

Ledbury NDP 2018-21 revision consultation activities record

As at:	05 August 2022	Note: details of the responses and action taken for the NDP are in separate qualitative consultation input detail and actions spreadsheets or Word documents		
Date	Description	Medium used	Number delivered, contacted or estimated audience	Number of recorded responses
Preparation work				
From early 2019	Ledbury NDP working party and steering group set up, consisting of councillors. up to 16 resident volunteers helping with the baseline data collection and collating phase and another dozen or so officers and staff from Herefordshire and Ledbury Town Councils, making a total team of some 35 people in all	Team working, with a dedicated steering group of 3 people carrying out the day to day work of planning, coordination and liaising with consultants	Around 20 Ledbury residents aware of the detail of the NDP able to share with family, friends and contacts to promote involvement with the WP and helping to recruit others to help from time, such as with consultation volunteering	Not applicable
Spring 2019	At the annual Ledbury Community Day, Ledbury Town Council produced and distributed information about the formation of an NDP working party, inviting membership by volunteers and asking for any NDP suggestions	Printed leaflet distributed on the day	Approx 150	Not applicable
August 2019	NDP GET INVOLVED leaflet 2019 produced for the LTC stand on Ledbury Carnival day	Printed leaflet distributed on the day	Approx 150	Not applicable
October 2019	email to community groups inviting NDP volunteer participation and/or contribution	email from the office	76 Ledbury community groups and organisations	3
24 November 2020	Formal NDP consultation with Ledbury Health Partnership	Over Zoom between the NDP SG and consultant with the advising consultant to the Partnership	Representing 13,500 patients and 50 members of staff	Not applicable
December 2020	Ledbury Town Council quarterly newsletter with NDP progress update info	pdf file on the Town Council website and on the Town Council Facebook page. Hard copy also available from the Town Council offices	All readers of the info not recordable, but the FB page has 615 followers	None specific
07 December 2020	Letter to all business in Ledbury not in the town centre	Personalised posted letter to senior management in each company	75	Had 3 email responses
17 December 2020	Formal NDP consultation with UBL/Heineken regarding employment land, their willingness to sell unused land for employment development and being willing to discuss an access from the Little Marcle Road (between the bypass roundabout and the UBL site access) to the sports and employment land	Over Zoom between the NDP SG and consultant with the consultant from the Market Towns Economic Investment Plan and 3 representatives from UBL	3 representatives from UBL who employ about 100 people at the Ledbury site	Not applicable
04 February 2021	Additional organisations and community groups sent a letter inviting NDP volunteer participation and/or contribution	By email from the office	9 Ledbury community groups and organisations	None specific
25 January 2021	Ledbury Town Councillors NDP consultation and briefing meeting held by Zoom	Briefing to all Town Councillors including those not involved in the NDP WP to advise of progress and get agreement to the current, updated aims, objectives, timeline and budget to go into the upcoming public consultation round	All Councillors invited (currently 9)	Not applicable
Early February 2021	Hand delivered business letter to all retail and business premises in the town centre	Non-personalised business contribution invitation letter signed by the Clerk with an email response request	165	4
W/C 15/02/21	email copy of the same business letter sent to the Ledbury Traders Association	Letter emailed to all Ledbury Traders and Business Association members - duplicating the hand delivered letters but sent to ensure all had received it	48	Included in above
1st Public Consultation				
March 2021	Ledbury Town Council quarterly newsletter with NDP update, inviting input and advising of the public consultation programme expected for April and May	pdf file on the Town Council website and on the Town Council Facebook page. Hard copy also available from the Town Council offices	All readers of the info not recordable, but the FB page has 615 followers	None specific
03 March 2021	Formal NDP consultation with Ledbury Town Football Club, Ledbury Swifts Football Club and Ledbury Sports Federation on the need and plans for a combined football facility in Ledbury	Zoom online	5 Sports representatives on the call covering some 70 adult players. 300+ junior players, 50 or so adult coaches and helpers and some 1,000 connected family members	Not applicable
08 March 2021	Ledbury Focus Ledbury Neighbourhood Plan consultation info copy March 2021	Full page of information to go in the April edition advising readers of the upcoming NDP 1st consultation round April - May 2021	6,000 copies distributed free to all households in the Ledbury area	None specific
08 March 2021	Ledbury All About West of the Hills Ledbury Neighbourhood Plan consultation info copy March 2021	Full page of information to go in the April/May edition advising readers of the upcoming NDP 1st consultation round April - May 2021	7,000 copies distributed free to all households in the Ledbury and surrounding areas	None specific
15 March 2021	Formal NDP consultation with Mr Alistair Young, landowner of farmland being earmarked for the new combined Ledbury Town and Ledbury Swifts football clubs playing pitches and facilities	Zoom online	8 people at the meeting;	None specific
Week comm 19th April 2021	Delivery of mock-ups of the proposed questionnaire and leaflet to go to every household for 1st round of public consultation for testing and comment	Delivered by hand to personal addresses	All 13 councillors for the approval meeting on 22nd April and to another 13 non-councillor members of the NDP WP in advance of the meeting of 27th April	Quite a number of points raised and changes made
During April and May	Feedback on different versions of the leaflet and questionnaire passed by councillors, NDP WP members and other interested people for comment on usability and functionality	From the mock-ups delivered and in several meetings for discussion with councillors and working party members.	165 comments received in three rounds of feedback provided, each documented with response agreed by consultants and SG and feedback provided to all those contributing	Not applicable
Last week of May 2021	Labelling 6,700 envelopes and then stuffing each with a questionnaire and leaflet	Up to 13 different households involved in this work	Not applicable	Not applicable
01 June 2021	Ledbury Council newsletter June 2021 with NDP note about public consultation process and timescale	pdf file on the Town Council website and on the Town Council Facebook page. Hard copy also available from the Town Council offices	All readers of the info not recordable, but the FB page has 615 followers	None specific
W/C 31st May 2021	Online survey tested by volunteers and NDP SG members for comment and feedback. QR code also tested with mobile devices to ensure it worked as well as online.	Approx 10 people reviewed survey with feedback leading to edits before formal go-live launch	About 20 comments on possible edits taken into account and largely implemented to improve the survey structure.	Not applicable
01 June 2021	Ledbury Council newsletter June 2021 with NDP note about public consultation process and timescale	pdf file on the Town Council website and on the Town Council Facebook page. Hard copy also available from the Town Council offices	All readers of the info not recordable, but the FB page now has 573 likes and 697 followers	None specific

08 June 2021	News release sent to advise local media that that the 1st public consultation is taking place, including publicising a call for views.	By email from the office to the Hereford Times, Ledbury Reporter, Ledbury Focus and BBC Hereford and Worcester	Sent to four local media contacts. - Two separate front page articles on different weeks printed in newspaper and online in the Ledbury Reporter - published online in the Hereford Times - Ledbury Focus published on a full page in their July issue	None specific
09 June 2021	Online 1st public consultation questionnaire goes live, with links on LTC website to access the survey and also a QR code for survey to be completed on a mobile device	Survey Monkey online survey	Survey has the potential for about 10,000 qualifying Ledbury respondents from the 6,601 posted leaflet/questionnaires by Royal Mail, completing either online or sending in a written questionnaire.	458 online surveys completed
11-16 June 2021	First round of social media and other publicity for the NDP public consultation period to July 16th with links to the online survey and the QR code	Social media sites including Facebook, twitter, Nextdoor, LTC website	Text with survey link and QR code posted: - in several places on the LTC website inc the specific NDP pages - Ledbury Town Council Facebook page As per the communications document: o Voice of Ledbury: 9,378 members o Ledbury Community Action: 190 members o Ledbury Noticeboard: 12,206 members o Loving Ledders: 955 members o Town Talk: Ledbury Politics: 497 members o What's On Ledbury Area: 1,467 members o The Shops of Ledbury: 900 like the page o Old Ledbury: 4,331 members o Ledbury COVID-19 Support Group: 1,465 members o Next Door: 7% of Ledbury households = approx. 300 o Ledbury Town Council twitter site: 209 followers	Had around a dozen responses by email, text and telephone calls to the clerk and/or the NDP WP Chair, with requests for information and/or clarification (some from the posted leaflet and questionnaire, but numbers posted together here)
W/C 14th June 2021	Posters publicising the public consultation period and asking for feedback on the most loved Ledbury views	A4 posters with QR code for mobile response to the survey and information for the online link printed on robust card printed and posted	Approx 35 x posters displayed at public sites, noticeboards, shop windows, etc	None specific
W/C 14th June 2021	NDP 1st public consultation leaflet and questionnaire delivered to every Ledbury parish postcode residential addresses	6,700 copies of 20 page x A5 colour leaflets and 4 page x A4 B&W questionnaire printed and inserted in C5 envelopes with NDP consultation label on the envelope delivered by Royal Mail DoortoDoor service and with Freepost LTC NDP reply service for all wishing to send back the printed paper questionnaire	6,601 residential post code households actually delivered Approx 100 spare envelopes kept in office as spares, for handout for example at presentation days later in the month	384 Paper questionnaires received (842 public questionnaire responses in total)
17 June 2021	Posted by the site admin using the LTC announcement plus with words of editorial, to the Ledbury Community Portal website	https://ledburyportal.co.uk/portal/	Article had 575 'hits'	None specific
29 June 2021	Training of volunteers to carry out data entry of paper questionnaire received	Zoom online by Max	7 volunteers trained to enter all the paper questionnaire responses received	None
29 June 2021	News release sent to advise local media that two public presentations are to take place and to further announce the 'call for views'	By email from the office to the Hereford Times and Ledbury Reporter	Sent to two local media contacts. - Published online and in the published paper in the Ledbury Reporter dated Friday 2/7/21	1 'views' submission
30 June 2021	Second round of social media and other publicity to remind people of the survey and for the two physical drop-in presentation days and the 'call for views'	Social media sites including Facebook, twitter, Nextdoor, LTC website announcing physical presentation days suitably socially distanced under the Market House (outdoor) on Weds 7th July 2pm-6pm and Weds 14th July 9am-1pm	Text with dates and location of presentations plus call for views posted: - on the LTC website on the news page - Ledbury Town Council Facebook page As per the communications document: o Voice of Ledbury: 9,378 members o Ledbury Community Action: 190 members o Ledbury Noticeboard: 12,206 members o Loving Ledders: 955 members o Town Talk: Ledbury Politics: 497 members o What's On Ledbury Area: 1,467 members o Old Ledbury: 4,331 members o Ledbury COVID-19 Support Group: 1,465 members o Next Door: 7% of Ledbury households = approx. 300 o Ledbury Town Council twitter site: 209 followers	None specific
07 July 2021	Drop in face-to-face consultation session	Held under the Market House 2pm-6pm with display boards of the enlarged (to A3) leaflet content to discuss with people; handed out a number of additional questionnaires and some of the spare leaflet copies.	Manned by 3 in SG and a couple of other WP members/Councillors during the afternoon.	Approx 20-25 people called to discuss, take questionnaires etc
07 July 2021	Sent out public consultation email to local organisations and groups inviting input	email sent to local organisations and groups with a copy of the leaflet and questionnaire as a guide to the areas in which the NDP is seeking input.	57 organisations and groups sent an email - 41 'standard' emails to official organisation emails, 15 customised to private addresses of people representing a group or organisation, 1 via a website contact form	Approx 10 responses
04 July 2021	Drop in face-to-face consultation session	Held under the Market House 9am-1pm with display boards of the enlarged (to A3) leaflet content to discuss with people; handed out a number of additional questionnaires and some of the spare leaflet copies.	Manned by 3 in SG and a couple of other WP members/Councillors during the morning.	As above, approx 20-25 people called to discuss, take questionnaires etc

15 July 2021	Final round of social media publicity to remind people of the end of the survey	Social media sites including Facebook, twitter, Nextdoor, LTC website announcing the end of the public consultation exercise which had been extended from Friday 16th July to midnight Monday 19th July	Text posted: - on the LTC website on the news page - Ledbury Town Council Facebook page As per the communications document: o Voice of Ledbury: 9,378 members o Ledbury Community Action: 190 members o Ledbury Noticeboard: 12,206 members o Loving Ledders: 955 members o Town Talk: Ledbury Politics: 497 members o What's On Ledbury Area: 1,467 members o Old Ledbury: 4,331 members o Ledbury COVID-19 Support Group: 1,465 members o Ledbury Town Council twitter site: 209 followers	None specific
19 July 2021	Formal NDP consultation with John Masefield High School	Coordinated paper questionnaire responses from 6th form students by the teacher, Mark Hawksworth	The teacher collected as many responses as he could from qualifying students	16 students
July - August 2021	More detailed public consultation invites sent to key consultation groups and organisations	More detailed and personalised Zoom meeting or email invitations, with leaflet and questionnaire and/or a customised template to complete, held with/sent to key local organisations and groups with specific areas for response highlighted in the emails/templates for which the NDP is seeking specific input on the NDP objectives.	81 organisations and groups invited to contribute on specific issues relevant to them and key NDP objectives, with a mix of Zoom meeting and email invites, typically provided with a customised consultation template for them to complete.	Many and included in the total above for 57 orgs sent email (138 contact attempts made in total)
Reg 14 Public Consultation				
08 November 2021	Ledbury Focus Ledbury Neighbourhood Plan consultation info copy November 2021	Copy for article to go in the December edition advising readers of the upcoming NDP Reg 14 consultation in the new year	6,000 copies distributed free to all households in the Ledbury area	None specific
08 November 2021	Ledbury All About West of the Hills Ledbury Neighbourhood Plan consultation info copy November 2021	Copy for information article to go in the December 2021/January 2022 edition advising readers of the upcoming NDP Reg 14 consultation in the new year	7,000 copies distributed free to all households in the Ledbury and surrounding areas	None specific
Week commencing 31 January 2022	Round of social media to advise people of the consultation period with the physical and zoom sessions being delivered as well details of how to respond - online or with paper response form	Social media sites including Facebook, twitter, LTC website to announcing physical Reg 14 consultation period with details of the 6 different physical drop in sessions in the Town Council offices and the three zoom sessions available and different ways of how to respond (online, by email, post or drop into the office)	Text including dates of five physical events and three Zoom sessions posted: - on the LTC website on the news page - Ledbury Town Council Facebook page As per the communications document: o Voice of Ledbury: 9,378 members o Ledbury Community Action: 190 members o Ledbury Noticeboard: 12,206 members o Loving Ledders: 955 members o Town Talk: Ledbury Politics: 497 members o What's On Ledbury Area: 1,467 members o Old Ledbury: 4,331 members o Ledbury COVID-19 Support Group: 1,465 members o Next Door: 7% of Ledbury households = approx. 300 o Ledbury Town Council twitter site: 209 followers	On official response received: Online Survey Monkey: Email to the Clerk: (All captured on a spreadsheet with SG/WP decisions with consultant advice on how/if to reflect feedback in any NDP document revisions taking the evidence into account) Paper to the office: 5
01 February 2022	News release advising of the Reg14 consultation timescale and consultation sessions	Word document	Sent to the local press and put on the LTC and NDP websites and on social media (FB pages and twitter)	None specific
5 February to midnight 19 March 2022 inclusive	Consultation period	Various see below	See details below	See below
05 February 2022	Display panels with NDP policy information on first day of the consultation placed in the Community Hall during the Repair Café before being moved to the Coop	Display panels with NDP policy information with details of how to respond to the Reg 14 consultation situated in the cafe area	Not known	None specific
5 February to 19 March 2022 inclusive	Display panels with NDP policy information on show in the Ledbury Coop Supermarket	Display panels with NDP policy information with details of how to respond to the Reg 14 consultation situated in the entry area of the Coop Supermarket in Ledbury for the whole of the 6 week's consultation period	Not known	None specific
5 February to 19 March 2022 inclusive	Posters displayed throughout the town	Printed posters placed on notice boards and other busy locations such as churches, shops and community venues	50 A4 and 10 A3 posters printed, laminated if to be used outdoors	None specific
05 February 2022	Saturday open session in the LTC offices 11.00am - 3.00pm	Range of display panels including showing changes from the existing NDP with proposed policies info and maps with A-board advert outside in the street to advise the consultation was open	Disappointingly small in numbers, into double figures, but quality and interest of those attending was high	Few - people had mainly already, or were going to, respond online or took a paper form
08 February 2022	News release updating the additional Reg14 consultation sessions	Word document	Sent to the local press and put on the LTC and NDP websites and on social media (FB pages and twitter)	Article published in the Ledbury Reporter 9th February 2022
08 February 2022	Zoom consultation session 5.00pm-7.00pm on a Tuesday advertised as business focussed	By Zoom	Smaller numbers than hoped, but quality input	None recorded - informal discussion session

12 February 2022	Saturday open session in the LTC offices 11.00am - 3.00pm	Range of display panels including showing changes from the existing NDP with proposed policies info and maps with A-board advert outside in the street to advise the consultation was open	Small in numbers, into double figures, but quality and interest of those attending was high	Few - people had mainly already, or were going to, respond online or took a paper form
15th and 16th February	Tuesday and Wednesday open sessions in the LTC offices 10.00am - 7.00pm	Range of display panels including showing changes from the existing NDP with proposed policies info and maps with A-board advert outside in the street to advise the consultation was open	Small in numbers, into double figures, but quality and interest of those attending was high	Few - people had mainly already, or were going to, respond online or took a paper form
23 February 2022	Zoom consultation session 10.00am-12.00 noon on a Wednesday	By Zoom	Smaller numbers than hoped, but quality input	None recorded - informal discussion session
12 March 2022	Saturday open session in the LTC offices 11.00am - 2.00pm	Range of display panels including showing changes from the existing NDP with proposed policies info and maps with A-board advert outside in the street to advise the consultation was open	Small in numbers, into double figures, but quality and interest of those attending was high	Few - people had mainly already, or were going to, respond online or took a paper form
19 March 2022	Saturday open session in the LTC offices 11.00am - 2.00pm	Range of display panels including showing changes from the existing NDP with proposed policies info and maps with A-board advert outside in the street to advise the consultation was open	Small in numbers, into double figures, but quality and interest of those attending was high	Few - people had mainly already, or were going to, respond online or took a paper form
10 June 2022	Invite for all WP members to comment on the revised NDP following the Reg 14 response analysis and changes made	email with three documents - schedule of responses and action taken, an alterations schedule and the proposed revised new NDP	Nine WP members who were not councillors (who all received the documents separately either at a planning committee meeting or at a following full council meeting to approve going on to Reg 16)	A few responded, but were all very favourable with no comments to add