

***Resubmitted with the Recommendation to EDP that this proposed task should be taken forward by the Town Promotion Working Group – 14 August 2018***

**Ledbury Town Council**

**Economic Development and Planning Committee – 12<sup>th</sup> July 2018**

**Appendix 4a – additional paper to Town Plan Working Group Report (Item 9)**

**Ledbury's Economic Development (re TPWG Report item 2)**

Ledbury is a town with great assets (as occasional press articles confirm), and great potential to continue to develop as a place for retail, tourism and employment.

There are, however, a number of issues that threaten Ledbury's economic prosperity:

- Competition for visitors from other market towns which have realised the need to promote themselves e.g. Leominster and Ross
- A Market which disappoints visitors attracted by the "market town" label to Ledbury
- Very limited marketing of the town and its attractions – the brochure promotion is a start but there is for example no website for visitors.
- Lack of any coordinated business representative group to help town promotion
- Lack of professional expertise/resources to help with promotion.
- Not maximising on help that is available e.g. Joined Up Heritage
- Changes in shopping habits - from which Ledbury could benefit or lose out
- No means to promote Ledbury as a place of employment – and no outside help e.g. from Herefordshire Council to do so

The Town Plan Working Group (TPWG) recommends that the Town Council should develop a clear business plan for the Town using as a framework the objectives of the 2016 Town Plan and identifying priorities, resources and funding needs.

It is proposed that a working group is established reporting to EDP as a first stage to assess priorities for development.

It is suggested that the proposed group should prioritise the activities identified in the TPWG's paper "Specification for a Town Centre Development Manager - June 2017" as a first step with a view to identifying activities for which provision should be considered for the 2019/20 budget year and/or other funding and resources sought.

Griff Holliday

Town Plan Working Group

11<sup>th</sup> July 2018