query whether is a listed building</b></p>	<b>No Decision</b>
<a href="#"><u>220857</u></a>	<p>Proposed works to the front elevation of the TSB branch to change the branding includes the removal of the existing fascia and replacement with a new fascia board. The existing projecting signs to be replaced for new. Internal changes – new furniture and fittings as well as decorations – <b>17-19 The Homend, Ledbury, Herefordshire, HR8 1BN</b></p>	<b>MN</b>			<b>Withdrawn</b>



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## Appeal Decision

Site visit made on 23 November 2021

**by Tamsin Law BSc MSc MRTPI**

an Inspector appointed by the Secretary of State

**Decision date: 27 May 2022**

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**Appeal Ref: APP/W1850/W/21/3269186**

**Methodist Church 145 The Homend, Ledbury, Herefordshire HR8 1BS**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
  - The appeal is made by Mr M Etheridge against the decision of Herefordshire Council.
  - The application Ref 200662, dated 24 February 2020, was refused by notice dated 20 January 2021.
  - The development proposed is the change of use of former Methodist chapel to A4 wine bar with food facility, also managers flat.
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### Decision

1. The appeal is dismissed.

### Preliminary Matters

2. I have used the address contained within the Council's decision notice and within the appellant's appeal form, rather than the application form, as this is correct.

### Main Issue

3. The main issue is the effect of the proposal on the living conditions of neighbouring occupiers, in particular No 143 The Homend, with regard to noise, odour and overlooking.

### Reasons

4. The appeal site comprises a three-storey detached building forming part of a built up frontage that runs through the centre of Ledbury. The site is located within the Ledbury Conservation Area and there are a number of listed buildings nearby.
5. The proposal incorporates the conversion of the building into an A4 wine bar at first and second floor, with managers accommodation on the ground floor. The wider area is characterised by a mix of commercial and residential uses, typically with commercial uses at ground floor and residential accommodation above.
6. Whilst there are commercial uses nearby and the site is located at the end of the Secondary Retail frontage, as defined by the Ledbury Neighbourhood Development Plan (2018) (NDP), I saw how these uses peter out here, with the surrounding area becoming more residential. The appeal site, for example, is bound by a residential property to the north and a salon with residential accommodation on the first and second floor.



7. Thus, there is a potentially sensitive relationship between the scheme before me and surrounding residential uses. Whilst I accept that some noise and disturbance is the inevitable corollary of living in a central location, I have nevertheless reasoned above that non-residential uses nearby are relatively few and far between. There is no robust evidence before me that existing non residential uses operate for similar times of day, or with similar implications in terms of noise, disturbance and odour as the scheme before me. I note that the proposed use, associated comings and goings, and ventilation would intrinsically operate late in the day, where nearby residents would in my view have a legitimate expectation of a reasonable degree of tranquillity.
8. I accept that some details of the ventilation system have been provided, and there is nothing to indicate that achieving industry standards could not be achieved in that regard. I also note that there is no objection from the Council's Environmental Health department, albeit the threshold for statutory nuisance differs from the consideration of whether closely located uses would be acceptable and compatible. Nonetheless there is no specific evidence before me as to the implications of the scheme for noise levels experienced by those nearby compared to current circumstances, including in respect of the prevailing baseline, at different times of day, and in relation to the ventilation system proposed.
9. Moreover, relative to the prevailing nature of the area described above, noise and general disturbance generated by customers and comings and goings into the night would also create some level of noise and hubbub which does not presently occur (and, in all likelihood, would not be associated with some form of community use). Notwithstanding the take away in close proximity to the site, nearby commercial uses appear to predominantly operate in the day rather than late into the night. Whilst I accept that any more intensive use of the property would result in some potential for noise and disturbance, relative to the prevailing nature of the area, given the lack of specific evidence in terms of noise, and given the nature of the use and likely profile of noise that would arise, in my view it has not been demonstrated that the scheme would integrate appropriately with its surroundings with regard to prevailing living conditions.
10. The appellant points to a fallback position that the site could be utilised for a number of functions such as creches and evening classes without requiring planning permission. However, there is no evidence before me that would suggest that this is a likely alternative, as the site has been empty since 2019 and was marketed for some 18 months as its current use. Such uses are also likely to give rise to different patterns of noise, and are more likely to be more constrained to daylight hours. I can only give such a fallback limited weight and it does not persuade me that the development would be acceptable in respect of its effect on the living conditions of nearby occupiers.
11. A suitable condition could ensure that the extraction equipment be installed to an appropriate specification that would minimise disturbance from noise and odours. However, this would not eliminate all potential implications, as reasoned above, given the location of the proposed extraction equipment and the proximity of nearby residential uses. Limiting the opening hours, even closing at 2300 (or 2200 on Sundays and Bank Holidays), would enable the use to continue well past a time when residents could reasonably expect tranquility in line with the prevailing nature of the area. I do not, therefore, consider that



conditions could adequately mitigate the harm and make the proposal otherwise acceptable.

12. Consequently, the proposal would give rise to an unacceptable level of harm to the living conditions of occupiers of adjacent and nearby residential properties. This would be contrary to the Herefordshire Local Plan Core Strategy (2015) Policy SD1 which seeks to ensure that development safeguards the amenity for existing residents and does not contribute to adverse impacts arising from noise. The development would also be contrary to paragraphs 130 of the National Planning Policy Framework (the Framework) which seek to ensure that development provides a high standard of amenity for existing and future users.

### **Other Matters**

13. As the proposal lies within the Ledbury Conservation Area and is in close proximity to a number of listed buildings, I have had special regard to sections 66(1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act). In determining the application, the Council's Building Conservation Officer raised no concerns regarding the proposed development. Neither party have raised this as a concern during the appeal. Based on the evidence before me, I am satisfied that the proposal, due to the limited alterations to its external appearance and ensuring its continued use, would have a neutral effect on, and therefore preserve, the setting of the Conservation Area and listed buildings.
14. Whilst the proposal would bring socio-economic benefits to the area through the re-use of a building, this does not outweigh the potential harm identified with regards to living conditions of neighbouring residents, which would be long lasting. There is insufficient evidence before me, particularly, as regards noise, to establish that the proposal would be acceptable in that regard.

### **Conclusion**

15. For the above reasons given above, having considered the development plan as a whole, the approach of the Framework and all other relevant material considerations, I conclude that the appeal should be dismissed.

*Tamsin Law*

INSPECTOR



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## News & Publications

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# Proposed Planning System Reforms: Levelling Up and Regeneration Bill

Published 16 May 2022

## Article categories

General Sector News  
Government  
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Planning

In the Queen's Speech on Wednesday 11 May 2022 the government set out a series of proposed reforms to the planning system through the Levelling Up and Regeneration Bill. These have been informed by the responses to the government's 2020 White Paper – Planning for the Future.

The main planning proposals of interest to clerks are:

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The process for preparing local plans will be simplified and made quicker

More planning policies will be set nationally

Rules about notifying parish councils about planning applications affecting their area will be strengthened – they should be notified of all planning applications not just those submitted to the local planning authority

A locally-set, mandatory non-negotiable levy will replace s106 planning obligations and the Community Infrastructure Levy. The neighbourhood share (15%, rising to 25% if the area is covered by a Neighbourhood Plan) of the new levy will be retained

Some aspects of neighbourhood planning will be amended and strengthened

A new neighbourhood planning tool will provide a simpler alternative to neighbourhood plans

A 'street votes' system will be introduced that would permit residents to propose development on their street and hold a vote on whether it should be given planning permission

Local and neighbourhood plans will be given more weight when making decisions on applications, so that there must be strong reasons to override them

Local authorities will have the discretion to introduce a council tax premium on second homes

There will be a more detailed briefing in the July 2022 edition of The Clerk magazine.

Note: while most of the Bill applies to the whole of the UK, some provisions apply to England only.

Links to further information can be found here:

[Policy Paper: Levelling Up and Regeneration](#)

[Levelling Up and Regeneration Bill](#)

[DLUHC Press Release announcing the Publication of the Bill](#)

[Levelling Up and Regeneration Bill Stages](#)

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## Policy paper

# Levelling Up and Regeneration: further information

Published 11 May 2022

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## Introduction

This paper summarises the steps we are taking, through the Levelling Up and Regeneration Bill and other legislation and policy, to devolve power and give local leaders and communities the tools they need to make better places. This is a key component of our wider programme to level up the country, as set out in the [Levelling Up White Paper \(https://www.gov.uk/government/publications/levelling-up-the-united-kingdom\)](https://www.gov.uk/government/publications/levelling-up-the-united-kingdom) published in February this year. The White Paper unveiled an ambitious programme to reduce inequality and close the gap – in productivity, health, incomes, and opportunity – between much of the south east and the rest of the country. It set out 4 broad objectives for achieving this:

- boost productivity, pay, jobs and living standards by growing the private sector, especially in those places where they are lagging
- spread opportunities and improve public services, especially in those places where they are weakest
- restore a sense of community, local pride and belonging, especially in those places where they have been lost
- empower local leaders and communities, especially in those places lacking local agency

The [Levelling Up and Regeneration Bill \(https://bills.parliament.uk/bills/3155\)](https://bills.parliament.uk/bills/3155), given its first reading today (11 May 2022), will put the foundations in place for delivering this agenda and ensuring all parts of the country share equally in our nation's success. As well as delivering against some of the ambitions set out in the Levelling Up White Paper, it also incorporates some of the proposals for planning reform outlined in the earlier Planning for the Future White Paper (August 2020), where they support our approach to Levelling Up.

Beyond the Bill, we are taking a number of other steps to help local leaders and communities make better places, which are summarised in this paper. The approach that we are taking has been informed by the responses to the Planning for the Future White Paper.

The following section summarises the content of the Levelling Up and Regeneration Bill as a whole, before our wider programme to make better places is outlined in more detail.

## The Levelling Up and Regeneration Bill

The Bill acts on several fronts to create a robust framework for levelling-up:

**Providing a legal basis for the setting and reporting against the levelling up missions.** The Bill will create a legal duty for the Government to set and report on a number of missions for levelling up the country. The missions, which were published in the Levelling Up White Paper and which will be set out in a policy paper to be laid before Parliament, will make sure that reducing spatial disparities is at the heart of government decision making. Regular reports to Parliament will be backed by clear metrics to create strong accountability and measure success.

**Devolving powers to all areas in England that want them, providing more control over budgets, transport and skills.** In England, the Bill provides for new devolution structures and simplifies existing arrangements for devolving power, which are complicated and burdensome. It delivers models that will allow all parts of the country – not just major cities – to benefit from bespoke devolution deals, giving local leaders the powers to meet their communities' needs. Providing these opportunities for all communities will increase innovation and enhance local accountability, leading to more joined up services and decision making, greater flexibility over funding and more inward investment. Alongside these new powers, the Bill includes measures to increase the accountability and transparency of local leaders to their communities.



**Empowering local leaders to regenerate towns and cities and restore local pride in places.**

The Bill strengthens and adds to the tools that can be used to deliver regeneration and make good use of previously developed land. It will reinvigorate high streets by making changes to outdoor seating permanent and allowing local authorities to fill vacant commercial property, such as shops, through high street rental auctions. It will enhance compulsory purchase powers, make it easier to establish locally-led development corporations and improve transparency about the ownership and control of land. The Bill will also empower local authorities to double the standard council tax rate on any home left empty for longer than a year, rather than two; encouraging more empty homes back into productive use, while raising additional revenue to support local services and keep council tax down for local residents. We will also look to bring forward measures to ensure the police have the powers to ensure communities can feel safe and secure where they live.

**Improving the planning process**, so that it gives local communities control over what is built, where it is built, and what it looks like, and so creates an incentive to welcome development provided it meets the standards which are set. The Bill includes powers to support our approach to achieving this, which is through reforms to:

- deliver high quality design and **beautiful places**, and protect our heritage
- enable the right **infrastructure** to come forward where it is needed
- enhance **local democracy** and engagement
- foster better **environmental outcomes**
- allow **neighbourhoods** to shape their surroundings, as this is where the impact of planning is most immediately felt

The Bill will also enable further changes to come forward which will enhance the way that planning works, including full digitalisation of the system and improving processes.

The changes to planning and regeneration that we wish to see will not be delivered by the Bill alone. Changes to regulations, national policy, guidance and wider support for councils, communities and applicants will be just as important in achieving success. The following section outlines our devolution measures, planning and regeneration reforms more fully, including the actions which we are taking alongside the Bill.

**Our programme for giving more power to local leaders**

**Simplifying and strengthening devolution arrangements so that more local leaders are empowered to deliver for their communities and local economies.**

**In the Bill**

The government has set a mission for every part of England that wants one to have a devolution deal with powers at or approaching the highest level of devolution, and a simplified, long-term funding settlement by 2030. New and deeper devolution deals will empower local leaders to grow their local economies and improve public services, delivering on the other missions set out in the Levelling Up White Paper. To help achieve this, the Bill will add to existing legislation by:

- Making it easier to devolve powers to more of England through a new type of combined authority model – “combined county authorities” - to be made up of upper tier local authorities (county councils and unitary authorities) only. The model will extend devolution to more areas of



England, especially rural areas beyond city regions. Upper tier local authorities will be expected to work closely with their district councils, who will be able to be “non-constituent members” of a combined county authority.

- Simplifying the processes for establishing and amending new and existing combined authorities, which can be complicated and burdensome. This will quicken the process of devolving new powers, enabling the extension and deepening of devolution, and will focus more on the outcomes for the area.
- Increasing the accountability and transparency of local leaders to their communities, in line with local areas getting more powers and flexibilities. This will include supporting attendance at overview and scrutiny and audit committees through amending remuneration provisions.
- Enabling local authorities to change their governance model to a stronger form (e.g., with a directly elected mayor) more quickly in order to access a deeper devolution deal.
- Allowing areas to choose an alternative title for their directly elected mayor - such as ‘Governor’ and ‘County Commissioner’ – so areas can choose the title which best reflects their local identity.

In addition, the Bill provides a framework within which power can sustainably be devolved locally by providing supporting tools to tackle excessive risk from borrowing and investing. This allows local authorities to do the capital investment needed, in a way that is financially sustainable both now and in the future.

## Alongside the Bill

The measures in the Bill will support our wider plans to empower strong local leaders to deliver for their communities and local economies. We will continue to make good progress agreeing new and deeper devolution deals so that more parts of England can see the benefits of empowered and dynamic local leadership, and we are currently in active negotiations with areas named in the Levelling Up White Paper. This will include more power locally to grow the economy, improve local transport systems, and invest in local skills needs. We aim to conclude negotiations with the first new deals later this year.

## Our programme for making better places

### A genuinely plan-led system

**Getting simple, meaningful local plans in place faster that give more certainty to communities that the right homes will be built in the right places.**

### In the Bill

The Bill makes several changes to strengthen the role of democratically produced plans, so that decisions on applications are more genuinely plan-led:

- Local plans will be given more weight when making decisions on applications, so that there must be strong reasons to override the plan. The same weight will be given to other parts of the development plan, including minerals and waste plans prepared by minerals and waste planning authorities, neighbourhood plans prepared by local communities, and spatial development strategies produced to address important planning issues at a more strategic scale.



- To help make the content of plans faster to produce and easier to navigate, policies on issues that apply in most areas (such as general heritage protection) will be set out nationally. These will be contained in a suite of National Development Management Policies, which will have the same weight as plans so that they are taken fully into account in decisions.
- Several other changes are provided for to improve the process for preparing local plans and minerals and waste plans: digital powers in the Bill will allow more standardised and reusable data to inform plan-making; a series of 'Gateway' checks during production will help to spot and correct any problems at an early stage; there will be a new duty for infrastructure providers to engage in the process where needed; and the 'duty to cooperate' contained in existing legislation will be repealed and replaced with a more flexible alignment test set out in national policy (see below). New Local Plan Commissioners may be deployed to support or ultimately take over plan-making if local planning authorities fail to meet their statutory duties. These changes will increase the numbers of authorities with up-to-date plans in place (currently only at 39%), giving more communities a meaningful say over new development in their area while supporting new homebuilding.
- Opportunities for communities and other interested parties to influence and comment on emerging plans will be retained, with the digital powers allowing both plans and underpinning data to be accessed and understood more easily.
- Local planning authorities will have a new power to prepare 'supplementary plans', where policies for specific sites or groups of sites need to be prepared quickly (e.g., in response to a new regeneration opportunity), or to set out design standards. These plans will replace the 'supplementary planning documents' which councils produce currently, but which do not carry the same weight.
- The Bill will also enable groups of authorities to collaborate to produce a voluntary spatial development strategy, where they wish to provide strategic planning policies for issues that cut across their areas (echoing the powers conferred on some Mayoral combined authorities already).

Proposals which were set out in the Planning for the Future White Paper for all land to be placed in prescribed categories and linked to automatic 'in principle' permission for development in areas identified for development, are not being taken forward. Local plans, including minerals and waste plans, will also continue to be assessed for whether they are 'sound' at examination, but we will review whether the current tests are sufficiently proportionate as part of the work to update the National Planning Policy Framework, detailed below.

As well as giving neighbourhood plans greater weight in planning decisions, the Bill will increase the accessibility of neighbourhood planning by allowing parish councils and neighbourhood forums to produce a simpler 'neighbourhood priorities statement' which the local authority will be obliged to take into account when preparing its local plan. The Bill also includes new 'street vote' powers, allowing residents on a street to bring forward proposals to extend or redevelop their properties in line with their design preferences. Where prescribed development rules and other statutory requirements are met, the proposals would then be put to a referendum of residents on the street, to determine if they should be given planning permission.

## Alongside the Bill



To incentivise plan production further and ensure that newly produced plans are not undermined, our intention is to remove the requirement for authorities to maintain a rolling five-year supply of deliverable land for housing, where their plan is up to date, i.e., adopted within the past five years. This will curb perceived 'speculative development' and 'planning by appeal', so long as plans are kept up to date. We will consult on changes to be made to the National Planning Policy Framework.

This is just one of the changes that we intend to make to the National Planning Policy Framework to support effective implementation of the Bill. Most fundamentally, we will need to identify and consult on the National Development Management Policies which will sit alongside plans to guide decision-making. They will be derived from the policies set out currently in the National Planning Policy Framework, where these are intended to guide decision-making, but we will also identify and seek views on any gaps in the issues which are covered. The rest of the National Planning Policy Framework will be re-focused on setting out the principles to be taken into account in plan-making, whilst also streamlining national policy, making it more accessible and user friendly.

Alongside this, regulations will be updated to set clear timetables for plan production – with the expectation that they are produced within 30 months and updated at least every five years. During this period, there will be a requirement for two rounds of community engagement before plans are submitted for independent examination. We will also produce new guidance on community engagement in planning, which will describe the different ways in which communities can get involved and highlight best practice, including the opportunities which digital technology offers. Any new digital engagement tools will sit alongside existing methods of engagement (such as site notices and neighbour letters). For decision making, the Bill will also enable pre-application engagement with communities to be required before a planning application is submitted, remove the sunset clause, making the powers which currently expire in 2025, permanent.

## Delivering infrastructure

**A simple, non-negotiable, locally set Infrastructure Levy will ensure that developers pay their fair share to deliver the infrastructure that communities need.**

### In the Bill

The government wants to make sure that more of the money accrued by landowners and developers goes towards funding the local infrastructure – affordable housing, schools, GP surgeries, and roads – that new development creates the need for. To do this, the Bill will replace the current system of developer contributions with a simple, mandatory, and locally determined Infrastructure Levy. The Bill sets out the framework for the new Levy, and the detailed design will be delivered through regulations.

The Levy will be charged on the value of property when it is sold and applied above a minimum threshold. Levy rates and minimum thresholds will be set and collected locally, and local authorities will be able to set different rates within their area. The rates will be set as a percentage of gross development value rather than based on floorspace, as with the Community Infrastructure Levy at present.

This will allow developers to price in the value of contributions into the value of the land, allow liabilities to respond to market conditions and removes the need for obligations to be renegotiated if the gross development value is lower than expected; while allowing local authorities to share in the uplift if gross development values are higher than anticipated. The government is committed to the Levy securing at least as much affordable housing as developer contributions do now. The Bill will set out the framework to enable this approach, with some of the details set out in regulations.



To strengthen infrastructure delivery further, the Bill will require local authorities to prepare infrastructure delivery strategies. These will set out a strategy for delivering local infrastructure and spending Levy proceeds. The Bill will also enable local authorities to require the assistance of infrastructure providers and other bodies in devising these strategies, and their development plans.

We intend to bring forward legislation to enable the piloting of Community Land Auctions. Piloting authorities will pioneer an alternative way of identifying and allocating land for development, in a way which seeks to maximise the potential uplift in land value. Landowners will be able to submit their land into an allocation process as part of an emerging local plan, offering the local planning authority an option on the land at a price set by the landowner. The local authority will allocate land based on both planning considerations and the option price. It will then auction the development rights onto a successful bidder once land is allocated in the adopted plan. The difference between the option price offered by landowners, and the price offered to develop allocated land, will be retained by local authorities for the benefit of local communities.

## Alongside the Bill

Much of the detail of different elements of the new Infrastructure Levy will need to be set in regulations, following consultation. Specifically, we will:

- Introduce a new 'right to require' to remove the role of negotiation in determining levels of onsite affordable housing. This rebalances the inequality between developers and local authorities by allowing local authorities to determine the portion of the levy they receive in-kind as onsite affordable homes.
- Consider how the Levy should be applied to registered provider-led schemes.
- Require developers to deliver infrastructure integral to the operation and physical design of a site – such as an internal play area or flood risk mitigation. Planning conditions and narrowly targeted section 106 agreements will be used to make sure this type of infrastructure is delivered.
- Detail the retained role for section 106 agreements to support delivery of the largest sites. In these instances, infrastructure will be able to be provided in-kind and negotiated, but with the guarantee that the value of what is agreed will be no less than will be paid through the Levy.
- Retain the neighbourhood share and administrative portion as currently occurs under the Community Infrastructure Levy.
- Introduce the Levy through a 'test and learn' approach. This means it will be rolled out nationally over several years, allowing for careful monitoring and evaluation, in order to design the most effective system possible.

Sites permitted before the introduction of the new Levy will continue to be subject to their CIL and section 106 requirements.

## Creating beautiful places and improving environmental outcomes

**Ensuring new development meets clear design standards which reflect community views, a strengthened framework of environmental outcomes, and expanded protections for the places people value.**

## In the Bill



We have taken important steps to make sure that good design which reflects community preferences is a key objective of the planning system, reflecting the important recommendations of the Building Better, Building Beautiful Commission. This includes the National Model Design Code and stronger national policy on the importance of good design; changes which are already having positive effects. So that locally informed and clear design standards are in place in all parts of the country, the Bill will require every local planning authority to produce a design code for its area. These codes will have full weight in making decisions on development, either through forming part of local plans or being prepared as a supplementary plan.

Measures in the Bill will also strengthen the critical role the planning system plays in protecting the historic environment. The Bill will give important categories of designated heritage assets, including scheduled monuments, registered parks and gardens, World Heritage Sites, and registered battlefields, the same statutory protection in the planning system as listed buildings and conservation areas. The Bill will also put Historic Environment Records on a statutory basis, placing a new duty on local authorities to maintain one for their area. The enforcement powers available to protect listed buildings will be enhanced as well: by introducing temporary stop notices; strengthening the power to issue Urgent Works Notices by extending them to apply to occupied listed buildings; making the costs of carrying out works a local land charge to aid cost recovery by local planning authorities; and removing the compensation liability in relation to Building Preservation Notices.

This government has set ambitious goals to improve our natural environment and tackle climate change, with last year's landmark Environment Act marking a critical step in taking these ambitions forward. The Levelling Up and Regeneration Bill goes further still. It improves the process used to assess the potential environmental effects of relevant plans and major projects, through a requirement to prepare 'Environmental Outcome Reports'. These will replace the existing EU-generated systems of Strategic Environmental Assessment (including Sustainability Appraisals) and Environmental Impact Assessment and introduce a clearer and simpler process where relevant plans and projects (including Nationally Significant Infrastructure Projects) are assessed against tangible environmental outcomes set by government, rather than in Brussels. This approach will ensure there is a clear focus on protecting our environment, pursuing positive environmental improvements and providing clear join-up between strategic and project scale assessments. In bringing forward a new approach to environmental assessment, we want it to deliver more, not less, for the environment. Reflecting this, the Bill creates a duty on the Secretary of State to ensure that the new system of environmental assessment does not reduce the overall level of environmental protection.

In addition to this, the increased weight given to plans and national policy by the Bill will give more assurance that areas of environmental importance – such as National Parks, Areas of Outstanding Natural Beauty and areas at high risk of flooding – will be respected in decisions on planning applications and appeals. The same is true of the Green Belt, which will continue to be safeguarded.

## Alongside the Bill

The 'Office for Place' will support local planning authorities and communities to turn their visions of beautiful design into local standards all new development should meet, to deliver design codes and better design outcomes. We will also continue to support design code pathfinders, offering support and funding to 25 areas across England to produce local design codes, serving as examples to other areas.

We will also consult on a number of changes to the National Planning Policy Framework to improve environmental outcomes and protect our historic environment. This will include changes to make sure that the Environment Act's reforms are embedded fully in plan-making and decisions, in particular the new duty to secure biodiversity net gain in association with development, and the preparation of Local Nature Recovery Strategies. We also want to make sure that national policies support



planning's role in mitigating and adapting to climate change, and that they address the commitments in the British Energy Security Strategy (published April 2022). Existing Green Belt protections will remain, and we will pursue options to make the Green Belt even greener.

In addition, biodiversity net gain will be implemented through the planning system from late 2023 onwards. Active Travel England – the government's new adviser on sustainable transport – will also become a statutory consultee for key planning applications, and the Environment Agency's role will be expanded to ensure development near waste sites is acceptable.

## Regeneration

**Enabling the regeneration of brownfield and other underused land to support local economic growth, whilst rejuvenating town centres by reducing blight and enabling high streets to thrive.**

### In the Bill

The Bill proposes a number of measures to support land assembly and regeneration. It will make important changes to compulsory purchase powers to give local authorities clearer and more effective powers to assemble sites for regeneration and make better use of brownfield land. The Bill measures will speed up the delivery of projects where compulsory purchase is needed and clarify local authorities' powers for using compulsory purchase, including providing for the ability for compulsory purchase orders to be conditionally confirmed, allowing for an expiry period of more than three years and increasing the flexibility on the date an acquiring authority becomes the legal owner of land. Flexibility is also increased for the Planning Inspectorate to be able to determine the appropriate procedure for confirmation of a Compulsory Purchase Order.

We also intend to introduce a measure that reforms land compensation by ensuring that fair compensation is paid for the value attributable to prospective planning permission ('hope value'). The relevant planning assumptions in the Land Compensation Act 1961 will be made more realistic, and improvements made to the process of obtaining a Certificate of Appropriate Alternative Development. These changes will make the valuation of land in this context more akin to a normal market transaction.

This Bill will make provision for a new type of locally-led Urban Development Corporation, with the objective of regenerating its area and accountable to local authorities in the area rather than the Secretary of State. It also updates the planning powers available to centrally and locally-led development corporations, so that they can become local planning authorities for the purposes of local plan making, neighbourhood planning and development management. This is to bring them in line with the Mayoral Development Corporation model. The Bill will amend the process for establishing locally-led New Town Development Corporations, remove the cap on the number of board members and remove the aggregate borrowing cap, subject to agreeing borrowing limits with HM Treasury on a case-by-case basis.

To support high street and town centre regeneration, the Bill will make permanent existing temporary measures on pavement licensing. These measures streamline and make cheaper the process of applying for a license to put furniture on the highway. The Bill will also give local authorities an important new power to instigate high street rental auctions of selected vacant commercial properties in town centres and on high streets which have been vacant for more than one year. There will be a two-month notice period during which landlords can evidence a signed lease, and if none is presented, an authority will be able to serve a final rental auction notice, triggering a two-month auction period for bidders to come forward.

### Alongside the Bill



We will update guidance on the compulsory purchase process to reflect the changes in the Bill, encourage earlier and more effective engagement between parties, and update the Model Claim Form to make it more user friendly. The government will also look at how expertise on compulsory purchase orders can be accessed by authorities and is exploring a review of compulsory purchase law with the Law Commission.

To support the implementation of rental auctions we will work with local authorities and the commercial property sector to develop and publish clear guidance for how rental auctions will work in practice. We will also consult further on the auction process and a model lease, as well as guidelines for a cooperative process between local authorities, landlords and tenants.

## Market reform

**Rebalancing the housing and land markets by increasing transparency, addressing second and empty homes, and giving smaller builders greater opportunities to enter the market.**

### In the Bill

The Bill will increase the transparency of contractual and other arrangements used to exercise control over land. The Government will have the power to collect and publish data on these arrangements to expose anti-competitive behaviour by developers and help local communities to better understand the likely path of development. The Government will also have the power to collect additional real-time ownership, funding and transaction data, enabling a fuller understanding of who owns and controls land and property in England and Wales.

To increase transparency further, the Bill will also introduce new commencement notices which will be required when a scheme with planning permission starts on site, addressing perceptions of 'land banking' and slow build out by larger developers. In addition, by removing the requirement to seek Secretary of State confirmation before they can take effect, the Bill will also give more control to authorities to issue completion notices to developers to complete their project.

We intend to bring forward legislation to clarify what counts as a "suitable permission" in the Self-build and Custom Housebuilding Act to support the delivery of more self and custom build housing, to meet the needs of those who have registered an interest in self and custom build homes. This will help ensure that local authorities make sufficient provision for self and custom build sites in their areas.

The Bill recognises the impact that high levels of second home ownership can have in some areas and will introduce a new discretionary council tax premium on second homes of up to 100%. It will also allow councils to apply a council tax premium of up to 100% on homes which have been empty for longer than one year (rather than two years as currently). This will encourage more empty homes into productive use, while enabling councils to raise and retain additional revenue to support local services and keep council tax down for local residents.

### Alongside the Bill

In addition to the measures in the LURB, this government has also been exploring what else can be done to support faster build. Any announcements will be published in due course.

To support the delivery of self and custom build housing, the government will shortly publish its response to Richard Bacon's independent review into scaling up self and custom housebuilding, published in August 2021, which included 6 overarching recommendations to support self and



custom build housing. Our forthcoming £150 million Help to Build: Equity Loan scheme will also help increase the supply of self and custom build while making it a realistic and affordable option for people looking to get on the housing ladder.

We will also continue to support SME developers by leveraging our circa £3 billion of development finance under the Enable Build Guarantee Scheme and Home Building Fund, and its successor the Levelling Up Home Building Fund.

## **Wider improvements to planning procedures**

**The digital transformation of planning services, alongside wider improvements to speed up procedures and deter breaches of planning control.**

### **In the Bill**

The Bill includes a number of measures which will allow a transformation in the use of high-quality data and modern, digital services across the planning process, including powers to set common data standards and software requirements. It also provides for several technical changes to the processes of planning, to make them work more efficiently and effectively, whilst reducing the administrative burdens felt by local authorities, statutory consultees and other users of the system. These include:

- Ensuring that planning enforcement works effectively by: extending the period for taking enforcement action to ten years in all cases; introducing enforcement warning notices; increasing fines associated with certain planning breaches; doubling fees for retrospective applications; extending the time period for temporary stop notices from 28 to 56 days; and giving the Planning Inspectorate the power to dismiss certain appeals where the appellant causes undue delay. The scope for appeals against enforcement notices will be tightened so that there is only one opportunity to obtain planning permission retrospectively;
- Enabling temporary relief to be given for enforcement action against prescribed planning conditions, where it is necessary to lift constraints on operations (e.g. for construction and delivery times);
- Making permanent existing temporary powers to require pre-application engagement with communities before a planning application is submitted for specified forms of development;
- The Bill will also create a new power to amend planning permissions in limited circumstances to provide greater post-permission flexibility following recent caselaw;
- Speeding up the planning appeals process by giving Planning Inspectors the power to change the procedure for determining a planning appeal if an alternative would be more suitable;
- Reforming existing powers to provide a faster and more effective route for urgent and nationally important Crown development; and
- We will seek to bring forward powers to charge developers and promoters for statutory consultee advice in certain circumstances.

We intend to bring forward legislation to improve the Nationally Significant Infrastructure Projects regime. As set out in the British Energy Security Strategy, we intend to establish a fast track consenting route for priority cases where quality standards are met, enabled by amendments to the Planning Act 2008 so that the relevant Secretary of State can set shorter examination timescales in certain circumstances.



We also intend to take powers to set timescales for the determination of non-material changes to Development Consent Orders (DCOs), to help to make sure major projects are delivered more quickly once they receive consent.

## Alongside the Bill

We will continue to progress our wider digital delivery programme, including improvements to planning data and developing modern, data-driven planning software, so that handling and providing information on planning applications is faster and more efficient. We are also working with the PropTech sector to develop tools so communities can engage with planning services through digital means alongside traditional forms of engagement.

We will also take forward our wider Project Speed work to improve performance of the Nationally Significant Infrastructure Project process, including regulatory and guidance changes to streamline the process and support digital transformation. Alongside reviews of National Policy Statements, these changes will enable fast track consenting in priority cases, drive overall improvements in regime performance, and support early meaningful engagement between industry, local authorities, statutory consultees and communities.

To improve capacity in the local planning system, we intend to increase planning fees for major and minor applications by 35% and 25% respectively, subject to consultation. Increasing fees must lead to a better service for applicants. To further boost performance and service quality in local planning authorities alongside this, we will expand the existing planning performance framework to measure performance across a broader range of quantitative and qualitative measures. We will also support local authorities to build the skills they need, initially by working with sector experts to develop a planning skills strategy for local planning authorities.

## Next steps

We will continue work on the detail of regulations, policy, and guidance, and will consult on how a number of important provisions could be taken forward. These include:

- Technical consultations on the detail of the Infrastructure Levy and changes to compulsory purchase compensation.
- A consultation on the new system of Environmental Outcomes Reports which will ensure we take a user-centred approach to the development of the core elements of the new system, such as the framing of environmental outcomes as well as the detailed operation of the new system.
- A technical consultation on the quality standards that Nationally Significant Infrastructure Projects will be required to meet to be considered for fast-track consenting and associated regulatory and guidance changes to improve the performance of the NSIP regime.
- Proposals for changes to planning fees.
- Our vision for the new National Planning Policy Framework (NPPF), detailing what a new Framework could look like, and indicating, in broad terms, the types of National Development Management Policy that could accompany it. We will also use this document to set out our position on planning for housing, and seek views on this, as well as consulting on delivering the planning commitments set out in the British Energy Security Strategy.

We will, subsequently, consult on the proposed suite of National Development Management Policies, as well as the revised National Planning Policy Framework.

We will publish further details of our plans for transition, but in broad terms changes to planning procedures will begin to take place from 2024, once the Bill has Royal Assent and associated regulations and changes to national policy are in place. We recognise the importance of minimising disruption whilst transitioning to the new system, so that plans can and do continue to come forward in the meantime. We will work with the sector to agree the details of this transition, beginning engagement following the publication of this document, and will provide more details shortly.

During the Bill's passage, we will work closely with the sector through user research and stakeholder engagement to continue to develop policy and test and refine our plans for implementation. We are interested in hearing from a wide range of groups and individuals, and if you would like to be involved in forthcoming engagement, please [register your interest using this form \(https://forms.office.com/r/eU9rtAjgbD\)](https://forms.office.com/r/eU9rtAjgbD). Alternatively, should you wish to write to the department on the contents of this document, please email [correspondence@levellingup.gov.uk](mailto:correspondence@levellingup.gov.uk).

**OG**

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LEDBURY TOWN COUNCIL

MINUTES OF A NEIGHBOURHOOD DEVELOPMENT WORKING PARTY  
HELD ON 3 MAY 2022

**PRESENT:** Councillors Howells and Eakin  
**NON-COUNCIL:** Nicola Forde, Steve Glennie-Smith, Ann Lumb, and Celia Kellet

**ALSO PRESENT:** Angela Price – Town Clerk  
Councillor Helen l'Anson

230 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Harvey.

231 **DECLARATIONS OF INTEREST**

None received.

232 **TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE NEIGHBOURHOOD DEVELOPMENT PLAN (NDP) WORKING PARTY MEETING HELD ON 11 JANUARY 2022**

**RESOLVED:**

That the minutes of the meeting of a Neighbourhood Development Plan Working Party held on 11 January 2022 be approved and signed as a correct record with the following amendment that Celia Kellet and Steve Glennie-Smith were both present at this meeting.

233 **TO RECEIVE THE NOTES OF THE MEETING OF THE NDP STEERING GROUP MEETINGS HELD FROM 17 NOVEMBER 2021 TO 12 APRIL 2022 (58-65) INCLUSIVE**

**RESOLVED:**

That the notes of the Neighbourhood Development Plan Steering Group meetings held from 17 November 2021 to 12 April 2022 (SG 58–65 inclusive) be received and noted.

234 **TO RECEIVE THE UPDATED BUDGET AS OF 30 MARCH 2022 WITH THE CURRENT STATUS OF CONSULTANT PAYMENTS AND END OF YEAR GRANT REPORT**

Councillor Howells informed members the Council are required to produce a Consultation Statement and a Basic Conditions statement for Reg 16. He asked members if they felt it would be appropriate to ask Bill Bloxsome to quote for all necessary works. Councillor Eakin agreed this would be a good idea.

**RESOLVED:**

1. That Councillor Howells contact Bill Bloxsome to request a quote for all necessary works, not previously quoted for in respect of Regulation 16.
2. That the updated budget be submitted to the next meeting of the Economy & Planning Committee.

235 **UPDATED PROJECT TIMELINE**

Councillor Howells provided an update on the project timeline. Anne Lumb noted the sensitivity of the town trail, particularly where there is a suggestion that the town needs lighting in order to make it more suitable and safer for both pedestrians and cyclists. She added that there is conflict with the people who are concerned with maintaining a wildlife corridor there and those who use the trail for travel.

It was recognised that there would be a need to agree with a drafting change to indicate whether or not it was felt that the plan should support the need for any lighting. Steve Glennie-Smith advised that he was against having lighting along the town trail, stating that cyclist already have lights on their bikes, and it is not unreasonable to ask pedestrians to carry a torch if they are walking along there at night. He believed that the money could be spent better elsewhere.

Following further discussion in respect of the Regulation 14 consultation it was

**RESOLVED:**

**That members receive and note the updated project timeline.**

236 **DATES OF FUTURE MEETINGS**

It was noted that the next meeting of the Neighbourhood Development Plan Working Party would be scheduled after the Annual Council meeting.

The meeting ended at 7:30 pm.

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



Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)  
Consultants: Bill Bloxsome (BB); Carly Tinkler (CT) Samantha Banks,  
Herefordshire Council (SB); WP = Working Party  
Office: Angie Price (the Clerk, AP)  
Action colour code: Red = still to do

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)  
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<b>Meeting 67 – Friday, 27<sup>th</sup> May 2022</b>		
<b>Present: PH; NF; AL</b>		
<b>1. Notes of Meeting 66</b>	These were agreed.	
<b>2. Budget Issues</b>	After payment of another bill from Royal Mail (£239) for the 1 <sup>st</sup> consultation exercise, there is approximately £1,100 over, which covers BB's quote for the Basic Condition and Consultation Statements (£400 each). Payment has been recommended and approved by the Finance Committee.	
<b>3. Discussion of Schedule 1 and Associated Changes to NDP</b>	SG looked at all responses to comments received and agreed the following: <ul style="list-style-type: none"> <li>i) Page 3: Policy EE1.2. This should read Change 13.</li> <li>ii) Page 4: Policy NE4.1. SG would like specific reference to the need 'to avoid the loss of the best and most versatile agricultural land'.</li> <li>iii) Page 4: Policy TR1.1. Second bullet point to be drafted by NF. An alphabetical list rather than bullet points is recommended for consistency here.</li> <li>iv) Page 6: PH looked for any earlier written comments from Steve Betts but could not find any. NF to ask MB if she has any record and to look through the 1<sup>st</sup> consultation paper response forms herself. PH to ask Amy Howells where these paper forms are filed. SG also noted that people had been asked to put all comments on a Response Form at Reg 14.</li> <li>v) Page 9: The acronym (TPO) should be added in the draft. See page 57 of the draft at end of Policy NE2.1 (f).</li> <li>vi) Specific TPOs (Tree Protection Orders). A planning application has recently been raised to preserve 3 trees in direct line of the proposed access road to new sporting land (off the Little Marcle Road). This application needs to be lodged and its handling discussed with BB.</li> <li>vii) Page 11. NF made the general point that where issues raised by consultees are not within the scope of the NDP, (e.g. working checklist on pp. 10/11) they should nevertheless be noted for future reference. PH is already keeping such a list. BB to be asked to add note where appropriate along the following lines: 'This has been noted and the NDP Working Party is keeping a list of recommended actions for future NDPs and for other action outside the remit of NDPs.'</li> </ul>	<p>NF</p> <p>NF</p> <p>PH</p>

## Ledbury NDP Steering Group (SG) agenda and actions

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)  
 Consultants: Bill Bloxsome (BB); Carly Tinkler (CT) Samantha Banks,  
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<ul style="list-style-type: none"> <li>viii) Pages 12 to 26: NF has sent BB documents relevant to BB's questions. PH to agree his responses on these pages.</li> <li>ix) Page 20: Typo in 'Core' Strategy.</li> <li>x) Page 27/28: Reference to Royal Oak. Suggest changing the response to show that we have listened to consultees. Reference should only be to the Feathers and Talbot as examples of coaching inns with accommodation.</li> <li>xi) Page 38/39: The revision requires minor amendment in the draft, page 12, para. 1.8. This should read: 'Until the mid-1980s, the population was stable at around 3,500. In 1989, the by-pass was built which led to sustained growth predominantly to the west of the town. Building extending along...' Remove new sentence (in red). 'In 1989, the by-pass...'</li> <li>xii) Pages 45 – 47: Policy CL2.1 SG discussed the response on land colloquially known as 'Robinson's Meadow' (land at the rear of the Knapp). SG agreed that the need for protection was covered in Policy CL2.1 but could be enhanced in the following way:               <ul style="list-style-type: none"> <li>a) Adding that it is listed as important green space in Appendix 1 and amend the title of Appendix 1 to state that this is an extract from the Herefordshire Townscape Assessment (e.g. on page 45)</li> <li>b) Adding this space to Map 5 (Key Areas of Green and Open Space) and referring to Map 5 in Policy CL2.1 (page 67 of the draft) after the Town Policies Map (Map 11).</li> </ul> </li> <li>xiii) Page 47. Location of employment land on Viaduct site. Discuss change 43 (page 12 of Schedule 2) with BB including changes proposed to Map 11 which need to be done by Hoople. Also ask BB about his point 3, which is currently blank. Suggest to BB that a note is added to the map that the employment site is indicative and to be confirmed.</li> <li>xiv) Page 48. SG agreed to discuss rewording of last sentence with BB to read: 'Such studies and investigations would be costly and time consuming within the agreed timescale for this NDP.'</li> <li>xv) Page 49. Land opposite Full Pitcher now Barratts. SG discussed intention here and assumed it referred to the Barratts land formerly proposed for housing now designated green space. Agreed to discuss with BB marking this area as green space on Map 5 and Map 11.</li> <li>xvi) Page 49. Town Centre Definition. SG agreed to suggest rewording BB's response as follows: 'At the 1<sup>st</sup> public consultation, various options were presented to extend the</li> </ul>	<p><b>PH</b></p>
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## Ledbury NDP Steering Group (SG) agenda and actions

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)

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<p>currently defined town centre or keep it as it is. The majority of respondents favoured extending it to include Lawnside, part of New Street and the Co-op. The options presented and consulted on were agreed by the NDP Working Party.'</p> <p>xvii) Pages 60-64. PH to agree responses on these pages.</p> <p>xviii) Pages 62 and 63: Policy CL2.2 (Sport England). PH to ask AP to send letter to the Leader of HC asap.</p> <p>xix) Page 65/66: Future health care facilities. BB to be asked to add reference in his response to the strong public support (88%) at 1<sup>st</sup> consultation for maintaining health facilities in the town centre. BB also to be asked about the outcome of his contact with Tracy Ricketts (HC – One Public Estate Partnership).</p> <p><u>Additional Proposed Changes to NDP Draft.</u></p> <ul style="list-style-type: none"> <li>• Page 13: Para 1.14: Travel. Suggest last sentence reads 'Ledbury has a developing Community Transport Scheme.'</li> <li>• Page 55/56: Map 6 and title should be on same page.</li> <li>• Various Pages – suggest adding Map 11 and Map 12 (in brackets) when referring to Town Policies and Town Centre map</li> <li>• NF to produce List of Important Buildings and Heritage Assets</li> <li>• Front Cover: After discussion, NF offered to take another similar photo for SG to consider at the next meeting.</li> </ul>	<p>PH</p> <p>PH</p> <p>NF</p> <p>NF</p>
<p><b>4. Completion of 1<sup>st</sup> Consultation Grid/Record</b></p> <p>SG concluded that this does not need completion before Reg 16, but does need to be on the website asap and for the Examiner. SG agreed that all documents should be on the website by the end of August. NF has nearly completed her part of the 1<sup>st</sup> consultation grid.</p>	
<p><b>5. Timeline</b></p> <p>SG agreed that the aim is to complete all documents and the NDP draft by Thursday, 9<sup>th</sup> June, if possible. They would then be available to be sent out before the ED&amp;P meeting on 16<sup>th</sup> June and for an extraordinary meeting of LTC in the week of 20<sup>th</sup> June. And, if approved by LTC, to be sent to Herefordshire Council shortly afterwards. SG also agreed to copy in all Working Party members asking them to respond to the documents before 16<sup>th</sup> June and encouraging them to attend the planning meeting which will hopefully recommend the new NDP draft and supporting documents should be approved by full council to proceed to Reg 16.</p>	
<p><b>6. Responses to LVBA</b></p> <p>PH pointed out that this is already a finalised and approved document.</p>	

## Ledbury NDP Steering Group (SG) agenda and actions

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SG agreed to file further comments on the LVBA for future action with the LVBA and on the list of recommended actions for future NDPs. PH to email Steve Glennie-Smith about this decision.	PH
<b>7. Other Matters</b> PH to email SB after next meeting with BB in order to set out what we are doing, the intention to put all documents on the website by end-August and ask if this would comply with NDP regulations.	PH
<b>8. Date of Next Meeting</b> Wednesday, 1 <sup>st</sup> June at 10:30am (with BB).	



Action colour code: Red = still to do

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## Ledbury NDP Steering Group (SG) agenda and actions

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)  
 Consultants: Bill Bloxsome (BB); Carly Tinkler (CT) Samantha Banks,  
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<p>HC might use Hoople themselves to make necessary changes in ensure consistency with their other documents.</p> <p>(xiii) After discussion, it was agreed that the employment land location be described as 'indicative'.</p> <p>(xiv) Agreed.</p> <p>(xv) PH believes this refers to former Barratt's housing land, not the 'triangle' opposite the Full Pitcher roundabout. BB agreed to look at covering this issue on Map 11. SG also discussed other areas of potential green space in the vicinity. AL pointed out the general need for green infrastructure in this area which is at the heart of LEZ2.</p> <p>(xvi) Agreed, but change at end to 'and approved by Ledbury Town Council'.</p> <p>(xvii) &amp; (xviii). PH to send draft letter to AP for HC Cllr Hitchiner urgently. A positive reply would change BB's response in Schedule 1.</p> <p>(xviii) PH to send BB contact details for Tracy Ricketts.</p>	<p>PH</p> <p>PH</p>
<p><b>3. Other Matters</b></p> <p><u>Front Cover</u>: SG discussed and chose a new cover photo taken by NF. NF to send it to BB.</p> <p><u>Timeline</u>: BB will amend all the documents by Thursday, 9<sup>th</sup> June, including indicating changes on maps, so that they can be sent out in time for the ED&amp;P meeting on 16<sup>th</sup> June.</p> <p><u>Consultation Statement</u>: NF to send BB the original Consultation Statement used by LTC.</p>	<p>NF</p> <p>BB</p> <p>NF</p>
<p><b>6. Date of Next Meeting</b></p> <p>Thursday, 9<sup>th</sup> June 2022 at 2pm</p>	



**Ledbury Neighbourhood Development Plan Budget**  
Revision version 2019-2022

As at: 08/06/2022

Income	Projected income	Actual income	Difference
Locality grant 1 (in yr 20/21)	£5,000.00	£5,026.00	£26.00
Locality grant 2 (in yr 21/22)	£5,000.00	£4,954.00	-£46.00
Awards for all Grant (in yr 21/22)	£0.00	£0.00	£0.00
Malvern Hills AONB donation	£600.00	£600.00	£0.00
LTC (up to end October 21)	£10,000.00	£10,000.00	£0.00
Due to Awards for All not accepting grant application, need to apply for the reserves funding in 21-22 as provided for if needed	£10,000.00	£10,000.00	£0.00
Other income	£0.00	£0.00	£0.00
<b>Income totals</b>	<b>£30,600.00</b>	<b>£30,580.00</b>	<b>-£20.00</b>

**Expenditure**

Consultants	Projected spend	Actual spend	Difference
Landscape assessment	£10,000.00	£10,000.00	£0.00
Additional landscape work	£2,600.00	£2,600.00	£0.00
Technical planning	£5,260.00	£2,101.00	-£3,159.00
Additional technical support	£2,440.00	£2,440.00	£0.00
<b>Subtotal</b>	<b>£20,300.00</b>	<b>£17,141.00</b>	<b>-£3,159.00</b>

Consultation - 1st Public	Projected spend	Actual spend	Difference
Leaflet print and delivery	£2,872.00	£2,997.82	£125.82
Room hire (Assuming not given COVID restrictions)	£100.00	£0.00	-£100.00
Refreshments (ditto re COVID?)	£0.00	£0.00	£0.00
Materials	£150.00	£72.50	-£77.50
Consultant support	£1,940.00	£1,940.00	£0.00
<b>Subtotal</b>	<b>£5,062.00</b>	<b>£5,010.32</b>	<b>-£51.68</b>

Counsultation - Reg 14 and Reg 16	Projected spend	Actual spend	Difference
Advertising and promotion	£0.00	£104.06	£104.06
Room hire (Assuming COVID restrictions allow)	£250.00	£50.00	-£200.00
Refreshments (ditto re COVID)	£150.00	£0.00	-£150.00
Maps	£500.00	£589.00	£89.00
Materials	£500.00	£156.94	-£343.06
Consultant support	£3,864.00	£1,614.00	-£2,250.00
<b>Subtotal</b>	<b>£5,264.00</b>	<b>£2,514.00</b>	<b>-£2,750.00</b>

Other expenses	Projected spend	Actual spend	Difference
Other expenses contingency	£0.00	£0.00	£0.00
<b>Subtotal</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>

Totals	Projected	Actual	Difference
<b>Total income</b>	<b>£30,600.00</b>	<b>£30,580.00</b>	<b>-£20.00</b>
<b>Expenditure</b>			
Consultants	£20,300.00	£17,141.00	-£3,159.00
Consultation - 1st Public	£5,062.00	£5,010.32	-£51.68
Consultation - Reg 14 and Reg 16	£5,264.00	£2,514.00	-£2,750.00
Other expenses contingency	£0.00	£0.00	£0.00
<b>Total expenditure</b>	<b>£30,626.00</b>	<b>£24,665.32</b>	<b>-£5,960.68</b>
<b>Total surplus/excess inc over exp</b>	<b>-£26.00</b>	<b>£5,914.68</b>	<b>£5,940.68</b>





**Ledbury Neighbourhood Development Plan**  
**Communications and consultation plan**  
for the development of an enhanced version of the current Ledbury Neighbourhood  
Development Plan scheduled to be adopted in early 2022

## **Communications and consultation plan objectives**

1. To ensure the public (residents of Ledbury Town and the Parish) are fully informed of progress as far as reasonably possible during all stages of enhancing the current Ledbury Neighbourhood Development Plan (the Ledbury NDP - which was adopted in January 2019)
2. To achieve this (especially in the context of the COVID-19 pandemic and the possible need to use virtual, digital and printed media as a primary means of communication to support social distancing) through a variety of media platforms so the public can comment or ask questions at any point and in particular during specific consultation meetings, discussions and organised events
3. To demonstrate that consultation has been adequately sought with all relevant stakeholders, including community groups and organisations, landowners and businesses likely to have an interest in or be affected by the development issues covered by the NDP
4. To carry out the number of specific consultation meetings and events necessary to substantiate sufficient public reach and volume of responses have been achieved to fully support, with adequate evidence, the resulting policies advanced in the draft enhanced NDP
5. To demonstrate that all feedback during the whole exercise has been fully considered in policy formulation and when necessary, reflected in changes to the draft NDP before a final version is produced
6. To ensure the evidence base and resulting policy formulation process has been formally documented, collated, filed and referenced in a structured format sufficient for easy and informed public access and ultimate formal examination before the plan can be put forward for an adoption referendum.
7. This document will be updated regularly with up-to-date versions showing actual timescales achieved, activities to be conducted and budget figures.

## **Communications plan**

1. **Media to be used to advise the public, businesses and community organisations of the NDP development stages and to promote the related specific consultation rounds will include:**

**For the 1<sup>st</sup> Public consultation round (under Plan A options shown below and assuming COVID secure conditions):**

# Ledbury Neighbourhood Development Plan

## Communications and consultation plan

for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022

- Letters and/or emails to businesses, community groups and organisations from council held and other accessible permission-based lists as identified in the Consultation Plan section below
- Public consultation leaflet and questionnaire delivered to all residences in Ledbury and the Parish
- Use of existing networks such as the U3A, Ledbury Civic Society, Ledbury Traders Association and the WEA (Workers' Educational Association) to help get the consultation messages disseminated (a full list of some 70+ Ledbury community groups is held by the annual Ledbury Community Day organisers)
- Social media – Facebook including the various different Ledbury based Facebook sites\*, Nextdoor, Town Council website and especially the NDP pages of the website. Use of twitter and Instagram will also be considered if deemed relevant to reach significant numbers of Ledbury people.
- Local press – mix of news release information and possible paid adverts in:
  - Ledbury Focus – free monthly magazine with 6,000 copies distributed free to all households in the Ledbury area and copy deadline one month ahead; we need to provide a pre-set page copy
  - All About West of the Hills – free bi-monthly magazine with 7,000 copies distributed free to all households in the Ledbury and surrounding areas and copy deadline one month ahead
  - Ledbury Reporter – weekly newspaper with a deadline of Tuesday for the Friday issue of the same week; also with online news content
  - Hereford Times – weekly newspaper with the same copy deadline and also with online news content
  - BBC Hereford and Worcester

\* Including:

- Voice of Ledbury: 9,378 members
- Ledbury Community Action: 190 members
- Ledbury Noticeboard: 12,206 members
- Loving Ledders: 955 members
- Town Talk: Ledbury Politics: 497 members
- What's On Ledbury Area: 1,467 members
- The Shops of Ledbury: 900 like the page
- Old Ledbury: 4,331 members
- Ledbury COVID-19 Support Group: 1,465 members
- Next Door: 7% of Ledbury households = approx. 300
- Ledbury Town Council twitter site: 209 followers

*Member numbers quoted as at 18/03/21 - Note these are substantial increases over the last few years demonstrating the much wider reach that can now be achieved through the use of social media (no doubt influenced by social isolation during the lockdowns and people finding other means to keep in contact) justifying this being included as a key element of the first round of*



# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

*public consultation as being viable and valid to achieve a representative response sample despite lockdown conditions.*

**For the Reg 14 round of consultation (under Plan B options shown below and assuming COVID restrictions lifted):**

- All the above plus posters on public notice boards, shop windows and in the library and at physical meetings with a combination of venues and presentations by different consultation groups

### **2. Preparation lead times**

**To complete the 1<sup>st</sup> Public round of consultation in June-July:**

- Prior to March 2021 - Preparation, gathering the baseline evidence and producing the topic guide papers on which to base the consultation programme
- March 2021 - First news release on progress and seeking stakeholder requests to provide input, help with evidence gathering and any policy ideas/formulation input
- March to early April 2021 - Start advertising public consultation programme to be held (original plan was April-May 2021 but with time taken to produce the consulted-upon leaflets and get the Royal Mail delivery programme in place this eventually became June-July 2021), including booking any adverts/mag space, social media and websites and email to all local organisations and groups. Design and set up online survey and post consultation documents on the NDP website
- Late March to mid-April 2021 - Design and organise production and distribution of consultation leaflet and questionnaire to all households and be available from mid-June with a returned deadline by 16<sup>th</sup> July 2021.

**To complete the Reg 14 round of consultation in August-September:**

- July 2021 - Book venues and dates for public consultation events, recruit volunteers for events
- July 2021 - Design and set up online and paper questionnaire on policy proposals to be used at events
- July 2021 - Advertise/promote using media indicated, organise and produce display materials including exhibition-type policy description posters and posters for notice boards and shop windows, arrange refreshments, produce volunteer rota from the NDP WP to explain policies and encourage/collect completed questionnaires at events
- August to September 2021 - Hold public consultation events including business breakfast and evening consultation events such as for the Ledbury Traders Association, all other town centre traders and businesses in and around Ledbury

# **Ledbury Neighbourhood Development Plan**

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### **3. Hard to reach groups**

- These will be reached in particular by posters and questionnaires delivered to where they could be expected to be read and seen - such as to the care homes, schools, food bank, library (full list below) - and with consultation visits where appropriate and/or requested

### **4. Resources available:**

- See table in the Consultation statement and plan

### **5. Approval timescales:**

- 1<sup>st</sup> Public consultation round: All communication materials to be ready for ED&P committee recommendation for approval at the March 2021 meeting with full Council approval at the April 2021 meeting
- Reg 14 consultation: All communication materials to be ready for ED&P committee recommendation for approval at an early to mid-July 2021 meeting with full Council approval at a late July meeting

## **Consultation statement and plan**

### **1. Overview**

This consultation statement sets out how the Ledbury Neighbourhood Plan WP intends to consult on the contribution to the evidence base and then formal public review and feedback stages of the NDP process leading up to Reg 16 and ultimate adoption.

Since this exercise is to amend and update the current adopted version and not to produce a totally new version of the Ledbury Neighbourhood Development Plan, four consultation stages are planned, including two rounds of full public consultation

- An initial invitation to participate in the Working Party and baseline evidence gathering
- A first round of evidence based public consultation to inform the development of a proposed settlement boundary and policy amendments/additions to produce a first draft of the new version of the NDP leading up to a Reg 14 submission version. The purpose of this consultation is to gain an understanding of the how the community and other stakeholders view different options suggested by the evidence base in order to draft the Reg 14 version
- A second round of stakeholder and public consultation on this draft to inform editing to produce a final version to be approved to go to Reg 16 for formal examination by the inspector



# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

- There will be a final consultation stage on the final version of the plan incorporating any necessary or suggested inspector edits/amendments to the plan, which once confirmed as being adequately incorporated in the final plan, will go on to a referendum for adoption.

The size of the Ledbury NDP area (the whole parish, which includes the town itself and surrounding countryside encompassed within the formal Ledbury parish borders) creates a significant challenge to consulting on neighbourhood plan documents. The population of the plan area is close to 10,000. Ensuring adequate consultant opportunities for the rural areas of the parish in particular is addressed in this plan.

In summary, the first round of public consultation, once the outcomes have been analysed, will form the evidence to produce the proposed settlement boundary and policy revisions into a Reg 14 draft of the NDP. The second public consultation round on this draft will lead to changes to the policies based on the outcomes from the analysis and in line with the agreed NDP update objectives – which may have also been refined as a result of the consultations.

## **2. How the consultation will be set up**

We are currently very limited on conducting face to face research within current Covid-19 restrictions. Currently (June 2021) running face to face sessions is still problematic until lockdown is fully lifted, which is not scheduled to be fully removed until at least 21<sup>st</sup> June and even then it depends on what restrictions are put in place following the end to lockdown. Our plan would be to ensure as much consultation takes place virtually or with little or no contact as possible whilst ensuring the breadth and depth of the consultation originally planned is maintained.

This is anticipated to apply to the first round of public consultation, so we will work towards Plan A (virtual) for that stage. As lockdown restrictions are removed, we can supplement with Plan B (face to face) should restrictions allow – which is expected to be the case for the second/Reg 14 round of public consultation. Subject to lockdown easing timescales, it may also be possible to include some Plan B events in the latter part of the first round of consultation – options for this are included in the consultation budget for activities below.

- **Plan A**
  - Consultation material drafted with information in an Issues leaflet on each of the policy areas with key areas for decisions highlighted. This information with a questionnaire to be delivered to all households in the wider Ledbury parish. It is proposed to use Royal Mail for delivery to the 6,601 households according to their data to all the residential postcodes in the area. These will also be accessible electronically on the NDP/TC website and also available to email or print and post out on request.

# **Ledbury Neighbourhood Development Plan**

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- The aim will also be to place a recorded Zoom presentation on the website which will enable people to access a presentation at a time to suit them, and a series of Zoom sessions is planned (a combination of day/evening/ weekday/weekend), either targeting particular groups such as businesses, recreation groups, through schools, retailers and traders or open sessions. This will follow a presentation style session to participants, where questions can be asked to gather some qualitative and quantitative data to help develop policy proposals. Sessions can either be recorded or a note taker nominated (otherwise it is a lot to facilitate and note take for one person).
  - **Plan B Event types**
    - 2-day consultation event
    - Business Breakfast
    - Parent's evenings
    - Retailers and traders evening consultation event
    - Possible consultation venues
      - The Recreation Ground
      - Community Hall
      - St Katherine's Hall
      - The Masters House and library
      - The Market House
      - Town Council offices
      - The Burgage Hall
- 3. Consultation groups to be contacted/actually contacted (using COVID secure means as appropriate) with approximate numbers**
- When setting up the Working Party
    - A leaflet asking for any NDP suggestions and for volunteers was produced and distributed by Ledbury Town Council at the Ledbury Community Day in August 2019
    - A letter was sent out to 76 local groups and organisations in October 2019 asking for any NDP suggestions and for volunteers to help with the NDP
    - Consequently, a core Working Party of some four Town Councillors/Ward Councillors, a regular dozen or more community volunteers and support from Herefordshire Council planning and funding officers have been working closely together on the NDP with the two engaged consultants (with a third associate consultant of one of these also engaged specifically on the consultation process) and Town Council office staff since early 2019
  - **Target evidence base consultation by key issues and by community groups**
    - **Employment**
      - Heineken/UBL



# Ledbury Neighbourhood Development Plan

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- Pugh's Auctioneers and estate agents
- John Goodwin Estate Agents
- Mr Bruce Gilbert – farmer and landowner of a proposed employment land off Little Marcle Road
- Other landowners of land being allocated/included in the settlement boundary
- Tri-services - police, fire and ambulance
- Potential budget hotel operators
- Business outside the town centre in trading estates and elsewhere – a list of 76 business will have had individual business letters sent to the Chief Executive inviting input and comment
- **Town centre**
  - Tesco
  - Coop
  - Police – Insp James Ashton
  - Ledbury Traders Association - all 48 members will have individually received an email with the same business letter
  - All other town centre retailers and business including services such as hotels, dentists, estate agents, banks, solicitors and accountants will have had a hand delivered copy of the same business letter through their letter box to approximately 165 businesses (Traders Association duplicated)
- **Herefordshire and Gloucestershire Canal Trust**
  - Representative of the trust
- **Medical facilities**
  - Ledbury Health Partnership
  - Ledbury Health Group
- **Neighbouring NDP parishes**
  - Dymock Parish Council
  - Wellington Heath Parish Council
  - Colwall Parish Council
  - Pixley and District Parish Council
  - Eastnor and Donnington Parish Council
  - Bosbury and Coddington Parish Council
- **Railway station**
  - The Kennels (Wilce family-owned land north of the railway station)
  - Network Rail
  - West Midlands Train Network
- **Sport and fitness**
  - Ledbury and District Sports Federation
  - Ledbury Swifts Football club
  - Ledbury Town Football Club
  - Ledbury Rugby Football Club
  - Ledbury Cricket Club
  - Mr Arthur Hindmarsh – owner of Property Solutions; owns LFC land

# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

- Mr Alistair Young – farmer and landowner of a proposed site for a new combined Ledbury football facility
- John Masefield Secondary High School (sports facilities)
- Ledbury Harriers Running Club
- Ledbury Tennis Club
- **Design issues**
  - Paul Neep, Architect
- **Community gardens**
  - Haygrove Community Gardens
  - Ledbury Allotments
  - Underdown walled garden
- **Footpaths and cycleways**
  - Hereford Local Access Forum (HLAC)
  - Ledbury Area Cycle Forum
  - Ledbury Walker's Club
  - Ledbury Ramblers
  - Footpaths Officer – Ian Fountaine
- **Public green spaces**
  - Children's Play Groups/parent groups
  - Herefordshire Green Network
  - Herefordshire Wildlife Trust
  - Ledbury Naturalists' Field Club
  - Tree Warden
  - Sustainable Ledbury
- **Other green spaces and recreation areas**
  - Malvern Hills AONB Partnership
  - Local camping, caravanning and chalet holiday sites
  - Ledbury Park
  - Hellens
  - Eastnor Castle
  - Westons Cider
- **Other principal community groups and organisations** (using the Ledbury Community Day list of approximately 70 community organisations including the key ones listing below)
  - Ledbury Town Council
  - Ledbury Town Councillors
  - Ledbury Places
  - Ledbury Civic Society
  - Ledbury Poetry Festival
  - Community Action Ledbury
  - Community Voluntary Action Ledbury & District (CVA)
  - U3A
  - St Michael & All Angels Church
  - Catholic Church of the Most Holy Trinity



# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

- Ledbury Methodist Church
- Ledbury Primary School
- Ledbury Market Theatre
- Bill Wiggin MP
- Local Deputy Lord Lieutenants
- **Youth groups**
  - Ledbury Scouts
  - Ledbury Air Corps
  - LYAS (Ledbury Youth Activities Support)
  - Busy Bees Pre-school
  - Market Theatre Youth Group
- **Hard to reach**
  - Elderly people at care homes
    - Leadon Bank
    - Shaw Health Care
    - Harling Court
  - Disabled people
    - via CVA and Age Concern
  - Young people not necessarily in formal groups via the LYAS (Ledbury Youth Activity Service) drop-in centre and John Masefield High School
  - Users of the Food Bank
  - Local fruit farms
  - Salter's Hill Home Care and Support
  - Traveller groups
  - Rural populations in the villages and hamlets of the parish hinterland

#### **4. Advertising and promotion**

- As per the communications plan media platforms to be used

#### **5. Format**

- The second public consultation events will feature display story boards of the process from the beginning to the position/story so far.

#### **6. Staffing**

- Plan A
  - Max Bassett (Consultant) to help set up and facilitate Zoom sessions and polls.
  - Steering group and WP member(s) to assist in taking notes of any key points raised and be available to answer questions.
  - Max Bassett to design online survey (and print version) for sharing online or via email, collate and analyse responses alongside Zoom poll results.

# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

- Present results back to the Steering group in report and executive summary formats.
- Plan B (for each event)
  - Set up and dismantle will require 6 people
  - During the event the requirement will be 2 people each to take contact details/issue questionnaires and to provide refreshments, and 5 people to represent each of the key issues being consulted upon

### **7. Questionnaires/surveys**

- Same format for all consultations
  - Agree Strongly, Agree, Don't Know, Disagree, Disagree Strongly and No opinion
  - Easy layout with tick boxes and then a comment box for each objective or policy

### **8. Budget/resources**

- See the NDP budget for overall budget estimates. We have initially allowed for up to £5,000 per public consultation round, although in practice we anticipate a cost somewhat less per event as indicated in the tables below.

### **Draft plan consultations timescales and costs**

- After the 1<sup>st</sup> public consultation round in June and July 2021, analysis of the data during July and early August will lead to the production of a Reg 14 draft plan which will be written taking into account all the public, local authority and stakeholder suggestions and comments.
- Assuming agreement from HC that this is appropriate as a Reg 14 document, a second public round of consultation will take place in September and October 2021 on the now completed plan to produce a Reg 16 document.
- Assuming again, acceptance that this document is suitable to be seen as a Reg 16 version, a final round of consultation on this final draft is scheduled for December 2021, with any final edits as a result incorporated with the aim of going to referendum for the revised plan adoption in January 2022.



# Ledbury Neighbourhood Development Plan

## Communications and consultation plan

for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022

Actual costs 1 <sup>st</sup> Public consultation round leading to a Reg 14 draft plan	£	£
		<b>Total</b>
<b>Leaflet and questionnaire</b>		
Produce copy (actual)	0	
Print 6,700 of each (actual)	1,438	
Free post licence (actual)	240	
6,700 envelopes (actual)	253	
Delivery to Royal Mail Swindon (actual)	165	
Distribution by the Royal Mail (actual)	627.82	
Postage return costs of quest (actual)	274	<b>2,997.82</b>
<b>Events in May if allowed</b>		
Room hire and refreshments	0	
Presentation card/posters – A3 (actual)	72.50	<b>72.50</b>
<b>Consultant support</b>		
Questionnaire design - actual	500	
Consultant's time to set up data analysis including keying in any manual surveys, analysing quantitative and qualitative data and producing a report (actual)	1,440	<b>1,940.00</b>
<b>Actual</b>	<b>Total</b>	<b>£5,010.32</b>

# Ledbury Neighbourhood Development Plan

## Communications and consultation plan

for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022

Actual costs Reg 14 draft public consultation	£	£
		<b>Total</b>
<b>Advertising and promotion:</b>		
Expected Ledbury Focus and All About West of the Hills mags will publish at no cost as a community communication as in the past (actual)	104.06	<b>104.06</b>
<b>Rooms &amp; refreshments at events:</b>		
<b>Room hire:</b> 3 @ £50 and 1 @ £100 For: 1 x 2-days event and 3 other half day events (actual – Zoom)	50	
<b>Refreshments</b> 2-days event @ £30 per day	0	
Business event @ £30	0	
Two other events @ £30	0	<b>50.00</b>
<b>Consultation materials and support:</b>		
Maps (actual)	589	<b>589.00</b>
Printing estimated 100 hard copies of the plan to handout @ £2.50 each (actual)	60.94	
Presentation card/posters - Print A3 x 50 @ £2.50 each (actual)	96	
Questionnaire production and print 250 @ £0.50 each (inc in printing costs)	0	<b>156.94</b>
Consultant's time to help with producing story board content and questionnaires time to set up data analysis including keying in any manual surveys, analysing quantitative and qualitative data and producing a report (actual)	1,614	<b>1,614.00</b>
<b>Actual</b>	<b>Total</b>	<b>£2,514.00</b>



# Ledbury Neighbourhood Development Plan

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Estimated costs Reg 16 consultation	£	£
		<b>Total</b>
<b>Consultation support:</b>		
Consultant support to write up the Basic Conditions and Communications Statements	800	
Consultant's time to help set up data analysis including keying in any manual feedback, analysing quantitative and qualitative data and producing a report to assist with final editing	1,450	<b>1,450</b>
	<b>Total</b>	<b>£2,250</b>





**Carly Tinkler** BA CMLI FRSA MIALE

**Landscape, Environmental + Colour Consultancy**

46 Jamaica Road, Malvern, Worcestershire WR14 1TU \* Tel +44 (0)7711 538854 \* [carly@carlytinkler.com](mailto:carly@carlytinkler.com)

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For the attention of the Clerk

Ledbury Town Council  
Town Council Offices  
Church Street  
Ledbury  
HR8 1DH

7<sup>th</sup> March 2022

**Invoice No: CT22317**

**PROJECT: Ledbury Neighbourhood Plan Landscape & Visual Assessments**

Complete LVBA and LVSCA reports and plans for publication and Regulation 14 consultation  
(March 2021 - February 2022)

**Fees:**

LVBA part	1775.00
LVSCA total	1900.00

**Costs & Expenses:**

Included	0.00
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**TOTAL DUE: 3675.00**

(VAT NOT APPLICABLE)

WITH COMPLIMENTS

**Carly Tinkler** BA CMLI FRSA MIALE

**BACS DETAILS:**

C J TINKLER  
Halifax plc  
Sort Code: 11-03-42  
A/C No. 00396531

**TERMS: Settlement within 14 days of date of invoice**

We understand and will exercise our statutory right to interest under the Late Payment of Commercial Debts (Interest) Act 1998 (as amended and supplemented) if we are not paid according to agreed credit terms

4014





## **Ledbury Town Council response to the new Herefordshire Local Plan Spatial Options and Policy Options consultations**

Individual councillors have responded directly to the consultation on line. This document is a considered response from the council as a whole. It has taken time for this to be produced and presented to council in line with meeting schedules as a suitable agenda item for discussion and approval to then submit to Herefordshire Council. The Town Council's views can hopefully still be taken into account in the preparation of the new Local Plan.

### **Spatial Options**

#### **Section 1: Vision and objectives**

The three components of the vision of environment, community and economy are aspirations with which it is difficult to disagree. However, the implications of some of the declared visionary phrases require significant changes in the way we live and work which may not be possible when framed within a wider national picture.

It is no use having aspirations that are undeliverable if the national policies are not in place to ensure they can be implemented, even if extremely desirable. We suggest the vision should be revisited to ensure the aspirations really are deliverable and the wording edited to reflect what may actually be possible in the 2041 timescale such as 'working towards' goals that may take longer to fully achieve (the current Local Plan has aspirations which are clearly not going to be delivered – we should use this iteration to be more realistic about what can be achieved in the new plan timescale).

#### **Environment**

This statement uses the phrase 'to live and travel in a more sustainable way' but more sustainable than what? It is a meaningless statement unless qualified and quantified. How will it be more sustainable? There should be specific measures stated with timescales in which to achieve them.

In addressing the climate and ecological emergency, we should state how becoming carbon neutral will help improve the massive river pollution problem that we have, otherwise it is just a slogan. The vision should concentrate on delivering a healthy environment and constantly improving quality of life which preserves the culture and rural nature of Herefordshire and its market towns while delivering local employment and affordable homes in a way that maintains the character and vitality of our market towns and countryside.

Carbon neutral is surely going to be impossible to achieve with the requirement to build circa 17,000 homes which will result in 17,000 additional gas/oil fired boilers and around 30,000 mostly carbon fuel powered cars in the county. (Fully electrically heated dwellings including heat pumps are very expensive to run and require very well insulated homes and although gas fired boilers are due to be phased out in 2025, new developments being approved

## **Ledbury Town Council response to the new Herefordshire Local Plan Spatial Options and Policy Options consultations**

are still proposing using them right up until that deadline, delaying the carbon neutral aspiration.) The timescale by which carbon neutral is expected to be achieved with a justification should be stated.

### **Environment – Light Pollution**

On the whole this section covers the key issues, but we believe there is one major omission. In our general comments we highlight the importance of creating employment and bringing new high quality green businesses to Herefordshire. However, this comes with an environmental impact. We believe that in Ledbury we suffer severely from light pollution generated by commercial activities and particularly at the Bromyard Road Trading estate.

On this business estate there are several companies whose activities create massive light pollution. ABE have very bright lights turned on every night 7 days a week and 52 weeks a year. These lights can be seen for miles around. They beam energy wastefully into the sky. We also have Bevisol whose recent expansion has increased the level of light pollution. Watson's fuel depot and European aviation and Wye fruit all have more or less uncontrolled emissions. Yet these businesses are located adjacent to the Malvern Hills AONB. Nature needs the night and so do the local residents, so we need to see much stricter controls on levels of light pollution for business related and other developments throughout Herefordshire

### **Community**

It is difficult to see and understand how the current core strategy is going to deliver 'resilient' communities; Ledbury's current development is totally unbalanced with a large increase in housing, yet with inadequate provision for local employment or community services such as a medical centre and increased schooling, all within a deteriorating and reducing public transport structure.

Developers are still being allowed to build urban sprawl housing estates out of the 1980's; not designed for public transport access and built with stock design dwellings that could be seen anywhere in the UK completely devoid of any local character. Barratt Homes south of Leadon way is a typical example of this. If you want a good contender for a national prize for a blot-on-the-landscape, this is it.

Herefordshire is becoming a popular place to live, and especially in Ledbury with its convenient motorway access, but mainly for commuters from large cities wanting 3 and 4 bedroom houses 'in the country' which is not at all conducive to promoting community, for which genuinely affordable houses that locals can afford are going to be built. How do we adequately define in the local plan what we mean by 'community' within in this scenario?



# **Ledbury Town Council response to the new Herefordshire Local Plan Spatial Options and Policy Options consultations**

## **Economy**

It should be recognised that Herefordshire, due to its predominantly agricultural heritage, is a low wage economy and therefore lacks truly affordable homes and suffers from poor rural transport services. The focus should therefore be on developing local business and attracting new high salary-paying businesses along with improving the poor transport infrastructure.

Under this heading the statement....'Good quality homes and inclusive infrastructure .....etc', while too vague, is in the wrong section here it should come under Community and should be more specific with regard to the delivering better designed environments.

## **Section 2: Key characteristics and land use considerations of city, towns and rural areas**

No specific comment to add

## **Section 3: Growth Levels and Strategic Spatial Options**

### **General**

Unlike many counties in England which have seen a very significant degradation of their environment and ancient settlement pattern, Herefordshire has until recently retained many of these characteristics. This is one reason why Herefordshire is a holiday destination. However, implementation of the current Core strategy has been the cause of a serious loss of local character and damage to the environment.

Ledbury is a good example of what is happening with possibly another 3,000 houses (in some of these scenarios) in a town of what was about 4,500 dwellings. These new dwellings are being constructed on the periphery of the town in what is nothing, but characterless urban sprawl. It is happening in Ross and other market towns as well. Consequently, Herefordshire is losing its unique look and feel, it is just become like the rest of England – homogenised. There has got to be a better way of delivering the needed homes and retaining the unique character of Herefordshire.

We understand the requirement for the county to deliver new housing in line with the 'standard method' of calculation meaning a further 11,200 houses over current commitments need to be distributed in some way throughout the county. The issues to consider for Ledbury are:

1. We already have the largest current commitment of around 1,200 new houses, the highest in the county including Hereford city itself and meaning a

## **Ledbury Town Council response to the new Herefordshire Local Plan Spatial Options and Policy Options consultations**

growth of over 25% in the next 10-15 years even without any new commitments

2. The temptation to see Ledbury (along with Ross) as the key focus of growth because that is where developers want to build with the obvious superior communications of both towns, with a reluctance to develop in the hinterland and especially Leominster

3. The need to preserve the planning principle of rural settings of market towns implying some limit to growth in order to preserve that setting; Herefordshire is distinctive in having 4 very rural market towns compared to market towns in other areas that are not so situated in sparsely occupied rural areas.

The local plan must reflect the need to preserve rural settings with a limited rate of growth of any market town to ensure development can be added sustainably in line with community facilities, employment sites and transport connections; the developing new NDP reflects this need with a focus on defining areas of green infrastructure that should be used in considering planning applications that meet the rural character requirement

4. As demonstrated in the Bloor appeal evidence, Ledbury has road capacity issues, especially around Top Cross and the Bosbury Road once the Viaduct site has been developed, which means within the current road structure and without major new ones being built – and being so close to the Malverns' AONB and with other land availability restrictions there are few options for new routes anyway - there is a clear limit to how many new houses Ledbury can sustainably accommodate.

Our comment on the growth options reflects these considerations.

### **Option 1**

This option shows the Housing Baseline. It is good to see that Herefordshire Planning has recognised that Ledbury has delivered significantly above the allocation, and is spared it further development in this option. However, the city of Hereford and the rural environment will be delivering the housing. Hereford is already one of the most congested cities in England which will only get worse especially with no relief road.

A further 6,000 dwellings peppered around the county is hard to see as being sustainable as it will increase car use and require a lot of oil-fired (and until 2025, gas-fired no doubt) boiler heating – none of which will help the zero-carbon dream. However, given the rural setting of market towns consideration, a spread of development between medium and low growth scales, offering the prospect of local housing in towns where it is needed, make this one of our preferred options given that we have to have new houses somewhere!



# **Ledbury Town Council response to the new Herefordshire Local Plan Spatial Options and Policy Options consultations**

## **Option 2**

This option spares the city of Hereford, but continues to load the majority of the county's market towns with more urban sprawl together with the high growth unsustainable building of more than 6,000 dwellings in the countryside. The most destructive option which we do not favour.

## **Option 3**

As far as the market towns are concerned, this option is the most destructive of all to the rural setting, including proposing a further 600 dwellings in Ledbury. Under the environmental heading more housing in Ledbury in this timescale is seen as sustainable but nothing could be further from the truth. How is there a particular opportunity to ensure high quality design of building and spaces? This is not explained or defined. Developers will build to their own interpretation of the NPPF. This can be seen in Ledbury and across Herefordshire where we see stock house designs and housing estates which could have been designed in the 1980s paying little account to local character.

There are already inadequate numbers of jobs based in Ledbury, and very little focus in this consultation on dealing with this issue. Public transport is poor and getting worse and it will not be possible to deliver the medical, social, environmental and employment infrastructure in Ledbury without major investment which is not addressed in this consultation.

There should be no further development in Ledbury until the infrastructure required to support the current commitments has been provided and is in place. The thought that community hubs could deliver significant local employment is, in our view, a pipe dream. The comment that this option would help to develop a diverse local economy is made without any explanation, how, where? It is completely unconvincing.

The comment that the development of Ledbury in this way would increase footfall has already been proved incorrect with the rejection of the Lidl application. More development around the periphery of the town will simply create several local focus points which will draw trade away from the town centre.

This option also claims that this level of growth would increase the use of the railway station. This will be difficult to achieve as there is no disabled access to the east bound platform and car parking at the station is already causing major problems to nearby streets like Masefield Avenue where rail passengers park their cars to avoid expensive parking fees. Parking on the Homend by the station is already saturated.

Further to this point, Ledbury has an updated Neighbourhood Development Plan which has completed Reg 14 status consultation at the present time. As this core strategy consultation progresses this must be taken into account.

## **Ledbury Town Council response to the new Herefordshire Local Plan Spatial Options and Policy Options consultations**

### **Option 4c**

For all the reasons given, seeing Ledbury as the key growth town in the county is an option that we reject as being disproportionate and would only tempt the opportunistic development of more 3-4 bedroom commuter housing which would do nothing to help aid the need for local housing not only in Ledbury, but more significantly, throughout the other market towns and the rural areas.

### **Option 5**

Finally, in option 5 we come to what we see as the real strategic solution to the spatial development of Herefordshire – build a new town. This approach is something that Herefordshire can uniquely deliver. As we have plenty of open space green fields sites which could be developed with little impact on the existing character of Herefordshire as a whole. With this scenario several thousand new dwellings could be accommodated on a green field site in a modern and truly sustainable planned environment with good transport connections, open spaces, schools, medical and other services, building a new town in keeping with the nature of the existing market towns in their rural setting.

Instead of the typical developer led profit-first approach of most current developments, we could design a new town with zero carbon built in from the outset. A beautiful town in a rural setting. Herefordshire would be setting a new national scene of zero carbon development. Along with this we would be preserving the wonderful character of our market towns and our rural heritage. The advantages of this approach are patent, so what is not to like about this scenario? Probably the cost of development; unless the new local plan addresses fully how a new town can be realistically built with appropriate policies to enable it, developers will fight hard to ensure that it will never happen!

What is more, there is already an obvious location with suitable existing infrastructure in Ewyas Harold. Already seen as an 'emerging' 6<sup>th</sup> market town, it is next to a main arterial route to Hereford and the south in the A465, a new railway station is in prospect at nearby Pontrilas to add a fifth Herefordshire, and it would complete a roughly equidistant 'ring' of rural towns around the Hereford City hub.

For all these reasons, it is our most significantly preferred major option from all of those presented.

We have nothing of note to add to Sections 4 & 5, and have already made our views known on a call for new settlements.



# **Ledbury Town Council response to the new Herefordshire Local Plan Spatial Options and Policy Options consultations**

## **Policy Options**

LTC appreciates the opportunities that have been provided to Ward and Parish councillors by Herefordshire Council for consultation on both the Spatial and Policy Options for the emerging new Local Plan.

From those presentations and discussions on the Policy Options these are the most notable Ledbury-focused comments that the council would like to submit.

### **Climate change**

The question was asked about how climate change matters should be reflected in the plan – as a specific policy, built in to individual policies as applicable, or a combination. We feel that the built in to individual policies is the best practice because this makes it clearer how respective climate change issues are specifically relevant in each policy. This is harder to achieve in a generic policy. There may be scope for a short generic policy on some overarching issues to save replication and to provide an overview of how climate change matters are considered in the plan.

### **Natural and built environment**

As mentioned in our spatial options response, we believe an omission in the objectives is how to prevent and manage light pollution, which should be reflected in a specific dark sky policy built into the plan. Any policy content for biodiversity should show how the required net gain element will be measured and monitored against targets. Given our essential rural nature in particular, the identification and protection measures of green infrastructure should be a pre-requisite before any development applications are considered.

This as per the approach we have taken in our new NDP review, in which we have looked forward to where green infrastructure zones and corridors should be in place to guide and inform any development application granting process. Given the historic background to most of our market towns, each with substantial conservation areas, maintaining/preserving the existing heritage environmental framework should be high lighted as being a key consideration when reviewing any planning applications.

### **Design**

Design codes should be built into the local plan framework, and as per our climate change input, as addressed in the new Ledbury NDP, and to accommodate what look like being new guidelines on design in future iterations of the NPFF, we believe that there should be detailed design elements within Local Plan policies, with reference to NDP design policies (even local ones if necessary, where they apply to a particular parish) in the plan.

# **Ledbury Town Council response to the new Herefordshire Local Plan Spatial Options and Policy Options consultations**

## **Transport**

There should be more emphasis on climate emergency aspects such as ensuring electric car, bicycles and disability vehicle charging points are provided in all new housing developments. More rural cycle highways are needed and transport elements should be integrated in design policies. Provision for bus services and bus stops in line with Local Plan transport policies should insisted upon as being an integral part of any housing development planning application.

## **Housing**

Emphasis should be on a larger proportion (the largest proportion?) of affordable housing for Herefordshire residents and workforces and not on commuter housing of 3-4 bedrooms that are unaffordable by locals. This may encourage more development applications across the county if developers realise there are limits to how many large houses they can build in the 'more attractive' locations (in terms of profitability) of Ledbury and Ross

## **Community**

More emphasis needs to be placed on the specific requirements for community services such as schools and medical facilities in line with the eventually agreed housing options, so that when developers put forward applications they know in advance which sort of facilities and of what size and location they will be expected to provide for and provide through S106 funding agreements (or whatever scheme replaces it)

## **Open spaces and health**

The open space/green infrastructure requirements to provide facilities for outdoor recreation as well as ensure market towns retain their rural nature should be identified and 'allocated' in the local plan for each market town, as per the way in which the new Ledbury NDP is indicating, so developers know in advance where these areas are and where they are less likely or unlikely to get planning permission.

## **Role of Neighbourhood Planning**

However the national planning regulations change, it seems likely that local NDPs and design elements will still be important in reflecting local issues for the foreseeable future. To date most parishes have probably see them as being 'defensive' against likely/anticipated development applications. The role of NDPs to identify where development is not going to be supported with locally relevant design elements included in policies will help local communities be more proactive in preparing for future developments rather than being reactive to emerging scenarios.



# **Ledbury Town Council response to the new Herefordshire Local Plan Spatial Options and Policy Options consultations**

## **Employment**

With the growing costs of living and rising transport costs, we should plan for more people to be able to work from home, with an emphasis on providing fast and efficient broadband facilities as a priority, so helping to alleviate the shortage of physical employment sites in most of the market towns and reduce the proportion of people who commute out of towns to go to work (Ledbury is a net 'outward commute' town; it should be an aspiration of the Local Plan to reverse this situation.)

## **Town Centres**

Ledbury's market towns have an increasingly unique mix of traditional small and locally owned shops at the heart of their economies within historically important conservation areas. These conservation areas are poorly served by not having appraisals and formal management plans in place to help preserve their character and importance as tourist attractions, and so are such a critically important element of the local economy. The new Local Plan should provide for conducting these appraisals and developing management plans (as is a conservation area requirement anyway) for all the conservation areas in the county so as to preserve their nature and prevent inappropriate development within them.

## **Tourism**

See the town centre comments

## **Historic environment**

See the town centre comments

## **Infrastructure delivery**

See the community and open spaces comments





## Section 106 – Contact Details

Justine Burnett, Portfolio Manager, Economy and Environment,  
Programme Management Office, Herefordshire Council

[Justine.burnett@Herefordshire.gov.uk](mailto:Justine.burnett@Herefordshire.gov.uk)

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Agenda Item  
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## Section 106 – Objectives of today

- To provide an update on the Section 106 Portfolio of Works Programmes, including development and delivery.

## Section 106 Works Programmes - development and delivery update

### Highways

- 11 schemes in train, currently at design stage – completion dates tbc.

### Education

- 8 schemes in train - completion dates May 2022 – April 2023.

### Off Site Play/Open Space

- 15 schemes in train – completion dates March 2023.

### Sports

- 3 Schemes in train – completion dates January 2023



## Section 106 – Data

### Data Cleanse

- Section 106 source data (Master) spreadsheet data cleanse and validation underway – Completion May/June 2022.
- Spreadsheet detailing Section 106 works funding to be provided to each Ward in June 2022. Information to include:
  - Gain type, planning reference, link to planning application, planning application title, gain description, gain amount received, balance and repayable date.

## Section 106 – Governance and Resources

### Governance Decision

- Section 106 Portfolio of Works – delivery proposals Cabinet Report, 25<sup>th</sup> November 2021 approved: -
  - procurement route and implementation of new delivery proposals, processes and expenditure of up to £9.3m of Section 106 monies, including resources required to deliver Section 106 Schemes.

### Recruitment

- 2 x Senior Project Managers – 1 x Highway & 1 x Education and all other schemes/projects.
- Developing a 2/3 year Works Programme to deliver schemes.

#### Tasks include:

- Review/allocate Section 106 monies in line with current strategies/polices;
- Initial consultation/liaison with local members/parish councils/schools, etc;
- Highways, Education and Offsite Play/Open Space and Sports – develop programmes and project manage procurement/ tender.



## Section 106 – Background and Context

### Agreements and Policy

- Section 106 agreements are legally binding obligations between local authority and developers (under the Town and Country Planning Act 1990) to ensure developers make a reasonable cash or in kind contribution to local physical and social infrastructure.
- Linked to a specific development and specifies what the money has been secured for - funds are already ring fenced by gain type category.
- Normally specifies time period within which monies must be spent, failing which the contribution may be required to be returned to the developer.
- Approach set out in Supplementary Planning Document (SPD) guidance – meets Core Strategy objectives and other relevant strategies to support significant increase in population and employment.
- Section 106 monies are paid at key stages of development (trigger points) in accordance with relevant terms of a particular obligation to fund projects across a range of themes, e.g highways, education, community and leisure facilities, etc.

E&P

Herefordshire Council  
Section 106 Portfolio of  
Works – update

19<sup>th</sup> May 2022  
Justine Burnett – Portfolio Manager, E&E

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