An aerial photograph of the town of Ledbury, showing a dense cluster of buildings with dark roofs and a prominent clock tower. The town is surrounded by green fields and rolling hills under a blue sky with light clouds. The text 'LEDBURY NDP Issues and Options Survey May-July 2021' is overlaid on the top left of the image.

LEDBURY NDP Issues and Options Survey May-July 2021

OCTOBER 12 2021

Max Bassett Research

Ledbury NDP

ISSUES AND OPTIONS SURVEY MAY – JULY 2021

Final report September 2021

Version History

Version 0.01 – draft sent to Ledbury NDP Steering Group

Version 0.02 – amended draft sent to Ledbury NDP Steering Group

Version 0.03 – amended draft sent to Ledbury NDP Steering Group

Version 0.04 – edited by NDP Steering Group

Version 1.0 – Final report to NDP Steering Group

Introduction

The currently adopted Ledbury Neighbourhood Development Plan (NDP) does not contain policies upon several important matters, particularly a settlement boundary. Ledbury Town Council is undertaking a limited revision of its NDP to address these omissions. This survey did not cover topics that were covered in the adopted Ledbury NDP which provided sufficient evidence to develop policies, such as housing.

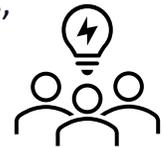
Methodology

During June and early July 2021 all Ledbury parish residents were sent a paper information leaflet and questionnaire asking for views about proposed key issue revisions to the NDP before the Town Council draws up a new version of the plan. A paper questionnaire was sent out to 6,600 households across the parish. The survey was also available online either to complete instead of the paper version or if there were additional residents in the household (over 16); alternatively, further paper copies were available from Ledbury Town Council Offices. In addition to this, there was a wide marketing plan to ensure that residents knew this consultation was being developed and when it was open for responses. The questionnaire was discussed with young people in the Sixth Form at John Masefield High School, results of which are shown throughout the report. The questionnaire was also distributed to voluntary and

community groups within the parish, results of which are still being returned so not included in this report at this current time.

Results

In total there were 842 responses, approximately 13% of 6,600 households, plus 16 responses from pupils at the Sixth Form of John Masefield High School, as indicated by the following symbol.



Paper questionnaires were sent to nearly all households in Ledbury Parish, which encouraged respondents to fill in the questionnaire online with the link provided within the documents sent; or alternatively to fill in the paper questionnaire. 458 responses were completed online and 384 returned a paper copy.

There is no definition of an acceptable response rate, given there are many factors which affect it. The aim was to post the questionnaire to all addresses within the Ledbury Parish area, and widely publicise the online survey through various methods currently in use in the Ledbury area to encourage as high a response rate as possible.

1. Defining a settlement boundary for the town.

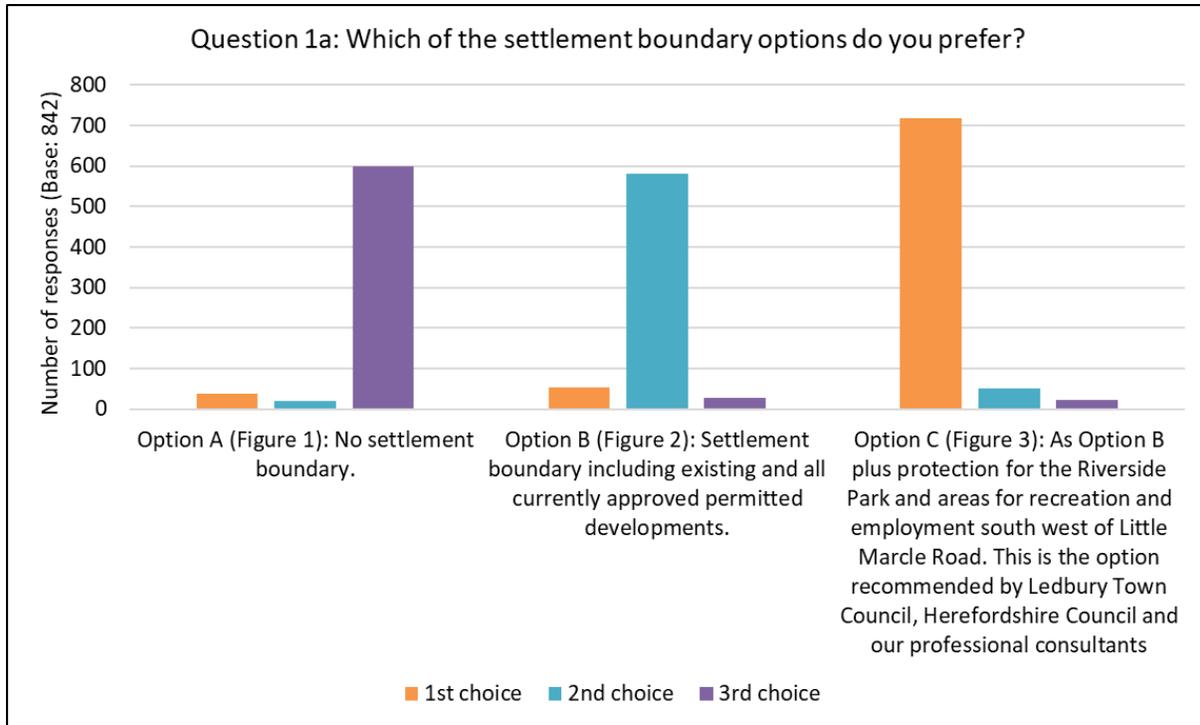
Question 1a: Which of the settlement boundary options do you prefer?

Respondents were asked to RANK options in order of preference: 1 for most preferred, 2 for second choice, 3 for least preferred.

Question 1a chart and the table below show there was a clear preference with higher numbers of respondents ranking Option C as their first choice. There were 718 out of 842 respondents selecting Option C as their first choice.

Option C: As Option B plus protection for the Riverside Park and areas for recreation and employment southwest of Little Marcle Road. This is the option recommended by Ledbury Town Council, Herefordshire Council and our professional consultants.

Option B came out as respondents preferred second choice and Option A was their least preferred.



	1 st Choice	2 nd Choice	3 rd Choice
Option A (Figure 1): No settlement boundary.	37	21	599
Option B (Figure 2): Settlement boundary including existing and all currently approved permitted developments.	54	582	28
Option C (Figure 3): As Option B plus protection for the Riverside Park and areas for recreation and employment southwest of Little Marcle Road. This is the option recommended by Ledbury Town Council, Herefordshire Council and our professional consultants.	718	51	22



Young people's views were similar in that there were 15 out of 16 in favour of Option C.

Question 1b: Do you have any suggestions of other areas to be added within the boundary and why?

There were 156 responses with 40 of these being No. The remaining 116 comments were quite broadly spread covering a range of issues, as follows:

- There were around 40 suggestions of areas to be included within the settlement boundary, and potential areas to develop. These included around:
 - Gloucester Road and the roundabout
 - The Bypass
 - Dymock Road
 - Bromyard Road

“Between Gloucester Road and new development - access to motorway, on a major road, most people buying will be travelling away from Ledbury for work towards the East.”

“Bypass up to Gloucester Road and expand the land on Bromyard Road for development as it already has permission”

“East of Bromyard Road, West of Gloucester Road at roundabout.”

“Land adjacent to Gloucester Road or Dymock road. Least impact on woodland and flood plain.”

“Consider land to NE of Bromyard Road opposite area already granted Planning Permission N of Viaduct.”

“I don’t see why the west of the by pass shouldn’t be looked at for development if required and needed. Ledbury is expanding and there is already little housing infrastructure for first time buyer who have lived in the area for a long time and prices are just increasing. Ledbury as a town can handle bigger expansion and will only progress the town more in the future. Times have gone with it being a small market town. Once the older generation disappear it needs expansion to get the town working and still be profitable other than tourism”

- There were also a number of comments about where development should not be (24 comments). The largest category of these, although only seven specifically, were around the Bloor Homes development at the Viaduct/ Bromyard Road site.

There were concerns about access, impact on traffic and the visual impact on the historical viaduct.

“The Bloor Homes viaduct development is completely the wrong side of Ledbury so any further development north of the viaduct must not be allowed and confined to where it does not encourage extra traffic through the centre of the town.”

“I consider that the housing estate north of the viaduct is a foolish development and will cause considerable congestion along Hereford and Bromyard roads. Access to this area will be very important and hence the road under the viaduct will be essential. “

“Land to N of Hereford Rd and to south of viaduct both sides of the river so there is no building on this land adjacent to the viaduct on the S side and the view could be enhanced at some time. The viaduct is a key historical feature of Ledbury and the view of it should be enhanced.”

- Protecting green space (41 comments), which included suggestions around Ledbury Park, Riverside Walk/Park, protecting Dog Wood, having green space for community groups to use.

“All existing green spaces in Ledbury should be protected including agriculture land beyond town to prevent additional housing growth.”

“Inclusion of land to the west of the Riverwalk as additional greenspace managed as wildflower meadow and land to the south of developments east of Dymock Road as amenity space managed as a mix of wildflower meadow and copses of trees. The increase in greenspace is required to ensure adequate access to greenspace for enlarged population of Ledbury and to help blend new developments into the landscape to maintain quality of character of Ledbury.”

“No. It is important to retain rural spaces to allow wildlife to flourish and improve our opportunity to walk into it to escape some of the traffic noise and fumes.”

“Any green space that could be allocated for use by local community groups (e.g. Scouts, guides, Cadets) for outdoor activities.”

-
- There was some concern about the current level of infrastructure of the Town (23 comments). Comments were made about the medical facilities, schools, roads and recreation facilities already strained; additional development would therefore increase this pressure. A need for houses for first time buyers was also mentioned.

“DO NOT build a single house more until the town infrastructure is sorted out such as Doctors, Dentist and Schools. These are already under too much pressure.”

“Provision of adequate health care capacity & recreation for older children”

“Schooling and Medical facilities for existing approved developments should be included within the boundary”

“Ledbury should remain a market town with future development made affordable for local people”

- Industrial and commercial development also received a number of comments (25) where residents suggested areas where they would be happy to see further development and also where they were less keen.
 - Protecting existing industrial units: specific ones mentioned were the Old Wharf Industrial Estate, the Pugh’s site, the old Countrywide/cheese factory site.
 - There was more opposition to developing around the UBL site, with concerns about the impact on the current green space and the impact of more transport on the current road network and how that is used by walkers/cyclists.

“Extend boundary to protect old wharf industrial estate to maintain it as industrial for the future”

“Old Wharf Industrial Estate. Important industrial and retail site which would benefit from substantial improvement. Has potential for major 'out of town centre' retail and industrial focus.”

“The indicative employment land behind UBL risks greatly degrading Little Marcle lane which is extensively used by residents. It is used by walkers linking the local footpaths, by joggers running up and down it, and by cyclists. There is already a traffic load using it including, of course, the fruit farm lorries. Suggesting adding

more traffic to it by establishment of an employment hub there is misguided. it would be better to use the Old Wharf industrial estate locus which has very limited recreational value, gives better access to the bypass and Ross roads.”

- There were also about 14 comments made about improved access to the railway station, both in terms of getting to the train station by car and also access to the Eastbound platform as a passenger.

“If a possible access to the rail station north of the rail line is serious, should this be shown within the boundary? Access roads to the station should also be shown on the plan as the present road to Bromyard under the bridge is totally inadequate.”

“The possible access to the railway station should become a key component of any plan along with additional car parking”

“Include within the settlement boundary the additional land proposed for the development of an east-bound railway platform access, carparking and employment development. I believe it is necessary to define this extension within the boundary in order to prevent future ad-hoc development. Also include the option to provide for road access to the A449 to Malvern to the East of the railway, to relieve traffic congestion on the town centre and Knapp Lane.”

“Wheelchair/pushchair access to the platform at the station can be via a ramped bridge located next to the signal box and replacing little used sidings.”

To see a full list of comments, see Appendix 2. Free text comments.



It is very important for the young people of Ledbury to have adequate recreation and employment.

Poor facilities / employment opportunities will cause young people to leave Ledbury (and Herefordshire as a whole).

2. Employment and Recreation

Question 2a: Do you agree that providing land to expand provision for sport is a high priority for this update? (Please tick one answer choice).

	No	%
Strongly agree	407	50%
Agree	296	36%
No opinion	65	8%
Disagree	27	3%
Strongly disagree	21	3%
	Answered	816
	Skipped	26

There was strong support for providing land to expand provision for sport being a high priority for this update. 50% of those responding, 'Strongly agreed' with a further 36% who 'Agreed', showing 86% of respondents with a view of this question both 'Agree' and 'Strongly agree'.



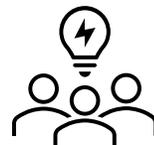
Young people also Strongly agree (14 out of 16, 2 responded 'Agree')

Question 2b: To get support from Sport England, any new football facility needs to be combined to provide for both adult and junior football so they can benefit from shared facilities. Do you agree that this should be on the indicated site off Little Marcle Road? (See Figure 3) (Please tick one answer).

	No	%
Agree	639	79%
No opinion	135	17%
Disagree	39	5%
	Answered	813
	Skipped	29

The majority, over three quarters of respondents 'Agree' that any new adult and junior shared football facility should be on the indicated site off Little Marcle Road.

Young people also Agree (12 out of 16, the remaining 4 had no opinion).



Question 2c: Are there other recreational or leisure needs for which land should be identified? (Please write your comments in the box below.)

There were 232 comments with 22 stating no/none/no more needed.

The remaining 210 comments were for a range of recreational and leisure facilities as well as 23 comments in response to the football facility and site asked about in Question 2b.

There was felt to be a general need for more open space, more diversity of sports to be considered and the importance of space to walk and cycle. There needed to be facilities for children, young people and the elderly and the space needed to be accessible for the elderly, disabled people and those with push chairs. Accessibility was mentioned in terms physical access, but also in terms of an accessible location, so that children and young people could use it safely by themselves without having to be taken by car or walked by a parent.

Within the diversity of sport, most commonly mentioned were:

- Football
- Rugby
- Hockey
- Tennis (Both in terms of Ledbury Tennis Club but also free publicly available courts)
- Netball
- Basketball
- Indoor sports in general
- Outdoor/field sports in general.
- Swimming
- Skateboarding
- All weather Astroturf pitch

The largest number of comments (32) were specifically for **cycling facilities** either for better cycle lanes on roads, mountain bike trails through the woods, cycling tracks in

general or a specific bike track such as a pump track (a looped sequence of rollers and berms (swoopy, banked turns) for bike riders).

“A park that is not solely a children’s playground and a field with a rather messy track at the edge. Designed for use by all ages with seating, flowerbeds, cycle-lanes that don’t clash with pedestrians, perhaps a small cafe.”

“There also should be greater provision for cycling tracks/routes”

“Illegal/guerrilla mountain biking has become a problem - partic. since Coronavirus lockdowns and partic.in Frith Wood. There therefore appears to be a strong demand for bona fide provision for this activity.”

“Little Marcle Road is used by pedestrians and cyclists for recreation, being the only relatively quiet road west out of Ledbury. Until I was unable to, I used it with my mobility scooter.”

“No reason why a cycle path/track around the boundary of the rugby pitch site could not be used for cycling if this is needed? It would be safer for young people too. A cafe there would be good too.”

“Pump track (I.e. like Evesham)”

“Trail biking particularly for our younger residents”

There was also a lot of support for a running track, opportunity for athletics and a few requests for a Park Run.

“A running track, preferably all-weather”

“A suitable, safe area for a Park Run would be great”

“Athletic track - around one of secondary rugby pitches as a possibility”

“The town is desperate for a running track. We have a running club within the town and also we are close to other running clubs. Many people are running on and off road and this can be difficult during the winter months. A proper running track facility could be used by the schools, running clubs and private individuals.”

There was support for open space in general for walking, picnicking and free play more suitably aimed at families (21 comments). Equally there was a call for space such as a community garden or walled garden (11 comments) that was quieter, had more

seating, flower/sensory beds that would be more suited for a peaceful outdoor experience. A separate dog park/area where dogs could be let off the lead safely was mentioned by some (6 comments).

Open space for nature, fauna and flora, was called for, also the addition of a lake.

Options for the lake included (in order of preference):

- Outdoor swimming
- Boating
- Simply for walking round and sitting next to
- Fishing
- Water sports

Other requests for recreation and leisure opportunities include:

- Archery (6 comments)
- Allotments (6 comments)
- Education classes/learning new skills (4 comments)
- Making better use of a canal path/basin/marina (4 comments)
- Other youth groups such as Scouts, Guides, Cadets (4 comments)
- Opportunity for more community use of facilities at John Masefield High School

There were 30 comments made in relation to the football facilities on the site accessed from Little Marcle Road. Some of these included: queries about the viability of using this site; questions around ownership of land; getting agreement from land owner and what money would be used to buy it; suitability of access off Little Marcle Road; and whether this could all be combined on the current Rugby pitches as they are.

“The Rugby club has plenty of fields and land. Why can we not get the club to work with Ledbury Football club and Swifts and provide sufficient support for all. I believe, having seen the level of utilisation of the fields for the Rugby club there is sufficient space for this and it would make each club more economically viable. More parking space may be needed but this could be added to by using a little (I.e. very small amount!) of the land proposed for the new fields.”

“Where would the access to the new site be? That part of Much Marcle Road is not suitable for walking or cycling. The road is narrow, there is poor visibility only a few places for cars to pass and lorries from Haygrove - so definitely not suitable or safe in its current state, please consider the safety of children getting to the site, the state of the road and the absence of any street lighting. Also, this would limit the opportunity for UBL to expand if they wanted to.”

“For this land to be allocated for sport, written confirmation from the landowner, agreeing to the allocation, is required. Who will purchase the land? (S106 monies cannot be used for land purchase, only development of site)”

“One wonders at the deliverability and sustainability of this proposal. Part of the land was previously used by LRFC and Swifts but the farmer wanted it back! Is the landowner happy to sell and at what rates? The access would have to be off the Ross Road through the now privately owned Rugby Club I presume? I hope they are happy about that particularly as a member’s bar (or equivalent) would be required in any accommodation to make it financial viable. Access from Little Marcle Road is "unlikely". Sports land was fully explored in the previous plan and deliverability was always an issue so something must have changed! I am afraid, I don't believe it. What about sports such as netball, hockey and athletics. If general developer contributions are to be used, it needs to have wider scope than football.”



New Astro turf which could be used for hockey as well as football

To see a full list of comments, see Appendix 2. Free text comments.

Question 2d: Given that Ledbury is required by the Core Strategy to provide 12 hectares (approx. 30 acres) of new employment land to the south of Little Marcle Road, would you agree that:

i) More than one site should be considered to meet this requirement? (Please tick one answer choice.)

	No	%	Young People
Strongly agree	160	20%	7
Agree	412	52%	5
No opinion	107	13%	4
Disagree	81	10%	
Strongly disagree	37	5%	
	Answered	797	16
	Skipped	45	

There was agreement that more than one site should be considered to meet the requirement of 12 hectares (approx. 30 acres) of new employment land to the south of Little Marcle Road. Over half respondents ‘Agreed’ with a further 20 per cent who ‘Strongly agreed’.

ii) Land by the Full Pitcher roundabout and adjacent to the new housing development (Hawk Rise) should be considered for employment restricted to uses suitable near to a residential area? (Please tick one answer choice.)

	No	%
Strongly agree	210	26%
Agree	395	49%
No opinion	67	8%
Disagree	85	10%
Strongly disagree	53	7%
	Answered	810
	Skipped	32

There was ‘Agreement’ that the Land by the Full Pitcher roundabout and adjacent to the new housing development (Hawk Rise) should be considered for employment restricted to uses suitable near to a residential area. There was ‘Agreement’ both agree and strongly agree from three quarters of respondents.

Young people also Strongly agree (15 out of 16, 1 responded ‘Agree’)



iii) Smaller areas elsewhere on the edge of the town should be identified to accommodate new or expanded businesses? (Please tick one answer choice.)

	No	%
Strongly agree	118	15%
Agree	378	47%
No opinion	138	17%
Disagree	114	14%
Strongly disagree	56	7%
	Answered	804
	Skipped	38

The majority of respondents 'Agreed' that smaller areas elsewhere on the edge of the town should be identified to accommodate new or expanded businesses. However, this view is not as strong as those expressed in previous questions, with over a fifth of respondents (21 per cent) who disagreed.



Young people also Strongly agree (15 out of 16, 1 responded 'Agree')

3. Land North of the Viaduct and Railway Line

Question 3a: Should the option to create a vehicular access off the Hereford Road to the viaduct housing development be preserved for the future? (Please tick one answer choice.)

	No	%	Young People
Strongly agree	443	55%	2
Agree	208	26%	4
No opinion	49	6%	9
Disagree	47	6%	1
Strongly disagree	60	7%	
	Answered	807	
	Skipped	35	

There was strong support from respondents that the option to create vehicular access off the Hereford Road to the viaduct housing development be preserved for the future, with over half of respondents 'Strongly Agreeing' and a further quarter who 'Agreed'.



Young people did not have a strong view with the majority (9) who had no opinion at all.

Question 3b: Do you support the provision of ground level eastbound platform access, improved platform services and additional car parking at the railway station? (Please tick one answer choice.)

	No	%	Young People
Strongly agree	448	55%	2
Agree	269	33%	7
No opinion	48	6%	6
Disagree	18	2%	1
Strongly disagree	34	4%	
	Answered	817	
	Skipped	25	

Again there was strong support from respondents with 55% 'Strongly Agreeing' with the provision of ground level eastbound platform access, improved platform services and additional car parking at the railway station. A further third also 'Agreed'.



Slightly more young people agreed (9 young people) (both 'Strongly agree' and 'Agree') than those who had no opinion (6 young people). Comments were: *It would make the railway station easier to access and nicer to use.*

Respondents were asked for any other comments. There were 223 comments received, 131 from those who strongly agreed in Question 3b, 52 from those who agreed, 15 from those who had no opinion, five from those who disagreed, 16 from those who strongly disagreed and two comments from respondents who did not answer Question 3b.

The largest single point was that disabled access to both platforms was absolutely needed. (71 comments). There were differing views about how this would be best achieved.

There were 42 written comments that opposed the proposed access to the north of the station “Adjacent land has been submitted for assessment as employment land and these proposals would also provide access to the eastbound platform and some car parking.”. Primarily the concern was that additional access onto the Bromyard Road would exacerbate traffic congestion that is already present and felt likely to get worse following the proposed housing development in that location.

Additional concerns were expressed about there being a loss to the green space/orchard on the site proposed (13 comments) and would have a negative impact on the footpath/access to Frith Woods (6 comments).

It was felt that alternative arrangements could be made for better disabled access, such as lifts by the footbridge (most favoured option by 27 respondents), or provision of disabled ramps and steps to pedestrian bridge over the tracks, or re-instatement of barrow crossing with access over tracks controlled by signalman.

There was differing views shared about the need for additional parking. 35 requested more parking whilst 7 felt it was not required. However, there were a number of comments suggesting that the existing car parks were not always busy and that cars consistently park on nearby residential streets (17 comments), likely trying to avoid current high car parking charges (21 comments).

Respondents suggested additional parking could be sited elsewhere such as the existing parking on the industrial site with current businesses relocating to alternative employment sites, or that parking at the ‘Smiths Coaches’ site be explored.

There was support for improved access for walkers and cyclists accessing the station (16 comments), reducing the need for parking and the impact on traffic congestion, and further joining up and improvement of public transport (6 comments).

The Bloor Homes development is clearly a contentious issue with concerns expressed around the impact of having only one access point to the development with that being on the Bromyard Road by the existing busy junction by the station (26 respondents). Several respondents simply said they did not want this development or any more development (17 comments), whereas 23 respondents specifically mentioned having additional vehicular access off the Hereford Road would be positive in addressing some of the traffic congestion issues around the station junction. However, again there were opposing views questioning the suitability of the structure (and the value of the historic image) of the viaduct to accommodate vehicular access under it (12 respondents).

The comments below highlight the difficulty of interpreting the results of Question 3b, as there is general support for improved accessibility to the platform, but concerns about the land being made available north of the station with access off the Bromyard Road.

Respondents answered Strongly agree and Agree to Q3b.

"I do not agree to a car park north of the railway line owing to rise of the land and difficult junction right by the railway bridge. Lifts either side of the railway footbridge would be the best option. Consideration could be given to pedestrian/cycle access to the eastbound platform from north of the railway bridge, but the gradient is likely to be too steep."

"I find it difficult to see how you would gain level access to the eastbound platform. Would the provision of a lift not be a better and easier solution?"

Respondents who answered Agree to Q3b.

"I agree that there needs to be disabled access to the eastbound platform but this should be via some kind of lift and bridge."

“Parking as shown, to the north, would be likely to have significant adverse landscape impacts. Site opposite (Smith coaches depot) is well located to provide parking with safe access following junction improvements to be delivered by the Bloor scheme.”

“The Bromyard road should not be an access point for vehicles to the station given the already high levels of congestion at peak times.”

“Understand the demand for an upgrade of the station but it would be preferable to expand on the current side and have a lift on the bridge for accessibility.”

“You could put a RADAR access lift over the line. The orchard land is too steep for access. You need to discourage car use.”

Respondents who answered No opinion to Q3b.

“I disagree with employment land and car parking to the N of the station. This could be provided in the Bromyard Rd Industrial Estate land with access to the platform via a lift up to track level”

“I strongly support ground level access to the eastbound platform, however do not support increased parking and improved platform services if these are linked to the destruction of green space/agricultural land at the spot with the red star.”

Respondents who answered Disagree to Q3b.

“The Viaduct land access should be off the Leadon Way Bypass roundabout. Under the Viaduct. Costs should be borne by Highways England / the residential developers. Extension of the train station access to the East will encourage future growth to the North of the town and compromise the proposed settlement boundary. A platform ramp solution would be cheaper and just as accessible.”

“A lift would be much cheaper/ simpler solution”

Respondents who answered Strongly disagree to Q3b.

“The area around the railway bridge and the Bromyard Road junction is already a traffic nightmare and the reason why I strongly oppose the viaduct development without an access off the roundabout. As was seen with the recent traffic lights for work outside the former car wash it is unlikely that traffic controls on this junction will improve the situation at all. I oppose the idea of this additional station access purely on traffic and road safety issues. As it happens the current station car park is currently

almost empty - ever since car park charges were introduced. Disabled access to the eastbound platform needs to be provided some other way - e.g. add ramps to footbridge or provide lifts. This is the responsibility of the railway authority.”
“It would mean the removal of a beautiful orchard. A bridge with lifts would be preferable and Smith's Coaches could be used for additional car parking”

To see a full list of comments, see Appendix 2. Free text comments.

4. Supporting the Town Centre

Question 4a: Which areas do you think should be added to the currently defined town centre (shown in red on map Figure 4 in the leaflet). (Please tick your selection(s) and add any suggestions you may have about areas to be added in the box)

Looking at single choices, the most selected choice was having:

1. Red Plus Purple,
2. Red plus Blue
3. Red plus Green.

Red + Purple (Lawnside)	423
Red + Blue (Co-op and top of New Street)	386
Red + Green (Tesco and the Homend)	309
Red (town centre)	106
Total responses	795

Given respondents could select multiple choices, the most favoured response was to have all the colours, Red plus Blue, Green and Purple. Second most favoured option was to have just Red and Purple. Next choice was to have Only Red.

TOWN CENTRE OPTIONS

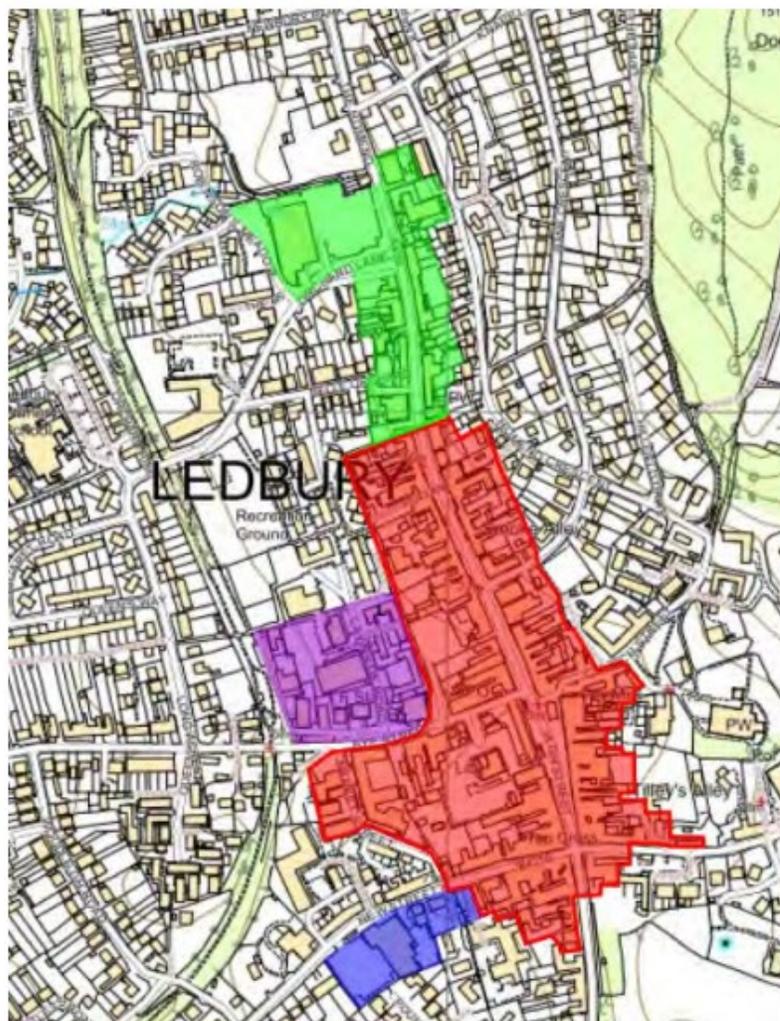


Figure 4: Possible Town Centre definition options
 Red - town centre defined in Unitary Development Plan
 Blue - adds part of New Street and the Co-op
 Purple - adds Lawnside
 Green - adds part of the Homend and Tesco

Red + Blue + Green + Purple	189
Red + Purple	160
Only Red	106
Red + Blue	79
Red + Blue + Purple	60
Red+ Blue + Green	58
Red + Green	50
Red + Green + Purple	14
No opinion	79
Total responses	795

In conclusion, given there were 106 respondents out of 795 who wanted to keep the Town Centre as it was defined in the Unitary Development Plan (only Red option), there is a wish from the majority of respondents to extend the Town Centre definition. Results are inconclusive, however, as to where it should be extended to, as there was support for each of the areas Purple, Blue and Green.

There were 90 additional comments.

13 comments were received from those who had ticked only Red; these primarily expressed views about keeping the town centre the same as it is currently.

“The current red area is still fit for purpose and has a healthy business diversity which will last well into the future.”

“The current red area is dying and shops are empty. Work on filling what we have with quality shops that enable vibrancy for locals and tourists before considering expansion. Currently shops away from the high street really struggle so get the plan and the marketing of what we have sorted before doing more”

“I like the fact that housing is in between the shopping areas, doesn't need to be expanded”

Lack of, particularly free, car parking was raised as concerns across responses that ticked various coloured areas.

Concerns were raised about whether Lawnside or all of Lawnside should be included.

“Only part of Lawnside should be included: the area immediately near Queens Walk should be kept clear.”

“I am ambivalent about adding Lawnside to the town centre. It has an atmosphere all of its own which isn't quite "town centre"”

In general, there was also a request to keep Ledbury unique and attractive. (6 comments)

There were requests also for more medical facilities. (6 comments)

To see a full list of comments, see Appendix 2. Free text comments.



12 young people said plus Blue, 1 said plus Green and 2 said plus Purple. Slightly different perspective to adults, whose favoured option was plus Purple. Comments: *We need to expand to allow new retailers and small businesses to be accommodated but don't spread out too much, so the high street loses its focus and footfall.*

Question 4b: Given the changes in retail type definitions, do you agree that, in planning terms, there should be no differentiation between primary and secondary shop frontages and that shops, restaurants, cafes, drinking establishments, financial and professional services, and hot food takeaways should be allowed within this combined frontage? (Figure 5) (Please tick one answer choice).

	No.	%
Strongly agree	150	19%
Agree	455	57%
No opinion	102	13%
Disagree	56	7%
Strongly disagree	34	4%
	Answered	242
	Skipped	18

Overall there was agreement (78%) that, in planning terms, there should be no differentiation between primary and secondary shop frontages and that shops, restaurants, cafes, drinking establishments, financial and professional services, and hot food takeaways should be allowed within this combined frontage.



Young people also agreed with 14 who 'Strongly Agreed', 1 who 'Agreed' and another 1 had 'No opinion'.

Question 4c: Should we propose a co-ordinated approach to the regeneration of Lawnside and Market Street to benefit the town centre, its conservation area and community services? (Please tick one answer).

	No.	%
Strongly agree	282	35%
Agree	391	49%
No opinion	69	9%
Disagree	39	5%
Strongly disagree	17	2%
	Answered	798
	Skipped	44

There was agreement, 84% who wanted a co-ordinated approach to the regeneration of Lawnside and Market Street to benefit the town centre, its conservation area and community services



Young people also agreed. 13 'Strongly Agree', 2 'Agree' and 1 'No opinion'.

Question 4d: Should the NDP promote the retention of health facilities in the town centre if it is at all possible? (Please tick one answer choice).

	No.	%
Strongly agree	480	60%
Agree	221	28%
No opinion	35	4%
Disagree	51	6%
Strongly disagree	12	2%
	Answered	799
	Skipped	43

There was strong support for the NDP to promote the retention of health facilities in the town centre, with 60% of respondents answering 'Strongly agree', and a further 28% answering 'Agree'.



Young people also strongly agreed. 15 'Strongly Agree', and 1 'Agree'.

5. Green Infrastructure

Question 5a: Do you agree with the following proposals:

i) That the new and extended corridors and enhancement zones identified in Figure 7 should be added to the existing green infrastructure identified in the Herefordshire Green Infrastructure Report (Figure 6) (Please tick one answer choice).

	No.	%
Strongly agree	454	58%
Agree	252	32%
No opinion	49	6%
Disagree	12	2%
Strongly disagree	16	2%
	Answered	783
	Skipped	59

There was strong support from respondents (90%) with 58% 'Strongly agreeing' that the new and extended corridors and enhancement zones identified in Figure 7 should be added to the existing green infrastructure identified in the Herefordshire Green Infrastructure Report. A further third (32%) also 'Agreed'.



Young people also strongly agreed. 14 'Strongly Agree', 1 'Agree' and 1 'No opinion'.

ii) That within those areas green infrastructure should be protected, enhanced and extended where possible? (Please tick one answer choice.)

	No.	%
Strongly agree	530	67%
Agree	205	26%
No opinion	39	5%
Disagree	3	0%
Strongly disagree	9	1%
	Answered	786
	Skipped	56

There was even stronger support from respondents (93%) with 67% 'Strongly agreeing' that within those areas green infrastructure should be protected, enhanced and extended where possible. A further third (26%) also 'Agreed'.



Young people also strongly agreed. 14 'Strongly Agree', 1 'Agree' and 1 'No opinion'.

Question 5b: Do you agree that all green and open spaces shown in Figure 8 should generally be afforded protection as contributing to green infrastructure within and surrounding the town? Can you suggest any additional green spaces? (Please tick one answer and write suggestions in the box below).

	No	%
Strongly agree	585	74%
Agree	175	22%
No opinion	21	3%
Disagree	5	1%
Strongly disagree	1	0%
	Answered	787
	Skipped	55

There was strong support from respondents with nearly three quarters (74%) ‘Strongly agreeing’ that all green and open spaces shown in Figure 8 should generally be afforded protection as contributing to green infrastructure within and surrounding the town, whilst a further 22% also ‘Agreeing’.



Young people also strongly agreed. 13 ‘Strongly Agree’ and 3 ‘Agree’.

There were 133 additional comments from adult respondents.

The largest number of comments (36 comments) were to keep whatever green space that was there already or that could be created, and to better maintain the green space that is currently there; the paths on the Riverside Walk were specifically mentioned.

“Maintenance and management of all green space must be seen to respect and support natural biodiversity as part of the protection.”

“Green spaces will require maintenance commitment e.g., stiles/fencing/path renewal/grass cutting - all currently neglected.”

“Look after the existing spaces. On the Town Trail where it goes under Woodleigh Road put the drainage right. The ditch needs clearing out for its whole length and the drain under the path from left to right sorted, all to prevent flooding in winter.”

“The town trail has been invaluable during the recent lockdown however it is very tired and needs maintenance. By the Leadon the steps have been broken for months and it’s dangerous.”

The next highest proportion of comments (24 comments) were about Ledbury Park

“Ledbury Park does not seem to have been afforded any protection and looks potentially vulnerable.”

“Ledbury Park needs protecting as a green space and if possible, opened to the public.”

“You have not proposed to protect Ledbury Park as green space. It sits within the Conservation Area and you haven't proposed to include the Park as protected space within the settlement boundary either.”

There were also several comments (10 comments) about land underneath, around and to the north of the viaduct needing to stay green space, especially to accommodate the flooding that happens there.

“Poss. below viaduct it's a wet area so much more suited to green space than houses.”

“Areas north of viaduct and off Bosbury Road”

“By the viaduct and Hereford Road”

“Suggest joining the extended LedLEZ1 with extended LSC3 to allow and support linking the new community in the viaduct development to recreational amenities.”

“The area north of the railway line/station, and land below Frith Wood, however this does contradict the proposal to create additional parking and disabled access to Ledbury Station.”

“Protect the fields immediately north of the station where people go sledging in winter and where you want to build a car park for the train station.”

“The area north of the railway line incorporates a public footpath (L19) to Frith Wood. Preserving this area contradicts any proposal for vehicular access to the station eastbound platform, level access to which would better be provided with lifts”

There were a number of other areas listed by a few individuals. To see a full list of comments, see Appendix 2. Free text comments.

Question 5c: Do you agree that allotments and/or community gardens should be encouraged? Can you suggest a suitable location for them? (Please tick one answer and write suggestions in the box below).

	No	%
Strongly agree	403	52%
Agree	274	35%
No opinion	83	11%
Disagree	16	2%
Strongly disagree	4	1%
	Answered	780
	Skipped	62

Over half of respondents 'Strongly agreed' that allotments and/or community gardens should be encouraged, a further 35% agreed.



Young people also agreed, with 11 who 'Strongly agree' and 5 who 'Agree'. Comment: *Yes because they could encourage organic growing, reduce carbon footprint and are a valuable recreation/ enjoyment to people particularly elderly.*

There were 157 additional comments.

There was support for allotments with 48 responses requesting them; a further 23 requested community gardens.

A key point that was raised about allotments particularly was the need to have them in the central location within easy walking distance (21 comments).

There was also a lot of support for the triangle of land on the Full Pitcher roundabout to be used for this type of development (18 comments).

Some of the other themes coming through were views that new developments should all have space for allotments/community gardens (8 comments), and that improvements and protection is needed on all the current green space in Ledbury (14 comments)

Other areas suggested including (in order of most comments received):

Location	No. of comments
Ledbury Park	8
Hawk rise	8
Little Marcle Road	7
Land off Dymock road	6
Off Gloucester Road	6
Deer Park	5
Proposed platform development	5
Off Bromyard Road	5
Football ground	5
Within school	4
Walled garden	4
New Mills	4
Off Hereford Road/ Hereford roundabout	4

To see a full list of comments, see Appendix 2. Free text comments.

Question 5d: Can you suggest footpaths, cycleways or other connections that could be improved or created to benefit residents and give access to green space and wildlife? (Please write your comments in the box below).

There were 274 comments.

The largest number of comments (135 comments) were about the state of repair of the current footpaths and cycleways, and a need to improve them. Specific comments were about:

- All footpaths needing improvements (37 comments)
- The Town Trail (20)
- All cycleways needing improvements (17)
- Riverside walk (10)

The next largest theme for comments were around where to have safer footpaths (87 comments). There were quite a wide variety of locations where safer footpaths were requested, the more commonly cited ones were:

- North of Ledbury to Wellington Heath (10 comments)
- Up Knapp Lane to provide a safe walking route to Frith Wood and Dog Wood (9)
- Pavement both sides of the roads by the bypass (7)
- Passage between Ledbury and the parishes 3 -4 miles out towards Hereford (5)
- Access on the west side of town to Wall Hills (4)
- Completing the Town Trail - i.e. Little Marcle roundabout to Homebase roundabout (4)
- Parkway into town along the A417 (4)
- Pedestrian access to the former Countrywide site (4)

There were 54 comments specifically about having safe cycleways, although the largest common response was to have safer cycleways on every route.

- All routes (12 comments)
- Passage between Ledbury and the parishes 3 -4 miles out towards Hereford (8)
- Along the river (3)
- New developments to the town centre (3)

Improved accessibility of the footpaths/walks and cycleways within Ledbury were mentioned by 36 responses. Specific areas were:

- Improving bridges such as Line Bank, near the Primary School and access to the Railway Station (6 comments). Needs were to include wider bridges.
- The Town Trail (6) ideally needs to be off road or have priority over vehicles where the Town Trail meets/crosses over public roads; smoother; and wider paths suitable for mobility scooters, bikes, and pushchairs.

“I would also like to see all of the town trail to have priority over vehicular traffic where the routes meet. For example, I would like to see a pelican crossing across bridge street and a cycle lane running along little Marcle road to connect the town trail. I would generally like to be able to cycle around Ledbury with my family and not have to worry about crossing roads and meeting cars and lorries.”

“It would be good if the town trail (or equivalent loop) could be completely off road”

-
- All footpaths (5) Needs were to keep hedges trimmed back, no potholes/broken slabs, and all weather paths.
 - Pavements in the Town Centre (5) need to be smoother for wheelchairs, mobility scooters and prams.
 - Changing of stiles to gates to improve access (6) all stiles generally but specifically mentioned were on the footpath from Bromyard Road to Frith woods and by Haygrove and fishing ponds.

There were 28 comments about where footpaths could be linked. However, the majority of these, 16 comments, were about the new developments being linked with the Town Centre, schools and open green spaces by footpaths and cycleways.

There were views from 14 respondents that Ledbury had sufficient footpaths and cycleways already in place, especially if the current ones were maintained to a high standard.

There were 12 requests for new crossings, four of these were for a crossing over the bypass, and three were for access to the station from the Ledbury Trail.

Better signage was mentioned in 10 responses, with 6 of these specifying all footpaths needed better signage.

Regeneration of the canal and attached footpaths/cycleways was mentioned by 10 respondents.

To see a full list of comments, see Appendix 2. Free text comments.



Young people's comment: *Generally having cycle paths in as many places as possible will cut down on need for small journeys by cars, encourage a healthy activity and make it safer/ encourage young people to cycle more. Between the schools, any leisure & recreation facilities and housing would be the most beneficial.*

Question 5e: Do you think more or improved children’s play areas are needed and if so, where? (Please write your comments in the box below, including what type of play area is needed e.g. open space, play equipment and for what age range.)

There were 286 comments.

68 of these explicitly said Yes, 36 said No and 21 had no view.

Those who responded No, mainly either felt that Ledbury was well served already with play parks and open space, or that if the current play areas are well maintained they would be used more.

There were 54 comments made about the current sites for play needing to be maintained or repaired or the equipment in it updated.

There were 50 comments made about what age range they should be for:

- Young children (14 comments)
- Older children (16)
- Teenagers (17)
- 18+ and Adults (3)

There were 103 comments about what type of play equipment/space is needed; play park (36 comments) and having open space to allow for adventure activity/creative play (18) were the two most commonly mentioned.

Others include:

- Ball games (7 comments)
- Skateboarding area (6)
- Meeting space, mostly in relation to teenagers (5)
- More youth clubs/ alternative activities available (5)

There were 159 comments about where play areas should be. Overwhelmingly there was a strong view that all new housing developments should provide a play area for the new residents (53 comments), with many feeling that this should be part of the planning application process and agreement.

The recreation ground, or the rec, received 31 comments which highlighted mixed views. There was support to expand this play area, maintain it and update it. However, there were also several that expressed their concerns about the anti-social behaviour exhibited in these areas such as vandalism, alcohol and drug use (8 comments specifically about the rec, 25 comments in total showing concern about playgrounds attracting anti-social behaviour)

Other areas where respondents would like to see play areas include:

- All housing estates (10 comments)
- Deer Park (10)
- Hereford Road, near Saxon Way (6)
- Full Pitcher oval/old cricket ground (5)
- Generally in the South of Ledbury (5)
- End of the railway line (access from Victoria Road/Orchard Road) (4)

To see a full list of comments, see Appendix 2. Free text comments.



Young people's comments:

Yes because the more active young people can be the better.

Need both play equipment for the younger, open spaces for all for running around, football etc.

Also having a bike course with obstacles, bump etc would be great

Need better AstroTurf for all – year round use.

6. Design and the Environment

Question 6a: Do you agree that that the NDP should include policies covering as wide a range of design matters as possible? (Please tick one answer choice).

	No	%
Strongly agree	296	38%
Agree	347	45%
No opinion	90	12%
Disagree	31	4%
Strongly disagree	6	1%
	Answered	770
	Skipped	72

There was agreement (83%) from respondents that the NDP should include policies covering as wide a range of design matters as possible, with 38% who 'Strongly agreed' and 45% who 'Agreed'.



Young people also agreed. 13 'Strongly Agree', 2 'Agree' and 1 'No opinion'.

Question 6b: Do you agree that the NDP should include policies to support sustainable development to mitigate the climate and ecological emergency? (Please tick one answer choice).

	No	%
Strongly agree	436	56%
Agree	248	32%
No opinion	66	9%
Disagree	15	2%
Strongly disagree	9	1%
	Answered	774
	Skipped	68

There was strong agreement (88%), over half of the respondents (56%) that the NDP should include policies to support sustainable development to mitigate the climate and ecological emergency, a further third 'Agreed'.



Young people also agreed. 12 'Strongly Agree', 3 'Agree' and 1 'No opinion'.

7. Other Matters

Question 7a: Bearing in mind that this is an NDP revision, do you have any other comments on the specific topics covered above or any other issues you wish to raise? (Please comment in the box below).

There were 290 comments, which were made about a wide range of issues and wishes about Ledbury Parish. The largest single category of comments was about the need for additional and better medical facilities, GPs, dentists, hospitals (61 comments). These views were made in relation to the current waiting times to access them, as well as the additional pressure they would be under with further housing development.

There were similar views about other infrastructure in Ledbury that would be put under pressure resulting from additional housing development, specifically schools and nurseries (38 comments), sewage provision and the waste/recycling site (10 comments).

Traffic was also a concern, both as a result of additional housing development and from current traffic levels (24 comments).

Parking was mentioned in 35 comments with respondents highlighting the challenges of parking within Ledbury, the cost of parking, lack of availability, the impact of on-road parking, residents parking and parking requirements for existing and potential new health facilities.

There were 25 comments which specifically mention opposition and disappointment surrounding the Bloor Homes/viaduct development. There were concerns that residents' views had not been taken into consideration and disappointment surrounding the appeals process. As part of this were concerns about the access to the development, impact on flooding on the site and the surrounding area, and the impact it might have on traffic on the Bromyard Road. There were also queries as to whether this would fulfil the housing requirement for the rest of the NDP plan timescale.

Understandably, this issue has also led to some reservations on the impact this consultation may or may not have (21 comments), how much weight will be given to public opinion and how accessible this consultation was. In contrast, there were some very positive comments about the current NDP process and consultation.

There were 20 comments supporting new building and developments to be more sustainable in the first instance, as opposed to retrofitting. New builds to have access to sustainable energy, such as solar panels, ground/air-heat pumps, rainwater harvesting and options to plug in electric vehicles.

A further 14 comments were encouraging re-wilding or biodiversity in and around Ledbury and green space, particularly to help sustain the natural environment.

Better pedestrian and disabled access into and around Ledbury was requested by 17 respondents.

Maintaining the unique character of Ledbury, especially the look of the Town Centre shops was mentioned by 14 respondents. The majority of these were wanting to keep Ledbury attractive for residents as well as tourists.

To see a full list of comments, see Appendix 2. Free text comments.

Question 7b: Please write your postcode in the box below. (This does not identify any individual, but is simply to help us analyse the degree of response by post code and if they are relatively equally spread across all Ledbury parish post codes).

There were 761 respondents who provided at least a partial postcode.

3-digit postcode	Number of responses
HR1	1
HR8	759
WR13	1
Grand Total	761

Responses were received from a range of locations within the Ledbury Parish.

5-digit postcode	Number of responses
HR8	5
HR8 1A	49
HR8 1B	47
HR8 1D	25
HR8 1E	10
HR8 1H	7
HR8 1J	27
HR8 1L	23
HR8 1N	22
HR8 1P	23
HR8 1Q	8
HR8 1R	7
HR8 1S	17
HR8 2A	19
HR8 2B	17
HR8 2D	40
HR8 2E	65
HR8 2F	51
HR8 2G	26
HR8 2H	48
HR8 2J	24
HR8 2L	23
Hr8 2N	11
HR8 2P	24
HR8 2Q	22
HR8 2R	7
HR8 2S	14
Hr8 2T	10
HR8 2U	14
HR8 2X	68
Other (postcodes where there were less than 5 responses)	8
Grand Total	761

End of main report

Appendix 1a: Copy of the Issues and Options Leaflet

Appendix 1b: Copy of the Issues and Options Questionnaire

Appendix 2: Free text comments