



# LEDBURY TOWN COUNCIL

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8 March 2024

**TO: Councillors Bradford, Furlonger, Harvey, Howells, Hughes, l'Anson, McAll, and Morris (Chair)**

You are hereby summoned to attend a meeting of the **Planning, Economy & Tourism Committee** which will be held in the **Council Offices, Church Lane, Ledbury**, on **Thursday, 14 March 2024 at 7.00 pm** for the purposes of transacting the business set out below.

Yours faithfully

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. To receive apologies for absence
2. 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)*

3. **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.

4. **Nolan Principles** (Link)

#### **MINUTES**

5. **To approve and sign the minutes of the Planning, Economy & Tourism Committee meeting held on 8 February**  
(Pages 601-608)

6. **To review the Action Sheet** (Pages 609-610)

#### **ECONOMY**

7. **Complaints received in respect of introduction of a VAPE shop in Ledbury**  
(Pages 611-612)

8. **Vacant Possession of 137/139 The Homend, Ledbury (Property)**  
(Pages 613-614)

#### **TOURISM**

9. **Presentation from Stromstad Twinning Association** (Pages 615-616)

10. a. **Notes of a meeting of the Tourism Task & Finish Group held on**  
b. **Draft Tourism Strategy**

(Pages 617-653)

#### **PLANNING**

##### **11. Planning Consultations**

	<b>Application Number</b>	<b>Deadline for comments/ determination</b>	<b>Application details</b>
11.1	240290	Deadline for comments 07.03.2024 Target Determination date 27.03.2024	Proposed construction of manege – <b>Siddington Farm, Orlham Lane, Leddington, Ledbury, Herefordshire, HR8 2LN</b>
11.2	240295	Deadline for comments 26.03.2024 Target Determination date 02.05.2024	Proposed variation of condition 4 of planning permission 222107 (Approval of reserved matters relating to layout, scale, external appearance and landscaping (pursuant to outline planning permission appeal ref:



			APP/W1850/W20/3244410 and LPA ref. 171532) for 223 dwellings with associated drainage, highway infrastructure (internal roads, footways, footpath/cycleway and spine road) and play area (Phase 1) – to amend wording to allow occupation of 50 dwellings before completion of Riverside Park and play area – <b>Land North of the Viaduct, Adjoining Orchard Business Park, Ledbury, Herefordshire</b>
11.3	240365	Deadline for comments 29.02.2024 Target Determination date 20.03.2024	Conifers & Birch to cut back to wall line – <b>Police Station, Worcester Road, Ledbury, HR8 1PL</b>
11.4	240458	Deadline for comments 20.03.2024 Target Determination date 12.04.2024	Proposed single storey rear extension with replacement and extension of existing side element – <b>24 Long Acres, Ledbury, Herefordshire, HR8 2AJU</b>

## 12. Tabled Applications

(If any)

(applications received after agenda despatch where deadline dates for comments are earlier than the next committee meeting)

## 13. Planning Decisions

(Pages 654-658)

## 14. To receive and note the notes of a meeting of the Major Planning Applications Working Party held on 29 February 2024

(Pages 659-663)

## 15. 'How to protect aspects of the environment during a period of expansion and development in Ledbury

(Request from Member of public)

## LICENSING

## 16. Consultation on Licensing of Sex Establishments – Statement of Licensing Policy SEV Policy Feb 2024 (Draft) (Consultation)

<https://www.herefordshire.gov.uk/downloads/file/26249/licensing-of-sex-establishments-statement-of-licensing-policy-draft>

## GENERAL

## 17. Section 106 (Standing item)



18. **Launch of Herefordshire Draft Local Plan Consultation – Monday, 25 March 2024** (Page 664-665)
19. **Update on Herefordshire Flood Groups meeting** (Page 666-673)
20. **Date of next meeting**

**To note that the date of the next meeting of the Planning, Economy & Tourism Committee is scheduled for 11 April 2024 at 7.00pm in the Council Offices, Church Lane, Ledbury**

Distribution: Full agenda to: - Committee Members (8)  
File Copy (1)  
Full agenda excluding confidential papers to:  
Press (2)  
Ward Councillors (2)  
Library (1)  
Agenda front pages to all non-committee members (4)

**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF THE PLANNING, ECONOMY & TOURISM  
COMMITTEE HELD ON 8 FEBRUARY 2024**

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**PRESENT:** Councillors Bradford, Furlonger, Howells, Hughes, l'Anson, McAll and Morris (Chair)

**ALSO PRESENT:** Angela Price – Town Clerk  
Sophie Jarvis – Minute Taker

**P173. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Harvey.

**P174. DECLARATIONS OF INTEREST**

No declarations of interest were received.

**P175. PUBLIC PARTICIPATION**

No members of the public were present.

**P176. NOLAN PRINCIPLES**

**RESOLVED:**

The Nolan Principles were received and noted.

**P177. TO APPROVE AND SIGN THE MINUTES OF THE PLANNING,  
ECONOMY & TOURISM COMMITTEE MEETING HELD ON 11  
FEBRUARY 2024.**

**RESOLVED:**

**That the minutes of the Planning, Economy & Tourism Committee meeting held on 11 February 2024 were approved and signed as a correct record.**

**P178. TO REVIEW THE ACTION SHEET**

The following points were discussed on the Action Sheet.

**P81a.2 – That the Mayor will host a meet and greet event when the Stromstad Twinning Association visit Ledbury.**

Councillor Hughes informed members that the visit is scheduled for 31 March – 7 April 2024. The Clerk informed members that officers will work

with the Mayor and the Twinning Association to organise a meet and greet.

**P126 – RECOMMENDATION:** That a recommendation be made to Full Council that officers be instructed to purchase a defibrillator as provided in Option 3 of the report: ViVest X3 defibrillator with carry case, spare electrodes ShockBox Sentry (locked) heated double skinned steel surround cabinet for kiosk. Telephone kiosk and community signage pack cost = £1840. Additional costs – Delivery £25.00, installation by a BT approved electrician.

The Chair informed members that this recommendation was approved at the reconvened meeting of Full Council on Wednesday, 7 February 2024.

**P138.2 – Minute No. P104.3 – That a further Markets Working Party will be held once the Market Strategy has been considered by Full Council.**

The Clerk informed members that the next Markets Working Party has been scheduled for Wednesday, 14 February at 4:00pm. The next Markets Working Party will be scheduled for 5:30pm.

**P157.1 – That Ledbury Places provide more detailed information on the cost breakdown to produce the Heritage Brochure on their grant application and include details of how many brochures will be produced.**

The Clerk informed members that she is waiting for Ledbury Places to return their grant application form.

**P160.3 – That the Ledbury Hopper Bus Service be included on the next Traffic Management Working Party agenda.**

The Clerk informed members that this was discussed at the Traffic Management Working Party held on Wednesday, 7 February 2024. Councillor Bradford queried whether any quotes had been investigated yet, The Clerk informed members that the Working Party are not at that stage yet. Councillor Bradford advised that he had a cost and that he would forward this to the Clerk.

**P162.2 – That the Clerk contact the Group that are discussing the potential History Festival for Herefordshire to request that Councillor Morris, Councillor Furlonger and the CDO (subject to meetings being held during working hours) be invited to join the Group and that they express a wish for Ledbury to participate in the potential history festival for Herefordshire.**

The Clerk informed members that she had contacted the group, and they are happy for this to happen, but they have not scheduled the next meeting date yet and will inform the Clerk once they have done this.

**P169 – That the Clerk obtain quotes for the replacement road sign for Biddulph Way to be considered at the next Planning, Economy & Tourism Committee meeting.**

The Clerk informed members that an email had been sent to Balfour Beatty Living Places requesting a quote. Councillor Bradford informed the Clerk that he had looked into this and that he had sent her a copy of a quote which provided an example of a possible sign, which residents had advised they would be happy with, noting that the quote was for £162.00.

**RESOLVED:**

- 1. That the Action Sheet was received and noted.**
- 2. That officers will work with the Mayor and the Twinning Association to organise a meet and greet when Stromstad representatives visit Ledbury in April.**

**P179. NOTES OF A MEETING OF THE TOURISM TASK & FINISH GROUP HELD ON 31 JANUARY 2024**

Members noted an error on the minutes under the heading of “PET Meeting 11 January 2024”. The sentence should read as follows:

“1. Minute No. P46 – Commissioning of a Business Plan for the TIC that this item should not be considered as part of the Tourism Strategy via the Tourism Task & Finish Group, and therefore be removed from the Action Sheet”.

Councillor Bradford queried the progress being made in the Tourism Task & Finish Group as he stated that Tourism is something the Town Council has been looking into for years. Councillor Hughes clarified that this Tourism Task & Finish group have a lot of new members and that they have made terrific progress in a short amount of time.

Councillor Bradford suggested that the coach companies should be contacted to find out when they will be visiting Ledbury. He informed members that there is a lack of parking for coaches since Countrywide shutdown. Councillor Hughes agreed that the Tourism Task & Finish Group need to look hard at transport links.

Councillor Hughes informed members that the Task & Finish Group will have a firmer draft of the Tourism Strategy after their next meeting at the end of the month and that it is hoped that this will be presented to the

Planning, Economy & Tourism Committee meeting scheduled for Thursday, 14 March 2024.

Members agreed that recommendation 2 referring to Heidi Chamberlain Jones being contacted did not need to be a recommendation and could be marked as resolved. Councillor Hughes proposed that the other recommendations made in the Tourism Task & Finish Group minutes be accepted, Councillor Furlonger seconded this, and all members were in favour.

**RESOLVED:**

- 1. That the notes of a meeting of the Tourism Task & Finish Group were received and noted subject to the following amendment being made:**

**“1. Minute No. P46 – Commissioning of a Business Plan for the TIC that this item should not be considered as part of the Tourism Strategy via the Tourism Task & Finish Group, and therefore be removed from the Action Sheet”.**

**The following recommendations were resolved from the Tourism Task & Finish Group minutes that took place on 31 January 2024.**

- 2. The Task & Finish Group does not consider that it is the remit of the Group to produce a Business Plan for a TIC. The Group will continue to develop a tourism strategy for the town as commissioned to do.**
- 3. That it is not the responsibility of this Task & Finish Group to develop a multi-visitor information brochure (A4 folded).**

**P180. OUTCOME OF MEETING TO DISCUSS ACTION PLAN FOR PAINTED ROOM 2024/25 SEASON**

The Clerk informed members that she had met with the Tour Guide Manager that day to discuss an action plan for the Painted Room and gave members a verbal update. The following points were discussed:

- The Painted Room opening hours should work in conjunction with other Tourist attractions in Ledbury such as the Butcher Row Museum, The Heritage Centre etc.
- The aim is to have the Painted Room open 7 days a week during the Tourism season. However, there is currently insufficient staffing for this.
- The Painted Room tour guides job description needs to be reviewed before advertising.



- The Clerk will use the Ledbury Town Council 'pod' on World Book Day to promote the Painted Room and try to gain interest for volunteers.
- The Painted Room is due to reopen on Monday 4<sup>th</sup> March 2024 11:30am – 3:00pm which will then be increased in April.
- When the Tourism Season starts it would be wise to extend the opening hours from 4:00pm to 4:30pm.
- Due to keeping the conditions of the paintings there is a limit of how many people can be in the room at once, this will be looked into as well as the sheet of key points that is given to volunteers.
- The yellow information book will be re typed and updated as there is no electronic version of this due to how old the document is.
- New mugs need to be purchased.
- Ledbury Town Council used to be a member of the Coach Drivers Guide which informed them of when the coaches were due to come to Ledbury, this has now been lost since covid. An alternative option will now be investigated and look into whether this is now online.
- The Painted Room leaflet can be distributed using Glide Media.
- New risk assessments to be written up.
- Succession, the Tour Guide Manager to ensure that all information on the Painted Room is in a position to be passed onto another member of staff in the future.
- The idea of a tour video to be shown in the Painted Room to be investigated more using the ones already created during Covid.

**RESOLVED:**

**That the updates of the meeting to discuss the action plan for the Painted Room 2024/25 season were received and noted.**

**P181. PLANNING CONSULTATIONS**

- i. Proposed removal & infill of swimming pool & pool enclosure. Construction of a conservatory & patio in place of the pool enclosure, and a new rear porch – **The Orchard, South Parade, Ledbury Herefordshire, HR8 2HA.**

**RESOLVED:**

**No objections.**

- ii. Prior approval for proposed change of use from commercial, business and service (use Class E) to 5 dwelling houses (use Class C3) – **Building rear of 15, The Homend, Ledbury, Herefordshire, HR8 1BN.**

**RESOLVED:**

**No objections.**

- iii. Proposal to convert existing garden store outbuilding to home office/study to host dwelling. Development to include creation of new balcony under extended roof. Existing asbestos sheet roof to be raised and replaced with clay plain tiles to match host dwelling roof – **Bradlow Farm, Bradlow and Westhill, Ledbury, Herefordshire, HR8 1JE.**

**RESOLVED:**

**No objections subject to the conditions being adhered to set by the Malvern Hills National Landscape.**

- iv. Extension to existing veterinary clinic – **The Nook, Hereford Road, Ledbury, Herefordshire, HR8 2PR**

**RESOLVED:**

**No objections.**

**P182. TABLED APPLICATIONS**

**RESOLVED:**

**There were no tabled applications.**

**P183. PLANNING DECISIONS**

**RESOLVED:**

**The planning decisions were received and noted.**

**P184. UPDATE OF MAJOR PLANNING APPLICATIONS WORKING PARTY IN RESPECT OF PLANNING APPLICATION NO. 233023**

All members were in favour of sending the comments from the Major Planning Applications Working Party to Herefordshire Council.

**RESOLVED:**

**That the comments from the Major Planning Applications Working Party in respect of planning application no. 233023 be sent to Herefordshire Council.**

**P185. NOTIFICATION OF TRAFFIC REGULATION ORDER SCHEME ON VARIOUS ROADS, LEDBURY, HEREFORDSHIRE**

Councillor Hughes stated that the notification of traffic regulation order scheme on various roads is sensible to make these areas safer. Councillor Howells noted that the Neighbourhood Development Plan had



been reflected in this but the bottom of Little Marcle Road is still quite dangerous.

All members were in favour of supporting the notification of traffic regulation order scheme on various roads however, there were two additional areas which Ledbury Town Council would like to be considered, Little Marcle Road and Orchard Lane. Consideration should be given to putting in place yellow lines on Orchard Lane to stop cars parking there and make it safer.

The Clerk notified members that there had been a copy of the Traffic Regulations document on a previous committee meeting agenda for members. Members asked if this document could be circulated again.

**RESOLVED:**

1. **That Ledbury Town Council support the notification of Traffic Regulation order scheme on various roads in Ledbury but suggest that consideration be given to two additional areas, Little Marcle Road and Orchard Lane.**
2. **That the Clerk recirculate a copy of the Traffic Regulations document previously provided to Members.**

**P186. PROPOSED CHANGES TO WOODLEIGH ROAD – REQUEST FROM MR IAN COLWELL TO DISCUSS**

Mr Ian Colwell was not present at the committee meeting.

The Clerk informed members that the post put on Facebook about the proposed changes to Woodleigh Road had not been verified by Ward Councillors or Herefordshire Council.

**RESOLVED:**

**Once Ledbury Town Council have received an official notification of the proposed changes to Woodleigh Road members will be notified, and the relevant information shared on the Town Council's website.**

**P187. TO APPROVE INVOICES FOR PAYMENT FOR FEBRUARY (INTERIM) IN THE SUM OF £4043.84 PLUS VAT**

**RESOLVED:**

**That the invoices for payment for February (interim) in the sum of £4043.83 plus VAT were approved for payment.**

**P188. SECTION 106**

**RESOLVED:**

There were no Section 106 updates.

**P189. DATE OF NEXT MEETING**

**RESOLVED:**

To note that the next meeting of the Planning, Economy & Tourism Committee is scheduled for 14 March 2024.

The meeting ended at 8:00pm.

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



## Action Sheet February 2024

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
<b>PLANNING, ECONONMY &amp; TOURISM MEETING 11 JANUARY 2023</b>					
P157.1	That Ledbury Places provide more detailed information on the cost breakdown to produce the Heritage Brochure on their grant application and include details of how many brochures will be produced.	Ledbury Places	Mar-24	Application to be referred back to FP & GP upon receipt of further information	Information received and to be considered at FP & GP Meeting on 21.03.2024 - completed
P169	That the Clerk obtain quotes for the replacement road sign for Biddulph Way to be considered at the next Planning, Economy & Tourism Committee meeting.	TC	26.01.2024	Email sent to BBLP to request quote	In progress
<b>PLANNING, ECONONMY &amp; TOURISM MEETING 8 FEBRUARY 2023</b>					
P184	That the comments from the Major Planning Applications Working Party in respect of planning application no. 233023 be sent to Herefordshire Council.	TC	09.02.2024	Response sent and acknowledgement of receipt received	Completed
P185.1	That Ledbury Town Council support the notification of Traffic Regulation order scheme on various roads in Ledbury but suggest that consideration be given to two additional areas, Little Marcle Road and Orchard Lane.	TC	06.03.2024	Email sent to Ward Councillors	Awiting response

P185.2	That the Clerk recirculate a copy of the Traffic Regulations document previously provided to Members.	TC	06.03.2024	Email sent to Cllrs	Completed
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Report prepared by Angela Price – Town Clerk

## **COMPLAINTS RECEIVED IN RESPECT OF INTRODUCTION OF A VAPE SHOP IN LEDBURY**

### **Purpose of Report**

The purpose of this report is to provide Members of the Planning, Economy & Tourism Committee with complaints received in respect of the introduction of a VAPE shop in Ledbury.

### **Equality Duty**

There are no specific equalities impacts in relation to this report.

Under section 149 of the Equality Act 2010, the “general duty” on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to :

- a. eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- b. advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c. foster good relations between persons who share a relevant protected characteristic and person who do not share it.

The public sector equality duty (specific duty) requires Ledbury Town Council to consider how it can positively contribute to the advancement of equality and good relations and demonstrate that they are paying ‘due regard’ in their decision making in the design of policies and in the delivery of services.

### **Detailed Information**

Complaints have been received by the Clerk in respect of the Vape shop that has been opened in the High Street in Ledbury.

The complainants have indicated their “shock, anger and disgust” that Ledbury Council has presumably given permission for this.

One of the key concerns raised was that the shop in question is located in an area that the pupils of John Masefield High School have to pass on their way to school, and they have referred to the efforts of the government and local authorities who do everything to stop young people vaping and that Ledbury Council are openly encouraging it.

The Clerk has responded to both complainants advising that whilst Ledbury Town Council were consulted on the change of use of the premises and the request for a licence to sell alcohol, there was no requirement for them to be consulted on items that such as Vapes which do not require a licence for retailers to sell.

The residents have been advised that their concerns would be raised with this committee and that they would be welcome to attend the meeting to express their concerns in person.

### **Recommendation**

That Members of the Planning, Economy & Tourism Committee receive the above information, noting that the Clerk has responded on behalf of the Council in respect of this matter.

Report prepared by Angela Price – Town Clerk

**VACANT POSSESSION OF 137/139 THE HOMEND, LEDBURY (PROPERTY)**

**Purpose of Report**

The purpose of this report is to advise Members of the Planning, Economy & Tourism Committee of correspondence received in respect of the property known as 137/139 The Homend, Ledbury.

**Equality Duty**

Under section 149 of the Equality Act 2010, the “general duty” on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to :

- a. eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- b. advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c. foster good relations between persons who share a relevant protected characteristic and person who do not share it.

The public sector equality duty (specific duty) requires Ledbury Town Council to consider how it can positively contribute to the advancement of equality and good relations and demonstrate that they are paying ‘due regard’ in their decision making in the design of policies and in the delivery of services.

**Detailed Information**

Members of the committee would have received an email from Quan Si Kwon in respect of the property known as 137/139 The Homend, Ledbury.





In that correspondence Mr Kwon that vacant possession of the property had been obtained wef 1 September 2023. He explained that under the former Lease, the permitted use of the property was for a fried fish bar or licensed restaurant and retail unit on the ground floor, with ancillary residential accommodation for the Tenants and their immediate family on the first floor of the property and without the possibility of underletting's.

However, Mr Kwon stated that he has always felt that the property had been underutilised and now that the property is finally in vacant possession, is hopeful that it can be planned for better use in the future.

Mr Kwon has written to you as Members of the Planning, Economy & Tourism Committee to ask for an open dialogue to discuss the optimum usage of the property while in compliance with local conservation regulations and local by-laws, and the enhancement of local economic activities and if possible, the promotion of Tourism in Ledbury.

Mr Kwon has suggested that due to the position of the property, being so close to the town centre, there are a number of possibilities that could be considered for this property, i.e. fish bar, restaurant, government office, retail stores, bank or building society offices, tourism office, art gallery, post office, etc. on the main floor, and with the upper floors being used for law, accounting, other professional offices, and/or residential accommodation.

Therefore, Mr Kwon is seeking advice and recommendations from this committee on how to plan for better use of this property.

### **Recommendation**

Members are requested to give consideration to the request from Mr Kwon in respect of the property known as 137/139 The Homend, Ledbury



## Ledbury - Strömstad Twinning Association

The Association continues to build on the links with our Twin Town, Strömstad, on the west coast of Sweden. The Towns were formally twinned in April 2000 and marked over twenty years of friendship in July 2022, with celebrations on both sides of the North Sea.



Our focus is the sharing of friendship, culture, and special interests such as music and sport with the emphasis on young people.

Over the years the Association has supported visits to Strömstad by the Swifts, various music groups etc and hosted music groups, schools, Rotary etc. in return. Part of our role is to support visits and put groups in contact with partner groups in Strömstad. All part of promoting social, cultural, and general understanding between our two communities.

Ledbury Swifts are the Association's greatest and most consistent ambassadors, with boys and girls going to Stromstad to play on an annual basis for over twenty years.

The Committee in Ledbury meet regularly, and updates are shared with Strömstad. The Ledbury Committee has a Facebook page and produces regular newsletters for members.



## Ledbury - Strömstad Twinning Association

Strömstad also have a committee similar to the one in Ledbury with representation from music, education, sport etc. They meet regularly with the Strömstad Kommun who have always been supportive of the initiatives between our two towns.

We organise various social events each year. In March we have an annual quiz at the Royal British Legion Club, Ledbury and in the summer, we usually hold a Smorgasbord evening at the Talbot Hotel.

The Association takes part in local events such as Ledbury Carnival, Christmas Lights, Community Day and World Book Day etc. to promote the Twinning and Sweden but also as a community organisation.

The Talbot Hotel is the home of our 'Twinning' in Ledbury, the back bar is affectionately known as 'Little Strömstad', named so by one of the first Swedish Choirs to visit Ledbury. There are lots of photos, memorabilia etc. and it is popular with Swedish visitors.

The Association offers talks about the Twinning with Strömstad and Swedish traditions to schools and other local organisations on a regular basis.

Current initiatives include:

- A music collaboration in April, 'Piaf with Friends' between a group from Stromstad and the Ledbury Singers.
- Contacts are being made between the Tourist Information Offices in our two towns to enable closer working to promote each other to our local communities.

For further information about events and membership of the Association please contact The Secretary: [Jill\\_jupp@hotmail.co.uk](mailto:Jill_jupp@hotmail.co.uk) or 07531 311991.



## LEDBURY TOWN COUNCIL

### NOTES OF A MEETING OF THE TOURISM and TOURIST INFORMATION CENTRE TASK & FINISH GROUP MEETING HELD ON 28<sup>TH</sup> FEBRUARY 2024

**PRESENT:** Councillors: Morris, l'Anson, Hughes, Furlonger and McAll  
Non-Councillors – Penelope Shaw (Chair), Nigel Higgs, Christine Tustin,  
Peter McCann, Al Braithwaite and Becky Shaw (zoom).and guest Heidi  
Chamberlain-Jones (Eat, Sleep, Live Herefordshire)

**ALSO PRESENT:**

Olivia Trueman, Community Development Officer (CDO)  
Angela Price, Clerk to the Council

**1. APOLOGIES FOR ABSENCE**

None

**2. NOTES OF MEETING HELD 31<sup>st</sup> January 2024. – Approved.**

**3. MATTERS ARISING FROM THE PLANNING, ECONOMY & TOURISM COMMITTEE (PET).**

It was noted that PET had requested sight of the draft strategy for its meeting on 14<sup>th</sup> March 2024.

The Task & Finish Group (T&FG) were advised that there had been a webinar the previous week relating to Tourism, some of which had been useful and interesting. The most pertinent information was from Deidre Wells.

It was agreed that:

- a) The draft Tourism Strategy document, in its current state or with any updates, would be sent to the Clerk by 7<sup>th</sup> March 2024.
- b) The slides from the webinar would be circulated to the group. CDO circulated the slides 1<sup>st</sup> February 2024.

**4 Draft Tourism Strategy**

The revised strategy was circulated with the agenda.

- a) The group received feedback from Heidi Chamberlain-Jones regarding the draft tourism strategy to date. The main role of Eat, Sleep, Live (ESL) Herefordshire was to promote tourism across the county. There was opportunity for the Town Council and others at the meeting to become members of ESL to support promotion of tourism in and around Ledbury.
- b) It was noted that there was good content to drive forward and develop a good 5+ year strategy. There were some current opportunities to be promoted as well as some “quick wins”. It was suggested that part of the uniqueness of Ledbury was its “picturesque” nature.

- c) There were also a number of challenges that Ledbury faced, namely – Coach Parking facilities and Accommodation.
- d) It was suggested that the Hub (and spoke) approach could work well for Ledbury. Attracting people in for Day trips (and longer stays) as well as been within 1.5 hours drive of 3 major areas – Bristol, Birmingham and South Wales.
- e) It was suggested that a focus on Culture, Heritage and Retail would produce a strong tourism strategy as well as including different types of Trails around the town.
- f) Heidi was thanked for her insight and helpful feedback.
- g) Volunteers we sort to focus on different elements of the strategy to create a more detailed section.

It was agreed that:

- a) Cllr Stephen Furlonger and Nigel Higgs would focus on section 2.1 – Knowing the product.
- b) Cllr Morris and Al Braithwaite would focus on section 2.2.2 – 2.2.2ii.
- c) The chairman and Al Braithwaite would also start to review the overall document to maximise its impact.

**Date of Next Meeting: 27<sup>th</sup> March 2024 in the Council Offices**

**D R A F T**

# **Tourism Strategy**

## **Ledbury**

### **2024**

V4.01

Developed by

**Task & Finish Group – Tourism**

[Planning, Economy & Tourism Committee]

*Chair T&FG: Penelope Shaw*



*“Mine, is a town of ancient grace,  
A long street widened at a marketplace.”*

*- John Masefield*



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## Executive Summary

The town of Ledbury, set in the rolling hills of Herefordshire, has a rich offering of heritage, arts, unique retail opportunities and a strong sense of community. It offers many activities for all age groups as well as many local attractions for residents and visitors alike.

Over many years tourism plans have been developed in isolation by some organisations, with no overall direction to deliver a joined up approach to tourism for the overall benefit of the town.

Development of this strategy is aimed at providing that direction and it has been created through evidence-based analysis, contributions from across the various organisations and stakeholders within and surrounding Ledbury.

The SWOT analysis provides the framework to develop solutions that would build on our strengths, whilst addressing weakness and using the opportunities to provide solutions to help overcome threats.

The strategy has identified a number of solutions which, with the support of the Town Council local traders and larger organisations, can be successfully delivered over the coming months and years.

The top three solutions, which are evidenced based include:

1. Development of an integrated tourism leaflet reflecting tourism/heritage sites in the town.
2. Engage with key coach organisations to promote Ledbury as a destination town.
3. Promote the many activities and attractions through social media.

The outcome from implementing this strategy is aimed at providing a much more joined up approach to tourism, that is clear and can be promoted by all organisations in the town to increase footfall and the economic prosperity of the town.

In conclusion, this strategy will provide the framework for tourism across the town and surrounding areas. Creating it with contributions from many organisations and stakeholders recognises the importance of the work and its importance to the town.

## 1. Agreeing to plan together

*Why do this and who to involve?*

*“What you always do before you make a decision is consult.  
The best public policy is made when you are listening to people who are going to be impacted.  
Then, once a policy is determined, you call on them to help you sell it.”*

*- Elizabeth Dole*

*Successful tourism relies on having a credible and genuine breadth of appeal, across as wide a spectrum of audiences as possible (after all families comprise individuals of different ages, genders, interests, hobbies and motivations)*

*Rather than strive for the impossible, better to focus on harnessing the assets with which Ledbury has been blessed and that have genuine appeal to the masses.*

### 1.1 Vision, aims and objectives; resources and support

- 1.1.1 VisitEngland states, “A shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they will take and the apportionment of resources.”<sup>1</sup>

### 1.2 Vision, aims and objectives

- 1.2.1 To increase the vibrancy of Ledbury, whilst maintaining the feel.
- 1.2.2 To drive increase in tourism spend.

### 1.3 Resources and support

- 1.3.1 Resources currently available...
- 1.3.2 Support available...

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<sup>1</sup> A Guide to Destination Management Planning, Visit England, November 2023, viewed at <https://www.visitbritain.org/guide-destination-management-planning>



## 2. Gathering the evidence

*How well are we doing now?*

### i) **Ledbury as a holiday hub – The Ledbury Experience**

*Ledbury is ideally placed as a centre or hub for English countryside holidays.*

### ii) *Greater than the sum of it's parts, Ledbury has a rich and diverse mix of activities and infrastructure that when aggregated, comprise the real Ledbury - or the Ledbury Experience.*

*Broad, diverse, engaging and surprising – something for everybody and with ample opportunities to drive revenue for the town:*

- *Eclectic High Street of independent shops*
- *Poetry*
- *History*
- *Architecture*
- *Historical significance*
- *Local producers*
- *Variety of eateries*
- *Music and theatre*
- *Events*

### iii) *An array of baskets, all full of eggs*

- *Recognise that Ledbury possesses many reasons to visit*
- *Appeal to as wide a cross section of the UK as possible by harnessing and amplifying them all*
- *Focus on the inclusive and compelling Ledbury Experience; distil it into emotional and rational benefits to best communicate and convey it to our target audiences*
- *Leave room; Ledbury will grow, add new elements to its portfolio and diversify even further as time goes on. Allow space for this to be included*

## 2.1 Knowing the product

### 2.1.1 Tourism facilities:

- Accommodation
- Catering
- Attractions
- Activities
- Events
- Retail relevant to tourists<sup>2</sup>
- Other facilities

---

<sup>2</sup> Appendix C, 10 of the best Christmas shopping cities in Europe, 2017 and The tiny little town named the best place in UK for Christmas shopping, 2023

### 2.1.2 Heritage and culture:

- Historical connections
- Traditions
- Specific heritage sites<sup>3</sup>
- Arts
- Crafts
- Cuisine
- Other aspects of living culture

### 2.1.3 Landscape and countryside:

- General qualities
- Appeal and distinctiveness of the landscape
- Specific access sites
- Routes and trails
- Wildlife and other features

### 2.1.4 Built environment

- Cityscape, towns, villages – appearance and upkeep
- Specific features, distinctive architecture, parks and gardens, public realm

### 2.1.5 Access and transport

- Road, rail, boat, air links to and within the destination
- Transport providers (public and private)

### 2.1.6 Visitor services

- Marketing media, information provision and outlets
- Signposting, car-parking availability and charging, toilets, other services

## 2.2 Understanding current performance

### Visitor numbers

Attraction (days/hours open)	2023	2022	2021	2020	2019	2018
Heritage Centre (4/7:20h <sup>pw</sup> ) <sup>#</sup>	14,176	13,320	8,780	918	24,997*	23,902*
Butcher Row (5/7:30h <sup>pw</sup> )	10,547	9,350	2,417	0	13,380*	15,564*
The Painted Room (5/7:20h <sup>pw</sup> )	3,504	2,835	2,172	878	2,600	N/A
The Market House	405	353	241	0	136	N/A

\*Open 7 days/week pre-pandemic

<sup>#</sup>Including some bank holidays

*Visit Britain statistics for region – West Midlands*

*Herefordshire figures???*

Volume and value of tourism in the destination and the performance of tourism businesses.

Develop and improve facilities to make visitors welcome.<sup>4</sup>

<sup>3</sup> The Ledbury Community and Heritage Regeneration Project - Overarching Conservation Management Plan, Purcell, 2013

<sup>4</sup> Appendix A, action item #29

### 2.2.1 Tourism facilities

Accommodation (No. of rooms)	Catering	Attractions	Activities <sup>5</sup>	Events <sup>6</sup>	Retail <sup>7</sup> (Tourist relevant)	Other facilities
The Feathers (20)	The Feathers coffee house & restaurant	Painted Room <sup>8</sup>	Swimming pool	Poetry Festival	Independent retailers, Ledbury	
The Talbot (11)	The Talbot bar and restaurant	Butcher Row	Rugby club	HODs	Little Hedgerow (Trumpet Corner)	
Seven Stars (3)	Seven Stars bar and restaurant	Heritage Centre	Cricket	Three Counties Shows	The Nest	
Verzon House (9)	The Nest	Master's House	Horse riding?	Eastnor Festivals		
Holme Lacy (Warners 181)	The Malthouse	St Katherine's	Bowls	H-Art		
Caravan Park	The Ledberry	St Michael & All Angels Church and tower	Golf			
AirBnB	Handley Organics		Walks			
	Chocotastic		Trails			
	Trumpet Tearooms					
	Coffee #1					
	The Market House Cafe					

<sup>5</sup> Appendix B, action item #38

<sup>6</sup> Appendix B, action items #34 and #45

<sup>7</sup> Appendix A, action item #31

<sup>8</sup> Appendix A, action item #23

## 2.2.2 Heritage and culture

Historical connections <sup>9</sup>	Traditions <sup>10</sup>	Specific heritage sites	Arts	Crafts	Cuisine	Other aspects of living culture
HMS Ledbury	Saturday market	St Michael & All Angels Gr:I	Market Theatre	Pottery at Eastnor Castle	Westons	Three Counties Showground
John Masefield <sup>11</sup>	Tuesday market	The Market House <sup>12</sup> Gr:I	H-Art	Weavers Gallery	Ledbury Loaf (Peter Cook)	
Saturday market	Big Breakfast	Ledbury Park Gr:I	Ledbury Poetry		The Nest (Scotch eggs)	
Tuesday market	Daffodils	Heritage Centre	Weavers Gallery		Friday Market at Burgage Hall	
Elizabeth Barrett Browning	Bluebells	Butcher Row	Titian at St Michael & All Angels		Cherry season	
	Apple blossom	Painted Room			Plum season	
	Poetry festival	BBI			Fruit Locker	
	Big Apple	Burgage Hall			Dragon Orchard	
	Carnival	Master's House				
	H-Art					
	Mop Fair	St Katherine's Chapel & Hall				
	Christmas Lights	Eastnor Castle				
	Late night shopping					
	Boxing Day hunt	Hellens Manor				
	<i>3C RHS Malvern Spring Show</i>					
	<i>3C Royal Three Counties Show</i>					
	<i>3C Malvern Autumn Show</i>					
	<i>3C Winterglow</i>					
	<i>EC Easter Treasure Hunt</i>					
	<i>EC Chilli Festival</i>					
	<i>EC Steam &amp; Vintage Weekend</i>					
	<i>EC Fireworks Competition</i>					
	<i>EC Lakefest</i>					
	<i>EC El Dorado</i>					
	<i>MM Big Apple</i>					
	<i>MM St Bartholomew's Church and Yew</i>					
	<i>HM Music festival</i>					
	<i>HM Garden festival</i>					

<sup>9</sup> Appendix A, action item #27

<sup>10</sup> Appendix B, action item #37

<sup>11</sup> Appendix B, action item #44

<sup>12</sup> Appendix A, action item #24



## 2.2.2i Ledbury's Heritage Offer

Listed buildings – information taken from Historic England website.

Where	Address	Designation
<i>Almshouses (St Katherine's Hospital &amp; Almshouses) #</i>	<i>High Street</i>	<i>//</i>
Baptist Church	The Homend	II
Barrett Browning Institute	The Homend	II
Bell Tower	St Michael & All Angels church	I
Brewery Inn	Bye Street	II
Burgage Hall /United Reformed Church	Church Lane/High St	II
Butcher Row	Church Lane	
Corner House	1 The Southend	II*
Council Offices	Church Lane	II*
Eastnor Castle		II*
Hellens	Much Marcle	II*
Heritage Centre (The Old Grammar School)	Church Lane	II*
Hereford Bull Public House	7 High Street	II
High Street		Conservation area
Horseshoe Inn	The Homend	II
<i>Ledbury Park #</i>	<i>Worcester Road/ Southend</i>	<i>/</i>
The Market House	High Street	I
The Master's House	St Katherine's	II*
The Painted Room	Church Street	II* ?
Prince of Wales Inn	Church Lane	II
Public lavatories	Church Lane	II
Shell House Kitchen	36 The Homend	II
Southend to Mabel's Furlong		Conservation area
St Katherine's Chapel & Hall	St Katherine's	II*
Square at St Katherine's		Conservation area
St Michael & All Angels church	Church Lane	I
The Barn (west of St Katherine's chapel)	St Katherine's	II
The Feathers	High Street	II*
The Seven Stars	11 The Homend	II
The Talbot	New Street	II*
<i>Upper Hall #</i>		<i>//</i>
Viaduct		II
Walled Garden	Church Street	
War Memorial	High Street	II
Weavers Gallery	Church Lane	II
White Hart Public House	15 Church Street	II

# No public access

## 2.2.2ii Ledbury's Hub Offer

*Close by:*

- *Dymock*
- *Kempley*
- *Much Marcle*
- *Marcle Ridge*
- *Wellington Heath*
- *Eastnor*
- *Hollybush*
- *British Camp*

*Within 30 minutes' drive:*

- *Malvern (accessible by public transport)*
- *Bromyard*
- *Ross-on-Wye (accessible by public transport)*
- *Newent*
- *Tewkesbury*

*Within 60 minutes' drive:*

- *Hereford (accessible by public transport)*
- *Worcester (accessible by public transport)*
- *Leominster (accessible by public transport)*
- *Symonds Yat*
- *Cinderford*
- *Forest of Dean*
- *Cheltenham*
- *Gloucester*
- *Pershore*

*Day-trip 60+ minutes' drive:*

- *Wales and The Marches*
- *Ludlow*

*National Trust/English Heritage properties:*

- *Berington Hall*
- *Brockhampton Estate*
- *Croft Castle*
- *Croome Park*
- *Edward Elgar Birthplace Museum*
- *Hanbury Hall*
- *The Greyfriars*
- *Chedworth Roman Villa*
- *Dyrham Park*

- *Hidcote Manor Gardens*
- *Goodrich Castle*
- *Great Witcombe Roman Villa*
- *Belas Knap Long Barrow*
- *Hailes Abbey*
- *St Briavels Castle*

### Well-being

- *Walking and exercise trails in the town*
- *Circular walks from the town*
- *Pub walks in the area*
- *Walking in the Malverns*
- *Exercise classes offering day-membership*
- *Diet clubs offering day-membership or temporary transfer from home groups*
- *Gyms offering day- weekend- or week-membership*
- *Spa facilities offer day-/week-membership, eg, Alexander Park, Malvern Splash*
- *Golf and bowls clubs and other sports clubs offering day- or week-membership*

### 2.2.3 Landscape and countryside

General qualities	Appeal and distinctive-ness of the landscape	Specific access sites <sup>13</sup>	Routes and trails	Wildlife and other features
		Conigree & Frifth Wood	Town Trail	
		Walks at The Nest	Heritage Trail	
			Poetry Benches?	
			Fairy Doors?	
			Various walks	

Nearby: Malvern Hills, Black & White Villages Trail

### 2.2.4 Built environment

Cityscape	Towns <sup>14</sup>	Villages	Specific features	Distinctive architecture	Parks & Gardens <sup>15</sup>	Public Realm <sup>16</sup>
		Eastnor		Tudor buildings	Walled garden	
		Coddington		BBi		
				Tinsmiths		
				St Katherine's Hall & Chapel		
				St Michael & All Angels church		
				Medieval town layout		
				Medieval architecture		
				C18th/C19th architecture		

<sup>13</sup> Appendix A, action item #9

<sup>14</sup> Appendix B, action item #35

<sup>15</sup> Appendix B, action items #10 and #13

<sup>16</sup> Appendix A, action items #10 and # 29

## 2.2.5 Access and transport<sup>17</sup>

Road	Rail <sup>18</sup>	Boat	Air links	Transport providers (Public & private)
M50/M5	Ledbury Station	Canal project?		National Express
				DRM
				WMT/GWR
				Regional operators, see Appendix D

## 2.2.6 Visitor services

Marketing media	Information provision	Outlets
LTC Facebook		Tourist information at council offices
LTC Instagram		
LTC website		
visit-ledbury.co.uk		
Town guide (booklet and online)?		
visitherefordshire.co.uk (limited)		

Signposting	Car-parking availability <sup>19</sup>	Car charging	Toilets <sup>20</sup>	Other services
Finger posts	St Katherine's	St Katherine's	Master's House	Bins <sup>21</sup>
	Bye Street	Tesco	Church Lane	Accessibility for impaired visitors (and locals) <sup>22</sup>
	Lawnside Road		Bye Street???	Water refill stations <sup>23</sup>
	Bridge Road			Coach parking?

<sup>17</sup> Appendix A, action item #19

<sup>18</sup> Appendix A, action item #12

<sup>19</sup> Appendix A, action item #4

<sup>20</sup> Appendix A, action item #21

<sup>21</sup> Appendix B, action items #11, #12, #14, #15, #51 and #52

<sup>22</sup> Appendix B, action item #30

<sup>23</sup> Appendix B, action item #48

## 2.3 SWOT Analysis

Strengths	Weaknesses
Market town status/regular markets Strong culture – heritage, poetry Retail – independent shops Easily accessible by train, coach, bus, car Community – friendly, vibrant voluntary network LTC amenities – Market House Museums Historic Museum Quarter Quintessential Photo Opportunity (Church Lane) Central base for exploring	Herefordshire Council/local confusion of asset ownership Reputation of Town Council with residents and local traders ? ? ?
Opportunities	Threats
Shopping trends – shop local/support indie/eco friendly Businesses – team building events Weddings – Jacobean room Coach parties - sustainable transport Social media – support local businesses/ potential for positive PR and ‘good news’ stories Branding, to create strong SSPs Improving communication with residents and local traders Promote dog friendly Central base for exploring <i>Cost of living crisis reduces visitors to the town</i>	Predicted economic downturn <i>Cost of living crisis reduces visitors to the town</i> ? ?

### Strengths

- *Invite input from the Rugby Club and proposed Soccer Club*
- *Invite input from Cider community*

### Weaknesses

- *Make clear the asset ownership of HC/LTC (assets recorded)*
- *‘Call to Arms’ approach could breakdown current reputation of LTC with local traders*

### Opportunities

- *Individual strategies build into common strategy*

### Threats

- *Identify the risk.*
- *Assess and understand the impacts deeply.*
- *Research and decide on mitigation – reduce, remove, deflect/transfer, or create a way of coping with the risk.*
- *Of the two currently in the list, both are manageable – the second one may not be much of a risk if it’s managed properly.*



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## 2.4 Stakeholders

*The key here is back to the identification of a Common Ground approach.*

*Also, who amongst the stakeholders are the key influencers and where can they influence.*

- *Don't send them in to influence people they have no standing with.*
- *Always target the right people to the right positions (not always easy).*

Residents	
Businesses	
Business associations	Marches Growth Hub, Herefordshire & Worcestershire Chamber of Commerce, Herefordshire Means Business
Tourism partners/ developers	Visit Herefordshire, Eat Sleep Live Herefordshire, Visit Britain, Visit England
Government	(Herefordshire Council, Environment Agency, local politicians / councillors)
Media	The Ledbury Reporter

Competitors	(other market towns in the county and destinations bordering Wales and the South West)
-------------	--

### 3. Setting the direction

*Where do we want to get to?*

#### 3.1 SSPs and Key Highlights - The Ledbury Experience

Market Town	Visit Herefordshire's identified USPs and key highlights for all five market towns <sup>24</sup>	
	USPs	Key highlights
Bromyard	<ul style="list-style-type: none"> <li>• Festival town</li> <li>• Foodie heaven</li> <li>• Wildlife walks</li> </ul>	<ul style="list-style-type: none"> <li>• Traditional high street with independent shops</li> <li>• Fantastic local food producers</li> <li>• Rich history of hop-growing, cider-making &amp; blacksmithing</li> <li>• Flair for festivals</li> <li>• Easy to access walks &amp; wildlife</li> </ul>
Kington	<ul style="list-style-type: none"> <li>• A centre for walking</li> <li>• Jaw-dropping views</li> <li>• Border country</li> </ul>	<ul style="list-style-type: none"> <li>• Gorgeous location, minutes from the hills</li> <li>• Endless walking routes</li> <li>• Fab cafés &amp; deli</li> <li>• Easy drive to Leominster &amp; Hay-on-Wye</li> <li>• Ideal base for the Black &amp; White Villages trail</li> </ul>
<b>LEDBURY</b>	<ul style="list-style-type: none"> <li>• Poetry Town</li> <li>• Historic charm</li> <li>• Independent shops</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent independent places to shop &amp; eat</li> <li>• Home to Ledbury Poetry Festival (<i>John Masefield</i>)</li> <li>• Eastnor Castle &amp; the Malvern Hills nearby</li> <li>• Visit local artisan cider, gin &amp; wine producers</li> <li>• <i>Historic market town/plethora of HE listed buildings including medieval and Tudor*</i></li> </ul>
Leominster	<ul style="list-style-type: none"> <li>• Antiques mecca</li> <li>• Cider country</li> <li>• Black and White Villages</li> </ul>	<ul style="list-style-type: none"> <li>• Antiques treasure trove with more than 120 dealers</li> <li>• Fascinating heritage, including the last ducking stool used in England</li> <li>• Gateway to the Black &amp; White Villages</li> <li>• Perfect base for nearby historic houses &amp; open gardens</li> <li>• Fantastic craft cider producers on the doorstep</li> </ul>
Ross-on-Wye	<ul style="list-style-type: none"> <li>• Riverside beauty</li> <li>• Vintage heaven</li> <li>• Neighbouring Symonds Yat</li> </ul>	<ul style="list-style-type: none"> <li>• Birthplace of tourism</li> <li>• Perched on a sandstone cliff above the River Wye</li> <li>• Set in the Wye Valley Area of Outstanding Natural Beauty</li> <li>• Close to Symonds Yat &amp; Ledbury</li> <li>• Heart of the 'Land of Hedgehogs'</li> </ul>

*\*Important addition to key highlights, since outlined as USP*

*Instead of USP, make the Ledbury Experience (a holiday hub)/SSP*

*Build upon the identified SSPs, but with a broader remit. Promote Ledbury as a holiday hub – the many experiences that Ledbury itself has to offer, but also pulling together the varied pursuits and experiences that can be accessed within: walking distance of Ledbury, 30 minute drive, 60 minute drive etc – see item 2.2.2ii Ledbury's Hub Offer.*

*Enhance visitor experience/Accessibility and inclusivity/Stakeholder engagement*

- *Increase the length of the day-visitor offer (staying open beyond 3pm)*
- *Establish Ledbury as a regional hub (create that identity; market as regional hub; build capacity for regional hub; support and enable visitors to use as regional hub)*

<sup>24</sup> <https://www.rosstc-herefordshire.gov.uk/wp-content/uploads/2023/05/Tourism-Strategy-2023.pdf>

*Look at what other towns have and ask ourselves whether we have anything similar – e.g., Cider (Westons); Jaw-dropping views (Malverns are nearby – walkable).*

*All our strengths (see also the SWOT Strengths and Opportunities) will need individual strategies that build into the Common Ground strategy.*

*Marketing of SSPs are dependent upon geographics and demographics.*

- *Ledbury is a Hub (Malcolm made a brilliant point!) there are demographics within local and distant geographical areas – we need to identify and target both – a strategy in itself (probably more than one strategy).*
- *How can we build on Herefordshire BID activities that are seeding the benefits of visiting Herefordshire out to the wider UK communities – e.g. there was a piece in the last issue of the BBC's Countryfile magazine about Herefordshire. So, some of HBID's work is having an effect, maybe we just aren't seeing much of it yet.*
- *Also, how can we use HBID to better effect? What are the opportunities via HBID?*
- *Whatever we use in our strategy, a big element should be about 'The Experience' someone will have when they visit Ledbury. This is about all the facets of an experience – the place a person stays, the shops they visit, the opportunities they are given, the overall 'Customer Experience' that Ledbury provides the people who visit even if it's from just over the hill.*

CT: Ledbury – range of fascinating buildings from medieval through to Tudor and C19th – choice of quality independent shops – vibrant poetry town – AONB for walkers. Centre for exploration – fabulous ever-changing countryside with historic houses and hidden away medieval churches...

## 4. Identifying the action

*What do we need to do to get there?*

Market Towns Forum – who/what?

Tourism Working Group?

Ledbury Tourism Association?

Stakeholder engagement

Marketing and promotion<sup>25</sup>

Wish list: website, brochure, leaflet<sup>26</sup> (branded)

Day visits : Weekends : Longer visits?

Local : Regional : National

Funding and investment

### ***Content, content, content***

- *Partner with existing, external to LTC digital & print platforms and provide them with content*
- *Incentivise traders, charities, stakeholders, students and the public to create and submit content*
- *Develop a plan for LTC social media platforms to drive awareness of the town*
- *Develop an outreach programme of comm's to tourist operators, coach companies etc*

CT: we've been here before, with just the joined up approach mentioned in the executive summary - but failed due to lack of ongoing funding and marketing - ie commitment!

It is essential that sources of funding are identified before detailed work commences.

I think our primary focus should be staying visitors, higher spends than day visitors - we have choices of good accommodation in the town and nearby, plus cafes, pubs restaurants, and small scale events around the town, plus excellent theatre in Malvern. Needing regional and national promotion.

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<sup>25</sup> Appendix A, action item #5, #28

<sup>26</sup> Appendix A, action item #26



## 5. Measuring progress and keeping it going

*Have we got there yet?*

Set against item 4. Identifying the action. Have we achieved what we set out to do?

Stakeholder engagement

Monitoring and evaluation

Sustainability and preservation

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## APPENDIX A

### LTC Corporate Plan Action Sheet

#### Economic Development & Planning Committee - Items for consideration

Item No/Priority	1
Action	To encourage and support formal and informal cooperation and knowledge sharing between local businesses and employers.
Target date	2020/21
Committee Lead	ED&P
Stakeholders	ED&P
Comment	Combine with below
Already do	
No cost	
No bandwidth	
Cost associated	

Item No/Priority	4
Action	Work with county council to ensure car park charging tariffs, on street parking, parking restrictions, lining and signage meets local needs.
Target date	2020/21 onwards
Committee Lead	ED&P
Stakeholders	ED&P
Comment	Liaison via ward members
Already do	✓
No cost	✓
No bandwidth	
Cost associated	

Item No/Priority	5
Action	Invest in online and printed promotional material in support of local events and to encourage visitors and promote the local economy
Target date	2020 onwards
Committee Lead	ED&P
Stakeholders	ED&P, E&L
Comment	Strategy & Plan for town promotion
Already do	
No cost	
No bandwidth	
Cost associated	✓

Item No/Priority	9
Action	Plan to map/record all the footways as well as the PROW, cycle and bridleways in the parish. Identify extensions and enhancements to the network and promote the walking and cycling opportunities in the area. e.g. Herefordshire has a Walking Festival which we could take a more active part in. To be carried out via NDP working parties.
Target date	2020/21
Committee Lead	ED&P
Stakeholders	ED&P
Comment	NDP but also footpath warden
Already do	✓
No cost	
No bandwidth	
Cost associated	

Item No/Priority	10
Action	Develop a Public Realm management plan for the town centre and footpaths etc. to sit alongside the Greenspace Management Plan
Target date	2021/22
Committee Lead	ED&P
Stakeholders	ED&P
Comment	Develop a Public Realm management plan and link to Infrastructure Delivery Plan
Already do	
No cost	?
No bandwidth	?
Cost associated	

Item No/Priority	11
Action	Work with HC and local lobbying and user groups to secure improvements to public transport services
Target date	2020 onwards
Committee Lead	ED&P
Stakeholders	ED&P
Comment	GHAL, We Love Our Bus groups and liaison with ward members
Already do	
No cost	
No bandwidth	
Cost associated	

Item No/Priority	12
Action	Work with local stakeholders, landowners and HC planners to Improve facilities at/serving the train station
Target date	2020 onwards
Committee Lead	ED&P
Stakeholders	ED&P
Comment	NDP & liaison with ward members
Already do	✓
No cost	✓
No bandwidth	
Cost associated	

Item No/Priority	19
Action	Work with providers of public transport to ensure the needs of the community are met
Target date	2020 onwards
Committee Lead	ED&P
Stakeholders	E&L
Comment	
Already do	
No cost	
No bandwidth	
Cost associated	

Item No/Priority	21
Action	To provide public toilets and baby changing facilities in the town
Target date	2020/21
Committee Lead	ED&P
Stakeholders	E&L
Comment	
Already do	
No cost	
No bandwidth	
Cost associated	

Item No/Priority	<b>23</b>
Action	Produce a business plan for the Painted Room
Target date	2020/21
Committee Lead	ED&P
Stakeholders	E&L
Comment	Possible link to Ledbury Places engagement
Already do	
No cost	✓
No bandwidth	?
Cost associated	

Item No/Priority	<b>24</b>
Action	Develop and promote the Council Offices and the Market House as the Heart of the Tourist focus in Ledbury
Target date	2021/22
Committee Lead	ED&P
Stakeholders	
Comment	Link to Ledbury Places/Civic Society dialogue and to Tourism WG
Already do	
No cost	
No bandwidth	
Cost associated	✓

Item No/Priority	<b>26</b>
Action	Publish up to date Tourist leaflet
Target date	2019/20
Committee Lead	ED&P
Stakeholders	
Comment	Tourism WG
Already do	✓
No cost	
No bandwidth	
Cost associated	✓



Item No/Priority	27
Action	Consider possible Blue Plaque sites within Ledbury
Target date	2021/22
Committee Lead	ED&P
Stakeholders	E&L
Comment	
Already do	
No cost	
No bandwidth	
Cost associated	

Item No/Priority	28
Action	Promote Ledbury more effectively as an attractive visitor destination
Target date	Continuously
Committee Lead	ED&P
Stakeholders	
Comment	Tourism WG
Already do	✓
No cost	
No bandwidth	
Cost associated	✓

Item No/Priority	29
Action	Develop and improve facilities to make visitors welcome
Target date	Continuously
Committee Lead	ED&P
Stakeholders	E&L
Comment	Ledbury Places, Tourism WG, Public Realm plan
Already do	✓
No cost	
No bandwidth	
Cost associated	

Item No/Priority	30
Action	Build relationship with schools, churches, voluntary organisations and businesses to encourage them to be globally responsible in line with the Global development target list - <a href="https://sdg.humanrights.dk/goals-and-targets">https://sdg.humanrights.dk/goals-and-targets</a>
Target date	2020/21 onwards
Committee Lead	ED&P
Stakeholders	
Comment	Link to Climate action for Ledbury and social justice/responsibility pledge?
Already do	
No cost	
No bandwidth	
Cost associated	

Item No/Priority	31
Action	Initiate and work with local traders to promote Shop Local Campaign
Target date	2021/22
Committee Lead	ED&P
Stakeholders	
Comment	Through business forum
Already do	✓
No cost	
No bandwidth	
Cost associated	✓

## APPENDIX B

### LTC Corporate Plan Action Sheet

#### Environment & Leisure Committee - Items for consideration

Item No/Priority	9
Action	Work towards meeting the criteria for Green Flag award for open spaces within the town
Target date	2020/21
Committee Lead	E&L
Stakeholders	E&L
Comment	Under Develop a Greenspace Management Plan
Already doing	
No associated costs	
No bandwidth	
Cost associated	
Budget	

Item No/Priority	10
Action	Encourage the development of community gardens and community gardening schemes.
Target date	2021/22
Committee Lead	E&L
Stakeholders	E&L
Comment	Env Group and NDP for land allocations
Already doing	✓
No associated costs	✓
No bandwidth	
Cost associated	
Budget	

Item No/Priority	11
Action	Work with Herefordshire Council and its contractors to ensure litter, dog waste, waste and recycling facilities and grit bins are correctly located, maintained and replaced/repared.
Target date	2020/21
Committee Lead	E&L
Stakeholders	E&L
Comment	Develop maps for each and condition assessment
Already doing	✓
No associated costs	
No bandwidth	
Cost associated	Potentially
Budget	

Item No/Priority	12
Action	Be creative in introducing alternative and interactive projects to promote a tidy town, such as talking bins
Target date	2021/22
Committee Lead	E&L
Stakeholders	E&L
Comment	Link to Public Realm Management Plan
Already doing	
No associated costs	
No bandwidth	
Cost associated	
Budget	

Item No/Priority	13
Action	Support organisations such Ledbury in Bloom, U3A gardeners and the allotment association with planting and enhancement of the town
Target date	Annually
Committee Lead	E&L
Stakeholders	E&L
Comment	Link to Greenspace Management Plan
Already doing	✓
No associated costs	
No bandwidth	
Cost associated	✓
Budget	✓

Item No/Priority	14
Action	Promote 'stop the drop' and 'scoop the poop' campaigns and support community clean-up groups to minimise litter and untidiness in the town.
Target date	2021/22
Committee Lead	E&L
Stakeholders	E&L
Comment	Link to Greenspace and Public Realm Management Plans
Already doing	
No associated costs	✓
No bandwidth	
Cost associated	
Budget	

Item No/Priority	15
Action	Introduce a litter clean-up plan and work in partnership with schools and local organisations and stakeholders to organise Litter Picks in areas within the town
Target date	Monthly
Committee Lead	E&L
Stakeholders	E&L
Comment	Link to Greenspace and Public Realm Management Plans
Already doing	
No associated costs	✓
No bandwidth	
Cost associated	
Budget	

Item No/Priority	19
Action	Promote walking and cycling in Ledbury
Target date	Continuous
Committee Lead	E&L
Stakeholders	E&L
Comment	Link to Town Promotion Plan
Already doing	✓
No associated costs	✓
No bandwidth	
Cost associated	
Budget	



Item No/Priority	30
Action	To promote services and how to access them for the disabled within the town
Target date	Continuously
Committee Lead	E&L
Stakeholders	E&L
Comment	CAL – link to website, link to local access group
Already doing	
No associated costs	✓
No bandwidth	
Cost associated	
Budget	

Item No/Priority	31
Action	To have a presence at Community events in Ledbury such as the Community Day, Carnival and other such events
Target date	Annually
Committee Lead	E&L
Stakeholders	E&L
Comment	Add to annual calendar for council
Already doing	✓
No associated costs	
No bandwidth	
Cost associated	✓
Budget	✓

Item No/Priority	34
Action	Work in partnership with arts festival groups to support and develop local projects and events such as the Ledbury Poetry Festival and the Ledbury Fringe
Target date	Annually
Committee Lead	E&L
Stakeholders	ED&P
Comment	Through Tourism WG?
Already doing	✓
No associated costs	
No bandwidth	
Cost associated	
Budget	

Item No/Priority	35
Action	Promote Ledbury in Bloom
Target date	Annually
Committee Lead	E&L
Stakeholders	
Comment	
Already doing	✓
No associated costs	
No bandwidth	
Cost associated	✓
Budget	✓

Item No/Priority	37
Action	Continue to support events such as the October Fair, Ledbury in Bloom, Christmas Lights switch on, Poetry Festival, Ledbury Big Breakfast and Community Day
Target date	Annually
Committee Lead	E&L
Stakeholders	F&GP
Comment	Events calendar link to business form
Already doing	
No associated costs	
No bandwidth	
Cost associated	✓
Budget	

Item No/Priority	38
Action	Work in partnership with Herefordshire Council to promote and support sporting events in Herefordshire, in particular Ledbury
Target date	Continually
Committee Lead	E&L
Stakeholders	
Comment	County tourism connection and through market towns forum
Already doing	
No associated costs	
No bandwidth	
Cost associated	
Budget	

Item No/Priority	44
Action	To consider the erection of a statue of the Poet Laurette "John Masefield"
Target date	2021/22
Committee Lead	E&L
Stakeholders	
Comment	Maybe widen to consider public art as part of tourism attraction
Already doing	
No associated costs	
No bandwidth	
Cost associated	
Budget	

Item No/Priority	45
Action	Celebrate all the poets with connections to Ledbury by way of a poetry and literature project in conjunction with the Ledbury Poetry Festival
Target date	?
Committee Lead	E&L
Stakeholders	
Comment	Maybe fund project through the festival, or become part of the festival on a particular theme which lasts all year
Already doing	
No associated costs	
No bandwidth	
Cost associated	✓
Budget	

Item No/Priority	48
Action	To work with local businesses and community to provide water refill stations throughout the town
Target date	2021/22
Committee Lead	E&L
Stakeholders	
Comment	Consider alongside making visitors welcome – revise as necessary w, r, t, Covid
Already doing	
No associated costs	
No bandwidth	
Cost associated	
Budget	

Item No/Priority	50
Action	Develop a plastic free policy for Ledbury Town Council and pledge a commitment to working towards a plastic free town
Target date	2020/21
Committee Lead	E&L
Stakeholders	ED&P
Comment	With Food Group and Business Forum
Already doing	✓
No associated costs	✓
No bandwidth	
Cost associated	
Budget	

Item No/Priority	51
Action	Facilitate and develop regular litter pick events or work with organisations who already do this
Target date	2019/20
Committee Lead	E&L
Stakeholders	
Comment	With Environment Group, Ledbury in Bloom, Community Clean-up and Business Forum on sponsorship of bins etc.
Already doing	✓
No associated costs	✓
No bandwidth	
Cost associated	
Budget	

Item No/Priority	52
Action	To provide recycling bins within the town
Target date	
Committee Lead	E&L
Stakeholders	
Comment	Work with HC/BBLP and Environmental Group
Already doing	✓
No associated costs	
No bandwidth	
Cost associated	✓
Budget	✓

## APPENDIX C

### News articles

#### **Top travel trends for 2024**

Date posted: 21.12.2023

<https://www.atol.org/news-and-blogs/2023/12/21/top-travel-trends-for-2024/>

#### **Ledbury has more Christmas shoppers from out of town**

15th December 2023, Ledbury Reporter

<https://www.ledburyreporter.co.uk/news/23982038.ledbury-christmas-shoppers-town/?ref=socialflow>

#### **The tiny little town named the best place in UK for Christmas shopping**

By Henry Dalton Stone, Sat Nov 25, 2023, 06:00

<https://www.express.co.uk/news/uk/1837152/tiny-town-uk-christmas-shopping>

#### **2024 Travel Trends Reveal the Make-up of the Modern Traveller**

October 11, 2023

<https://stories.hilton.com/emea/releases/2024-travel-trends-uk>

#### **The 25 best UK mini-breaks in 2023**

Emily Sargent | Saturday July 15 2023 | The Times

<https://www.thetimes.co.uk/article/the-25-best-uk-mini-breaks-in-2023-trsxdkstn>

*Subscription required to read*

#### **The top 25 weekend getaways in the UK and Europe**

Sean Newsom | Friday January 28 2022 | The Times

<https://www.thetimes.co.uk/article/best-weekend-getaways-in-the-uk-and-europe-fsrlc060w>

*Subscription required to read*

#### **Parish church discovers its painting of Last Supper bears touch of Titian**

Dalya Alberge, 28 February 2021 • 9:30pm

<https://www.telegraph.co.uk/news/2021/02/28/english-parish-church-discovers-painting-last-supper-done-titians/>

### **'Undiscovered Titian painting' found in Ledbury church**

Published, 1 March 2021

<https://www.bbc.co.uk/news/uk-england-hereford-worcester-56241825>

### **10 of the best Christmas shopping cities in Europe**

By Gemma Bowes, Jane Dunford, Will Coldwell, Sat 18 Nov 2017 07.00 GMT

<https://www.theguardian.com/travel/2017/nov/18/10-best-christmas-shopping-cities-europe-vienna-lille-lisbon>

### **Miracle of Ledbury**

**How a quaint medieval market town became an architectural trail-blazer**

By Jonathan Glancey, Mon 2 Jul 2007 08.24 BST

<https://www.theguardian.com/artanddesign/2007/jul/02/architecture.communities>

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## APPENDIX D

Regional coach operators (not exhaustive)

<https://www.astons-coaches.co.uk/>

<https://www.bennettscoaches.co.uk/>

<https://caradoccoaches.co.uk/>

<http://www.hawkestours.co.uk/>

<https://henshawscoaches.co.uk/>

<https://www.kevscarsandcoaches.co.uk/>

<https://lakesidecoaches.co.uk/>

<https://www.landflight.co.uk/>

<http://lichfieldcity.com/>

<https://lmstravel.co.uk/>

<https://www.minsterleymotors.co.uk/>

<https://www.nncresswell.co.uk/>

<https://www.scraggs.co.uk/>

<https://sharpesofnottingham.com/>

<https://soluscoaches.com/>

<https://www.stantonsofstoke.co.uk/>

<http://www.yeomanscoachholidays.com/>



## Planning Decisions Log

Planning App	Details	Case Officer	LTC's Recommendation	HFDS Decision
<b>LTC MEETING 9 February 2023</b>				
<a href="#">230103</a>	Proposed variation of condition 2 of planning application 200066 (Demolition of retail building (A1) and erection of production building (B2)) – additional HGV yard, 1 loading bay to be added 3 loading bays to be removed and parking spaces to be consolidated to the south of the extension - <b>Countrywide Stores Dymock Road Ledbury Herefordshire HR8 2JQ</b>	<b>OJ</b>	No objections	<b>No decision</b>
<b>LTC MEETING 10 AUGUST 2023</b>				
<a href="#">231872</a>	Conversion of and extensions to existing buildings to create a dwelling, and associated works - <b>Land to rear of 1 Bridge Street Ledbury Herefordshire</b>	<b>GW</b>	That Ledbury Town Council did not feel able to provide a response to this application, particularly in relation to how the works would be carried out in a sensitive manner in respect of wildlife. Therefore, they would request more information on this planning application before submitting any comments. Further information provided to PO's by applicant. Ledbury Town Council satisfied	<b>No decision</b>

			with additional information and submitted no objections.	
<a href="#">231873</a>	Conversion of and extensions to existing buildings to create a dwelling, and associated works - <b>Land to rear of 1 Bridge Street Ledbury Herefordshire. LISTED BUILDING CONSENT.</b>	<b>GW</b>	That Ledbury Town Council did not feel able to provide a response to this application, particularly in relation to how the works would be carried out in a sensitive manner in respect of wildlife. Therefore, they would request more information on this planning application before submitting any comments. Further information provided to PO's by applicant. Ledbury Town Council satisfied with additional information and submitted no objections.	<b>No decision</b>
<b>LTC MEETING 12 OCTOBER 2023</b>				
<a href="#">232861</a>	Existing 4 bedroom end of terrace townhouse to be extended at ground floor to the rear and converted to a 1 bedroom ground floor apartment with a 2 bedroom duplex on the floors above – <b>8 Canal Walk, Ledbury, Herefordshire, HR8 2ED</b>	<b>KR</b>	No objections	<b>No decision</b>

<b>LTC MEETING 9 NOVEMBER 2023</b>				
<a href="#">233084</a>	Proposed change of use from Class E (a) (formally A1 Retail) to Sui generis, use as a public house, wine bar or drinking establishment (formally A4) – <b>4 New Street, Ledbury, Herefordshire, HR8 2DX</b>	<b>EM</b>	No objections	<b>No decision</b>
<a href="#">233085</a>	Proposed change of use from Class E (a) (formally A1 Retail) to Sui generis, use as a public house, wine bar or drinking establishment (formally A4) – <b>4 New Street, Ledbury, Herefordshire, HR8 2DX</b> <b>LISTED BUILDING CONSENT</b>	<b>EM</b>	No objections	<b>No decision</b>
<a href="#">233081</a>	Replacement of brick infill panels with wood board panels. Part replacement of rotten wood beams with seasoned oak. Part retrospective – <b>1 Ivydene Cottages, Homend Crescent, Ledbury, Herefordshire, HR8 1AH</b>	<b>JD</b>	No objections	<b>No decision</b>
<a href="#">233082</a>	Replacement of brick infill panels with wood board panels. Part replacement of rotten wood beams with seasoned oak. Part retrospective – <b>1 Ivydene Cottages, Homend Crescent, Ledbury, Herefordshire, HR8 1AH</b> <b>LISTED BUILDING CONSENT</b>	<b>JD</b>	No objections	<b>No decision</b>
<b>LTC MEETING 14 DECEMBER 2023</b>				
<a href="#">233266</a>	Proposed change of use proposal from a mixed use to 5 residential units for a building connected to a Grade II listed building – <b>The Royal Hall, 5A The Southend, Ledbury, Herefordshire, HR8 2EY</b>	<b>Awaiting allocation</b>	Objection to this planning application in its current form, considered that the application is incomplete, and members would like to see more information, in particular, but not exclusively in respect of structural suitability for the proposed development; safe access to and exit from	<b>No decision</b>

			all five properties; services & sewage management; parking and bin storage.	
<a href="#">233267</a>	Proposed change of use proposal from a mixed use to 5 residential units for a building connected to a Grade II listed building - <b>The Royal Hall, 5A The Southend, Ledbury, Herefordshire, HR8 2EY – LISTED BUILDING CONSENT</b>	<b>Awaiting allocation</b>	Objection to this planning application in its current form, considered that the application is incomplete, and members would like to see more information, in particular, but not exclusively in respect of structural suitability for the proposed development; safe access to and exit from all five properties; services & sewage management; parking and bin storage.	<b>No decision</b>
<a href="#">233359</a>	Proposed extension (Retrospective) – <b>The Willows, The Homend, Ledbury, HR8 1AP</b>	<b>JD</b>	No objection	<b>No decision</b>
<a href="#">233360</a>	Proposed extension (Retrospective) – <b>The Willows, The Homend, Ledbury, HR8 1AP – LISTED BUILDING CONSENT</b>	<b>JD</b>	No objection	<b>No decision</b>
<a href="#">233443</a>	Proposed mobility scooter store and bin enclosure screens, with associated ground work and paving - <b>1 Harling Court Ledbury Herefordshire HR8 2EF</b>	<b>JD</b>	No objection	<b>No decision</b>

<b>LTC MEETING 11 JANUARY 2024</b>				
<a href="#"><u>233023</u></a>	Proposed variation of conditions 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 19, 20, and 25 of planning permission 2122433 (variation of conditions 4, 15, 19, and 24 of planning permission 192482 (Outline planning permission with all matters reserved (save access) for the erection of up to 140 dwellings (use Class C3) with associated parking, access roads, public open space, landscaping, sustainable urban drainage, and associated works) – to include revised plans and reports reflecting revised location of roundabout) – To include revised plans and reports reflecting the relocation of the off-site footway/cycleway and the addition of a section on infill – <b>Land South of Leadon Way, Ledbury, Herefordshire.</b>	<b>CS</b>	<b>That the Major Planning Applications Working Party be convened to discuss planning application no. 233023.</b>	<b>No decision</b>
<b>LTC MEETING 08 FEBRUARY 2024</b>				
<a href="#"><u>240039</u></a>	Proposed removal & infill of swimming pool & pool enclosure. Construction of a conservatory & patio in place of the pool enclosure, and a new rear porch – <b>The Orchard, South Parade, Ledbury Herefordshire, HR8 2HA.</b>	<b>LS</b>	No objections	<b>No decision</b>
<a href="#"><u>240143</u></a>	Prior approval for proposed change of use from commercial, business and service (use Class E) to 5 dwelling houses (use Class C3) – <b>Building rear of 15, The Homend, Ledbury, Herefordshire, HR8 1BN.</b>	<b>JE</b>	No objections	<b>No decision</b>
<a href="#"><u>240171</u></a>	Proposal to convert existing garden store outbuilding to home office/study to host dwelling. Development to include creation of new balcony under extended roof. Existing asbestos sheet roof to be raised and replaced with clay plain tiles to match host dwelling roof – <b>Bradlow Farm, Bradlow and Westhill, Ledbury, Herefordshire, HR8 1JE.</b>	<b>Awaiting allocation</b>	No objections subject to the conditions being adhered to set by the Malvern Hills National Landscape.	<b>No decision</b>
<a href="#"><u>240172</u></a>	Extension to existing veterinary clinic – <b>The Nook, Hereford Road, Ledbury, Herefordshire, HR8 2PR</b>	<b>Awaiting allocation</b>	No objections.	<b>No decision</b>

**NOTES OF A MEETING OF THE MAJOR PLANNING WORKING PARTY  
HELD ON 29 FEBRUARY 2024**

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**PRESENT:** Councillors Howells, Hughes, l'Anson and Morris

**ALSO PRESENT:** Angela Price – Town Clerk  
Councillor Simmons (Ward Councillor)  
4 members of the public (Newbury Park residents)

**1. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Harvey.

**2. DECLARATIONS OF INTEREST**

None.

**3. NOTES OF A MEETING OF THE MAJOR PLANNING APPLICATIONS AND CONSULTATIONS WORKING PARTY HELD ON 5 FEBRUARY 2024, AND A COPY OF THE FINAL REPORT SENT TO HEREFORDSHIRE COUNCIL PLANNING OFFICERS**

**RESOLVED:**

- 1. That the notes of a meeting of the Major Planning Applications and consultations working party held on 5 February 2024 be approved and signed as a correct record.**
- 2. That the copy of the final report sent to Herefordshire council planning officers be received and noted.**

**4. REPRESENTATION FROM RESIDENTS OF NEWBURY PARK IN RESPECT OF PLANNING APPLICATION NO. 223248**

The residents of Newbury Park raised several concerns in respect of the McCarthy Stone application, during which they stated that they did not feel McCarthy Stone had taken account of representations made by members of the public and relevant organisations. In particular they spoke about concerns with drainage along from the north of the site, making reference to the proposed “filling in” of a pond in the area. Access to the site was another area in respect of emergency vehicles, however this appears to have been accepted by the Highways agency.

With regard the land drainage area Mr Cotterill advised that he had attended a planning meeting about this previously and a question had been raised as to whether Severn Trent were happy to take on the extra sewage from the site. He noted that what appears to be apparent from all the reports on how they are going to deal with foul water and sewage on site, is that it has got to be via a pump station, it can't be done by gravity feed to join the current sewage system,

and all of the reports say that this is not an ideal solution to the problem and that things must be put in place to ensure there is tankage to deal with a whole days extra sewage and foul water should the pumping station fail. They must have in place maintenance crews that can get to it same day and they must guarantee that these people are available at all times, including bank holidays etc. He felt that the issue of the pumping station does seem to be a bit of a problem. He raised a number of other minor issues that he felt could be raised at the appeal.

A further comment was made in respect of this application being overdevelopment for the site in question, noting that it is bigger and denser than the 15 units per hectare, which is part of Herefordshire Council's policy and therefore should have been turned down on those grounds in the first instance. It was also noted that this is a windfall site, and therefore should reflect the density of the housing around it and it was considered that this was clearly denser than the properties around it. It was also noted that there is no affordable housing on this site, but also it is not in keeping with other buildings in the area, it is a very old-fashioned design in that it has long corridors which do not meet modern standards for specialist housing for the elderly. It does not have any wheelchair units, and it was felt that objections that had been raised in the past had been addressed.

Concerns were also raised about the provision of private space for each apartment.

Mrs Cannon referred to Herefordshire Council's Core Strategy sets out certain standards that should be complied with, one of which is for modern and sustainable designs and the residents felt that this design would be obsolete in 20-years-time, and therefore fails on these grounds. The residents acknowledge that there is a need for specialist housing for older people in Ledbury, however this should be something more in keeping with what older people want and not a great big thing that looks like a care home.

Concerns were also raised about this reducing the green space in Ledbury, without any new green space being made available in its place.

One member of the public raised the new planning rules that had come into effect in January 2024 in respect of biodiversity, however Councillor Howells advised that this planning rule had come into effect after the submission of this application and therefore would not apply in this case. (Town and Country Planning Act Bio-diversity Net Gain)

The residents raised a number of other issues that they felt should be raised as part of the appeal including concerns around traffic and active travel in and around the area. It was believed that many of the points within the report, had been lifted from a report on a different McCarthy Stone site, as the information within in respect of the train station and access to town was incorrect.

Councillor Howells that Ledbury Town Council had used traffic concerns as part of their case in respect of the Bloor development, but pointed out that this had



been defeated at the inquiry and therefore did not feel that this would be an argument that would be successful in this appeal.

Councillor Howells thanked the residents for their input and noted that they had raised a number of useful planning points that could be considered in respect of the appeal.

Councillor Hughes advised that this meeting had been arranged to allow Members to formulate a response to the appeal. He asked for confirmation of the date of the hearing, which was confirmed as being held on 29 May 2024, commencing at 10.00 am and that the Planning Inspector will be a Mr T Law, with all representations being submitted by 14 March 2024. He noted that there had been a number of helpful issues raised by both local residents and Councillors, and he asked how this could now be drawn together, how could the Council work with residents to provide a strong argument to set before the Planning Inspector.

Councillor Morris asked whether the residents had submitted the comments they had raised in the meeting as part of the appeal process. They confirmed that they had not done this as yet. Councillor Morris suggested that it would be worthwhile them doing so and copying in the Clerk, so that if the Council could provide additional information or elaborate on their concerns this could be done by 14 March. The residents agreed that they would provide comments to the Clerk by the end of the week commencing 4 March.

It was noted that any comments provided already would be considered by the Planning Inspector. However, it was noted that the Councillor Harvey had advised that so far she had seen any reference to the comments from Ledbury Town Council within the agenda pack to be sent to the Planning Inspector. It was confirmed that these comments are on the Herefordshire Council Planning Portal, and that it should be followed up why these are not part of the agenda pack to be sent to the Planning Inspector.

It was noted that a number of residents had submitted representations to Herefordshire Council, however they were unaware of any from Robinsons Meadow having been made.

Councillor Hughes asked how the John Masefield Society felt about this proposed development and asked whether they had made representations. Councillor Morris advised he would approach them to do this.

There were concerns raised about whether this application meets the criteria of the Ledbury Neighbourhood Development Plan and the County Council Local Plan, and it was suggested that this could be used as an argument at the appeal.

5. **NOTICE OF APPEAL IN RESPECT OF APPLICATION NO 223248 – MCCARTHY STONE – LAND TO REAR OF THE KNAPP AND WESTMEAD, THE HOMEND, LEDBURY**

Councillor Morris advised that the residents had provided excellent input in relation to this application.

Councillor Simmons had joined the meeting and provided those present with an update on a meeting that had taken place earlier in the day. She advised that the meeting had been arranged to enable Herefordshire Council to consider how they were going to defend the appeal hearing and advised that it was good news that it would be an appeal as opposed to an Inquiry. She advised that this process allows for local people to have their say at the hearing.

Councillor Simmons advised that the timescales for getting the Statement of Case to the Planning Inspector is tight, 14 March, and currently the Council are working on this, but that she would need support from local residents who had submitted objections, the Town Council and other specialist groups. She advised of the points that Herefordshire Council would be defending this application.

Councillor Simmons advised that it should be noted that it is not that the Council are against development in this area, it is that they are opposed to this development, due to the proposed size of the development and other contributing concerns, i.e. the car parking, the whole façade of it backing onto Newbury Park etc.

She asked the residents if they would be able to provide photos or whether they would mind if she came and took the photographs in person.

Councillor Simmons raised a number of points that need to be flagged up to the Inspector. She advised that Herefordshire Council would be defending on the two points she had referred to, however it would be helpful if other groups such as Ledbury Town Council, residents and specialists could bring in context on other issues and these can be added as appendixes to Herefordshire Council's Statement of Case.

The residents advised that they would be happy to speak with other residents from Newbury Park and Robinsons Meadow, and it was noted that Councillor Harvey had suggested that she would be preparing a short document for putting through letterboxes.

Councillor Simmons advised that the Planning Inspectorate will need to see why residents are against this development, with all the emotion and feeling that comes with those reasons.

**RESOLVED:**

**It was agreed that Councillor Howells would liaise with Councillor Harvey in respect of putting together a document on behalf of Ledbury Town Council for submission by 14 March 2024.**

DRAFT

<b>PLANNING, ECONOMY &amp; TOURISM COMMITTEE</b>	<b>14 MARCH 2024</b>	<b>AGENDA ITEM: 18</b>
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Report prepared by Angela Price – Town Clerk

## **LAUNCH OF HEREFORDSHIRE DRAFT LOCAL PLAN CONSULTATION – MONDAY, 25 MARCH 2024**

### **Purpose of Report**

The purpose of this report is to update Members of the Planning, Economy & Tourism Committee in respect of the Herefordshire Local Plan Regulation – 18 Consultation

### **Equality Duty**

Under section 149 of the Equality Act 2010, the “general duty” on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to :

- a. eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- b. advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c. foster good relations between persons who share a relevant protected characteristic and person who do not share it.

The public sector equality duty (specific duty) requires Ledbury Town Council to consider how it can positively contribute to the advancement of equality and good relations and demonstrate that they are paying ‘due regard’ in their decision making in the design of policies and in the delivery of services.

### **Detailed Information**

On 12 February 2024 the Clerk received notification that the Herefordshire draft Local Plan consultation will be launching on Monday, 25 March 2024 with the following supporting email:

*“This important document will help shape the future of Herefordshire. Your voice matters. We encourage you to get involved and have your say on the future of Herefordshire.*

*More information on how to participate, including our Local Plan survey and upcoming events, will be available shortly. We’ll be sharing everything you need to make your voice heard over the coming weeks.*

*In the meantime, we encourage you to visit our Herefordshire Local Plan website [here](#), where you can read over the previous consultations that have helped shape the local plan until now.*

*We will reach out again soon to confirm consultation event dates and locations, where you can discuss your thoughts with the Strategic Planning team.”*

Currently there is no formal mechanism for Ledbury Town Council to respond to such consultations, and should they wish to respond to this it would be useful to have a place a process for this. It is important that Town and Parish Council contribute to such consultations, and Members may wish to consider setting up a Task and Finish Group for the purpose of responding to this consultation. Alternatively, they may wish to set up a Consultations Working Party which could be called to consider any relevant consultations that the Council receive.

### **Recommendation**

Members are requested to note the date of the launch of the Herefordshire draft Local Plan consultation and consider a mechanism for the Council to respond to this consultation.

## LTC Clerk

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**From:** Floodrisk <[floodrisk@herefordshire.gov.uk](mailto:floodrisk@herefordshire.gov.uk)>  
**Sent:** 02 February 2024 16:57  
**To:** Floodrisk  
**Subject:** Herefordshire Flood Groups meeting 1  
**Attachments:** Herefordshire Flood Groups meeting1\_Summary.docx

You don't often get email from [floodrisk@herefordshire.gov.uk](mailto:floodrisk@herefordshire.gov.uk). [Learn why this is important](#)

Hi all,

Firstly, many thanks to those who were able to attend our initial Herefordshire Flood Groups meeting. Apologies for the delay in sharing the feedback from the event (see attached). A number of you have been in touch since we met – if you have any queries, please contact [floodrisk@herefordshire.gov.uk](mailto:floodrisk@herefordshire.gov.uk).

In terms of an update on requests made during the Flood Groups meeting (and what's happened since)...

- When a flooding event has occurred, there needs to be a comms post to encourage people to report flooding – Following Storm Henk, the council issued a press release asking people whose properties had been flooded to get in touch, see [www.herefordshire.gov.uk/news/article/1685/have-you-been-affected-by-flooding-](http://www.herefordshire.gov.uk/news/article/1685/have-you-been-affected-by-flooding-). This was also promoted on the council's home page and through social media. Messaging was shared with Flood Groups, Ward Members, Parish Councils and Talk Community networks.
- Need for a central contact for communities/individuals to report property flooding – The easiest way for people to do this is via our website, see [www.herefordshire.gov.uk/reportaflood](http://www.herefordshire.gov.uk/reportaflood). Alternatively, by all means get in touch via [floodrisk@herefordshire.gov.uk](mailto:floodrisk@herefordshire.gov.uk). Please promote this in your communities and encourage people to make reports as it helps us better understand which areas have been affected and may help to minimise flooding problems there in the future. It also may assist in being to access financial support from government.
- We can clarify that affiliating a community flood group with the National Flood Forum is free, see <https://nationalfloodforum.org.uk/working-together/affiliate-with-us/>
- BBLP's Jenny Allen has been in touch with other areas potentially interested in joining the trial community flood signage scheme.
- More communications regarding NFM – An event is being held on Tuesday 6 February at Hereford Town Hall offering people the opportunity to meet the NFM project team (including staff from Herefordshire Council, Environment Agency, Balfour Beatty Living Places, Natural England, Herefordshire Wildlife Trust, Wye and Usk Foundation and Severn Rivers Trust). A Herefordshire NFM Project Newsletter has also been issued – see <https://content.govdelivery.com/accounts/UKHEREF/bulletins/38560e0>.
- Create a project database – Following suggestions put forward in the Flood Groups meeting, the council is preparing a map which will be uploaded shortly to [www.herefordshire.gov.uk/floods](http://www.herefordshire.gov.uk/floods), providing an overview of council and Environment Agency projects.
- More information from the Environment Agency on dredging – The blog at <https://environmentagency.blog.gov.uk/2021/12/23/floods-and-dredging/> explains the Environment Agency's approach.
- Information is being provided by the Environment Agency following queries about the Arup Leintwardine and Walford Initial Assessment.
- A meeting is to be arranged with the Hampton Bishop Flood Mitigation Group to learn more about the data they have been collating.
- Information has been provided by the Environment Agency following queries about the Eardisland Property Flood Resilience (PFR) scheme.

In terms of next steps...

- We'd really like to hold more events like this and so have pencilled in 6pm on Wednesday 26 June for the next Herefordshire Flood Groups meeting.
- We'll continue to refer to the feedback from November in preparing for this next meeting.

- We're conscious that whilst those organisations presenting at the November introduced themselves, attendees may not have known which areas/flood groups were represented. **Please provide us with your group's contact details if you'd like us to display these on our website (e.g. email addresses, website links, Facebook pages etc) in order that like-minded people can get in touch with one another?**
- **Also, please do get in touch if you'd like to share updates/case studies of what you've been doing locally that we could showcase on our website.**
- **And do let us know if you'd be interested in presenting/sharing information at the next meeting.**

We'll provide further updates between now and June.

Thanks, Steve Hodges  
Herefordshire Council

**Herefordshire.gov.uk**

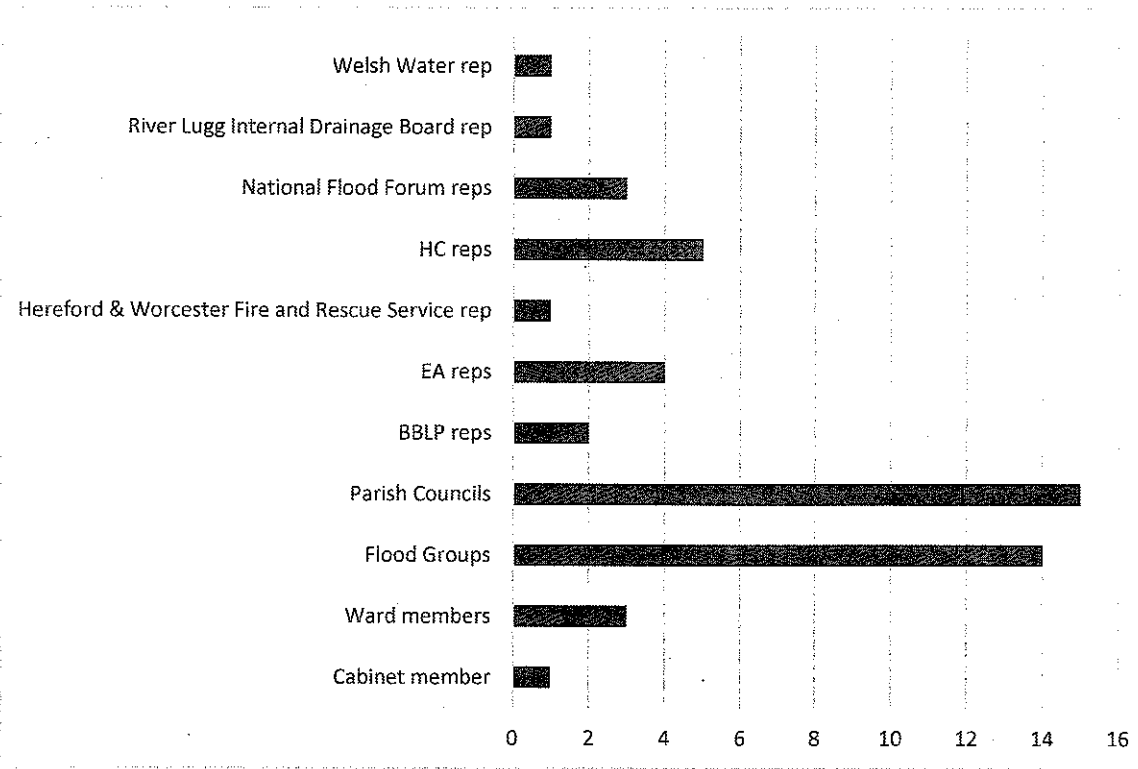
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[floodrisk@herefordshire.gov.uk](mailto:floodrisk@herefordshire.gov.uk)  
[www.herefordshire.gov.uk/floods](http://www.herefordshire.gov.uk/floods)



**Herefordshire Flood Groups meeting – 29 November 2023**

52 people were in attendance and comprised:

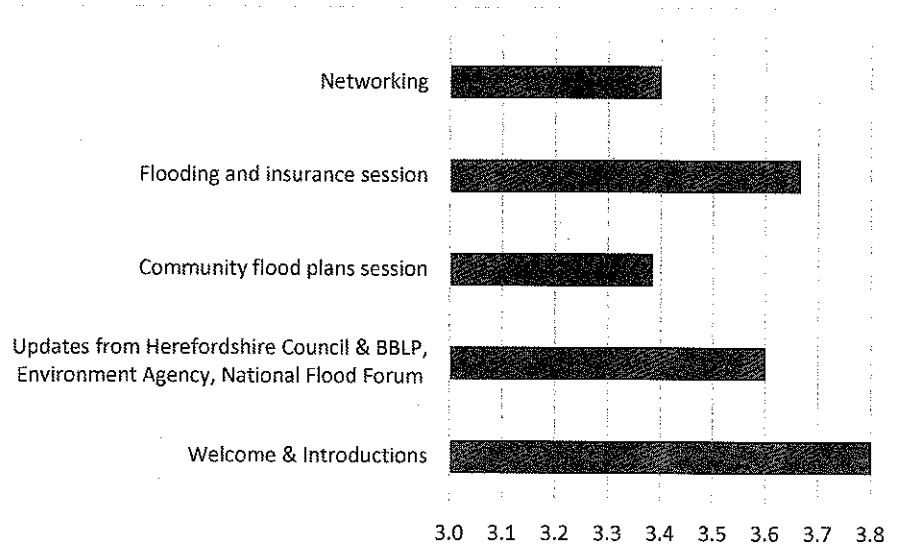


16 feedback forms were completed – the results of which are as follows.

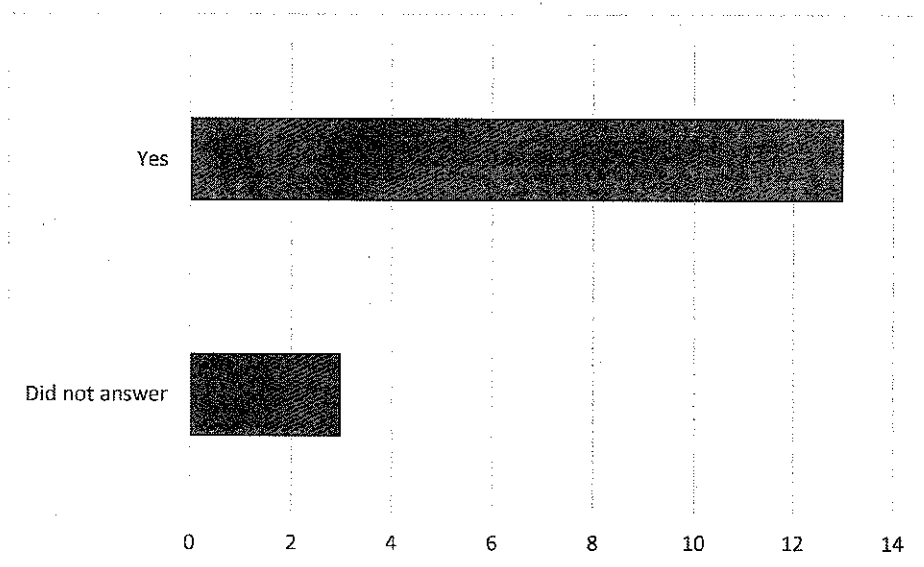
### Please tell us why you attended

- Lead for flood issues
- Interest in flooding risks and multi-agency working.
- Get ideas on (making) a flood plan and updating
- My village flooded in February 2020 – wanting to increase my knowledge.
- Flooding is a problem in some parts of my council ward
- Hoping for news on future flood prevention matters
- Interested in discussions with like-minded groups but also to engage with officials
- Invited through parish - flooding sub committee
- Flooding representative for Parish Council and own properties affected by flooding.
- Establish exchange/comms with other flood groups.
- Have a greater understanding of overall plans to mitigate flooding.
- To offer data and evidence to agencies.
- In my capacity as chairperson of the local flood group
- To find information for my local parish
- My village floods
- To represent the Parish Council and Flood Group.
- To gather information with regards to, and to understand the current political thinking and the policies with regards to measures being considered or put in place, in order to mitigate/reduce flooding risks. And the reasoning behind prioritising measures.
- In both my capacity as chair of the PC and coordinator for the catchment environment group, I was keen to understand what the relevant agencies were doing to help reduce the risk of flooding both across the county and within our catchment.

### Average score for the various agenda items (out of 5)



### Did you find the event worthwhile?



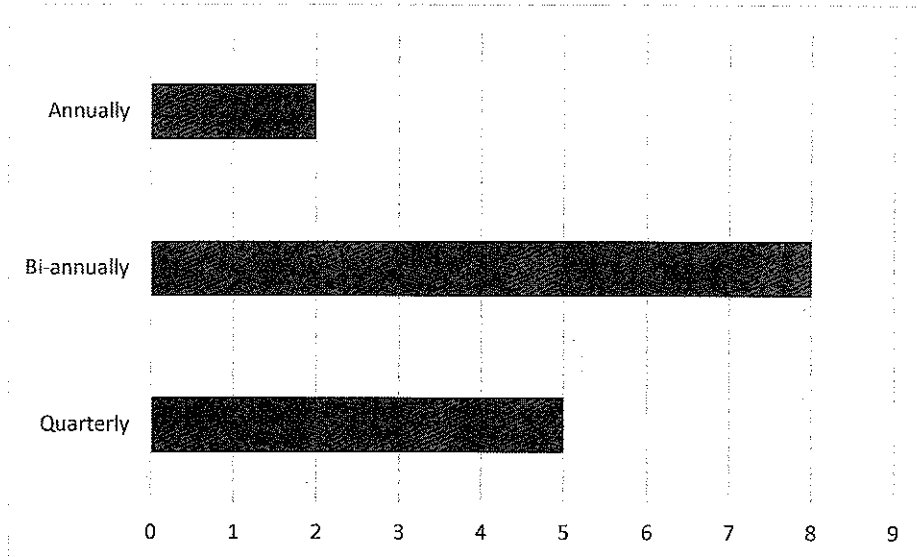
### Comments

- Understanding a bit more about flooding groups and what agencies are involved
- Would certainly like further meetings. They can only help.
- Interesting presentation and good to hear feedback from participants and audience.
- Important that comments and questions are followed up - lots of different local experiences, but all share same concerns about flooding and how various agencies can help.
- Interesting to hear about community flood signage scheme.
- There needs to be more care to address big concerns - like the link between HC & NFF
- More info re actions being taken by groups and authorities
- Might have been worth knowing the flood groups in the room
- Don't expect the parish clerk to pass on info timely!
- Not all flood groups are affiliated to parish councils.
- Thought provoking and good to hear communities experiences. I would value access to a central library of information/knowledge/learning and outcomes for community experiences.
- I would like to access all community flood plans to see if it can improve our planning?
- From acorns great oak trees grow. Small waterways make large rivers.
- Why isn't HC a member of the National Flood Forum. Doesn't Hereford flood!!
- A useful forum which provided informative information and wider discussions.
- It is clear that wider work needs to be done to address the concerns of residents.
- As mentioned at the event, the speakers focused too much on recovery and after the fact activity.
- We need to see the council and other agencies focusing on minimising the risk and supporting communities in resilience.

### How suitable was the venue?

- 4.6 (out of 5).

### How often do you think we should hold Flood Groups meetings?



### Any comments

- I'd like quarterly but understand time constraints can be difficult to achieve.
- Twice a year okay. Should be sufficient.
- If actions can be taken from them - that may need to split the group by geography maybe to make it manageable.
- If there is a need - i.e. more issues/or resolutions.
- Surveys and consultations - so many!
- Lots of thinking - what about the doing bit? Any examples??
- Where surveys and consultations have led to change or mitigated flood risk.
- Event should be held periodically but based on there being genuine development worth sharing.
- Perhaps ask Flood Groups to make presentations e.g. Hampton Bishop data exercise.
- It is important to maintain the momentum of the meetings and the discussion!
- The results and actions coming out of this meeting must be published and must be actioned!
- Flooding is the single most important issue facing the village's residents and the problem needs to be, indeed must be addressed.
- Parishioners want to see results and want evidence of the fact that the concerns and fears of the rural population are being addressed.
- I believe there is merit in bringing together on a quarterly basis a representative from each flood group and use that as a working group, or steering group. Then on an annual basis open it up to a wider audience and showcase the progress made.

### **Do you have any more comments?**

- The significant issue is run off which then floods the major arterial route to the village.
- NFM schemes need to be more numerous and farmland needs to be used to reduce storm surge. Please see EA data from flood monitor which shows that the peak flows are sharp and that there is little evidence of current measures levelling the flow profile.
- I'd like to thank you for the invite to the event tonight. You all spoke well and it can be very difficult to please people in flooding situations.
- I think the sharing of data is critical, this way good practice can be shared.
- Could we get messages out for Welsh Water customers to send photos in when calling about sewers, especially in an emergency.
- I'm sure Welsh Water would like to give a presentation next time through our river managers.
- If slides contain too many words, they stop being slides and become handouts. Provide handouts in meeting, then keep slides as visual guides to remind us of the speaker's name/s, department or organisation, job role and primary function. Slides should not be a wall of words or have text which is too small to read - HC is always doing this! Good visuals keep the attendees engaged for longer.
- The village has been supported by the Internal Drainage Board – we have received an enormous amount of help from their engineer, our experience is all positive. We, the parish council, can't thank them enough.
- Why does it take so long to get any response from official channels (e.g. BBLP, HC, etc).
- Why doesn't the NFM rep contact the Flood Group?
- What is the River Lugg modelling going to actually do? If it takes 2 years to model what can we expect to improve local flooding?
- The Flood Group maintains and manages the main brook through the village but the village has a regular issue with highway flooding in a particular area which could be alleviated to a certain level if the culverts under the road were rebuilt to a better spec - both size and angle.
- The Flood Group is not affiliated to the Parish Council.
- More info re NFM and their work, and why they do not interface with flood management groups.
- Our group has apparent options to deal with run off flooding which NFM took on board but have not responded to the group with their results - confidential!
- We are right on the border with Wales, the water course which floods is the boundary between England and Wales. We need a coordinated approach by Herefordshire/Powys and EA/NRW. The flooding does not respect borders.
- Access to case studies. Information sharing between groups.
- We heard a lot about discussions, modelling and reporting but very little about practical measures.
- Feedback I get is people are fed up with hearing about consultations, especially about environmental factors. What they want is tangible actions.
- Big concern is agenda is being driven by agencies who do not put local people and their homes at the top of the agenda on flood management.
- We live in a basin surrounded by hills – surface water flooding is an issue in certain weather conditions.
- Riparian advice is needed as is hydrology advice.
- Our Flood Group has managed to make progress and are happy to share the actions but these include liaison/project with a university and a business providing monitoring equipment.

- We will learn to evaluate it ourselves.
- NFM measures require funding.
- We could not access NFF framework/support because Herefordshire don't provide funding to engage them. We learnt their model and part replicated the community engagement via the university who were interested in small scale projects.
- We as a flood group would have probably folded 12 months ago had we not been fortunate in linking with the university which provided funding. Recently luck has been with us again and a collaboration is about to begin with HC and a neighbouring local authority. A neighbouring local authority is providing the means to implement some NFM measures with one of our catchments.
- Herefordshire - please keep advice coming but in near future we will need more funding.
- Greater consultation MUST be undertaken such as the recent attendance of the EA at the Parish Council Meeting and the subsequent Open Public session!
- A lot of talking and "studies" seem to have been undertaken but what are the results? What action will be taken as a result of these studies. When will residents see positive action to address the flooding issues.