



# LEDBURY TOWN COUNCIL

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6 October 2023

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

You are hereby summoned to attend a meeting of the **Planning, Economy & Tourism Committee** which will be held in the **Council Offices, Church Lane, Ledbury**, on **Thursday, 12 October 2023 at 7.00 pm** for the purposes of transacting the business set out below.

Yours faithfully

Angie Price  
Clerk

## FILMING AND RECORDING OF COUNCIL MEETINGS

Members of the public are permitted to film or record meetings to which they are permitted access, in a non-disruptive manner. Whilst those attending meetings are deemed to have consented to the filming, recording, or broadcasting of meetings, those exercising the rights to film, record or broadcast must respect the rights of other people attending under the Data Protection Act (GDPR) 2018

## A G E N D A

1. To receive apologies for absence
2. To receive any declarations of interest and written requests for dispensations

*(Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by the Ledbury Town Council Code of Conduct for Members and by the Localism Act 2011)*

*(Note: Members seeking advice on this item are asked to contact the Monitoring Officer at Herefordshire Council at least 72 hours prior to the meeting)*

### 3. Public Participation

Members of the public are permitted to make representations, answer questions, and give evidence in respect of any item of business included in the agenda. The period of time, which is at the Chairman's discretion, for public participation shall not exceed 15 minutes. Each member of the public is entitled to speak once only in respect of business itemised on the agenda and shall not speak for more than five minutes. Questions/comments shall be directed to the Committee Chairman.

### 4. Nolan Principles [\(Link\)](#)

#### MINUTES

5. To approve and sign the minutes of the Planning, Economy & Tourism Committee meeting held on 14 September 2023 (Pages 277 - 288)

6. To review the Action Sheet (Pages 289 - 293)

#### ECONOMY

7. Community Development Officer report on issues raised by Traders Association at their meeting. (Pages 294 - 296)

8. Update on progress of Markets Strategy (Pages 297 - 306)

#### TOURISM

9. Feedback on visitor's numbers to Heritage Open Days (Pages 307 - 308)

#### PLANNING

### 10. Planning Consultations

	Application Number	Deadline for comments/ determination	Application details
10.1	<a href="#"><u>232792</u></a>	Comments by 2 November 2023 – Target determination date 16 November 2023	Proposed dormer bungalow dwelling - Land rear to of 121 to 123 The Homend, Ledbury, Herefordshire
10.2	<a href="#"><u>232824</u></a>	Comments by 16 October 2023 – Determination date 15 November 2023	Prior notification got proposed conversion of offices to form 5 no. self-contained flats – 13 The Southend, Ledbury, Herefordshire, HR8 2EY

10.3	<u>232861</u>	Comments by 20 October 2023 – Determination date 22 November 2023	Existing 4 bedroom end of terrace townhouse to be extended at ground floor to the rear and converted to a 1 bedroom ground floor apartment with a 2 bedroom duplex on the floors above – <b>8 Canal Walk, Ledbury, Herefordshire, HR8 2ED</b>
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- 11. Tabled Applications (If any)**  
(applications received after agenda despatch where deadline dates for comments are earlier than the next committee meeting)
- 12. Planning Decisions (Pages 309 - 313)**
- 13. Application for Premises Licence – Weavers Gallery, 4 New Street, Ledbury, HR8 2DX (Page 314)**

#### GENERAL

- 14. Section 106 – to consider any feedback from the reconvened meeting of Full Council held on 11 October 2023 (Standing item) (Verbal)**
- 15. Date of next meeting**

**To note that the date of the next meeting of the Planning, Economy & Tourism Committee is scheduled for 9 November 2023 at 7.00pm in the Council Offices, Church Lane, Ledbury**

Distribution: Full agenda to: - Committee Members (8)  
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Library (1)

Agenda front pages to all non-committee members (4)

**LEDBURY TOWN COUNCIL**  
**MINUTES OF A MEETING OF THE PLANNING, ECONOMY & TOURISM**  
**COMMITTEE**  
**HELD ON 14 SEPTEMBER 2023**

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**PRESENT:** Councillors Bradford, Howells, Hughes, l'Anson, McAll, Morris.

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

**P74. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Furlonger.

**P75. DECLARATIONS OF INTEREST AND WRITTEN REQUESTS FOR DISPENSATIONS**

**RESOLVED:**

**No declarations of interest were made.**

**P76. PUBLIC PARTICIPATION**

Mr Betts was present at the meeting to in support of the email he had sent to the Clerk in respect of safety issues for pedestrians on the A417 from Parkway to Ledbury Town Centre, which was to be discussed at agenda item 17. The Chair proposed that agenda item 17 be brought forward to be discussed first.

**RESOLVED:**

**That agenda item 17 be brought forward on the agenda to enable it to be discussed whilst Mr Betts was present.**

**P77. SAFER ROUTES TO SCHOOL**

Mr Betts informed members of his concerns regarding the speed of vehicles along the A417 near Parkway and into the Town Centre. He explained how children and their parents do not feel safe enough to walk this route to school and that something needs to be done to allow them to do so. Mr Betts advised that he and his granddaughter had met with the Ward Councillor, Stef Simmons, to walk the route and express his concerns however, he was not aware of any progress having been made since this meeting.

Mr Betts stated that there is no pedestrian signage along this road or safe crossing points and that this is an urgent matter that needs to be dealt with for the safety of all pedestrians and cyclists.

Members agreed that this is an issue which has been unresolved for quite some time. Former Ward Councillors for Herefordshire Council informed the committee that this is something that they had been investigating and trying to resolve for some time.

Councillor Hughes proposed that the letter received from Mr Betts be forwarded onto the Highways Officers responsible for this area and the Police Traffic Liaison Officer, Ian Connolly and that Balfour Beatty Living Places be asked to provide their maintenance schedule for this area.

It was also suggested that the option of safer neighbourhood funding and or S106 funding be investigated to see if this can be used to help resolve the issues. It was also proposed that Herefordshire Council be written to and ask them to provide the risk assessment for this pathway and that this issue become a standing item on the Traffic Management Working Party to ensure that it is resolved.

**RESOLVED:**

- 1. That the letter received from Steve Betts be forwarded onto the Highways Officers responsible for this area and the Police Traffic Liaison Officer.**
- 2. That Balfour Beatty Living Places be approached to request their maintenance schedule.**
- 3. That the safer neighbourhood funding be looked into for improving this area.**
- 4. That the Clerk write to Herefordshire Council to ask for a copy of the risk assessment for the pathway along the A417 near Parkway.**
- 5. That this area be added as a standing item to the Traffic Management Working Party.**

Mr Betts left the meeting at 7:22pm.

**P78. TO APPROVE AND SIGN THE MINUTES OF THE PLANNING, ECONOMY & TOURISM COMMITTEE MEETING HELD ON 10 AUGUST 2023**

**RESOLVED:**

**That the minutes of the Planning, Economy & Tourism Committee meeting held on 10 August 2023 be approved and signed as a correct record subject to the following amendments:**

- **Minute No. P65(5) – that “know” be amended to read “known”.**
- **Minute No. P71 – that the No. 3 be removed from “Given”.**

**P79. TO REVIEW THE ACTION SHEET**

Members reviewed the action sheet with the following observations:

P45.2 – That a business plan and budget be included in the Painted Room Visitor Numbers report moving forward, to enable Councillors to view and consider the “sales forecast”.

The Clerk informed members that this item was yet to be complete. Members asked if this could be completed by the end of the year.

P47.1 – That the Ward Councillors be asked to look into when the Aldi bus service is likely to come to an end and what if anything will be put in its place.

The Clerk informed members that she had emailed Ward Councillors but is still awaiting a response. The Clerk would chase this with a follow up email the next day.

P47.2 – That the Ward Councillors be asked to help investigate bus stops being put in at all of the new development sites in Ledbury.

The Clerk informed members that contact had been made regarding this but no follow up has been received yet. The Clerk informed members that she would send a follow up email regarding this.

P65.4 – That the Clerk write to Herefordshire Council Planning Officers to request feedback on the report provided in response to the McCarthy Stone application.

The Clerk advised that the following response had been received from Chloe Smart:

*“I am currently awaiting the Valuation Office Agency’s independent review of the Viability Appraisal. I’m not in a position to make a recommendation at this stage, as the assessment from the VOA will feed*

*into that. At this stage, I don't have any specific comments to make on the attached but will consider the points raised as part of my assessment and discuss in my officer report at the relevant time."*

P65.6 – That the Clerk write to Herefordshire Council and enquire when the Local Plan Consultation will take place.

The Clerk informed members that she had contacted Herefordshire Council regarding this, but no response has been received. The Clerk informed members that she would chase this up.

P68 – That officers be authorised to proceed with a meeting with Andrew Lawrence and Celia Kellet to discuss the Street Banners for Ledbury, similar to those in Tewkesbury and that Councillors l'Anson and McAll be invited to the meeting.

The Clerk informed members that this meeting is yet to be set but she will speak to the CDO on Monday to arrange this.

The Chair requested that as much information as possible be included on the Action Sheet such as dates of when things have been completed and it was suggested that the date of the meeting in which the action was made be noted underneath the minute number on the document.

#### **RESOLVED:**

- 1. That the Action Sheet was received and noted.**
- 2. That the business plan for the Painted Room be produced and brought to the Planning, Economy & Tourism Committee by the end of the year.**
- 3. That the Clerk send a follow up email to all Ward Councillors to request them to look into the future of the Aldi bus service.**
- 4. That the Clerk send a follow up email to Ward Councillors asking them to help investigate bus stops being put in all of the new development sites in Ledbury.**
- 5. That the Clerk will send a follow up email to Herefordshire Council to enquire when the Local Plan Consultation will take place.**
- 6. That as much information as possible be included on the Action Sheets and the date of the meeting be noted under the minute number on the Action Sheet.**
- 7. That the Clerk will speak to the CDO on Monday to arrange the meeting for the Ledbury Street Banners.**

**P80. MINUTES OF A MEETING OF THE MARKETS WORKING PARTY HELD ON 5 SEPTEMBER 2023.**

The Chair noted that the Charter Market is a big project and that the whole markets strategy needs to be reassessed. Councillor McAll stated that a strategic solution needs to be produced on how the Charter Market fits into the Tourism plan.

Councillor McAll proposed that the minutes from the Markets Working Party held on 5 September 2023 be received and noted as a correct record.

**RESOLVED:**

**That the minutes of the Markets Working Party held on 5 September 2023 were received and noted, with one abstention.**

**P81. CORRESPONDANCE RECEIVED**

**a. Strömstad Twinning Association**

Councillor Hughes proposed that the three recommendations in the correspondence received from the Strömstad Twinning Association be accepted.

**RESOLVED:**

**1. That the links be improved with Strömstad in particular to the following and authorise the Clerk and Community Development Officer to open a dialogue with them on ways in which this can be achieved:**

- *Promote social, cultural, and general understanding between the two communities.*
- *Encourage and further friendship between the two communities.*
- *Further business opportunities for companies and individuals in both communities.*

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

**3. That a report be presented to a future meeting of the Planning, Economy & Tourism Committee detailing discussions that have taken place.**

**b. Re Parking charges in Ledbury**

Letter received from a tourist regarding the parking charges in Ledbury.



Councillor Hughes proposed that this letter be forwarded onto the enforcement officer, copying in all Ward Councillors, and requesting a full response. Councillor McAll seconded the motion, and all members were in favour.

**RESOLVED:**

**That the Clerk forward the letter regarding parking charges in Ledbury to the Enforcement Officers, with a copy to all Ward Councillors requesting a full response.**

**P82. PAINTED ROOM VISITOR NUMBERS MARCH-MAY 2023**

Councillor Howells proposed that a Task & Finish group be set up to discuss the painted Room visitor numbers along with the business plan, once completed to look into this in much greater detail.

**RESOLVED:**

**That a Task & Finish group be set up to develop a business plan for Tourism and that the Painted Room be discussed as part of this process.**

**P83. POSSIBLE RELOCATION OF TIC**

Members were provided with a report on the possible relocation of the Tourist Information Centre in the downstairs space currently occupied by the Painted Room staff. Councillor Hughes proposed that the future of the Tourist Information Centre be incorporated into the Task & Finish Group and business plan for the Painted Room and that all Councillors be invited to attend that meeting.

It was agreed that the Task & Finish Group should meeting within two months, by the end of November 2023.

**RESOLVED:**

**That the future of the Tourist Information Centre be a part of the business plan for the Painted Room, that a Task & Finish Group be set up for this with all Councillors invited to attend and that this starts by the end of November 2023.**

**P84. GLIDE MEDIA**

Councillor Bradford mentioned that there could be possible media coverage that could help promote the Tourist Information Centre in Ledbury.

All members agreed investigating options of producing a new Ledbury leaflet be included in the Painted Room/TIC business plan and Task & Finish Group.

**RESOLVED:**

**That the investigation of new Ledbury leaflets be included in the Painted Room/TIC Task & Finish Group.**

**P85. PLANNING CONSULTATIONS**

**i. Planning Application No. 232369**

**Proposed removal of condition 4 of planning permission 174750 (Proposal to demolish existing timber bungalow and replace with a new bungalow) – To remove the condition restricting the use of the house to solely gypsies and travellers – Little Bush Pitch, Ledbury, Herefordshire, HR8 2PX**

**RESOLVED:**

**No objections.**

**ii. Planning Application No. 232403**

**Proposed replacement windowsill and new internal partition and door (part retrospective) – Flat 1, Clarence House, 5 Worcester Road, Herefordshire, HR8 1PL**

**RESOLVED:**

**No objections.**

**iii. Planning Application No. 232470**

**Replacement of pair of timber French Windows – 9 Ledbury Park, Ledbury, Herefordshire, HR8 1LF**

**RESOLVED:**

**No objections.**

**iv. Planning Application No. 232522**

**Proposed complete removal of Ash tree – 88 The Homend, Ledbury, Herefordshire, HR8 1BX**

**RESOLVED:**

**No objections.**

**v. Planning Application No. 232599**

**T1-Cherry, remove two medium branches growing towards roof of Prior Lodge and other small dropping branches to give 2 meters clearance. T2-Acacia, remove approximately 3 branches growing towards Priory Lodge to give 2 meters clearance. Reason – encroachment on neighbouring property, Priory Lodge – The Rectory, Worcester Road, Ledbury, Herefordshire, HR8 1PL.**

**RESOLVED:**

**No objections.**

**vi. Planning Application No. 232638**

**Ash (917), Ash (916), Ash (915) – Clump of tall and slender ash with 50% leaf loss due to Chalara Ash dieback – Fell Scouts Pine (907) – Dead. By access driveway to Upper Hall – Fell. Ash (903) – Some ash dieback and leaning over road and neighbouring garden – Pollard at first fork and retain as safe habitat. Wych Elm (908) – Dying by access driveway to Upper Hall. Dutch Elm disease – Fell – The Garden House, Church Street, Ledbury, Herefordshire, HR8 1DJ.**

**RESOLVED:**

**No objections.**

**vii. Planning Application No. 232611**

**Demolition of existing barn and erection of dwelling, car port, landscaping, and associated works – Barn adj to The Nelmes, Munsley, Ledbury, Herefordshire HR8 2SH**

Councillor Hughes proposed that Ledbury Town Council request more information on this planning application and to include results from the ecological survey.

**RESOLVED:**

**That Ledbury Town Council request more information on this planning application in particular in respect of the Ecology survey.**

**P86. TABLED APPLICATIONS**

**RESOLVED:**

**None received.**

**P87. PLANNING DECISIONS**

Members discussed planning application no. 231872 on the planning decisions document – Conversion of and extensions to existing buildings to create a dwelling, and associated works – land rear of 1 Bridge Street, Ledbury, Herefordshire.

Members noted that a further Ecology Survey report had been provided and Members were satisfied that this now considered any concerns that they had previously raised and therefore felt it appropriate to provide a further response of No Objection in respect of this application.

**RESOLVED:**

- 1. That the Planning Decisions be received and noted.**
- 2. That a further comment advising that Ledbury Town Council have no objections to planning application no. 231872 be submitted via the Planning Portal**

**P88. VARIATION OF PREMISES LICENSE – LEDBURY MINI MARKET, 10 NEW STREET LEDBURY**

Members did not consider they were able to object to this licence request in accordance with the specific objection criteria.

**RESOLVED:**

**That the Variation of premises license – Ledbury Mini Market, 10 New Street be received and noted.**

**P89. APPEAL DECISION – ST KATHERINE’S BARN, LEDBURY**

**RESOLVED:**

**That the Appeal Decision – St Katherine’s Barn was received and noted.**

**P90. NEIGHBOURHOOD DEVELOPMENT PLANS  
Help requested – National Effort to Protect Neighbourhood Development Plans**

Councillor Hughes proposed that the Appeal Decision 3314808 letter be forwarded onto Sir William Wiggins MP to request the matter highlighted

be brought to the Secretary of State, Suella Braverman MP, on behalf of their constituents and the Ledbury NDP. To also include 3 clear headings;

- What's happened.
- Why has this happened?
- What are you going to do about it?

Councillor Howells seconded this proposal, and all members were in favour.

**RESOLVED:**

**That an amended version of the Appeal Decision 3314808 letter be forwarded onto Sir William Wiggins MP to request the matter highlighted be brought to the Secretary of State, Suella Braverman MP, on behalf of their constituents and the Ledbury NDP. To also include the following 3 clear headings.**

- What's happened.
- Why has this happened?
- What are you going to do about it?

**P91. INVOICES FOR PAYMENT (SEPTEMBER INTERIM)**

**RESOLVED:**

**That the invoices for payment for the September (Interim) be approved for payment in the sum of £11,357.12 plus VAT be approved.**

**P92. SUSPENSION OF STANDING ORDER 3(x)**

**RESOLVED:**

**That Standing Order 3(x) be suspended for 30 minutes to allow the remainder of the business on the agenda to be completed.**

**P93. SECTION 106 (STANDING ITEM)**

**To update Ledbury S106 Wish List**

Members reviewed the Town Council's S106 wish list from 2016 and 2017.

**RESOLVED:**

**That the following items be retained in the Council's S106 wish list and incorporated into the spreadsheet previously created by the**

**S106 Task & Finish Group and submitted to Full Council for consideration.**

<b>Project / Works Description</b>	<b>Project / Works Description</b>	<b>Priority</b>
Public green space	Development of an additional park/green space including a recreation ground at the viaduct site	
	Improved lighting at the Recreation Ground & Town Trail i.e installing solar/movement activated lighting	
	Picnic area at the Recreation Ground	
	Improve landscaping and flow on the river	
Paths & cycleways	Improved existing provision:	
	Installing solar/movement activated lighting on Town Trail	
	All-weather path surface on Town Trail & riverside walk	
	Widening of the Orchard Lane cycle/footbridge on Town Trail	
Play/exercise equipment	Improved play equipment in residential areas, e.g. New Mills, Deer Park,	
	Running/Trim-trail round town	
Youth/Teen provision	Provision of a Youth Centre in the form of a coffee bar/drop-in centre.	
	Creative workshop facilities particularly for young people i.e. rehearsal rooms, recording suite, wet art room, technology suite	
	Lifelong learning workshop facility	
Additional sports provision	Athletics track	
	Range of facilities appealing across wider gender and age ranges e.g. Padel, short tennis, netball, indoor tennis/bowls centre.	
Town centre improvements	More urban trees	
Transport & Highways	Better pedestrian provision - wider pavements	
	Mini roundabout JMHS/Mabels Furlong	
Car Parking & Traffic	Pedestrian crossings at key points, e.g. Gloucester Road near Biddulph Way and Hereford Road near Saxon Way and the new Viaduct site	
	Remodelling of road junctions in Bye-Bridge-Lower Rd, Woodleigh Rd & Little Marcle Rd	?

Community areas	Litter and dog poo bins around town	
	Improved and additional notice boards	
	Redevelop of Lawnside Road area	
	Public toilet on the Recreation Ground	
Healthcare & Emergency Services	Combined blue-light facility close to bypass	
	Proper hospital nursing facilities for convalescence	

**P94. DATE OF NEXT MEETING**

**RESOLVED:**

**To note that the date of the next meeting of the Economy, Planning & Tourism Committee is scheduled for 12 October 2023.**

**P95. EXCLUSION OF PRESS AND PUBLIC**

**That in accordance with Section 1(2) of the Public Bodies (Admission to Meetings) Act 1960, in view of the confidential nature of the business about to be transacted, it is advisable in the public interest that the press and public be excluded from the remainder of the meeting.**

**P96. TO CONSIDER DRAFT JOB DESCRIPTION IN RESPECT OF MARKET OPERATIVE**

**RESOLVED:**

**That the Market Operative job description be considered as part of the Markets Strategy.**

The meeting ended at 9:30pm.

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

Action Sheet September 2023

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
<b>PLANNING, ECONONMY &amp; TOURISM MEETING 13 JULY 2023</b>					
P45.2	That a business plan and budget be included in the Painted Room Visitor Numbers report moving forward, to enable Councillors to view and consider the "sales forecast".	TGM	01.11.2023	TGM & TC to meet to discuss further - to be considered as part of TIC plan	In progress
P46	That the Clerk obtain quotes from consultants on the cost to commission a business plan in respect of the future of the Tourist Information Centre.	TC	Sep-23	Clerk to progress	In progress
P47.1	That Ward Councillors be asked to look into when the Aldi bus service is likey to come to an end and what, if anything will be put in its place.	Ledbury Ward Councillors	chaser email sent 04.10.2023	Response received and to be included on agenda 12.10.2023	Completed
P47.2	That Ward Councillors be asked to help investigate bus stops being put in at all of the new development sites in Ledbury.	Ledbury Ward Councillors	chaser email sent 04.10.2023	Response received and to be included on agenda 12.10.2023	Completed
P47	<b>Recommendation:</b> That members recommend to Full Council that the Traffic Management Working Party be authorised to work with Clare Stone to explore the possibility of S106 monies being used for a "Ledbury Hopper" type service.	TC	29.09.2023	To be considered at Full Council meeting on 29.09.2023 - Full Council meeting reconvened for 11.10.2023 - recommendation to be considered at that meeting	Verbal update on Council decision to be provided at October PET's meeting



<b>PLANNING, ECONOMY &amp; TOURISM MEETING 10 AUGUST 2023</b>					
P65.5	That the Clerk enquire when the meeting to discuss the McCarthy Stone development is to take place and inform Councillor Howells when know, as he had been appointed to attend on behalf of the Council.	TC	Email sent	Response awaited	In progress
P65.6	That the Clerk write to Herefordshire Council and enquire when the Local Plan Consultation will take place.	TC	Email sent	Response awaited	In progress
P68	That officers be authorised to proceed with a meeting with Andrew Lawrence and Celia Kellet to discuss this Street Banners for Ledbury, similar to those in Tewkesbury and that Councillors l'Anson and McAll be invited to the meeting.	CDO	Date to be confrimed	Awaiting meeting date from CDO	In progress
<b>PLANNING, ECONOMY &amp; TOURISM MEETING 14 SEPTEMBER 2023</b>					
P77.1	That the letter received from Steve Betts be forwarded onto the Highways Officers responsible for this area and the Police Traffic Liaison Officer.	Officers	04.10.2023	Email sent to BBLP living places	Response awaited
P77.2	That Balfour Beatty Living Places be approached to request their maintenance schedule.	Officers	04.10.2023	Email sent to BBLP living places	Response awaited
P77.3	That the safer neighbourhood funding be looked into for improving this area.	Officers	04.10.2023	Email sent to BBLP living places	Response awaited
P77.4	That the Clerk write to Herefordshire Council to ask for a copy of the risk assessment for the pathway along the A417 near Parkway.	TC	04.10.2023	Email sent to BBLP living places	Response awaited
P77.5	That this area be added as a standing item to the Traffic Management Working Party.	Officers	25.10.2023	Traffic Management WP meeting scheduled for 25.10.2023	In progress

P78	That the following amendments be made to the Planning, Economy & Tourism minutes from 10 August 2023. •Minute No. P65(5) – that “know” be amended to read “known”. •Minute No. P71 – that the No. 3 be removed from “Given”.	Officers	15.09.2023	Amendments made final copy to be signed	Completed
P79.2	That the business plan for the Painted Room be produced and brought to the Planning, Economy & Tourism Committee by the end of the year.	Officers	Dec-23	That this be considered as part of the T & F group considering the future of Tourism in Ledbury	In progress
P79.3	That the Clerk send a follow up email to all Ward Councillors to request them to look into the future of the Aldi bus service.	TC	04.10.2023	Chaser email sent to Cllrs Simmons and Peberdy	Response awaited
P79.5	That the Clerk will send a follow up email to Herefordshire Council to enquire when the Local Plan Consultation will take place.	TC	04.10.2023	Original request sent 06.09.2023 no response received	chaser email sent - response awaited
P79.6	That as much information as possible be included on the Action Sheets and the date of the meeting be noted under the minute number on the Action Sheet.	Officers	on going	All staff and officers advised to make improvements to action sheets.	on-going
P79.7	That the Clerk will speak to the CDO on Monday to arrange the meeting for the Ledbury Street Banners.	CDO	Nov-23	CDO advised to arrange meeting	In progress
P81a.1	That the links be improved with Strömstad in particular to the following and authorise the Clerk and Community Development Officer to open a dialogue with them on ways in which this can be achieved.	Officers	End of 2023	Discussion held with Stromstad Twinning Group - to be progressed with officers	In progress

P81a.2	That the Mayor will host a meet and greet event when the Strömstad Twinning Association visit Ledbury.	Mayor / Officers	Potentially 2024	To be organised once we know dates of next Stromstad visit	On-going
P81a.3	That a report be presented to a future meeting of the Planning, Economy & Tourism Committee detailing discussions that have taken place with the Stromstad Twinning Association	TC/CDO	Following on line meeting with Stromstad	On-line meeting to be arranged between officers	In progress
P81b	That the Clerk forward the letter regarding parking charges in Ledbury to the Enforcement Officers, with a copy to all Ward Councillors requesting a full response.	TC	04.10.2023	Email sent to all three ward councillors and PEO	Response awaited
P82	That a Task & Finish group be set up to develop a business plan for Tourism and that the Painted Room be discussed as part of this process.	TC/CDO	01.11.2023	Meeting invite sent to all cllrs	Update to be provided from T & F Meeting to
P83	That the future of the Tourist Information Centre be a part of the business plan for the Painted Room, that a Task & Finish Group be set up for this with all Councillors invited to attend and that this starts by the end of November 2023.	TC/CDO	01.11.2023	Meeting invite sent to all cllrs	Update to be provided from T & F Meeting to
P84	That the investigation of new Ledbury leaflets be included in the Painted Room/TIC Task & Finish Group.	TC/CDO	01.11.2023	Meeting invite sent to all cllrs	Update to be provided from T & F Meeting to
P87.2	That a further comment advising that Ledbury Town Council have no objections to planning application no. 231872 be submitted via the Planning Portal	Officers	15.09.2023	Further response sent to PO's via email and is available on portal	Completed

P90	That an amended version of the Appeal Decision 3314808 letter be forwarded onto Sir William Wiggins MP to request the matter highlighted be brought to the Secretary of State, Suella Braverman MP, on behalf of their constituents and the Ledbury NDP. To also include the following 3 clear headings. •What's happened. •Why has this happened? •What are you going to do about it?	TC	05.10.2023	Letter sent to Sir William MP as directed by committee	Response awaited
E93	That the items listed within the minutes be retained in the Council's S106 wish list and incorporated into the spreadsheet previously created by the S106 Task & Finish Group and submitted to Full Council for consideration.	TC	28.09.2023 - 11.10.2023	Submitted as part of PET's minutes to Full Council on 28.09.2023 - to be considered at reconvened meeting of 11.10.2023	In progress
E96	That the Market Operative job description be considered as part of the Markets Strategy.	CDO	03.10.2023	Included on MWP agenda for discussion - meeting adjourned until 17.10.2023	In progress

<b>PLANNING, ECONOMY &amp; TOURISM COMMITTEE</b>	<b>12 OCTOBER 2023</b>	<b>AGENDA ITEM: 7</b>
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Report prepared by Olivia Trueman – Community Development Officer

## **FEEDBACK FROM TRADER’S ASSOCIATION MEETING**

### **Purpose of Report**

The purpose of this report is to provide Members with an update on a recent meeting with the Traders Association.

### **Detailed Information**

The Community Development Officer was recently invited to attend a meeting of the Traders Association to improve the relationship with members and discuss town events, in particular the late-night Shopping and Christmas Light Switch on Event.

The following points were discussed:

### **Late Night Shopping**

Members of the Traders Association are continuing their annual late-night shopping event, which will take place on Friday, 1 December 2023 in the town. The theme this year will be ‘Box of Delights’ a classic children’s novel written by John Masefield. The Community Development Officer advised members that there is currently a John Masefield Memorial Working Party and that there could be opportunities to work together.

An advert for the late-night shopping and Christmas Light Switch on event has been published in the All About the Hills magazine and will be available in the November edition of the Ledbury Focus. The cost for this advert has been shared between the Traders Association and the Town Council – the joint advertising can be found on page 26 & 27 using the link below.

[https://www.allaboutmalvern hills.com/all\\_about\\_west\\_of\\_the\\_hills\\_octnov\\_2023](https://www.allaboutmalvern hills.com/all_about_west_of_the_hills_octnov_2023))

Mistletoe will be sold under the Market House on Saturday, 9<sup>th</sup>, and 16<sup>th</sup> of December to raise money for the Birmingham Childrens Hospital.

It was agreed that Traders would decorate their windows a week before the Christmas Light Switch on, and asked if the Mayor of Ledbury could judge the windows during the Late-Night Shopping Event. There was a suggestion as to whether the council could purchase a trophy to give to the trader with the best dressed window, which could be used annually.

The Royal Shakespeare company are running a production of Box of Delights this year and subsequently, the Traders are hoping to use this to promote the Late-Night Shopping Event. Members of the Ledbury Poetry Festival and going to endeavour to contact local press to arrange an interview.

Although not a member of the Traders Association, it is worth noting that Specsavers Ledbury are holding an Operation Christmas Child event and will encourage members of the public to donate/pack a shoebox gift.

### **Cotton Bags**

The Traders Association discussed the possibility of purchasing cotton bags with Ledbury branding that could be sold in shops in the High Street, including the Tourist Information Centre. The Community Development Officer advised members of the Instagram handle that the Council have recently created called **Wild\_about\_Ledbury**. Traders had asked if the Council could look at purchasing cotton bags with this branding, which they could then purchase from the Council (at cost price) when needed.

The below example was made using Vistaprint, and for 200 bags it would cost **£389.99 (£1.73 per unit)**. If the Council were willing to investigate the purchasing of branded cotton bags, The Community Development Officer would also contact local companies and provide three quotes.



### **Councillor Representative**

The Traders Association were asked whether they would like a Council representative to attend their meetings and were given the choice of two Councillors or a Councillor and the Community Development Officer. The Traders Association respectfully declined the offer, noting that they would like to continue building a relationship with the Council through the C. However, they would revisit this proposal in the future.

It was agreed that the Community Development Officer could continue to attend meetings.

## **RECOMMENDATIONS**

- 1. That the Planning, Economy, and Tourism Committee agree to purchasing a trophy that could be awarded to the Trader with the best dressed Window during Christmas. Noting that the CDO would contact local companies for three quotes.**
- 2. That the Planning, Economy, and Tourism Committee agree to purchasing Ledbury branded cotton bags, that could be sold to Traders at cost price. Noting that the CDO would contact local companies for three quotes.**
- 3. That the Planning, Economy, and Tourism Committee agree to the Community Development Officer being the first point of contact with the Traders Association.**

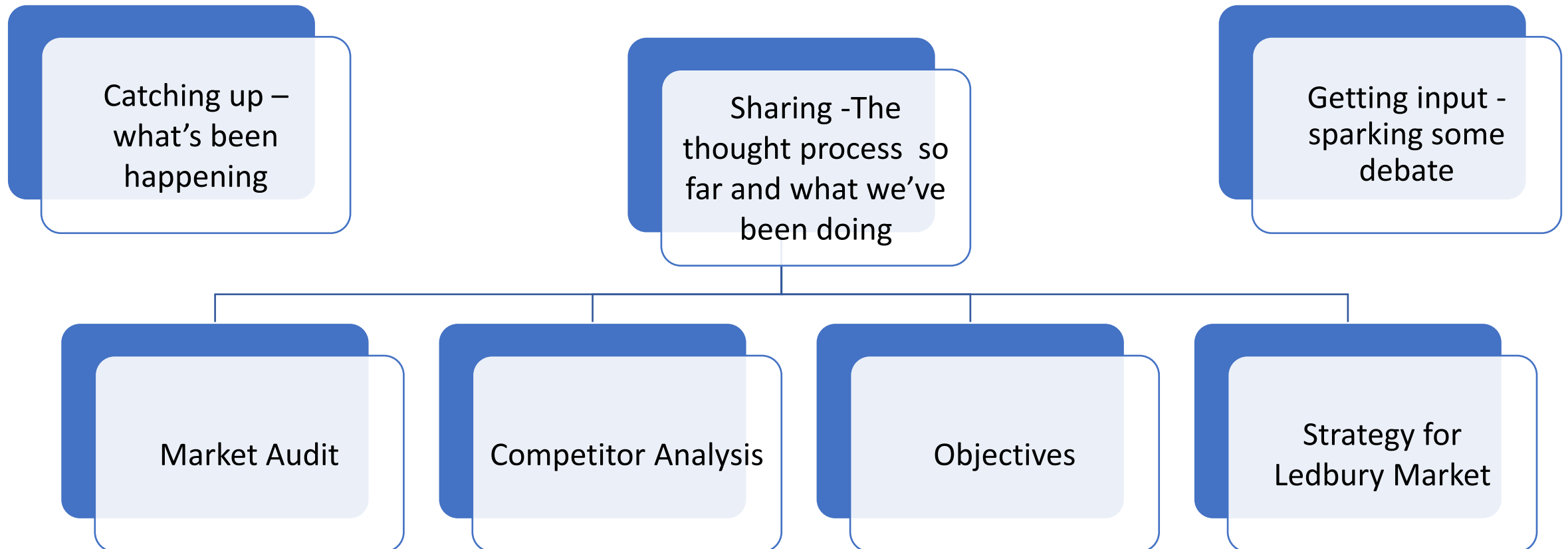


Ledbury Market

Strategy Development



# Purpose of Today & These Slides



# Our Roadmap



Research &  
Analysis

Stakeholder  
Considerations

Objective  
Setting

Strategy  
Development

Planning for  
Execution

# Market Audit

- The headlines:
  - Visitor numbers are low and predominantly regular, habitual purchasers of items not available on the High St – Fish, cheese
    - The result is that visitors shop & go, they don't walk the market
  - A high proportion of visitors are Ledbury residents
    - The market is not attracting significant footfall from elsewhere
  - New stall holders often attend only once; they don't make enough to for the visit to be worth their while and enjoy higher sales elsewhere
  - Ledbury is a market town that has antipathy towards its market – the Town Traders in particular view a town market as cannibalising sales
  - Current rules for traders are restrictive; parking in particular. Ledbury is not a friendly or easy place to trade

# Audit Summary & Implications

- The market has more stakeholders than it first appears – while each represents an opportunity, they also have their own barriers to overcome
- Reinvigorating Ledbury Market will require:
  - Clear objective setting
  - Objectives that reflect the agendas/ needs of invested stakeholder groups; within and without of the market:
    - Market traders
    - Ledbury residents
    - Tourists/ market visitors
    - Ledbury Traders
    - The Town Council

# Competitor Analysis

- Method
  - The team visited a variety of town markets across the three counties
  - Consideration focused on four primary areas:
    - Footfall & attendance
    - Variety of stalls
    - Layout of the market
    - Reasons to visit that defined the market, beyond the stalls
    - Stallholder engagement to gauge commercial success

# Competitor Analysis

- Findings

- The busy markets with high levels of footfall & regularly returning stallholders all had in common that the market was a 'destination' and the reason for visiting extended beyond habit buying:
  - The markets have something new to offer regular visitors & keep them coming back
  - Entertainment/ art/ music are an intrinsic element in the market offering
  - Customers visit to experience the market, rather than buy staple products
  - The most successful markets have a theme/ range that is in keeping with something that the town stands for e.g. Stroud market having a strongly defined arts & crafts focus
    - Stallholders AND visitors know what to expect of the market and each other
  - Larger/ spread out markets have employed zoning to aid navigation and enhance the sense of a theme

A Day Out – encourages visitors to 'shop the market', return regularly, spend in return for being entertained

# Considerations

- Where a market is known to ‘stand for something’ and/ or offer benefits beyond the stall holders:
  - A halo effect is created that benefits the town hosting the market
  - Visitors know ‘what they are going to get’ and are able to make a value-based judgement on whether/ how frequently to return
  - Visitors feel a warmth towards and appreciation of the market and its host town that encourages them to seek out reasons to spend
  - Stall holders are able to tailor their offering to the environment and capitalise on the ‘theme’ of the market and town; increasing their relevance and propensity to sell
  - The entire market experience becomes synchronised and a known quantity

# Objectives

- Increase footfall from both Ledbury residents & out of towners
- Gain support from and encourage participation amongst Ledbury Traders
- Create a thriving market that benefits stall holders and encourages them to regularly & consistently take a stall



# Strategy Development

- Key thoughts:
  - A thriving market that works for stall holders and visitors alike has to have:
    - Reliably high levels of footfall
    - Variety amongst stall holders that surprises and delights visitors, encouraging them to browse and shop beyond their 'list'
    - Creates a commercial platform that complements and enhances business for the town's shop owners without cannibalising their sales
    - Talkability – word of mouth is THE most effective advertising; consider what we can do to make the market memorable, outstanding and worthy of being talked about

## LEDBURY TOWN COUNCIL

**PLANNING, ECONOMY  
& TOURISM**

**12 OCTOBER 2023**

**AGENDA ITEM: 9**

Report prepared by Olivia Trueman, Community Development Officer (CDO)

### **HERITAGE OPEN DAYS - VISITOR NUMBERS**

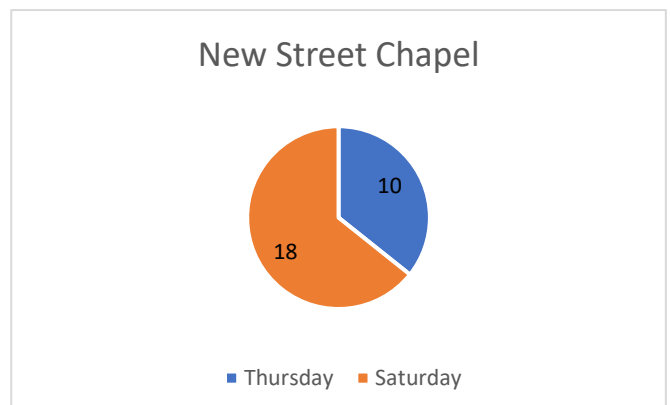
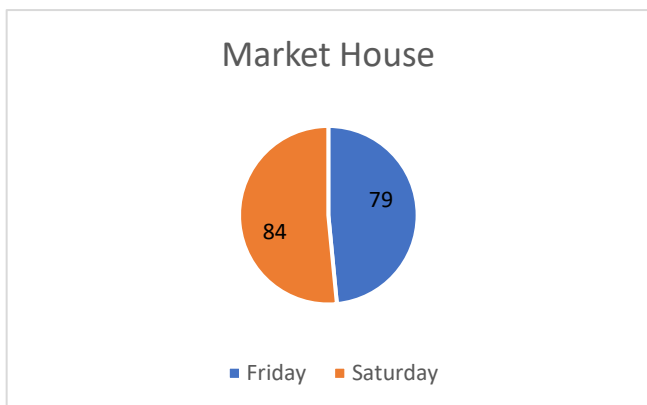
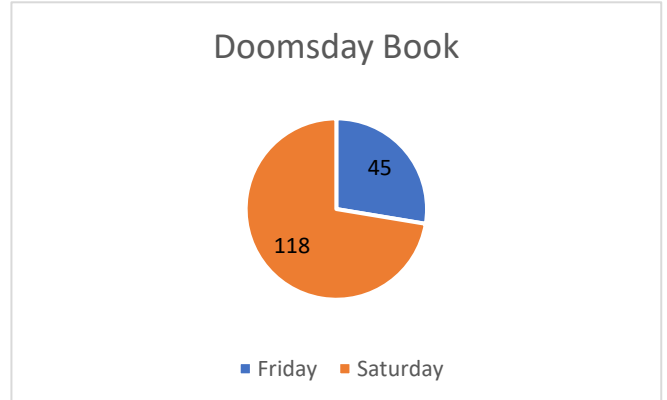
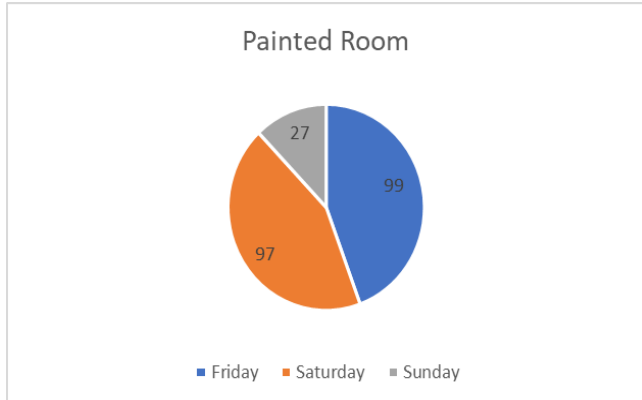
#### **Purpose of Report**

The purpose of this report is to update Members of the Planning, Economy and Tourism Committee on the Heritage Open Days event that took place during 8-17 September 2023.

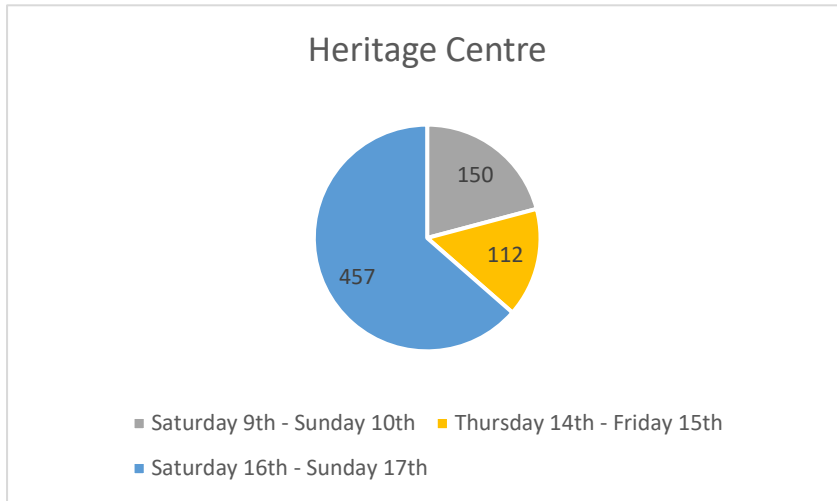
#### **Detailed Information**

14 Venues in and around Ledbury opened their doors from 8 September 2023 to 17 September 2023, offering free tours and activities to celebrate Ledbury's history.

The below data identifies how many visitors were recorded during the weekend of 15 - 17 September 2023, at Ledbury Town Council owned buildings.



**Heritage Centre (Saturday 9 – Sunday 17 September 2023)**



**Eastnor Castle (Thursday 14 September 2023)**

Eastnor castle provided free tours for one day during the Heritage open Days Festival and were fully subscribed (75 people).

The CDO has contacted other venues in Ledbury to request visitor data and will update Members accordingly.

**RESOLVED:**

- 1. That Members of the Planning, Economy and Tourism Committee receive and note the visitor data collected from Heritage Open Days 2023.**

Planning Decisions Log

Planning App	Details	Case Officer	LTC's Recommendation	HFDS Decision
<b>LTC MEETING 10 NOVEMBER 2022</b>				
<a href="#">223248</a>	Proposed demolition of existing buildings on site and erection of Retirement Living apartments with associated access, car parking, landscaping, ancillary facilities, and associated works – <b>Building and curtilage of Greenacres bungalow and land to the rear of The Knapp and Westmead, The Homend, Ledbury, Herefordshire</b>	<b>CS</b>	Members discussed possible issues with this planning application as they felt it would intrude on the green space which is noted in the Neighbourhood Development Plan (NDP). It was discussed that a member of the Committee should produce a draft planning-based report on this including the following issues which were raised: <ol style="list-style-type: none"> <li>1. The height of the building</li> <li>2. The ecological value of the land</li> <li>3. Potential traffic issues</li> <li>4. NDP</li> </ol>	<b>No decision</b>

<b>LTC MEETING 12 January 2023</b>				
<a href="#">223921</a>	Proposed dwelling – <b>Land to the rear of 8A High Street, Ledbury, Herefordshire, HR8 1DS</b>	<b>EB</b>	Object on the grounds that this application will result in the over development within a conservation area.	<b>No decision</b>
<b>LTC MEETING 9 February 2023</b>				
<a href="#">230103</a>	Proposed variation of condition 2 of planning application 200066 (Demolition of retail building (A1) and erection of production building (B2)) – additional HGV yard, 1 loading bay to be added 3 loading bays to be removed and parking spaces to be consolidated to the south of the extension - <b>Countrywide Stores Dymock Road Ledbury Herefordshire HR8 2JQ</b>	<b>OJ</b>	No objections	<b>No decision</b>
<b>LTC MEETING 11 April 2023</b>				
<a href="#">230652</a>	Proposed demolition of mid C20 former hop kilns on the roadside and replacement with new storage building; Refurbishment of the late C19/early C20, 2 storey brick building for offices, staff facilities and two-bed apartment. Erection of mono-pitched, open-fronted canopy to link the proposed new storage building to the existing warehousing (the northern range) – <b>Juggs Green Business Park, Staplow, Ledbury, Herefordshire, HR8 1NR</b>	<b>EB</b>	No objection	<b>Approved with Conditions</b>
<a href="#">230680</a>	Application for approval of reserved matters following outline approval of 212114 – one dwelling and associated vehicular access – <b>Parkway House, Little Woolpits Lane, Parkway, Herefordshire, HR8 2JE</b>	<b>EB</b>	No objection	<b>No decision</b>
<a href="#">223921</a>	Planning Re-consultation – <b>Land to the rear of 8A High Street, Ledbury, Herefordshire, HR8 1DS</b>	<b>EB</b>	Objection - on the grounds of over development in a conservation area and that this planning application does not fall	<b>No decision</b>

			within the design principles of the Ledbury Neighbourhood Development Plan.	
<b>LTC MEETING 18 May 2023</b>				
<a href="#">230987</a>	Proposed change of use and conversion of the former Methodist Chapel to a restaurant and associated managers flat – <b>Methodist Church, The Homend, Ledbury, Herefordshire, HR8 1BP</b>	<b>LS</b>	No objections, subject to the comments submitted by Severn Trent in respect of drainage being complied with and disabled access being considered	<b>Approved with Conditions</b>
<b>LTC MEETING 13 JULY 2023</b>				
<a href="#">230680</a>	Application for approval of reserved matters following outline approval of 212114 – one dwelling and associated vehicular access – <b>Parkway House, Little Woolpits Lane, Herefordshire, HR8 2JG – re-consultation</b>	<b>EB</b>	No objections	<b>No decision</b>
<b>LTC MEETING 10 AUGUST 2023</b>				
<a href="#">231872</a>	Conversion of and extensions to existing buildings to create a dwelling, and associated works - <b>Land to rear of 1 Bridge Street Ledbury Herefordshire</b>	<b>GW</b>	That Ledbury Town Council did not feel able to provide a response to this application, particularly in relation to how the works would be carried out in a sensitive manner in respect of wildlife. Therefore, they would request more information on this planning application before submitting any comments.	<b>No decision</b>

<a href="#">231873</a>	Conversion of and extensions to existing buildings to create a dwelling, and associated works - <b>Land to rear of 1 Bridge Street Ledbury Herefordshire. LISTED BUILDING CONSENT.</b>	<b>GW</b>	That Ledbury Town Council did not feel able to provide a response to this application, particularly in relation to how the works would be carried out in a sensitive manner in respect of wildlife. Therefore, they would request more information on this planning application before submitting any comments.	<b>No decision</b>
<a href="#">232071</a>	Proposed external chimney flue and internal alterations - <b>Y Pass Fish And Chip Shop The Homend Ledbury Herefordshire HR8 1BN</b>	<b>GW</b>	No objections	<b>No decision</b>
<a href="#">232161</a>	Proposed external chimney flue and internal alterations - <b>Y Pass Fish And Chip Shop The Homend Ledbury Herefordshire HR8 1BN. LISTED BUILDING CONSENT.</b>	<b>GW</b>	No objections	<b>No decision</b>
<a href="#">232235</a>	Proposed portal framed cover to an existing silage bunker - <b>Woodfield Farm Ledbury Herefordshire HR8 2JB</b>	<b>GW</b>	No objections	<b>Approved with Conditions</b>
<a href="#">232279</a>	Garden room at rear of garden - <b>17 Kingsmead Ledbury Herefordshire HR8 2LS</b>	<b>AM</b>	No objections	<b>Approved with Conditions</b>
<b>LTC MEETING 14 SEPTEMBER 2023</b>				
<a href="#">232369</a>	Proposed removal of condition 4 of planning permission 174750 (Proposal to demolish existing timber bungalow and replace with a new bungalow) - To remove the condition restricting the use of the house to solely gypsies and travellers - <b>Little Bush Pitch Bush Pitch Ledbury Herefordshire HR8 2PX</b>	<b>GW</b>	No objections	<b>No decision</b>
<a href="#">232403</a>	Proposed replacement window sill and new internal partition and door (part retrospective) - <b>Flat 1, Clarence House 5 Worcester Road Ledbury Herefordshire HR8 1PL – LISTED BUILDING CONSENT</b>	<b>GW</b>	No objections	<b>Approved with Conditions</b>

<a href="#">232470</a>	Replacement of a pair of timber French windows - <b>9 Ledbury Park Ledbury Herefordshire HR8 1LF – LISTED BUILDING CONSENT</b>	<b>GW</b>	No objections	<b>No decision</b>
<a href="#">232522</a>	Proposed complete removal of Ash tree – <b>88 The Homend, Ledbury, Herefordshire, HR8 1BX</b>	<b>OK</b>	No objections	<b>Trees in Cons Area Works Can Proceed</b>
<a href="#">232599</a>	T1-Cherry, remove two medium branches growing towards roof of Prior Lodge and other small dropping branches to give 2 meters clearance. T2-Acacia, remove approximately 3 branches growing towards Priory Lodge to give 2 meters clearance. Reason – encroachment on neighbouring property, Priory Lodge – <b>The Rectory, Worcester Road, Ledbury, Herefordshire, HR8 1PL.</b>	<b>OK</b>	No objections	<b>Trees in Cons Area Works Can Proceed</b>
<a href="#">232638</a>	Ash (917), Ash (916), Ash (915) – Clump of tall and slender ash with 50% leaf loss due to Chalara Ash dieback – Fell Scouts Pine (907) – Dead. By access driveway to Upper Hall – Fell. Ash (903) – Some ash dieback and leaning over road and neighbouring garden – Pollard at first fork and retain as safe habitat. Wych Elm (908) – Dying by access driveway to Upper Hall. Dutch Elm disease – Fell – <b>The Garden House, Church Street, Ledbury, Herefordshire, HR8 1DJ.</b>	<b>OK</b>	No objections	<b>Trees in Cons Area Works Can Proceed</b>
<a href="#">232611</a>	Demolition of existing barn and erection of dwelling, car port, landscaping, and associated works – <b>Barn adj to The Nelmes, Munsley, Ledbury, Herefordshire HR8 2SH</b>	<b>GW</b>	That Ledbury Town Council request more information on this planning application in respect of the Ecology survey.	<b>No decision</b>



TalkCommunityEnquiries  
Cllr Stefanie Simmons

Via Email

Dear Sir/Madam

An application has been received on 25 September 2023 for a grant of a premises licence at:

**Weavers, 4 New Street, Ledbury. HR8 2DX**

Applied for:

**Licensable Activities**

**Sale/Supply of Alcohol (consumption on and off the premises)  
Monday – Sunday 11:00 – 24:00**

Consultation dates are as follows: Begins **26 September 2023** and ends **23 October 2023**

Any representation should address one of the four licensing objectives:

- Prevention Crime & Disorder
- Public Safety
- Prevention of Public Nuisance
- Protection of Children from Harm

A copy of the application can be found at the below website within 24hrs (working days only) of the date on this memo.

<https://www.herefordshire.gov.uk/business-1/current-licensing-applications>

Details on how to make a representation can be found at the below website address

<https://www.herefordshire.gov.uk/business-1/current-licensing-applications/2>

Any representations need to have name/address and contact details and should be emailed to [licensing@herefordshire.gov.uk](mailto:licensing@herefordshire.gov.uk) no later than **23 October 2023** addressing the four licensing objectives above.

Yours faithfully

**EMMA BOWELL  
SENIOR LICENSING TECHNICAL OFFICER**