



# LEDBURY TOWN COUNCIL

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8 December 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, 14 December 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 9 November 2023** (Pages 371-382)

**6. To review the Action Sheet** (Pages 383-386)

**ECONOMY**

**7. Report on Traders meeting attended by CDO** (Page 387)

**8. Notes of a meeting held with Buses 4US** (Pages 389-392)

**TOURISM**

**9. Painted Room Visitor Numbers** (Pages 393-399)

- i. March to Nov 2022/2023
- ii. 5- year comparison 2019-2023

**10. Update on Tourism Strategy** (Pages 401-407)

- i. Minutes of a meeting of the Task & Finish Group held on 1 November 2023)
- ii. Notes of a Steering Group Meeting

**11. Notes of a meeting with Stromstad Tourist Information Centre held on 23 November 2023** (Pages 409-410)

**PLANNING**

**12. Planning Consultations**

	<b>Application Number</b>	<b>Deadline for comments/ determination</b>	<b>Application details</b>
12.1	<u><a href="#">233266</a></u>	Deadline for comments 14.12.2023 Target determination date 04.01.2024	Proposed change of use proposal from a mixed use to 5 residential units for a building connected to a Grade II listed building – <b>The Royal Hall, 5A The Southend, Ledbury, Herefordshire, HR8 2EY</b>

12.2	<a href="#"><u>233267</u></a>	Deadline for comments 14.12.2023 Target determination date 04.01.2024	Proposed change of use proposal from a mixed use to 5 residential units for a building connected to a Grade II listed building – <b>The Royal Hall, 5A The Southend, Ledbury, Herefordshire, HR8 2EY – LISTED BUILDING CONSENT</b>
12.3	<a href="#"><u>233359</u></a>	Deadline for comments 21.12.2023 Target determination date 11.01.2024	Proposed extension (Retrospective) – <b>The Willows, The Homend, Ledbury, Herefordshire, HR8 1AP</b>
12.4	<a href="#"><u>233360</u></a>	Deadline for comments 21.12.2023 Target determination date 11.01.2024	Proposed extension (Retrospective) – <b>The Willows, The Homend, Ledbury, Herefordshire, HR8 1AP – LISTED BUILDING CONSENT</b>
12.5	<a href="#"><u>233391</u></a>	Deadline for comments 12.12.2023 Target determination date 28.12.2023	T1 – Purple Plum, reduce in height to approximately 8 meters, reducing in height be approximately 3 meters. Reason – outgrown situation – T2 – Birch, reduce height to approximately 12 meters to where previously cut. Lightly reduce outer canopy to balance, pruning clear of Italian Cypress. Reason – outgrown situation - <b>183 The Homend, Ledbury, Herefordshire, HR8 1BS</b>
12.6	<a href="#"><u>233443</u></a>	Deadline for comments 30.12.2023 Target determination date 16.01.2024	Proposed mobility scooter store and bin enclosure screens, with associated groundwork and paving

### 13. Tabled Applications

(If any)

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

### 14. Planning Decisions

(Pages 411-414)

### FINANCIAL

### 15. To approve invoices for payment for December (Final)

(Page 415)

## **WORKING PARTIES**

### **16. Traffic Management Working Party**

- i. Minutes of a meeting of the Traffic Management Working Party held on 6 December 2023 (Pages 417-420)**
- ii. To give consideration to recommendations from Traffic Management Report Prepared by Councillor Howells (Pages 421-428)**

### **17. Minutes of a meeting of the John Masefield Memorial Working Party held on 29 November 2023 (Pages 429-434)**

### **18. To review the initial data report prior to submission to the Committee Structure Working Party (Page 435-437)**

## **GENERAL**

### **19. Section 106 (Standing item) (Page 439-475)**

### **20. Update on Aldi Bus service (Page 477)**

### **21. Request from Councillor Simmonds in respect of replacement Road Sign for Biddulph Way (Page 479)**

### **22. Correspondence received from local resident (Page 481)**

### **23. Date of next meeting**

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

**Distribution: Full agenda to: - Committee Members (8)**

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**Press (2)**

**Ward Councillors (2)**

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



**LEDBURY TOWN COUNCIL**  
**MINUTES OF A MEETING OF THE PLANNING, ECONOMY & TOURISM**  
**COMMITTEE**  
**HELD ON 9 NOVEMBER 2023**

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

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

**P112. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Bradford & Howells

**P113. DECLARATIONS OF INTEREST AND WRITTEN REQUESTS FOR DISPENSATIONS**

No declarations of interest were received.

**P114. PUBLIC PARTICIPATION**

No members of the public were present.

**P115. NOLAN PRINCIPLES**

**RESOLVED:**

**That the Nolan Principles be received and noted.**

**P116. TO APPROVE AND SIGN THE MINUTES OF THE PLANNING, ECONOMY & TOURISM COMMITTEE MEETING HELD ON 12 OCTOBER 2023**

**RESOLVED:**

**That the minutes of the Planning, Economy & Tourism Committee meeting held on 12 October 2023 be approved and signed as a correct record.**

**P117. TO REVIEW THE ACTION SHEET**

Members were provided with the following updates in respect of the action sheet:

The Clerk advised that a response had been received from Ward Councillor Harvey with regards to planning application no. 232071 –

Proposed external chimney flue and internal alterations – Y Pass Fish and Chip Shop, The Homend, Ledbury, Herefordshire, HR8 1BN.

Members instructed the Clerk to contact the Planning Officer directly regarding this application.

**P46 – That the Clerk obtain quotes from consultants for the cost to commission a business plan in respect of the Tourist Information Centre.**

The Clerk informed members that she had contacted several companies to ask whether they could quote for the preparation of a business plan. She advised that the response from most of them was that it was not something they do or that they no longer provide this type of service.

The Chair queried why Ledbury Town Council could not create its own business plan for the Tourist Information Centre.

**P47 – RECOMMENDATION:**

**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.**

The Clerk reminded members that there is a meeting taking place on Wednesday, 15 November 2023 at 4:00pm with Clare Stone to discuss this.

**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.**

The Clerk advised members that this meeting had taken place on Thursday, 2 November 2023 and Councillor Morris provided an update. He advised that the possibility of having schools and art colleges involved in this project was discussed. Members noted that hand painted flags would be too much of an upkeep and would not be appropriate given the resources available for this project. Members noted that this action point was still in progress and that further updates would be provided as and when available.

**P77.3 – That the safer neighbourhood funding be looked into for improving this area. (Pathway between Parkway and JMHS).**

The Clerk provided members with a response received from Ian Connolly, Traffic Management Officer/Road Safety Team at West Mercia Police.

*“I think the Safer Neighbourhood Funding is more directed to crime and Anti-Social behaviour prevention than highway issues, so I don’t think that there is an option to tap into that pot. I am far from an expert though, so it might be worth taking advice from the County Councillor as he may be better placed to advise.*

*The funding that I am aware of for road safety is the Police & Crime Commissioners Safer Roads Fund, but this can only be used to pay for measures over and above the statutory obligation of the County Council (EG. Extra warning signs, Speed Indicator Devices, village gateway features etc) so in this instance can’t be used for the maintenance of the footway.*

*I sympathise with the position of the gentleman regarding the relatively poor condition of the footway, but I am sorry to say I can’t be of more assistance in this instance.”*

Members noted the response, but all agreed that this situation should still be pursued wherever possible to make this road safer for pedestrians and this item will kept on the Traffic Management Working Party as a standing item.

**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.**

Members noted that this item had been included in the agenda of the Tourism Task & Finish Group and that there was some confusion over creating a business plan or an action plan. Members noted that this is already a business and that an action plan needs to be created. Councillor McAll queried who it would be that would draft the plan. Members asked the Clerk if this was a project that officers could complete. The Clerk confirmed that this is something that officers could work together on but that it would be helpful if some guidance could be provided in respect of timescales. The Chair asked if a report on the Painted Room could be brought to the next Planning, Economy & Tourism Committee meeting to include details of the running costs, recruitment, and the possibility of having it open 7 days a week.

**P81a.1 – That the links be improved with Stromstad 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.**

The Clerk informed members that a Teams Meeting with Stromstad has been arranged for next week and that an update will be provided at the next committee meeting.

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

Councillor Hughes informed members that members of the Stromstad Twinning Association are visiting Ledbury 1 April – 7 April 2024.

**P102.3 – That officers write to Herefordshire Council to request whether there is any BSIE funding available to help continue the Aldi Bus Service.**

The Clerk provided members with an update received from Ward Councillor Peberdy who emailed Les Lumsdon at Buses4Us asking for advice about who is best to approach to ask for help continuing the Aldi Bus Service:

*“It might be best if Ledbury TC contacts HCC officers directly. I have only a limited knowledge of the road system and housing coverage in Ledbury and the Council will have a very clear idea. At this stage, I’d advocate that they put their pitch in for help through the BSIP.*

*Stef contacted me re Hawk Rise, and I spoke to the Transport Manager at DRM. They have undertaken a test drive around Hawk Rise, and it is possible to run a bus around a loop there. However, they are waiting for HCC to put in the necessary bus stops. Paul Williamson will be handling that aspect. Stef indicated that she would also be contacting the officers so thought it best to copy her into this correspondence.*

**CONTACTS**

*The team leader for public transport responsible for the allocation of BSIP is Craig Lewis, Transport Services:*

*Manager [Craig.Lewis@herefordshire.gov.uk](mailto:Craig.Lewis@herefordshire.gov.uk).*

*The other manager in the team is Paul:*

*[Williamson: Paul.Williamson@Herefordshire.gov.uk](mailto:Williamson: Paul.Williamson@Herefordshire.gov.uk)*

*However, HC has been advised by consultants regarding the BSIP and the person at ITP managing the BSIP process is [Tim.Edwards@ITP.net](mailto:Tim.Edwards@ITP.net) He is an associate director at ITP and a very experienced manager advising HCC on public transport at present.*

*I would advise addressing the e mail to Craig Lewis copied to the other two gentlemen.”*

Members noted the progress being made with continuing the Aldi Bus Service.

**P103.3 – That the Planning, Economy & Tourism Committee agree to the Community Development Officer being the first point of contact with the Traders Association.**

The Clerk informed members that the Community Development Officer attended the Traders Meeting that had taken place the week before. The Chair asked if a report could be provided at the next committee meeting with updates from this Traders Meeting.

**P104.3 – That consideration be given to the town traders to be given a survey to complete, in the future, to provide their views on the Charter Market.**

Councillor Hughes expressed his concern about draft information being shared with traders that is still at a confidential level. Members agreed that no information should be taken to traders until such time Council has made a decision or views are being sought from the Market traders to ensure that work being completed is not counterproductive. Councillor McAll agreed but noted that minutes are made public once approved and they are published onto the Town Council website meaning that draft information is on display for all and that it might not be clear that this is not yet council policy.

Members discussed the option of having these types of conversations in confidential session however, it was stated that this should not be necessary and any council discussion taking place in meetings should not be shared by any Member until such time it has been finalised.

It was suggested that when minuting matters in council meetings that it should be made clear that the matter being discussed is at the discussion stage and not a final council policy that is in place.

All members agreed that the Nolan Principles should be stressed more at all committee meetings highlighting the points made above. All members agreed that this matter should be an item on the Full Council agenda to remind all Councillors of the Nolan Principles.

**RESOLVED:**

- 1. That the Clerk contact the relevant Planning Officer in respect of planning application no. 232071 – Proposed external chimney flue and internal alterations – Y Pass Fish and Chip Shop, The Homend, Ledbury, Herefordshire, HR8 1BN and ask if any advice or guidance can be given to the applicant on the process of how to appeal.**
- 2. That Ledbury Town Council create its own business plan for Tourist Information Centre.**

3. That Ledbury Town Council will continue to try and pursue improving the road between Parkway and JMHS and this will remain a standing item on the Traffic Management Working Party.
4. That officers and Councillors work together to create an action plan for the Painted Room and that a report on the Painted Room be on the agenda of the next Planning, Economy & Tourism committee meeting.
5. That the Community Development Officer create a report for the next Planning, Economy & Tourism meeting with feedback from the last Traders Association meeting she attended.
6. That there be an item on the Full Council agenda to remind all Councillors of the Nolan Principles and that they should not be giving the impression that a matter under discussion is actual council policy

**P118. NOTES OF A MEETING OF THE MARKETS TASK & FINISH GROUP HELD ON 17 OCTOBER 2023**

**RESOLVED:**

That the notes of the Markets Task & Finish Group held on 17 October 2023 were received and noted.

**P119. DRAFT MARKET STRATEGY**

Councillor Hughes proposed that this document should now be sent to Full Council as it needs a decision working body in order for it to be adopted and developed and then for it to move on to the delivery plan.

**RESOLVED:**

That the Draft Markets Strategy document be recommended to Full Council for consideration and adoption ahead of the next stage, delivery plan.

**P120. PAINTED ROOM VISITOR NUMBERS MARCH TO SEPTEMBER 2022/2023**

The Chair noted how the Painted Room visitor numbers were significantly higher during the Heritage Open Days event and that this should be an aspiration for the future.

**RESOLVED:**

That the Painted Room numbers March to September 2022/2023 were received and noted.

**P121. NOTES OF A MEETING OF THE TOURISM TASK & FINISH GROUP  
HELD ON 1 NOVEMBER 2023**

The Clerk explained that unfortunately there was not sufficient time to have these on the agenda and they will be provided at the next meeting.

**RESOLVED:**

**That the notes of the meeting of the Tourism Task & Finish Group held on 1 November 2023 be provided at the next Planning, Economy & Tourism Committee meeting.**

**P122. PLANNING CONSULTATIONS**

**i. Planning Application No. 232515**

**Proposed replacement of 3 sash windows – with retention of frames and cills – 7 Upper Hall Estate, Worcester Road, Ledbury, Herefordshire, HR8 1JA**

**RESOLVED:**

**No objections.**

**ii. Planning Application No. 232810**

**Proposed replacement of existing conservatory with ground floor extension to the rear – 26 Oatleys Crescent, Ledbury, Herefordshire, HR8 2BY**

**RESOLVED:**

**No objections.**

**iii. Planning Application No. 232860**

**Retrospective application for internal alterations comprising of the removal of breeze block hall between kitchen and study to create kitchen/living area with utility/store – The Old Captains, Hereford Road, Ledbury, HR8 2PX**

**RESOLVED:**

**No objections.**

**iv. Planning Application No. 232972**

**Change of use of former tool and sales station to veterinary practice – The Old Wharf, Ross Road, Ledbury, Herefordshire, HR8 2QJ**

**RESOLVED:**

**No objections.**

**v. Planning Application No. 233084**

**Proposed change of use from Class E (a) (formally A1 Retail) to Sui generis, use as a public house, wine bar or drinking establishment (formally A4) – 4 New Street, Ledbury, Herefordshire, HR8 1AH**

**RESOLVED:**

**No objections.**

**vi. Planning Application No. 233085**

**Proposed change of use from Class E (a) (formally A1 Retail) to Sui generis, use as a public house, wine bar or drinking establishment (formally A4) – 4 New Street, Ledbury, Herefordshire, HR8 1AH  
LISTED BUILDING CONSENT**

**RESOLVED:**

**No objections.**

**vii. Planning Application No. 233081**

**Replacement of brick infill panels with wood board panels. Part replacement of rotten wood beams with seasoned oak. Part retrospective – 1 Ivydene Cottages, Homend Crescent, Ledbury, Herefordshire, HR8 1AH**

**RESOLVED:**

**No objections.**

**viii. Planning Application No. 233082**

**Replacement of brick infill panels with wood board panels. Part replacement of rotten wood beams with seasoned oak. Part retrospective – 1 Ivydene Cottages, Homend Crescent, Ledbury, Herefordshire, HR8 1AH  
LISTED BUILDING CONSENT**

**RESOLVED:**

**No objections.**

**ix. Planning Application No. 233208**

**Proposed ground floor extension – 1 Ledbury Park, Ledbury, Herefordshire, HR8 1LF**

**RESOLVED:**

**No objections.**

**P123. TABLED APPLICATIONS**

**RESOLVED:**

**None received.**

**P124. PLANNING DECISIONS**

Members discussed planning application no. 223921, Planning Re-consultation – Land to the rear of 8A High Street, Ledbury, Herefordshire, HR8 1DS. Due to members objecting on this application on the grounds of the Neighbourhood Development Plan, it was requested that reports from Enforcement Officers be acquired.

Members discussed that the pressure should be kept up on Herefordshire Council's planning department as the decisions take too long to make.

**RESOLVED:**

- 1. That the Planning Decisions were received and noted.**
- 2. That officers obtain information from Enforcement Officers on how the conditions will be managed in respect of planning application no. 223921, Planning Re-consultation – Land to the rear of 8A High Street, Ledbury, Herefordshire, HR8 1DS.**

**P125. ITEMS FOR CONSIDERATION FOR INCLUSION IN 2024/25 BUDGET**

**RESOLVED:**

1. Members reviewed the budget monitoring sheet and agreed that 'Charter Market Fees' should be changed to 'Market Fees.' To include event income at the Market such as Christmas Light Switch On, Late Night Shopping, World Book Day etc.

**RECOMMENDATION:**

That the following recommendations go to the Finance, Policy & General Purposes Committee:

- Provision of a Business Plan for the Tourist Information Centre.
- Provision and installation of Flags around the town – Members may wish to consider purchasing new flag poles - £70/80 per unit (Possible joint project with Civic Society and Ledbury Places).
- Funding for two further SID units to be located around Ledbury – circa £3,500 per unit.
- That market income received be reinvested to support the Market Strategy, and that this income be moved to an Earmarked Reserve at the end of each financial year.

**P126. ADOPTION OF TELEPHONE KIOSK – THE LANGLANDS, LEDBURY**

Councillor Hughes proposed that option 3 be chosen for the adoption of telephone kiosk – The Langlands, Ledbury. All members were in favour.

**RECOMMENDATION:**

That a recommendation be made to Full Council that officers be instructed to purchase a defibrillator as provided in Option 3 of the report:

**ViVest X3 defibrillator with carry case, spare electrodes ShockBox Sentry (locked) heated double skinned steel surround cabinet for kiosk**

**Telephone kiosk and community signage pack**

**Cost = £1840**

**Additional costs – Delivery £25.00, installation by a BT approved electrician**

**P127. MINUTES OF A MEETING OF THE TRAFFIC MANAGEMENT WORKING PARTY HELD ON 25 OCTOBER 2023**

**RESOLVED:**

**That the minutes of the meeting of the Traffic Management Working Party held on 25 October 2023 were received and noted.**

**P128. CONSIDERATION OF LEDBURY HOPPER TYPE SERVICE**

Members agreed that Gareth Davies should be invited to the meeting with Councillors and Clare Stone next week to discuss the Ledbury Hopper Type Service.

**RESOLVED:**

- 1. That the contents of the Ledbury Hopper Type Service report be received and noted, noting that Clare Stone will be meeting with Councillors on Wednesday, 15 November 2023.**
- 2. That Gareth Davies be invited to work with Ledbury Town Council and Buses4us to help prepare and submit a funding application via BSIP and that he also be invited to attend the meeting with Clare Stone to discuss the Ledbury Hopper Service further.**

**P129. MINUTES OF A MEETING OF THE JOHN MASEFIELD MEMORIAL WORKING PARTY HELD ON 19 OCTOBER 2023**

**RESOLVED:**

**That the minutes of a meeting of the John Masefield Memorial Working Party held on 19 October 2023 were received and noted.**

**P130. TO APPROVE THE SETTING UP OF A WORKING PARTY TO COMPLETE AN INITIAL DATA REPORT FOR SUBMISSION TO THE COMMITTEE STRUCTURE WORKING PARTY**

Councillors Furlonger, McAll and Morris put themselves forward to complete an initial data report for submission to the committee structure working party.

**RESOLVED:**

**That Councillors Furlonger, McAll and Morris complete an initial data report for submission to the committee structure working party.**

**P131. SECTION 106 (Standing item)**

**Notification of S106 monies received by Herefordshire Council in relation to Bloor Development – Land North of Viaduct, adjoining Orchard Business Park, Ledbury, Herefordshire**

All members expressed their frustration that S106 money had been used for bins and not infrastructure. All members agreed that this should be voiced to County Councillors of their frustration.

**RESOLVED:**

**That the Clerk write to County Councillors expressing the Town Councils frustration at S106 money being used for waste bins for each property at the land North of the Viaduct rather than on infrastructure when they believe the provision of waste bins to be a statutory requirement of the Local Authority.**

**P132. DATE OF NEXT MEETING**

**RESOLVED:**

**To note that the date of the next meeting of the Economy, Planning & Tourism Committee is scheduled for 14 December 2023.**

The meeting ended at 8:20pm.

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

AGENDA ITEM: 6

Action Sheet November 2023

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
<b>PLANNING, ECONONMY &amp; TOURISM MEETING 13 JULY 2023</b>					
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	Jan-24	Clerk to progress	In progress
<b>PLANNING, ECONONMY &amp; TOURISM MEETING 14 SEPTEMBER 2023</b>					
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	Notes of the meeting are included on December agenda
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
<b>PLANNING, ECONONMY &amp; TOURISM MEETING 12 OCTOBER 2023</b>					
P104.3	That consideration be given to the town traders being given a survey to complete, in the future, to provide their views on the Charter Market.	Markets WP	Next meeting	To be considered at next meeting of the MWP	In progress
<b>PLANNING, ECONONMY &amp; TOURISM MEETING 9 NOVEMBER 2023</b>					
P117.1	That the Clerk contact the relevant Planning Officer in respect of planning application no. 232071 - Proposed external chimney flue and internal alterations - Y Pass Fish and Chip Shop, The Homend, Ledbury, Herefordshire, HR8 1BN and ask if any advice or guidance can be given to the applicant on the process of how to appeal.	Officers	07.12.2023	Response awaited	In progress

P117.2	That Ledbury Town Council create its own business plan for Tourist Information Centre	Tourism Task & Finish Group	Dec 2023	Update from Tourism WP to be provided to PET's committee 14.12.2023	On agenda
P117.3	That Ledbury Town Council will continue to try and pursue improving the road between Parkway and JMHS and this will remain a standing item on the Traffic Management Working Party.	TMWP	All future agendas		Completed
P117.4	That officers and Councillors work together to create an action plan for the Painted Room and that a report on the Painted Room be on the agenda of the next Planning, Economy and Tourism committee meeting.	Officers & Councillors	Future PET's agenda	Due to work pressures no further action has been taken in respect of this	In progress
P117.5	That the Community Development Officer create a report for the next Planning, Economy & Tourism meeting with feedback from the last Traders Association meeting she attended.	CDO	Dec-23	Report on December agenda	Completed
P119	That the Draft Markets Strategy document be recommended to Full Council for consideration and adoption ahead of the next stage, delivery plan.	TC	Jan-23	To be included in January agenda of Full Council	In Progress
P121	That the notes of the meeting of the Tourism Task & Finish Group held on 1 November 2023 be provided at the next Planning, Economy & Tourism committee meeting.	Officers	Dec-23	On agenda	Completed
P124.2	That officers obtain information from Enforcement Officers on how the conditions will be managed in respect of planning application no, 223921, Planning re-consultation - Land to the rear of 8A High Street, Ledbury, Herefordshire, HR8 1DS	TC	07.12.2023	Email sent to enforcement officers	Response awaited

P125.1	Members reviewed the budget monitoring sheet and agreed that 'Charter Market Fees' should be changed to 'Market Fees'. To include event income at the Market such as Christmas Light Switch On, Late Night Shopping, World Book Day etc.	RFO	Apr-24	To be changed on 2024/25 budget	In progress
P125	<p>RECOMMENDATION: That the following recommendations go to the Finance, Policy &amp; General Purposes Committee:</p> <ul style="list-style-type: none"> <li>• Provision of a Business Plan for the Tourist Information Centre.</li> <li>• Provision and installation of Flags around the town – Members may wish to consider purchasing new flag poles - £70/80 per unit (Possible joint project with Civic Society and Ledbury Places).</li> <li>• Funding for two further SID units to be located around Ledbury – circa £3,500 per unit.</li> <li>• That market income received be reinvested to support the Market Strategy, and that this income be moved to an Earmarked Reserve at the end of each financial year.</li> </ul>	RFO	17.11.2023	Included in report to FP & GP Nov 2023	Completed

P126	RECOMMENDATION: That a recommendation be made to Full Council that officers be instructed to purchase a defibrillator as provided in Option 3 of the report: ViVest X3 defibrillator with carry case, spare electrodes ShockBox Sentry (locked) heated double skinned steel surround cabinet for kiosk Telephone kiosk and community signage pack Cost = £1840 Additional costs – Delivery £25.00, installation by a BT approved electrician	TC	Jan-23	To be included in January agenda of Full Council	In progress
P128.2	That Gareth Davies be invited to work with Ledbury Town Council and Buses4us to help prepare and submit a funding application via Bsip and that he also be invited to attend the meeting with Clare Stone to discuss the Ledbury Hopper Service further.	Officers	-	Members are advised that sadly Gareth Davies recently passed away and therefore members will be asked to give consideration to how to take this project forward.	Further consideration required from Committee
P130	That Councillors Furlonger, McAll and Morris complete an initial data report for submission to the committee structure working party.	Councillors Furlonger, McAll and Morris	Nov-23	Data form completed at working party and on agenda for consideration	Completed
P131	That the Clerk write to Ward Councillors expressing the Town Council's frustration at S106 money being used for the waste bins for each property at the land North of the Viaduct rather on infrastructure, when they believe the provision of waste bins to be a statutory requirement of the Local Authority	TC	07.12.2023	Email sent to Ward Councillors	Response awaited

<b>FULL COUNCIL</b>	<b>14 DECEMBER 2023</b>	<b>AGENDA ITEM: 7</b>
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Report prepared by Olivia Trueman – Community Development Officer

## **TRADERS ASSOCIATION MEETING**

### **Purpose of Report**

The purpose of this report is to provide Members information on a Traders Association Meeting that the Community Development Officer was invited to in November.

### **Detailed Information**

The CDO was asked to attend the Traders Association Meeting to discuss the Late-Night Shopping Event, and how the Town Council could support all Traders.

It was agreed that the Town Council would continue to share the posters and advertising material on the main social media accounts and website, and that traders would return the favour by sharing the Light Switch on posters. It was also agreed that the Traders Association could use the space under the Market House for the Brass Band, Community Choir and Morris Dancers.

There were concerns regarding the small Market that the Council usually hold during the late-night shopping event, and whether it would take sales away from the businesses in Ledbury. After much debate, members of the Traders Association were reassured that the Market was established to compliment the event and help create synergy in the town.

The Traders Association Meetings have been worthwhile and have allowed the Community Development Officer to build rapport with local traders

### **Recommendation**

That the above report be received and noted.



## **BUSES4US RECORDING – FIRST SIX MONTHS REVIEW OF THE DAFFODIL LINE**

### **Discussing Finance with LEDBURY Town Council and other councils**

3 years until reach full potential – would need further support if the service were going to be successful after a year, would need to come to the councils to ask for more funding for year two but would be a smaller amount than year one and potentially more support for year three but less than year one. The members of the Daffodil Line wanted to show everyone before asking for more money whether it has value to town and residents.

### **6 months' worth of data**

1<sup>st</sup> six months – 21,000 passengers, over 1000 trips, only 3 missed.

42% chose to take bus over car, average passengers spend £38.80 on local shops - £400,000 in local businesses.

Kids go free in august – was successful, want to revisit in august next year.

Covered 37% of running cost already earnt, which is average.

**Questions from MOP** – How does the average spend get calculated – stipulated from survey data, average passenger spend x number of passenger divided 2. This will change as the data has become more robust. Has already started to go up from the last survey by a few pennies.

120 passengers were surveyed – roughly.

### **Strengths**

- Predominantly around the people and the community – huge amount of community support, local media support, town and parish councils given financial support along the route off the back of asking residents whether they would happily pay 40p a month additional of council tax – is it worth paying – residents said yes.
- Had expert support, support for local councils, volunteers from the groups of the line, new visitor attractions helping to make the line a success.

### **Weakness**

- Timetable – shouldn't have started with, was too tight and three lots of road works on the first opening week, delays were horrible. Roadwork was a blessing, as it had highlighted a problem and now has been resolved and flowing well and on time.
- Waiting to see what winter brings, lowest number of passengers was July, July was a record wettest July – retail was hit bad as well.
- Concession reimbursement – ongoing problem, average ticket price £2.00. 80p is earnt for every bus pass holder – 40% passengers are passholders – a lot of other local services are 70%

- Threat Uncertainly – government policies and the £2.00 fare cap. uncharted waters with public transport,

**QUESTIONS** - Herefordshire received larger amount of bus improvement money – should that take away this threat? Not sure what the bus improvement strategy from the council is yet but that the main concern would be main bus lines before 2019, must run £2.00 cap, can't guarantee the money from the funding scheme into the daffodil line budget. Sounds like a lot of money but it is not, Herefordshire has slightly under a million a year for next year for bus service improvement, Daff line just one of many services over the county that need the support, Hereford city council would get a lot of the money, this could be than be used for a hourly service from Hereford to ledbury , but also service to Leominster so not sure when or if. Hereford council bid for £20 M but didn't get that funding.

### Figures/Data

- Ticket machine on the bus – very accurate for money counting – and passenger count but could be slightly under due to passes etc.
- Conducting passengers' surveys on the bus – twice a month to build a bigger picture. 113 respondents so far. The volunteers have decided not to send surveys through mail as they want live stats to be more accurate. Sampling method is face to face, as mail responds are either very negative or very positive.
- Demographic 50/50 male and female but slightly more male passengers seem to be travelling to work, nightshift works, or spilt shift works, car shares.
- Less than 10% with disability – difficult questions to ask so could be incorrect, similar with ages questions as well.
- Rural service – 80% of 65 + passengers, daffodil line has a larger amount of younger passengers.
- School children can't be interviewed.
- Main travelling is the 11.05 – 17.05, most surveys been carried out.
- Carry most of the services but done by three volunteers but planning to do more surveys.
- Always recruiting volunteers to help.
- Time of day is always on the surveys.
- Data is just too small at the moment; big success is physically speaking to the passengers to get their responses.
- Ledbury is a key point, ledbury station is building up, leisure tourism stops rising but haven't started to market this yet, students getting off in ross and ledbury.

**Questions** – previously there was no service between the two towns, so this has been good stats to see, big numbers from ross to ledbury, (lovely indie shops in Ledbury) a good two-way flow between the two towns.

**Questions** – one lady interviewed was from Ross who has family in Ledbury she previously couldn't see as she doesn't drive and there are no bus services. Similarly,

to a lady in Newent whose family in ledbury. Lots of careers on the bus coming to ledbury.

- Getting to the bus – main way is to walk to the bus stops– could be biased opinions, integration of bus services, some people are getting off one bus or train to get onto the daffodil line.
- Not outstanding chart on the data, 40% once a week or twice a month, shopping, leisure business trips that are really spending the money.

### **why on the bus if they have a car data**

- wanting to support the buses, environmental impacts, don't like driving through someone else's town. Meeting up with friends having a drink. Saving on petrol, parking. Main reason is for shopping and leisure – some are for medical appointments.
- B banded – prime market is spending – lunch time period 11am to 4pm. Groups together
- High level of service from survey data – Drivers look after passengers.
- in the first two months, timetable set by Gloucester bus services / county council causes headaches took immediate action to change to the bus service tablet that the daffodil line had set. Complaints – speeding, lateness then to positives

### **Passenger numbers**

- Growing, month by months, October figures are holding, would expect to go down and pick up in summer. Planning for this.
- Monthly revenue – September went up – linked to schools returning – buying season / half season passes

### **Passenger Figures –**

4000 a month, need to increase figures, three keyways to do it –

1. Returning existing passengers, quality of the services, mobility of serviced
  - 2) more journeys out of existing passengers – leisure more reasons to travel, minor tweaks to timetable – Weston's much Marcle have trouble with recruitment due to cost of driving, cars, currently the bus service doesn't work for them but potential to discuss with them. Tying with 33bus services Gloucester to Newent service - stage coach talking to Gloucester council to see if the timetable with daffodil line.
  - 3) Weekly/ monthly season passes – attracting new passengers. Community in Newent still not aware of the bus service, spreading awareness of the service and linking to markets anything under an hour journey. Gloucester bus station advertises the service.
- End of year 3 will be value for money. 12-month contract fully funded – for certainty for passengers
  - First year – lions funding came from - business donors, private, town and parish councils.
  - Y2 – third of the money already sorted in ticket revenue from year 1,

- y3 – anticipate 40% growth of the total ticket revenues plus donations
- Y4 - well under the subsidy threshold for councils to deem the service value
- 40p tax contribute per household on Band D tax bracket – next year will be about 28p – recognised a lot of money but can see the potential.

**Questions** - 41 minutes – too quiet too hear that actual questions – how easy it is to get to Gloucester – Easy, see back to point regarding tying timetable with Gloucester – half an hour between the services this is currently recovery time for the drivers at the bus station but they would like to change this to Newent instead allowing the services to be linked – in talks, possibility to move the bus stop to make it easier for passengers but currently it is only 1-2 minute walk. Also trying to integrate with the trains at ledbury and bus service at Gloucester. Has been difficult to train strikes, bus cancellations etc.

**Next steps questions** – Grant applications currently closed, big block from what they can access from grants/needs to be brought up in the next finance meeting which isn't till Jan. Council contributed from the general reserves for the first year. Ledbury council does not have general power of confidence.

Posters to be put up on the posters to advertise Ledbury Events such as Christmas Lights, late night shopping.

Key:	Incl event	incl. meeting	incl bank holiday	incl school activity days	incl out of hours booking	incl staff training	incl. clerical work
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Mar-22					Av
	Visitor	Hours	Staff	Daily	
	Nos	Open	Hours	visits	
Mon	Closed				
Tues					
Weds					
Thurs					
Fri					
Sat					
Sun					
totals	0	0	0		

open from 11.4.22					
Apr-22					Av
	Visitor	Hours	Staff	Daily	
	Nos	Open	Hours	visits	
Mon	30	11	13.5	10	
Tues	18	8	9	9	
Weds	38	12	13.5	12.6	
Thurs	41	12	13.5	13.6	
Fri		Closed			
Sat	68	12	18	22.6	
Sun		Closed			
totals	195	55	67.5		

May-22					Av
	Visitor	Hours	Staff	Daily	
	Nos	Open	Hours	visits	
Mon	75	15	18	18.8	
Tues	79	20	24	16.8	
Weds	85	16	18	22.5	
Thurs	114	17	20.3	28.5	
Fri	1	0	closed	1	
Sat	80	14	15.8	22.8	
Sun		0			
totals	434	82	96		

Mar-23					Av
	Visitor	Hours	Staff	Daily	
	Nos	Open	Hours	visits	
Mon	22	12	13	5.5	
Tues	32	12	13	8	
Weds	29	12.5	14.5	7.25	
Thurs	57	12	14	14.3	
Fri		Closed	1		
Sat	9	Closed	5		
Sun		Closed			
totals	149	48.5	59.5		

Apr-23					av.
	Visitor	Hours	Staff	Daily	
	Nos	open	hours	visits	
Mon	41	12	13.5	13.6	
Tues	70	16	18	17.5	
Weds	76	17	21	19	
Thurs	58	16	18	14.5	
Fri	4	closed		4	
Sat	129	18	20	28.6	
Sun		closed			
totals	378	79	90.5		

May-23					Av
	Visitor	Hours	Staff	Daily	
	Nos	open	Hours	visits	
Mon	46	11	22.5	15.3	
Tues	72	20	22.5	14	
Weds	72	20	25.5	14	
Thurs	81	16	18	20.3	
Fri		closed			
Sat	86	12	17.5	21.5	
Sun		closed			
totals	357	79	106		

Key:	Incl event	incl. meeting	incl bank holiday	incl school activity days	incl out of hours booking	incl staff training	incl. clerical work
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Jun-22				Av	Jun-23				Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits		Nos	Open	Hours	visits
Mon	77	16	18	19.3	Mon	75	16	18	18.8
Tues	62	16	18	15.5	Tues	59	16	18	14.4
Weds	67	20	22.5	13.4	Weds	51	14	17	14
Thurs	73	19	22.5	14.3	Thurs	84	20		16.8
Fri		closed			Fri		closed		
Sat	73	12	15.5	24	Sat	58	8	9	29
Sun		closed			Sun		closed		
totals	352	83	96.5		totals	327	74	62	

Jul-22				Av	Jul-23				Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits		Nos	open	Hours	visits
Mon	55	14	19.5	15.7	Mon	110	20	25.5	22
Tues	21	4	6	21	Tues	139	16	18	34.7
Weds	99	17	28.8	24.8	Weds	67	14	16	19.4
Thurs	94	17	22.5	23.5	Thurs	139	16.5	18.5	34.7
Fri	12	closed		6	Fri		Closed		
Sat	109	16	19.8	27.3	Sat	103	16	24	22.8
Sun	8	closed		8	Sun	2	Closed		2
totals	398	68	96.5		totals	560	82.5	102	

Aug-22				Av	Aug-23				Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits		Nos	open	Hours	visits
Mon	81	19	31.5	20.5	Mon	79	12	13.5	26.3
Tues	140	23	36	28	Tues	106	16	19.8	26.5
Weds	132	24	40.5	26.4	Weds	103	20	22.5	20.6
Thurs	97	20	31	24.3	Thurs	118	20	22.8	23.6
Fri	8	Closed		4	Fri	2	closed		2
Sat	72	12	13	28.8	Sat	143	21	32.5	35.8
Sun		Closed			Sun		closed		
totals	530	98	152		totals	551	89	111	

Key:	Incl event	incl. meeting	incl bank holiday	incl school activity days	incl out of hours booking	incl staff training	incl. clerical work
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Sep-22	Av			
	Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits
Mon	49	12	20.5	16.3
Tues	113	16	30.3	27.5
Weds	131	16	26.5	32.8
Thurs	154	20	36	30.8
Fri	8	0	2	4
Sat	72	12	15	28.8
Sun	closed			
totals	527	76	130	

Sep-23	Av			
	Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits
Mon	68	16	18	17
Tues	95	16	18	23.8
Weds	106	16	22.8	26.5
Thurs	116	16	27	29
Fri	99	4	5.5	99
Sat	206	19	30.3	41.2
Sun	27	3	3.5	27
totals	717	83	116	

Oct-22	Av			
	Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits
Mon	71	20	22.5	14.2
Tues	11	4	4.5	5.5
Weds	80	16	18	20
Thurs	91	16	18	22.8
Fri	closed			
Sat	136	20	22.5	27.2
Sun	closed			
totals	389	76	85.5	

Oct-23	Av			
	Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits
Mon	62	12.5	14	20.6
Tues	86	16	18	21.5
Weds	83	16	20	20.8
Thurs	99	17	21	25.8
Fri	Closed			
Sat	126	16	20	31.5
Sun	Closed			
totals	456	77.5	93	

Nov-22	Av			
	Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits
Mon	closed			
Tues	closed			
Weds	closed			
Thurs	closed			
Fri	closed			
Sat	closed			
Sun	closed			
totals	0	0	0	

Nov-23	Av			
	Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits
Mon				
Tues				
Weds				
Thurs				
Fri	Closed			
Sat				
Sun	10	1	2	10
totals	10	0	0	

Key:	Incl Heritage Days	incl. meeting	incl bank holiday	incl school activity days	incl out of hours booking	incl staff training	incl. clerical work
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Covid-19					Covid-19					Covid-19					Covid-19														
Mar-19					Av	Mar-20					Av	Mar-21					Av	Mar-22					Av	Mar-23					Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily					
	Nos	open	Hours	visits		Nos	Open	Hours	visits		Nos	open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits					
Mon	November 2018 to Mar-19  closed  21 visitors					Mon	closed					Mon	November 2018 to Mar-19  closed					Mon	Closed					Mon	22	12	13	5.5	
Tues						Tues	closed					Tues		Tues	8														
Weds						Weds	closed					Weds		Weds	7.25														
Thurs						Thurs	closed					Thurs		Thurs	14.25														
Fri						Fri	closed					Fri		Fri	1														
Sat						Sat	closed					Sat		Sat	5														
Sun						Sun	closed					Sun		Sun	Closed														
totals	21	0	0			totals	0	0	0			totals	0	0	0			totals	0	0	0			totals	149	48.5	59.5		

Covid-19					Covid-19					open from 11.4.22														
Apr-19				Av	Apr-20				Av	Apr-21				Av	Apr-22				Av	Apr-23				av.
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	open	hours	visits
Mon	16	7.5	10.5	8	Mon	closed				Mon		closed			Mon	30	11	13.5	10	Mon	41	12	13.5	13.6
Tues	18	9	11	9	Tues	closed				Tues		closed			Tues	18	8	9	9	Tues	70	16	18	17.5
Weds		0	1		Weds	closed				Weds		closed			Weds	38	12	13.5	12.6	Weds	76	17	21	19
Thurs	13	4.5	5.5	13	Thurs	closed				Thurs		closed			Thurs	41	12	13.5	13.6	Thurs	58	16	18	14.5
Fri		0			Fri	closed				Fri		closed			Fri		Closed			Fri	4	closed		4
Sat	19	4	8	19	Sat	closed				Sat		closed			Sat	68	12	18	22.6	Sat	129	18	20	28.6
Sun		0		0	Sun	closed				Sun		closed			Sun		Closed			Sun		closed		
totals	66	25	36		totals	0	0	0		totals	0	0	0		totals	195	55	67.5		totals	378	79	90.5	

N.B. Open from Easter

May-19					Av	May-20					Av	May-21					Av	May-22					Av	May-23					Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	open	Hours	visits					
Mon	58	12	15	19.3	Mon	closed					Mon	16	11	14	5.3	Mon	75	15	18	18.8	Mon	46	11	22.5	15.3				
Tues	83	18	18	20.8	Tues	closed					Tues	19	8	9	9.5	Tues	79	20	24	16.8	Tues	72	20	22.5	14				
Weds	8	closed	0	8	Weds	closed					Weds	11	8	10	5.5	Weds	85	16	18	22.5	Weds	72	20	25.5	14				
Thurs	84	22.5	22.5	16.8	Thurs	closed					Thurs	21	8	9	10.5	Thurs	114	17	20.3	28.5	Thurs	81	16	18	20.25				
Fri	4	closed	0	4	Fri	closed					Fri		closed			Fri	1	0	closed	1	Fri		closed						
Sat	102	16	32	25.5	Sat	closed					Sat	27	8	13.5	13.5	Sat	80	14	15.8	22.8	Sat	86	12	17.5	21.5				
Sun		closed			Sun	closed					Sun		closed			Sun		0			Sun		closed						
totals	339	68.5	87.5		totals	0	0	0		totals	94	39	48	55.5	totals	434	82	96		totals	357	79	106						

Key:	Incl Heritage Days	incl. meeting	incl bank holiday	incl school activity days	incl out of hours booking	incl staff training	incl. clerical work
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Covid-19					Covid-19					Covid-19					Covid-19														
Jun-19					Av	Jun-20					Av	Jun-21					Av	Jun-22					Av	Jun-23					Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily					
	Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits					
Mon	95	18	18.5	23.7	Mon	closed					Mon	79	16	18	19.8	Mon	77	16	18	19.3	Mon	75	16	18	18.75				
Tues	85	18	18	21.2	Tues	closed					Tues	62	20	22.5	12.4	Tues	62	16	18	15.5	Tues	59	16	18	14.4				
Weds		Closed			Weds	closed					Weds	52	20	22.5	10.4	Weds	67	20	22.5	13.4	Weds	51	14	17	14				
Thurs	85	18	18.5	21.2	Thurs	closed					Thurs	52	16	18	13	Thurs	73	19	22.5	14.3	Thurs	84	20		16.8				
Fri		Closed			Fri	closed					Fri					Fri		closed			Fri		closed						
Sat	122	20	40	24.4	Sat	closed					Sat	84	16	36	21	Sat	73	12	15.5	24	Sat	58	8	9	29				
Sun		Closed			Sun	closed					Sun					Sun		closed			Sun		closed						
totals	387	74	95		totals	0	0	0		totals	329	88	117		totals	352	83	96.5		totals	327	74	62						

Covid-19					Covid-19					Covid-19					Covid-19														
Jul-19					Av	Jul-20					Av	Jul-21					Av	Jul-22					Av	Jul-23					Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily					
	Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	open	Hours	visits					
Mon	104	22.5	22.5	20.8	Mon	43	16	18	10.7	Mon	58	16	18	14.5	Mon	55	14	19.5	15.7	Mon	110	20	25.5	22					
Tues	121	22.5	22.5	24.2	Tues	19	16	18	4.75	Tues	80	16	22.5	20	Tues	21	4	6	21	Tues	139	16	18	34.7					
Weds	3	closed		3	Weds	35	16	32.5	7.5	Weds	80	16	26	20	Weds	99	17	28.8	24.8	Weds	67	14	16	19.4					
Thurs	110	18	18	27.5	Thurs	27	16	28	6.75	Thurs	77	16	30.5	19.3	Thurs	94	17	22.5	23.5	Thurs	139	16.5	18.5	34.7					
Fri		closed			Fri	closed					Fri		closed	8	8	Fri	12	closed	6	Fri		Closed							
Sat	92	16	32	23	Sat	32	16	29.5	8	Sat	100	20	45	20	Sat	109	16	19.8	27.3	Sat	103	16	24	22.8					
Sun		closed			Sun	closed					Sun		closed			Sun	8	closed	8	Sun	2	Closed		2					
totals	430	79	95		totals	156	80	126		totals	395	84	150		totals	398	68	96.5		totals	560	82.5	102						

Covid-19					Covid-19					Covid-19					Covid-19														
Aug-19					Av	Aug-20					Av	Aug-21					Av	Aug-22					Av	Aug-23					Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily					
	Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	open	Hours	visits					
Mon	87	13.5	13.8	29	Mon	59	19	23.3	14.8	Mon	107	19	22.5	21.4	Mon	81	19	31.5	20.5	Mon	79	12	13.5	26.3					
Tues	106	18	26	26.5	Tues	58	16	18	14.5	Tues	151	20	22.5	30.2	Tues	140	23	36	28	Tues	106	16	19.8	26.5					
Weds	5	closed	1	5	Weds	19	12	18	6.3	Weds	87	16	18	21.8	Weds	132	24	40.5	26.4	Weds	103	20	22.5	20.6					
Thurs	162	22.5	25.3	32.4	Thurs	45	14	19	12.8	Thurs	137	16	18	34.3	Thurs	97	20	31	24.3	Thurs	118	20	22.8	23.6					
Fri	3	closed		3	Fri	closed		0.5		Fri		closed			Fri	8	Closed		4	Fri	2	closed		2					
Sat	187	20	40	37.4	Sat	59	20	31.5	11.8	Sat	82	16	31.5	20.5	Sat	72	12	13	28.8	Sat	143	21	32.5	35.75					
Sun		closed			Sun	closed				Sun		closed			Sun		Closed			Sun		closed							
totals	550	74	106		totals	240	81	110		totals	564	87	113		totals	530	98	152		totals	551	89	111						

Key:	Incl Heritage Days	incl. meeting	incl bank holiday	incl school activity days	incl out of hours booking	incl staff training	incl. clerical work
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Covid-19					Covid-19					Covid-19					Covid-19					Covid-19									
Sep-19					Av	Sep-20					Av	Sep-21					Av	Sep-22					Av	Sep-23					Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily					
	Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits		Nos	Open	Hours	visits					
Mon	90	22.5	22.8	17.4	Mon	48	16	18.3	12	Mon	74	16	21	18.5	Mon	49	12	20.5	16.3	Mon	68	16	18	17					
Tues	125	19.5	25	31.2	Tues	68	20	22.5	13.6	Tues	166	16.8	29.8	41.5	Tues	113	16	30.3	27.5	Tues	95	16	18	23.75					
Weds		closed			Weds	63	20	26.5	12.6	Weds	136	20	32	27.2	Weds	131	16	26.5	32.8	Weds	106	16	22.8	26.5					
Thurs	125	19.5	24	31.2	Thurs	52	16	21	13	Thurs	130	20	22.5	26	Thurs	154	20	36	30.8	Thurs	116	16	27	29					
Fri		closed			Fri	closed				Fri		closed			Fri	8	0	2	4	Fri	99	4	5.5	99					
Sat	129	14	28	32.2	Sat	36	16	25	9	Sat	113	16	31.5	28.8	Sat	72	12	15	28.8	Sat	206	19	30.3	41.2					
Sun		closed			Sun	closed				Sun		closed			Sun	closed				Sun	27	3	3.5	27					
totals	469	75.5	99.8		totals	267	88	113		totals	619	88.8	137		totals	527	76	130		totals	717	83	116						

Covid-19					Covid-19					Covid-19					Covid-19					Covid-19					Covid-19				
Oct-19					Av	Oct-20					Av	Oct-21					Av	Oct-22					Av	Oct-23					Av
	Visitor	Hours	Staff	Daily			Visitor	Hours	Staff	Daily			Visitor	Hours	Staff	Daily			Visitor	Hours	Staff	Daily			Visitor	Hours	Staff	Daily	
	Nos	Open	Hours	visits			Nos	Open	Hours	visits			Nos	Open	Hours	visits			Nos	Open	Hours	visits			Nos	Open	Hours	visits	
Mon	73	18	18	18.2		Mon	32	16	21	8		Mon	14	8	10	7		Mon	71	20	22.5	14.2		Mon	62	12.5	14	20.6	
Tues	85	24.5	30.5	17		Tues	41	16	18	10.3		Tues	28	8	9.5	14		Tues	11	4	4.5	5.5		Tues	86	16	18	21.5	
Weds		closed				Weds	37	16	18	9.25		Weds	19	8	9	9.5		Weds	80	16	18	20		Weds	83	16	20	20.75	
Thurs	99	24	28.5	19.9		Thurs	47	20	24.5	9.4		Thurs	39	12	13.5	13		Thurs	91	16	18	22.8		Thurs	99	17	21	25.75	
Fri	3	1	1	3		Fri		closed	1			Fri		closed				Fri		closed				Fri		Closed			
Sat	96	12	24	24		Sat	63	20	39.3	12.6		Sat	58	12	17.5	19		Sat	136	20	22.5	27.2		Sat	126	16	20	31.5	
Sun		closed				Sun						Sun	11	0	0	11		Sun		closed				Sun		Closed			
totals	356	79.5	102			totals	220	88	122			totals	169	48	59.5			totals	389	76	85.5			totals	456	77.5	93		

Covid-19					Covid-19					Covid-19					Covid-19					Covid-19					Covid-19				
Nov-19					Av	Nov-20					Av	Nov-21					Av	Nov-22					Av	Nov-23					Av
	Visitor	Hours	Staff	Daily			Visitor	Hours	Staff	Daily			Visitor	Hours	Staff	Daily			Visitor	Hours	Staff	Daily			Visitor	Hours	Staff	Daily	
	Nos	Open	Hours	visits			Nos	Open	Hours	visits			Nos	Open	Hours	visits			Nos	Open	Hours	visits			Nos	Open	Hours	visits	
Mon		closed				Mon		closed				Mon		closed				Mon		closed				Mon					
Tues		closed				Tues		closed				Tues		closed				Tues		closed				Tues					
Weds		closed				Weds		closed				Weds		closed				Weds		closed				Weds					
Thurs		closed				Thurs		closed				Thurs		closed				Thurs		closed				Thurs					
Fri		closed				Fri		closed				Fri		closed				Fri		closed				Fri		Closed			
Sat		closed				Sat		closed				Sat		closed				Sat		closed				Sat					
Sun		closed				Sun		closed				Sun		closed				Sun		closed				Sun	10	1	2	10	
totals	0	0	0			totals	0	0	0			totals	0	0	0			totals	0	0	0			totals	10	0	0		

Painted Room VISITOR NUMBERS 2019 to  
2023

Column1	Column	Column	Column	Column	Column6
	2019	2020	2021	2022	2023
Adult	2452	831	2032	2687	3345
Child	73	42	90	83	81
Adult Repeat	73	5	50	65	78
Child Repeat	2	0	0	0	0
Total	2600	878	2172	2835	3504
	2019	2020	2021	2022	2023

Market House VISITOR NUMBERS 2019 to  
2023

Column1	Column	Column	Column	Column	Column6
	2019	2020	2021	2022	2023
Adult	132	0	239	325	394
Child	2	0	1	24	11
Adult Repeat	2	0	1	4	0
Child Repeat	0	0	0	0	0
Total	136	0	241	353	405
	2019	2020	2021	2022	2023



## LEDBURY TOWN COUNCIL

<b>ECONOMY AND PLANNING</b>	<b>14 DECEMBER 2023</b>	<b>AGENDA ITEM: 10</b>
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Report prepared by Olivia Trueman – Community Development Officer

### **LEDBURY'S TOURISM STRATEGY**

#### **Purpose of Report**

The purpose of this report is to provide Members with a draft copy of Ledbury's Tourism Strategy, and the notes from a meeting of the Tourism Task and Finish Group, which was held on Wednesday, 1 November 2023.

#### **Detailed Information**

At the previous meeting of the Tourism and the Tourist Information Centre Task and Finish Group, it was agreed that Becky Shaw from Ledbury Poetry, with input from Councillor Hughes and the Community Development Officer, would create a draft Tourism Strategy for consideration at the next Task and Finish Group. It was recommended that the draft copy be sent to the Full Council Committee in January 2025.

As requested, a copy of the strategy has been sent to the 2 Ward Councillors, Justin Peberdy and Steff Simmons.

**RESOLVED: That Members of the Planning, Economy and Tourism Committee receive and note the report, noting that the draft Tourism Strategy for Ledbury will be sent to Full Council committee in January 2025 for consideration**



**Notes from a meeting of the Tourism and the Tourist Information Centre  
Task and Finish Group.  
Wednesday 1<sup>st</sup> November 2023 at 2:00pm in The Market House**

Present: Councillor Hughes, Morris, l'Anson, Olivia Trueman (CDO) Angela Price (Town Clerk), Christine Tustin, Becky Shaw and Penelope Shaw.

- I. It was agreed that Penelope Shaw be elected as the chairman of the Tourism and the Tourist Information Centre Task and Finish Group.

Penelope introduced herself and advised Members that she is currently the Chair of the Friends of the Masters House and a regular volunteer at Ledbury Heritage Centre and the Butchers Row Museum. She was Formerly a secondary school History Teacher and has previously worked in Tourism in Local Government.

- II. There was a discussion on the infrastructure of the Task and Finish Group. The Town Clerk advised Members that that a Task and Finish Group was similar to a workshop, and that all ideas and suggestions would be reported to the parent committee, Planning Economy and Tourism.
- III. There was discussion on the main objectives and goals of the Task and Finish Group. It was agreed that the group should focus on creating a Tourism Strategy, which could be delivered to the Planning, Economy and Tourism Standing Committee. It is to be noted that the Council did create a Corporate Plan for the Town, which could be used for reference when creating a strategy.
- IV. Some Members felt that Ledbury needed more of a prominent identity. For example, Hay on Wye is worldwide renowned for books and bookshops, bringing thousands of visitors each year. Possible USP for Ledbury Could be Heritage and/or Poetry.
- V. There was a discussion whether Ledbury could be known as a 'weekend destination' due to the countryside and nearby Wye Valley. There were concerns with competing with the Cotswold's.
- VI. It was agreed that Ledbury needs a big promotion across the Country.
- VII. A mission statement is needed- why do Visitors want to come to Ledbury?
- VIII. The Town Could have a permanent Trail which would drive visitors round the Town and support the Economy. Becky Shaw suggested a trail around the history of poets in Ledbury, similar to the trail is in Galway, Ireland. Paving stones could be inscribed with poems and every year and new poem could be unveiled – a possible partnership with Herefordshire College of Arts and local craft makers.

- IX. Would the Town benefit from a Town Map/brochure which listed the events throughout the year and a trail.
- X. A recommendation will be made to the Environment and Leisure Committee to agree to the CDO adapting the HODS brochure so it can be used throughout the year.
- XI. Becky Shaw volunteered to work with both the CDO and Councillor Hughes to create a draft Tourism Strategy.
- XII. It was suggested that visitor data could be collected from all the museums in the town which could establish the busiest days in Ledbury. This would help the 16<sup>th</sup> Century Painted Room make an informed decision on opening times – Currently open Monday-Thursday and Saturday's.
- XIII. Could the Council look at a Tourism/Visit Ledbury page on their website?
- XIV. The TIC is currently located in the reception area of the Town Council Offices. Beth Hughes suggested moving the TIC to the room below the Painted Room, which could be managed by the Tour Guides on the weekend. There were concerns about access and the difficulty of installing a ramp.
- XV. A recommendation could be made to the Council to open the 16<sup>th</sup> Century Painted Room 7 days a week.

## LEDBURY TOURISM STRATEGY DRAFT

October - Task and Finish meeting for Ledbury Tourism tasked Becky to draw up a Ledbury Tourism Strategy with Mal and Liv.

@9.1.23 Meeting with Mal and Liv.

Becky asked for reach and scope info including wards. Liv will introduce her to the three people who are counsellors in these areas.

Liv will ask LTC for the next Task and Finish group to meet on Wednesday 13<sup>th</sup> December.

In the meantime Becky will send a draft proposal to Mal and Liv by Thursday 16<sup>th</sup> (delayed due to family funeral in Scotland until Monday 20<sup>th</sup> November) for comments and thoughts by email with the aim to draw up a final proposal by Thursday 23<sup>rd</sup> November.

From 23<sup>rd</sup> Nov – 7<sup>th</sup> December suggestion to share with counsellors of wards. Would this be a good point to share with stakeholders?

7<sup>th</sup> December – share final with Liv to add to agenda for meeting on 13<sup>th</sup> December.

Mal Liv and Beck talked about stakeholders as being:

Ledbury Places,

Civic Society

Ledbury Traders

John Masefield Society

Theatre

Church

Masters House

Leaf

Mal Liv and Beck talked about potential funding

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## PURPOSE

Ledbury is a beautiful market town in a rural county packed with independent shops and with a theatre and events spaces markets and heritage buildings. What Ledbury needs is a strategic tourism plan to attract visitors throughout the year in order to boost the economy, and to enjoy this special place.

## USP

Ledbury's USP is that there are over a thousand years of poetic heritage here. This really is the UK's Poetry Town.

## PLAN

In order to celebrate this heritage Ledbury will grow a Poetry Trail celebrating this legacy that lives on to this day. This will grow each year prompting return visits and continual engagement with the public, and media. The Poetry Trail will take visitors around the town specifically to Heritage sites in Ledbury and driving footfall around the local independent traders.

## HOW

Each Easter – the beginning of the tourism season – words of poetry will appear in and around Ledbury. Some will be historical and some contemporary poems. They will be situated where people who live here come across them and will be easily discoverable by tourists and visitors will be promoted to follow the trail which will lead them on a beautiful walk of discovery.

Ledbury residents LIVE with poetry in the UK's Poetry Town and visitors DISCOVER poetry here.

Each Easter there would be an 'revealing' event for each new 'sculpture/engraving/carving' with photos and readings and perhaps this might grow to a whole day of events in the town marking the beginning of the visitor season.

The KEY is maintaining design coherence. Each new poetry trail 'sculpture/engraving/carving' should be made by a local craftsperson and be of the highest quality and design so that a) it lasts forever and b) it becomes a poetic/art trail worthy of visitors wanting to come/photographing etc. I suggest that a small group of people can work together on artists/engravers/sculptors and these should include LTC person and Ledbury Trader person (Phoebe at Tinsmiths will be very well connected) and perhaps other stakeholders.

Ledbury needs a visitor website where all events are listed, all facilities are listed, up to date listings for eateries, restaurants, hotels and B&Bs are listed and the beautiful independent shops of Ledbury are celebrated. The parking and public loos and cash points would be marked with disabled parking etc. This is the 'green' way of ensuring no more print than is actually sought is used. It is essential for marketing of the Poetry Trail and the town.

However, each Easter there would be a new 'map' of Ledbury to be picked up at TIC and Train Station which leads the public around the poetry trail – carefully planned to take in highlights of Ledbury's wonderful heritage buildings and around the shops and businesses. The Map would profile the heritage sites. (BS has some good examples to share).

Under 'how' it should be considered that a person might be employed for a day a week to research/plan/permissions etc so that the launch in March 2024 can be perhaps two or three carvings/engravings etc to make a 'moment' and launch intention and once its off the ground then the hours can reduce.

Under 'how' it should be considered that a person might be employed to create a 'Visit Ledbury' website and once its set up then it can be updated regularly within someones job role.

## LEGACY

Ledbury will have poetry in and around its very fabric allowing for ease of access and for everyone to join and be a part of. Out in the open celebrating the environment. Environmentally friendly materials in natural stone/glass/wood for engraving/carving etc.

Ledbury will have a new people facing/public facing website, easily and speedily updated and environmentally friendly in that low print run for actual visitors only.

Ends.





## LEDBURY & STRÖMSTAD TWINNING ASSOCIATION

### Notes of Meeting Ledbury Town Council and Strömstad Tourist Information Centre 23 November 2023

**Present:** Asa Masselberg - Strömstad Tourist Information Centre (AM) , Angie Price Clerk to Ledbury Town Council (AP) , Olivia Trueman – Community Development Officer – Ledbury Town Council (OT), Jill Jupp – Secretary – Ledbury Strömstad Twinning Association (JJ)

**Apologies:** Clive Jupp – Links Officer Ledbury Strömstad Twinning Association. (CJ)

- Jill outlined the aims of the Twinning Association and how links between the Tourism Offices in both Towns would support this:

Encourage and friendship between the two communities.

Promote social, cultural and general understanding between the two communities.

Promote link between the respective educational establishments and youth groups.

Further business opportunities for companies and individuals in both communities.

Enable exchanges between the two communities to take place and offer new experiences and opportunities.

- Sharing Christmas Traditions seemed a good starting point. Ledbury and Strömstad to exchange information and include in the forthcoming Ledbury Town Council Newsletter. (AM/OT)

AM to source some 'family/local' Swedish Christmas recipes.

JJ noted that the Twinning Association always included information about Swedish Christmas traditions in their Winter Newsletter and also an exchange of greetings between the two Town Mayors.

On Sunday 26 November the Ledbury Christmas Lights Switch On would take place. Some of this would be recorded and uploaded to the Twinning FB page and forwarded to Strömstad for their Municipality FB pages and the Tourist Information..

Stromstad held a similar evening and could share the same.

In future years arrange 'live streaming'.

Advent Sunday Quiz Trail in Strömstad, try adopting in Ledbury in future years. (The Twinning had done a simple version of this to support the Christmas Light Switch On in Ledbury some years ago).

- Discussion regarding what each town had to offer 'tourism' Strömstad- Marine Conservation area, Koster Islands etc., lovely harbour town. Local food specialities. Independent traders.

Ledbury – history and heritage, local food specialities, independent traders, recently voted one of fourth 'prettiest towns' in England.

OT to send 'Heritage Open Days Brochure' to AM.

- Exhibition re Twinning and Strömstad in Market House in Ledbury. Digital screen?

The Talbot Hotel had the 'Little Strömstad' to promote the Twinning and Strömstad. Largely photos and artefacts and books.

Strömstad to have similar arrangement. JJ noted that some years ago resources about the Twinning and Ledbury had been placed in the Strömstad Museum.

AM to talk to Strömstad Bookshop - Strömstads Bokhandel.

- AM to share with colleagues at TIC and Kommun. Also, Strömstad Board to be updated re meeting (Nina and Bosse Markendahl, Jon Lindell and Ninni Qvicklund).

AP share with Planning Group at Ledbury Town Council.

# Planning Decisions Log

Planning App	Details	Case Officer	LTC's Recommendation	HFDS Decision
<b>LTC MEETING 9 February 2023</b>				
<a href="#">230103</a>	Proposed variation of condition 2 of planning application 200066 (Demolition of retail building (A1) and erection of production building (B2)) – additional HGV yard, 1 loading bay to be added 3 loading bays to be removed and parking spaces to be consolidated to the south of the extension - <b>Countrywide Stores Dymock Road Ledbury Herefordshire HR8 2JQ</b>	<b>OJ</b>	No objections	<b>No decision</b>
<b>LTC MEETING 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>Approved with Conditions</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	<b>No decision</b>

			<p>before submitting any comments.</p> <p>Further information provided to PO's by applicant. Ledbury Town Council satisfied with additional information and submitted no objections.</p>	
<a href="#">231873</a>	<p>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></p>	<b>GW</b>	<p>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.</p> <p>Further information provided to PO's by applicant. Ledbury Town Council satisfied with additional information and submitted no objections.</p>	<b>No decision</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>Approved with conditions</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>
<b>LTC MEETING 12 OCTOBER 2023</b>				
<a href="#">232792</a>	Proposed dormer bungalow dwelling – <b>Land rear to of 121 to 123 The Homend, Ledbury, Herefordshire</b>	<b>EM</b>	No objections	<b>No decision</b>
<a href="#">232824</a>	Prior notification got proposed conversion of offices to form 5 no. self – contained flats – <b>13 The Southend, Ledbury, Herefordshire, HR8 2EY</b>	<b>GW</b>	No objections	<b>Prior approval not required</b>
<a href="#">232861</a>	Existing 4 bedroom end of terrace townhouse to be extended at ground floor to the rear and converted to a 1 bedroom ground floor apartment with a 2 bedroom duplex on the floors above – <b>8 Canal Walk, Ledbury, Herefordshire, HR8 2ED</b>	<b>KR</b>	No objections	<b>No decision</b>
<b>LTC MEETING 9 NOVEMBER 2023</b>				
<a href="#">232515</a>	Proposed replacement of 3 sash windows – with retention of frames and cills – <b>7 Upper Hall Estate, Worcester Road, Ledbury, Herefordshire, HR8 1JA</b> <b>LISTED BUILDING CONSENT</b>	<b>PM</b>	No objections	<b>Approved with conditions</b>
<a href="#">232810</a>	Proposed replacement of existing conservatory with ground floor extension to the rear – <b>26 Oatleys Crescent, Ledbury, Herefordshire, HR8 2BY</b>	<b>AB</b>	No objections	<b>Approved with conditions</b>

<a href="#">232860</a>	Retrospective application for internal alterations comprising of the removal of breeze block hall between kitchen/living area with utility/store – <b>The Old Captains, Hereford Road, Ledbury, HR8 2PX LISTED BUILDING CONSENT</b>	<b>PM</b>	No objections	<b>No decision</b>
<a href="#">232972</a>	Change of use of former tool and sales station to veterinary practice – <b>The Old Wharf, Ross Road, Ledbury, Herefordshire, HR8 2QJ</b>	<b>LS</b>	No objections	<b>Approved with conditions</b>
<a href="#">233084</a>	Proposed change of use from Class E (a) (formally A1 Retail) to Sui generis, use as a public house, wine bar or drinking establishment (formally A4) – <b>4 New Street, Ledbury, Herefordshire, HR8 2DX</b>	<b>EM</b>	No objections	<b>No decision</b>
<a href="#">233085</a>	Proposed change of use from Class E (a) (formally A1 Retail) to Sui generis, use as a public house, wine bar or drinking establishment (formally A4) – <b>4 New Street, Ledbury, Herefordshire, HR8 2DX LISTED BUILDING CONSENT</b>	<b>EM</b>	No objections	<b>No decision</b>
<a href="#">233081</a>	Replacement of brick infill panels with wood board panels. Part replacement of rotten wood beams with seasoned oak. Part retrospective – <b>1 Ivydene Cottages, Homend Crescent, Ledbury, Herefordshire, HR8 1AH</b>	<b>JD</b>	No objections	<b>No decision</b>
<a href="#">233082</a>	Replacement of brick infill panels with wood board panels. Part replacement of rotten wood beams with seasoned oak. Part retrospective – <b>1 Ivydene Cottages, Homend Crescent, Ledbury, Herefordshire, HR8 1AH LISTED BUILDING CONSENT</b>	<b>JD</b>	No objections	<b>No decision</b>
<a href="#">233208</a>	Proposed ground floor extension – <b>1 Ledbury Park, Ledbury, Herefordshire, HR8 1LF</b>	<b>JD</b>	No objections	<b>No decision</b>

**INVOICES FOR PAYMENT December 2023**

**Agenda Item: 15**

INVOICE DATE	INVOICE NO	BAC's/Chq	COMPANY	DESCRIPTION	NET AMOUNT	VAT AMOUNT	GROSS AMOUNT
30.12.2023	Mileage	BACS	A Price	Mileage Claim	99.00	0.00	99.00
30.11.2023	8478	BACS	Bliss Cleaning Services	LTC Cleaning Mth 8	370.00	74.00	444.00
30.11.2023	16445	BACS	Dolphin Tec	Photocopier Reading	37.33	7.47	44.80
15.11.2023	9303688814	BACS	SETON	TI Signage	250.55	50.11	300.66
15.12.2023	56942	BACS	Worknest	H & S year 5	2,055.12	411.02	2,466.14
01.12.2023	57121	BACS	Worknest	Insurance & Admin Fee	90.00	11.00	101.00
27.11.2023	57281	BACS	R E Recruitment	Agency Cover Cemetery	702.74	140.55	843.29
30.11.2023	Expenses	BACS	H I Anson	Mayors Expenses	36.63	0.00	36.63
30.11.2023	Expenses	BACS	H I Anson	Mileage Claim	40.95	0.00	40.95
30.11.2023	Expenses	BACS	J Lawrence	Mileage Claim	55.35	0.00	55.35
29.11.2023	LTC022023	BACS	The Yard House	Hanging Basket Storage	180.00	36.00	216.00
30.11.2023	735908	BACS	Printerbase	Ink Cartridges	195.48	39.10	234.58
30.11.2023	D11034	BACS	D.A.Cook Builders	Works on Market House	26,977.60	5,395.52	32,373.12
30.11.2023	248	BACS	Ian Bishop Masonry	Ledbury War Memorial	12,435.24	2,487.04	14,922.28
<b>TOTAL</b>					<b>43,525.99</b>	<b>8,651.81</b>	<b>52,177.80</b>



**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF THE TRAFFIC MANAGEMENT WORKING PARTY  
HELD ON 6 DECEMBER 2023**

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**PRESENT:** Councillors Hughes, Morris, and Sinclair  
Non-council members: Steve Glennie Smith

**ALSO PRESENT:** Angela Price – Town Clerk  
Gareth Jones – AECOM  
Peter Ward - AECOM

**TMWP14. ELECTION OF CHAIR**

**RESOLVED:**

That Councillor Hughes be elected to chair this meeting, and that this be included on the agenda of the next meeting of the Working Party.

**TMWP15. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Harvey.

**TMWP16. DECLARATIONS OF INTEREST**

No declarations of interest were received.

**TMWP17. TO APPROVE THE MINUTES OF A MEETING OF THE TRAFFIC  
MANAGEMENT WORKING PARTY HELD ON 25 OCTOBER 2023**

**RESOLVED:**

That the minutes of the meeting of the Traffic Management Working Party held on 25 October 2023 be approved and signed as a correct record.

**TMWP19. ACTION SHEET**

**RESOLVED:**

That the action sheet be received and noted.

**TMWP20. TO MEET WITH REPRESENTATIVES FROM AECOM TO DISCUSS LOCAL PROBLEMS BEING EXPERIENCED WITH HGV'S AND THE EXISTING ROUTES**

The Chair welcomed Gareth Jones and Peter Ward to the meeting.

Gareth explained that they were at the meeting to help inform the report being prepared in respect of signage in and around Ledbury.

Councillor Sinclair raised concerns in respect of artic vehicles doing three-point turns on Barnett Avenue. He advised that he had had vegetation removed from signs but noted that there were some grey signs on the by-pass which direct drivers to access a trading estate, and he pointed out that there is no access to the trading estate for heavy vehicles on Lower Road. He advised that there is a sign there, but it needs to be bigger and clearer. He advised that he had phoned all businesses on the trading estate about 18 months ago and since then he had not received any further complaints from residents, so he felt that this had been beneficial. However he did point out that there are a lot of left-hand drive vehicles that enter the trading estate and suggested that more prominent signs need to be located at the roundabout near Homebase.

Councillor Morris raised concerns in respect of South End (Gloucester Road) into Ledbury. He pointed out that it is a 7.5 tonne weight limit coming into the town, but it is not this going out of the town. This means that heavy vehicles travel down the Worcester Road from Malvern and can turn left at the traffic lights at Top Cross and travel down the Southend out of Ledbury.

Councillor Hughes stated that the purpose of the request was for a complete review of the weight and length restrictions on the routes into Ledbury, as currently there aren't any in place, and where they are sited they are contradictory and offer a dissimilarity from the signs on Lower Road and New Street. He also pointed out that in fairness to the drivers of the vehicles in question there is no indication about what a better route would be for them. There are signs saying, "no access to the town centre", it doesn't advise that it would better to stay on the bypass to avoid the town centre.

Therefore, Ledbury Town Council, with the backing of the three Ward Councillors, had requested a full review of all the signage of all routes in Ledbury with both negative and positive considerations. This includes a review of the town centre signage i.e. the signage delineates where the town centre is. At the end of New Street there is a sign that says no access to town centre but when you get to the end of New Street at Top Cross there is a sign saying, "Town Centre left". Councillor Hughes suggested that any driver could be forgiven for thinking that they are not in the town centre at this point, which is not the case as the town centre boundary is near to the Co-op on New Street, something that is clearly

delineated within the Town Council's NDP, therefore the signage is out of date in relation to the town boundaries.

Councillor Hughes suggested that the Traffic Management report could be sent to Gareth and Peter to help explain some of the issues raised.

Peter asked if we could provide a copy of the NDP also. He advised that he had taken a look on Google at the roads and Ledbury and had picked up on a number of the issues raised by Councillors.

There was discussion about issues with Knapp Lane and the lack of signage on this road, which is completely unsuitable for HGV's.

The Chair thanked Gareth and Peter for attending the meeting.

**RESOLVED:**

- 1. That the Clerk forward a copy of the Council's NDP and Traffic Management Report to Gareth and Peter.**
- 2. That the Clerk contact Gregg Speller to ask if it would be possible for Ledbury Town Council to have sight of the draft report when prepared.**

**TMWP21. TO CONSIDER THE TRAFFIC MANAGEMENT REPORT PREPARED BY COUNCILLOR HOWELLS**

Members of the Working Party complimented Councillor Howells on the work that had gone into the report.

**RESOLVED:**

**That the Clerk review the Traffic Management report and provide a list of recommendations for consideration by the Planning, Economy & Tourism Committee at its meeting on 14 December 2024.**

**TMWP21. IMPACT OF DEVELOPMENT AND PROPOSED DEVELOPMENT OF TRAFFIC MANAGEMENT (STANDING ITEM)**

Members discussed the issues that had been raised by members of the public in relation to the Vistry development. Councillor Hughes expressed his thanks to Councillor Simmons in respect of the work she had undertaken on these issues and was confident that she had a handle on this matter.

Councillor Sinclair reported that as he lives at Masefield Avenue, he does not believe that when the changes are made to the junction at the Bromyard Road, residents in Masefield Avenue will never be able to turn right out onto Homend.

Councillor Sinclair raised a point in respect of minute no. TMWP 11 in respect of a traffic regulation order consultation. He advised that he had written to Herefordshire Council, as a resident, and advised members that he did not feel that this consultation should not have been sent out.

The Clerk advised that Ledbury Town Council had previously taken a decision to withdraw their request for Herefordshire Council to proceed with a consultation in respect of permit parking in Masefield Avenue, however the consultation that had been sent to residents was for a different model of TRO, which Council had been made aware of via Councillor Harvey’s Ward report. At that time Council resolved not to object to the proposals, and it should be noted that whilst Ledbury Town Council did withdraw their request for a consultation on permit parking, Herefordshire Council had chosen to proceed with the new consultation.

Councillor Hughes advised that he was sympathetic with the points raised by Councillor Sinclair but noted that the Clerk comments were correct.

**RESOLVED:**

**That the Clerk write to Planning Officers to ask how the traffic signals will be managed at the Bromyard Road Junction to allow residents to turn right from Masefield Avenue.**

**TMWP22. DATE OF NEXT MEETING**

**RESOLVED:**

**To note that the date of the next Traffic Management Working Party is scheduled for 31 January 2024 at 4.00pm in the Committee Room.**

**The meeting ended at 16:55.**

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

Report prepared by Angela Price – Town Clerk

**TO GIVE CONSIDERATION TO RECOMMENDATIONS FROM TRAFFIC  
MANAGEMENT REPORT PREPARED BY COUNCILLOR HOWELLS**

**Purpose of Report**

The purpose of this report is to provide Members with an overview of the recommendations from within the Traffic Management Report prepared by Councillor Howells.

**Detailed Information**

Members will recall that it was agreed that the Traffic Management Working Party would draft a Traffic Management Report which highlights traffic issues in Ledbury. as a result Councillor Howells and former Councillor Bannister undertook a walk around with the Locality Steward and Ian Connelly (West Mercia Police, Traffic Management Advisor), following which a draft report was prepared.

This report has been presented to both the Traffic Management Working Party and Planning, Economy & Tourism Committee and a recommendation from the Traffic Management Working Party is that the Clerk review the report and extract the recommendations from within for the Planning, Economy & Tourism Committee to consider what action, if any, they wish to take in respect of those recommendations.

Attached I a schedule of recommendations from that report for consideration.

**Recommendation**

That Members of the Planning, Economy & Tourism Committee consider the attached schedule of recommendations and decide how what action, if any, should be carried out in respect of each recommendation, and the timescale for completing this.

## LEDBURY TRAFFIC MANAGEMENT RECOMMENDATIONS

Aim of this report:

1. To identify key points of traffic and road safety concerns in and around Ledbury
2. Analyse input to produce a report with conclusions and recommendations
3. Include past traffic management issues raised and outcomes/conclusions

### HEAVY VEHICLE ISSUES

	Recommendation	Action	Timescale	External Assistance Required
i.	That two enforceable mandatory "7.5 Tonne signs except for access to the town centre" be sited at the base of New Street and Lower Road. This would alleviate the town being used as a short cut for such traffic and protect the town and its historic buildings			
ii.	That the current town centre signs be replaced and three new signs, denoting the amended town centre boundary as per the unitary plan on the Worcester Road, Southend and New Street be installed and repositioned to reflect the amended boundaries			
iii.	A meeting be arranged with ongoing liaison with Police to help enforce existing 7.5 tonne weight limit			
iv.	Contact SatNav Companies to update their information			
v.	Support Bill for the use of commercial SatNav systems for heavy vehicles			

**ROAD SAFETY FOR PEDESTRIANS AND CYCLISTS**

	Recommendation	Action	Timescale	External Assistance Required
i.	Toucan crossing - Bidulph Way/Gloucester Road	Toucan crossing anticipateddd with viadcut development		
ii.	Zebra Crossing at Saxon Way/Hereford Way			
iii.	Toucan crossing - Ballard Close/Hereford Road	Toucan crossing anticipateddd with viadcut development		
iv.	Toucan crossing across Bromyard Road from Railway station onto Town Trail	Toucan crossing anticipateddd with viadcut development		
v.	Toucan crossing - New Street/Bypass to Town Trail and Ross Road			
vi.	Toucan crossing - Full Pitcher/Bypass to pavement opposite			
vii.	Toucan crossing - Lower Road to Town Trail and into Lilly Hall Lane			
viii.	Zebra corssing with pedestrian island from New Mills Road onto the Town Trail			
ix.	Zebra Across Dymock Road by the Ross Road			
x.	Toucan Across Ross Ross by the Ross Road roundabout			
xi.	Toucan - Across the Ross Road by the Rugby Club to Pugh's and Cricket Club (Drop kerb already in place)			
xii.	Toucan - Hereford Road by Hereford Road Rounabout	Toucan crossing anticipateddd with viadcut development		
xiii.	Bridge at Woodleigh Road onto New Street to be one way	HC implementing	2023/2024	

**VISIBILITY AND SAFETY MEASURES**

	Recommendation	Action	Timescale	External Assistance Required
i.	<p>Extend existing or add new double yellow lines in relevant locations:</p> <ol style="list-style-type: none"> <li>1. Knapp Lane and The Homend - lengthn in both directions on Knapp Lane exit side, especially towards the town and the petrol station; Consult with owners of petrol station re reversing the exit and entrance;</li> <li>2. Yellow lines either side of Newbury Park entrance onto Homend and part way down each side of Newbury Park entrance;</li> <li>3. Yellow lines at the exit from Churchill Meadows;</li> <li>4. Yellow lines either side of the exit from Barnett Avenue onto Bridge Street; consider remodelling of the whole staggered junction area merits more yellow linies or other traffic management measures;</li> <li>5. Yellow lines towards the town from Leadon Road exit from trading estate onto the north side of Birdge Street;</li> <li>6. Yellow lines to be added to the following; JMHS entrance area; blind sharp bend on left when turning into Mabels Furlong; along one side (on the right) Mabels Furlong from entrance to entrance of Bray Avenue; around entrance to Bray Avene from MF; consider remodelling of entrance to Bray Avenue (page 12)</li> </ol>			
ii.	Make Knapp Lane one way in Homend (potential to increase traffic through town)			
iii.	Install new/improved warning signs			
iv.	redesign exits/remodel dangerous junctions as above			
v.	Resurface damaged/pot-holed roads (Margaret Road, Queens Way and Barnet Avenue)			

**CONSIDERATION OF SAFETY MEASURES**

	Recommendation	Action	Timescale	External Assistance Required
i.	Reduce parking on zig-zag lines around pedestrian crossings	Seek police/enforcement officer co-operation		
ii.	Parking on double yellow lines for prolonged periods	Seek police/enforcement officer co-operation		
iii.	Consider yellow lines on following: junctions of Victoria Road/Lower Road; Albert Road/Little Marcle Road; Lower Road Industrial Estate; Bridge Street between Victoria Road/Long Acres			

**OTHER ISSUES OF ROAD SAFETY CONCERN**

	Recommendation	Action	Timescale	External Assistance Required
ii.	Reduce weight limit on Falcon Lane			
ii.	No entry except for access signs on Falcon Lane			
iii.	Impose reduced speed limit of 30mph on Falcon Lane from Hereford Road to Lilly Hall Lane			
iv.	Review/amend sequencing of traffic lights at Top Cross			
v.	Improved signage to take into consideration of Worcester Road/Gloucester Road entrances to town, with improved early warning signs at the Gloucester Road roundabout and on Worcester Road at Eastnor Road Junction for heavy vehicles (7.5 tonnes except for access) and "Must turn Right" sign at Top Cross from Gloucester or "Must Turn Left" from Worcester			
vi.	Sections of yellow lines along Lower Street to create better passing for traffic			
vii.	Council consider revisiting the role of Town Manager (Page 13)			
viii.	Consider commissioning traffic management consultancy project			

**PROPOSED MEASURES TO TACKLE SPEEDING CONCERNS**

	Recommendation	Action	Timescale	External Assistance Required
i.	Deploy Speed Indicator Decivces	Agreed to purchase one SID in 2023/24 & two more in 2024/25	2023-2025	BBLP
ii.	Installation of Village Gates at Parkway	Council agreed to install SID - no longer considering gates at this location	2023-2025	
iii.	Reduce speed limits as follows: 50-40mph Parkway and edtended down the Ross Road from above the Orlham Lane entrace to existing 40mph; 40-30mph on the Hereford Road from the roundabout to the Bromyard Road entrance; 30 mph along Falcon Lane from Hereford Road to Lilly Hall Lane ; 30-20mph in selected locations (page 15)			
iv.	Traffic calming similar to New Mills Way - Margaret Road, Queens Way and Barnett Avenue			
v.	Implementation of Community Speed Watch	Scheme in process of being set up	2023/24	West Mercia Police

**PARKWAY ISSUES**

	Recommendation	Action	Timescale	External Assistance Required
i.	Introduce SID	SID to be purchased and installed	2023-2025	BBLP
ii.	Improvements to footpath to town centre	Discussions ongoing with relevant orgnisations 2023/24		Ian Connolly

**RESIDENT PARKING**

	Recommendation	Action	Timescale	External Assistance Required
i.	Consider "Access for Residents only" signs for the following: Langland, Newbury Park, Mabel Furlong, Queens Court, Belle Orchard, Belle Orchard Close, Masefield Avenue	HC undertaking consultation on some of these areas	2023/24	
ii.	Parking Restrictions			
ii.	Enquire why TRO for Mabel Furlong not happened yet	Contact BBLP		
iii.	Explore options for extending car parking facilities at JMHS as part of planned development			

**PROPOSED MEASURES TO IMPROVE BUSINESS PARKING**

	Recommendation	Action	Timescale	External Assistance Required
i.	Improve signage for visitors/tourists identifying car parks at following locations: New Street/Full Pitcher; Top Cross Worcester Road; Top Cross into High Street; Bromyard Road approach to Railway Station.			
ii.	To be considered in the future: Car and Coach parking; park and ride scheme			

**MEASURES TO IMPROVE RAILWAY STATION AND PUBLIC TRANSPORT**

	Recommendation	Action	Timescale	External Assistance Required
i.	Pro-actively support the local organisations "Rail and Bus for Herefordshire" & "Beyond the Hills Community Station Partnership" and other such groups (Page 24)			
ii.	Ensure major development applications meet Ledbury NDP policies in relation to transport and related infrastructure (TR1.1, TR1.2 and TR2.1)			
iii.	Pursue opportunities to secure project feasibility studies funding re station accessibility and facilities			
iv.	Consider purchase of electric hopper type bus			

## LEDBURY TOWN COUNCIL

### MINUTES OF A MEETING OF THE JOHN MASEFIELD MEMORIAL WORKING PARTY HELD ON THURSDAY, 29 NOVEMBER 2023

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**PRESENT:** Ledbury Town Councillors Chowns, Furlonger, l'Anson and Morris  
Non-Council Members, Chloe Garner, Tim Keyes, Jess Locke, Jane Mee, Chris Noel, Councillor Justine Peberdy, Councillor Stef Simmons, Christine Tustin, and Jackie Tweedale

**VIA TEAMS:** Dr Philip Errington and Caroline Magnus

**ALSO PRESENT:** Angela Price – Town Clerk  
Olivia Trueman – Community Development Officer

JM110. **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Sarah Jane Arbury, Catrina Cole, and Lesley Ingram.

JM111. **DECLARATIONS OF INTEREST**

None received.

JM112. **TO APPROVE AND SIGN THE MINUTES OF THE JOHN MASEFIELD WORKING PARTY HELD ON 19 OCTOBER 2023**

Caroline Magnus advised that she had hoped to have had the opportunity to have a discussion with Chris Noel and Philip Errington in respect of minute numbers JM103(iii) and JM106, however, due to personal issues this had not taken place. She therefore asked whether either of these items had been taken up in her absence?

Chloe Garner asked whether a formal letter had been sent to Ledbury Poetry in respect of a potential partnership. The Clerk advised that this letter had not yet been sent. Chloe advised that she had had an informal conversation with the Trustees to make them aware of the suggestion.

Christine Tustin asked whether there had been any progress in relation to the John Masefield Society being a key stakeholder. Caroline Magnus asked Chris Noel and Philip Errington for their thoughts on this.

Caroline reiterated her concerns raised at the previous meeting, about whether the John Masefield Society should be a partner rather than a stakeholder, and how far the Society's involvement could go.

Philip Errington asked Jane Mee how the relationship of the John Masefield Society as a partner would impact the project, rather than being a key stakeholder and ability to get funding, was it really necessary

for the John Masefield Society to be a partner? Jane advised that the John Masefield Society around the table as an active stakeholder is very important, but from the point of view of gaining funding Ledbury Poetry is of more importance. The track record of Ledbury Poetry in respect of funding and projects would be more significant in respect of NHL funding.

Philip was satisfied that the John Masefield Society as a key stakeholder and the Ledbury Poetry as a partner would be a good way forward and if other members of the Society were in agreement would be happy to proceed in this manner.

Tim Keyes noted that he felt the archiving of the John Masefield information held in the library was an important element of the support that could be offered by the John Masefield Society and Philip Errington agreed with this, noting that they were keen to make use of the assets held by the Society to help this project.

Councillor Morris noted that the Society were important from the point of view of having a bank account set up.

**RESOLVED:**

1. **That the John Masefield Society be recorded as a key stakeholder of the John Masefield Memorial Project.**
2. **That the minutes of the meeting of the John Masefield Memorial Working Party be approved and signed as a correct record.**

JM113. **DATE OF NEXT MEETING**

**RESOLVED:**

To note that the next meeting is scheduled for Wednesday, 21 February 2024 at 10.00 am in the Committee Room at the Council Offices.

JM114. **FUNDING**

- a. **Update on National Lottery Funding Application**

Jane Mee advised that the NHLF would be publishing a new funding strategy document in January, and therefore it is not possible to submit an application until then. She advised that the underlying principles of the strategy would remain the same and advised that there is a summary sheet available on line.

Jane advised that if there were any substantive changes needed to the application ahead of submission she would share these with members of the Working Party, otherwise subject to approval of the Clerk and Chair of the Working Party, Jane would submit

the enquiry form directly to NHLF to avoid delay. Chloe noted that if Ledbury Poetry are to be a partner it would be helpful if they could have sight of this prior to submission. This was agreed by members.

b. Possible Match Funding

Councillor Morris asked the Ward Councillors whether they could pursue any funding opportunities via Herefordshire Council on behalf of the Working Party. Councillor Simmons advised that they would be happy to take this forward but did advise that due to the reduction in funding for Herefordshire Council, there would likely be little opportunities for this type of project. Councillor Peberdy advised that she would also be happy to take the request forward in respect of possible heritage project funding via Herefordshire Council.

c. Other Possible Funding Sources

i. Local Donations

Councillor Morris advised that match funding is essential for this project to be a success. Jane Mee advised that the Working Party should be looking for at least 10% of the overall cost of the project.

It was suggested that it would probably be more effective if the various groups involved were to approach their own contacts etc. individually rather than passing these through the Working Party.

Caroline suggested that it was essential that information be available to be provided to potential funders and that the project was not yet at a stage where this could be done.

There was further discussion about how this could be progressed when the more information is available.

ii. Quentin Blake Illustrations

Councillor Morris suggested approaching Quentin Blake to ask whether he would consider auctioning his illustrations to help fund the project. Philip Errington advised that this would not be possible as Quentin Blake keeps these in his own archive. However, Philip did suggest that it may be worth asking if he would allow them to be used in some way in support of the project. Chloe suggested that the Poetry House, Library, or Hellens Manor, could be used for an exhibition of these. Philip did advise that there may be

complications in having an exhibition, but that he was happy to ask the question.

**RESOLVED:**

1. That the updates in respect of funding be received and noted.
2. That Philip Errington approach Quentin Blake to ask whether it would be possible to use the illustrations for an exhibition.

JM114.

**UPDATE FROM COMMUNICATIONS STEERING GROUP AND ITEMS FOR CONSIDERATION**

a. Creative Brief

Councillor Furlonger picked up on the conversations from the previous agenda item, in respect of consistency in communications and elevating those to a professional level.

He advised that the purpose of the creative brief was to give the group a visual identity, which would comprise a Logo, letterhead, email template, etc. He suggested that these could be designed by a professional to alleviate the pressure of the office staff.

Jane Mee asked whether this would include something around “messaging”; Councillor Furlonger advised that this was about building the “brand” and would include visual identity, tone and words to be used.

Philip Errington asked whether there was a designer in mind who could work on this. Councillor Furlonger advised that there was an in-house resource, depending on capacity, and failing that the Council would follow its financial regulations and obtain at least three quotes/tenders for the work. Philip advised that he had lots of illustrations etc. that could be used in respect of this and asked that he be included in the design stages.

Chloe asked whether there was any funding available for this work. The Clerk advised that there is just under £11,000 available from the funds granted by Ledbury Town Council for the project.

Philip Errington suggested that children is a great place to start with promoting the project and John Masefield. Caroline advised that she has some fabulous descriptions of John Masefield’s childhood and wondered whether she and Philip could get together to create something to work on with children.

Various methods of communication and fund raising were discussed, consideration will need to be given in respect of how to progress these going forward :

- Social media
- Newsletters
- Ledbury Focus
- Crowd Funding
- Local town events (i.e. Community Day, Carnival etc)

b. Possible future events and timeline

Various types of events and timings of those events were discussed, and it was agreed that Members should provide information to populate the timeline.

A discussion was held on who should be considered to be invited to the official unveiling of the memorial once agreed and developed. The suggestions included the following:

- His Majesty King Charles III (John Masefield wrote a poem to commemorate the birth of the future King)
- The current Poet Laurette
- Lord Lieutenants

c. List of Community Groups contacted

The Community Development Officer provided an update of expressions of interests received from the groups that had been contacted.

Philip Errington left the meeting at 11.07 am.

d. Poetry Festival

Councillor Morris complimented Ledbury Poetry on their recent press releases.

e. The Clerk advised that there was some work needed to update the website due to a number of dates having been agreed for events that had not happened. It was agreed that this work should go on in the back ground, but that it was not necessarily a priority at this time.

**RESOLVED:**

1. **That Philip Errington be included in the design stages of the project visual identity designs.**

2. That any members who have suggestions of people who may be able to quote for the design works advise the Clerk of their details.
3. That the Communications Strategy Steering Group prepare a specification for the design works to be sent to suitable organisations for them to provide quotes.
4. That an in-principle request be made to the meeting of the Finance, Policy & General Purposes Committee in January 2024, for funding towards the preparation of the visual identity of the John Masefield Working Party.
5. That Members should provide information to populate the timeline.
6. That consideration be given to who should be invited to the official unveiling and that the Clerk work with the Chairman's office in Hereford Council in respect of how those considered should be approached.
7. That Members provide any information for the website to the Clerk.
8. That the updates provided in respect of the Communications Steering Group and other items be received and noted.

**JM115. UPDATE ON SETTING UP AND MANAGEMENT OF BANK ACCOUNT**

Chris Noel advised that Holly Welford was unclear about what was expected of her in respect of this bank account. He suggested that he and the Chair of the Working Party have a meeting with her to discuss this.

Caroline advised that Chris is working hard to get the account set up and Chris advised that he was working with the Society's Treasurer to get the account set up.

**RESOLVED:**

**That the Chair and Chris Noel meet with Holly Welford to discuss her role in respect of the bank account for the Working Party.**

The meeting ended at 11.13 am

**LEDBURY TOWN COUNCIL**  
**SUB-COMMITTEE INITIAL DATA REPORT**

SECTION ONE – HEADER DATA						
Standing Committee:	Planning, Economy & Tourism Committee					
Standing Committee Chair:	Cllr Morris					
Working Parties: (List Working Parties reporting to the Standing Committee)	Traffic Management NDP (JMMWP) Markets Tourism (T & F)					
Report Date:						
Work Group or Project:	21.11.2023					
Gate:	Budget TBC					
SECTION TWO – OUTCOMES & RESOURCES						
Target Outcomes: (List all outcomes that the Group aim to deliver)	Outcome	Target Date(s)	Allocated Resource	Additional Resources Required	Budget Allocation (Allocated/Spend to Date/Est to complete/Add budget required)	Deliver Schedule
Market Strategy	Delivered	TBC	TC/CDO 10%	Support from NABMA	TBC	Oct-Dec 2023
Tourism Strategy/TIC (heritage)	Strategy delivered –	Mid Feb 2024	CDO 20%	External assistance to	TBC	Jan-Mar 2024

buildings/groups cohesion)	location secured, resources met			write business plan		
Town Flags	Flags in place	Start of 2025 tourist season	CDO 5%	Unknown	TBC	Apr – June 2024
SID's	To purchase three SID's – two in 2023 and one in 2024 SID's in place around town	2023 and 2024	TC 7.5%	BBLP and HC Commissioning Group External installation of infra structure	Initial budget £11,000 (£2,000 TM Budget plus £9,000 EMR) Additional £2,000 in 2024/25	Jul – Sept 2024
To develop the Stromstad relationship		On-going task	TC/CDO 5%	Stromstad Twinning Group	TBC	Oct-Dec 2024
John Masefield Memorial Project	Memorial agreed and In place	1 June 2028	TC – 5% CDO – 30% Com Members – 20%	Partnership working and key stakeholders	Initial Budget allocation £15,000 Spent - £4.159.71 remaining £10,840.29 anticipated any further funding to be obtained via grants and donations	June 2028
Hopper Bus Service	Routes agreed and established	Provisional 2026	TC – 20%	Yes – but unknown at this stage	Grants	Unknown

<b>NOTES &amp; COMMENTS</b>	Budgets to be confirmed following approval of 2024/25 budget				
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DRAFT



## Section 106 Portfolio of Works – Delivery Update to Parishes

1<sup>st</sup> & 4<sup>th</sup> December 2023

Andrew Houston – Programme Manager

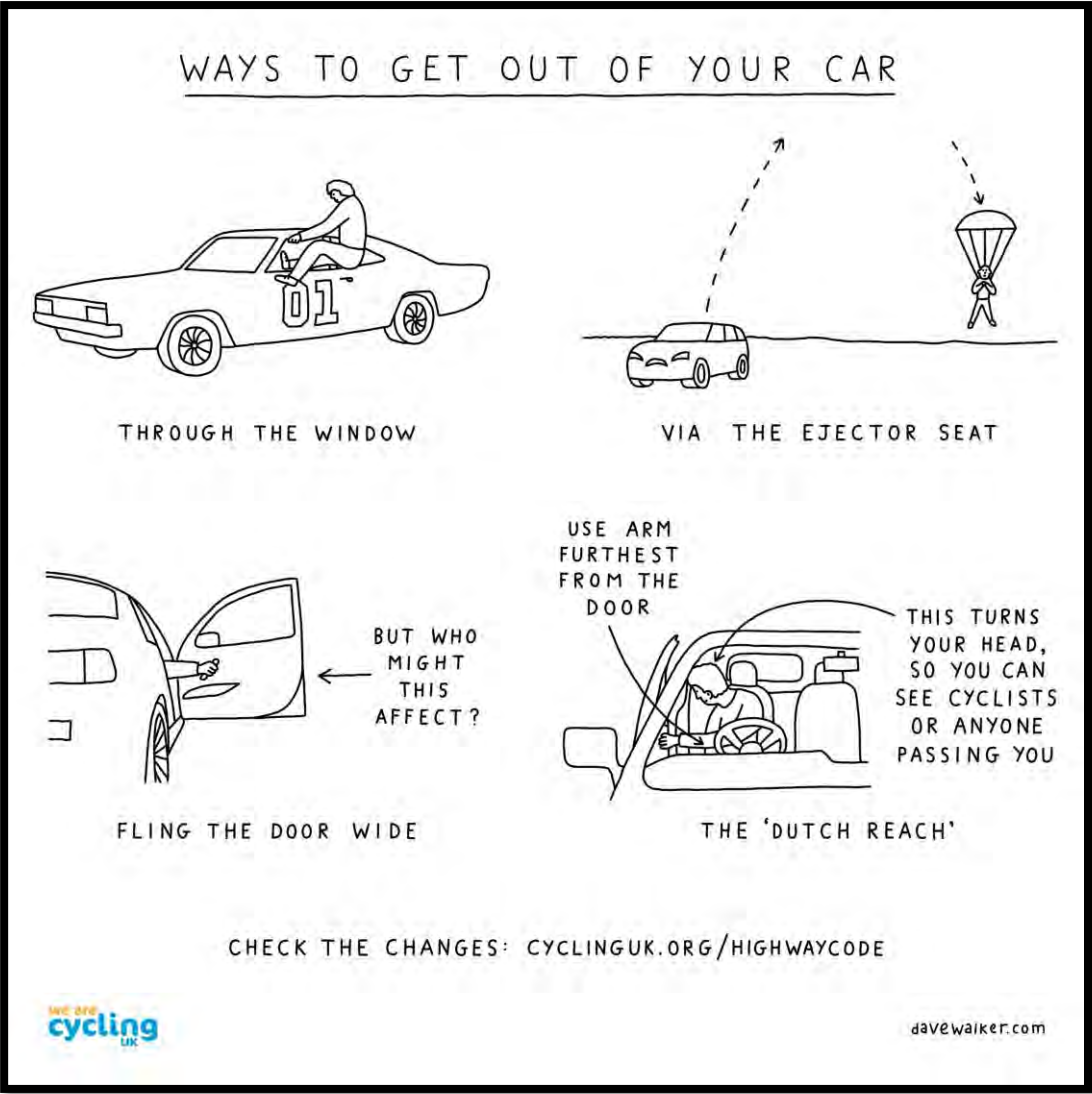
Economy & Environment

# Introduction & Overview

- Presentation – Andrew Houston (Programme Manager)
- Aims: Provide an update the S106 Programme and overview of next stages of delivery
- AOB / Q&A



# Health & Safety / Sustainability Moment



# Introduction – Section 106 (S106)



[S106 explained video - Google Search](#)

# Introduction – Section 106 (S106)

- **S106 agreements are legal agreements negotiated between the council and the developer** (under the Town and Country Planning Act 1990) to ensure developers make a reasonable financial contributions towards local physical and social infrastructure.
- **Linked to a specific development** and specifies what the contribution (£) has been secured for and by gain type category.
- Normally **specifies time period within which monies must be spent**, failing which the contribution may be required to be returned to the developer.
- **Section 106 monies are paid at key stages of development (trigger points)** in accordance with relevant terms of a particular obligation to fund projects across a range of themes, e.g. highways, education, community and leisure facilities, etc.

# S106 – Planning Obligations Process

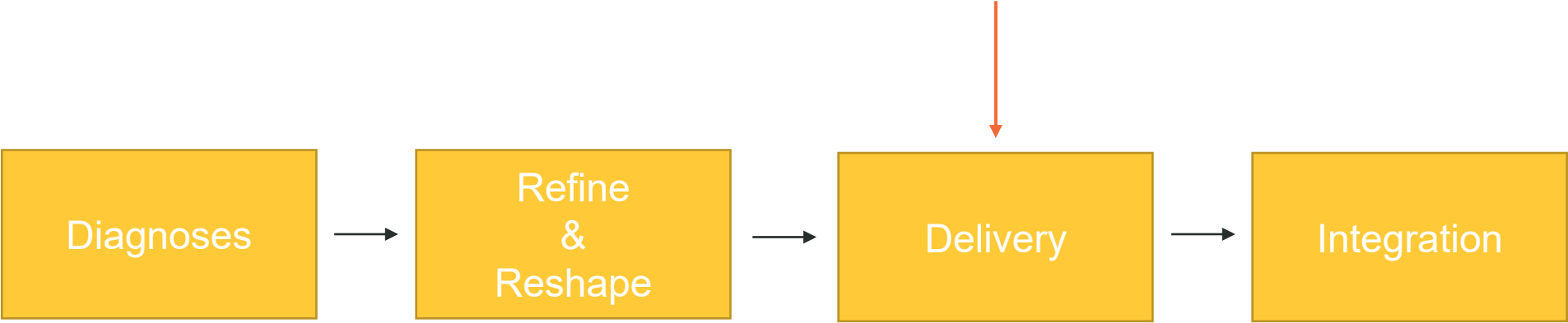


Most important step?

- S106 Wish Lists – added to database published to the council website.

[S106@herefordshire.gov.uk](mailto:S106@herefordshire.gov.uk)

# S106 – The journey so far...



# Project Delivery Overview



- 0 Stage 0: Commissioning**  
Initiation: encapsulates the concept, ideas and basic information for project delivery
- 01 Stage 1: Options & Feasibility**  
Engagement and project formalisation
- 02 Stage 2: Planning & Design**  
Design, procurement and statutory approvals.
- 03 Stage 3: Delivery**  
On-site delivery of building / infrastructure project.
- 04 Stage 4: Handover & Closure**  
Closure signifies the final stage or completion of the project.

# S106 Delivery – What do we deliver?

- Highways / Transport Infrastructure
- Education Projects
- Social Infrastructure



# S106 Delivery Team / Role

- To oversee the design, planning and delivery of S106 projects to ensure that work is completed in line with time, cost and quality aspirations.
- The project manager also gives consideration to statutory obligations such as planning consents / building regulations and Health & Safety.
- Each commissioned project will be assigned a specific Project Manager who is responsible for the overall Project Management, Delivery and Reporting of the project:

S106 Delivery Project Managers Team Members		
Programme Manager	Andrew Houston – S106 Programme Manager	<a href="mailto:Andrew.Houston@herefordshire.gov.uk">Andrew.Houston@herefordshire.gov.uk</a>
Education	Andrew Houston – Senior Project Manager	<a href="mailto:Andrew.Houston@herefordshire.gov.uk">Andrew.Houston@herefordshire.gov.uk</a>
Highways & Transport	Gregg Speller – Senior Project Manager	<a href="mailto:gregg.speller2@herefordshire.gov.uk">gregg.speller2@herefordshire.gov.uk</a>
Off-Site Play & Open Space	Jennifer Hilton Trout – Senior Project Manager	<a href="mailto:jennifer.hiltontrout@herefordshire.gov.uk">jennifer.hiltontrout@herefordshire.gov.uk</a>
Sports	Jennifer Hilton Trout – Senior Project Manager	<a href="mailto:jennifer.hiltontrout@herefordshire.gov.uk">jennifer.hiltontrout@herefordshire.gov.uk</a>
Programme Co-ordinator	Lynne Robinson - Programme Co-ordinator	<a href="mailto:Lynne.Robinson@herefordshire.gov.uk">Lynne.Robinson@herefordshire.gov.uk</a>

# S106 Programme Updates

- S106 has a total capital balance of £13.54m
- Highways, Education, Off-Site Play & Open Space and Sports - £12.28m

Gain Type	Remaining Capital Balance	Projects in Delivery (£)	Number of Projects	Expenditure (Since April 2023)	23/24 Forecast
Highways & Transport	£5.94m	£3.95m	74	£125,096.91	£283,939
Education	£4.76m	£2.08m	19	£536,424.13	£860,050
Off-Site Play & Open Space	£0.89m	£0.47m	17	£6,537.60	£128,809
Sports	£0.64m	£0.40m	8	£222,514.47	£295,093
<b>Totals</b>	<b>£12.28m</b>	<b>£6.90m</b>	<b>118</b>	<b>£876,408.03</b>	<b>£1,567,891</b>

# Highways and Transport Programme

## Programme Overview

- Total S106 funding of £5.94m across the County
- **53 Wards, 137 Parishes, 5 Towns & 1 Council**
- 74 Projects

## What do we deliver?

- Delivery arm of the S106 process
- Any new infrastructure as an addition to the publicly maintainable highway
- Complete design and build process for the project lifecycle
- **S106 funding cannot be used for maintenance purposes**
- Projects range from lining schemes all the way up to multi-million pound transportation infrastructure



# Highways and Transport Programme

## Programme Delivery Mechanism – Improvements

- Installation of new Attenuation Process
- Implementation of new rolling programme working with AECOM
- Delivery through agile thinking



Total Number of Projects	74
AECOM	£5,854,550.13
Projects Currently in Delivery	£3,959,564.64
Total Outstanding Balance (Includes Direct Delivery Projects)	£5,941,574.67

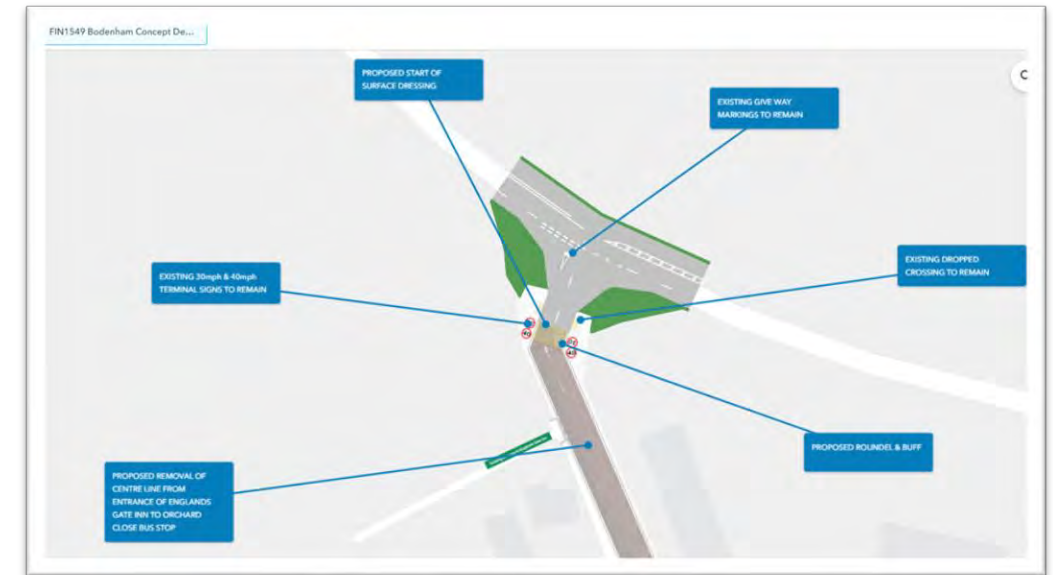
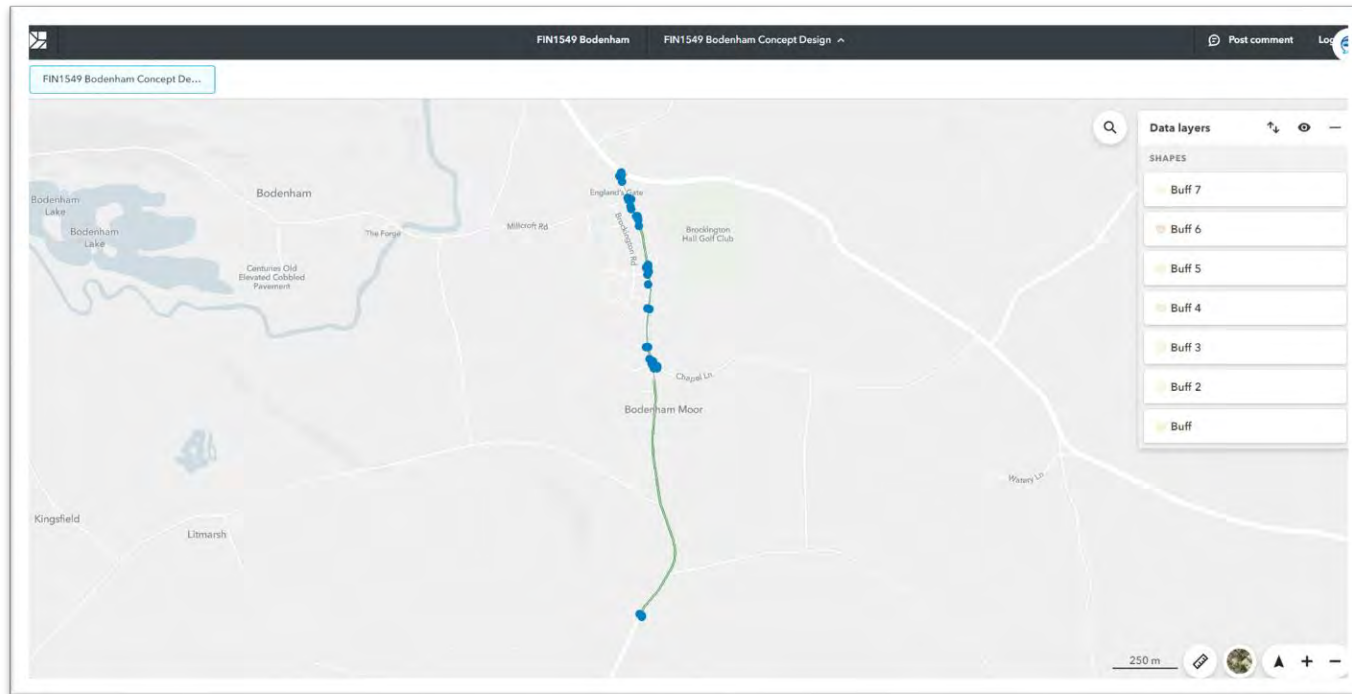
# A New Way of Working

- Development of new 4-stage design delivery process and creation of H&T Working Groups
- Innovative new project scope development through Remix Software
- Improved stakeholder engagement at every level and stage of the project lifecycle
- Development of new procurement system to maximise value for money and speed up delivery



# Digital General Arrangements through Remix

- Implementation of new 'Remix' general arrangement software allowing a reduction in scoping and technical drawing time from around 4 months to 8 weeks



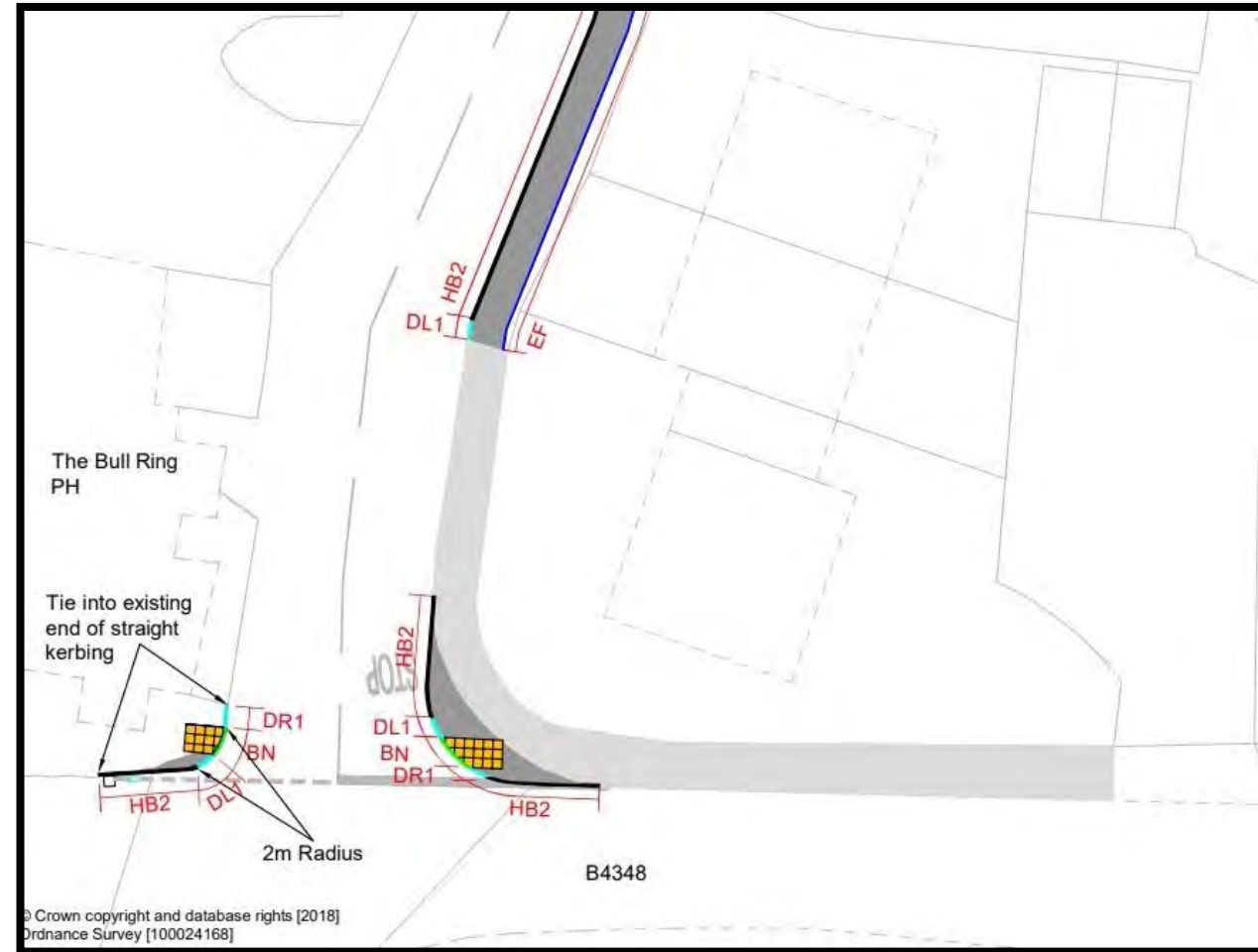
# S106 Highways & Transport – Example Projects

Location	Project Description	Ward	Parish	Available Budget
Holmer and Shelwick	Traffic Calming	Holmer & Shelwick	Holmer	£2,005,400.05
Kingstone Village	Traffic calming & Footways	Wormside	Kingstone	£430,712.38
Withington	Traffic calming & Footways	Hagley	Withington	£237,746.94
Bromyard & Winslow	Pedestrian Improvements	Bromyard Bringsty	Bromyard and Winslow	£133,374.69
Bodenham	Traffic Calming	Hampton	Bodenham	£93,625.04
Weobley	Parking Improvements	Weobley	Weobley	£87,762.94

# Highways and Transport Programme

## What's Next?

- Work has begun on the new procurement process using a new framework model
- Engagement with BBLP on recording new highway assets for ongoing maintenance
- Continued work and engagement with Ward Members, City, Town & Parish Councils to scope out projects for addition into the Attenuation Process



## S106 Education Programme

- Programme Oversight: Liz Farr (Service Director Education, Skills and Learning) & Quentin Mee (Head of Educational Development)
- Service Commissioners: Karen Knight and Sarah Buffrey – Education Service
- Projects include classroom extensions, refurbishment, conversion, reconfiguration, canopies & outdoor areas / learning space, security works, fencing.....

Total Number of Projects	19
Current value of projects in delivery	£2.08m
Current value in commissioning phase	£2.68m
Overall Value of programme	£4.76m

- Expenditure since April 2023 - £536,424.13

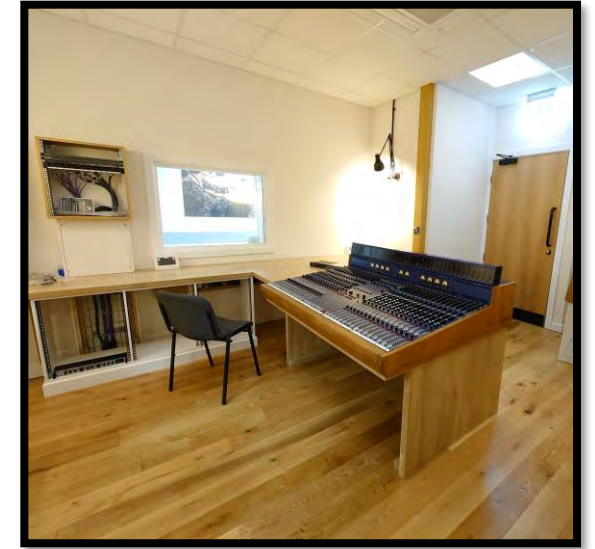
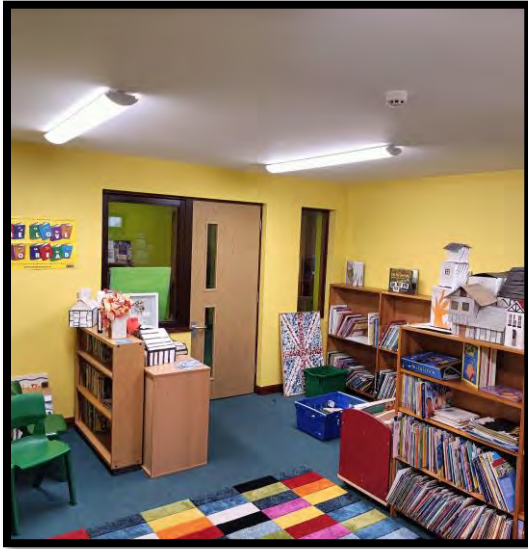
# S106 Education Programme – Autism Hubs

- Autism Hub creation at Broadlands Cottage, Aylestone High School, Leominster Primary, St Weonards Academy and Widemarsh Children's Centre



# S106 Education Programme – Completed Projects

- Additional Projects completed at Royal National College, Holmer CE Academy, St Peters Primary School, Kingsland CE Primary, Whitecross High School, Orleton Pre-school, Ashfield Park Primary, Busy Bee's Nursery...



# S106 Education Programme – Completed Projects

- Additional Projects completed at Royal National College, Holmer CE Academy, St Peters Primary School, Kingsland CE Primary, Whitecross High School, Orleton Pre-school, Ashfield Park Primary, Busy Bee's Nursery...



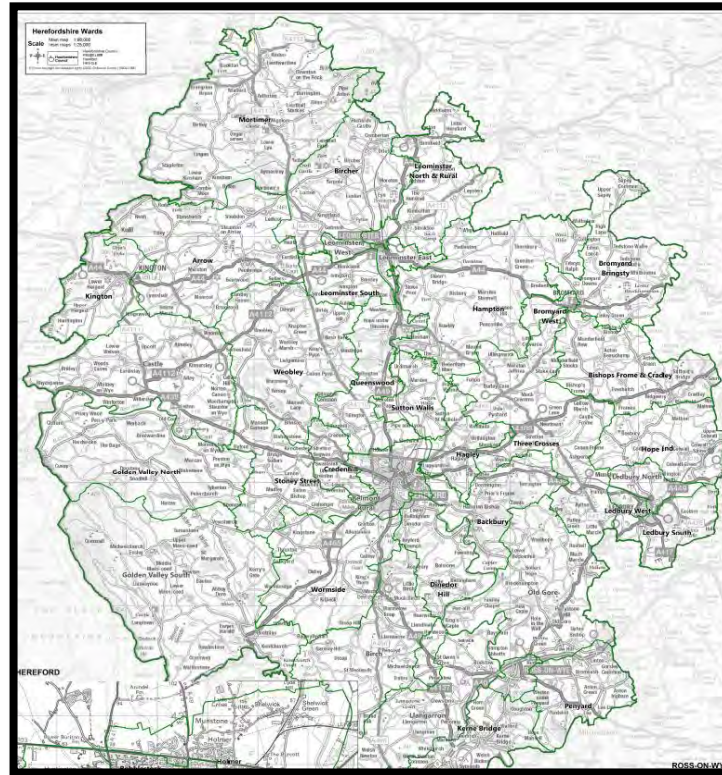
# S106 Education Programme – Live (On-site) Projects

- Clehonger Primary School – Demolition of Mobile Provision and Provision of an Outdoor Classroom
- Burley Gate Primary School – Single-storey extension to the front of existing school for the formation of new library and remodelling of reception area



# S106 Education Programme – Youth

- Youth contributions – Education / Built & Natural Environment Team
- Project commissioning process underway within:
- Bromyard
- Ledbury
- Leominster
- North Hereford
- South Hereford
- Ross



# S106 Education Programme – What's Next?

- Delivery of Youth Projects
- Ashfield Park Primary School – Office & Reception Area Extension
- Kingstone High School – Access Works
- Kingstone & Thruxton – Small Group Intervention & Sensory Rooms
- Holmer CE Academy – Phase 2 Music Room
- Kingstone & Thruxton – Storage Conversion and Extension
- Wigmore High School Canopy Installation
- Feasibility Assessments – Ledbury & Whitecross

## S106 Off-Site Play & Open Space Programme

- Programme Oversight: Ed Bradford (Head of Highways) & Elizabeth Duberley (Service Manager BNES)
- Commissioners: Ruth Jackson / Spencer Grogan – Built & Natural Environment Team
- Off-Site Play & Open Space typically includes playground / equipment enhancements, gardens and landscaping, improvements to parks including access and egress, natural play / learning....

Total Number of Projects	16
Current value of projects in delivery	£471,768.11
Current value of projects in commissioning phase	£419,278.52
Overall value of programme	£891,046.63

# S106 Off-Site Play & Open Space Programme – Completed Projects

- Weobley Rose Gardens (Phase 1) – Rose Garden refurbishment and installation of stone table



Before



After

- The Storybook Trail at Belmont and Haywood Country Park – Creation of the Storybook Trail



# S106 Off-Site Play & Open Space Programme – Live Projects

## 8 Playground projects across the county

- Rudhall View, Lea
- Clehonger
- Bartestree and Lugwardine
- Ross-On-Wye
- Fownhope
- Fromes Hill
- Madley

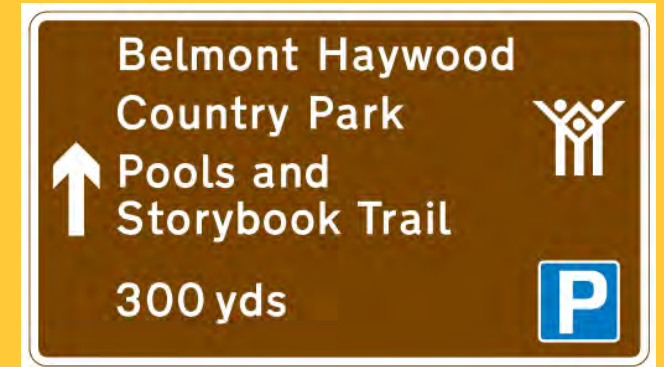
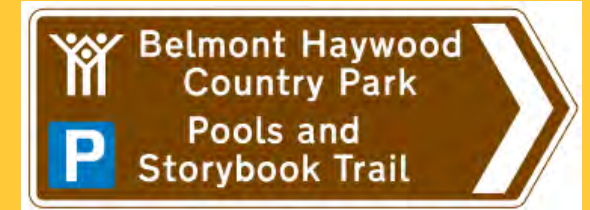


## Kington Pollinators Old Eardisley Road



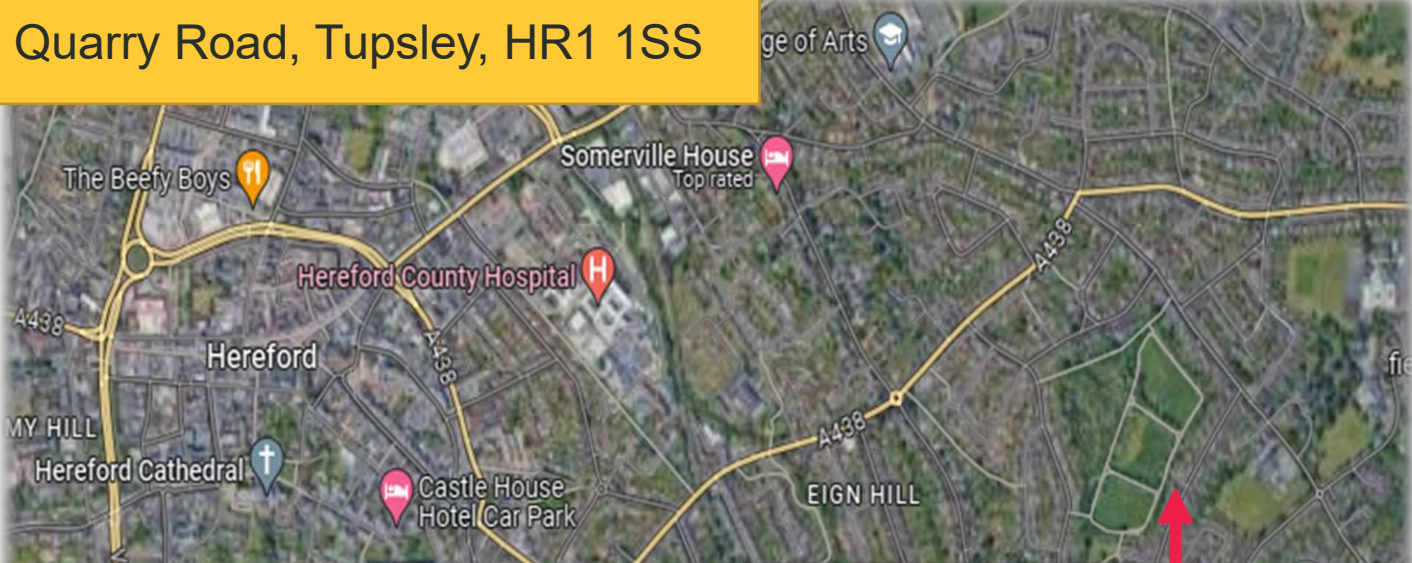
## The Storybook Trail at Belmont and Haywood Country Park

Brown Tourist signs

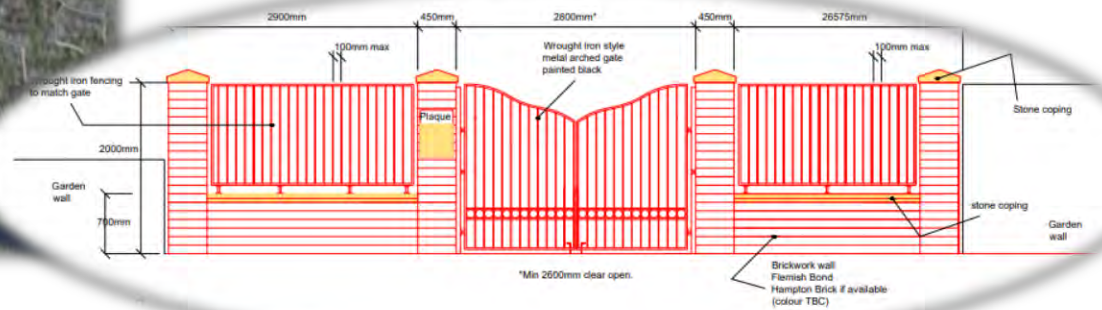


# S106 Off-Site Play & Open Space Programme – Live (on-site) Projects

Quarry Road, Tupsley, HR1 1SS



Location:  
SO 52822 39804.  
Address:  
Quarry Road,  
Tupsley,  
Hereford,  
HR1 1SS.  
What3Words:  
drupe.slick.wisely



# S106 Off-Site Play & Open Space Programme



## Weston Under Penyard – Village Hall Play Area

- Project Group established – Parish Council and Village Hall Committee
- Community consultation via online survey
- Tender document shared with suppliers and asked to create quotes based around consultation results

## S106 Sports Programme

- Programme Oversight: Ed Bradford (Head of Highways) & Elizabeth Duberley (Service Manager BNES)
- Commissioners: Ruth Jackson / Spencer Grogan – Built & Natural Environment Team
- Sports typically includes improvements to Sports facilities and infrastructure

Total Number of Projects	8
Current value of projects in delivery	£0.40m
Current value of projects in commissioning phase	£0.24
Overall value of programme	£0.64m

- Expenditure since April 2023 - £222,514.47

# S106 Sports Programme – Completed Projects

- Hereford Cycle Track, Ross Sports Centre, UITC



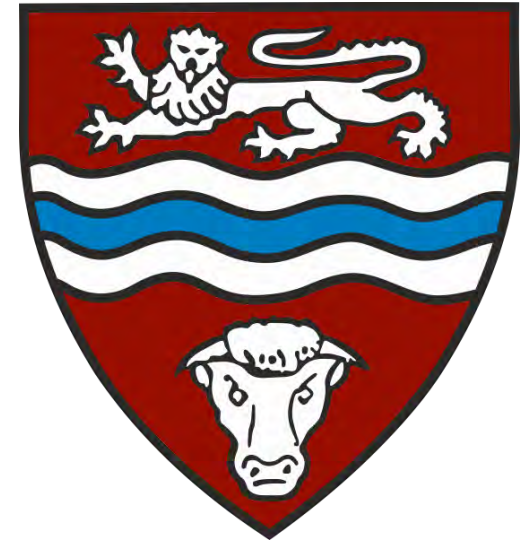
## S106 Sports Programme – Completed Projects

- Ross Rugby Club – Extension to the clubhouse, Hereford Rugby Club – Septic Tank Removal and connection to main drains



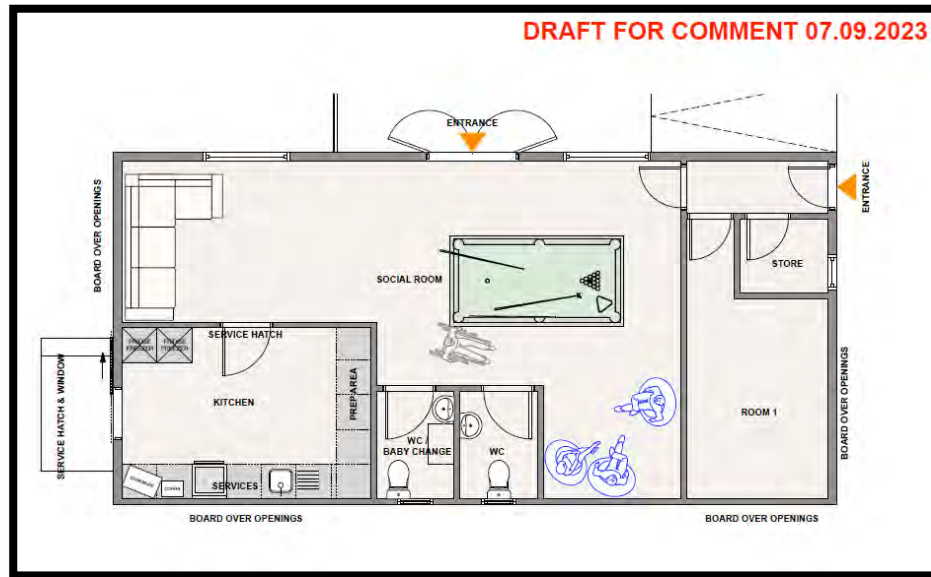
# S106 Sports Programme – Live (On-site) Projects

- Ross Rowing Club – New access steps
- Bromyard Bowman – Club facility Improvements
- Herefordshire Cricket Centre – Female Shower Refurbishment
- Bridge Street Sports Centre – Indoor Cricket facility improvements



# S106 Sports Programme – What's Next?

- Orleton Recreation Ground – Recreational Ground Pavilion Refurbishment
- Ross Tennis Centre – Potential Refurbishment / Replacement (TBC)



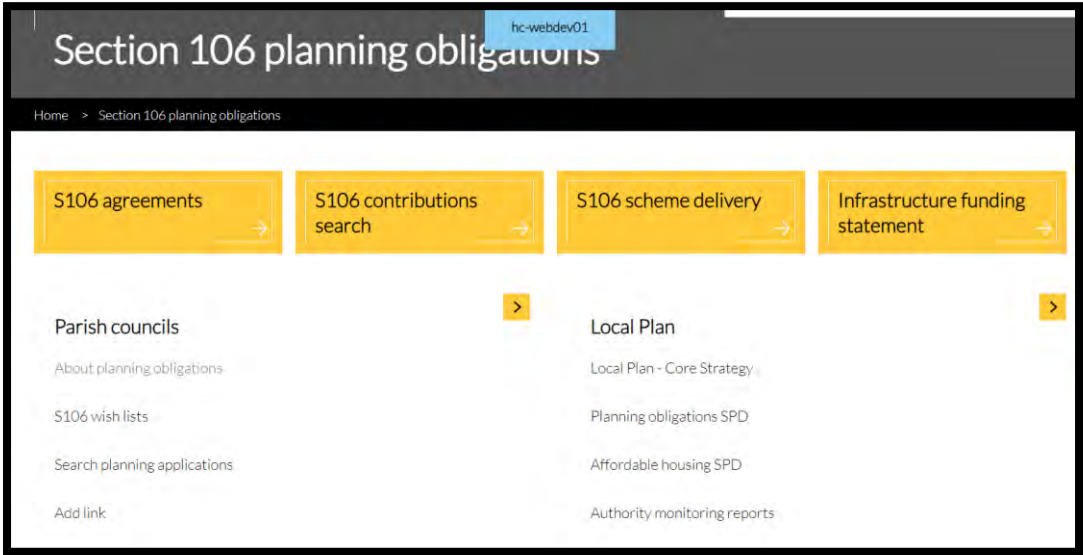
# Stakeholder Engagement

## Search Facility / Website

- The Herefordshire Council website provides a search facility for S106 contributions.
- The search facility enables you to see the:
  - Section 106 income available from a development site
  - Section 106 income due to be paid on sites that have commenced
  - Sites that are being monitored to ensure that section 106 income is received when the trigger point for payment is met
- If you don't know your ward or parish, check our [parish councils and wards map](#). You can also [find out more about Section 106 agreements](#).
- **Website Link:** [Section 106 planning obligations – Herefordshire Council](#)
- **Guidance Video:** [S106 Contributions Search Facility Overview](#)

# Stakeholder Engagement

- Drop in Sessions – 20/12/2023 *\*booking information will be issued following the S106 Briefings*
- Newsletter Vol 1 / Website



# Q&A

Extend our thanks.....

## Herefordshire.gov.uk

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**Andrew Houston**  
**Programme Manager**  
Programme Management Office  
Tel: 01432 383428  
Mob: 07894718264  
Email: [Andrew.Houston@herefordshire.gov.uk](mailto:Andrew.Houston@herefordshire.gov.uk)

Corporate Services  
Plough Lane  
Hereford  
HR4 0LE



## LTC Clerk

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**From:** Peberdy, Justine <Justine.Peberdy@herefordshire.gov.uk>  
**Sent:** 21 November 2023 11:41  
**To:** LTC Clerk  
**Subject:** Bus 600 - Aldi bus update

Dear Angie,

Some more information about the Aldi no. 600 bus service -

As I said in my email sent 11/10/23, I contacted First Worcestershire who operate the service, they informed me that the bus service is scheduled to run until August 2024. The service is not commercially viable and will not be continued after this date.

I then wrote to [deliveryS106@herefordshire.gov.uk](mailto:deliveryS106@herefordshire.gov.uk) asking them to confirm that funding is in place until August 2024 for this service and received the following information from Yvonne Coleman:

*There was no transport contribution in relation to the site. The development included the re-development of an existing employment site so there were no additional transport trips to justify a section 106 contribution. Aldi may have negotiated a contribution with the local bus operator but if they did, then this would have been outside the planning process.*

This may have no bearing on next steps but, just to clarify, the 600 bus service was not funded by S106 money.

All the best,  
Justine

**Herefordshire.gov.uk**

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Cllr Justine Peberdy  
Ledbury West  
07792 882136  
[justine.peberdy@herefordshire.gov.uk](mailto:justine.peberdy@herefordshire.gov.uk)

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## LTC Clerk

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**From:** Simmons, Stef <Stefanie.Simmons@herefordshire.gov.uk>  
**Sent:** 23 November 2023 16:06  
**To:** LTC Clerk  
**Subject:** FW: Ledbury Road Sign

Hi Angie,

I've followed up on the below report of missing road name sign for Biddulph Way but no success with Neil James (who sometimes collects them when fall off) who has also confirmed that they have no contract requirement/budget to replace. Any chance this is something the Town Council can cover?

Best wishes,

Stef

Cllr Stef Simmons MSc PIEMA  
Ledbury South (Donnington, Eastnor and Ledbury South) Vice Chair Herefordshire Council  
Telephone: 07792 881706  
Email: stef.simmons@herefordshire.gov.uk  
Address: C/O Herefordshire Council, Plough Lane, Hereford, HR4 0LE

-----Original Message-----

**From:** Nicola Unthank <unthanks@outlook.com>  
**Sent:** 22 November 2023 14:11  
**To:** Simmons, Stef <Stefanie.Simmons@herefordshire.gov.uk>  
**Subject:** Ledbury Road Sign

This message originated from outside of Herefordshire Council or Hoople. Please do not click links or open attachments unless you recognise the sender and know the content is safe.

[You don't often get email from unthanks@outlook.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Dear Stef

I'm sorry to bother you about something really trivial, but I wonder if you can point me in the right direction.

I live in Lambourne Close on the deer park estate in Ledbury. About 5 years ago the road name sign at the top of Biddulph Way (where it meets Gloucester Road) fell over, and after about a year it was taken away. It has never reappeared! It's a really useful road sign when you're trying to give people directions coming from the Ledbury/Malvern direction, and Biddulph Way serves a lot of side roads and houses (who all pay a lot of council tax). I know people tend to use satnavs now, but road names are still vital and I wouldn't have survived in my days as a community midwife without them.

I've reported it 3 times over the last few years to Herefordshire Council. It's a nightmare trying to find where to actually report it to, as it's not an urgent safety matter, so I'm never 100% sure I'm actually reporting it in the right place. All I ever receive is an automated reply saying "it's not at the intervention level at which we would carry out immediate repairs, or it relates to an issue that is not our responsibility".



## LTC Clerk

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**To:** Janet Meredith  
**Subject:** RE:

**From:**  
**Sent:** Friday, December 1, 2023 1:36 PM  
**To:** LTC Clerk <clerk@ledburytowncouncil.gov.uk>  
**Subject:**

Hi Angie,

Would you please pass these comments to the relevant Committee of the Town Council.

I have spoken to the Mayor on a couple of occasions, as I understand, another Ledbury resident has challenged her to use a mobility scooter on the pavements of the town.

Having left the Mayors Coffee Morning today (Friday 1<sup>st</sup> December) I went to One Stop in the centre of town. As I came to leave the store the Steering Column of my Mobility Scooter collapsed causing it to land on my knees. This is as a result of the poor quality of the paving in town which shakes and loosens the locking mechanism, and causes other damage, left me unable to move my scooter safely until it was tightened.

Fortunately, I was at a place where I have personal friends who were able to offer immediate assistance, and no one was injured as a result.

This incident could have been so much worse with either a user 'stranded' or crossing a road.

This has happened to at least one other person I know and is a frightening and un-nerving situation which happens regularly.

I appreciate LTC have no direct responsibility for the state of the pavements in town I do feel they are probably in contact with the relevant authority responsible for this.

I would certainly think twice about returning to Ledbury if I were a visitor to the area and used either a wheelchair or mobility scooter.

It has been suggested that I should start a 'petition' regarding this issue amongst other Scooter and Wheelchair residents and will certainly be considering this suggestion in the future.

Thanks