



LEDBURY TOWN COUNCIL

Dear Resident,

This is a plea for your help.

The Town Council and your County Councillor representatives have waged an extraordinary battle over the last year to secure a better vehicle access to the proposed viaduct development than Bloor Homes are currently proposing.

- Herefordshire Council's Planning Committee refused the application in December 2019.
- Bloor's appeal of that decision was heard by the Planning Inspectorate in July and September 2020.
- The final decision will shortly be made by the Secretary of State – the highest possible level of elected representation.

The other half of this flyer is a letter to the Secretary of State responsible for Housing, Robert Jenrick MP, who is the person that will soon take the decision to approve or (we hope) reject the Bloor plans to develop the viaduct site with only a vehicle single access almost a mile out of town down the Bromyard Road.

RIGHT NOW it is hugely important that a large number of local people lobby Robert Jenrick to refuse Bloor's appeal – Please will you help? It will take 2 minutes of your time and a stamp.

1. Cut this flyer in half along the fold line
2. Fill in your personal details on the bottom of the letter to Robert Jenrick
3. Fold the letter in half and seal the edges
4. Attach a stamp and put in the post.

Alternatively you can email Robert Jenrick at:

robert.jenrick.mp@parliament.uk. Please head your email: **Ledbury Viaduct Planning Appeal Decision.**

Thank you for your help and support.

Dan Vesma **Dr John Bannister**

Mayor of Ledbury

Chairman: Town Council Planning Committee

LEDBURY VIADUCT PLANNING APPEAL

Dear Sir,

Please reject this planning appeal so that a better access solution can be achieved for this development site.

The single vehicle access proposed by Bloor Homes to a development of 625 homes and 3ha of employment land on the viaduct site to the north of Ledbury is UNSATISFACTORY.

- It fails to deliver a safe and satisfactorily functioning junction at Ledbury station
- It fails to make best use of the local road infrastructure

The consequential traffic loading:

- will have a detrimental effect on the highway network.
- will result in harm to the town's conservation area
- will cause damage to the adjacent Malvern Hills AONB

For at least 35 years this land block has been planned to come forward with a primary southern access directly onto our existing bypass. Such an access would minimise the detrimental impacts of the current appeal proposal and is entirely feasible.

More than 80% of the total housing and more than 104% of the affordable housing targeted for Ledbury to deliver by 2031 has already been committed to through planning applications approved since only 2015. Any delay in bringing this particular site forward, will not jeopardise or hamper growth for our community.

As a community Ledbury positively welcomes satisfactory and sustainable growth. Please support our ambition to achieve the sort of development that your government states is its aim of the current planning white paper.

All we are asking for is that our community is actually allowed to exercise a meaningful voice in how development comes forward in our neighbourhood.

I am aware you live in Herefordshire and therefore I would like to request that you visit the site before making your decision.

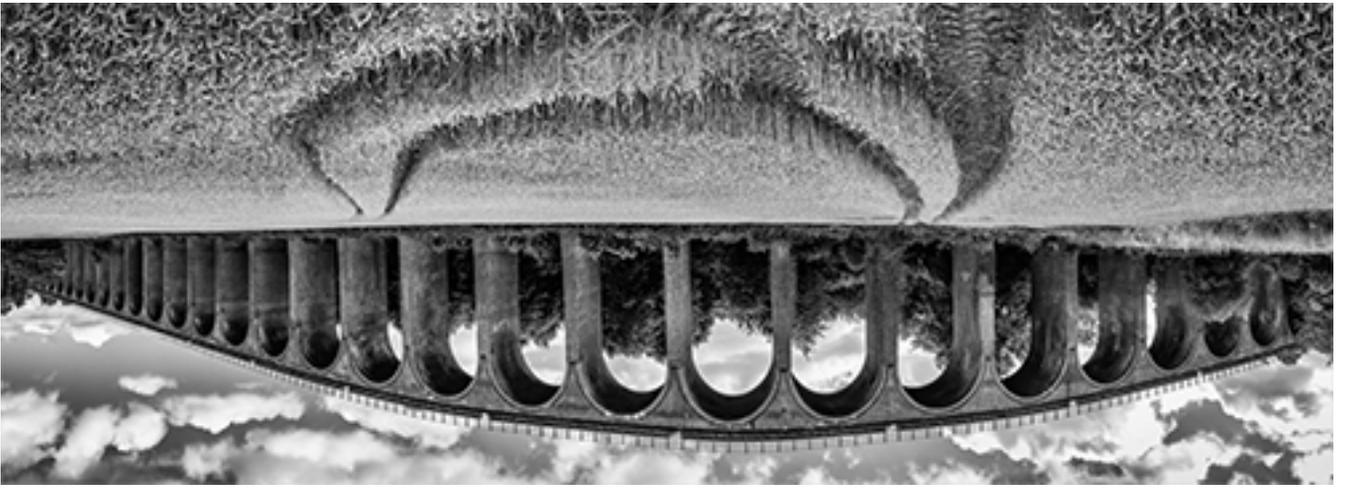
In addition, I would like to say:

Thank you for your consideration.

Signature: _____ Date: _____

Name: _____

Address: _____



Ledbury Viaduct Site Planning Appeal Decision

Affix
Stamp
Here

**The Rt Hon Robert Jenrick MP,
Secretary of State for Housing,
Communities & Local Government,
House of Commons,
London
SW1A 0AA**

HELP!

**Your
Community
Needs**



YOU

**VIADUCT DEVELOPMENT SITE:
HELP LOBBY THE SECRETARY OF STATE
TO REFUSE THE BLOOR APPEAL**