

**LEDBURY TOWN COUNCIL**

**The Seven Principles of Public Life**

**(Nolan Principles)**

**1. Selflessness**

Holders of public office should act solely in terms of the public interest.

**2. Integrity**

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

**3. Objectivity**

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

**4. Accountability**

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

**5. Openness**

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

**6. Honesty**

Holders of public office should be truthful.

**7. Leadership**

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

3654





**ECONOMY & PLANNING COMMITTEE**  
**(formerly Planning)**

**QUORUM – The quorum of the Economy & Planning Committee shall be agreed by the committee and recommended to Full Council for agreement.**

**The Economy & Planning Committee Quorum will be THREE.**

**1. Purpose**

The purpose of the Economy & Planning Committee is to:

1. To develop programmes and actions to support local businesses and attract grants and inward investment.
2. To comment on all planning applications submitted by the Local Planning Authority with delegated powers to forward such comments as expeditiously as possible to the Authority.

**2. Under Delegated Powers**

1. To develop strategies and action plans to achieve objectives set within the Council's Corporate Plan within the context of the Council's Policies specified within the Neighbourhood Plan.
2. To establish the Working Parties, including Task & Finish Groups and set their Terms of Reference as appropriate. (Current Working Parties are Markets, Neighbourhood Development Plan, Traffic Management)
3. Co-opt representatives of local businesses and business organisations to Working Parties, and Task & Finish Groups, as appropriate.
4. To make observations on planning applications received from the Local Planning Authority
5. To make observations relating to applications for public entertainment, street trader stalls, dredging, justices', and other similar licences.
6. To make representations in relation to Local Development Plan proposals and other statutory planning documents prepared by the Local Authority and National Government
7. To comment on other planning related issues, such as proposed new community woodlands, pre-application consultations, on telecommunications masts, proposed post office closures and the provision of public payphones.
8. To alert the Local Planning Authority to any alleged development control breaches in Ledbury
9. To comment on all planning applications concerning conservation specifically within the Ledbury area.

3. **By Way of Recommendation to Council**

1. To make recommendations to Council on any issues that have financial or staffing implications
2. To make recommendations regarding opportunities to encourage investment in Ledbury
3. Continue to support the formulation and implementation of the Council's Corporate Plan, and making appropriate recommendations
4. Recommend priorities related to Economy & Planning identified within the Council's Corporate Plan and within the dominion of the Council's extant policies specified within the Neighbourhood Development Plan

4. **Establishment of Terms of Reference and Review**

1. These Terms of Reference will be approved by Council at its Annual meetings and received and noted at the first meeting of the Economy & Tourism Committee each Municipal Year.
2. If when receiving and noting the Terms of Reference the Committee make any recommendations to change them, the amended Terms of Reference will be submitted to the next meeting of Council for approval.

## APPENDIX 1

### Corporate Objectives (Economy and Planning) from Corporate Plan

#### A. Overall Outcome: A Prosperous Ledbury

##### **Objective 1: To work with others to ensure Ledbury is a vibrant place to live in, to work in, and to visit**

- a. Encourage/support formal and informal cooperation and knowledge sharing between local businesses and employers.
- b. To explore benefits of organised business forums and lobbying groups, e.g., creation of a local Chamber of Commerce, Business Improvement District, Business Breakfast Club, etc.
- c. To lobby the County Council to secure investment in technology & enterprise projects in the town.
- d. Work with the County Council to ensure car park charging tariffs, on street parking, parking restrictions, lining and signage meets local needs.
- e. Invest in online/printed promotional material in support of local events, encourage visitors and promote the local economy.
- f. Work with county council planners/local landowners to achieve sustainable growth. Identify local employment sites beside new homes and improved community infrastructure.
- g. Consider the introduction of community led housing schemes

#### B. Overall Outcome: A Resilient Ledbury

##### **Objective 2 – To work in partnership with County Council, schools, and community groups to develop environmental initiatives to enhance the area**

- a. 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.

##### **Objective 3 – “Ledbury Wears it’s Beauty Lightly”**

- a. Develop a Public Realm Management Plan for the town centre and footpaths etc. to sit alongside the Greenspace Management Plan.



- b. Work with HC and local lobbying and user groups to secure improvements to public transport services.
- c. Work with local stakeholders, landowners, and HC planners to improve facilities at/serving the train station.
- d. Promote walking and cycling in Ledbury.
- e. Promote road safety and take an active approach to traffic management in partnership with HC.

**Objective 4 – To work in partnership with local Health Board and Community organisations to develop and promote health & wellbeing**

- a. Work with the local health board to improve NHS dentistry, GP Services, and minor injuries unit within the town.

**C. Overall Outcome: A More Equal Ledbury**

**Objective 1 – To engage with, encourage, and support a diverse range of groups to create a more inclusive and equal community**

- a. Invite non-Councillor representatives to sit on the Economy & Planning committee
- b. Invite non-Councillor representatives to sit on Council Working Party's.

**D. Overall Outcome: Cohesive Communities in Ledbury**

**Objective 1: To engage with the people of Ledbury, encouraging community participation**

- a. Introduce a *Ledbury Business of the Year Award*.

**Objective 3: To support well connected and enhanced community networks and safeguard community facilities**

- a. Work in partnership with Herefordshire Council through the Ledbury Neighbourhood Plan when considering planning applications to ensure Ledbury focused S106 projects
- b. Increase social media presence to enhance engagement with the community and businesses.
- c. To work with the *Market Towns* in Herefordshire through the *Market Towns Forum*.
- d. Work with providers of public transport to ensure the needs of the community are met.

- e. Continue to develop the Neighbourhood Development Plan.
- f. To continue to work with residents on traffic management issues.

**Objective 2: Encourage participation in sports and recreation.**

- a. Work in partnership with Herefordshire Council to promote and support sporting events in Herefordshire/Ledbury.
- b. Work with the community and stakeholders to ensure land for sporting activities is available.

**E. Overall Outcome: A Globally Responsible Ledbury**

**Objective 2: To undertake local procurement wherever possible, whilst achieving best value for money.**

- a. Promote *Shop Local* campaign.

## **APPENDIX 2**

### **Policies (NDP 7)**

#### **EE1.1: New Employment Sites**

- a. New employment sites (including those identified in Policy EE1.3) will be supported subject to compliance with other LNDP policies and HCS policies, including SS1, SS5 and LB1. (Refer to Ledbury Neighbourhood Development Plan 2018-2031)
- b. The regeneration, proportionate intensification, or reassignment of previously developed brownfield land to employment land uses will be particularly supported.
- c. An application for an Enterprise or Business Start-up hub would be encouraged.

#### **EE1.2: Protecting Existing Employment Land**

- a. Existing employment sites and premises including future employment sites, will be protected from change of use to alternative non-employment uses. Applicants will be expected to demonstrate that the site has been actively marketed for employment use for a continuous period of at least twelve months before any such change of use will be considered.

#### **EE1.3: Identified Employment Sites**

**The following sites are identified as appropriate locations for new employment land:**

- a. South of Little Marcle Road
- b. North of the viaduct
- c. Lower Road Trading Estate

#### **EE2.1: Promoting Visitor Accommodation**

- a. Proposals which increase local hotel and visitor accommodation provision in, and in the vicinity of the town for both business and leisure purposes, provided proposals are consistent with other policies. Proposals supported within the Settlement Boundary include:
  - Hotels
  - Bed and breakfasts

Outside the settlement boundary the re-use of existing buildings, that are structurally sound and capable of conversion without complete or substantial reconstruction and conversion, to self-catering tourism units will be supported.

### **EE3.1: Retail Areas and Provision**

- a. To preserve the current character, the change of use of A1 (shops) A3 (restaurants and cafes) or A4 (drinking establishments) to other use classes in the primary shopping area will not be supported. New A1, A3 and A4 provision will be supported within the primary and secondary shopping areas.
- b. New A2 (financial and professional services) and A5 (hot food takeaways) will not be supported within the primary shopping area but will be encouraged within the secondary shopping area.
- c. New town centre development of this area will be expected to retain or enhance the existing provision of parking spaces.





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- c. New town centre development of this area will be expected to retain or enhance the existing provision of parking spaces.

**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF THE PLANNING COMMITTEE HELD ON  
14 APRIL 2022**

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**PRESENT:** Councillors Bannister (Chairman), Bradford, Howells, and Morris

**ALSO PRESENT:** Angela Price – Town Clerk

**P560. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Hughes, Manns, Sinclair and Troy.

**P561. DECLARATIONS OF INTEREST**

None received.

**P562. NOLAN PRINCIPLES**

**RESOLVED** that the Nolan Principles be received and noted.

**P563. PUBLIC PARTICIPATION**

No members of public were present.

**P564. TO APPROVE AND SIGN THE MINUTES OF THE PLANNING  
COMMITTEE MEETING HELD ON 10 MARCH 2022**

**RESOLVED:**

**That the minutes of the Planning Committee meeting held on 10 March 2022 be approved and signed as a correct record, subject to the following amendment:**

**Minute no. P545 – that Councillor Sinclair be recorded as having submitted apologies for the meeting.**

**P565. TO REVIEW THE ACTION SHEET**

**RESOLVED:** that the Action Sheet be received and notes.

**P566. PLANNING CONSULTATIONS**

- 7.1 Application no. 220557 - Elmscroft, New Street, Ledbury, Herefordshire, HR8 2EE**

**RESOLVED:**

**No objection**

- 7.2 Application no. 220694 – Ludstock Grange, Ross Road, Ledbury, Herefordshire, HR8 2LE**

**RESOLVED:**

**No objection**

- 7.3 Application no. 220855 – Land South of Leadon Way, Ledbury, Herefordshire**

**RESOLVED:**

**That the Clerk request an extension to the deadline for a response to this application, which will be provided following a meeting with Vistry Homes in May 2022.**

- 7.4 Application no. 220861 – Abbey House, 37 The Homend, Ledbury, Herefordshire, HR8 1BP**

**RESOLVED:**

**No objection**

- 7.5 Application no. 220905 – 40 Bye Street, Ledbury, Herefordshire, HR8 2AA**

**RESOLVED:**

**No objection**

- 7.6 Application no. 213387 – Upper Mitchell Farm, Bradlow and Westhill, HR8 1JF**

**RESOLVED:**

**No objection**



**7.7 Application no. 21338 – Upper Mitchell Farm, Bradlow and Westhill, HR8 1JF**

**RESOLVED:**

**No Objection**

**P567. PLANNING DECISIONS**

**RESOLVED:** that the Planning Decisions be received and noted.

**P568. REQUEST FROM VISTRY HOMES FOR A MEETING TO DISCUSS APPLICATION NO. 220855 RESERVED MATTERS**

**RESOLVED:** that the Clerk contact Vistry Homes to arrange a meeting to be held after the annual meeting of council, which is scheduled for 12 May 2022.

**P569. a. Minutes of meeting of the Traffic Management Working Party held on 10 March 2022**

**RESOLVED:** That the minutes of the Traffic Management Working Party held on 10 March 2022 be deferred to the next meeting of the Planning Committee.

**b. Neighbourhood Development Plan Working Party**

Councillor Howells provided a verbal update on the current status of the Neighbourhood Development Plan.

**RESOLVED:** That the update be received and noted.

**P570. LOCAL PLAN POLICY OPTIONS UPDATE**

Councillor Howells provide a verbal report on a meeting that he had attended as Ward Councillor in respect of the Local Plan Policy Options.

The Clerk advised that she and Councillor Chowns had attended the Local Plan Policy Options meeting for Parish Councils and advised that she had sent all Councillors a link to the two meetings held for Parish Councils and that she would provide all Councillors with a copy of the notes from Councillor Chowns.

**RESOLVED:**

- 1. That the Clerk send a copy of the notes from Councillor Chowns to all Councillors.**
- 2. That this item be included on the agenda of the Planning Committee meeting scheduled for 19 May 2022.**

**P571. SPATIAL PLAN CONSULTATION**

**RESOLVED:** That Councillor Howells review the draft provided by Councillor Bannister and email it to Councillor Bannister for consideration, following which it be emailed to the Clerk for sending to Herefordshire Council.

**P572. PLATFORM HOUSING**

Councillor Bradford was asked to clarify his reasons for wanting to invite Platform Housing to a meeting with Councillors. Councillor Bradford advised that he was concerned about the number of issues being raised with him, as a Councillor, in respect of the housing managed by Platform Housing and felt it would be appropriate for Ledbury Town Council to invite Platform Housing to a meeting to make them aware of the issues being experienced by tenants as a means of opening a dialogue between the two parties.

**RESOLVED:** that Platform Housing be invited to a closed briefing with Ledbury Town Council.

**P573. DATE OF NEXT MEETING**

**RESOLVED:** to note that the next meeting of the Planning Committee is scheduled for 19 May 2022.

The meeting closed at 7.55 pm.

Signed.....

Dated .....

ACTION SHEET

PLANNING COMMITTEE

14.04.2022

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
P566(7.3)	That the Clerk request an extension to the deadline for a response to this application, which will be provided following a meeting with Vistry Homes in May 2022	TC	17.04.2022	Email sent to Vistry Homes requesting dates in May	Awaiting response from Vistry Homes
P568	That the Clerk contact Vistry Homes to arrange a meeting to be held after the annual meeting of Council, which is scheduled for 12.05.2022	TC	17.04.2022	Email sent to Vistry Homes requesting dates in May	Awaiting response from Vistry Homes
P569(a)	That the minutes of the TMWP held on 29.03.2022 be deferred to the next meeting of the planning committee	TC	19.05.2022	Included on May agenda	Completed
P570(1)	That the Clerk send a copy of the notes from Cllr Chowns to all Cllrs for information	TC	17.04.2022	Emailed to cllrs	Completed
P570(2)	That this item be included on the agenda of the Planning Committee meeting scheduled for 19 May 2022	TC	19.05.2022	Included on May agenda	Completed
P571	That Cllr Howells review the draft provided by Cllr Bannister and email it to Cllr Bannister for consideration, following which it be emailed to the Clerk for sending to HC.	Cllrs JB/PH	Apr-22		In progress
P572	That Platform Housing be invited to a closed briefing with LTC	TC	11.05.2022	Phone call with Platform Housing - waiting on call back	In progress



**ACTION SHEET**  
**PLANNING COMMITTEE**  
**Outstanding Actions**

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
P258	That the Council agree to share the LSCA and site assessment work with HC when completed	TC/NDP	end of 2021		On completion of NDP
P297	That the TC investigate the costs for of a suitable information board noting that the Council agree in principle with the purchase of the board subject to agreement of the chairs of the FP & GP and E & L Committees (Geosite)	DTC	end of Nov 2021	DTC Investigating	In progress
P412	That the access Audit Report be referred to the Market House Working Party for further discussion and recommendations	MH WP	Feb-22	To be place on E & L agenda February 2022	In-progress
P495(b)	RECOMMENDATION - that funds be included in the 2022/23 budget for the purchase and installation of gates at Parkway	TC	Mar-22	Information received too late for 2022/23 budget - further investigations being carried out	In progress
P555 (2)	That the Clerk add Draft Environment Building Standards Supplementary Planning document to the next Major Planning meeting.	TC	Apr-22		In Progress
P557	That the Clerk forward the photographs and findings to Herefordshire Highways for consideration of an assessment and design process.	TC	23/02/2022		In Progress



**LEDBURY TOWN COUNCIL**

**MINUTES OF AN ECONOMY AND TOURISM COMMITTEE HELD ON  
3 MARCH 2022**

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**PRESENT:** Councillors Chowns (Chair), Howells, Knight and Morris  
**NON COUNCIL:** Griff Holliday

**ALSO PRESENT:** Julia Lawrence – Deputy Clerk  
Amy Howells – Minute Taker  
Heather Richardson – Local Discovery Card

**ET33 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Bannister, Bradford, Harvey and Hughes.

**ET34 THE NOLAN PRINCIPLES**

**RESOLVED:**

Received and noted.

**ET35 TERMS OF REFERENCE – QUORUM**

It was proposed by Councillor Chowns that the quorum for the Economy & Tourism Committee be four members.

**RESOLVED:**

That the Quorum for the Economy & Tourism Committee be recorded as four members.

**ET36 DECLARATIONS OF INTEREST**

**RESOLVED:**

That Councillor Morris declared an interest in the Bye Street Toilets and the Jubilee Event souvenir brochure.

**ET37 PUBLIC PARTICIPATION**

No public were present.

**ET38 TO APPROVE AND SIGN AS A CORRECT RECORD THE MINUTES OF A MEETING OF THE ECONOMY & TOURISM COMMITTEE HELD ON 4 NOVEMBER 2021.**

3670

## **RESOLVED**

**That the minutes of the Economy & Tourism Committee meeting held on 4 November 2021 be approved and signed as a correct record.**

### **ET39 ACTION SHEETS**

- Minute ET25(1) - Councillor Chowns requested that the Shop Front grant applications be expedited as soon as possible upon receipt so that they could be approved before 31 March 2022 to allow sufficient time for traders to get quotes for their improvements. The Clerk was asked to investigate whether the deadline date for submission of grant applications could be put back due to the initial delay in getting information from Herefordshire Council.
- Minute ET26 – Heritage Day event – Members agreed that this item should be added back on to the Action Sheet in order to create a bigger event going forward.

## **RESOLVED**

- 1. That the Clerk be requested to investigate the possibility of putting back the deadline date in order to allow sufficient time for traders to get quotes for their works.**
- 2. That Minute No. ET26 Feedback from Heritage Open Day be re-entered onto the action sheet as previously shown.**

### **ET40 LOCAL DISCOVERY CARD**

Heather Richardson, from Local Discovery Card, gave a presentation to the Committee Members explaining what the Local Discovery Card was and what its benefits could be for the residents of Ledbury. Ms Richardson explained that the Discovery Card was currently being used in Herefordshire, Gloucestershire and Monmouthshire having 350 businesses in total signed up to the scheme. She explained that it is a digital discount card designed for local businesses, which offers free advertising and three types of membership, being a weekly, monthly or annual membership. and that she provides advertisements for businesses at a £5 annual admin fee on the website 'Local Discovery'. Heather informed Members that ten Ledbury businesses had already signed up to the Card.

Griff Holliday expressed an interest in using the card to promote the Food Festival or even consider promoting the Big Breakfast.

Committee Members thanked Ms Richardson for attending, noting that the presentation was well received and informative.

3671



## **RESOLVED:**

**That members receive and note the presentation.**

### **ET41 TOURIST INFORMATION CENTRE**

Members noted the report that had been submitted by the Community Development Officer ('CDO') and for the need to have a Tourist Information Centre ('TIC') in Ledbury. Subsequent to this report, the Deputy Clerk gave a further update on the report at the meeting advising Members that the CDO had since heard back from the Masters House confirming that they would be happy to accommodate a TIC but it would need to be located in one of the rooms called 'The Pantry'. However, this was not ideal since there may not be any staff members in the building on a Saturday afternoon and because of the room's location, members of the public could end up in any part of the building which was also not ideal from a security/safety perspective. Councillor Knight believed that the Master's House was also out of the way from the bus drop off point.

Councillor Howells suggested that Ledbury Town Council's committee room would be a good place to open a TIC and that it should be open 6 days a week in line with the Painted Room. Griff Holliday considered that it should be open 7 days a week to cover the tourist season. Members appreciated that additional staff would be required to man the TIC and Councillor Knight proposed that the CDO look at creating a business plan for the committee room to be used as a TIC and employ someone to work on Saturdays and Sundays.

After discussion, Members agreed to recommend the use of the reception area of Ledbury Town Council as a TIC with immediate effect, but with a view to extending this as soon as possible to 7 days once staff, whether paid or volunteers, could be found to cover the additional day. It was noted that volunteers at the Heritage Centre had different skills and so any volunteers working in the TIC would need to be trained.

## **RECOMMENDED**

- 1. That a recommendation be made to Full Council that a temporary Tourist Information Centre be sited in the reception area of the Town Council Offices 6 days a week, subject to staffing cover.**
- 2. That the CDO be requested to draft a business plan into the feasibility of using the Committee Room as a full-time TIC 7 days a week.**

### **ET42 JUBILEE WEEKEND/BROCHURE**

Members were advised that the times for the 'Ledfest on the Rec' event, taking place on Friday, 3 June 2022, would be 2.00pm until 9.00pm and not as stated on the draft poster attached. It was noted that ten expressions of interest had already been received from musicians who wanted to take part in the event.

3672

Griff Holliday asked for the use of Ledbury Town Council's gazebos for Community Day.

The Committee considered that basic guidance notes for street parties should be prepared for members of the public advising them how to apply for grant funding i.e. road closures and this guidance could be printed in Ledbury Town Council's newsletter.

Members were advised that the Souvenir brochure will be circulated within the Focus prior to the Ledfest event. However, members noted that the Focus is not always delivered to residents at the same time of businesses and suggested that Betty, at the Focus, be contacted to see if publication of the June edition could be brought forward, prior to the Jubilee events. It was also noted that not all areas of Ledbury receive a copy of the Focus. In the case of Lawnside, it was reported that copies of the Focus are delivered to the specific area but not actually delivered to the properties.

Councillor Knight made reference to the process for receiving quotations and considered that Ledbury Town Council should consider a sealed bids approach whereby all bids are opened at the start of a meeting to demonstrate total openness and transparency. Members noted that some quotations may be confidential and would need to be done in closed session. Councillor Howells noted that there may not be sufficient time in the meeting to digest the contents of quotations and that the Economy & Tourism Committee should take guidance from the Clerk on this matter.

**RESOLVED:**

- 1. That the Deputy Clerk is to contact Grapevine Publications to ask whether the publication of the June edition of the Focus magazine could be brought forward.**
- 2. That the Clerk is to provide some guidance should Ledbury Town Council wish to consider adopting the sealed bid process.**

**ET43 TO RECEIVE AND NOTE THE MINUTES OF THE GRANT FUNDING WORKING PARTY HELD ON 17 FEBRUARY 2022.**

Councillor Morris noted that his surname had been incorrectly spelt and asked for this to be amended.

**RESOLVED:**

**That the minutes of the Grant Funding Working Party meeting held on 17 February 2022 be received and noted subject to the above amendment.**

3673



## **WELCOME BACK FUND AND GREAT PLACES TO VISIT PROJECTS**

Members were requested to give consideration to the minutes of a meeting of the Grant Funding Working Party held on 17 February 2022 and associated reports.

Members noted that several of the information updates referred to attachments which were not included, such as pages 144, 148 and 150. Members requested that the Clerk forward on a copy of the email received in respect of Town Centres public realm, page 150.

It was noted that page 148 should read "£750" and not £705.

With reference to the Shop Front grant scheme, Councillor Morris asked to be copied into correspondence relating the Civic Society since if no responses had been received from the Civic Society, then Councillor Morris would contact them direct.

Bike Racks – Members of the Committee considered whether one car parking space in the High Street could be utilised for a bike rack as they felt that next to the Market House was not a suitable location.

Committee members made reference to the future public realm maintenance funding to be received £350,000 and £250,000 respectively noting that some of these monies could be used for the Top Cross barriers and consideration for a new Youth Club. Busy Bees could be an ideal venue for a Youth Club as some floor space was not currently being used so a separate new entrance and toilets could be built whereby splitting the building into two as well as utilising all the space at the same time.

### **RESOLVED:**

- 1 That the minutes of Grant Funding Working Party held on 17 February 2022 and associated reports, be received and noted. Committee Members reviewed the Welcome Back Fund and Great Places to Visit projects and noted updates and noting the comments received above.**
- 2 That the Clerk be requested to provide a copy of the email omitted on page 150 in respect of the Town Centres public realm to the Committee Members.**

## **ET44 COMMUNITY DEVELOPMENT OFFICER STRATEGIC PLAN**

Councillor Morris requested that more clarity be provided in terms of timelines appreciating that some dates may slip.

Reference was made to the strategy plan for the Charter Market not yet being available.

3674

Committee Members requested that a hand-over meeting should take place between the Chair and Vice-Chair of the Economy & Tourism Committee with the Community Development Officer prior to her departure on 1 April 2022, as well as being an opportunity to have an informal meeting to discuss the strategic plan.

Councillor Morris stressed that Members needed clarity and clear vision on objectives set, i.e. 'Plastic free Ledbury' or 'Sustainable Ledbury'.

**RESOLVED:**

1. That the Committee receive and note the contents of the Strategic Plan.
2. That the Community Development Officer arranges a hand-over meeting with the Chair and Vice-Chair of the Economy & Tourism Committee before she starts Maternity Leave.

**ET45 CORPORATE PLAN**

The Committee reviewed the Corporate Plan, noting updates and agreed to review the Plan at the next meeting as to what actions are now due to be taken.

**RESOLVED:**

1. That the Corporate Plan be received and noted.
2. That the Corporate Plan be reviewed at the next meeting of the Committee in respect of what actions are now due.

**ET46 WORKING PARTIES**

**TO RECEIVE AND NOTE MINUTES OF A MEETING OF THE MARKETS WORKING PARTY HELD ON 10 FEBRUARY 2022.**

Committee Members discussed the Beefy Boys attending on one of the recent market days. It was noted that whilst there were mixed views about the Beefy Boys coming to Ledbury, Ledbury Town had been extremely vibrant and the Beefy Boys had been well received by local traders as they too had all recorded good sales. Councillor Morris suggested that Beefy Boys should be located in St Katherine's car park but it was pointed out that Ledbury Town Council is trying to encourage new traders to attend as part of its Charter Market and build up its market base.

**RESOLVED:**

**That the minutes of the Markets Working Party meeting held on 10 February 2022 be received and noted and that the three recommendations be accepted and referred to Full Council.**

3675

#### **ET47 NATIONAL ASSOCIATION OF BRITISH MARKETS (NABMA)**

Committee Members made reference to the Declaration of Market Powers, noting the following comments:

Page 171, reference V – Committee members considered that Ledbury Town Council needed to define the costs, i.e. £17.00 for under the Market House and £20.00 outside. Councillor Knight made a general reference to the costs being charged and considered that Ledbury Town Council needed to revisit them, as compared to other markets, Ledbury's fees were cheap and suggested £35.00 should be charged for the day if including a gazebo.

Page 172 – reference II – Committee members noted that the "The Ledbury markets, fairs and court of Pie powder translation of pro c.66/1264 mem. 27/28" had not been attached and asked for a copy to be circulated.

#### **RECOMMENDATIONS:**

- 1 That the Markets Declaration and additional information be recommended for acceptance at a meeting of Full Council.**
- 2 That a copy of the "The Ledbury markets, fairs and court of Pie powder translation of pro c.66/1264 mem. 27/28" (Page 172) had not been attached and Members asked for a copy to be circulated.**

#### **ET48 DATE OF NEXT MEETING**

#### **RESOLVED:**

Date of next meeting to be agreed at the Annual Meeting of Council scheduled for Thursday, 12 May 2022.

The meeting ended at 8:50pm.

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

3676





ECONOMY & TOURISM COMMITTEE - ACTION SHEETS [Following 3 March 2022 Committee Meeting]						
Minute No.	Action	Actioned by [Officer]	Date to be Actioned by	Comments	Status	
ET39 (1)	The Clerk to investigate the possibility of putting back the deadline date for Shop front grant applications in order to allow sufficient time for traders to get quotes in for their works.	TC	29.03.22	Members are asked to note that the actual deadline is 30 June 2022. This is to have works completed and paid for by the shop owner, and for completed applications to be submitted to LTC by 30 June 2022.	Completed	
ET39 (2)	Minute No. ET26 The Heritage Open Day event is be re-entered onto the action sheet as previously shown.	DC	24.03.22		Completed	
ET41 (2)	The CDO to draft a business plan into the feasibility of using the Committee Room as a full-time TIC 7 days a week.	CDO	31.03.22	Further details to be submitted to Full Council on 31 March 2022. The TIC is to be transferred to Amenities & Tourism Committee with effect from 12 May 2022.	In Progress	
ET42 (1)	The Deputy Clerk is to contact Grapevine Publications to ask whether the publication of the June edition of the Focus magazine could be brought forward.	DC	24.03.22	Grapevine has been contacted and unfortunately they are unable to change their print programme. All material needs to be with Grapevine by the 9th day of each month in readiness for circulation before the end of each month.	Completed	
ET42 (2)	The Clerk is to provide some guidance should Ledbury Town Council wish to consider adopting the sealed bid process.	TC	12.05.22	To be transferred to the Finance, Policy & General Purpose Committee	In Progress	

ET43 (2)	The Clerk be requested to provide a copy of the email omitted on page 150 in respect of the Town Centres public realm to the Committee Members.	TC	11.03.22	Completed
ET44 (2)	The Community Development Officer to arrange a hand-over meeting with the Chair and Vice-Chair of the Economy & Tourism Committee before she starts Maternity Leave.	CDO	31.03.22	Completed
ET47 (2)	That a copy of the "The Ledbury markets, fairs and court of Pie powder translation of pro c.66/1264 mem. 27/28" (Page 172) had not been attached and Members asked for a copy to be circulated.	CDO	31.03.22	Completed

ECONOMY & PLANNING	19 MAY 2022	AGENDA ITEM: 12
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Report prepared by Angela Price – Town Clerk

## RURAL MARKET TOWN GROUP – AREA PROFILES AND FAIR FUNDING SUMMARY

### Purpose of Report

The purpose of this report is to provide Members of the Economy & Planning Committee with information received from the Rural Market Town Group.

### Detailed Information

The Clerk recently received an email from the Rural Market Town Group advising of the launch of two profiles that have been put together as part of the Council's membership of the Rural Market Town Group, they provided the following summary in reference to the attached documents.

- "1. The first is a tailored **Area Profile** for your County/Unitary area Local Authority and sets out a range of analyses and statistics focusing on key areas linked to the local economy. It enables you to compare your area with the England average in a number of areas. We hope you will find this information useful when understanding some of the challenges your local area may face.
2. The second document is a **Fair Funding Summary** and sets out some of the overall figures that may be of interest to you to understand the challenges faced. As an organisation, the Rural Services Network, of which the RMTG is a part, campaigns for fair funding. We know that it costs more to deliver services in rural areas which have been historically underfunded by the Government compared to urban areas. We also know that the figures on average have continued to worsen.

In the fair funding summary, the figures will vary from rural area to area, but we set out the overall average English rural position. For some areas, this will be worse than others.

### **Did you know:**

- That rural areas in 22/23 will still receive some 37% (£105) per head in Settlement Funding Assessment grant LESS than their urban counterparts.
- That rural residents will pay, on average, 21% (£104) per head MORE in Council Tax than their urban counterparts due to receiving less government grant.
- The higher council tax in rural areas must be paid for from on average lower locally earned wages.

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- Even so rural councils have available to spend only a third of the money (per head of population) available for discretionary services when compared to the per head availability calculation for urban areas. This is a truly massive difference and inevitably impacts considerably on rural services.

Please remember this is the per head position so the fact that rural areas have lower populations and lower numerical service demands has already been accounted for.

This unfair funding and its consequences affect the lives of people in rural areas as Councils must deliver services, that cost more due to sparsity, from significantly smaller budgets than urban authorities. From your council's perspective, the resulting thinner rural services will negatively affect your local community and the level of trading in your town. It is a vicious circle.

We are the national champion for rural services, and we work on behalf of our members to ensure that rural areas have a strong voice. We are grateful for your support and membership of our organisation as it helps us represent rural areas across England.

We hope that you find the information provided in this email useful. Please let us know if you have any feedback or any further questions on the resources provided."

### **Recommendation**

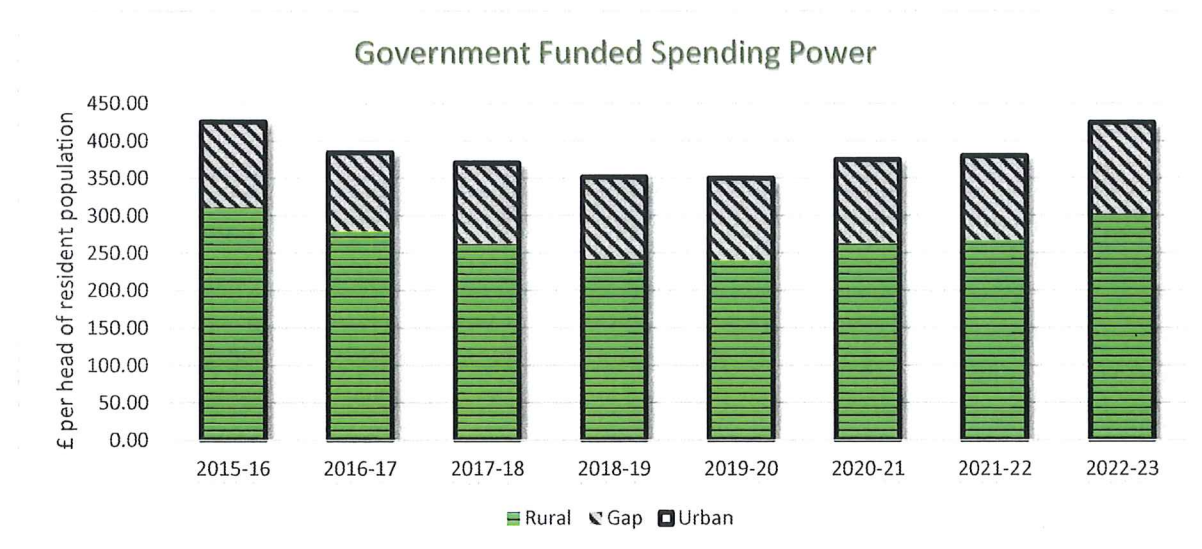
Members are requested to receive and note the attached information and provide feedback to the Rural Market Town Group if deemed appropriate.



# Fairer Funding – National Position, 2022

– a rural-urban comparison across English local authorities

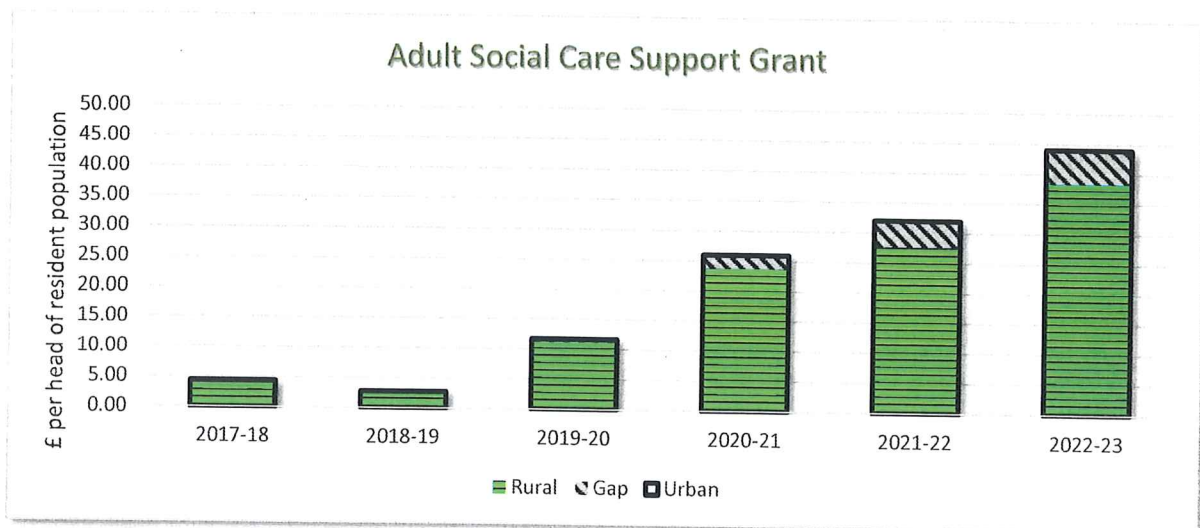
The local government finance settlement does not fairly distribute funding across the local authorities of England, and rural local authorities and their residents are unfairly disadvantaged by a combination of lower government funding and higher council taxes.



- Rural local authority areas are systematically underfunded by the Government's funding formula.

Total GFSP per head (£)	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
<b>Rural</b>	310.61	279.41	262.66	241.39	240.22	263.26	267.32	302.62
<b>Gap</b>	114.58	104.90	107.74	110.45	109.53	111.42	112.35	121.57
<b>Urban</b>	425.19	384.31	370.40	351.84	349.75	374.67	379.67	424.19
<b>% difference</b>	37%	38%	41%	46%	46%	42%	42%	40%

- The funding gap in Government Funded Spending Power remains high at around 40% between that received within Urban local authority areas and that in Rural.



- There is a worsening situation in Adult Social Care Support Grant where the funding gap is increasing despite the additional needs of an older rural population.

Total ASCSG (£)	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
<b>Rural</b>	4.15	2.58	11.18	23.70	27.63	38.40
<b>Gap</b>	0.18	0.11	0.50	2.21	4.40	5.66
<b>Urban</b>	4.33	2.69	11.68	25.91	32.03	44.06
<b>% difference</b>	4%	4%	5%	9%	16%	15%

- To fund the shortfall in Government Funded Spending Power received in Rural areas, rural residents are required to pay greater Council Tax each year compared to residents of Urban council areas.



- Residents of Urban local authority areas are paying consistently less Council Tax each year.

Total Council Tax	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
<b>Rural</b>	424.24	448.69	474.74	507.14	535.64	569.09	608.58	611.46
<b>Gap (£)</b>	-78.63	-82.82	-85.69	-91.95	-94.59	-105.41	-96.15	-104.21
<b>Urban</b>	345.61	365.88	389.06	415.18	441.05	463.68	512.43	507.25
<b>% difference</b>	-19%	-18%	-18%	-18%	-18%	-19%	-16%	-17%

- This is particularly unfair on rural residents who have on average lower locally earned wages.

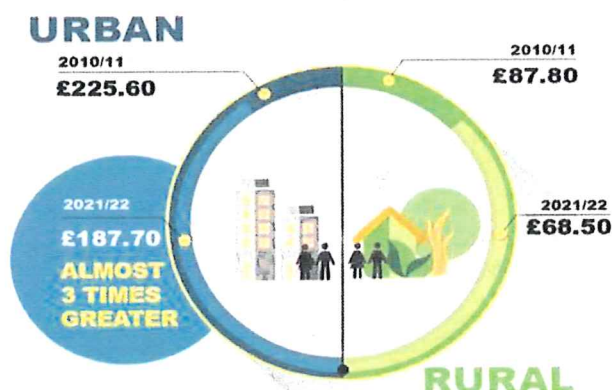


## Outcomes of underfunding, 2022

The result of underfunding rural local authorities is that service provision and those who use those services suffer.

### TOTAL DISCRETIONARY SERVICES SPEND

Urban authorities can spend considerably more per head than those in rural areas. Looking at the latest figures for 2021/22 their spend is almost **THREE TIMES** greater per head!

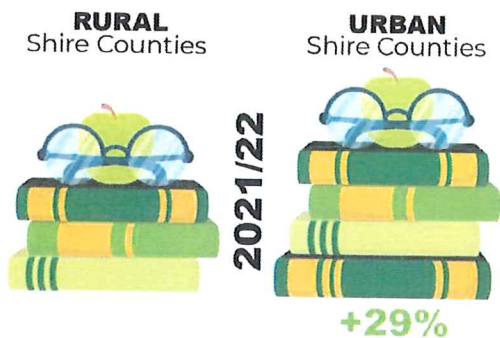


Rural local authorities are not able to fund discretionary services such as library or cultural services to the same extent as their urban counterparts.



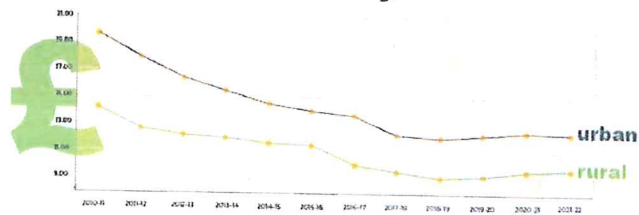
## LIBRARY SERVICES

### Discretionary Spend Comparison



## LIBRARY SERVICE

### Overall Average

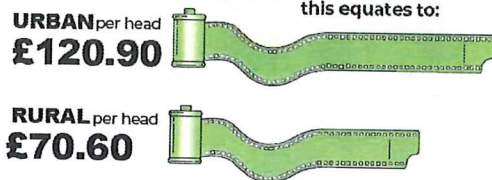


Rural authorities can spend much less per head...

## CULTURE

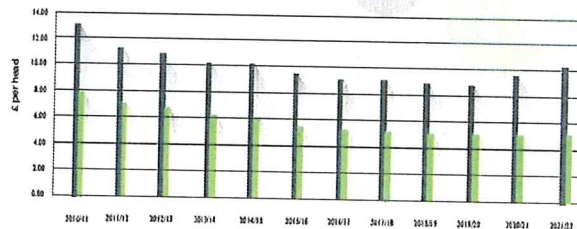
### Discretionary Spend Comparison

In the period from **2010 to 2022**  
this equates to:



## Rural authorities have less to spend...

Urban residents get more spent on Cultural Services than rural. For Shire Districts this spending gap is over 100% greater than for rural Shire Districts



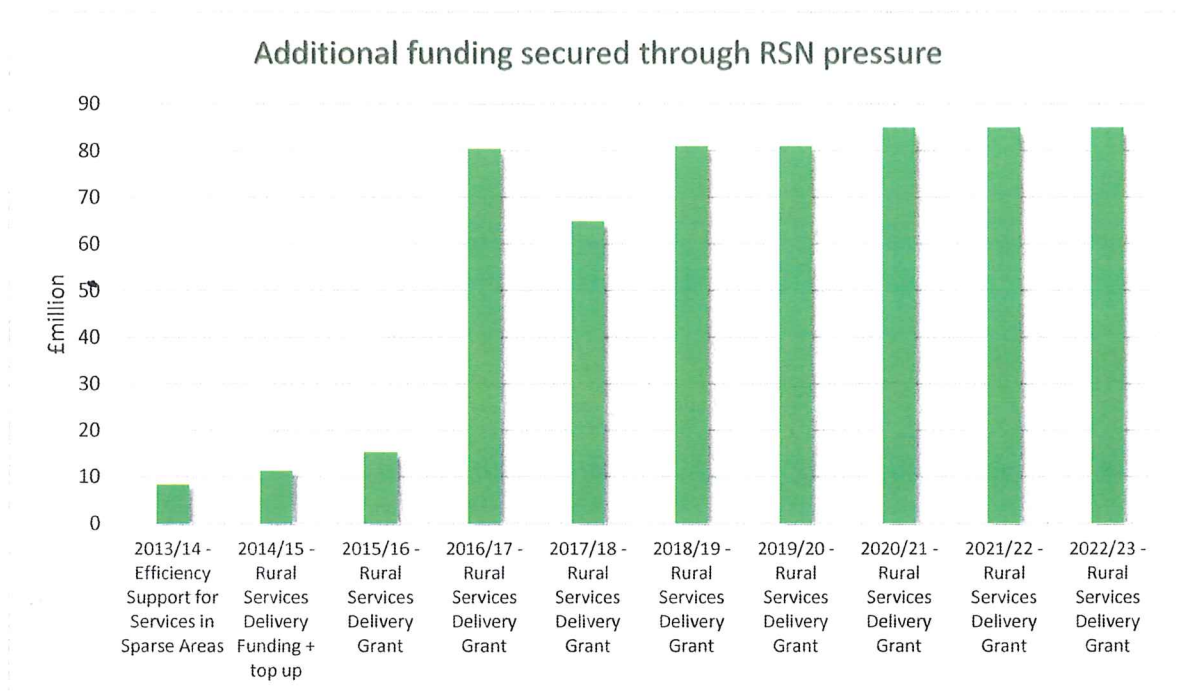
## PUBLIC TRANSPORT

### Discretionary Spend Comparison

in **2021/22** planned expenditure on **PUBLIC TRANSPORT** per resident is **NEARLY 10X MORE IN** predominantly URBAN AREAS



## Success through campaigning



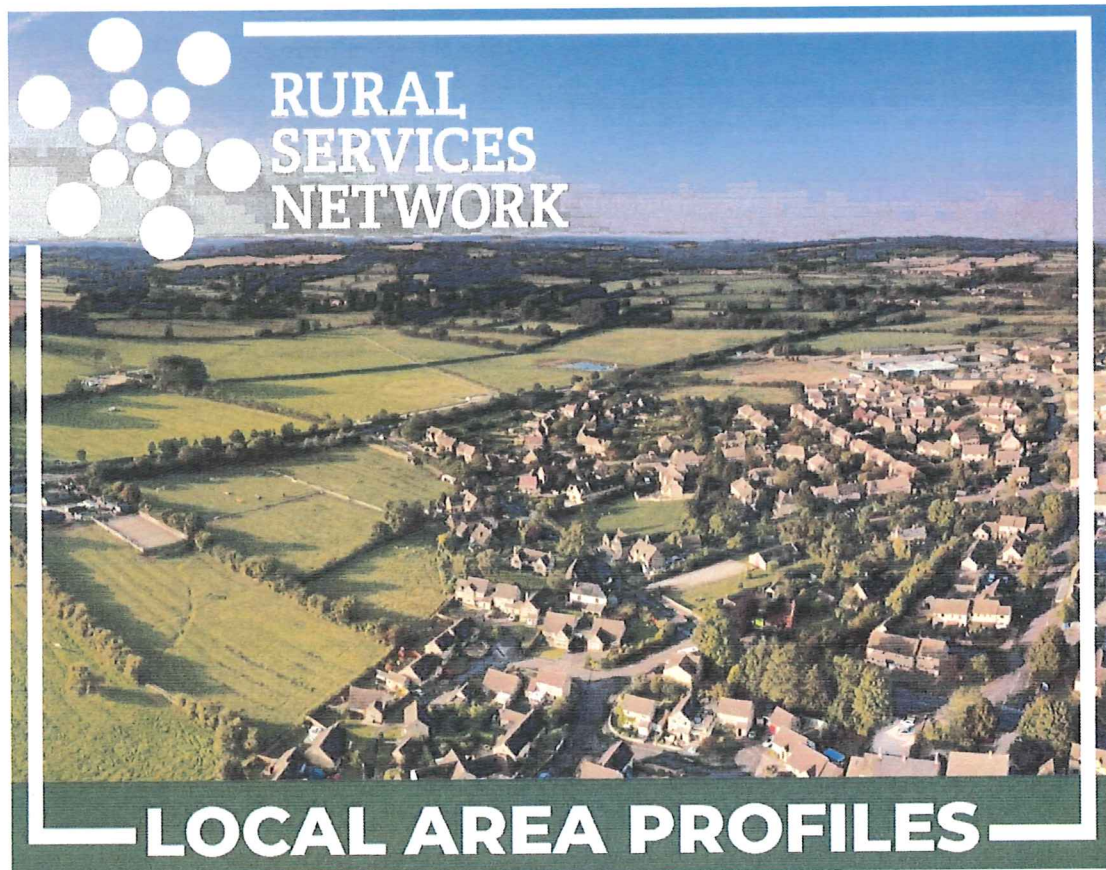
- Through the consistent campaigning of the Rural Services Network, there has been success for rural local authority areas through the introduction of a grant now known as the Rural Services Delivery Grant, the value to rural local authorities increasing over the years of campaign work to its current value of £85m.

	Efficiency Support for Services in Sparse Areas	Rural Services Delivery Funding + top up	Rural Services Delivery Grant							
	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
£ million	8.5	11.5	15.5	80.5	65	81	81	85	85	85

Further details on the Fairer Funding Campaign can be found at:

[rsnonline.org.uk/page/fairer-funding-campaign](https://rsnonline.org.uk/page/fairer-funding-campaign)





# County of Herefordshire

2021

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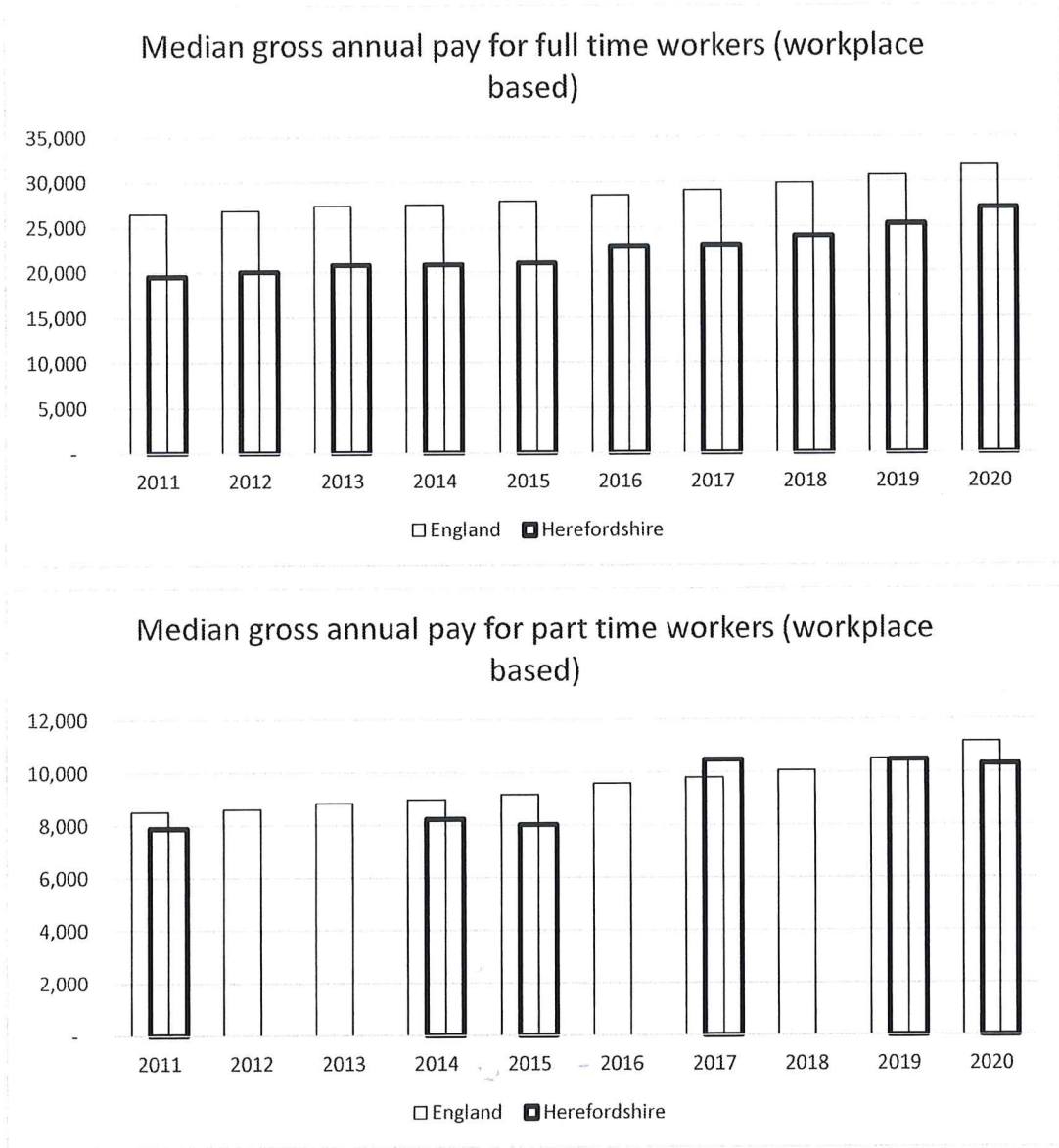
1. [Average hours worked and earnings → Page 3](#)
2. [Claimant Count → Page 4](#)
3. [Economic Inactivity → Page 4](#)
4. [Jobs Density → Page 5](#)
5. [Employment → Page 6](#)
6. [Working Age Population → Page 7](#)
7. [Enterprises within industrial groups → Page 7](#)
8. [Employees within industrial groups → Page 8](#)
9. [Further Information → Page 9](#)

# County of Herefordshire Area Profile

The economy is vital for powering all elements of life in your area. The following charts and graphs present the overarching position with further details being available at:

<https://rsnonline.org.uk/category/member-insight-and-analysis>

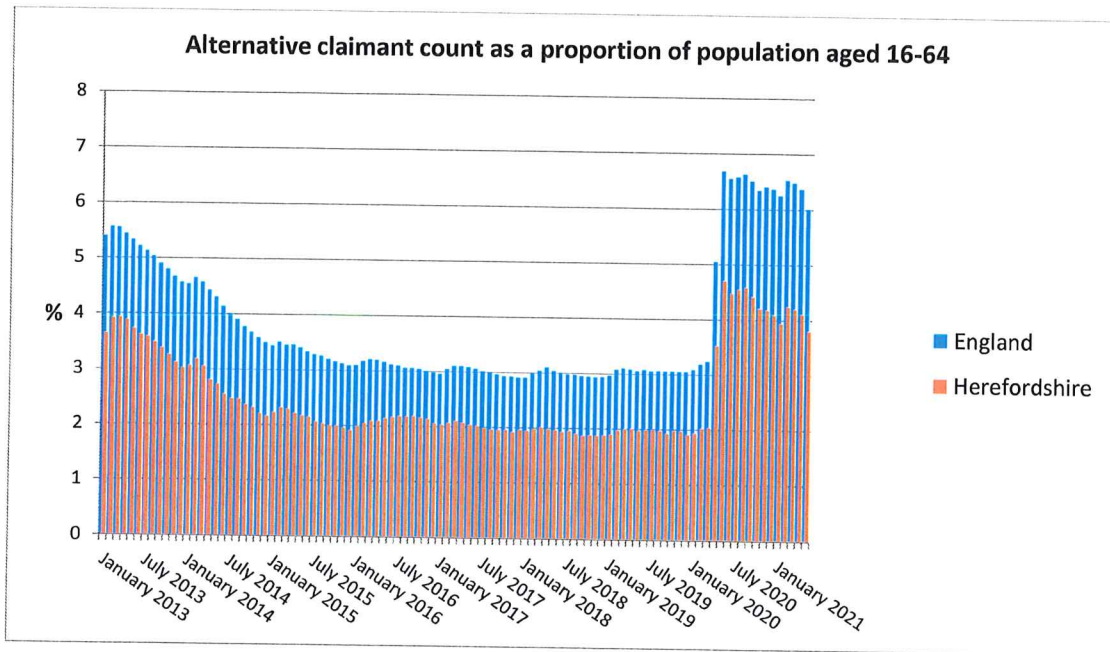
## Average hours worked and earnings



(Source: Annual Survey of Hours and Earnings)



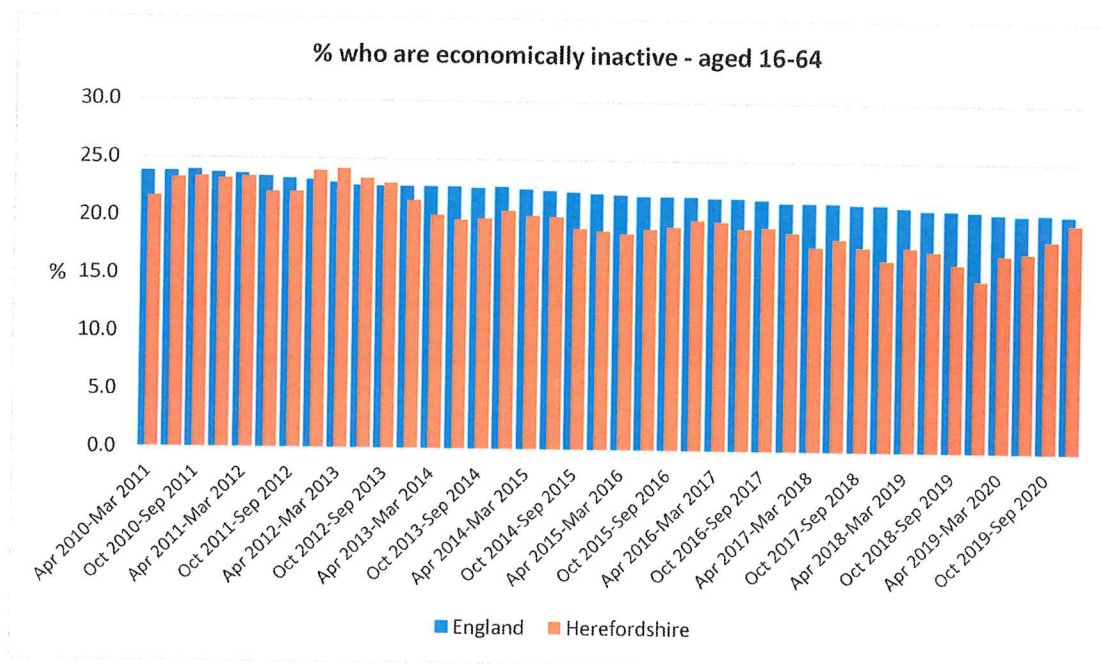
## Claimant Count

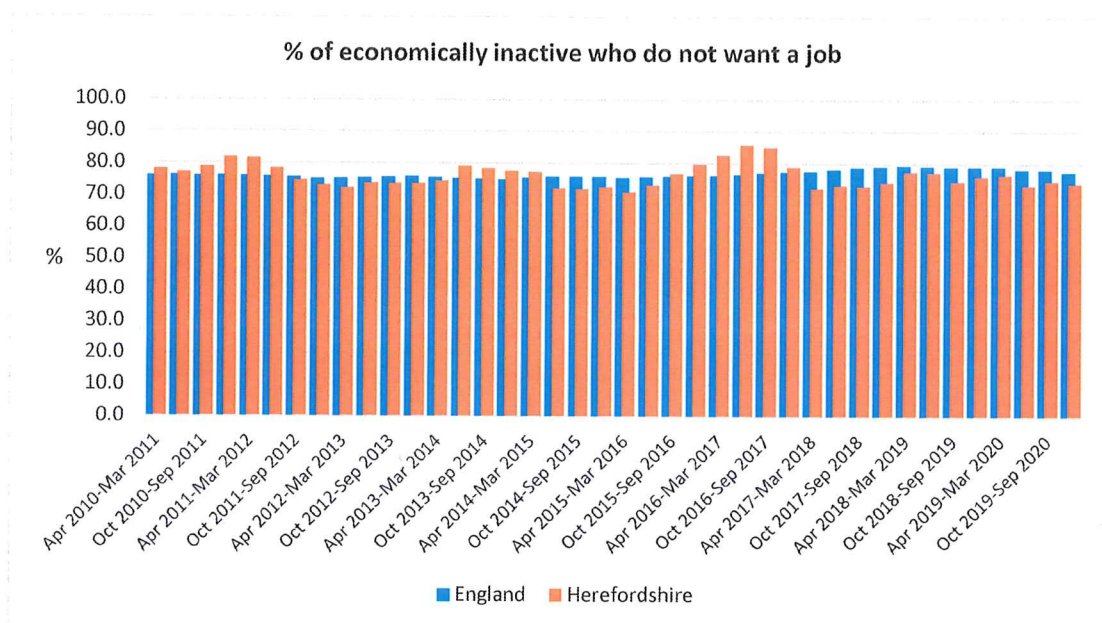


(Source: Department for Work & Pensions - Alternative Claimant Count / Office for National Statistics - Population Estimates)

## Economic Inactivity

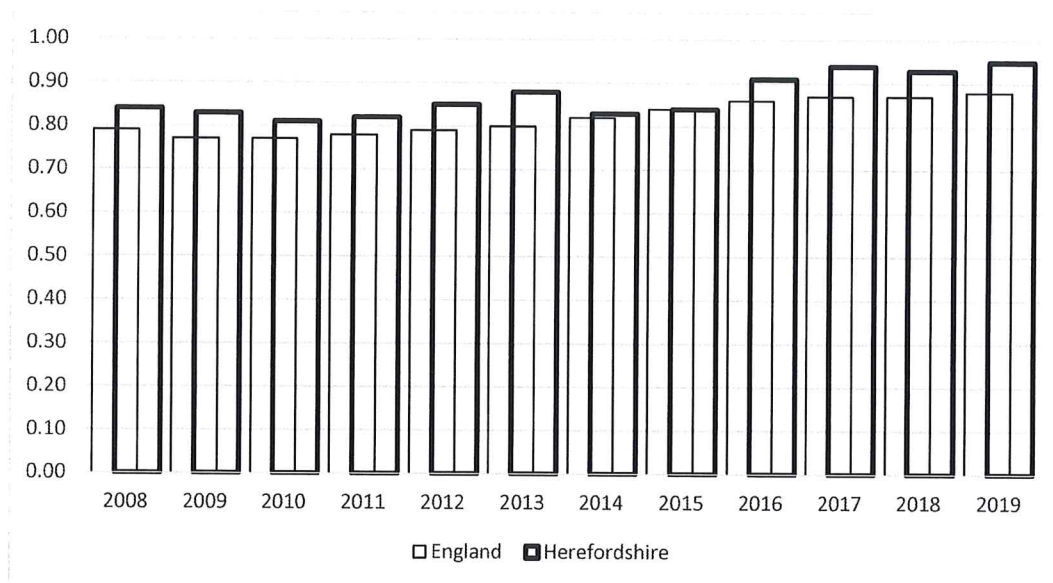
A person who is neither in employment nor unemployed is classed as economically inactive. This group includes, for example, all those who were looking after a home or retired. People not in employment who want a job but are not classed as unemployed because they have either not sought work in the last four weeks or are not available to start work are classed as 'economically inactive - wanting a job'.





(Source: Office for National Statistics – Annual Population Survey)

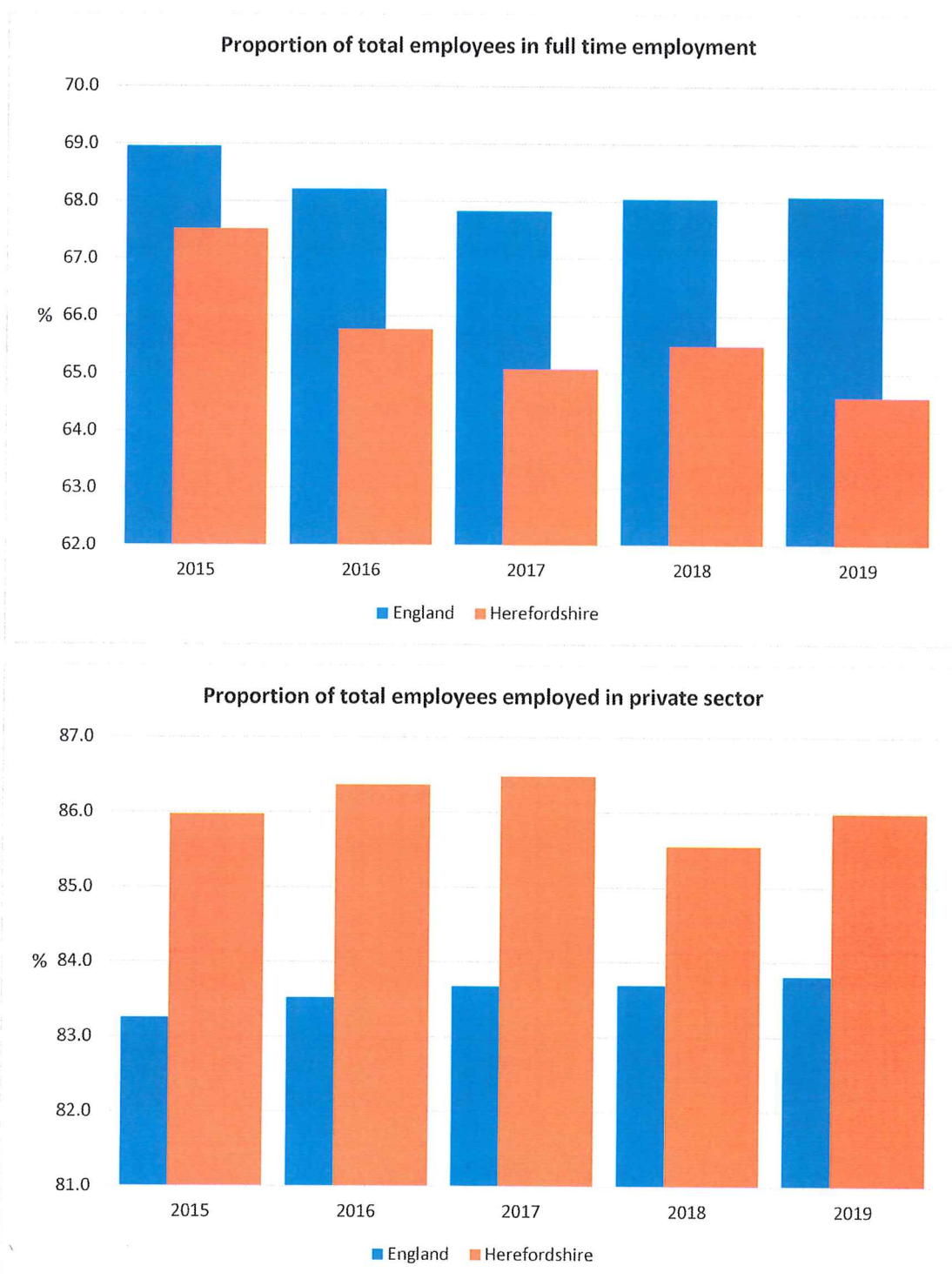
### Jobs Density



The density figures represent the ratio of total jobs to population aged 16-64. Total jobs include employees, self-employed, government-supported trainees and HM Forces.

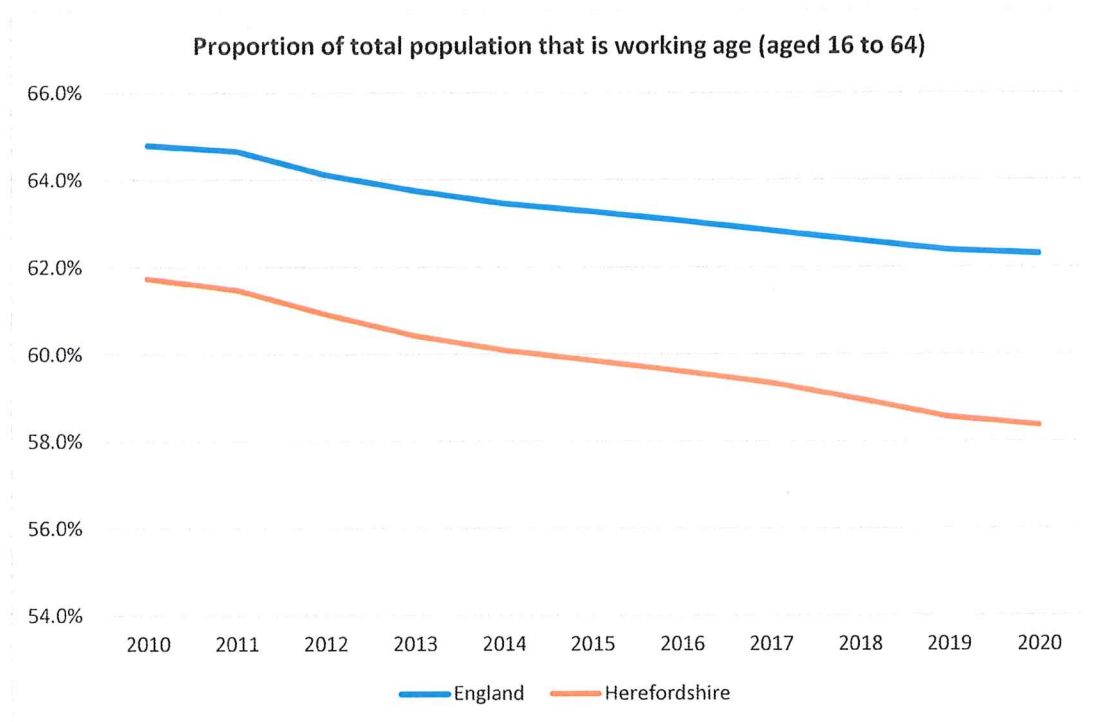
(Source: Office for National Statistics – Jobs Density)

## Employment



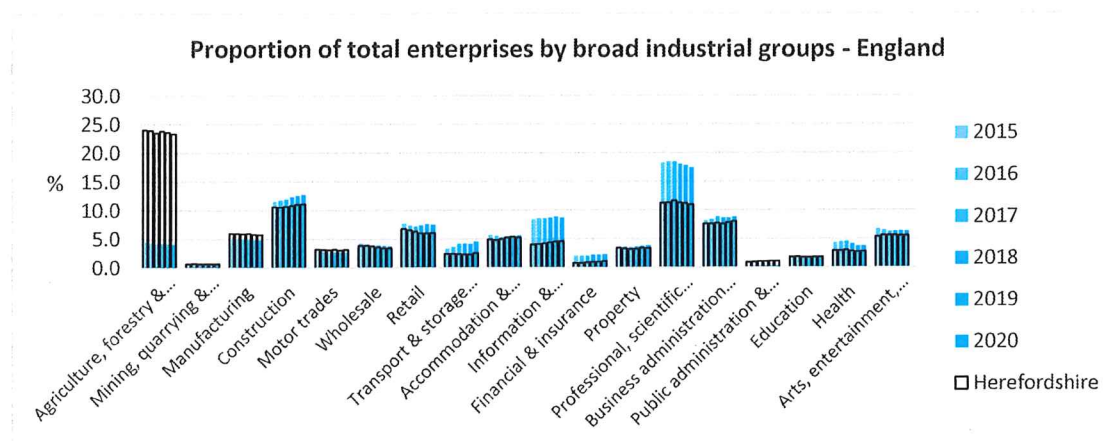
(Source: Office for National Statistics - Business Register and Employment Survey)

## Working Age Population



(Source: Office for National Statistics – population estimates)

## Proportion of enterprises within broad industrial groups



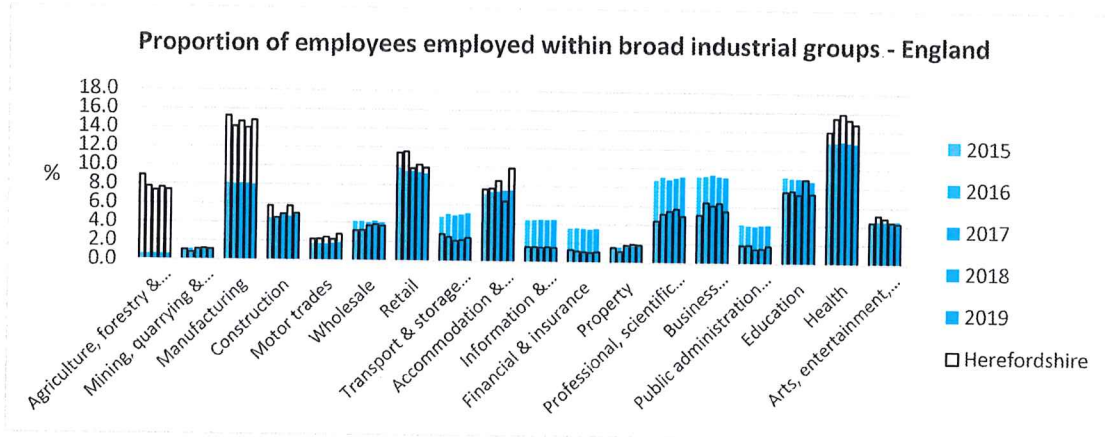
For England the top sectors in 2020 in terms of enterprise count were 'Professional, scientific & technical', 'Construction' and 'Business administration & support services', accounting for 17.5%, 12.8% and 8.8% of total enterprises respectively.

(Source: Office for National Statistics – Inter Departmental Business Register)



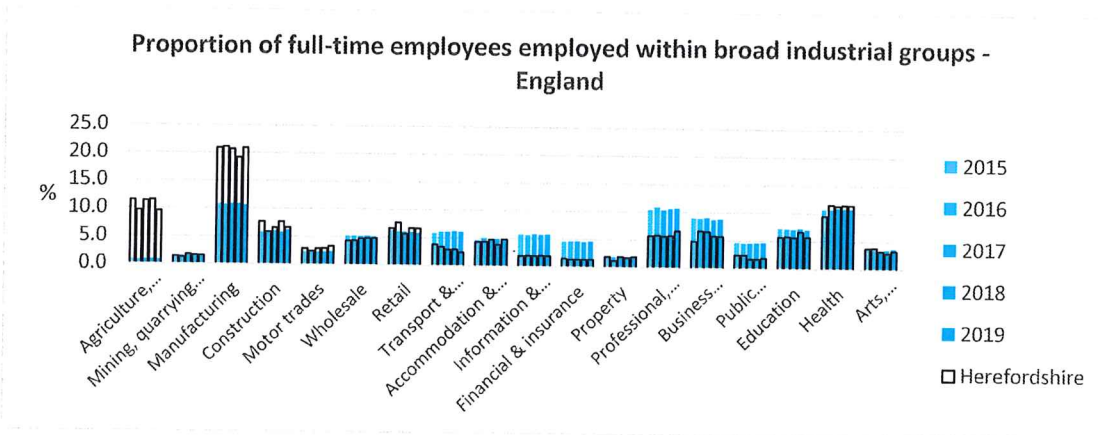
## Proportion of employees within broad industrial groups

Total employees:



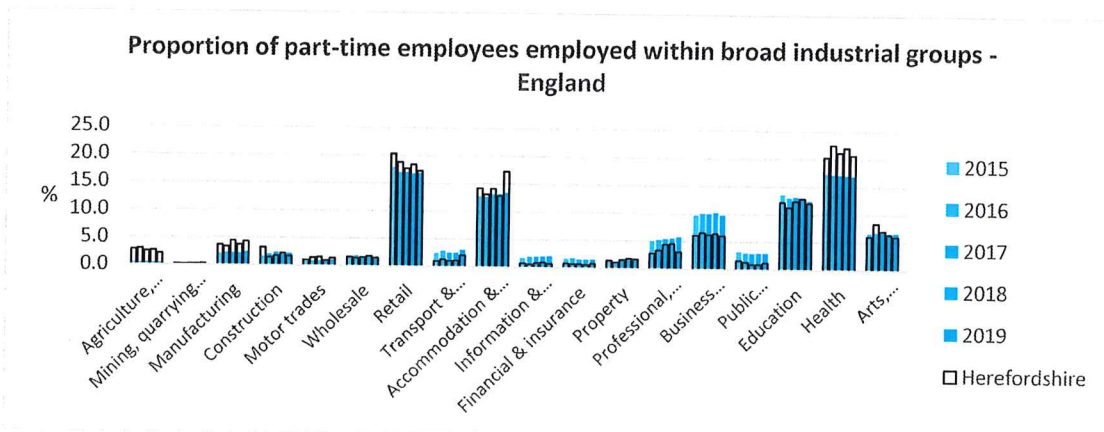
The top sectors in terms of employment for England in 2019 were 'Health' at 12.7%, 'Retail' at 9.2% and 'Professional, scientific & technical' at 9.1%

Full-time employees:



The top sectors in terms of full-time employment in England in 2019 were 'Health' at 10.7%, 'Professional, scientific & technical' at 10.7% and 'Manufacturing' at 10.6%

Part-time employees:



The top sectors in terms of part-time employment in England in 2019 were 'Health' at 16.8%, 'Retail' at 16.7% and 'Accommodation & food services' at 13.4%

(Source: Office for National Statistics – Business Register & Employment Survey)

### Further Information

Additional data services examining upper and lower tier local authority member areas of the Rural Services Network, SPARSE membership, can be found via the [rsnonline.org.uk](http://rsnonline.org.uk) website:

[Member Insights](#) - tailored analyses of key statistics

[The Observatory](#) - statistical view of rural life

[Economic Profiling](#) - economic indicators

[Neighbourhood Planning](#) - evidence base

[Local Authority Finance](#) - RO and RA analysis



LTC MEETING – 14 OCTOBER 2021				
<a href="#">213685</a>	Proposed single storey rear extension with attic space – <a href="#">19 Bramley Close, Ledbury, HR8 2XP</a>	JB	Extension requested for further consideration	Approved with Conditions
LTC MEETING – 11 NOVEMBER 2021				
<a href="#">212375</a>	Proposed approval of 2 <sup>nd</sup> phase consisting of the erection of 49 dwellings, open space and landscape alterations, and improvements to non-motorised connectivity of extant residential development – <a href="#">South of Leadon Way, Ledbury, Herefordshire, HR8 2HT</a>	CB	No Objection	Approved with Conditions
<a href="#">213776</a>	Variation of condition 2 following grant of planning permission 193297 (Demolition and removal of former builders workshops and stores. Construction of new four bedroom detached dormer bungalow with separate garage/workshop/bike store). Amendments to internal layout – <a href="#">Elmswood, Victoria Road, Ledbury, Herefordshire, HR8 2BD</a>	CB	No objection	Approved with Conditions
LTC MEETING 9 DECEMBER 2021				
<a href="#">213685</a>	Proposed single storey rear extension with attic space – 19 Bramley Close, Ledbury, Herefordshire, HR8 2XP	JB	No objection, but that the Planning Authority be asked to give consideration to the contractors being requested to ensure consideration is given to neighbouring properties, in particular to access to their properties whilst the works are being carried out.	Approved with Conditions
<a href="#">213810</a>	Reserved Matters application following outline 171532 for part of the landscaping matter for the advance planting of new hedgerow and associated planting to the north west boundary – Land North of Viaduct, Adjoining Orchard Business Park, Ledbury, Herefordshire	CB	No Objection	No Decision



**LTC MEETING 10 JANUARY 2022**

<a href="#">214370</a>	Proposed ground floor rear/side infill extension and first floor rear extension – 2 York Villas, New Street, Ledbury, Herefordshire, HR8 2EJ	<b>Awaiting allocation</b>	No Objection	<b>Approved with Conditions</b>
<a href="#">214467</a>	Proposed installation of replacement illuminated and non-illuminated signs – 25 High Street, Ledbury, Herefordshire, HR8 1DS	<b>MN</b>	No objection	<b>Approved with Conditions</b>
<a href="#">214468</a>	Proposed installation of replacement illuminated and non-illuminated signs – 25 High Street, Ledbury, Herefordshire, HR8 1DS – Listed building consent	<b>MN</b>	No objection	<b>Approved with Conditions</b>
<a href="#">214482</a>	Upgrading and remodelling the existing annexe flat and opening up and converting the first floor of the existing Oast House to a second bedroom. Installing a new log burning stove flue and soil and vent pipe through the existing roof – Dingwood Park, Parkway, Ledbury, Herefordshire, HR8 2JD	<b>Awaiting Allocation</b>	No objection	<b>Approved with Conditions</b>
<a href="#">214504</a>	T1: Ash & Holly row – dismantle and fell all the trees within the area of the boundary fence line down to the height of the fence. T2: Apply – reduce the overall crown back to the original pruning points and make tidy. T3: Cypress x 2 dismantle down to leave as near ground level as possible these trees are located within the garden of Sable Cottage (but owned by Mr Eager) 32 The Homend, Ledbury, Herefordshire, HR8 1BT	<b>OK</b>	No objection	<b>Works can proceed</b>
<a href="#">214490</a>	5 no air conditioning units and heat recovery air exchange unit – Market Street, Ledbury, HR2 2AQ	<b>Awaiting allocation</b>	No objection, subject to consideration being given to the potential visual impact of the units on the exterior of the building, and potential noise implications	<b>Approved with Conditions</b>

## LTC Meeting 10 February 2022

<a href="#">212375</a>	PENDING S106 AGREEMENT - Proposed approval of the 2nd phase consisting of the erection of 49 dwellings, open space and landscape alterations, and improvements to non-motorised connectivity of extant residential development. <a href="#">South of Leadon Way Ledbury Herefordshire HR8 2HT</a>	CS	Ledbury Town Council have no objection to the amended plans, subject to the exclusion of the five houses previously discussed."	Approved with Conditions
<a href="#">213055</a>	Proposed rear extension for storage and preparation space for the butchers. <a href="#">67 The Homend Ledbury Hereford Herefordshire HR8 1BP</a>	Awaiting Allocation	No objection subject to the Clerk contacting Planning Officers to enquire whether this is a repetition of the previous application, noting that this application refers to the property as a listed building.	Approved with Conditions
<a href="#">213726</a>	Proposed lopping of branches overhanging neighbour's property mostly evergreen trees. <a href="#">The Priory Worcester Road Ledbury Herefordshire HR8 1PL</a>	OK	No objection	Consent granted
<a href="#">220103</a>	Application for variation of condition 11 of Planning application MH0619/85 (Erection of 4 No. 1,000 square foot light industrial units). To allow changes in opening hours to: January to December 10th opening hours to be Monday to Friday 06:00–19:00, Saturday 06:00–16:00 and December 11th to December 24th opening hours to be Monday–Sunday 06:00–22:00 (The 22:00 being worst case scenario and only to happen on the 22nd and 23rd when picking and packing Christmas orders). Outside of those hours to allow that cleaning can occur 24hrs a day, so long as the noise is within the legal tolerance and no shutters would be opened to disturb the local residents.	MT	1.OBJECTION – on the grounds that the current hours being breached and noise pollution. 2.That the Clerk contacts the Planning Enforcement officers at Herefordshire Council to ask for clarification on the enforcement rules in place in respect of Unit 3 and whether there has	No decision



<a href="#">220192</a>	Two Conifers - fell as outgrown situation. <a href="#">The Cedars Horse Lane Orchard Ledbury HR8 1PL</a>	OK	been any improvement since the enforcement notice was issued That Councillors Bannister and Morris visit and the above location and advise the Clerk who will then send an email to all Members of the Planning Committee for their views on this application.	Works can proceed
<a href="#">220294</a>	Row of Conifers, fell as outgrown situation. <a href="#">The Cedars Horse Lane Orchard Ledbury Herefordshire HR8 1PP</a>	OK	That Councillors Bannister and Morris visit and the above location and advise the Clerk who will then send an email to all Members of the Planning Committee for their views on this application.	Works can proceed
<b>LTC Meeting 10 March 2022</b>				
<a href="#">213801</a>	Proposed first floor extension above existing garage. Replacement of the cladding with timber composite cladding – <a href="#">12 Winston Close, Ledbury, Herefordshire, HR8 2XQ</a>	MN	No Objection	No decision
<a href="#">220374</a>	Small scale demolition works with new single rear and two storey side extension – <a href="#">Briar Bank, 49 Bank Crescent, Ledbury Herefordshire, HR8 1AF</a>		No Objection	No decision

<a href="#">220489</a>	T1 – Group of three Birch trees, reduce in height by approximately one third to where previously cut. Lightly trim outer canopies to balance. Reason – general maintenance	OK	No Objection	Works can proceed
<a href="#">220576</a>	Proposed replacement outbuilding and demolition of conservatory – <a href="#">2 Rose Cottages, Victoria Road, Ledbury, Herefordshire, HR8 2DB</a>	MN	No Objection	No decision
<a href="#">220603</a>	4 New fascia 2500 x 800mm 5 TSB Canister Logo 6 TSB Projection Sign 10. Address Panel – <a href="#">17-19 The Homend, Ledbury, Herefordshire, HR8 1BN</a>	MN	No Objection	No decision
<b>LTC Meeting 10 April 2022</b>				
<a href="#">220557</a>	Extending the dropped kerb by 6m one side to allow access after a wooden fence has been removed and extending by 1m the other side to allow for easier access and visibility when entering/leaving the driveway – Elmscroft, New Street, Ledbury, Herefordshire, HR8 2EE	MN	No Objection	No decision
<a href="#">220694</a>	Proposed new stables and garden store; to include vehicle access to stables and parking off road with turning area – <b>Ludstock Grange, Ross Road, Ledbury, Herefordshire, HR8 2LE</b>	MN	No Objection	No decision
<a href="#">220855</a>	Application for approval of reserved matters following outline approval – <b>Land South of Leaddon Way, Ledbury, Herefordshire</b>	CS	Extension requested – pending meeting with Vistry Homes Ltd	No decision
<a href="#">220861</a>	1. Yew tree in the rear garden – full canopy reduction by 3-4 metres (back to previous reduction point). 2. Yew tree located in the rear garden – full canopy reduction by 2-3 metres. 3. Dead silver birch in rear garden – fell dead/dangerous tree. 4. Two conifers in rear garden – reduce by 3-4 metres down to a manageable height – <b>Abbey House, 37 The Homend, Ledbury, Herefordshire, HR8 2AA</b>	LS	No objection	No decision
<a href="#">220905</a>	Proposed change of use of Class E (barber) to Sui Generis (tattoo and piercing parlour) – <b>40 Bye Street, Ledbury, Herefordshire, HR8 2AA</b>	MN	No objection	No decision
<a href="#">213387</a>	Amend scheme to convert redundant traditional agricultural buildings into 5 no. residential dwellings. Previous approval references P184126/P and O184127/L – <b>Upper Mitchell Farm, Bradlow and Westhill, HR8 1JF</b>	JB	No objection	No decision



<a href="#">213388</a>	Amend scheme to convert redundant traditional agricultural buildings into 5 no. residential dwellings. Previous approval references P184126/P and O184127/L – <b>Upper Mitchell Farm, Bradlow and Westhill, HR8 1JF – LISTED BUILDING CONSENT</b>	<b>JB</b>	No Objection	No decision
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**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF A TRAFFIC MANAGEMENT WORKING PARTY  
HELD ON  
29 MARCH 2022**

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**PRESENT:** Councillors Bannister, Howells and Morris

**ALSO PRESENT:** Angela Price – Town Clerk  
Sue Britten  
Gill Betts  
Steven Glennie-Smith  
Angela Vaughan

**TMWP103 APOLOGIES FOR ABSENCE**

**None received**

**TMWP104 DECLARATIONS OF INTEREST**

**None received.**

**TMWP105 MINUTES OF A MEETING OF THE TRAFFIC MANAGEMENT  
WORKING PARTY HELD ON 22 FEBRUARY 2022**

**RESOLVED:**

**That the minutes of the meeting of the Traffic Management Working Party held on 22 February 2022 be approved and signed.**

**TMWP106 ACTION SHEET**

The Town Clerk gave an update on item No. tmwp107, the Clerk has contacted Molly at Balfour Beatty since going with Councillor Howells to see where the Traffic Calming gates could be placed in Parkway, an email response has been received stating that the traffic offers has no issue with gates being placed at the 50mph speed limit, however he believes they might get far more impact by providing gates if these were located at the 40mph speed limit terminal signs as its through the 40mph limit that residents have the most concern.

Councillor Morris requested that changes were made to letters sent to residents regarding parking permits, these changes were the time the permit is valid for, engine capacity of vehicle and length and a line to put name and contact details. The Clerk advised the policy in Hereford is just per vehicle so Ledbury Council would not be able to enforce this. Councillor Howells agreed with the Clerk that there is no point asking questions about what the Council cannot offer.

**RESOLVED:**

**That the Action sheet be received and noted.**

**TMWP107 SID'S**

**A. UPDATE ON MEETING WITH HEREFORD COUNCIL HIGHWAYS OFFICER**

The Clerk gave a verbal update on a meeting with Hereford Council Highways Officer, the officer has come back and said he can confirm the data sent across is correct and the SID received throughout Parkway and then moved to Gloucester Road. The SID was erected early due to Annual Leave.

**RESOLVED:**

**That the update was received and noted by members.**

**B. UPDATE ON SID DATA RE SOUTHEND, LEDBURY**

Members of the Traffic Management Committee were provided with a follow up on the enquiry to Herefordshire Council officers in respect of SIF Data for the camera sighted on the Gloucester Road. Councillor Bannister believes that the Council should purchase their own data camera due to these units being unreliable.

**RESOLVED:**

**That members receive and note the information in the report and attached SID data.**

**TMWP108 TRAFFIC CALMING GATES**

Members were provided with a report with an update on the progress in respect to the installation of traffic calming gates in Parkway for the purpose of reducing the speed of vehicles entering the village.

**RESOLVED:**

**That members of the Traffic Management Working Party receive and note the information provided, noting that once further information has been received from Balfour Beatty in relation to the assessment and design processes this will be submitted to a meeting of the Working Party for recommendation to the Planning Committee.**

**Angela Vawn joined the meeting at 7:42PM**

**TMWP109 TRAFFIC REGULATION ORDERS APPLICATION TOOL KIT**

Members were provided with a copy of the Traffic Regulation Orders Application Toolkit provided by Herefordshire Council, which provides information in respect of resident parking.

**RESOLVED:**

- 1. Members received and noted the information provided**
- 2. That once the surveys have been returned from residents of Queen's Court, Masefield Avenue and Southend, the Clerk is to submit an analysis of the results for further consideration by the Working Party.**

**TMWP110 MOVING TRAFFIC ENFORCEMENT BY CAMERA – CONSULTATION**

The purpose of this consultation was for members to decide if they would like to set up a task and finish group or through the Traffic Management Working Party.

**RESOLVED:**

- 1. That members agreed to deal with this consultation within the Traffic Management Working Party and draft a response before the 14 April.**
- 2. Clerk to look into a mobile camera unit.**

**TMWP111 TWENTY'S PLENTY**

Members were provided with information that the Clerk had been asked to bring to this meeting regarding the Twenty's Plenty campaign.

**RECOMMENDATION:**

**That a recommendation be submitted to the Planning Committee that the Clerk writes to Herefordshire Council for Twenty's Plenty to be considered in Ledbury on the High Street.**

**TMWP112 IMPACT OF DEVELOPMENT AND PROPOSED DEVELOPMENT OF TRAFFIC MANAGEMENT**

**RESOLVED:**

**That there was no further news on proposed developments.**



TMWP113 **DATE OF NEXT MEETING**

**RESOLVED:**

**It was noted that the next meeting of the Traffic Management Working Party was scheduled for Monday, 2 May 2022 at 7:00pm**

The meeting ended at 8:26pm.

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

**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF THE TRAFFIC MANAGEMENT WORKING PARTY  
HELD ON  
3 MAY 2022**

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**PRESENT:** Councillors Howells and Morris  
Non-Councillors – Matt Davis

**ALSO PRESENT:** Angela Price – Town Clerk

**TMWP114 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Bannister and Troy, Gareth Davis, and Steve Glennie-Smith

**TMWP115 DECLARATIONS OF INTEREST**

None received.

**TMWP116 TO APPROVE THE MINUTES OF A MEETING OF THE TRAFFIC  
MANAGEMENT WORKING PARTY HELD ON 29 MARCH 2022**

**RESOLVED:**

That the minutes of a meeting of the Traffic Management Working Party held on 29 March 2022 be approved and signed as a correct record.

**TMWP117 ACTION SHEET**

**RESOLVED:**

That the action sheet be received and noted.

**TMWP118 SOUTHEND PERMIT PARKING**

**RESOLVED:**

That the information provided by Mrs Vaughan be received and noted.

**TWMP119 20's PLENTY**

**RESOLVED:**

**That a recommendation be submitted to a meeting of the Planning Committee that Ledbury Town Council make a formal request to Herefordshire Council for a 20-mph speed limit in the following streets, noting that the streets proposed are in the areas where schools are sited:**

**Bye Street, up to Long acres  
Long acres  
Homend to Southend Roundabout**

**TMWP120 RAIL AND BUS FOR HEREFORDSHIRE – SPRING 2022 NEWSLETTER**

**RESOLVED:**

**That the newsletter be received and noted.**

**TMWP121 LEDBURY BUS AND TRAIN TIMES**

Members noted the information in respect of "A Community Station Partnership for Ledbury/Colwall" and felt that the Town Council should work with the group to provide support.

**RECOMMENDATION:**

That a recommendation be submitted to the Planning Committee that the Clerk contact Gareth Davis to offer support from Ledbury Town Council.

**TMWP122 IMPACT OF DEVELOPMENT AND PROPOSED DEVELOPMENT OF TRAFFIC MANAGEMENT (Standing Item)**

Nothing to report.

**TMWP123 DATE OF NEXT MEETING**

**RESOLVED:**

**To note that the Clerk would advise of the date of the next meeting following approval of an annual list of Working Party dates being considered at the Annual Council meeting on 12 May 2022.**

**The meeting ended at 4.40 pm.**

**Signed .....**  
**(Chair)**

**Dated .....**

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**LEDBURY TOWN COUNCIL**

**MINUTES OF A NEIGHBOURHOOD DEVELOPMENT PLAN WORKING PARTY  
MEETING HELD ON  
11 JANUARY 2022**

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**PRESENT:** Councillor Howells  
**NON-COUNCILLORS:** Paul Kinnaird, Nicola Forde, Ann Lumb, Celia Kellett,  
Steve Glennie-Smith

**ALSO PRESENT:** Angela Price – Town Clerk

**224 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Harvey and l'Anson

**225 DECLARATIONS OF INTEREST**

None received.

**226 TO APPROVE AND SIGN THE MINUTES OF THE MEETING OF THE  
NEIGHBOURHOOD DEVELOPMENT PLAN (NDP) WORKING PARTY  
MEETING HELD ON 23 NOVEMBER 2021**

**RESOLVED:**

That the minutes of the meeting of a Neighbourhood Development Plan Working Party held on 23 November 2021 be approved and signed as a correct record.

**227 TO RECEIVE THE NOTES OF THE MEETING OF THE NDP STEERING  
GROUP MEETINGS HELD FROM 28 OCTOBER 2021 TO 4 JANUARY 2022  
INCLUSIVE:**

**RESOLVED:**

That the notes of the NDP Steering Group held 28 October 2021 to 4 January 2022 (SG 51-57 inclusive) be received and noted.

**228 PROGRESSES TO REG 14 - REVISED NDP V1 WORKING DRAFT -  
DECEMBER 2021**

Councillor Howells went through the revised NDP V1 Working draft dated December 2021, highlighting key points that have been changed in this version (with a final version to be produced in the next few days/early Jan 2022 for the



Reg 14 consultation). Nicola Forde noted that the picture on 5.4 should be changed to a local picture from Ledbury so that it is more relevant. Councillor Howells made members aware that the Town Clerk will need to send out a statutory notice, that it was critical to make sure everything is properly organised and that all the relevant consultation files had been uploaded to the website. In order to ensure enough time was allowed for this to be complete the SG were advising that the Reg 14 consultation period start be put back two weeks until 31<sup>st</sup> January. This was agreed.

**RESOLVED:**

1. Members decided they were happy with the revised working draft from December 2021.
2. Deadline to be set back 2 weeks till 31 January 2022 to allow time for the website to be updated.

**229 DATES OF FUTURE MEETINGS**

It was noted that the next meeting of the Neighbourhood Development Plan Working Party was scheduled for Tuesday, 22 March 2022 at 6:30PM.

The meeting ended at 7:50pm.

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

## Ledbury NDP Steering Group (SG) agenda and actions

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)

Consultants: Bill Bloxsome (BB); Carly Tinkler (CT) Samantha Banks,

Herefordshire Council (SB); WP = Working Party

Office: Angie Price (the Clerk, AP)

Action colour code: Red = still to do

<b>Meeting 62– Tuesday, 1<sup>st</sup> February 2022</b>	
<b>Present: PH; NF; AL.</b>	
<b>1. Notes of Meetings 60 and 61</b> These were agreed.	
<b>2. Urgent Actions</b>	
i) <b>Press Release.</b> This was agreed. AP is prepared to send it out this evening and to Council sites. PH to contact her.	PH
ii) <b>Poster.</b> This was amended, agreed by SG and the QR code checked. PH to ask AP to print 50 copies, of which 10 to be laminated.	PH
iii) <b>Response Form.</b> In discussion with PH, MB has improved and updated this form. After testing by a couple of residents (before evening of Wednesday, 2 <sup>nd</sup> February), SG agreed that the response form would be fit for purpose.	SG
iv) <b>Emails/Letters.</b> SG discussed three lists of contacts produced by PH: statutory consultees and others recommended by consultants; local organisations; individuals/groups consulted at 1 <sup>st</sup> consultation. PH agreed to assess which of the above organisations would receive email A (statutory consultees and others including developers) and which ones would be sent email E (local stakeholders, who we are inviting to consultation events and zooms). AL to forward draft emails (A, C (Severn Trent Water), D (Environment Agency), and E) for PH to update and send to AP with the correct lists asap.	AL
Businesses (about 65 on address list) to receive email E as a letter. AP to be asked to print, NF and AL to address and stuff envelopes for 1 <sup>st</sup> class post asap.	PH
v) <b>Website.</b> Amy Howells is carrying out the necessary work, to upload documents and remove others as required, with aim to complete all updating by Friday, 4 <sup>th</sup> February pm. Several documents will appear in more than one location to ensure that they can be readily accessed. SG agreed changes to the NDP Updating page. PH to send to AP for uploading and using as a 'news item' on the website home page, Facebook and Twitter pages.	PH
Still to upload: Draft NDP; LVBA (and attachments); MB's Issues and Options work (full report, executive summary and appendices 1 and 2)	PH
Still to complete: NF and PH to complete record of group/ individual responses to the 1st consultation.	NF & PH
vi) <b>Documents to SB.</b> PH had already advised AP of the agreed documents and information to be sent to SB and will confirm and	

Action colour code: Red = still to do

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## Ledbury NDP Steering Group (SG) agenda and actions

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)

Consultants: Bill Bloxsome (BB); Carly Tinkler (CT) Samantha Banks,  
Herefordshire Council (SB); WP = Working Party

Office: Angie Price (the Clerk, AP)

Action colour code: Red = still to do

<b>Meeting 63 – Friday, 25 February 2022</b>	
<b>Present: PH; NF</b>	
<b>1. Notes of Meeting 62</b> These were agreed	
<b>2. Letters/emails to businesses and statutory consultees</b> PH had sent out most of these but had not received receipts back from a few in particular the Environment Agency.	
<b>3. Consultations</b> Agreed to hold 2 additional events on Saturdays towards the end of the consultation period – the 12 <sup>th</sup> and the 19 <sup>th</sup> March in the council offices, panelled room., PH to book the room. NF to create a new poster, PH to ask the Clerk to print and laminated 6 A3s and some A4s. PH to prepare a press release for Monday 7 <sup>th</sup> March	NF PH PH
<b>4. Consultant Fees</b> MB and BB had been asked to submit invoices CT had submitted a final invoice which PH will query. Invoices are needed before the end of March so that payments can be made from the Localities Grant.	PH
<b>5. Consultation Analysis</b> NF to work on the qualitative analysis of the Issues and options consultation responses. This needs to be put on the website before the Regulation 16 Consultation commences.	NF
<b>6. Website</b> Minutes and agendas for all meetings since the beginning of the process need to be uploaded onto the website.	
<b>7. Date of Next Meeting</b> Monday, 14 <sup>th</sup> March 2.30 pm	





## Ledbury NDP Steering Group (SG) agenda and actions

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)

Consultants: Bill Bloxsome (BB); Carly Tinkler (CT) Samantha Banks,

Herefordshire Council (SB); WP = Working Party

Office: Angie Price (the Clerk, AP)

Action colour code: Red = still to do

<b>Meeting 64 - Monday, 14<sup>th</sup> March 2022</b>	
<b>Present: PH; NF; AL.</b>	
<b>1. Notes of Meeting 63</b> To follow.	NF
<b>2. Reg 14 Consultation (5<sup>th</sup> February – 19<sup>th</sup> March 2022)</b> NF and AL to cover last consultation event on Saturday, 19 <sup>th</sup> March, setting up at 10.45 am. After the event, all paperwork to be taken off the display stands, but kept until the adoption stage and for physical filing. At end of Reg 14 consultation, all remaining posters to be removed and AL to collect stands at the Co-op and return to council offices on Monday, 21 <sup>st</sup> March. Next stage is to take account of all response forms and edit the plan using BB's advice. The application for Reg 16 should allow 6 weeks, probably avoiding the school holidays i.e. it should start on 9 <sup>th</sup> June at the latest. <b>SG agreed the following actions:</b> 1. PH to ask MB to produce a spreadsheet to include all online, paper and word responses if possible. Spreadsheet to comprise columns for policies and response emails and be finished by 4 <sup>th</sup> April at latest. 2. SG to use spreadsheet to make edits and comprehensive recommendations to put to the next WP meeting. As this will require time, SG agreed to postpone the WP meeting until 3 <sup>rd</sup> May. WP members to be advised. 3. PH to ask SB about the deadline for getting all Reg 16 documents to HC on time and if we have to avoid the school holidays. 4. BB to be asked to produce final document by mid-May for this to go to ED&P and LTC at an extraordinary meeting, if necessary. 5. SG discussed the project timeline and NF offered to revise it in the light of the above.  <b>3. Town Trail</b> Some residents have pointed out that Policy TR1.1, bullet 3, (improving the Town Trail for better cycling and disabled access to include street lighting) is not compatible with the aim of protecting the Trail as a valued wildlife corridor. SG discussed the issue and agreed that it should be addressed in the edited NDP by changing the wording and looking at an acceptable compromise. This should include considering the Trail	NF & AL  AL       PH   PH PH   NF

## Ledbury NDP Steering Group (SG) agenda and actions

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<p>in sections, some of which (e.g. between the station and recreation ground) could be lit without serious adverse effects. However, the section between Bye Street and Little Marcle Road is highly sensitive, being home to many protected species such as hedgehogs, newts and slow worms. Current discussions with HC, the landowner, aim both to conserve these species and re-establish others, such as owls and bats. Any proposal to provide lighting for safe cycle/pedestrian/disabled access should therefore use suitable low-intensity, low-level, warmer coloured lighting. Such a scheme should be either a) switch-off from say, 11 pm to 5 am or b) use infra-red sensors that remain dimmed when the Town Trail is not in use.</p> <p>SG to liaise with BB on this issue and discuss possible removal of the word 'street' and addition as follows: "Any improvement, including lighting, should take account of the sensitivity of the Town Trail and the need to mitigate the effects on wildlife. (Footnote: See LVBA section 7.2.120)"</p> <p><b>4. Individual/Group Responses (1<sup>st</sup> Consultation)</b> NF to liaise with PH to complete this record by mid-April.</p> <p><b>5. Consultants' Payments</b> PH reported that the remaining payment to CT had been resolved. Payments from the Localities Grant (to BB, MB and for consultation costs) must be made by end-March. Consultation materials can be claimed, but not room hire and refreshments, which may have to be paid back. NF to send invoice for cost of Zoom licence used and expenditure on maps.</p>	<p>SG</p> <p>NF &amp; PH</p> <p>NF</p>
<p><b>6. Date of Next Meeting</b> Tuesday, 12<sup>th</sup> April 2022 – 10:30am</p>	



## Ledbury NDP Steering Group (SG) agenda and actions

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)

Consultants: Bill Bloxsome (BB); Carly Tinkler (CT) Samantha Banks,

Herefordshire Council (SB); WP = Working Party

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Action colour code: Red = still to do

<b>Meeting 65 – Tuesday, 12<sup>th</sup> April 2022</b> <b>Present: PH; NF; AL.</b>	
<b>1. Notes of Meeting 63 and 64</b> To follow for agreement.	SG
<b>2. Analysis of Reg 14 Consultation Responses</b> <p>Survey Monkey: PH confirmed that Survey Monkey was switched off a day early, probably because MB was suffering from effects of Covid. However, MB turned it back on during the afternoon of 19<sup>th</sup> March and all emails and paper responses have been accepted from those unable to access Survey Monkey on that day. SG believes that no one who wanted to respond was unable to do so.</p> <p>BB is preparing a summary of all Reg. 14 responses received for SG to discuss. NF has already forwarded 6 to him. PH to send 5 paper response forms and all electronic ones received asap and by the end of the Easter weekend at the latest. PH also to contact BB about his email of 11.4.22 concerning 2 issues in the Ledbury Town Council Investment Plan: acquisition of employment land no longer needed by UBL and access to the employment land extension. PH reported that Rob Ewing is to have a meeting with UBL about access to the sporting area, either via the area of scrub (closest to the Little Marcle roundabout) or via the existing UBL access. PH outlined three issues which we need to look at and, where raised by Cllr Harvey, recorded on a response form:</p> <ol style="list-style-type: none"> <li>1. Road access to the Ross Road, an option which might help in negotiations with the landowner of the proposed playing fields.</li> <li>2. Extension of the settlement boundary to include Pugh's, the cricket ground and area adjoining and north of the Ross Road. (An individual resident wishes to build a house in her garden (past the rugby club grounds on Ross Road and include this in the settlement boundary).</li> <li>3. Review of energy policy and SD1.3 on sustainable design in particular. This is required in response to Bloor Homes who are going ahead with installing gas boilers, even though they will be banned by 2025.</li> </ol> <p>PH to ask BB about expanding SD1.3 on the type of heating systems advocated to save energy.</p> <p>PH also to ask BB about revisiting the metric for measuring biodiversity net gains.</p> <p>NF to let BB know our proposed programme to have all main and controversial issues summarised for the WP in time for the meeting on 3<sup>rd</sup> May. Aim is to have a summary by 20<sup>th</sup>/21<sup>st</sup> April for SG meeting with BB if possible on 22<sup>nd</sup> April.</p>	<p>PH</p> <p>PH</p> <p>SG</p> <p>PH</p> <p>PH</p> <p>NF</p>



## Ledbury NDP Steering Group (SG) agenda and actions

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)

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NF also to ask MB for her combined online and paper response form analysis in line with these timescales if possible.	NF
<b>3. Review of Timeline</b> Given the large number of Reg. 14 responses and unavoidable delay caused by Covid infection, SG agreed that the timeline should be extended. SB has said that we can consult during the summer school holidays but would need to allow additional time to take account of staff absences and for review of the SEA (2 – 3 weeks). SB added that It would help if they can have a copy with the changes marked – BB is familiar with doing this. NF to revisit the timeline. SG agreed that we need to be realistic, but still aim to get the NDP to Reg. 16 asap and referendum by December/January, if possible. SB to be contacted around end-June to ask about the process for finding an examiner.	NF
<b>4. Individual/Group Responses (1<sup>st</sup> Consultation)</b> PH and NF are working on these responses. PH agreed to do what he can to complete these asap, dealing first with the Reg.14 responses.	PH
<b>5. Budget</b> PH's 'end of grant' report on how the second Localities grant money has been spent, including some changes to the detail during the consultation, has been accepted by the Localities Grant authority, which is good news. PH outlined work still to be completed and sums due to BB and MB. He shared an up to date budget with the SG which shows there is a potential underspend for LTC to decide on further payment to consultants for work above and beyond original quotes.	
<b>6. Date of Next Meeting</b> Friday, 22 <sup>nd</sup> April 2022 at 10:30am (BB to be asked to attend from 11:30am)	

## Ledbury NDP Steering Group (SG) agenda and actions

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Action colour code: Red = still to do

<b>Meeting 66 – Wednesday, 27<sup>th</sup> April 2022</b> <b>Present: PH; NF; AL; (BB after 3:30pm)</b>	
<b>1. Notes of Meeting 63, 64 and 65</b> These are agreed and have been sent out along with the agenda and other papers for the WP meeting on 3 <sup>rd</sup> May.	
<b>2. Discussion of BB's Schedule 1</b> SG discussed both general and specific points in BB's schedule which records and responds to the paper and online comments he has received to date. PH to forward remaining email responses for BB to complete this work asap. SG agreed with most of BB's responses, noting the large amount of excellent work involved and the following general points: <ol style="list-style-type: none"> <li>1. There are a high number of supportive and complimentary responses.</li> <li>2. Some matters raised are covered by existing policies in the current NDP and will be retained because they have local community support.</li> <li>3. Some points made are already covered in a policy elsewhere in the plan and there is no need to duplicate.</li> <li>4. Some suggestions do not fall within the scope of the planning system and NDP.</li> <li>5. Some matters are covered in Herefordshire Council documents or should be dealt with through representation to HC.</li> <li>6. Some changes and additions to the wording are helpful and should be adopted.</li> </ol>	PH
<b>3. Discussion with BB</b> PH thanked BB for his extensive and valuable work on Schedule 1. BB explained that Schedule 2 will list the changes to be made to the NDP, but this is difficult to start until he receives all the written responses. The main changes to Schedule 1 were agreed as follows: <u>Page 5:</u> Response should refer to a second access point which was rejected at appeal by the Secretary of State. <u>Page 6 – Policy TR1.1 (various comments):</u> Agreed omitting the word 'street' and adding: Any improvement, including lighting, should take account of the sensitivity of the Town Trail and the need to mitigate effects on wildlife. (Reference should also be made to LVBA, section 7.2.120). <u>Page 9:</u> Agreed minor drafting changes in EE1.2 and use of acronym (TPO) for clarity in NE2.1 <u>Pages 13 – 26:</u> SG agreed responses to developers' comments. PH requested more reference here to the LVBA and the	



## Ledbury NDP Steering Group (SG) agenda and actions

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<p>nationally recognised need to protect the rural setting and nature of rural towns like Ledbury.</p> <p><u>Page 23 (ii)</u>: SG queried meaning here; BB will check.</p> <p><u>Page 27</u>: Agreed change to para 1.14 on reduced bus services.</p> <p><u>Page 33</u>: NF to supply titles of photos.</p> <p><u>Page 34</u>: Change to heading in HO2.3 agreed, to give more emphasis to green infrastructure.</p> <p><u>Pages 39 – 43 (Policies CL2.1 and CL2.2)</u>: BB said that Sports England want the area for playing fields allocated, which can require HC or LTC to purchase the land. BB has asked SB for advice on this and will ask her again. He is prepared to draft an appropriate letter to the Leader of HC to be sent from our Town Clerk.</p> <p><u>Page 43 (Access to playing fields)</u>: SG discussed BB's response and the earlier suggestion to create an access onto the Ross Road. PH pointed out that this option had been explored and rejected as impractical for various reasons, including safety at a junction with fast moving traffic on the Ross Road. BB added that the proposal would delay matters considerably because it would need a traffic assessment undertaken by LTC. It could also lead to developers arguing that LTC had not considered all housing sites and require a judicial review.</p> <p>An earlier proposal, to extend the settlement boundary (to include an area north of Ross Road, Pugh's and the cricket ground) was also discussed. BB pointed out that it had not been an option consulted on or raised in the written representations; it could be put forward in the next NDP revision.</p> <p><u>Pages 48 – 50 (John Masefield School)</u>: In addition to his response, BB suggested that LTC write to the school advising them to pursue their needs with Ruth Jackson at HC. Further, academies can be included in S106 monies, in BB's view.</p> <p>It was agreed to send a separate list of typing errors to BB.</p>	<p>NF</p> <p>BB</p> <p>SG</p> <p>AL</p>
<p><b>4. Other Matters Discussed with BB</b></p> <p><u>Timeline</u>: BB would be able to produce a final draft by the second week of June, provided he receives outstanding email responses very soon.</p> <p>BB confirmed that 8 weeks would be adequate for the Reg 16 consultation.</p> <p><u>Consultation and Basic Conditions Statements</u>: BB to send an example of a Consultation Statement which can include Schedule 1, responses to the 1<sup>st</sup> consultation etc.; we might produce this ourselves. The Basic Conditions Statement is quite technical. After discussion and in light of the budget underspend, it was agreed that PH ask BB to quote for work on both statements.</p>	<p>BB</p> <p>PH</p>

## Ledbury NDP Steering Group (SG) agenda and actions

Members: Cllr Phillip Howells (PH); Nicola Forde (NF); Ann Lumb (AL)

Consultants: Bill Bloxsome (BB); Carly Tinkler (CT) Samantha Banks,  
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<u>Completed Schedule 1</u> : SG agreed that this should be sent to all WP members as soon as it's available and an additional WP meeting arranged to discuss it.	SG
<u>Responses to LVBA</u> : SG agreed that the immediate need is to work on the Reg 14 responses to the NDP and to consider how to handle comments on the LVBA at the next SG meeting	SG
<b>6. Date of Next Meeting</b> Friday 13th May 2022 at 10:30am	



**Ledbury Neighbourhood Development Plan Budget**  
Revision version 2019-2022

As at: 31/03/2022

Income	Projected income	Actual income	Difference
Locality grant 1 (in yr 20/21)	£5,000.00	£5,026.00	£26.00
Locality grant 2 (in yr 21/22)	£5,000.00	£4,954.00	-£46.00
Awards for all Grant (in yr 21/22)	£0.00	£0.00	£0.00
Malvern Hills AONB donation	£600.00	£600.00	£0.00
LTC (up to end October 21)	£10,000.00	£10,000.00	£0.00
Due to Awards for All not accepting grant application, need to apply for the reserves funding in 21-22 as provided for if needed	£10,000.00	£6,569.00	-£3,431.00
Other income	£0.00	£0.00	£0.00
<b>Income totals</b>	<b>£30,600.00</b>	<b>£27,149.00</b>	<b>-£3,451.00</b>

**Expenditure**

Consultants	Projected spend	Actual spend	Difference
Landscape assessment	£10,000.00	£10,000.00	£0.00
Additional landscape work	£2,600.00	£2,600.00	£0.00
Technical planning	£5,260.00	£2,101.00	-£3,159.00
Additional technical support	£2,440.00	£2,440.00	£0.00
<b>Subtotal</b>	<b>£20,300.00</b>	<b>£17,141.00</b>	<b>-£3,159.00</b>

Consultation - 1st Public	Projected spend	Actual spend	Difference
Leaflet print and delivery	£2,872.00	£2,734.82	-£137.18
Room hire (Assuming not given COVID restrictions)	£100.00	£0.00	-£100.00
Refreshments (ditto re COVID?)	£0.00	£0.00	£0.00
Materials	£150.00	£72.50	-£77.50
Consultant support	£1,940.00	£1,940.00	£0.00
<b>Subtotal</b>	<b>£5,062.00</b>	<b>£4,747.32</b>	<b>-£314.68</b>

Consultation - Reg 14 and Reg 16	Projected spend	Actual spend	Difference
Advertising and promotion	£0.00	£104.06	£104.06
Room hire (Assuming COVID restrictions allow)	£250.00	£50.00	-£200.00
Refreshments (ditto re COVID)	£150.00	£0.00	-£150.00
Maps	£500.00	£589.00	£89.00
Materials	£500.00	£156.94	-£343.06
Consultant support	£3,064.00	£1,614.00	-£1,450.00
<b>Subtotal</b>	<b>£4,464.00</b>	<b>£2,514.00</b>	<b>-£1,950.00</b>

Other expenses	Projected spend	Actual spend	Difference
Other expenses contingency	£774.00		-£774.00
<b>Subtotal</b>	<b>£774.00</b>	<b>£0.00</b>	<b>-£774.00</b>

Totals	Projected	Actual	Difference
<b>Total income</b>	<b>£30,600.00</b>	<b>£27,149.00</b>	<b>-£3,451.00</b>
<b>Expenditure</b>			
Consultants	£20,300.00	£17,141.00	-£3,159.00
Consultation - 1st Public	£5,062.00	£4,747.32	-£314.68
Consultation - Reg 14 and Reg 16	£4,464.00	£2,514.00	-£1,950.00
Other expenses contingency	£774.00	£0.00	-£774.00
<b>Total expenditure</b>	<b>£30,600.00</b>	<b>£24,402.32</b>	<b>-£6,197.68</b>
<b>Total surplus/excess inc over exp</b>	<b>£0.00</b>	<b>£2,746.68</b>	<b>£2,746.68</b>

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PROJECT TIMELINE (rev 05 – 4th May 2022)

Consultation Timetable	April /May	June	July	August	September	October	November	December	January 2023
LTC Meetings	14 <sup>th</sup> Planning 12 <sup>th</sup> Annual Council								
School Holidays	8 <sup>th</sup> – 25 <sup>th</sup> April			21 <sup>st</sup> July – 5 September					
NDP	Analysis of consultation results and preparation of final draft.	1. mid - June Final draft document /Ledbury Town Council approval of Document	Reg 16 8 weeks as in school holidays 11 July – 4 September	5 September – 4 – 30 October (estimate 8 weeks)	Examination by Inspector (estimate dependent on ability to book Inspector at the beginning of the Regulation 16 consultation – check with HC)	Amendments in light of Inspector's comments	Referendum		
		2. 20 <sup>th</sup> June Submission to Herefordshire Council and preparation of Basic Conditions and Consultation Statements							



# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

### **Communications and consultation plan objectives**

1. To ensure the public (residents of Ledbury Town and the Parish) are fully informed of progress as far as reasonably possible during all stages of enhancing the current Ledbury Neighbourhood Development Plan (the Ledbury NDP - which was adopted in January 2019)
2. To achieve this (especially in the context of the COVID-19 pandemic and the possible need to use virtual, digital and printed media as a primary means of communication to support social distancing) through a variety of media platforms so the public can comment or ask questions at any point and in particular during specific consultation meetings, discussions and organised events
3. To demonstrate that consultation has been adequately sought with all relevant stakeholders, including community groups and organisations, landowners and businesses likely to have an interest in or be affected by the development issues covered by the NDP
4. To carry out the number of specific consultation meetings and events necessary to substantiate sufficient public reach and volume of responses have been achieved to fully support, with adequate evidence, the resulting policies advanced in the draft enhanced NDP
5. To demonstrate that all feedback during the whole exercise has been fully considered in policy formulation and when necessary, reflected in changes to the draft NDP before a final version is produced
6. To ensure the evidence base and resulting policy formulation process has been formally documented, collated, filed and referenced in a structured format sufficient for easy and informed public access and ultimate formal examination before the plan can be put forward for an adoption referendum.
7. This document will be updated regularly with up-to-date versions showing actual timescales achieved, activities to be conducted and budget figures.

### **Communications plan**

1. **Media to be used to advise the public, businesses and community organisations of the NDP development stages and to promote the related specific consultation rounds will include:**

**For the 1<sup>st</sup> Public consultation round (under Plan A options shown below and assuming COVID secure conditions):**



# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

- Letters and/or emails to businesses, community groups and organisations from council held and other accessible permission-based lists as identified in the Consultation Plan section below
- Public consultation leaflet and questionnaire delivered to all residences in Ledbury and the Parish
- Use of existing networks such as the U3A, Ledbury Civic Society, Ledbury Traders Association and the WEA (Workers' Educational Association) to help get the consultation messages disseminated (a full list of some 70+ Ledbury community groups is held by the annual Ledbury Community Day organisers)
- Social media – Facebook including the various different Ledbury based Facebook sites\*, Nextdoor, Town Council website and especially the NDP pages of the website. Use of twitter and Instagram will also be considered if deemed relevant to reach significant numbers of Ledbury people.
- Local press – mix of news release information and possible paid adverts in:
  - Ledbury Focus – free monthly magazine with 6,000 copies distributed free to all households in the Ledbury area and copy deadline one month ahead; we need to provide a pre-set page copy
  - All About West of the Hills – free bi-monthly magazine with 7,000 copies distributed free to all households in the Ledbury and surrounding areas and copy deadline one month ahead
  - Ledbury Reporter – weekly newspaper with a deadline of Tuesday for the Friday issue of the same week; also with online news content
  - Hereford Times – weekly newspaper with the same copy deadline and also with online news content
  - BBC Hereford and Worcester

**\* Including:**

- Voice of Ledbury: 9,378 members
- Ledbury Community Action: 190 members
- Ledbury Noticeboard: 12,206 members
- Loving Ledders: 955 members
- Town Talk: Ledbury Politics: 497 members
- What's On Ledbury Area: 1,467 members
- The Shops of Ledbury: 900 like the page
- Old Ledbury: 4,331 members
- Ledbury COVID-19 Support Group: 1,465 members
- Next Door: 7% of Ledbury households = approx. 300
- Ledbury Town Council twitter site: 209 followers

*Member numbers quoted as at 18/03/21 - Note these are substantial increases over the last few years demonstrating the much wider reach that can now be achieved through the use of social media (no doubt influenced by social isolation during the lockdowns and people finding other means to keep in contact) justifying this being included as a key element of the first round of*

# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

*public consultation as being viable and valid to achieve a representative response sample despite lockdown conditions.*

**For the Reg 14 round of consultation (under Plan B options shown below and assuming COVID restrictions lifted):**

- All the above plus posters on public notice boards, shop windows and in the library and at physical meetings with a combination of venues and presentations by different consultation groups

## **2. Preparation lead times**

**To complete the 1<sup>st</sup> Public round of consultation in June-July:**

- Prior to March 2021 - Preparation, gathering the baseline evidence and producing the topic guide papers on which to base the consultation programme
- March 2021 - First news release on progress and seeking stakeholder requests to provide input, help with evidence gathering and any policy ideas/formulation input
- March to early April 2021 - Start advertising public consultation programme to be held (original plan was April-May 2021 but with time taken to produce the consulted-upon leaflets and get the Royal Mail delivery programme in place this eventually became June-July 2021), including booking any adverts/mag space, social media and websites and email to all local organisations and groups. Design and set up online survey and post consultation documents on the NDP website
- Late March to mid-April 2021 - Design and organise production and distribution of consultation leaflet and questionnaire to all households and be available from mid-June with a returned deadline by 16<sup>th</sup> July 2021.

**To complete the Reg 14 round of consultation in August-September:**

- July 2021 - Book venues and dates for public consultation events, recruit volunteers for events
- July 2021 - Design and set up online and paper questionnaire on policy proposals to be used at events
- July 2021 – Advertise/promote using media indicated, organise and produce display materials including exhibition-type policy description posters and posters for notice boards and shop windows, arrange refreshments, produce volunteer rota from the NDP WP to explain policies and encourage/collect completed questionnaires at events
- August to September 2021 - Hold public consultation events including business breakfast and evening consultation events such as for the Ledbury Traders Association, all other town centre traders and businesses in and around Ledbury



# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

### **3. Hard to reach groups**

- These will be reached in particular by posters and questionnaires delivered to where they could be expected to be read and seen - such as to the care homes, schools, food bank, library (full list below) - and with consultation visits where appropriate and/or requested

### **4. Resources available:**

- See table in the Consultation statement and plan

### **5. Approval timescales:**

- 1<sup>st</sup> Public consultation round: All communication materials to be ready for ED&P committee recommendation for approval at the March 2021 meeting with full Council approval at the April 2021 meeting
- Reg 14 consultation: All communication materials to be ready for ED&P committee recommendation for approval at an early to mid-July 2021 meeting with full Council approval at a late July meeting

## **Consultation statement and plan**

### **1. Overview**

This consultation statement sets out how the Ledbury Neighbourhood Plan WP intends to consult on the contribution to the evidence base and then formal public review and feedback stages of the NDP process leading up to Reg 16 and ultimate adoption.

Since this exercise is to amend and update the current adopted version and not to produce a totally new version of the Ledbury Neighbourhood Development Plan, four consultation stages are planned, including two rounds of full public consultation

- An initial invitation to participate in the Working Party and baseline evidence gathering
- A first round of evidence based public consultation to inform the development of a proposed settlement boundary and policy amendments/additions to produce a first draft of the new version of the NDP leading up to a Reg 14 submission version. The purpose of this consultation is to gain an understanding of the how the community and other stakeholders view different options suggested by the evidence base in order to draft the Reg 14 version
- A second round of stakeholder and public consultation on this draft to inform editing to produce a final version to be approved to go to Reg 16 for formal examination by the inspector

# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

- There will be a final consultation stage on the final version of the plan incorporating any necessary or suggested inspector edits/amendments to the plan, which once confirmed as being adequately incorporated in the final plan, will go on to a referendum for adoption.

The size of the Ledbury NDP area (the whole parish, which includes the town itself and surrounding countryside encompassed within the formal Ledbury parish borders) creates a significant challenge to consulting on neighbourhood plan documents. The population of the plan area is close to 10,000. Ensuring adequate consultant opportunities for the rural areas of the parish in particular is addressed in this plan.

In summary, the first round of public consultation, once the outcomes have been analysed, will form the evidence to produce the proposed settlement boundary and policy revisions into a Reg 14 draft of the NDP. The second public consultation round on this draft will lead to changes to the policies based on the outcomes from the analysis and in line with the agreed NDP update objectives – which may have also been refined as a result of the consultations.

## **2. How the consultation will be set up**

We are currently very limited on conducting face to face research within current Covid-19 restrictions. Currently (June 2021) running face to face sessions is still problematic until lockdown is fully lifted, which is not scheduled to be fully removed until at least 21<sup>st</sup> June and even then it depends on what restrictions are put in place following the end to lockdown. Our plan would be to ensure as much consultation takes place virtually or with little or no contact as possible whilst ensuring the breadth and depth of the consultation originally planned is maintained.

This is anticipated to apply to the first round of public consultation, so we will work towards Plan A (virtual) for that stage. As lockdown restrictions are removed, we can supplement with Plan B (face to face) should restrictions allow – which is expected to be the case for the second/Reg 14 round of public consultation. Subject to lockdown easing timescales, it may also be possible to include some Plan B events in the latter part of the first round of consultation – options for this are included in the consultation budget for activities below.

- **Plan A**
  - Consultation material drafted with information in an Issues leaflet on each of the policy areas with key areas for decisions highlighted. This information with a questionnaire to be delivered to all households in the wider Ledbury parish. It is proposed to use Royal Mail for delivery to the 6,601 households according to their data to all the residential postcodes in the area. These will also be accessible electronically on the NDP/TC website and also available to email or print and post out on request.



# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

- The aim will also be to place a recorded Zoom presentation on the website which will enable people to access a presentation at a time to suit them, and a series of Zoom sessions is planned (a combination of day/evening/ weekday/weekend), either targeting particular groups such as businesses, recreation groups, through schools, retailers and traders or open sessions. This will follow a presentation style session to participants, where questions can be asked to gather some qualitative and quantitative data to help develop policy proposals. Sessions can either be recorded or a note taker nominated (otherwise it is a lot to facilitate and note take for one person).
  - **Plan B Event types**
    - 2-day consultation event
    - Business Breakfast
    - Parent's evenings
    - Retailers and traders evening consultation event
    - Possible consultation venues
      - The Recreation Ground
      - Community Hall
      - St Katherine's Hall
      - The Masters House and library
      - The Market House
      - Town Council offices
      - The Burgage Hall
- 3. Consultation groups to be contacted/actually contacted (using COVID secure means as appropriate) with approximate numbers**
- When setting up the Working Party
    - A leaflet asking for any NDP suggestions and for volunteers was produced and distributed by Ledbury Town Council at the Ledbury Community Day in August 2019
    - A letter was sent out to 76 local groups and organisations in October 2019 asking for any NDP suggestions and for volunteers to help with the NDP
    - Consequently, a core Working Party of some four Town Councillors/Ward Councillors, a regular dozen or more community volunteers and support from Herefordshire Council planning and funding officers have been working closely together on the NDP with the two engaged consultants (with a third associate consultant of one of these also engaged specifically on the consultation process) and Town Council office staff since early 2019
  - **Target evidence base consultation by key issues and by community groups**
    - **Employment**
      - Heineken/UBL

# Ledbury Neighbourhood Development Plan

## Communications and consultation plan

for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022

- Pugh's Auctioneers and estate agents
- John Goodwin Estate Agents
- Mr Bruce Gilbert – farmer and landowner of a proposed employment land off Little Marcle Road
- Other landowners of land being allocated/included in the settlement boundary
- Tri-services - police, fire and ambulance
- Potential budget hotel operators
- Business outside the town centre in trading estates and elsewhere – a list of 76 business will have had individual business letters sent to the Chief Executive inviting input and comment
- **Town centre**
  - Tesco
  - Coop
  - Police – Insp James Ashton
  - Ledbury Traders Association - all 48 members will have individually received an email with the same business letter
  - All other town centre retailers and business including services such as hotels, dentists, estate agents, banks, solicitors and accountants will have had a hand delivered copy of the same business letter through their letter box to approximately 165 businesses (Traders Association duplicated)
- **Herefordshire and Gloucestershire Canal Trust**
  - Representative of the trust
- **Medical facilities**
  - Ledbury Health Partnership
  - Ledbury Health Group
- **Neighbouring NDP parishes**
  - Dymock Parish Council
  - Wellington Heath Parish Council
  - Colwall Parish Council
  - Pixley and District Parish Council
  - Eastnor and Donnington Parish Council
  - Bosbury and Coddington Parish Council
- **Railway station**
  - The Kennels (Wilce family-owned land north of the railway station)
  - Network Rail
  - West Midlands Train Network
- **Sport and fitness**
  - Ledbury and District Sports Federation
  - Ledbury Swifts Football club
  - Ledbury Town Football Club
  - Ledbury Rugby Football Club
  - Ledbury Cricket Club
  - Mr Arthur Hindmarsh – owner of Property Solutions; owns LFC land

# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

- Mr Alistair Young – farmer and landowner of a proposed site for a new combined Ledbury football facility
- John Masefield Secondary High School (sports facilities)
- Ledbury Harriers Running Club
- Ledbury Tennis Club
- **Design issues**
  - Paul Neep, Architect
- **Community gardens**
  - Haygrove Community Gardens
  - Ledbury Allotments
  - Underdown walled garden
- **Footpaths and cycleways**
  - Hereford Local Access Forum (HLAC)
  - Ledbury Area Cycle Forum
  - Ledbury Walker's Club
  - Ledbury Ramblers
  - Footpaths Officer – Ian Fountaine
- **Public green spaces**
  - Children's Play Groups/parent groups
  - Herefordshire Green Network
  - Herefordshire Wildlife Trust
  - Ledbury Naturalists' Field Club
  - Tree Warden
  - Sustainable Ledbury
- **Other green spaces and recreation areas**
  - Malvern Hills AONB Partnership
  - Local camping, caravanning and chalet holiday sites
  - Ledbury Park
  - Hellens
  - Eastnor Castle
  - Westons Cider
- **Other principal community groups and organisations** (using the Ledbury Community Day list of approximately 70 community organisations including the key ones listing below)
  - Ledbury Town Council
  - Ledbury Town Councillors
  - Ledbury Places
  - Ledbury Civic Society
  - Ledbury Poetry Festival
  - Community Action Ledbury
  - Community Voluntary Action Ledbury & District (CVA)
  - U3A
  - St Michael & All Angels Church
  - Catholic Church of the Most Holy Trinity



# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

- Ledbury Methodist Church
- Ledbury Primary School
- Ledbury Market Theatre
- Bill Wiggin MP
- Local Deputy Lord Lieutenants
- **Youth groups**
  - Ledbury Scouts
  - Ledbury Air Corps
  - LYAS (Ledbury Youth Activities Support)
  - Busy Bees Pre-school
  - Market Theatre Youth Group
- **Hard to reach**
  - Elderly people at care homes
    - Leadon Bank
    - Shaw Health Care
    - Harling Court
  - Disabled people
    - via CVA and Age Concern
  - Young people not necessarily in formal groups via the LYAS (Ledbury Youth Activity Service) drop-in centre and John Masefield High School
  - Users of the Food Bank
  - Local fruit farms
  - Salter's Hill Home Care and Support
  - Traveller groups
  - Rural populations in the villages and hamlets of the parish hinterland

#### **4. Advertising and promotion**

- As per the communications plan media platforms to be used

#### **5. Format**

- The second public consultation events will feature display story boards of the process from the beginning to the position/story so far.

#### **6. Staffing**

- Plan A
  - Max Bassett (Consultant) to help set up and facilitate Zoom sessions and polls.
  - Steering group and WP member(s) to assist in taking notes of any key points raised and be available to answer questions.
  - Max Bassett to design online survey (and print version) for sharing online or via email, collate and analyse responses alongside Zoom poll results.



# **Ledbury Neighbourhood Development Plan**

## **Communications and consultation plan**

**for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022**

- Present results back to the Steering group in report and executive summary formats.
- Plan B (for each event)
  - Set up and dismantle will require 6 people
  - During the event the requirement will be 2 people each to take contact details/issue questionnaires and to provide refreshments, and 5 people to represent each of the key issues being consulted upon

### **7. Questionnaires/surveys**

- Same format for all consultations
  - Agree Strongly, Agree, Don't Know, Disagree, Disagree Strongly and No opinion
  - Easy layout with tick boxes and then a comment box for each objective or policy

### **8. Budget/resources**

- See the NDP budget for overall budget estimates. We have initially allowed for up to £5,000 per public consultation round, although in practice we anticipate a cost somewhat less per event as indicated in the tables below.

### **Draft plan consultations timescales and costs**

- After the 1<sup>st</sup> public consultation round in June and July 2021, analysis of the data during July and early August will lead to the production of a Reg 14 draft plan which will be written taking into account all the public, local authority and stakeholder suggestions and comments.
- Assuming agreement from HC that this is appropriate as a Reg 14 document, a second public round of consultation will take place in September and October 2021 on the now completed plan to produce a Reg 16 document.
- Assuming again, acceptance that this document is suitable to be seen as a Reg 16 version, a final round of consultation on this final draft is scheduled for December 2021, with any final edits as a result incorporated with the aim of going to referendum for the revised plan adoption in January 2022.

# Ledbury Neighbourhood Development Plan

## Communications and consultation plan

for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022

<b>Actual costs</b>		
<b>1<sup>st</sup> Public consultation round leading to a Reg 14 draft plan</b>	£	£
		<b>Total</b>
<b>Leaflet and questionnaire</b>		
Produce copy (actual)	0	
Print 6,700 of each (actual)	1,438	
Free post licence (actual)	240	
6,700 envelopes (actual)	253	
Delivery to Royal Mail Swindon (actual)	165	
Distribution by the Royal Mail (actual)	627.82	
Postage return costs of quest (actual)	11	<b>2,734.82</b>
<b>Events in May if allowed</b>		
Room hire and refreshments	0	
Presentation card/posters – A3 (actual)	72.50	<b>72.50</b>
<b>Consultant support</b>		
Questionnaire design - actual	500	
Consultant's time to set up data analysis including keying in any manual surveys, analysing quantitative and qualitative data and producing a report (actual)	1,440	<b>1,940.00</b>
<b>Actual</b>	<b>Total</b>	<b>£4,747.32</b>

# Ledbury Neighbourhood Development Plan

## Communications and consultation plan

for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022

Actual costs Reg 14 draft public consultation	£	£
		<b>Total</b>
<b>Advertising and promotion:</b>		
Expected Ledbury Focus and All About West of the Hills mags will publish at no cost as a community communication as in the past (actual)	104.06	<b>104.06</b>
<b>Rooms &amp; refreshments at events:</b>		
<b>Room hire:</b> 3 @ £50 and 1 @ £100 For: 1 x 2-days event and 3 other half day events (actual – Zoom)	50	
<b>Refreshments</b> 2-days event @ £30 per day	0	
Business event @ £30	0	
Two other events @ £30	0	<b>50.00</b>
<b>Consultation materials and support:</b>		
Maps (actual)	589	<b>589.00</b>
Printing estimated 100 hard copies of the plan to handout @ £2.50 each (actual)	60.94	
Presentation card/posters - Print A3 x 50 @ £2.50 each (actual)	96	
Questionnaire production and print 250 @ £0.50 each (inc in printing costs)	0	<b>156.94</b>
Consultant's time to help with producing story board content and questionnaires time to set up data analysis including keying in any manual surveys, analysing quantitative and qualitative data and producing a report (actual)	1,614	<b>1,614.00</b>
<b>Actual</b>	<b>Total</b>	<b>£2,514.00</b>

# Ledbury Neighbourhood Development Plan

## Communications and consultation plan

for the development of an enhanced version of the current Ledbury Neighbourhood Development Plan scheduled to be adopted in early 2022

Estimated costs		
Reg 16 consultation	£	£
		<b>Total</b>
<b>Consultation support:</b>		
Consultant's time to help set up data analysis including keying in any manual feedback, analysing quantitative and qualitative data and producing a report to assist with final editing	1,450	<b>1,450</b>
	<b>Total</b>	<b>£1,450</b>





**Ledbury Neighbourhood Development Plan  
2011-2031**

**1<sup>st</sup> Review**

**Topic Paper 1: Integrating  
Ledbury Design Guide into the  
NDP**

**August 2021**

**Ledbury Neighbourhood Development  
Plan Steering Group**

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### Version Control

Date	Version	Tasks	Author
6/11/2020	V.1	First working draft prepared as a template for the NDP Steering Group to consider.	WB
9/3/2021	V.2	Revised following Steering Group Comments	WB
16/3/2021	V.3	Revised following further Steering Group Comments	WB
2/8/2021	Agreed Final Version	Minor changes to explain where the document sits within the NDP review process and to remove 'draft'.	WB



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## **Contents**

1. Introduction
2. Review of Ledbury Design Guide
3. Suggested draft policies for inclusion in the NDP
4. Issues not considered suitable for inclusion

Appendix 1 Design Guide Analysis

Appendix 2 Design Influences for Ledbury Character Areas (Extracts from  
Rapid Townscape Assessment - Herefordshire Council)

## Ledbury Neighbourhood Development Plan – Integrating Ledbury Design Guide into the NDP

### **Purpose of this Report –**

*To recommend how Ledbury Design Guide might be integrated into Ledbury Neighbourhood Development Plan.*

## **1. Introduction**

- 1.1 The current Ledbury Design Guide<sup>1</sup> was adopted on 26<sup>th</sup> January 2018. Elements within it cover architectural design, landscape, sustainability, highway matters, lifetime design and consultation requirements.
- 1.2 Regulation 16 draft NDP was subject to Examination in October 2018. That draft encouraged development to comply with the Design Guide (policies BE1.1 and BE2.1). However, the Design Guide did not form part of the NDP either within the plan itself or as an appendix and it is understood that the Examiner was concerned about public consultation upon the document. That draft NDP also contained a policy for renovation and preservation of the Town Centre which encompassed provisions for Ledbury Conservation Area and the many Listed Buildings within the town (Policy BE3.1).
- 1.3 The NDP Examiner removed reference to the Design Guide in policies BE1.1 and BE2.1 and deleted policy BE3.1. In these regards the Examiner's comments were:

#### Policy BE1.1 (Examiner's report paragraph 145)

*"....., in the absence of information, it is not clear how 'developments will be encouraged' to comply with the town's Design Guide. In this respect, it is relevant to note that whilst Ledbury Design Guide provides helpful and detailed information, it is not an adopted planning document and does not carry material weight as such. ...."*

#### Policy BE2.1 (Examiner's report paragraph 165)

*"The Policy then goes on to require development to 'adhere to the Design Guide'. Guidance is simply that – not a requirement. It is also noted earlier in this Report that the Ledbury Design Guide is not an adopted planning document. Taking these things together, developers cannot be required to 'adhere to the Design Guide'."*

#### Policy BE3.1 (Examiner's paragraphs 174 and 175)

In so far as they relate to design matters for Listed Buildings and development within Ledbury Conservation Area, the Examiner concluded that the provisions did not comply with national and local planning policy. The objective in relation to the historic environment was deleted and a text inserted to refer more specifically to Ledbury Conservation Area and protections afforded through the NPPF and Core Strategy policy LD4.

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<sup>1</sup> [Link to document on LTC's website](#)

- 1.4 The current NDP does contain a number of landscape, biodiversity and green infrastructure-based policies that may be expanded to incorporate further design elements that are included within Ledbury Design Guide. These include:

Policy NE1.1 Protecting Biodiversity

*The conservation, restoration and enhancement of biodiversity, including that found in open spaces, trees and hedgerows, in order to promote and support wildlife and other forms of biodiversity will be supported. Additionally, proposals for the creation of small wetland or other nature reserves and which maintain and enhance streams and open watercourses will be supported.*

Policy NE2.1 Food Production in Ledbury

*The conservation, enhancement and/or creation of allotments and community gardens will be supported. Protection of the best and most versatile agricultural land for its economic and other benefits will be supported.*

Policy NE3.1 Farming Landscape around Ledbury

*Proposals for agricultural development, requiring planning permission, for example, intensive farming units, poly tunnels not comprising permitted development or solar farms, should demonstrate how they will protect landscape character through provision of a Landscape and Visual Impact Assessment.*

Policy NE4.1 Protecting Ledbury's Woods

*The conservation and/or enhancement of Frith, Conigree, Wall Hills and Dog Hill Woods above Ledbury, or their setting will be supported. Proposals which protect community access to these woods or demonstrate alternative proposals are in place to maintain community access to these important community assets will be supported.*

*Proposals which promote active woodland management to maximise habitat diversity will be supported.*

- 1.5 National Planning Policy Framework (NPPF) promotes the use of design policies, including within neighbourhood plans. NPPF paragraph 127 states:

*"Plans should, at the most appropriate level, set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable. Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood plans can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development, both through their own plans and by engaging in the production of design policy, guidance and codes by local planning authorities and developers."*

Consequently, appropriate elements of the Design Guide can be incorporated into the NDP. The NPPF goes on to add that *"Design guides and codes can be prepared at an area-wide, neighbourhood or site-specific scale, and to carry weight in decision-making should be produced either as part of a plan or as supplementary planning documents."* Inclusion within a NDP enables policies and guidance to be consulted upon through its processes and, when adopted, given appropriate weight.



- 1.6 A number of Herefordshire Local Plan Core Strategy policies inform matters covered in the Design Guide, especially LD1 (Landscape and Townscape), LD2 (Biodiversity and Geodiversity), LD3 (Green Infrastructure), LD4 (Historic Environment and Heritage Assets), SD1 (Sustainable Design and Energy Efficiency), SD3 (Sustainable Water Management and Water Resources), and SD4 (Wastewater treatment and river water quality). In addition, the Core Strategy indicates that Herefordshire Council will prepare a Design Guidance Supplementary Planning Document to provide baseline standards across the County and to inform NDPs. However, its most recent Local Development Scheme document (2018) indicates there is not currently a work programme in place for the production of this document because of other priorities. Herefordshire Council has not prepared a Conservation Area Appraisal for Ledbury Conservation Area, although has undertaken a 'Rapid Townscape Assessment' using guidance produced by Historic England<sup>2</sup>.
- 1.7 Malvern Hills AONB office has produced a range of guidance documents<sup>3</sup>. The following are relevant to development: Guidance on Building Design; Guidance on the Selection and Use of Colour in Development; Guidance on Keeping Horses in the Landscape; Guidance on Highway Design; Landscape Strategy and Guidelines; Solar Energy Guidance; Wind Energy Guidance and Heat Pumps Guidance. The Guidance on Building Design covers a range of design features, building forms and other aspects such as landscape, lighting and energy efficiency. Although only part of the Parish is within the AONB and the town is excluded, elements within the guidance could be more widely applicable and relevant to much of the Parish, especially as there are extensive views from the AONB across its transitional landscape.
- 1.8 Other design guidance is available that might be relevant including a National Design Guide<sup>4</sup>; Manual for Streets<sup>5</sup>; Herefordshire Council's Highways Design Guide for New Development<sup>6</sup>; and Secured by Design<sup>7</sup>. Herefordshire Council has also recently produced a Hereford Design Guide Supplementary Planning Document that contains sections on Design and Development; Views and Building Heights; Public Realm and Landscape; and Movement. It also looks in detail at a number of areas within the city, where change is expected to take place. This is useful in showing the content for a design guide and although the preparation of a more detailed design guide for Ledbury is unlikely at the current time, it is understood that such a document may be prepared at a later date and possibly referred to in a further review of the NDP.
- 1.9 It is worth noting that Government's recent White Paper 'Planning for the Future' indicates that it is proposed to bring a new focus on design and sustainability and will (inter alia):

*'Expect design guidance and codes – which will set the rules for the design of new development – to be prepared locally and to be based on genuine community involvement rather than meaningless consultation, so that local residents have a genuine say in the design of new development, and ensure that codes have real 'bite' by making them more binding on planning decisions'.*

<sup>2</sup> [https://www.herefordshire.gov.uk/download/downloads/id/1687/ledbury\\_rapid\\_townscape\\_assessment.pdf](https://www.herefordshire.gov.uk/download/downloads/id/1687/ledbury_rapid_townscape_assessment.pdf)

<sup>3</sup> <https://www.malvernhillsaonb.org.uk/publications/>

<sup>4</sup>

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/843468/National\\_Design\\_Guide.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/843468/National_Design_Guide.pdf)

<sup>5</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/341513/pdfmanforstreets.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/341513/pdfmanforstreets.pdf)

<sup>6</sup> [https://www.herefordshire.gov.uk/download/downloads/id/5208/highways\\_design\\_guide\\_for\\_new\\_developments\\_full\\_document.pdf](https://www.herefordshire.gov.uk/download/downloads/id/5208/highways_design_guide_for_new_developments_full_document.pdf)

<sup>7</sup> <https://www.securedbydesign.com/guidance/design-guides>

In this regard it is expected that Herefordshire Council may now give greater importance to the preparation of a Design Guide for the County and may also prepare design codes. It is expected that local community input will be encouraged so that locally distinctive elements are included.

- 1.10 Although it is not necessary to duplicate Core Strategy Policies or other guidance, and to promote design related issues that are important to the community, it would be useful to set out policies and supporting information that is applicable to the plan area, to add emphasis and further detail where this is considered beneficial, and to promote an integrated approach to locally distinctive design matters. It might also highlight issues that should be considered within a more detailed Ledbury Design Guide to be prepared in the future or a Design Guide prepared by Herefordshire Council in response to Government's proposed changes.
- 1.11 This Topic Paper together with other papers and an Issues Report were made available as part of a Public Consultation on matters to be covered within the review of the current NDP held during the June and July 2021. The conclusions of that consultation<sup>8</sup> and further work identified as necessary were drawn together within a Supplementary Report explaining changes proposed to the NDP.

## 2. Review of Ledbury Design Guide Advice

- 2.1 Advice within Ledbury Design Guide covers a range of design aspects including:
- General Design and Appearance for Housing
  - Highways Design
  - Landscape Design
  - Biodiversity and Green Infrastructure
  - Sustainability Components
  - Agricultural Buildings
  - Conservation Area/Townscape elements (including Heritage Assets)
  - Consultation arrangements
  - Affordable Housing
  - Drainage
  - Industrial premises
  - Tourism (caravans and camping)
- 2.2 Given the aspiration to set out design requirements expressed in the NDP and the NPPF guidance on the inclusion of design policies, an assessment of the potential for including relevant matters covered by Ledbury Design Guide as policies within the NDP has been undertaken. Schedule 1 summarises the initial conclusions of this assessment (see Appendix 1).
- 2.3 The subsequent task involved drafting policies that might cover the requirements where there is evidence that these should be capable of meeting the '*basic conditions*'<sup>9</sup>.

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<sup>8</sup> Link to copy of Max's report on the Consultation

<sup>9</sup> <https://www.gov.uk/guidance/neighbourhood-planning--2#basic-conditions-for-neighbourhood-plan-to-referendum>



- 2.4 Because of the breadth of matters covered in the Design Guide, a wide range of additional policies might be considered for inclusion within the NDP. An additional task has been to identify other design elements or associated matters that might also be covered so that a comprehensive approach would be adopted either now or later in a further review, and the community consulted on a wider range of design and related matters.
- 2.5 Ledbury has areas of distinct townscape character and qualities of built form and layout that need to be recognised and appreciated. Herefordshire Council has produced a 'Rapid Townscape Assessment'<sup>10</sup> that defines nine character areas and describes their character, location and setting, historical development, townscape, heritage assets and place. Development and enhancement opportunities are also identified. It provides the opportunity to expand upon particular characteristics of each area within an appendix to the NDP and this might address a number of concerns expressed in the current Ledbury Design Guide.

### 3. General Design and Appearance for Housing

- 3.1 The following policy is suggested to cover most residential design provisions expressed within Ledbury Design Guide in so far as they are considered appropriate to a NDP.

#### **Policy Ref No – Design Criteria for Residential Development**

**Emphasis will be placed on achieving high quality residential design and environments within the plan area, including through any alterations and extensions to existing properties and for conversions to dwellings. To achieve this, such development should:**

- a) **Provide a high and inclusive standard of architecture and also design for the public realm.**
- b) **In terms of scale, massing, proportion, materials, colour and roof profiles, new dwellings should relate to the characteristic built forms of Ledbury, so as to fit sensitively into the townscape and surrounding landscape as appropriate. Where possible and appropriate, buildings should be of their time and avoid poor imitation. Guidance to this character and local distinctiveness is given in Appendix X<sup>11</sup> which contains relevant extracts from Herefordshire Council's Rapid Townscape Assessment 2010, and in the Malvern Hills AONB Guidance on Building Design.**
- c) **Avoid repetition and regimented designs and layouts that are uncharacteristic of Ledbury through variations in density, public realm and building design. This should be part of a developed and coherent concept based on analysis of local and historical context combined with best practice.**
- d) **Ensure affordable housing within major housing schemes is of the same quality and design approach as open market housing upon the site so that it is not immediately identifiable as such.**

<sup>10</sup> <https://www.herefordshire.gov.uk/downloads/file/1687/ledbury-rapid-townscape-assessment>

<sup>11</sup> To be added when known

- e) **Ensure ridge heights are consistent with the heights of nearby buildings and only be more than 2.5 storeys where this can be shown to fit sensitively into townscape, the setting of Malvern Hills AONB and the historic environment.**
- f) **Encourage innovative design approaches in less sensitive areas but which should comply with criterion b above. 'Off the shelf' house types should be avoided, especially elevational treatments developed for anywhere in the country. Sustainable and energy saving elements and materials will especially be encouraged.**
- g) **In relation to extensions, avoid visually dominating the existing building or neighbouring properties.**
- h) **Ensure all buildings present active and attractive frontages to streets and public areas providing natural surveyance.**
- i) **Protect the residential amenity of adjacent properties and ensure new dwellings are not adversely affected by existing agricultural or commercial activities or the adverse impact of light pollution.**
- j) **Provide sufficient garden space to enable residents to enjoy their use with appropriate degrees of privacy and functionality in terms of providing for young children's outdoor play, private clothes drying facilities and gardening.**
- k) **Provide or contribute to the provision of open space for play and public amenity in accordance with Herefordshire Council's open space requirements. Where such space cannot be provided on site, contributions should be made to the provision, improvement/replacement, operation, or maintenance of open space and play areas elsewhere within the Plan area and as close as possible to the proposed development.**
- l) **Retain important features such as tree cover, ponds, orchards, hedgerows, as well as adding to the natural assets of the Plan area.**
- m) **Include, where appropriate, an integrated and high-quality landscape scheme which should contribute towards mitigating the effects of climate change; incorporate an appropriate range of biodiversity measures; and link with the wider landscape to enhance green infrastructure.**
- n) **Provide safe cycle storage.**
- o) **Where proposals involve adaptive or mobility housing or residential homes for elderly people, provide secure covered storage for mobility scooters.**
- p) **Provide level access to the highway, including footpaths and any cycleways.**
- q) **Make provision for electric vehicle charging at an appropriate level which should normally be for each dwelling.**

3.2 The policy requires a supporting statement, and the following is suggested:

Policy Supporting Statement:

The criteria within this policy set out clear expectations for the design of residential developments, both at the scale of the individual property and for major sites. They would also apply to extensions and alterations to existing dwellings and any conversions to dwellings where appropriate. Most criteria relate to the design of dwellings. Others seek to ensure that, in combination, the development will result in a high-quality environment for those who live in it, ensuring that it fits sensitively



into its surroundings. A number address specific concerns such as promoting security through surveillance, retention and provision of gardens, provision of open space, landscape requirements, and connectivity. Larger schemes are required to provide an element of affordable housing. It is recognised that where management of such housing is required, for example by housing associations, grouped housing is preferred. However, such housing should still be fully integrated into any scheme, be of equal quality and adopt a consistent design approach.

Developers should set out their design approach in sufficient detail to show how all relevant criteria included in this policy have been addressed. This should include the advice received during consultations undertaken prior to the application being made, including from the local community, in accordance with best practice and Herefordshire Council's Statement of Community Involvement. Until a local design guide is produced developers should utilise the principles set out in Government's National Design Guide<sup>12</sup>. Major schemes should consider seeking external advice through the Design Review Process and include this within their submissions.

## 4. Highways Design

- 5.1 Additional matters reflecting the need to address a wider range of development forms have been identified that might be covered by a highways design policy.
- 5.2 The following policy is suggested to cover the concerns expressed within Ledbury Design Guide and related matters:

### **Policy Ref No: Highway Requirements**

**Where development proposals are advanced, these should ensure:**

#### **Highway Design**

- a) **Proposals would not cause such an increase in traffic where this would have a significant adverse effect on residential amenity.**
- b) **New development is designed in accordance with Herefordshire Council's Highway Design Guide for New Developments.**
- c) **Highway layouts within new developments minimise the impact of roads on the environment and encourage reduced speeds.**
- d) **Any new street furniture and signage that may be required should be minimal and consistent where this is possible.**

#### **Active Travel Measures**

- e) **Layouts support a pedestrian, cyclist and mobility vehicle friendly environment suitable for all users by creating convenient links to local facilities, the town centre and public transport connections.**
- f) **Layouts should also provide for the safety of children in areas designed and located for their play.**
- g) **Where appropriate, travel plans are provided that include offsite measures such as supporting infrastructure to promote active travel.**

#### **Parking Arrangements**

<sup>12</sup> <https://www.gov.uk/government/publications/national-design-guide>

- h) Proposals will not result in indiscriminate or on-street parking but should provide adequate off-street parking for residents, employees and visitors, as appropriate.**
- i) Where appropriate, proposals address the need to reduce on-street parking problems that may exist within the vicinity.**
- j) Parking and the design for vehicle use must not dominate or detract from the public realm.**
- k) Provision is made for cycle parking including, where appropriate, businesses should look to provide changing facilities, lockers and safe cycle storage.**

**Related Sustainable Transport Infrastructure**

- l) Off-road parking spaces and appropriate public hard landscaped areas are constructed using permeable materials.**
- m) All new developments with parking make provision for electric vehicle charging at an appropriate level which should suit the needs of the expected level of traffic generation to suit the needs of the expected level of traffic generation.**
- n) Any new street lighting is encouraged to be kept to a minimum and avoid light pollution in the immediate environment and local amenity.**

5.3 The following supporting statement is suggested:

**Policy Supporting Statement**

With the need to accommodate further development, it is essential that the highway requirements are met through a comprehensive approach covering design requirements, promoting active travel, managing parking and ensuring associated infrastructure are incorporated. Safety of all residents, and especially children, older people and those with disabilities, is paramount and the network should be capable of coping with the traffic generated. This applies not only in the locations where growth is proposed but also elsewhere in the plan area. It is also important that residential amenity and the wider environment are protected from the impact of traffic. Design measures should be used to calm traffic, fit layouts into the landscape and avoid clutter.

Encouraging residents to minimise the use of cars is becoming increasingly important and all measures to promote this should be utilised. Layouts should emphasise active travel components ensuring easy and the most direct connection to footways and cycleways that provide access to the town centre, areas of employment and other facilities. Larger sites will need to provide areas for children's play, and they should be in safe locations as well as having easy access. Travel plans are key to ensuring an integrated approach. Measures to encourage active travel, not just through making provision for cycle parking, but through a range of measures, including accommodating the needs of disabled people should be considered according to the proposed use. Measures to promote the health and wellbeing of residents should also be undertaken, for example by providing links to the Public Rights of Way network.

Vehicle parking should be sufficient for the needs of the particular proposal yet located in such ways as to avoid a range of adverse effects. Existing parking problems may need to be addressed where this would constrain a particular use or where development may exacerbate a problem, including taking into account potential intensification of activity.



Careful thought needs to be given to highway related infrastructure to assist with storm water drainage and future proof for the transition to electric cars. Tranquillity within the plan area is something that residents and visitors to the Malvern Hills appreciate. The design and layout of any new development should minimise the need for street lighting. This requirement should not restrict provision or improvements where there is an overriding safety requirement.

## 5. Landscape Design

- 6.1 The following policy is suggested to cover the landscape concerns expressed within Ledbury Design Guide and associated matters, including those arising from a Landscape Sensitivity and Capacity Assessment:

**Policy Ref No: Conserving the Landscape and Scenic Beauty of the Parish**

**To ensure development contributes positively to the area's landscape character and does not adversely affect it, proposals should:**

- a) Be accompanied by a landscape scheme, informed by an analysis of the site's setting and containing measures forming an integral part of the design, retaining and enhancing as many natural features within or surrounding the site as possible.
- b) Ensure associated elements such as hard landscape measures, boundary treatment and building materials and colours are appropriate to the location.
- c) Ensure the effects of development upon the landscape setting of Ledbury, especially that within Malvern Hills Area of Outstanding Natural Beauty, are reduced and mitigated, and measures are included, where appropriate, to restore and enhance vistas and panoramic views.
- d) Promote positively the landscape character of the Parish, in particular ensuring the features contributing to their identification as Principal Settled Farmlands, Riverside Meadows, Principal Timbered Farmlands, Principle Wooded Hills, River Meadows, Settled Farmlands on River Terraces or Estate Farmlands as appropriate, are conserved, restored or enhanced through measures consistent with their particular characterisation.
- e) Protect and enhance the visual integrity of the River Leadon, its banks and associated riverside park; Frith, Conigree, Wall Hills and Dog Hill Woods above Ledbury together with their settings.
- f) Retain, wherever possible, important landscape features such as ponds, orchards, hedgerows and water courses, and maintain and preferably extend tree cover using native species, adding to the green infrastructure network where opportunities are available. Trees considered to be of amenity value should be protected through the use of Tree Preservation Orders where under threat.
- g) Landscape works within the existing urban area should maintain, and if possible, improve the street scene and be of high quality. Where possible the opportunity to increase street trees should be taken. Tree planting should be consistent with good arboricultural practice.

6.2 The following supporting statement is suggested:

Policy Supporting Statement

Development proposals need to show how they meet the provisions of Core Strategy Policy LD1. Part of the plan area falls within the Malvern Hills AONB and national policy requires development within it to conserve and enhance its landscape and setting. Malvern Hills AONB Management Plan<sup>13</sup> together with relevant information produced by Natural England for the Malvern Hills National Character Area<sup>14</sup> should inform positive measures within any landscape scheme. The remainder of the plan area falls within the Herefordshire Lowland National Character Area<sup>15</sup> and its guidance is relevant. In addition, more specific advice is available within Herefordshire Council's Landscape Character Assessment Supplementary Planning Guidance<sup>16</sup>. This identifies the character and features for particular landscape types which fall within various parts of the plan area.

The riverside park along the River Leadon is an important local feature that also forms the spine for a green infrastructure corridor, and which is to be extended northwards into the proposed strategic housing and employment area to the north of the viaduct and incorporating part of a restored canal. Frith, Conigree, Wall Hills and Dog Hill Woods are important features that provide the landscape setting for Ledbury, especially through their in-combination effect.

Landscape features should also be protected. There are numerous important trees within the Plan area. Whether subject to any protection or not, these features should be identified in surveys in support of any development proposals and inform landscape schemes. Such schemes should ensure development fits sensitively into the landscape. Important trees of amenity value should be protected through Tree Preservation Order. The importance of the 'borrowed view' needs to be recognised. Trees are also important within the urban part of the plan area and new development should take into account the expected size of the tree and the space available.

- 6.3 The topography surrounding Ledbury offers many attractive and interesting views, not only from the Malvern Hills. Residents were asked to identify those they considered most important and these have been assessed by the NDP Steering Group's Landscape Consultant.

**NB an additional policy to protect particularly sensitive landscapes within the Parish and important views as a consequence of further work upon these.**

**Currently the following views have been identified:**

- a) From Marcle Ridge looking east – Ledbury nestled on the side of the Malvern Hills.**

<sup>13</sup> <https://www.malvernhillsaonb.org.uk/managing-the-aonb/management-plan/>

<sup>14</sup> <http://publications.naturalengland.org.uk/publication/3039205>

<sup>15</sup> <http://publications.naturalengland.org.uk/publication/4827527503675392>

<sup>16</sup>

[https://www.herefordshire.gov.uk/download/downloads/id/2069/landscape\\_character\\_assessment\\_for\\_herefordshire.pdf](https://www.herefordshire.gov.uk/download/downloads/id/2069/landscape_character_assessment_for_herefordshire.pdf)



- b) From Bradlow Knoll looking south west to the church spire – a rural scene the church spire framed by green sloping hills and woods.
- c) From the western edge of Frith Wood looking west – panoramic views covering the viaduct the north of the town and looking east and south east to Marcle Ridge and May Hill.
- d) From Dog Wood southern tip 'the Cricket Pitch' looking south west over the town
- e) From approach roads to the west (Ross Road and Lilyhall Lane) looking west to the Malvern Hills. Views from these roads are vulnerable to being affected by housing, farm and light industrial buildings in the foreground particularly as you approach the fringes of Ledbury.
- f) From within the town views to the church and Barrett Browning buildings – care should be taken that taller buildings do not obscure these views as they make a strong contribution to the sense of place.

## 6. Biodiversity and Green Infrastructure

- 8.1 The following policy is suggested to cover a number of the criteria included within the Design Guide together with other matters that are becoming increasingly relevant to an integrated and network approach. It incorporates some of the proposals arising from a review of the green infrastructure strategy set out in Topic paper 4.

### **Policy Ref No: Protecting and Enhancing Biodiversity and Geodiversity**

**The conservation, recovery and enhancement of biodiversity and geodiversity will be supported in order to promote, support and expand wildlife and their habitats and green infrastructure in accordance with Herefordshire Local Plan Core Strategy policy LD2.**

**To facilitate this, development should achieve at least the required level of biodiversity net gain through measures that:**

- a) **Contribute towards the wider ecological network, biodiversity and green infrastructure by enhancing the ecological corridors and stepping-stones identified by Herefordshire Council in its Ecological Network Map 2013 and the Biodiversity objectives in Malvern Hills Management Plan 2019 – 2024 (and any subsequent successor documents).**
- b) **Ensure the integrity of the Ridgeway Wood, Ledbury Cutting, and Upper Farm Quarry and Grassland SSSIs, maintaining or enhancing their conservation status.**
- c) **Maintain green spaces and provide habitat improvements and supporting features for areas of green infrastructure identified as Strategic Corridors, Enhancement Zones and Fringe Zones for Ledbury utilising objectives identified in Appendix (3)<sup>17</sup>.**

**Proposals that promote the creation and/or active management of sites to maximise habitat diversity, including woodlands, orchards, streams and wetlands, will be supported, as will those that result in additional and new natural areas capable of becoming local wildlife sites.**

<sup>17</sup> The correct Appendix reference in the NDP to be inserted when known.

8.2 The following supporting statement is suggested:

Policy Supporting Statement:

This policy complements Herefordshire Core Strategy policy LD2. It sets out the broad measures that developers should consider to improve the local natural environment. Ledbury's location nestled at the foot of the Malvern Hills is such that geological features as well as biodiversity is important.

Elements of both the ecological networks for the County and Malvern Hills AONB fall with Ledbury Town Parish. The integrity of the combined networks is important, and their coherence and resilience need to be maintained.

There are three SSSIs within Ledbury Parish and one outside but immediately upon its border. Ridgeway Wood and Upper Farm Quarry and Grassland SSSIs are currently in favourable condition but Ledbury Cutting SSSI is unfavourable and declining. Mayhill Wood SSSI which is immediately adjacent to the Parish's eastern boundary is favourable but at risk. There are 10 local wildlife and 3 local geological sites identified within the parish although the condition and continued existence of many is unknown in that most were last surveyed around 40 years ago.

Herefordshire Council's Green Infrastructure Strategy defines a range of corridors and zones. The Strategy was produced before the inception of neighbourhood plans although it acknowledges that the strategy needs to be developed further, including to provide guidance on measures that might be introduced to retain and enhance important characteristics, opportunities and associated management measures. Appendix (3)<sup>18</sup> defines objectives for these corridors and zones, including for additional areas identified through further analysis. The benefits are seen as contributing towards mitigating the effects of climate change as well as promoting social cohesion, economic vitality, alternative means of movement and transport, and functional, healthy places.

An important element will be habitat creation, such as wetland and water features, especially where they provide or improve drainage, have the potential to support a wide variety of species, including those that might be at risk during times of drought. These and other natural areas have the potential to expand the network of local sites that support a range of species. Small individual measures can accumulate to provide significant support to wildlife such as small garden ponds, bird and bat boxes, and gardening for wildlife.

## 7. Sustainable Design Components

- 7.1 The following policy is suggested to cover the analysis in Appendix 1 of sustainable design matters expressed within Ledbury Design Guide together with matters not previously considered:

**Policy Ref No: Sustainable Design**

<sup>18</sup> Ibid



**Development proposals should seek to achieve a zero-carbon footprint through containing a co-ordinated package of design measures which, in addition to regulatory requirements, include:**

- a) In addition to relevant criteria in Herefordshire Local Plan Core Strategy policies SS7 and SD1, where possible utilising renewable energy infrastructure such as photovoltaic panels where these do not detract from any historic assets or their settings.**
- b) Seeking on-site measures that support energy conservation such as through tree planting and other forms of green infrastructure to provide shade and shelter where this does not cancel solar gain, the maximum use of permeable surfaces.**
- c) Minimising the use of artificial light in order to limit the impact of light pollution on local amenity, intrinsically dark landscapes and nature conservation as well as to reduce energy consumption.**
- d) Enabling a sustainable drainage system, including serving a wider range of properties where opportunities exist.**
- e) Reducing the carbon intensity of the structures (embodied carbon), minimising construction traffic and reducing waste.**
- f) Supporting proposals that utilise construction materials produced as locally as possible, minimising travel distances.**
- g) Avoiding or fully mitigating the loss of woodlands, orchards, hedgerows, grassland and other features that absorb carbon, and where possible taking the opportunity to extend these environmental assets.**
- h) Providing opportunities for tree and woodland planting to offset the full extent of carbon used during manufacturing of building materials and construction works.**
- i) Developers should set out their design approach in sufficient detail to show how the criteria included in this and other relevant policies in the NDP have been addressed.**

7.2 The following supporting statement is suggested:

Policy Supporting Statement

The community supports sustainable development, and this requires a comprehensive approach encompassing a range of sustainable design elements. This policy sets out criteria that, taken with other policies in this plan, should be considered as part of a co-ordinated approach aimed at achieving zero carbon covering both construction and subsequent use. Although the various elements covered in this policy may not apply to all developments, some will be applicable to most.

The approach to sustainable design should be undertaken in an integrated way addressing measures related to individual buildings, site layout and landscaping and support for off-site measures. The latter are covered by another policy promoting links to the public footpath and cycle networks and supporting public transport through such facilities as supporting services and providing bus shelters. This policy covers detailed design issues, covering matters such as energy and water use efficiency, provision of sustainability infrastructure such as green roofs, sustainable site design measures, and



the construction process. These detailed matters support the more general provisions within Core Strategy policy SD1.

Energy conservation is considered an extremely important design element yet currently this is addressed through Building Regulations and nationally set standards. There are higher standards such as Passivhaus and BREEAM and developers are encouraged to meet the highest level possible in order to make the maximum contribution to achieving a zero-carbon development. Developers should utilise guidance and advice from relevant professional bodies to set appropriate targets for embodied carbon within their development. One example of such guidance has been issued by the Green Building Council<sup>19</sup>.

The requirement for the design approach to indicate in sufficient detail how all the design criteria in this NDP have been addressed is important to show that the requirements for sustainable development as set out in National Planning Policy Guidance have been met. Herefordshire Council has a check list for compliance with climate change requirements<sup>20</sup> and also for biodiversity and ecology.

## 8. Agricultural Buildings and Related Development

11.1 The following policy is suggested:

### **Policy Ref No: Farming Landscape around Ledbury**

**Proposals for farm diversification, agricultural development and other major development in the rural parts of the Parish requiring planning permission, for example, intensive farming units, poly tunnels or solar farms, should be compatible with the rural area, in particular protecting landscape character and the form of any historic farmstead through:**

- a) Ensuring the character, scale and location of the proposal is compatible with the landscape setting and any area of nature conservation importance.**
- b) Resisting the loss of or significant adverse effects upon heritage assets.**
- c) Where appropriate, buildings should use materials and colours that blend sensitively into the landscape.**
- d) Locating new buildings or other development sensitively within the landscape and these should normally be adjacent to and of compatible design with an existing group of buildings.**
- e) Reusing or adapting existing farm buildings where these are available and possible.**
- f) Limiting redevelopment of existing buildings that may no longer be suitable for an existing farm diversification proposal to small expansion upon the original building floorspace such that it would be in scale with the area and landscape concerned. Such proposals should also result in benefits to the environment and deal comprehensively with the full extent**

<sup>19</sup> <https://www.ukgbc.org/sites/default/files/UK-GBC%20EC%20Developing%20Client%20Brief.pdf>

<sup>20</sup> <https://www.herefordshire.gov.uk/planning-services/apply-planning-permission/2?documentId=62&categoryId=200142>

**of the site. Avoiding the loss of the best and most versatile agricultural land to permanent development where land of a lower quality is available.**

**g) Fully screening any external storage, parking and ancillary uses.**

**h) Requiring diversification proposals on farms to be complementary to the agricultural operations and operated as part of the farm holding.**

**i) Ensuring the traffic generated by the proposal can be accommodated safely upon the local highway network.**

**Where appropriate, the development should be informed by a Landscape and Visual Impact Assessment and/or Heritage Impact Assessment.**

11.2 The following supporting statement is suggested:

Policy Supporting Statement:

The rural parts of the Parish outside of Ledbury's defined settlement boundary (and/or land proposed for specific uses adjacent to it – depending upon the chosen settlement boundary option) are considered open countryside. Core Strategy RA5 covers development that will support the rural economy, especially those aimed at diversification. Although this might include farm diversification, it does not contain any specific policies for the development of agricultural buildings or operations where planning permission is required. This policy aims to address the landscape and related effects of such development as well as proposals for diversification and other larger-scale developments. It aims to protect landscape quality and character; heritage assets, especially historic farmsteads; protect high quality agricultural land; and ensure an appropriate scale of development. It highlights the need for relevant impact assessments where the landscape and/or heritage assets may be affected, and these should inform both design and location. Herefordshire Local Plan Core Strategy policy RA5 covers other aspects associated with the re-use of rural buildings.

## **9. Heritage Assets**

12.1 It is noted that the NDP Examiner deleted a policy from the Regulation 16 Draft NDP relating to Listed Buildings and Ledbury Conservation Area. However, other NDPs have included policies covering these and other heritage matters that Historic England has supported, including referring to them as exemplary. These have sought to set out a comprehensive strategy for the historic environment within the NDP area concerned.

12.2 The following policy is suggested that utilises a format that has been supported by Historic England:

**Policy Ref No – Protecting and Enhancing Heritage Assets**

**The significance of heritage assets and their settings within the Parish will be preserved and enhanced through:**

**a) Resisting development that would adversely affect the site and setting of Wall Hills Camp Scheduled Ancient Monument.**

**b) Requiring appropriate development proposals elsewhere to be accompanied by full archaeological investigations and in the event of**



- significant and/or extensive remains being found they should be preserved in-situ.
- c) **Resisting development that adversely affects features or the setting of Listed Buildings and other similar heritage assets.**
  - d) **Ensuring every effort is made to preserve or enhance the character or appearance of Ledbury Conservation Area, including through site appraisals undertaken in association with relevant proposals.**
  - e) **Only permitting development that would not adversely affect the significance of that part of Eastnor Castle Registered Historic Park and Garden falling within the Parish. This would include its setting within Malvern Hills AONB, including contributions to any 'borrowed view'.**
  - f) **Ensuring every effort is made to retain and conserve buildings and heritage assets of local importance, including traditional rural buildings. (If identified, list in an appendix).**
  - g) **Only allowing development within unregistered parks and gardens at Upper Hall; Ledbury Park; Underdown; Dingewood Park to proceed if an assessment has shown the effects of works will fit sensitively into the garden design. In addition, the contribution that such parks and gardens make to the wider landscape will be relevant to this consideration.**
  - h) **Promoting development that would conserve the character of the Parish's historic farmsteads through allowing sensitive conversions where appropriate.**

### 12.3 Policy Justification and supporting statement:

The area's heritage is reflected in the presence of a Scheduled Ancient Monument, 173 Listed Buildings, historic landscapes and other locally important monuments, buildings and assets. Although there is only one Scheduled Ancient Monument there are some 440 records for the Town's area on Herefordshire Council's Historic Environment Record. There is therefore potential for further archaeological assets to be found. Many heritage assets and, where appropriate, their settings<sup>21</sup> are important and need to be preserved, not the least because of the contribution they make to the wider setting of the Malvern Hills AONB. They also contribute to the local economy. Ledbury Conservation Area covers the town centre and extends to important surrounding streets and areas. No detailed conservation area appraisal has been undertaken and until one is produced, development proposals should be informed by appropriate analysis, taking into account characteristics identified for the relevant character areas described in Appendix (2)<sup>22</sup>. Part of Eastnor Castle Historic Park<sup>23</sup> falls within the Parish, having been registered by Historic England in 1986. The parkland does rely upon views between its various parts and of an important obelisk. Locally important heritage assets should also be recognised for their contribution to the townscape and landscape character. These include unregistered parks and gardens, historic farmsteads and (List other local heritage assets in an appendix). This policy should not restrict development but influence the approach taken to it

<sup>21</sup> NPPF paragraph 194

<sup>22</sup> The correct Appendix reference in the NDP to be inserted when known.

<sup>23</sup> <https://historicengland.org.uk/listing/the-list/list-entry/1000459>



which may include stimulating the re-use of buildings so that they contribute towards regeneration.

Historic England has sponsored a project to characterise the historic farmsteads within the County and the sites of some 28 of these can be found within the Town's area. In instances where they remain as complexes of buildings, it is understood that Historic England would like to see a positive approach to their conservation through promoting designs that will conserve, protect and sustain their historic forms, protecting their features, settings and cultural significance. They form important environmental capital within the setting of Malvern Hills AONB, contributing to its local distinctiveness and character.

## 10. Consultation Arrangements

- 13.1 Ledbury Design Guide promotes a number of consultation actions that major or significant developments should undertake. These reflect although are not completely consistent with Herefordshire Council's Statement of Community Involvement. Nevertheless, they present positive measures that developers might undertake. An approach based upon relevant developers agreeing consultation arrangements with the Town Council might usefully be set out in the NDP as part of a new section that would also set out an explanation of implementation and monitoring measures.
- 13.2 The following statement is suggested within a section on Community Involvement, Implementation and Monitoring

Landowners and developers will deliver most of the proposals that are promoted through policies in this NDP. Herefordshire Council as the local planning authority will determine planning applications for development within the Town Council's area. Such determinations should be in accordance with this NDP where appropriate.

Developers and other applicants for planning permission are encouraged to consult with the Town Council, and the community more generally, in a manner consistent with the scale of the proposal. In relation to significant applications<sup>24</sup> the Town Council would encourage developers to consult with it prior to the submission of a planning application including, where appropriate, attending one of its meetings. These meetings are open to the public. Community consultations are encouraged. Herefordshire Council's Statement of Community Involvement<sup>25</sup> sets out a number of methods and techniques that it will consider undertaking and Ledbury Town Council would encourage developers to consider these for use at the pre-application stage. Developers and other applicants for planning permission should consider their duties for community consultation as set out in paragraph 10.17 of Herefordshire Council's Statement of Community Involvement and may wish to discuss the most appropriate approach to be taken with the Town Council in advance. A statement on the consultation undertaken should be submitted with any planning application.

While the local planning authority will be responsible for development management, Ledbury Town Council will also use this NDP as the basis for making its representations

<sup>24</sup> See paragraph 10.16 in Herefordshire Council's Statement of Community Involvement at <https://www.herefordshire.gov.uk/downloads/file/1566/statement-of-community-involvement-january-2017>

<sup>25</sup> Ibid paragraph 8.4

on planning applications. The Town Council will continue to publicise all planning applications. Where necessary, Herefordshire Council will be asked to extend the time within which responses are required so that appropriate local publicity can be given before the Town Council considers important planning applications.

Herefordshire Council is required to monitor the achievement of its targets for a range of development types including whether sites are coming forward for development to meet its strategy set out in Herefordshire Local Plan Core Strategy. The Town Council will also monitor the effectiveness of the approach it has taken to the various issues covered in the NDP policies. This will be done through its annual report. That report will indicate:

- i) The number of dwellings granted planning permission within the Town's area, including a running total covering the Plan Period.
- ii) A list of planning applications for other matters received during the year indicating whether they are covered by policies in this NDP, the Town Council's representations made, and whether it is considered that they have been determined in accordance with the NDP.

It is anticipated that a review of the NDP will be needed, most likely when Herefordshire Core Strategy is also reviewed. In the unlikely situation that the strategy and approach in relation to its key requirements, including housing and employment land, does not deliver the level required to meet the targets for the Town, discussions will take place with Herefordshire Council upon whether an early review is necessary. Regardless of external pressures, Ledbury Town Council will undertake a review of the NDP at least every 5 years to ensure that it remains current and relevant to targets and community need.

## **11. Tourism**

- 10.1 Ledbury Design Guide refers specifically to encouraging chalet, caravanning and camping sites indicating they should ideally be located within the development boundary or on suitable previously developed land, and in both instances should be able to demonstrate how the development can meet the landscape sensitivity provisions of this guide. In addition, proposals should be of appropriate scale to the character of both the site and its surroundings, including the site's existing or potential relationships with close-by settlement areas and any important focal points such as views and historic buildings. Any site should be able to accommodate the proposal and ancillary facilities such as soft landscaping and parking and service areas.
- 10.2 The Design Guide's locational and site requirement criteria for chalet, caravanning and camping sites would be material to the principle of development and appropriate in a planning policy. The current NDP contains a general policy on tourist accommodation in its Employment and Economy section (policy EE2.1) and appropriate changes might be considered, if necessary, to that policy or its supporting statement to address any of the above factors that may not be covered (See separate Topic Paper).

## **12. Drainage**



- 9.1 The Design Guide indicates a need for drainage strategies in association with development. The requirement does not indicate whether this is for wastewater, storm water or both. Stormwater drainage is no longer accepted into the wastewater system. The guidance also promotes the use of sustainable drainage systems (SuDS). Core Strategy policies SD3 and SD4 are relevant to these matters and the first requires development to include the appropriate use of SuDS. 'Wet systems' provide a similar arrangement for wastewater although in relation to Ledbury Town any such proposal would need to form part of a comprehensive system associated with its Wastewater Treatment Works. The Core Strategy policies are fairly comprehensive and should meet the needs set out in the Design Guide. This would include drainage requirements in isolated locations away from Ledbury Town.

- 9.2 No drainage policy is suggested although reference to the two Core Strategy policies (SD3 and SD4) might be made within the NDP.

### 13. Development within Conservation Area and Ledbury Town Centre

- 4.1 The Design Guide advances a number of criteria to enhance and improve the existing character of Ledbury's town centre. They include the following: avoid blank shop windows to ensure they integrate and enhance the street frontage; enhance the street frontage by using signage that is 'conservation in style' and sensitive to Ledbury's character; be high quality in terms of materials and finishes and sympathetic to heritage colours; in terms of the built form and height, be respectful of adjacent buildings; outdoor spaces should enhance the public realm through enabling increased interaction within the community; demonstrate the use of high quality and durable surfaces that are sensitive to Ledbury's environment.
- 4.2 The NDP refers to Ledbury Town Centre, although there is now no specific definition of what this might comprise within the adopted document. The Regulation 16 submission draft NDP did contain a map showing the town centre area but was deleted as a consequent action in relation to the deletion of draft NDP policy HO3.2. The former Herefordshire Unitary Development Plan identified a Central Shopping and Commercial Area which was to be '*retained and protected as the prime focus for retail, leisure and commercial activity in order to ensure the continued vitality and viability of these city and town centres (Policy TCR1)*'. This area is smaller than that defined within the regulation 16 NDP. The current NDP also refers in supporting statements to Ledbury Conservation Area. Should a Conservation Area Appraisal be prepared to inform an NDP policy, this would take some time and delay progress upon the NDP. As an interim measure, it should be possible to utilise design related elements of Herefordshire Council's Rapid Townscape Assessment and present these in an appendix (See Appendix 2). More general reference to Ledbury Conservation Area might be included within a broader heritage assets policy (See Para 12.2).
- 4.3 It is recommended that:

1. The NDP defines Ledbury Central Shopping and Commercial Area (or alternatively Ledbury Town Centre) based upon that included in the former Herefordshire Unitary Development Plan (UDP) with appropriate amendments to take into account adjacent land in need regeneration and/or capable of accommodating identified needs. A policy similar to that included within the UDP be included in the NDP.



2. Appendix 2 to this report be included as an Appendix to the NDP and reference be made to its content to inform design for development within the particular character areas as appropriate.

## **14. Other Matters**

- 14.1 Ledbury Design Guide also includes policies relating to housing types, industrial development and open space. The latter two are addressed in separate topic reports. Currently it is not envisaged that the NDP will promote further housing growth (see Topic Paper 5).

## APPENDIX 1: Ledbury Design Guide Analysis

Ref	Criterion	Analysis	Suggested Approach
ARCHITECTURAL STYLES			
LDG1.1	In order to enhance and improve the existing character of Ledbury's town centre, the design of new retail and commercial developments within the town centre should:	Preamble. It would be useful to define what is meant by 'town centre' and how it relates to the Conservation Area.	Utilise information included in Ledbury Rapid Townscape Assessment to define character until a more detailed assessment is undertaken if required.
1.1.1	Avoid blank shop windows to ensure they integrate and enhance the street frontage.	It is assumed this applies to window displays and these do not comprise development requiring planning permission. However, blank frontages can detract from the character of a town centre and attractive displays should be encouraged and this might be through other mechanisms. Some local authorities have prepared shop front design guides.	Retain as an element that should be promoted in an appendix to the NDP.  Urge Herefordshire Council to produce a shop front design guide.
1.1.2	Enhance the street frontage by using signage that is 'conservation in style' and sensitive to Ledbury's character.	This is a matter of detailed design that can apply to both public and private signage. It is relevant to design guidance although not generally something that would be set out explicitly in a planning policy. In terms of shop fronts, this might be a matter included in more detail within a shop front design guide. Some signage may be considered advertisements requiring advertisement consent. Local authority signage and	Encouraging a sensitive approach to signage within Ledbury Town Centre should be promoted in an appendix to the NDP.

		associated measures such as yellow lines do not fall under the planning acts although in a conservation area, a local planning authority must also pay special attention to the desirability of preserving or enhancing the character or appearance of that area. A	Urge Herefordshire Council to produce a shop front design guide that covers signage and also other components that contribute towards the character of the town centre most of which is a Conservation Area where the LPA has a duty to consider preserving or enhancing its character or appearance.
1.1.3	Be designed to be respectful of the historical buildings in Ledbury whilst being clearly 'of their time'. This may include taking cues from historical styles, but with a modern interpretation.	The principle is one that might be expressed in a NDP policy for the Conservation Area (or wider if applicable) which encompasses most of the town centre. Examples and more detail might usefully be set out in support of any NDP policy.	Include a policy upon conserving and enhancing the character or appearance of the Conservation Area with more detailed information upon character in an appendix.
1.1.4	Be high quality in terms of materials and finishes and sympathetic to heritage colours. (See Appendix 2.0 for information on the standards which would be expected to be applied.)	The principle is one that might be expressed in a NDP policy for the Conservation Area (or wider if applicable) which encompasses most of the town centre. More detail might usefully be set out in support of any NDP policy.	Include a policy upon conserving and enhancing the character or appearance of the Conservation Area



				with more detailed guidance in an appendix covering Design Guide matters for particular character areas.
1.1.5	Demonstrate the use of locally sourced materials where possible.		This is not a design matter but potentially one that relates to sustainable development	Consider whether it is possible to include this within a sustainable design policy.
1.1.6	In terms of the built form and height be respectful of adjacent buildings.		This is an important design matter that might be included within an NDP policy is an appropriate form. It is an criterion that might apply beyond the town centre.	Include within a Conservation Area or general design policy within the NDP
LDG1.2	<b>The Design and Access Statement for any proposed development in the parish should demonstrate how the public realm has been designed in such a way that:</b>		This is not a design policy but a process one. All proposals for planning permission, with limited exceptions for minor developments, must submit Design and Access statements. There are also other forms of statement that might cover some of the criteria listed including planning statements, traffic impact assessments; travel plans, heritage impact statements, landscape, ecological and archaeological statements being a number.	Reference might be made at various places within the NDP where such statements relating to the public realm may be necessary.
1.2.1	Parking does not dominate the external spaces, especially where the introduction of parking would conflict with the pedestrian environment or detract from a specific feature of historical importance.		This is a design issue that can be covered by a NDP policy but would fit more appropriately into one on highway/transportation matters.	Include within a NDP policy on highway matters

1.2.2	Outdoor spaces should enhance the public realm through enabling increased interaction within the community.	This is a design issue that can be covered by a NDP policy but would fit more appropriately into one on design of open space/green infrastructure.	Include within a NDP policy on residential and/or townscape design
1.2.3	Natural features are incorporated and are appropriate to the location, including water features and the use of native Herefordshire species and trees that do not dominate street frontages when fully grown.	This is a predominantly a design issue that can be covered by a NDP policy but would fit more appropriately into one on landscape matters, including reference to planting appropriate trees for the location.	Include within a NDP policy on landscape matters.
1.2.4	Consideration has been given to supporting and encouraging wildlife friendly habitats and biodiversity as an integral part of the development. This could, for example, be incorporating Swift boxes or Bat boxes into the design of new buildings, showing how lighting should be best included and managed to encourage wildlife and setting aside areas for wildflowers which particularly attract pollinators.	This is a predominantly a design issue that can be covered by a NDP policy but would fit more appropriately into one on biodiversity/the natural environment. Herefordshire Council has a specific Biodiversity SPG which might be referred to.	Include within a NDP policy on biodiversity/the natural environment.
LDG1.3	<b>The design of new residential developments should:</b>	Preamble	N/A
1.3.1	Reflect local and historical context and should not be from a standard palette of developer house types that are non-specific to anywhere in the country.	This is an important design matter that might be included within an NDP policy is an appropriate form.	Include a policy upon residential or general design matters
1.3.2	Be clearly of their time, of variable design and not a pastiche mix of so called 'traditional' styles.	This is an important design matter that might be included within an NDP policy is an appropriate form.	Include a policy upon residential or general design matters
1.3.3	Fully integrate 'affordable housing' into the development sites without grouping in specific areas.	This is an important design matter that might be included within an NDP policy is an appropriate form. It might be included within a general/residential design policy or one specific to affordable housing.	Include a policy upon residential/general design matters or one

				specific to affordable housing.
1.3.4	Deliver 'affordable housing' in such a way that it is not identifiable from market housing in terms of quality and design.		This very similar to 1.3.3 and again might be included within a general/residential design policy or one specific to affordable housing.	Include a policy upon residential/general design matters or one specific to affordable housing.
1.3.5	Provide building frontages that offer natural surveillance over the 'street' and any areas of public space, avoiding the use of tall boundary treatments adjoining those spaces.		This is an important design matter that might be included within an NDP policy is an appropriate form. It reflects provisions in Secured by Design, to which reference might be made for more detailed guidance.	Include a policy upon residential or general design matters
1.3.6	Demonstrate how innovative design and the increased use of natural materials, incorporating features such as green roofs, have been considered and incorporated wherever possible.		This is an important design matter that might be included within an NDP policy is an appropriate form. However, it presents a number of issues covering architectural design, landscape matters and sustainable design. It may need to be separated into its key elements/intentions with parts being included in a number of design related policies	Include in NDP policies according to how best the various matters might be presented.
1.3.7	Not exceed 2½ storeys.		This is very prescriptive and there may be locations, such as within the central area where buildings are more than 2½ storeys where it would be appropriate to have taller buildings. Reference to scale and massing within a NDP policy on design might contribute towards this as an objective. The approach must be expressed positively.	Include a policy upon residential or general design matters
LDG1.4	<b>When designing in roof windows or planning loft conversions or refurbishments and refits to the rooflines</b>		Preamble	N/A

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	of existing properties, developers are encouraged to take into account:		
1.4.1	That roof, windows and new build extensions relate well to the proportions, roof form and massing of the existing house and neighbouring properties. They should be appropriate in size, scale and proportion to the existing house and adjoining properties and must not be so large as to over dominate the existing roof or to overwhelm their immediate setting.	A specific policy on extensions such as this or references to such within a general design policy might form the basis for matters covered by this guidance, although some of the detail should be included, more appropriately, in a design guidance appendix.	Include a policy upon residential or general design matters.
1.4.2	That householders, designers and architects, when seeking to build or extend existing property rooflines, aim to create attractive and interesting solutions which will enhance the existing surrounding architecture.	A specific policy on extensions such as this or references to such within a general design policy might form the basis for matters covered by this guidance, although some of the detail should be included, more appropriately, in a design guidance appendix.	Include a policy upon residential or general design matters (or a policy specifically on extensions)
1.4.3	That the choice of materials should reflect or complement the character of the existing roof, the rest of the property and the immediate area.	A specific policy on extensions such as this or references to such within a general design policy might form the basis for matters covered by this guidance, although some of the detail should be included, more appropriately, in a design guidance appendix.	Include a policy upon residential or general design matters (or a policy specifically on extensions)
1.4.4	The landscape provisions of this guide.	Many landscape provisions can be covered within a NDP policy and it is unnecessary to provide cross-references within policies.	There is no need for a such a cross-reference.
LANDSCAPE			
LDG2.1	Applications for the development of all sites should ideally be accompanied by a Drainage Strategy setting out:	A requirement to provide drainage strategies may be excessive for some types of development. Certain drainage aspects would be covered by Building	Consider dividing into separate policy approaches for

		Regulations and not the planning system. However, drainage can be a material consideration, and, in some instances, proposals can create benefits to the community and to wildlife. Storm/flood water drainage matters are wastewater drainage should now be considered separately and a policy approach based upon this would be more appropriate	storm/flood water and wastewater and whether policy advise is needed in the NDP.
2.1.1	Details of the integration of a sustainable drainage strategy (SUDS) to address all surface water run-off from the development site.	This can be covered by a policy within the NDP	Include a policy upon storm water drainage or in association with other related matters.
2.1.2	The approach to foul drainage.	This can be covered by a policy within the NDP	Include a policy upon foul drainage or in association with other related matters or cross refer to the relevant policy in Herefordshire Local Plan Core Strategy.
2.1.3	Any proposed infrastructure improvements and how these will be delivered.	It is presumed that this refers to other drainage infrastructure improvements. The only outstanding matter is considered to be flood risk and this might be covered with 2.1.1 above in a comprehensive policy.	Include in a policy with other related matters.
LDG2.2	<b>Maintaining the landscape character of Ledbury is important and developments should:</b>	Preamble	N/A

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2.2.1	Demonstrate how the landscape design responds to a typical Ledbury rural environment.	This can be covered by a policy within the NDP	Include within a comprehensive landscape policy.
2.2.2	Demonstrate the use of high quality and durable surfaces that are sensitive to the Ledbury environment.	This can be covered by a policy within the NDP	Include within a comprehensive landscape or townscape policy.
2.2.3	Demonstrate how the use of boundary treatments is sensitive to the Herefordshire countryside or the specific environment. (See Appendix 1.0 for further definition.)	This can be covered by a policy within the NDP	Include within a comprehensive landscape policy.
2.2.4	Utilise a variety of parking formats so that car parking does not dominate the landscape and avoids the use of rear parking courtyards unless it can be demonstrated it would contribute to the character and appearance of the surrounding area - for example, where houses front onto open green spaces with rear served dwellings, which softens the green space and removes detracting street clutter and vehicles from the public open space.	This is a design issue that can be covered by to some extent by a NDP policy but would fit more appropriately into one on highway/transportation matters. Herefordshire Council has design guidance for new development that would need to be taken into account. However, there are design elements that it does not covered which are highlighted in this provision that may need to be highlighted	Include principles within a NDP policy on highway matters.
2.2.5	Demonstrate how the external and street lighting design is appropriate to the area and minimises light pollution whilst providing a safe environment.	This can be covered to some degree within a NDP policy although street lighting is a matter for the Highway Authority.	Include lighting within an appropriate design policy so far as is possible.
LDG2.3	<b>Planting and soft landscaping should be an integral part of new developments and should:</b>	The need for landscape proposals to be an integral part of designs for most developments should be required through a NDP policy	Include within a comprehensive landscape policy.
2.3.1	Utilise native Herefordshire species.	This can be covered by a policy within the NDP although must take into account the appropriateness of any tree for its location and climate change.	Include within a comprehensive landscape policy.



2.3.2	Introduce trees, and particularly into street scenes, that are carefully considered so that they contribute positively to the public realm and do not become dominant when fully grown.	This can be covered by a policy within the NDP although must take into account the appropriateness of any tree for its location and climate change.	Include within a comprehensive landscape policy.
2.3.3	Consider adding water features such as ponds and streams to support wildlife diversity and improve community quality of life.	This is a predominantly a design issue that can be covered by a NDP policy but would fit more appropriately into one on biodiversity/the natural environment. Herefordshire Council has a specific Biodiversity SPG which might be referred to. Legislation is proposed to require net gains in biodiversity through development and such measures may be promoted through such a policy.	Include within a NDP policy on biodiversity/the natural environment.
LDG2.4	All new developments should be designed so that they improve non-vehicular connectivity, both to and within the town and to and within surrounding countryside, and integrate into the wider cycling, pedestrian and disabled access footpath networks. Furthermore, as applicable, they should demonstrate how they:	This is a design issue that can be covered by to some extent by a NDP policy but would fit more appropriately into one on highway/transportation matters. Herefordshire Council has design guidance for new development that would need to be taken into account.	Include principles within a NDP policy on highway matters.
2.4.1	Connect to Ledbury town's existing footpath and cycle path network as a basis for their design.	This is a design issue that can be covered by to some extent by a NDP policy but would fit more appropriately into one on highway/transportation matters. Herefordshire Council has design guidance for new development that would need to be taken into account.	Include principles within a NDP policy on highway matters.
2.4.2	Provide connections within the development to give priority to pedestrians, cyclists and disabled access over vehicle use.	This is a design issue that can be covered by to some extent by a NDP policy but would fit more appropriately into one on highway/transportation matters. Herefordshire Council has design guidance	Include principles within a NDP policy on highway matters.

			for new development that would need to be taken into account.	
2.4.3	Provide positive and appropriate connections to public rights of way giving access to the wider landscape.		This is a design issue that can be covered by to some extent by a NDP policy but would fit more appropriately into one on highway/transportation matters.	Include principles within a NDP policy on highway matters.
LDG2.5	<b>Where possible all residents should have the opportunity to grow food, so developments are encouraged which:</b>		Preamble	N/A
2.5.1	Include gardens to all houses which provide an opportunity for a growing area which still offers additional suitable private amenity space.		Residential garden areas provide opportunities for a range of incidental activities such as gardening, leisure and children's play. Choices are made by residents as to how these are used. Growing of vegetables may become more important for health benefits and to mitigate climate change by, for example, reducing haulage miles. Residents should be afforded a degree of privacy. Layout designs should aim for dwellings to be set back sufficiently from the eaves of a dwelling or to provide reasonable space between buildings to protect neighbouring privacy and minimise overlooking. Overlooking of gardens may be unacceptable where it would result in an intrusive, direct and uninterrupted view from a main room, to the most private area of the garden, which is often the main sitting out area adjacent to the property. As a general rule of thumb this area is the first 3-4 metres of a rear garden, closest to the residential property.  Reference to protection of residential amenity and the provision of sufficient garden space that would enable residents to enjoy their use with appropriate degrees	Include a policy upon residential or general design matters

2.5.2	<p>Consider how, where opportunities for growing areas are not possible for individual gardens, it could be possible to provide for an equivalent access to allotments or community growing areas (this also applies to apartments or mews style properties without gardens).</p>	<p>of privacy might be included within a NDP residential design policy.</p> <p>Individual dwellings should normally provide gardens of sufficient size to meet the general needs of individual families in accordance with the above. The provisions in LDG guidance is assumed to refer to off-site or communal provision which may arise from either:</p> <ol style="list-style-type: none"> <li>1. Dwellings such as flats where there are communal areas serving residents; or</li> <li>2. Residents who wish to have larger gardens than might generally be provided and wish to use allotments.</li> </ol> <p>Open space provision is normally sought based on standards that are or have been set. The standard can include on-site and off-site provision, with developer making contributions to the latter both to provide for larger community-based needs, such as parkland and recreation areas, and off-site contributions to equal benefit for provision that should normally be made on site. Herefordshire Core Strategy policy OS2 refers to 'applicable set standards of quantity, quality and accessibility' which are indicated to be those set by Fields in Trust, Sports England and Natural England. Not all potential open space needs are covered by these. Consideration might be given to setting out open space standards within the NDP to cover any gaps.</p>	<p>Consider setting out open space standards within the NDP or rely upon those set out in Herefordshire Core Strategy, explaining what types of open space is required.</p>
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LDG2.6	<b>All new developments should be designed to carefully integrate waste and recycling facilities and should:</b>	These matters might fall under the heading of sustainable design and be included within a NDP policy on sustainable development	Consider whether it is possible to include this within a sustainable design policy.
2.6.1	Incorporate dedicated storage for waste and recycling for residential developments at a suitable capacity for current or foreseeable collection levels. This should be in a manner that is discreet and carefully considered either within the ownership boundary of each dwelling or as central shared waste and recycling storage or a combination of both.	This guidance covers capacity in terms of provision and location/design of storage areas in residential development. In relation to the first Herefordshire Council sets service standards for the collection of household waste. The second is a design issue that might be covered to a degree within a NDP policy with more detail added in the policy's supporting statement	Consider whether it is possible to include this within a sustainable design policy.
2.6.2	Provide adequate storage for commercial waste in a manner that does not impact on the public realm.	There are various forms of commercial (or trade) waste, some of which may be hazardous materials and also others for which licences under other legislation may be required. Storage provision for commercial waste can adversely affect the amenity and appearance of an area and should be planned for to reduce such effects. The effect can vary according to the particular location and approaches to tackling problem areas is not easily dealt within a NDP policy	Refer to screening of materials and non-hazardous waste where this may be required in association with industrial, commercial or similar development.
LDG2.7	<b>New developments will be supported that:</b>	Preamble	N/A
2.7.1	Protect and enhance existing natural features of sites that have importance with regard to their biodiversity and make them accessible to all.	This is a predominantly a design issue that can be covered by a NDP policy but would fit more appropriately into one on biodiversity/the natural environment. Herefordshire Council has a specific Biodiversity SPG which might be referred to. Legislation is proposed to require net gains in	Include within a NDP policy on biodiversity/the natural environment.

		biodiversity through development and such measures may be promoted through such a policy.	
2.7.2	Create new habitats within sites or the wider town, such as a small wetland nature reserve.	This is a predominantly a design issue that can be covered by a NDP policy but would fit more appropriately into one on biodiversity/the natural environment. Herefordshire Council has a specific Biodiversity SPG which might be referred to. Legislation is proposed to require net gains in biodiversity through development and such measures may be promoted through such a policy.	Include within a NDP policy on biodiversity/the natural environment.
LDG2.8	<b>Given the tourist and holiday importance to the Ledbury parish economy, the development of chalet, caravanning and camping sites is encouraged, but they should reflect the provisions of this guide so that:</b>	This is a planning policy issue that ought to be covered appropriately within the NDP.	Determine whether an appropriate policy can be drafted on caravan (static and touring) /camping/chalet sites to include within the NDP
2.8.1	Proposals are ideally either located within an existing development boundary or on suitable previously developed land. Proposals not within these preferred locations will be expected to demonstrate how the development can nevertheless meet the landscape sensitivity provisions of this guide.	This comprises criteria for a policy covering chalet/caravan/camping sites	Determine whether an appropriate policy can be drafted to include within the NDP
2.8.2	The proposed development is of appropriate scale considering the character of both the site and its surroundings, including the site's existing or potential relationships with close-by settlements and any important focal points such as views and historic buildings.	This comprises criteria for a policy covering chalet/caravan/camping sites	Determine whether an appropriate policy can be drafted to include within the NDP

2.8.3	The site is of a sufficient size to accommodate the proposal without prejudicing any appropriate provision of ancillary facilities such as soft landscaping and parking and service areas. The scale of the development should be compatible with, and fit comfortably into, its surroundings.	This comprises criteria for a policy covering chalet/caravan/camping sites	Determine whether an appropriate policy can be drafted to include within the NDP
LDG2.9	<b>New agricultural building proposals will be supported that show:</b>	This is a planning policy issue that ought to be covered appropriately within the NDP. However, not all agricultural buildings require planning permission. It may also be useful to define agricultural buildings – would this include, for example, polytunnels?	Determine whether an appropriate policy on agricultural buildings can be drafted to include within the NDP
2.9.1	Wherever possible, new agricultural buildings will be appropriately located in or adjacent to existing farmsteads or other farm buildings. Proposals for any new agricultural building located near to existing farmsteads should not dominate the existing farmstead, but instead, respect for the existing farmstead plan type should always be maintained.	This comprises criteria for a policy covering agricultural buildings. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix.	Determine whether an appropriate policy can be drafted to include within the NDP.
2.9.2	The building style, scale, massing and siting of any new building respects and will be complementary to the local landscape character and should not cause significant adverse effects on visual amenity. The visual impact of a larger building should be limited by the use of a series of shorter span portal frames to reduce elevations and create a lower roof height than a single span roof.	This comprises criteria for a policy covering agricultural buildings. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix.	Determine whether an appropriate policy can be drafted to include within the NDP.
2.9.3	The scale and mass of larger buildings will be broken up by setting back or projecting some sections of the building or by stepping the roofline. Overhanging eaves are encouraged to create a shadow line, making buildings appear smaller than they are. Consideration should be	This comprises criteria for a policy covering agricultural buildings. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix.	Determine whether an appropriate policy can be drafted to include within the NDP.



	given to constructing two smaller buildings rather than one large building, particularly where the topography is steeply sloping and there is limited space for development.		
2.9.4	When building on sloping ground, buildings are proposed to be constructed on lower rather than higher slopes, and on a break in the slope. This reduces both the visual impact and the need for earth movements and alterations in land form.	This comprises criteria for a policy covering agricultural buildings. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix.	Determine whether an appropriate policy can be drafted to include within the NDP.
2.9.5	Landscaping schemes will include a backdrop of mature trees or hills to reduce the building's visual impact. However the emphasis should be on alleviating visual impacts through good siting and design rather than through screening and mitigation measures.	This comprises criteria for a policy covering agricultural buildings. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix. Alternatively, reference may be made to an appropriate landscape policy.	Determine whether an appropriate policy can be drafted to include within the NDP.
2.9.6	New agricultural buildings will enhance the diverse existing built character, with historic features such as hop kilns and timber framed barns being retained.	This comprises criteria for a policy covering agricultural buildings. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix.	Determine whether an appropriate policy can be drafted to include within the NDP.
2.9.7	The use of materials and colours takes into account the landscape provisions of paragraph LDG 2.11.	This comprises criteria for a policy covering agricultural buildings. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix. Alternatively, reference may be made to an appropriate landscape policy.	Determine whether an appropriate policy can be drafted to include within the NDP.
LDG2.10	<b>Development proposals in the wider Ledbury countryside will be supported that demonstrate they respond positively to the following general design principles relevant to each local Landscape Character</b>	The Landscape Character Types covering the Town area might be included in a general landscape policy	Include within a comprehensive landscape policy.

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	Type (or LCT). (For more information on LCTs see Appendix 2.)	that might specify the need to retain the relevant characteristics.	
2.10.1	The clustered settlement pattern with unsettled land between should be maintained and buildings should be set back from the road in their own grounds.	This comprises criteria for a policy covering landscape character. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix.	Determine whether an appropriate policy can be drafted to include within the NDP.
2.10.2	New domestic development, alterations and conversions should respect the simple character in design, materials and massing.	This comprises criteria for a policy covering landscape character. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix.	Determine whether an appropriate policy can be drafted to include within the NDP.
2.10.3	Development should enhance or be complementary to the characteristic mix of materials including timber, red brick and limestone, for example by including a red brick chimney or a stone extension on a timber-framed building or including a stone plinth on a red brick building. Designs should respect the dominant local character by protecting and creatively enhancing local characteristics such as large exterior chimneys, broad over projections, or steeply pitched roofs.	This comprises criteria for a policy covering landscape character. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix.	Determine whether an appropriate policy can be drafted to include within the NDP.
2.10.4	In all areas external lighting should be kept to a minimum in all development to minimise impacts on dark skies. New lighting should minimise light spillage into adjoining areas and the sky. Schemes should demonstrate good practice, such as using low energy bulbs, directing lighting downwards, keeping lighting low to the ground and fitting hoods or shields to minimise light spillage. Motion sensors should be used to avoid permanently lit outside lights.	Lighting is covered in 2.2.5 above. This can be covered to some degree within a NDP policy although many of the elements are beyond the scope of planning controls and could only be covered through guidance.	Include lighting within an appropriate design policy so far as is possible.

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2.10.5	The characteristic mixed species hedgerows and buildings set among a backdrop of native trees including oak, hazel and birch should be maintained and enhanced. Boundaries should normally comprise thick, mixed species native hedgerows, or stone walls in the more settled areas. All mature and veteran trees should be retained wherever possible.	This comprises criteria for a policy covering landscape character. However, it may be too detailed and certain elements might either be included in the policy's supporting statement or in an appendix.	Determine whether an appropriate policy can be drafted to include within the NDP.
LDG2.11	<b>All new developments should be designed to incorporate the use of appropriate colours to reduce the visual effects of buildings on the landscape so that:</b>	This issue might be linked with guidance on materials and included in a general design policy within the NDP	Determine whether an appropriate design policy can be drafted to include within the NDP.
2.11.1	Development proposals demonstrate an understanding of the important contribution colour makes to the special character and local distinctiveness of the area.	This is process guidance rather than design guidance	This might be referred to within the supporting statement of a design policy.
2.11.2	Due thought has been given in consideration of the use of colour when selecting materials and finishes. This is to ensure not only that new developments fit with the special landscape of the nearby Malvern Hills AONB, but also to the surrounding beautiful countryside of Ledbury parish.	The first element of this is process guidance rather than design guidance and duplicates the above. For the second part – see the below	Determine whether an appropriate design policy can be drafted to include within the NDP together with its supporting statement.
2.11.3	Guidance on appropriate materials and colour use has clearly been taken from the publication of 'Malvern Hills Area of Outstanding Natural Beauty - Guidance on the Selection and Use of Colour in Development'. (See Appendix 2 for more information.)	The reference to this guidance is useful and might be included in a design policy with specific reference to that part of the plan area falling within the AONB. Its wider application might be referred to within a policy's supporting statement.	Determine whether an appropriate design policy can be drafted to include within the NDP together with its supporting statement.



SUSTAINABILITY				
LDG3.1	It is desirable that all applications for new residential developments are encouraged to demonstrate in the Design and Access Statement how measures have been taken to design energy efficient dwellings and developments which should achieve at least one of the following:	Nationally based energy efficiency requirements for dwellings are currently covered by Building Regulations and requiring submission of details within a Design and Access Statement cannot be a requirement. However, other sustainability requirements may be relevant to planning decisions and worth including in a specific NDP policy.	Nationally based energy efficiency requirements for dwellings are currently covered by Building Regulations and requiring submission of details within a Design and Access Statement cannot be a requirement. However, other sustainability requirements may be relevant to planning decisions and worth including in a specific NDP policy.	Consider whether a more comprehensive Sustainable Design policy might be included in the NDP
3.1.1	Passivhaus certification or equivalent.	Specifying this as an example of good practice within a policy's supporting statement is useful. However, currently it is not possible to require standards higher than those set out in the Building Regulations.	Specifying this as an example of good practice within a policy's supporting statement is useful. However, currently it is not possible to require standards higher than those set out in the Building Regulations.	Consider referring to an example of good practice within the supporting statement to a relevant policy
3.1.2	Meet national technical standards and necessary Building Regulations and achieve high credits for energy. Developments should also demonstrate how they have been designed to take into consideration building orientation, solar gain, high levels of insulation and airtightness as best practice for a Passivhaus design approach, which aims for zero carbon emissions.	To an extent the first part of this provision duplicates other provisions. However, reference to other design elements such as building orientation can be useful and included within a sustainable design policy	To an extent the first part of this provision duplicates other provisions. However, reference to other design elements such as building orientation can be useful and included within a sustainable design policy	Consider as part of a more comprehensive Sustainable Design policy might be included in the NDP
3.1.3	Meet national technical standards and necessary Building Regulations in combination with achieving a minimum of AECB Silver Standard.	Specifying this as an example of good practice within a policy's supporting statement is useful. However, currently it is not possible to require standards higher than those set out in the Building Regulations.	Specifying this as an example of good practice within a policy's supporting statement is useful. However, currently it is not possible to require standards higher than those set out in the Building Regulations.	Consider referring to an example of good practice within the supporting statement to a relevant policy
LDG3.2	It is desirable that all applications for new commercial developments are encouraged to demonstrate in the Design and Access Statement how measures have been	Nationally based energy efficiency requirements for dwellings are currently covered by Building Regulations and requiring submission of details within a Design and Access Statement cannot be a	Nationally based energy efficiency requirements for dwellings are currently covered by Building Regulations and requiring submission of details within a Design and Access Statement cannot be a	Consider whether a more comprehensive Sustainable Design

	<b>taken to design energy efficient buildings and should achieve at least one of the following:</b>	requirement. However, other sustainability requirements may be relevant to planning decisions and worth including in a specific NDP policy.	policy might be included in the NDP
3.2.1	Passivhaus certification or equivalent.	Specifying this as an example of good practice within a policy's supporting statement is useful. However, currently it is not possible to require standards higher than those set out in the Building Regulations.	Consider referring to an example of good practice within the supporting statement to a relevant policy
3.2.2	BREEAM Excellent or higher and achieve BREEAM Outstanding for the energy section of the assessment. Developments should also demonstrate how they have been designed to take into consideration building orientation, solar gain, high levels of insulation and airtightness as best practice for a Passivhaus design approach, which aims for zero carbon emissions.	Specifying this as an example of good practice within a policy's supporting statement is useful. However, currently it is not possible to require standards higher than those set out in the Building Regulations.	Consider referring to an example of good practice within the supporting statement to a relevant policy
3.2.3	BREEAM Excellent in combination with achieving a minimum of AECB Silver Standard.	Specifying this as an example of good practice within a policy's supporting statement is useful. However, currently it is not possible to require standards higher than those set out in the Building Regulations.	Consider referring to an example of good practice within the supporting statement to a relevant policy
LDG3.3	<b>Refurbishment of existing buildings:</b>	Preamble	N/A
3.3.1	Achieving Passivhaus EnerPHit certification will be encouraged. Where this is not achievable it should be demonstrated, within the Design and Access Statement for such projects, how energy efficiency has been addressed and ensured.	This would need to be more specific in terms of what forms of development it covers in order to determine whether it falls within planning controls such that a Design and Access Statement might be required. Again, currently it is not possible to require standards higher than those set out in the Building Regulations.	Consider referring to examples of good practice within the supporting statement to a relevant policy or in an appendix
LDG3.4	<b>Renewables:</b>	Preamble	N/A



3.4.1	All developments should demonstrate in their Design and Access Statement that consideration has been given to renewable energy sources and justification provided if these have not been included.	This is process guidance rather than design guidance to which negative responses would meet the requirement. A better approach would be to describe, through examples, measures that should be considered. There are forms of development to which such a requirement might not apply.	Indicate a requirement within a policy and supporting statement, as appropriate, upon sustainable design.
LDG3.5	<b>Sustainable transport:</b>	Preamble	N/A
3.5.1	All developments should comply with design guide clause LDG 2.4	No need for duplication	See responses to LDG2.4
3.5.2	All developments should demonstrate in their Design and Access Statement how sustainable transport methods have been considered and implemented in the layout and design of the site.	This is a design issue that can be covered by to some extent by a NDP policy but would fit more appropriately into one on highway/transportation matters and/or sustainable design. Herefordshire Council has design guidance for new development that would need to be taken into account. There are forms of development to which such a requirement might not apply.	Include principles within a NDP policy on highway matters or sustainable design.
3.5.3	It is desirable that all houses, including social housing, provide adequate and secure covered storage for cycles (allowing space for 1 cycle per bed space) and mobility scooters, with level access to the highway within the ownership boundary of each property. It would also be desired that secure and combined electric cycle, mobility scooter and electric vehicle recharging points be included at each property.	This is a design issue that can be covered by to some extent by a NDP policy but would fit more appropriately into one on highway/transportation matters and/or sustainable design. Herefordshire Council has design guidance for new development that would need to be taken into account.	Include principles within a NDP policy on highway matters or sustainable design.
LDG3.6	<b>Providing better highway design in new developments to minimise the impact of traffic:</b>	Preamble	N/A

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3.6.1	Ledbury Town Council will work with Herefordshire Council and developers to provide improved highway design in new developments and minimise the impact of traffic. Highway design in new developments should minimise visual impact and encourage highways safety. Schemes should aim to provide an attractive and safe environment which encourages transport by means other than the private car and which supports pedestrians and cyclists. Against this background, the following design principles will be encouraged wherever possible.	This comprises a number of elements. The first matter is not a design one but reflects Core Strategy policy SS4 and might be covered by a similar policy in the NDP. The second part covers highways development management and should be consistent with Herefordshire Council's Design Guide for New Development. The third duplicates sustainable/active travel measures. All three might form policies within the NDP	Include principles within one or more NDP policies on highway matters or sustainable design.
3.6.2	Schemes should take account of the existing character of the road and traffic flow and not over-specify, to avoid encouraging speed increases.	This is a highways development management criterion and any design guidance should be consistent with Herefordshire Council's Design Guide for New Development.	Include appropriate principles within a NDP policy on highway matters
3.6.3	Interventions should be minimised and materials and colours used which are sympathetic to the landscape. Landscaping should include locally characteristic natural vegetation to enhance and soften new road schemes. Road surfacing should use local stone. Yellow road markings should be narrow and colour No.310 (primrose) should be used. New barriers and safety fences should only be erected where there is a proven need and timber clad barriers should be used whenever possible.	Most of these matters relate to highways which are outside of the scope of the planning system. Landscape matters should be covered within a landscape policy where this is appropriate. Road surfacing and barriers need to be appropriate for the location and purpose. Road markings are not a planning matter although the approach suggested may be encouraged in certain locations, in particular within conservation areas.	Consider whether the issues might to covered in various NDP policies.
3.6.4	Signage should be minimised. 'Flag signs' should be used to indicate side roads. Traditional finger posts and milestones should be retained wherever possible. Signs and poles should be sited against a backdrop of hedges or trees to avoid breaking the skyline and be painted in appropriate colours to blend into the landscape and	The types of signs referred to appear to be highway signs provided by the Highway Authority and do not generally fall to be considered as part of any planning application and would be outside of the scope of an NDP. Within Ledbury Conservation Area, the specific duty to preserve or enhance would apply	This matter should be discussed through any liaison mechanism that may be available to the Town Council so that an approach

	street scene. Backboards should not be used unless it is demonstrated they are essential.		might be agreed that addresses this matter.
3.6.5	Public lighting should be limited to footway lighting, be white in colour and fully cut off to avoid light pollution. The use of bollards should be avoided.	This is a highway matter outside of planning control and is associated with safety. Guidance for developers is provided within Herefordshire Council's Design Guide for New Development. This includes reference to the approaches being taken within the countryside and conservation areas. It is understood that Herefordshire Council has replaced all its lights with low energy bulbs as a conservation matter.	The matter should be addressed through reference to Herefordshire Council's Design Guide for New Development
CONSULTATION			
LDG4.1	<b>Developers wishing to submit applications for new residential developments larger than 10 dwellings and commercial developments larger than 500 square metres are encouraged to:</b>	Herefordshire Council has an adopted Statement of Community Involvement (SCI) that sets out consultation duties in relation to planning applications (and other planning matters). The approach is based upon agreeing methods and timetables with groups and individuals who should be involved.	Developers should be referred to HC's Statement of Community Involvement
4.1.1	Make contact with Ledbury Town Council and provide details of the proposed site and the nature of the development and, if requested, attend a meeting to discuss the application prior to submitting the consultation.	The Town Council might set out its initial thoughts on the most appropriate approach developers should take in relation to consultation with it. It can encourage such an approach, but this cannot be expressed as a planning policy or a specific requirement. The Town Council should be open to discussion about a range of possible approaches.	Approaches to consultation with the Town Council and local community might be made in a section on Implementation and Monitoring within the NDP.
4.1.2	Undertake a minimum of 2 community consultations prior to a planning application being submitted. The first would be a session before any designs have been developed to gauge local opinion and gather information	The Town Council should be open to discussion about a range of possible approaches and these might	A statement in the NDP might set out its willingness to discuss

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	from the community in order to inform the design process. This would be followed by a consultation prior to the application to enable feedback on the design being submitted and how it reflects and responds to community concerns. Additional consultations between these should be considered if appropriate to the feedback and to refine proposals.	usefully be based upon Herefordshire Council's Statement of Community Involvement.	consultation approaches.
4.1.3	Consultation sessions should be advertised in the local media, be advertised on town notice boards and details provided on the Town Council website. Advertisements should be made at least 2 weeks prior to consultation sessions taking place.	Publicity for consultation arrangements with the town council and community beyond those in the SCI might be encouraged but this cannot be expressed as a planning policy.	A statement in the NDP might set out its willingness to discuss consultation approaches.
4.1.4	If requested by the Ledbury Town Council, prior to final planning application, present the proposals prior to a planning application being submitted.	Developers could be advised that, for certain developments, the Town Council would be willing to receive a presentation, although the Town Clerk's advice upon how this would fit into public speaking at Council meetings would be affected and whether provision would also need to be made for opponents/other parties to speak.	A statement in the NDP might set out its willingness to discuss consultation approaches.
LDG4.2	<b>It would be desired that development applications that fall within the criteria set out on LDG 4.1 demonstrate in the Design and Access Statement:</b>	The SCI includes the submission of a statement on any consultation exercise as a duty on developers. This would be separate to a Design and Access Statement.	Reference should be made to the duties on consultation included within Herefordshire Council's Statement of Community Involvement
4.2.1	How the criteria set out in LDG 4.1 have been achieved.	The Community Consultation Statement might usefully contain information about the approach taken to those elements listed under LDG4.1	Reference should be made to the duties on consultation included within Herefordshire



			Council's Statement of Community Involvement
4.2.2	The number of people that have attended or responded to each consultation session.	The Community Consultation Statement might usefully contain this information	As above
4.2.3	What information was presented at each consultation session and the feedback received. All relevant feedback should be included (it is understood that not all concerns can be met).	The Community Consultation Statement might usefully contain this information	As above
4.2.4	How the proposals were developed at each stage to integrate feedback received at consultations and if relevant set out the reasons for not being able to integrate feedback into the designs.	The Community Consultation Statement might usefully contain this information	As above
LDG4.3	<b>In order to prove their design quality, new developments will be supported if:</b>	Preamble	N/A
4.3.1	They have been presented and developed with MADE or an appropriate similar body through their design review process.	Design Review is a useful tool, especially for major developments and important developments within Ledbury Conservation Area. MADE has recently combined with a neighbouring organisation to form Design Midlands Services. A fee is involved for its services. There is also a Design Review Panel run by the Design Council and Historic England also utilise design reviews. These are most often used for major schemes. Developers can be encouraged to use such panels, but it cannot be a requirement. Where it is felt that the scale of development and design is so important, Herefordshire Council should be asked to confirm whether it has sufficient design resource to	A statement encouraging the use of design review in appropriate circumstances might be included in association with a NDP Design policy.

			consider a particular proposal without seeking external assistance.	
<b>DESIGNED FOR LIFE</b>				
LDG5.1	<b>It is desired that all applications for all new residential developments would:</b>	Preamble		N/A
5.1.1	Achieve Lifetime Homes Standard. If this is not possible, as a result of significant site constraints for example, then reasons for non-compliance should be set out in the Design and Access Statement accompanying the planning application.	Most of the provisions in this standard relate to internal standards and arrangements and these cannot currently be determined through planning applications. Part M of the <u>Building Regulations</u> includes requirements aimed in a similar direction to the Lifetime Homes Standards, but generally not going quite as far. Reference might be made to encouraging achieving these standards, but it cannot be a planning policy requirement.	Possibly include support for this standard in a supporting statement to a housing design policy should it be envisaged that further housing is to be promoted.	
LDG5.2	<b>Applications for all new residential developments which integrate the following will be supported:</b>	Preamble		N/A
5.2.1	Dwellings within the development that provide accommodation for elderly and/or disabled persons linked to other house types.	Herefordshire Local Plan Core Strategy policy H3 covers this issue. Although it seeks a range of accommodation to ensure a balanced community it contains specific reference to sites of 50 or more being dwellings expected to provide for elderly people and people with additional needs. It also refers to housing for single young people. That policy also points to considering the latest Local Housing Market Assessment that provides evidence of the need for an appropriate mix and range of housing types and sizes.	Should the NDP contain any sites of sufficient size within its revision, specify the types and range of housing to meet local needs in a specific NDP policy.	
5.2.2	A mix of housing densities across large sites in particular, to avoid monotonous development layouts.	This is a design issue for larger housing sites.		As above.

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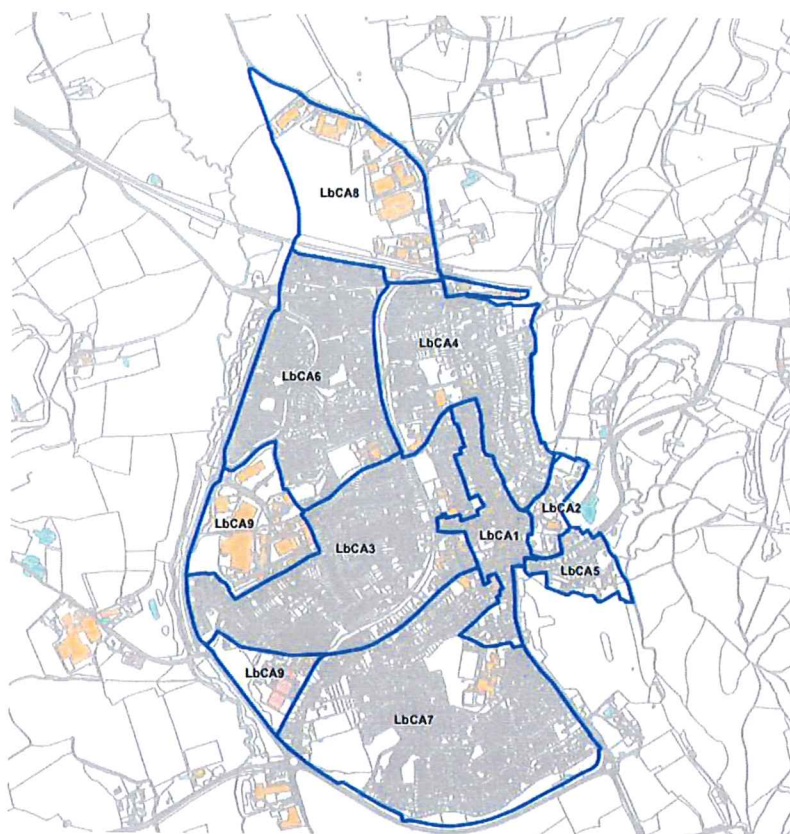
5.2.3	Dwellings of a suitable size and cost to allow local people to reside within Ledbury and to support first time buyers.	Core Strategy policy HF seeks a range of housing types including for single young people. That policy also points to considering the latest Local Housing Market Assessment that provides evidence of the need for an appropriate mix and range of housing types and sizes. This would include house sizes and affordable housing, which includes intermediate housing, of which forms of low-cost home ownership forms part.	As above.
5.2.4	Dwellings or groups of dwellings for elderly persons within residential developments.	Duplicates 5.2.1	As above.



## **APPENDIX 2: Design Influences for Ledbury Character Areas**

The following characteristics and features have been identified for various areas within the built-up area of Ledbury which should be used to inform the design and/or appearance of new development within them, including alterations and extensions. The areas comprise those defined in Ledbury Rapid Townscape Assessment<sup>26</sup> and the characteristics distilled mainly from that document, with some limited additions where these relate to matters from the previous Ledbury Design Guide that are considered useful.

Changes to details such as doors and windows, the creation of parking forecourts and alterations to boundary features can erode local character. However, within residential streets outside of Ledbury Conservation Area a balance should be drawn between the importance of maintaining local distinctiveness and enabling residents to achieve their ambitions in terms of new dwellings or alterations and extensions to existing properties that meet their aspirations in terms of improvements. In these areas the aim should be to reflect the scale of development and to incorporate some locally distinctive features found within the particular residential streets so that the neighbourhood's identity is maintained or reinforced through an appropriate degree of coherence in terms of design.



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**Map showing Ledbury Rapid Townscape Assessment Character Areas** (Source Herefordshire Council)

<sup>26</sup> <https://www.herefordshire.gov.uk/downloads/file/1687/ledbury-rapid-townscape-assessment>

### **Ledbury Historic/Commercial Core Character Area (Reference LbCA1)**

- This forms part of the central commercial and historic area of Ledbury and also the core of the Conservation Area where there is a requirement to preserve or enhance its character and/or appearance.
- The character area should continue to maintain a strong sense of place informed by its history, medieval plan-form, and historic buildings.
- Townscape density is high and street frontages are generally continuous. Most buildings are of two or three storeys. Building frontages are generally regular in width, based on historic burgage plots, except where plots have been amalgamated to accommodate banks and inns.
- The burgage plot frontages should maintain a regularity of scale with a variety of architectural designs and materials based upon locally distinctive precedent (e.g., timber framed buildings; Georgian brick or rendered facades), and including roofscape features (e.g., gables; parapets; pediments).
- The commercial character of this town centre and commercial area should be enhanced by reflecting traditional shopfronts (both in terms of scale and detailed design) and signage.
- The form, scale, features and nature of buildings within the area's streets is important and change should be informed by a thorough and detailed analysis of any site and its surroundings through Historic Impact Assessments where appropriate.
- The design and appearance of shop fronts, including signage, should reflect the character of the building within which they sit and shop keepers encouraged to maintain attractive displays.
- The following street characteristics are considered relevant considerations:

**High Street:** The medieval wedge-shaped marketplace dominates the character of High Street with its 17th Century timber-framed Market Hall. Townscape density is high and street frontages are generally continuous. Most buildings are of two or three storeys, with a concentration of three-storey buildings on the east side set at the rear of the footway. The mix of buildings include those with timber-framing and jettied (oversailing) upper floors and buildings that have been re-fronted in brick or render and fitted with sash windows, shopfronts and parapets. The west side of High Street displays greater irregularity. Private alleyways giving access to the rear are important. The visual amalgamation of frontages should be avoided. Building frontages are generally regular in width, based on historic burgage plots, except where plots have been amalgamated to accommodate banks and inns. Some rendered frontages have inserted shopfronts concealing timber frames, indicated by jettied upper stories. On the west side the 19<sup>th</sup> Century two-storey and stone St Katherine's Hospital, 14th Century sandstone rubble St Katherine's Hall; and the 15th Century timber-framed Master's House form an important group that should be protected, including their settings. Although tree planting within and walling surrounding the adjacent car park offers some mitigation to the effect on their settings, further enhancement would benefit the townscape.

**Church Lane:** should maintain its cobbled pedestrian form and sense of enclosure through the combination of timbered framed and red brick mostly two-storey buildings. Detail is important through reflecting locally distinctive features such as jettied upper floors, occasional colour washed frontages, and fenestration, among other elements.

**Church Street:** built-form comprises mostly three storey buildings on the north-side and two storey on the south. Its narrow width again heightens the sense of



enclosure which should be retained. The buildings are mostly red brick with some roughcast. The footway is cobbled. Detailing is again important as in Church Lane.

**Bye Street:** the eastern part of the street is quite narrow, reflecting the historic sense of enclosure close to the main street. The street becomes wider as you travel westwards. In places the historic townscape has been replaced by post 1950s commercial or civic buildings, a number of which are set back further than surviving older buildings. Although brick is the predominant material, the age, scale and architectural style varies along the street as do the range of uses, including shops and similar commercial buildings, fire station, ambulance station, and youth centre. Although consistency with the central areas historic form reduces as you travel westwards, the potential to strengthen this link should be taken where opportunities arise. There are gaps in the street frontage. A number of forecourts and parking areas present incongruous features.

**The Homend:** has a long slightly curving nature of the street with a continuous frontage comprising mainly three-storey buildings closer to the town centre with two storey buildings beyond. Commercial uses predominate for most of its length although the north end of the street is primarily residential. It exhibits a variety in terms of architectural form and roofscape. There are a number of timber-framed buildings, some of which are concealed behind later frontages. Timber-framing is an important element within the central core with variations including stucco, jettied upper floors, inserted 19th Century shopfronts, roughcast, exposed medieval cruck-trusses, symmetrical Georgian houses with individual design features, and terraces of plain houses, the latter generally located at the north end of the character area. There are some nineteenth Century Victorian red brick buildings the most prominent of which is the Barratt Browning Institute. Alleyways and carriageways give access to the rear of premises, and in some cases to shops and other commercial premises in refurbished buildings behind the main frontage. As one of the most visible parts of the town centre and Conservation Area, it is essential that any change should reflect its particular characteristics.

**The Southend:** is dominated by timber-framed buildings at the Lower Cross. On the south east side of the junction is Ledbury Park, the largest and very prominent timber framed building in Ledbury. As you travel southwards Ledbury Park gardens is then enclosed by a prominent high brick wall which reduces in scale to include railings above a lower wall further to the south. This is a strong component of the Conservation Area's character in this location. Beyond a limited number of firstly timber framed then brick painted or stucco commercial buildings close to Lower Cross on the west side of Southend, the buildings present a residential character built mainly in red brick on the rear of the footway, initially as three-storey town houses then reducing to a combination of 2 and 3 storey buildings. The southern end of the Conservation Area and this character area is punctuated on the west side by an imposing three storey property, a green gap and then a strongly contrasting small single storey 'dormer' Toll Cottage, whose exceptional and idiosyncratic appearance is added to by a gothic style arched doorway. On the east side, the end of the Ledbury Park wall and Conservation Area are similarly punctuation by the three storey Bowling Green Cottage. There should be no change to the separate characters presented for the two sides of this street.

**New Street:** New Street extends westwards from the Lower Cross. It is narrow at the east end, becoming wider further west. The townscape scale is less regular than elsewhere in the character area, with the exception of Bye Street although the street



frontage is continuous at the east end with gaps further to the west to allow access to the rear of properties. Buildings are of two and three storeys. There is a strong sense of enclosure at the east end where the street narrows and the first floor of a timber-framed building extends over the footway supported by wooden posts, and where the jettied upper floors of several timber-framed buildings (now faced with roughcast) oversail the footway. A mixture of timber frame, white painted brick, stucco and red brick intermingle although lighter colours predominate to reduce the feeling of enclosure. The street is primarily commercial, and enhancement would be through removing the 19th or 20th Century shopfronts.

**Worcester Road:** This extends eastwards from the Lower Cross. The north side is lined by a very regular stuccoed or painted brick frontage of symmetrical 18th Century two storey houses set at the rear of a narrow footway. Common features include prominent doorcases with pediments, and sash windows. Some variation is introduced in the form of several shallow bay windows, several early 20th Century shop windows, and a carriage entrance. The street is primarily residential and should remain so.

### **Ecclesiastical Precinct Character Area (Reference LbCA2)**

- This character area also forms part of Ledbury Conservation Area where character and appearance should be preserved or enhanced.
- The Parish Church of St Michael and All Angels Church sitting within a high walled churchyard of red brick and sandstone rubble dominates this space and provides a quiet green space.
- Lanes enclosed by high walls give access to the churchyard from the south and from the north.
- A dispersed arrangement of large dwellings sit in generous plots as an associated feature surrounding the churchyard on three sides.
- A heavily landscaped park sits just outside its fourth and eastern side.
- A Walled Garden, a landscaped public garden enclosed by a high redbrick wall, sits at the eastern end of Church Street and Church Road and is also a quiet sanctuary close to the town centre.
- The townscape density is low although many of the buildings have large footprints. Most buildings are of two storeys, several with wings of one storey.
- Mature planting of trees and hedgerows play a number of roles including screening and softening the effects development.
- There is little opportunity for further development without the loss of these particular distinctive features.

### **Central-West Civic/Residential Character Area (Reference LbCA3)**

- The area is characterised by a mixture of high density planned residential development both public sector and private, beginning in the mid-19th Century and continuing into the 21st Century.
- The area is generally fine-grained and of high density,
- The large green space comprising the public recreation ground and playground south of Orchard Lane is supported by a smaller public green space and playground at Childer Road and Lower Road, and these are important amenities.
- The Ledbury Town Trail is a green corridor extending through the character area from north to south.
- Important views include looking northeast along New Street where the spire of St Michael and All Angels Church towers above the roofscape; looking east from upper

Bridge Street to views of the wooded slopes of Coneygree Wood; and looking west there are more distant views of wooded hills.

- Much of the development in the area is of a standard and repetitive urban estate form and character. Locally distinctive character and features found within the particular residential streets include:

**Bridge Street/Lower Road:** Houses are set back behind gardens upon this long curving road, and distant views of Wall Hills together with a sense of openness are maintained. The east end is characterised by two-storey brick terraces with pitched slate roofs, set on narrow plots with front gardens and brick boundary walls. Further west the street is lined by standard designed two-storey semi-detached brick houses and short terraces on the west side, and rendered on the east side, with front gardens and hipped tile roofs. On the south side of Lower Road there are several terraces of two-storey brick houses with slate pitched roofs on narrow plots with front gardens. Infilling has taken place through detached houses and bungalows set further back from the road, again utilising brick or render and tiled roofs. Local features include stone lintels, original boundary walls and piers, some timber-framing, painted frontages and porches.

**New Street** is lined by large detached two-storey brick houses that formerly occupied generous plots with front gardens. Most plots have been sub-divided to accommodate recently-built houses, some of which are set further back. There are areas where density varies including smaller plots with narrow forecourts and some set directly at the back of the footway. At the east end there are several terraces of two and three storey brick houses, although some have rendered frontages. Features include slate roofs, sash windows, bay windows, and hooded doorcases, staggered frontages, and some curved frontages all of which add interest to the streetscape.

**Belle Orchard** comprises a linear plan. Houses are of two storeys constructed of a mixture red and yellow brick with slate roofs, and some stone dressings, bay windows, and false timber-framing. On the south side of the street most houses are detached; on the north side most are semi-detached or short terraces. There is a range of plot sizes and features include small front gardens, shrubs, hedges and redbrick boundary walls. **Woodleigh Road** comprises plain two-storey brick houses, semi-detached and short terraces, with slate roofs, some with stone lintels or bay windows. They are set on narrow plots with small front gardens enclosed by brick walls. There are some later built houses and bungalows of brick or render, occupying larger plots. Most are set back further from the street behind front gardens.

**Victoria Road and Albert Road** are characterised by two-storey semi-detached plain brick houses and short terraces with slate roofs. They are set on narrow plots with small front gardens set directly onto the street. Later developments in this area include some larger detached houses set back further from the street in larger plots and several terraces of small two-storey brick houses on much smaller plots set perpendicular to the street.

**The Queen's Way** area comprises an estate of two-storey semi-detached houses and short terraces of plain brick with hipped tile roofs, with front gardens enclosed by wire and wooden fences and hedges. Occasional grass verges soften the townscape to a limited extent. A later development consists of rendered dwellings, again with hipped tiled roofs but also with door hoods, and some with advanced gables at the front elevation.



**Belle Orchard Close and Lawnside Road** are characterised by a number of housing types. Short terraces of two-storey brick houses and bungalows, and some two and three storey blocks of flats. Other elements include a small green space, some landscaped grounds, lock-up garages and off-street parking.

**Churchill Meadow** comprises detached and semi-detached brick with tiled roof bungalows, open front gardens and parking. **Childer Road** is a cul-de-sac development of brick-built semi-detached houses and short terraces on narrow plots with open front gardens, parking and a landscaped green space with playground. At **Market Street** there is a short terrace of two-storey brick houses on very small plots. Staggered frontages, dormer windows, stone dressings, door hoods and small paved open forecourts with plantings add interest to the streetscape. Several retirement or sheltered housing projects on cul-de-sacs have been undertaken on backland sites, including **Harling Court off New Street, Queens Court off Bridge Street, and Woodleigh Close off Woodleigh Street**.

**Lawnside Road and Market Street** area contains several civic and utilities buildings, generally brick-clad modular frame buildings of one or more storeys. Most of these buildings have adjacent surface parking areas, including a public car park off Lawnside Road.

- Development should especially try to avoid eroding the 19<sup>th</sup> Century character through significant which has occurred through unsympathetic development or alterations.

#### **North-East Residential Character Area (Reference LbCA4)**

- The character area includes a wide range of residential developments dating from the 17<sup>th</sup> Century although much is of mid to late 20<sup>th</sup> Century date, with its contemporary form, materials and construction methods. Of particular note are parts of The Homend, an area of large 18<sup>th</sup> Century houses and Victorian villas on generous plots with mature gardens and trees enclosed by hedges and brick walls. Part of Homend Crescent a "homes fit for heroes" 1920s local authority housing development, including crescent-shaped soft landscaping and extensive views across the Leadon valley.
- Much of the character area is of fairly high density. There is a small number of buildings with large footprints including a supermarket and three blocks of flats including sheltered housing.
- It contains evidence of historic modes of communication and transportation (canal and railway) which should be preserved as part of its character.
- Locally distinctive character and features within the parts of the character area include:

**The Homend** is characterised by large two-storey brick villas, detached and semi-detached, of 18<sup>th</sup> and 19<sup>th</sup> Century date, set on generous plots with front gardens and mature trees enclosed by hedges and brick or stone walls. Architectural forms include symmetrical plain-fronted Georgian houses with slate hipped or pitched roofs, prominent central doorcases with flat hoods and sash windows. Victorian houses range in style with slate or tile roofs, prominent gables, bay windows, polychrome brick dressings and false timber-framing. Several of these houses have been adapted to multiple occupancy or commercial use and front gardens have been lost to parking areas. Recent residential and commercial developments have eroded the suburban "villa and garden" character of the area.



**Newbury Park**, is laid out in a linear grid, mainly with detached and semi-detached two storey brick villas set on large plots with small front gardens enclosed by brick walls. Local details include dormer windows, bay windows, yellow brick dressings, balustrades and gables with false timber-framing. Variations include a short terrace and bungalows built on infill sites.

- **The Langland area** comprises two-storey detached and semi-detached houses and bungalows of brick with tile roofs with front gardens, many now parking hardstandings, and enclosed by hedges. **Robinson's Mews** comprises short terraces of two-storey brick houses, with false timber framing. Several larger buildings are located on **Orchard Lane**. They include the symmetrical two-storey redbrick former workhouse; a residential home of three to five storeys, with balconies; and a single storey supermarket with a large surface car park at the front.

**The area east of The Homend** is residential. **Knapp Lane** is a narrow road with detached houses and bungalows on large plots where the lack of footways give the area a semi-rural character. On the north side are post 1950s private two-storey brick houses and bungalows in cul-de-sacs. Further north, **Masefield Avenue** consists of two-storey brick semi-detached houses and short terraces with small open gardens and parking.

**Homend Terrace** is a narrow road without footways developed on a piecemeal basis. On the east side are two groups of rendered houses consisting of two-storey semi-detached and short terraces with gables at the front elevation and flat door hoods, each group set behind a crescent shaped grass verge with footpath. Further south on the east side are some two-storey brick or painted brick detached houses. On the west are two-storey houses and bungalows, of various architectural styles, periods and massing, set directly on the street or behind small front gardens in the backland of medieval burgage plots. At the southern end of **Homend Crescent** are brick-built bungalows. **Upperfields** delineates the eastern boundary of the character area along the edge of Dog Hill Wood with several two-storey detached brick houses. This former rural lane has recently been subjected to suburbanisation.

Much of **Bank Crescent** is lined by detached houses and bungalows of 1920s design brick and render design with bay windows. House plots are large and front gardens on the east side. Private garages on both sides of the street are set prominently at the rear of the footway. At its the southern end are a number of large two-storey detached and semi-detached brick houses. Other design elements include render, gables with false timber-framing, bay windows and stone dressings. Most are set on large plots enclosed by brick walls or hedges.

**Church Street**, on the southern edge of the character area, is dominated by a large two-storey sheltered housing development of flats that present a plain brick façade to the street. Further east, retirement housing on a cul-de-sac consists of several terraces of brick two-storey houses with prominent dormer windows set on small plots.

- Important green spaces include the green corridor associated with Ledbury Town Trail; the bowling green at Bank Crescent; and a green space surrounded by trees at the rear of The Knapp. Several smaller green spaces contribute to the character of residential areas including two crescent-shaped green spaces associated with 1920s local authority housing at Homend Crescent.

### **Worcester Road Civic/Residential Character Area (Reference LbCA5)**

- The area is suburban in character comprising residential and civic developments including detached two-storey houses and bungalows with large plots on cul-de-sacs. Limited variations comprise both larger properties and two short rows of terraces. Much of the area is of moderate density and fairly fine grained.
- The developments reflect national trends in terms of design, materials and plan-form including a variety of brick with render and hung-tiles, and with front gardens, open or enclosed by hedges, shrubs or stone walls.
- On the north side of **Worcester Road**, the magistrates' court and police station is an institutional, symmetrical neo-Georgian building of two storeys in brick with hipped tile roof and prominent central entry. It is the only building with a large footprint. It has surface parking and limited soft landscaping.
- There are no publicly accessible green spaces in the character area. A small area of woodland in the south-east is part of the Ledbury Park estate.
- There is little potential for further residential development in the character area. Encroachment of the Bishop of Hereford's medieval deer park by residential development should not be permitted.

### **New Mills Residential Character Area (Reference LbCA6)**

- The area is characterised by intensive late 20th Century private residential development on cul-de-sacs linked by a sinuous access road screened by trees. Footpaths and cycle tracks, a number of which run through green corridors, link residential neighbourhoods. Plot sizes and architectural details are variable and housing density is high.
- Locally distinctive character and features within the parts of the character area include:

**New Mills Way** is a long sinuous access road, with traffic-calming measures, linking six groups of residential cul-de-sacs screened by trees. Footpaths and cycle tracks, a number of which run through green corridors, also ensure permeability between residential neighbourhoods. Plot sizes range from fairly large to small and narrow; a significant percentage are very narrow. House types include large detached two-storey houses, smaller semi-detached houses, short rows, and bungalows. Most are of brick or roughcast under tile roofs, some with dormer windows. Decorative details include brick or stone dressings, false timber-framing and bargeboards. Front gardens are open and usually small with some soft landscaping, including lawns and shrubs, and paved hardstanding.

**Saxon Way** is characterised by detached two-storey houses, in some cases with dormer windows and false timber-framing. Front gardens are open with lawns and shrubs, and hard-standing parking. The plan form is of cul-de-sacs with generally large or adequate house plots.

**Ledbury Primary School** is a modern, modular-framed one- and two-storey building with brick cladding and glazing and a hipped roof, occupying a large site with ancillary buildings, car park, playground and playing field surrounded by trees.

- Throughout the area there are several small communal green spaces, play areas and green corridors. Trees, green spaces, green corridors and road-side verges are an important local amenity in screening and softening the built environment as well as providing recreational opportunities.



- Adjacent to the character area, and linked by footpaths and cycle trails, are the Ledbury Trail; the Riverside Park; Ledbury Bypass - Leadon Way; and the Hereford-Ledbury railway line.

#### **Deer Park Residential Character Area (Reference LbCA7)**

- Residential development on cul-de-sacs linked by several sinuous access roads. Footpaths also link residential neighbourhoods.
- Plot sizes are small or very narrow.
- Architectural details are minimal with little variety in house design.
- Housing density is high and development fine-grained, particularly in the central area of smaller terraced houses on narrow plots. The secondary school building, a supermarket and a large block of flats occupy large footprints. A block of flats, off New Street, at three storeys, is also the tallest building in the character area.
- **Biddulph Way** comprises mainly of two-storey detached houses and bungalows of brick with hung tile or wooden cladding and tile roofs. They have open front gardens, lawns and hardstandings. In the central area there are smaller brick houses and flats, in short terraces of two storeys on small or very small plots with open paved forecourts, limited soft landscaped areas and some off-street parking areas.
- **Oakland Drive and Elmsdale Road** are long access roads with short cul-de-sacs. Dwellings comprise brick bungalows and two-storey semi-detached houses and short terraces with front gardens, open or enclosed by hedges or walls, many with parking.
- **Mabel's Furlong Lane** is made up of two-storey semi-detached houses of plain brick, short rows and bungalows with front gardens generally enclosed by hedges or fences. Within this area John Masefield High School consists of a group of large linked buildings with several smaller ancillary buildings. The main buildings are of modular frame construction and brick. The school occupies a large site with sports field, games courts and surface car parks.
- **New Street** is an area of a mixed townscape more variable in terms of building age, architectural design, function, massing and set-back from the street. Dwellings comprise detached brick houses on large plots, some with mature gardens, hedges and mature trees. Two short cul-de-sacs sit off this with short rows of smaller homes on narrow plots. Other uses include a modern brick and glazed church, a supermarket, and several large blocks of flats. Set-back distance from the street, building height and roofscape are variable.
- Open green spaces in the character area include a large sports ground, with adjacent football field (north side), recreational space and playground (east side) and open area, located in the western part of the character area; the school sports field; a lineal green space extending along the southern edge of the character area between the Leadon Way by-pass and the residential area; several smaller neighbourhood green spaces in the Biddulph Way area.

#### **North Ledbury Trading/Industrial Estates (Reference LbCA8)**

- The area is characterised by modular frame buildings with low profiles and large footprints, and adjacent surface parking and storage areas. The western part is open agricultural land.
- The industrial and commercial facilities are of similar character to those of any other late 20th Century trading estate.
- Cladding materials include steel and brick; roofs are generally shallow-pitched or flat.
- Most large buildings are adjacent to surface parking and storage areas.



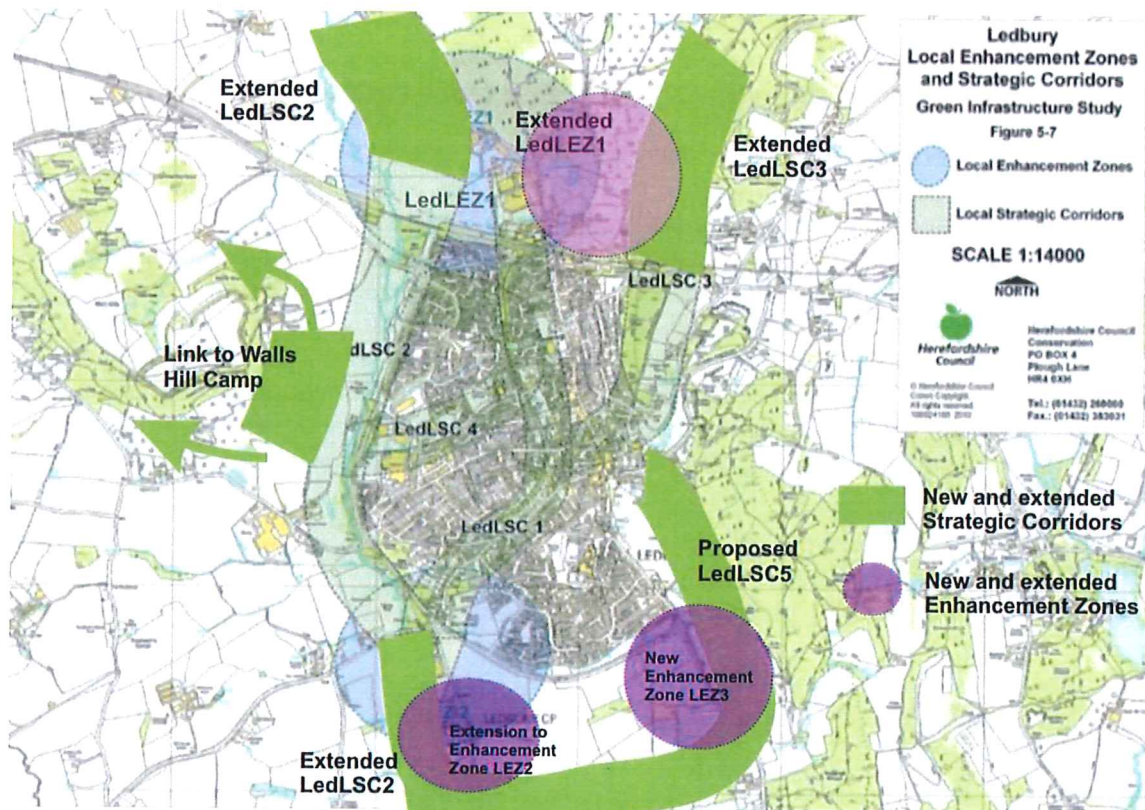
- Surviving railway infrastructure, including the brick arched viaduct that crosses the Leaden Valley, embankment and bridge, Station House and the decorative brick retaining wall at the station approach road, are a reminder of the history of Ledbury, and create a sense of place and an area of local interest. In addition, there is a small wooden prefabricated station and waiting room, a footbridge and a signal box.
- In the northwest, several groups of oak trees and other species are the subject of a Tree Preservation Order.

#### **West Ledbury Trading/Industrial Estates (Reference LbCA9)**

- The area occupies two sites either side of character area LbCA3. They are characterised by modular frame industrial buildings with a low profile and large footprint and adjacent surface parking and storage areas.
- Site activities and functions include a range of general and light industries, other commercial operations and, in the southern part, a sewage treatment works with extensive water treatment ponds and a household waste site is adjacent.
- Cladding materials include steel and brick, roofs are generally shallow-pitched or flat.
- Soft landscaping includes embankments and plantings. Both parts contain areas previously protected as green space in the Hereford Unitary Development Plan and they are liable to flooding, and part of one was also previously a landfill site.

## APPENDIX 4: Green Infrastructure Objectives.

The following Objectives have been set for each of the Local Strategic Corridors and Enhancement zones and these should inform development proposals that may fall within them. Map X below shows these Corridors and Enhancement Zones.



### Local Strategic Corridor 1 (LedLSC1) Objectives

- Retain the level of green infrastructure and enhance it where opportunities present themselves, including in association with open spaces that lie within or just outside the corridor.
- Encourage appropriate tree, shrub and other garden planting for wildlife.
- Seek replacement of and green space lost to at least equal wildlife and residential amenity value.
- Reinstate the protection offered to areas of woodland and other green space that was shown as such in the former Herefordshire UDP.

### Local Strategic Corridor 2 (LedLSC2) Objectives

- Retain the ecological qualities of the water environment, linear bankside wet woodland and the transition to grassland, as appropriate.
- Create and enhance wet grassland and wet woodland habitats along the corridor.
- Include measures to improve water quality and support climate change mitigation by retaining good quality soils and utilising spare land for tree planting (including wet woodland), where this would reflect the character with the landscape.
- Utilise opportunities in areas ancillary to sporting and employment uses south of Little Marcle Road to support landscape character and wildlife, and also for carbon offsetting.



- Extend the riverside walk further to the north and south exist along the protected line for the Hereford and Gloucester Canal including the potential for a cycle route along what might be considered the canal's towpath to link with other parts of the network in those directions.
- Between Walls Hill Camp with its surrounding ancient woodland and the riverbank, maintain and enhance the 'estate' character with large fields and hedgerow trees, hedgerows and grassland.

### **Local Strategic Corridor 3 (LedLSC3) Objectives**

- Maintain and enhance the extent and condition of the woodland together with community access.
- At the northern end in particular, enhance the areas of rich habitat and heritage comprising woodland and parkland and the connection to the traditional orchards and grasslands that lie further to the west.

### **Local Strategic Corridor 4 (LedLSC4) Objectives**

- Maintain and strengthen areas providing wildlife stepping-stones, pocket parks and larger spaces, as well as the relatively substantial planting that softens the urban environment and helps to absorb carbon and other pollutants.

### **Local Strategic Corridor 5 (LedLSC5) Objectives**

- To improve the ecological network by strengthening the elements within the corridor that characterise its transition role from lower hillside slopes through to parkland, then to estate-lands and finally river valley.
- In its eastern compartment, to maintain the diversity of elements comprising a mosaic of habitats; including a number of historic land enclosures, ancient and veteran trees, woodlands and dense hedgerows, and has a parkland character.
- To the south, to utilise opportunities to enhance the network of hedgerows, hedgerow trees and grasslands, although maintaining the 'estate' character comprising large fields with small pockets of woodland planting.
- At the western end of the corridor around the connection with the River Leadon, wet grassland and woodland habitat creation and enhancement are needed.
- Increase accessibility, including links to the riverside walk along the River Leadon and to Parkway, especially those that provide views towards the Malvern Hill.

### **Local Enhancement Zone 1 (LedLEZ1) Objectives**

- Support the restoration of the canal to develop a continuous linear aquatic habitat, accompanied by pedestrian and non-motorised vehicular access, especially cycling.
- Protect and expand wet grassland areas and associated features particularly streams, ditches and ponds.
- Restore and replant traditional orchards, predominantly to the east of the zone.
- Create new paths and access to improve the existing network of public rights of way between the town and open countryside, particularly from the town trail and riverside park towards the town's northern allotments and Wellington Heath.
- Soften the transition from built form to open countryside through the introduction of new linear woodland, orchards and hedgerows around any new development.
- To maintain a green gap between Ledbury's built-up area and the settlement of Wellington Heath that complements that included in Wellington Heath NDP.



### **Local Enhancement Zone 2 (LedLEZ2) Objectives**

- Enhancement through extending the riverside habitat created as part of the riverside park, to the south of the A449, particularly the creation of linear wet woodland.
- Reinstatement of the historic pattern of field boundaries through the planting of hedgerows, particularly to the south of the ring-road.
- Introduction of linear woodland planting along the southern side of the ring-road to mitigate the visual impact of the road and more recent residential development.
- Maintain and enhance the remaining small, informal recreational open spaces within the ring-road, compensating for those lost through development pressure on the western side of the bypass, and seeking improvements to pedestrian linkages to the centre of the settlement.

### **Local Enhancement Zone 3 (LedLEZ3) Objectives**

- Strengthen the buffer on the north side of Leadon Way, an important area of amenity open space.
- Maintain the open aspect on the higher ground on the south-west side of the Gloucester roundabout, through taking opportunities to integrate the area with the parkland aspect to the east through the introduction of characteristic landscape features.
- Create a new path and cycle-way between the town and Parkway along a green corridor.
- Strengthen the landscape character of the area between Ledbury Town and Parkway and maintaining it as a green gap similar to that to the north of the town.