



LEDBURY TOWN COUNCIL

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3 November 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, 9 November 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

AGENDA

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 12 October 2023** (Pages 315 - 324)
6. **To review the Action Sheet** (Pages 325 - 328)

ECONOMY

7. **Notes of a meeting of the Markets Task & Finish Group held on 17 October 2023** (Pages 329 - 330)
8. **Draft Market Strategy** (Pages 331 - 335)

TOURISM

9. **Painted Room Visitor Numbers March to September 2022/2023** (Pages 336 - 338)
10. **Notes of a meeting of the Tourism Task & Finish Group held on 1 December 2023** (To Follow)

PLANNING

11. Planning Consultations

	Application Number	Deadline for comments/ determination	Application details
11.1	<u>232515</u>	Deadline for comments 2 November 2023 – Target determination date 27 November 2023	Proposed replacement of 3 sash windows – with retention of frames and cills – 7 Upper Hall Estate, Worcester Road, Ledbury, Herefordshire, HR8 1JA
11.2	<u>232810</u>	Deadline for comments 15 November 2023 – Target determination date 14 December 2023	Proposed replacement of existing conservatory with ground floor extension to the rear – 26 Oatleys Crescent, Ledbury, Herefordshire, HR8 2BY
		Deadline for comments 9	Retrospective application for internal alterations comprising of

11.3	<u>232860</u>	November 2023 – Target determination date 11 December 2023	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
11.4	<u>232972</u>	Deadline for comments 9 November 2023 – Target determination date 5 December 2023	Change of use of former tool and sales station to veterinary practice – The Old Wharf, Ross Road, Ledbury, Herefordshire, HR8 2QJ
11.5	<u>233084</u>	Deadline for comments 23 November 2023 – Target determination date 13 December 2023	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 2DX
11.6	<u>233085</u>	Deadline for comments 9 November 2023 – Target determination date 5 December 2023	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 2DX – LISTED BUILDING CONSENT
11.7	<u>233081</u>	Deadline for comments 30 November 2023 – Target determination date 20 December	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
11.7	<u>233082</u>	Deadline for comments 30 November 2023 – Target determination date 20 December	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
11.8	<u>233208</u>	Deadline for comments 30 November 2023 – Target determination date 25 December	Proposed ground floor extension – 1 Ledbury Park, Ledbury, Herefordshire, HR8 1LF

12. Tabled Applications (If any)

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

13. Planning Decisions (Pages 339 - 343)

FINANCIAL

14. Items for consideration for inclusion in 2024/25 budget (Pages 344 - 346)

15. Adoption of Telephone Kiosk – The Langlands, Ledbury (Pages 347 – 353)

WORKING PARTIES

16. Minutes of a meeting of the Traffic Management Working Party held on 25 October 2023 (Pages 354 - 360)

17. Consideration of Ledbury Hopper type service (Pages 361 - 362)

18. Minutes of a meeting of the John Masefield Memorial Working Party held on 19 October 2023 (Pages 363 – 368)

19. To approve the setting up of a Working Party to complete an initial data report for submission to the Committee Structure Working Party

GENERAL

20. Section 106 (Standing item) (Page 369)

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

21. Date of next meeting

To note that the date of the next meeting of the Planning, Economy & Tourism Committee is scheduled for 14 December 2023 at 7.00pm in the Council Offices, Church Lane, Ledbury

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

File Copy (1)

Full agenda excluding confidential papers to:

Press (2)

Ward Councillors (2)

Library (1)

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

LEDBURY TOWN COUNCIL

**MINUTES OF A MEETING OF THE PLANNING, ECONOMY & TOURISM
COMMITTEE**

HELD ON 12 OCTOBER 2023

PRESENT: Councillors Howells, Hughes, l'Anson, McAll, and Morris (Chair).

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

P97. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Bradford and Furlonger.

**P98. DECLARATIONS OF INTEREST AND WRITTEN REQUESTS FOR
DISPENSATIONS**

No declarations of interest were made.

P99. PUBLIC PARTICIPATION

RESOLVED:

No members of the public were present.

P100. NOLAN PRINCIPLES

RESOLVED:

That the Nolan Principles be received and noted.

**P101. TO APPROVE AND SIGN THE MINUTES OF THE PLANNING,
ECONOMY & TOURISM COMMITTEE MEETING HELD ON 14
SEPTEMBER 2023**

Councillor Howells noted that he left the Planning, Economy & Tourism Committee meeting early and that this had not been reflected in the minutes.

RESOLVED:

That the minutes of the Planning, Economy & Tourism Committee meeting held on 14 September 2023 be approved and signed as a correct record, subject to a record of the time that Councillor Howells being added.

P102. TO REVIEW THE ACTION SHEET

The following updates were given to members on the action sheet:

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

The Clerk informed members that this task has not been completed yet. Members asked if this could be done before the meeting to discuss the future of the Painted Room and The Tourist Information Centre on Wednesday, 1 November 2023, and that the Tour Guide Manager is invited to attend this meeting.

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.

Members asked that this task be complete for the meeting taking place on Wednesday, 1 November 2023.

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

The Clerk read out the following information provided by Ward Councillor Peberdy to members:

“The 600 service which is run by First Worcestershire is funded by Aldi through S106 money. This funding runs out at the end of the year. I will contact First Worcestershire to find out if they intend to:

- 1. Run it as a commercial service.*
- 2. Stop the service completely.*
- 3. Continue it if new funding were available.*

New funding could be perhaps through S106 money, an approach to Aldi, allocation of some of the £2m received by HCC to improve bus services.

If their intention is no.2 or no.3 then I’ll ask for passenger data so that we can consider value for money before working out what our next options are.

Re: extending bus services into Hawk Rise. This can’t be done through the 432 service (Daffodil line). However, DRM who run the 476 Ledbury-Hereford intend to extend this service into Hawk Rise when bus stops are in place. Funding is available from HCC for the new bus stops and Les Lumsden from Buses4Us is applying to HCC for this.

Angie, I'll give you an update once I've managed to speak First Worcestershire and before the LTS Planning Committee meeting on 12 October."

Members asked if this information could be forwarded onto all members via email. Members also requested that officers write to Herefordshire Council to request whether there is any BSIE funding available to help continue this service. Members also noted that the response from the Ward Councillor only mentioned extending the bus service to the Hawk Rise estate and there was no mention of the new viaduct site. Members asked officers to chase this information.

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 informed members that this recommendation had been approved at Full Council on Wednesday, 11 October 2023 and will be included on the Traffic Management Working Party meeting agenda taking place on Wednesday, 25 October 2023.

P65.5 – That the Clerk enquire when the meeting to discuss the McCarthy Stone development is to take place and inform Councillor Howells when known as he had been appointed to attend on behalf of the Council.

The Clerk read out the following email provided by Herefordshire Council Case Officer, Chloe Smart:

“Thank you for the email.

The application has been called to Planning Committee so when ready to be determined it will be taken to the next available planning committee. This may be October’s committee (Wednesday, 25 October) or if not, it will be November’s committee (22 November).

I'll know by 11 October whether the application will be scheduled for October’s committee so I can confirm then”.

As the Clerk had been out of the office for two working days at conference, she informed members that she would check this outcome and email all members to inform them.

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

The Clerk informed members that an email had been sent to Herefordshire Council, but no response has been received. Members asked the Clerk if this information could be chased.

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 informed members that this has not been completed yet due to the CDO being on annual leave, the Clerk will arrange a catch up on this on her return.

P77.1 – That the letter received from Steve Betts be forwarded onto the Highways Officers responsible for this area and the Police Traffic Liaison Officer.

The Clerk informed members that this information had been emailed to the Highways Officers, but no response had been received. Members asked if this could be chased.

P77.2 – That Balfour Beatty Living Places be approached to request their maintenance schedule.

The Clerk informed members that this request had been emailed to the Balfour Beatty Living Places team, but no response had been received. Members asked if this could be chased.

P77.3 – That the safer neighbourhood funding be looked into for improving the speed of vehicles along the A417 near Parkway.

The Clerk informed members that an email had been sent to request this, but no response had been received. Members requested that this information be chased.

P77.4 – That the Clerk write to Herefordshire Council to ask for a copy of the risk assessment for the pathway along the A417 near Parkway.

The Clerk informed members that she had written to Herefordshire Council, but no response had been received. Members requested that this information be chased.

P77.5 – That the A417 road near Parkway be added as a standing item to the Traffic Management Working Party.

The Clerk informed members that this would be on the agenda of the Traffic Management Working Party taking place on Wednesday, 25 October 2023.

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 discussed that the business plan for the future of the Painted Room be discussed in the Task & Finish group to discuss the future of Tourism in Ledbury on Wednesday, 1 November 2023.

P79.6 – That as much information as possible be included on the Action Sheets and the date of the meeting be noted under the minute number on the Action Sheet.

Members noted that the action sheets had been improved and the addition of the yellow columns with the date of the committee meetings was useful, noting that this was an enhancement to what had been requested at the previous meeting.

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 she spoken to members of the Stromstad Twinning Association at the Mayor's Swedish Coffee Morning on Saturday, 23 September 2023 and that a zoom meeting with members of the Stromstad Tourist Information Centre will be arranged to improve links between the two towns.

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

Councillor Hughes informed members that Stromstad will be visiting Ledbury in April 2024. Further details will be confirmed.

P81b – That the Clerk forward the letter regarding parking charges in Ledbury to the Enforcement Officers, with a copy to all Ward Councillors requesting a full response.

The Clerk informed members that an email had been sent to all 3 Ward Councillors but there had been no response received. Members asked if Councillor Harvey could be chased on this matter.

RESOLVED:

- 1. 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 to be provided at the Task & Finish Group set on Wednesday, 1 November 2023.**
- 2. That the information received from Ward Councillor Peberdy regarding the Aldi Bus Service be forwarded onto all members.**

- 3. That officers write to Herefordshire Council to request whether there is any BSIE funding available to help continue the Aldi Bus Service.**
- 4. That officers chase information on how the bus service can be extended to the new housing estates including Hawk Rise and the new Viaduct Site.**
- 5. That the Clerk will check with Chloe Smart (Case Officer at Herefordshire Council) if the McCarthy Stone Development application is scheduled for the Herefordshire Council's Planning Committee meeting on Wednesday, 25 October 2023. The Clerk will then feed this information back to all members.**
- 6. That officers chase Herefordshire Council to enquire when the Local Plan Consultation will take place.**
- 7. That the Clerk arrange a catch up with the CDO to proceed with a meeting to discuss the Street Banners for Ledbury on her return to the office.**
- 8. That officers chase a response from the Highways Officers and the Police Traffic Liaison Officer regarding the email sent to them about the safety for pedestrians on the A417 road near Parkway.**
- 9. That officers chase Balfour Beatty Living Places for a response to requesting their maintenance schedule.**
- 10. That the request for safer neighbourhood funding for the A417 road near Parkway be chased.**
- 11. That officers chase information on the risk assessment for the A417 road near Parkway.**
- 12. That the business plan for the future of the Painted Room be discussed at the Task & Finish Group set for discussing the future of Tourism in Ledbury on Wednesday, 1st November 2023.**
- 13. That officers add the committee meeting dates underneath the minute number on the Action Sheet.**
- 14. That Councillor Harvey be chased for feedback on the letter that has been previously forwarded to all Ward Councillors regarding the parking charges in Ledbury.**

P103. COMMUNITY DEVELOPMENT OFFICER REPORT ON ISSUES RAISED BY TRADERS' ASSOCIATION AT THEIR MEETING

Members discussed the recommendations in the report from the Trader's Association meeting that the CDO had attended.

Members agreed that certificates could be created for the best dressed window competition during Christmas rather than a trophy being purchased.

The Chair proposed that recommendation 3 be approved (That the Planning, Economy and Tourism Committee agree to the Community Development Officer being the first point of contact with the Traders Association). Councillor Howells seconded this, and all members were in favour.

RESOLVED:

- 1. That the report on issues raised by the Trader's Association at their meeting was received and noted.**
- 2. That certificates be produced for the Trader's Window Display competition at Christmas.**
- 3. That the Planning, Economy & Tourism Committee agree to the Community Development Officer being the first point of contact with the Traders Association.**

P104. UPDATE ON PROGRESS OF MARKETS STRATEGY

Councillor McAll advised Members of the progress of the Markets Strategy being undertaken by the Task & Finish Group. He explained that 3 main things had been identified from the discussions regarding the Charter Market:

1. Theming/destination experience
2. Expansion on types of stalls
3. Provision for children whilst parents/guardians are shopping at the Market.

Members noted that a previous Market Strategy had been drawn up but had not been followed up on. It was noted that this document would be incorporated into the new Market Strategy draft. Members noted that there is a Markets Working Party scheduled for Tuesday, 17 October 2023 and that it would be wise to change this to another Task & Finish Group meeting to make more progress on the draft market strategy before taking it to the Markets Working Party.

All members agreed that it would be sensible to create a survey for all town traders to complete and retrieve their view on the Charter Market, but that this would be something that should be considered as an outcome from the work currently being undertaken.

RESOLVED:

- 1. That the update on the progress of the Markets Strategy was received and noted.**
- 2. That the Markets Working Party scheduled for Tuesday, 17 October 2023 be changed to a task & finish group to discuss the Markets Strategy.**
- 3. That consideration be given to the town traders be given a survey to complete, in the future, to provide their views on the Charter Market.**

P105. FEEDBACK ON VISITOR'S NUMBERS TO HERITAGE OPEN DAYS

The Clerk read an email to members received from the Master's House to inform them of their visitor numbers from Heritage Open Days 2023:

"The Friends of The Masters House did 2 heritage tours on 13 September 2023.

The attendance figures were...

Tour 1: 12 people

Tour 2: 32 people".

Members noted that the Market House was not open to visitors on the first weekend of Heritage Open Days and that next year it should be open on both weekends.

The Chair queried why the Heritage Open Days bunting was not all around the perimeter of the Market House to help advertise the event. The Clerk informed members that the bunting and banners are provided free from Heritage Open Days and that this should be requested at the time of signing up to the event on line. She advised that as it is free the amount provided is limited for each destination.

RESOLVED:

- 1. That members noted the contents of the Visitor Numbers to Heritage Open Days report.**

P106. PLANNING CONSULTATIONS

i. Planning Application No. 232792

Proposed dormer bungalow dwelling – Land rear to of 121 to 123 The Homend, Ledbury, Herefordshire

RESOLVED:

No objections.

ii. Planning Application No. 232824

Prior notification got proposed conversion of offices to form 5 no. self – contained flats – 13 The Southend, Ledbury, Herefordshire, HR8 2EY

RESOLVED:

No objections.

iii. Planning Application No. 232861

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 – 8 Canal Walk, Ledbury, Herefordshire, HR8 2ED

RESOLVED:

No objections.

P107. TABLED APPLICATIONS

RESOLVED:

None received.

P108. PLANNING DECISIONS

Members discussed planning application no. 232071 – Proposed external chimney flue and internal alterations – Y Pass Fish and Chip Shop, The Homend, Ledbury, Herefordshire HR8 1BN. Members requested that officers contact Ward Councillor Harvey to look into this planning application and with a view to helping them with their application.

RESOLVED:

1. That the Planning Decisions be received and noted.

2. That officers ask if Ward Councillor Harvey can assist with planning application no. 232071.

P109. APPLICATION FOR PREMISES LICENSE – WEAVERS, 4 NEW STREET, LEDBURY, HR8 2DX

RESOLVED:

That Ledbury Town Council have no objections to the application for the premises license – Weavers, 4 New Street, Ledbury, HR8 2DX.

P110. SECTION 106 – TO CONSIDER ANY FEEDBACK FROM THE RECONVENED MEETING OF FULL COUNCIL HELD ON 11 OCTOBER 2023 (STANDING ITEM)

RESOLVED:

To note that the S106 lists referred to Full Council had been completed and that the Clerk would now amalgamate them and forward them to the S106 Officer at Herefordshire Council accordingly.

RESOLVED:

P111. DATE OF NEXT MEETING

RESOLVED:

To note that the date of the next meeting of the Economy, Planning & Tourism Committee is scheduled for 9 November 2023.

The meeting ended at 8:48pm.

Signed Dated
(Chair)

Action Sheet October 2023

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
PLANNING, ECONONMY & TOURISM MEETING 13 JULY 2023					
P46	That the Clerk obtain quotes from consultants on the cost to commission a business plan in respect of the future of the Tourist Information Centre.	TC	Sep-23	Clerk to progress	In progress
P47	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.	TC	29.09.2023	To be considered at Full Council meeting on 29.09.2023 - Full Council meeting reconvened for 11.10.2023 - recommendation to be considered at that meeting	Verbal update on Council decision to be provided at October PET's - item included in November PET's agenda in respect of possible funding applciaiton - On-going
P68	That officers be authorised to proceed with a meeting with Andrew Lawrence and Celia Kellet to discuss this Street Banners for Ledbury, similar to those in Tewkesbury and that Councillors l'Anson and McAll be invited to the meeting.	CDO	Date to be confrimed	Awaiting meeting date from CDO	In progress

PLANNING, ECONOMY & TOURISM MEETING 14 SEPTEMBER 2023

P77.2	That Balfour Beatty Living Places be approached to request their maintenance schedule.	Officers	17.10.2023	Email sent to BBLP living places	Information on grass cutting schedule can be found at: https://www.herefordshire.gov.uk/roads-1/grass-cutting Highways maintenance plan can be found at: https://www.herefordshire.gov.uk/roads-1/highway-asset-management-maintenance/3
P77.3	That the safer neighbourhood funding be looked into for improving this area.(Pathway between Parkway and JMHS)	Officers	04.10.2023 and 30.10.2023	Email sent to BBLP living places	Response awaited
P77.5	That this area be added as a standing item to the Traffic Management Working Party. (Pathway between Parkway and JMHS)	Officers	25.10.2023	To be included on all future agendas for Traffic Management WP meeting scheduled for 25.10.2023	on-going - discharged from this committee
P79.2	That the business plan for the Painted Room be produced and brought to the Planning, Economy & Tourism Committee by the end of the year.	Officers	01.11.2023	That this be considered as part of the T & F group considering the future of Tourism in Ledbury	T & F Meeting scheduled for 01.11.2023
P81a.1	That the links be improved with Strömstad in particular to the following and authorise the Clerk and Community Development Officer to open a dialogue with them on ways in which this can be achieved.	Officers	End of 2023	Discussion held with Stromstad Twinning Group - to be progressed with officers	In progress

P81a.2	That the Mayor will host a meet and greet event when the Strömstad Twinning Association visit Ledbury.	Mayor / Officers	Potentially 2024	To be organised once we know dates of next Stromstad visit	On-going
P81a.3	That a report be presented to a future meeting of the Planning, Economy & Tourism Committee detailing discussions that have taken place with the Stromstad Twinning Association	TC/CDO	Following on line meeting with Stromstad	On-line meeting to be arranged between officers	In progress
PLANNING, ECONONMY & TOURISM MEETING 12 OCTOBER 2023					
P102.2	That the information received from Ward Councillor Peberdy regarding the Aldi Bus Service be forwarded onto all members.	TC	25.10.2023	Email forwarded to Planning Members	Completed
P102.3	That officers write to Herefordshire Council to request whether there is any BSIE funding available to help continue the Aldi Bus Service.	TC		Waiting for contact details	on progress
P102.4	That officers chase information on how the bus service can be extended to the new housing estates including Hawk Rise and the new Viaduct Site.	TC	13.10.2023	Further email sent to Cllr Peberdy no response received as yet	Completed
P102.6	That officers chase Herefordshire Council to enquire when the Local Plan Consultation will take place.	TC	25.10.2023	Third email sent	Updates are available at the following: https://hlp.commonplace.is/news - individuals can sign up for notifications and updates

P102.8	That officers chase a response from the Highways Officers and the Police Traffic Liaison Officer regarding the email sent to them about the safety for pedestrians on the A417 road near Parkway.	TC	04.10.2023	chaser sent 04.10.2023 - response received 17.10.2023	To be included on November agenda to provide update to Members Email provided to cllrs of response received from BBLP in respect of the safety of this area and link to Highways Maintenance plan.
P103.2	That certificates be produced for the Trader's Window Display competition at Christmas.	CDO	Oct-23	Traders advised of decision of committee	Completed
P103.3	That the Planning, Economy & Tourism Committee agree to the Community Development Officer being the first point of contact with the Traders Association.	CDO	Oct-23	Traders advised of decision of committee - CDO to attend meetings going forward	Completed
P104.3	That consideration be given to the town traders be 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
P108.2	That officers ask if Ward Councillor Harvey can assist with planning application no. 232071.	TC	25.10.2023	Email sent to Cllr Harvey	Completed response received and to be provided to all members at PET meeting

Present: Councillors Hughes, Furlonger, l'Anson, McAll.

Also Present: Angela Price, Charlotte Barltrop, Olivia Trueman

- Need to move quickly
- So far:
 - Must stand for something
 - Be attractive
 - Be memorable
 - Be Ledbury Specific
 - Destination Market
 - Bigger than just buying from the market
- Need to increase the number of traders
- Need to increase the number of visitors
- Create a positive cycle
- To service a whole range of key stakeholders

Needed:

- Action plan taking into account existing documentation
- Trader Engagement – via Parish meeting
- Engagement with local population
- Tourists
- How to theme
- What types of pitch to have
- Be child friendly – an inclusive family experience – safe, fun, enjoyable, memorable

Previously:

- Nov 2021 talk with Ludlow Markets
- Mr Boffy from Malvern has spoken to LTC

Future:

- Third party company have contacted LTC to discuss ideas.
- Scope to be agreed by Full Council prior to meeting with third party
- Find out what town wants from a market

To note – when an event in the town has a market it is well supported by both market traders and customers.

- Stakeholder engagement document to be created prior to Parish meeting.
 - Who?
 - What messages?
 - Key objectives
 - Aims
 - Keep it simple

Outcomes:

1. Councillor McAll to create new strategy document utilising existing documents alongside new information
2. Councillor Furlonger to create a stakeholder document

Both documents 1 & 2 to be created to go to Planning meeting on 9 November and subsequent Full Council meeting.

LEDBURY MARKET CONSULTATION PAPER

Introduction

Ledbury Town Council acknowledges the need to develop the Town's Charter Market. The Council recognises that, in its current state, the market fails to attract traders, visitors and residents in numbers that could be considered viable in the long term. This strategy outlines an approach to developing the market offering to deliver a sustainable, workable solution. This document incorporates elements of previous draft policies and strategy papers.

Background

An audit of the market undertaken in (Insert Date) reached the following primary conclusions:

- Visitor numbers were meagre and consisted mainly of a few returning local customers purchasing goods not readily available on the High Street (e.g. Fish and specialist cheeses).
- Customers generally 'shop & go' remain in the Town.
- A substantial majority of customers were Ledbury residents.
- The market was not attracting significant footfall from outside the Town.
- New stallholders often attend only once as they did not make enough revenue to deem their participation worthwhile.
- Ledbury is a market town that has antipathy towards its market. The Town Traders, in particular, view a town market as cannibalising sales.
- Current rules for traders are perceived as restrictive (e.g. Parking), and Ledbury is not a friendly or easy place to trade.

Aim

Our goal is to have a vibrant, well-attended, positively trading, exciting market that attracts customers and market traders.

Objectives

The three key objectives are to:

- Increase footfall from both Ledbury residents & external visitors.
- Create a thriving market that benefits stall holders and encourages them to regularly and consistently take a stall.
- Gain support from and promote participation amongst Ledbury Traders.

Competitor Analysis

The team visited a variety of town markets across the Three Counties. Consideration focused on four primary areas:

- Footfall & attendance.
- Variety of stalls.
- Layout of the market.
- Reasons to visit that defined the market beyond the stalls.
- Stallholder engagement to gauge commercial success.

The busy markets with high footfall and regularly returning stallholders has the common feature that the market is a 'day-out' and the reason for visiting extended beyond habit buying. The more successful markets seemed to have something fresh to offer regular visitors to encourage them to return.

A mix of street entertainment, art, and music were intrinsic elements in the market offerings, creating a market day experience for customers rather than relying solely on trade. These markets also had a theme in keeping with the town's heritage and values. For example, Stroud market maintains a well-defined arts & crafts focus. Ludlow is known far and wide for the provision of artisan, fine local produce. It was also apparent that stallholders and visitors knew what to expect from the market and each other. More extensive, spread-out markets employed zoning to aid navigation and enhance the sense of a theme.

It was apparent that the successful markets had developed a 'Day Out' experience that encouraged visitors to remain at the market and in the towns for extended periods. This also boosted higher footfall from external visitors whom the supporting PR effort had attracted.

Ledbury Market Development – Principles of Design

The Ledbury market needs to develop its unique approach and values that support a positive customer, visitor and vendor experience. This strategic approach consists of three focus areas requiring detailed planning and work to deliver a market experience that all stakeholders will value and exploit.

Firstly, each market would be themed using a mix of options based on the Town's history and heritage to tell the 'Ledbury story'. Several theming opportunities could be developed, including historical characters (storytellers), a history stall, music, art and traditional activities (e.g. stocks).

Secondly, the development of zoned pitch offerings to include food demos, charity stalls, local organisations and large company stalls (e.g. to support recruitment) and make some stall space available for local traders to exhibit outside their shop environments.

The third area of focus is to make the market event attractive to children. If children can be attracted to the Town on market days, it is more likely that parents will remain at the market and in the Town for more extended periods. This also makes the market more attractive to external visitors. A broad mix of children's attractions could include fairground rides, mini cinema, jugglers balloon modelling, storytelling, puppetry, and face painting.

The ambition is to create an experience that is talked about and makes visitors want to come to Ledbury and townspeople wish to visit the market.

STAGED APPROACH

Stage One – Immediate Approach

- The Charter Market will continue in the current position under and to the side of the Market House.
- LCC will attempt to negotiate the "freeing up" of unused parking spaces by market traders.
- Cones and barriers with signage will be implemented and cleared on Tuesdays and Saturdays. Town maintenance operatives or local contractors will schedule this work.
- The Town Clerk will apply current and updated Terms and Conditions and report to the Chair of Finance, Policy and General Purposes.
- Each Charter Market will offer one free charity or town organisation pitch.

Stage Two – Short-Term Approach

- Traders needing to sell from the back of their vehicle (e.g., cheese and fish) will continue to take a parking space to the side of the Market House.
- Other traders will use pitches under and in the Market House. Those agreeing to use pitches 'upstairs' in The Market House will be offered a peppercorn rent for the first six months. Terms and Conditions will apply.
- Market traders' transport vehicles will be booked into the remaining parking spaces.
- Local market-traders businesses, current traders, and "lapsed businesses" will be contacted and offered a twelve-month discount to rent a pitch. (discount calculated by 'profit' of Charter Market over the last 12 months).
- Current shop traders in Ledbury will be offered a 'free pitch' at the Charter Market. Other Terms Current shop traders in Ledbury will be offered a 'free pitch' at the Charter Market. Additional Terms and Conditions will apply.
- Permanent and temporary market signage will be designed, sourced, fixed or stored for day use.
- Weekly/ daily updates of traders who will be attending will be made to websites, public notices, Ledbury Reporter and local social media.

Stage Three – Midterm Approach

- The Charter Market will move to the redesigned and renovated area between St Katherine's, The Master's House, and The Barn
- Market traders' vehicles will park free of charge in St Katherine's Car Park.
- Additional parking spaces will be freed up to allow for expansion.
- Financial support will be sought from, e.g. Herefordshire County DBID (Destination Business Improvement District; Ledbury MTPI (Market Town Economic Development Investment Plan). Improvement District; Ledbury MTIP (Market Town Economic Development Investment Plan).

- Promotion will continue and be strengthened and linked to tour operators and transport links.

Stage Four – Long Term

- Consider potential asset transfer to support the strategy (e.g. Car Parks)
- Consider links to the public transport system and opportunities to develop new transport approaches.
- Link to LTC Renovation Plan (e.g. use of abandoned commercial premises and pop-up business opportunities)

PURPOSE

The best attended, most vibrant and exciting market in Herefordshire

Great Day
Out

Arts
Heritage
Story Telling

Wide
variety of
quality
vendors
that bring
something
the High
Street
doesn't
have

Attractive
Well
managed
Well laid
out
Easy to
navigate
Well
signposted

High
awareness
Instant
recall
High
attendance,
dwell time
& spend

Twice Weekly Ledbury Town Market

Key:	Incl event	incl. meeting	incl bank holiday	incl school activity days	incl out of hours booking	incl staff training	incl. clerical work
------	------------	---------------	-------------------	---------------------------	---------------------------	---------------------	---------------------

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

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		

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		

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-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		

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
	Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits
Mon	77	16	18	19.3
Tues	62	16	18	15.5
Weds	67	20	22.5	13.4
Thurs	73	19	22.5	14.3
Fri	closed			
Sat	73	12	15.5	24
Sun	closed			
totals	352	83	96.5	

Jun-23				Av
	Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits
Mon	75	16	18	18.8
Tues	59	16	18	14.4
Weds	51	14	17	14
Thurs	84	20		16.8
Fri	closed			
Sat	58	8	9	29
Sun	closed			
totals	327	74	62	

Jul-22				Av
	Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits
Mon	55	14	19.5	15.7
Tues	21	4	6	21
Weds	99	17	28.8	24.8
Thurs	94	17	22.5	23.5
Fri	12	closed		6
Sat	109	16	19.8	27.3
Sun	8	closed		8
totals	398	68	96.5	

Jul-23				Av
	Visitor	Hours	Staff	Daily
	Nos	open	Hours	visits
Mon	110	20	25.5	22
Tues	139	16	18	34.7
Weds	67	14	16	19.4
Thurs	139	16.5	18.5	34.7
Fri	Closed			
Sat	103	16	24	22.8
Sun	2	Closed		2
totals	560	82.5	102	

Aug-22				Av
	Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits
Mon	81	19	31.5	20.5
Tues	140	23	36	28
Weds	132	24	40.5	26.4
Thurs	97	20	31	24.3
Fri	8	Closed		4
Sat	72	12	13	28.8
Sun	Closed			
totals	530	98	152	

Aug-23				Av
	Visitor	Hours	Staff	Daily
	Nos	open	Hours	visits
Mon	79	12	13.5	26.3
Tues	106	16	19.8	26.5
Weds	103	20	22.5	20.6
Thurs	118	20	22.8	23.6
Fri	2	closed		2
Sat	143	21	32.5	35.8
Sun	closed			
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
------	------------	---------------	-------------------	---------------------------	---------------------------	---------------------	---------------------

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				
Tues				
Weds				
Thurs				
Fri	Closed			
Sat				
Sun	Closed			
totals	0	0	0	

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	Closed			
totals	0	0	0	

Planning Decisions Log

Planning App	Details	Case Officer	LTC's Recommendation	HFDS Decision
LTC MEETING 10 NOVEMBER 2022				
223248	Proposed demolition of existing buildings on site and erection of Retirement Living apartments with associated access, car parking, landscaping, ancillary facilities, and associated works – Building and curtilage of Greenacres bungalow and land to the rear of The Knapp and Westmead, The Homend, Ledbury, Herefordshire	CS	Members discussed possible issues with this planning application as they felt it would intrude on the green space which is noted in the Neighbourhood Development Plan (NDP). It was discussed that a member of the Committee should produce a draft planning-based report on this including the following issues which were raised: <ol style="list-style-type: none"> 1. The height of the building 2. The ecological value of the land 3. Potential traffic issues 4. NDP 	Refused

LTC MEETING 12 January 2023				
223921	Proposed dwelling – Land to the rear of 8A High Street, Ledbury, Herefordshire, HR8 1DS	EB	Object on the grounds that this application will result in the over development within a conservation area.	Approved with Conditions
LTC MEETING 9 February 2023				
230103	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 - Countrywide Stores Dymock Road Ledbury Herefordshire HR8 2JQ	OJ	No objections	No decision
LTC MEETING 11 April 2023				
230680	Application for approval of reserved matters following outline approval of 212114 – one dwelling and associated vehicular access – Parkway House, Little Woolpits Lane, Parkway, Herefordshire, HR8 2JE	EB	No objection	No decision
223921	Planning Re-consultation – Land to the rear of 8A High Street, Ledbury, Herefordshire, HR8 1DS	EB	Objection - on the grounds of over development in a conservation area and that this planning application does not fall within the design principles of the Ledbury Neighbourhood Development Plan.	Approved with Conditions

LTC MEETING 13 JULY 2023			
230680	Application for approval of reserved matters following outline approval of 212114 – one dwelling and associated vehicular access – Parkway House, Little Woolpits Lane, Herefordshire, HR8 2JG – re-consultation	EB	No objections No decision
LTC MEETING 10 AUGUST 2023			
231872	Conversion of and extensions to existing buildings to create a dwelling, and associated works - Land to rear of 1 Bridge Street Ledbury Herefordshire	GW	That Ledbury Town Council did not feel able to provide a response to this application, particularly in relation to how the works would be carried out in a sensitive manner in respect of wildlife. Therefore, they would request more information on this planning application before submitting any comments. Further information provided to PO's by applicant. Ledbury Town Council satisfied with additional information and submitted no objections. No decision
231873	Conversion of and extensions to existing buildings to create a dwelling, and associated works - Land to rear of 1 Bridge Street Ledbury Herefordshire. LISTED BUILDING CONSENT.	GW	That Ledbury Town Council did not feel able to provide a response to this application, particularly in relation to No decision

			<p>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>	
232071	Proposed external chimney flue and internal alterations - Y Pass Fish And Chip Shop The Homend Ledbury Herefordshire HR8 1BN	GW	No objections	Refused
232161	Proposed external chimney flue and internal alterations - Y Pass Fish And Chip Shop The Homend Ledbury Herefordshire HR8 1BN. LISTED BUILDING CONSENT.	GW	No objections	Refused
LTC MEETING 14 SEPTEMBER 2023				
232369	Proposed removal of condition 4 of planning permission 174750 (Proposal to demolish existing timber bungalow and replace with a new bungalow) - To remove the condition restricting the use of the house to solely gypsies and travellers - Little Bush Pitch Bush Pitch Ledbury Herefordshire HR8 2PX	GW	No objections	No decision
232470	Replacement of a pair of timber French windows - 9 Ledbury Park Ledbury Herefordshire HR8 1LF – LISTED BUILDING CONSENT	GW	No objections	Approved with Conditions
232611	Demolition of existing barn and erection of dwelling, car port, landscaping, and associated works – Barn adj to The Nelmes, Munsley, Ledbury, Herefordshire HR8 2SH	GW	That Ledbury Town Council request more information on this	No decision

			planning application in respect of the Ecology survey.	
LTC MEETING 12 OCTOBER 2023				
232792	Proposed dormer bungalow dwelling – Land rear to of 121 to 123 The Homend, Ledbury, Herefordshire	EM	No objections	No decision
232824	Prior notification got proposed conversion of offices to form 5 no. self – contained flats – 13 The Southend, Ledbury, Herefordshire, HR8 2EY	GW	No objections	No decision
232861	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 – 8 Canal Walk, Ledbury, Herefordshire, HR8 2ED	KR	No objections	No decision

PLANNING, ECONOMY & TOURISM COMMITTEE	9 NOVEMBER 2023	AGENDA ITEM: 14
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Report prepared by Angela Price – Town Clerk

CONSIDERATION OF ITEMS FOR 2024/25 BUDGET

Purpose of Report

The purpose of this report is to ask Members of the Planning, Economy, & Tourism Committee to give consideration to items to be included in the 2024/25 budget in addition to those listed in the attached information.

Detailed Information

Attached is the budget monitoring sheet relative to budgets managed by the Planning, Economy & Tourism Committee, which should be taken into account when considering items for inclusion in the 2024/25 budget setting process. The attached provides information on the budget status as 24 October 2023 in order to inform Members where there are overspends and underspends that should be considered when setting the budget.

Currently CPI is at 6.7% and where increases have been made within the attached budget papers this has been applied and rounded up or down accordingly.

Members will recall that it has been agreed that no further work will be undertaken to the Neighbourhood Development Plan in 2023/24, but that this will be revisited in January 2024. Therefore,

The Clerk will review the budget figures ahead of the meeting and provide notes on where they believe the committee need to consider increasing or decreasing the allocation for 2024/25.

Chairs of each Standing Committee have been invited to attend a meeting of the Committee Structure Task and Finish Group to advise them of what steps each committee needs to take going forward in relation to their work plan for the next year and how this will inform their budget setting recommendations.

The following items have been discussed at meetings of the Committee and consideration should be given as to whether provision needs to be made in the 2024/25 annual budget:

- 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 and mounts for some of these due to the current poles not being specialised 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

Recommendation

1. That Members review the attached budget monitoring sheet and consider which, if any, budget lines need to be considered for a higher increase than the current CPI.
2. That Members review the list of items previously discussed at committee for inclusion in the 2024/25 budget and the order of priority for those projects.

Planning

EXPENDITURE					
<u>Item No.</u>	<u>Description</u>	<u>2023/24</u>	<u>2023/24</u>	<u>2024/25</u>	<u>2025/26</u>
		<u>Budget</u>	<u>Actual</u>	<u>Draft Budget</u>	<u>Draft Budget</u>
			<u>to date</u>		
				£	£
1	Traffic Management	2,000	-	2,000	2,000
2	Charter Market Improvements	2,000	-	2,000	2,000
3	Tourism/Town Plan Projects	5,000	-	5,000	5,000
5	Lengthsman Scheme/P3 Scheme	3,000	528	3,000	3,000
6	Neighbourhood Dev. Plan	0	-	1,000	200
7	Tourist Information Centre	1,000	888	1,000	1,000
TOTAL EXPENDITURE		13,000	1,416	14,000	13,200
INCOME					
1	Charter Market Fees	(5,500)	(3,697)	(5,500)	(5,500)
2	Tourist Information Centre	0	(86)	0	0
TOTAL INCOME		(5,500)	(3,783)	(5,500)	(5,500)
NET EXPENDITURE/(INCOME)		7,500	(2,367)	8,500	7,700
NOTES:					

Report prepared by Angela Price – Town Clerk

ADOPTION OF TELEPHONE KIOSK – THE LANGLANDS, LEDBURY

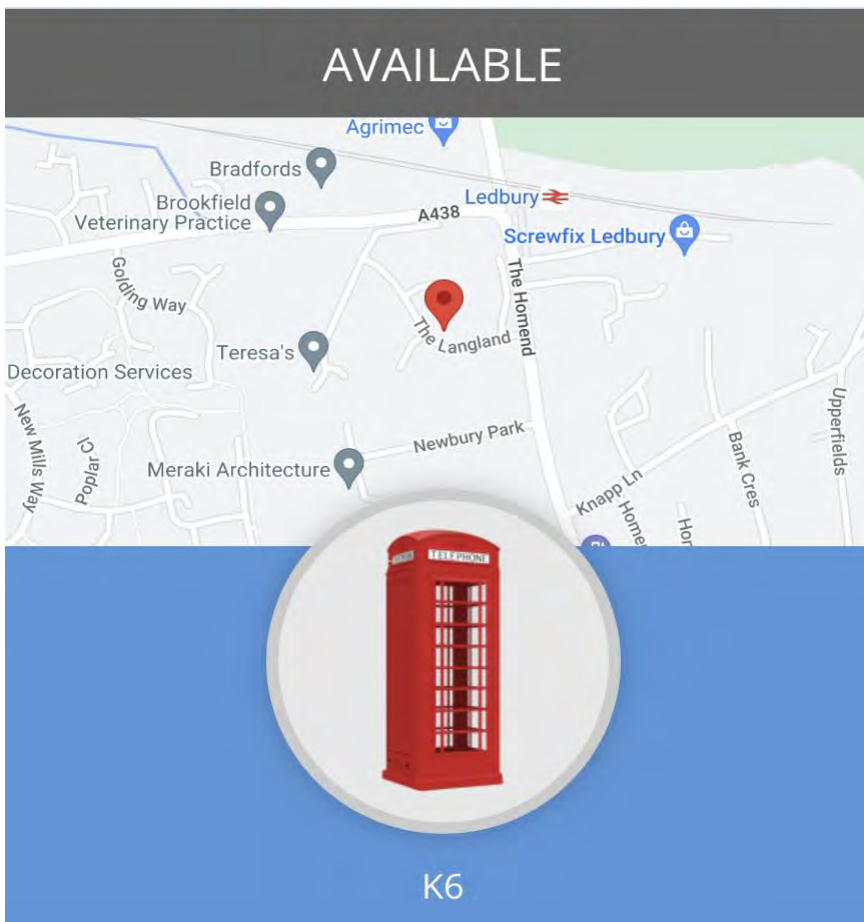
Purpose of Report

The purpose of this report is to provide Members with three options in respect of having a defibrillator installed at the Phone Kiosk located at The Langlands, which the Council agreed to adopt and install a defibrillator into.

Detailed Information

Members will recall that following correspondence from a local resident they agreed to adopt a third telephone kiosk, which is situated in The Langlands, Ledbury, which is shown below.

The Langlands, Ledbury (HR8 1BB)



As you can see from the above the kiosk is a traditional red kiosk and the photograph below shows the current state of the kiosk.



The Clerk has now managed to make contact with Martin Fagan from Community Heartbeat to discuss how to take this project forward and he has provided the following options as being good solutions and relatively cost effective, and kiosk compatible.

- Option 1** - ViVest X3 defibrillator with carry case, spare electrodes
ShockBox Rotaid (unlocked) heated cabinet for kiosk
Telephone kiosk and community signage pack
Cost = £1495
- Option 2** - ViVest X3 defibrillator with carry case, spare electrodes
ShockBox DS2 (locked) heated cabinet for kiosk (CHT version)
Telephone kiosk and community signage pack
Cost = £1595
- Option 3** - 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
- VAT
- Installation by electrician (CHT can install for £275 + vat – we would recommend we install if in a kiosk as our installers are BT approved).

- Community training session for up to 50 people = £175 + vat
- Optional annual support agreement

Included free with CHT

- WebNos Governance system
- Red/gold renovation paint for the K6 red kiosks
- Telephone support

Financial/Resource Implications

Currently there is a sum of £1,500 available as a special project for telephone kiosks and this had been earmarked for the kiosk on Bridge Street. However, due to the lack of resources in the past this project has not yet been commenced and due to the state of the area around the kiosk and the condition of the kiosk itself it is likely to be some time before it will be ready for a defibrillator to be installed.

Therefore, the Clerk would suggest that Council consider making use of the funds that are currently in the Special Projects section of the 2023/24 budget for the kiosk in The Langlands, which means the funding will be drawn down from the General Reserve, noting that depending on which of the above options Members recommend to the Finance, Policy & General Purposes Committee it will be necessary to draw down more than the £1,500 suggested to be available previously.

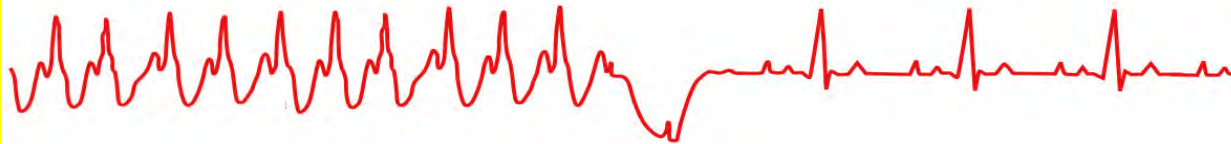
It should also be noted that as there are two other phone kiosks that the Council have adopted in the past, one on Bridge Street and one on Little Marcle Road, Members may wish to consider including a sum in the 2024/25 budget to allow for these two kiosks to be progressed.

Members may wish to consider asking local businesses if they would like to sponsor the telephone kiosk to help with the costs of the repairs/renovations and future costs to replace the battery and pads of the defibrillator.

Recommendation

That Members of the Planning, Economy & Tourism Committee give consideration to the three options provided above and agree which of the options to choose, noting that Option one does not provide a locked heated cabinet for the kiosk.

Product Specification



Simplicity in design

- Two button operation
- Clean interface – nonthreatening
- Visual display
- Dual language

Easy to maintain

- Self tests automatically daily, weekly and monthly
- Monthly circuitry tests

Integrity

- System integrity test on battery insertion
- Detects missing pads

Patient analysis system

- Automatically evaluates patient impedance for proper pads contact
- Monitors signal quality and analysis for patient ECG for shockable/non-shockable rhythms
- Meets AHA/ERC recommendations

Ergonomic design

- Small, light and easy viewed controls
- Soft carry case

Targeted audiences

Sports clubs	Community AED
Responders	Care homes
Emergency services	Home use
Business and offices	Caravans and boats

- Dimensions W 209 x L 232 x D 59 mm
- Weight 1.5Kg (soft case)
- IP rating – IP55
- Shock energy – 150J
- Time to shock – 7s approx.



Specifications

Defibrillator

Waveform: Biphasic Truncated Exponential (BTE) Waveform.

Impedance Range: 20 - 180Ω.

Energy Level:

Adults, energy released at 50Ω impedance: 150J.

CPR Coaching: CPR instructions are available, with metronome and hand placement instructions.

CPR Protocol: Comply with ERC/AHA 2020 guideline.

Charge/Discharge Time: The time from the prompt of "Shock Advised" to when the shock can be performed: 7 seconds.

Arrhythmia Analysis

Accuracy: Comply with IEC60601-2-4.

Analysis Time: Typically 8 seconds.

Controls

Shock Control: Semi-automatic (press the shock button to deliver energy).

Language Button (PowerBeat X3): Users can switch between primary and secondary language among various available language options.

Certification: ISO13485, CE certification.

Safety Standard:

IEC 60601-1:2005+A1:2012

IEC 60601-2-4:2010+AMD1:2018

IEC 60601-1-2:2014

IEC 60601-1-12:2014

User Interface

Display: PowerBeat X1 has 114 mm (W)x87 mm (A) graphic panel, while PowerBeat X3 has 5 inches color LCD screen, 105 mm (W)x65 mm (BF).

Resolution: 800x480 pixels.

User Guidance: PowerBeat X1 has LED lights, graphic panel and voice prompt, while Powerbeat X3 has a colour LCD screen, animation, voice and bilingual text prompts.

Volume Adjustment: Volume is adjustable through APP.

Device Status Indicator: Visual and audible Indicators help to monitor the status of the main device, electrodes, and battery. Flashing green light indicates the device is normal. Flashing red light indicates the device is faulty.

Environmental Parameters

Operating/Storage Temperature:

-10°C ~ +50°C.

One Hour Operating Temperature

Limit (extreme cold): -20°C.

Short-term Storage/Transport Temperature:

-40°C~+70°C, within one week, with battery and pads uninstalled.

Atmospheric Pressure: 59.4KPa~106KPa.

Relative Humidity: 5%~95% (no condensation).

Ingress Protection: IP55.

Physical Characteristics (including handle)

Height: 232mm

Width: 209mm

Depth: 59mm

Weight: 1.5kg (including battery and pads).

Tolerable Impact/Fall Damage: Can withstand free fall damage from a height of 1.5M onto the hard surfaces.

Accessories (Battery)

Type: Lithium manganese dioxide (Li/MnO₂) battery (non-rechargeable), 12V/3000mAh.

Capacity: At 20°C±2°C, the new battery can discharge 200±10 times at 150J.

Operation Life (standby): 4 years (typical).

Low Battery Status: A battery that indicates low battery can still be used ≥10 times at 150J.

Accessories (Pads)

Pads: Suitable for adults.

Shelf Life/Operation Life (standby): 4 years (typical) from manufacturing date.

Cable Length: 1.1m.

Storage Space: Pads can be stored in the space at the back of the device.

Data Storage

Memory Type: Internal digital memory.

ECG/Event Storage: At least 8 hours of ECG and event/incident recording.

Self-test Data Storage: Up to 10 years.

Communications

Communications: USB interface.

Overall Device

Date of Production: See label at the bottom of main device.

Warranty: 8 Years.



Defibrillator cabinet
Life Protected



Height: 625mm
Width: 440mm
Depth: 245mm

Features

- Yellow Hi Visibility door
- "Chain of Survival" visuals on door
- Cleaner design – less information clutter for rescuers
- More accurate user instruction set
- ILCOR international defibrillator symbol –
 - less confusing,
 - recognised by over 90% of the public,
 - compliant to BSI standards, and
 - recognised worldwide
- External transformer
 - less chance of Radio Frequency interference
- Delivered from a charity – any surpluses go to charitable causes.

High Visibility

The ShockBox DS2 all weather AED cabinet has been designed to house and protect your emergency life saving defibrillator equipment, making it available 24 hrs a day, every day. The characteristic tablet shape and highly visible yellow colour, meeting Equality Act requirements, coupled with the "always on" light and unique instructional icons, make it easy to be seen and easy to use. Adapted from older DS2 designs, this version is modern, relevant and high specification.

Locked or Unlocked

The choice is yours. The ShockBox DS2 can be secured with a high quality Marine Grade Stainless Steel key code lock, or provided without a lock if desired.

All Weather IP 65 certified

The ShockBox DS2 is IP65 certified against water, dust and insect ingress, heavily insulated and has an intelligent pulse heater providing the ideal environment to keep your life saving equipment safe and ready for use.

Durable

Built to last, the ShockBox DS2 is constructed from double skinned polyethylene and features an illuminated internal liner, creating a condensation free compartment, and a clear observation window to enable checks on equipment without the need to open the cabinet.

Class 2 Electrical Device

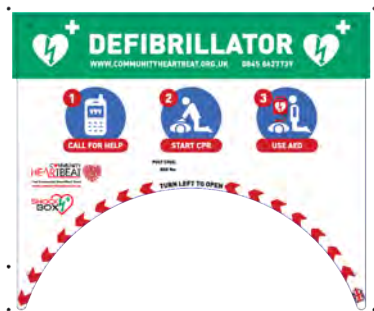
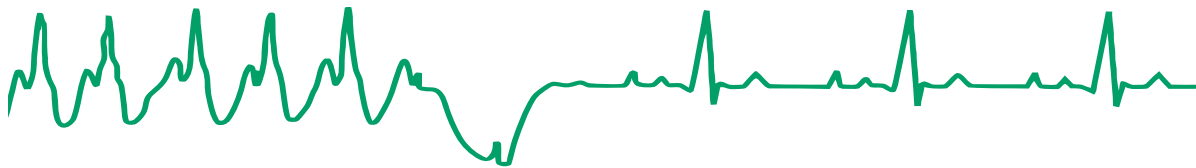
Suitable for telephone kiosks
Low voltage electrics (15v) meaning safer for the public
Illuminated – visible at night



Always use the correct defibrillator signage.



Product Specification



VISIBILITY

The ShockBox Rotaid's 8 LED lights are integrated to ensure visibility of the AED during hours of darkness. The quality Polycarbonate cover fitted with UV filters guarantees long-term transparency and quality of the cabinet for longevity. A clear backboard with visual instructions ensures ease of use. Language variations of the backboard are available on request.

ALL WEATHER AND ROBUST

The ShockBox Rotaid has an IP56 protection against dust, particle, insect and moisture ingress. With rain and other forms of precipitation having no effect on the inside of the cabinet the AED remains operational at all times. The Polycarbonate materials used are also resistant to salt spray and therefore a good choice for coastal locations. The cabinet construction also has a IK10 (50 JOULE) international standard rating for maximum protection against impact.

SUSTAINABILITY

The ShockBox Rotaid has a state-of-the-art heating system that is energy efficient and automatically self controlled operating on a safe 24 volts.

EASE OF USE

The ShockBox Rotaid cabinet can be opened by an intuitive twist that removes the whole cover. The rescuer therefore has full and easy access to the AED. The cover is attached to the back plate by a strap and needs no further attention from the user. A stainless steel eye allows for the use of security tags that provide visual reference for whether the cabinet has been accessed.

MODULAR

The ShockBox Rotaid cabinet can be upgraded easily into a fully remote monitored cabinet capable of sending SMS and E-mail to notify about AED presence, issues and cabinet access making your Rotaid Shockbox work 24/7

DIMENSIONS

HEIGHT: 48CM (65CM INC BACKBOARD)
WIDTH : 48CM
DEPTH : 23CM
WEIGHT : 6.7KG



TELEPHONE BOX COMPATIBLE



LEDBURY TOWN COUNCIL

**MINUTES OF A MEETING OF THE TRAFFIC MANAGEMENT WORKING PARTY
(TMWP) MEETING
HELD ON 25 OCTOBER 2023**

PRESENT: Councillors Furlonger, Hughes, l'Anson, Morris and Steve Glennie-Smith

ALSO PRESENT: Angela Price – Town Clerk
Charlotte Barltrop – Minute Taker

TMWP1. ELECTION OF CHAIR

Councillor Morris was nominated but declined due to other commitments.

Councillor l'Anson agreed to act as Chair for this meeting.

RESOLVED

- 1. That Councillor l'Anson be elected as Chair for the purposes of this meeting.**
- 2. That the election of the Chair of the Working Party be deferred to the next meeting.**

TMWP2. APOLOGIES FOR ABSENCE

Apologies for absence were received from Gareth Davies.

TMWP3. DECLARATIONS OF INTEREST (COUNCILLORS ONLY)

None received.

TMWP4. MINUTES OF A MEETING OF THE TRAFFIC MANAGEMENT WORKING PARTY HELD ON 9 JANUARY 2023

Members noted that the date displayed on the minutes should be 2023 and not 2022 and that January had been misspelt.

It was noted that there was a request for the meeting to take place at 4.00pm to allow non-Councillors to attend and agreed that this should be taken into consideration for all future meetings.

RESOLVED

That the minutes of the Traffic Management Working Party meeting held on 9 January 2023 be received and noted subject to the following amendments:

That the heading be amended to read January 2023.

TMWP5. ACTION SHEET

- TWMP132 – members discussed the status of this report noting that there had been a 9-month gap since the last meeting. It was suggested that the report be accepted in draft form in order to move forward and that the report be circulated to members in order that all could become familiar with the content.
- TMWP196 and 198 – due to the decision taken in relation to minute no. TMWP 132 it was agreed that these minute numbers were no longer relevant and should be discharged from this Working Party.

RESOLVED

1. **That the Action Sheet be received and noted, noting that the report prepared by Councillor Howells be recommended to the Planning Committee for approval as it stands.**

TMWP6. TERMS OF REFERENCE

Members considered whether they should wait until the completion of the Committee Structure review before amending the Terms of Reference.

RESOLVED

That no amendments be made to the Terms of Reference at this time due to the work currently being undertaken by the Committee Structure Task and Finish Group.

TMWP7. CONCERNS RAISED BY RESIDENTS IN RESPECT OF ROAD TRAFFIC SPEEDS IN LEDBURY

Members were informed by Councillor Hughes, in his capacity as Police Liaison for Ledbury Town Council, that speed checks had been carried out and that those results had been published, however, the results did not show evidence of excessive speeds.

Councillor Hughes also informed members that there had been a campaign to form a Community Speedwatch Group, which required only 6 members, but that they had failed to receive the required number of volunteers to move forward with the initiative.

It was suggested by members that a leaflet should be printed and distributed to residents within the affected areas in an attempt to acquire further volunteers.

Councillor Furlonger volunteered to be part of the Speedwatch group and to door drop leaflets. Whilst Steve Glennie-Smith volunteered to be part of the Speedwatch group.

RESOLVED

That a leaflet be prepared ready for distribution in relevant streets, i.e. New Street and Southend.

TMWP8. ITEMS TO BE CONSIDERED FOR INCLUSION IN 2024/25 BUDGET

i. SPEED INDICATOR DEVICE

Members considered the options which were presented within the report and agreed on the following items:

Option 3 – Portable SID with speed and smiley/angry face £3,045 plus VAT.

Option 1 – A mobile phone app which can be downloaded from Google Play Store for a cost of £349 plus VAT per sign.

ii. TRAFFIC CALMING GATES – PARKWAY

Members discussed the pros and cons of installing the Traffic Calming Gates at Parkway. It was felt that this was not the best use of the funds as the gates would only be effective for a short time and that the purchase of a further SID for use in this area would be a more effective use of funds.

RECOMMENDATIONS

- 1. That members of the Traffic Management Working Party recommend to Finance, Policy & General Purposes Committee that one mini-SID device and three poles be installed around Ledbury, along with the method for data collection, as listed above, and any additional extras deemed necessary be purchased from the 2023/24 Traffic Management budget line and Earmarked Reserves, subject to the agreement from Herefordshire Council that these can be sited in the three positions previously used for SID's.**
- 2. That the Clerk submit an application for the Council to have three poles erected for Speed Indicator Devices in the same places they were sited when hired from BBLP.**
- 3. That the Clerk draw up a plan for purchase two further SID's to be permanently sited around Ledbury in the future.**
- 4. That members rejected the Traffic Calming Gates in favour of the purchase of a further SID for the Parkway area.**

**TMWP9. ISSUES WITH PARKED CARS ON BEND IN ORCHARD LANE
(VERBAL REPORT SGS)**

Steve Glennie-Smith stated that the number of instances where there had been vehicles parked on the bend in Orchard Lane had increased, the greatest issue being at school run times. He pointed out that this is causing a large number of issues in the area and the increase is of great concern. He requested that a TRO be made to add yellow lines in the area to ease the issue and make the road safer. Photographic evidence is available.

There was a discussion regarding the survey for the yellow lines which had previously been carried out, with the information to be provided by the report which will be forthcoming for the next Traffic Management Working Party meeting.

RESOLVED

That the verbal report by Steve Glennie-Smith be received and noted.

TMWP10. REQUEST TO HEREFORDSHIRE COUNCIL TO REVIEW ROAD SIGNAGE IN LEDBURY

Members requested that the selection of photos that has previously been used as part of a report to the TMWP be provided to Herefordshire Council to aid with the report.

Councillor Hughes reminded members that Ledbury needs clear signage which states the weight limit and weight advice signage on entry to Ledbury as well as clear advice signage for HGVs to follow. He also stated that the Town Centre signage needed to be adjusted as it is not in the correct places.

RESOLVED

That members of the Traffic Management Working Party receive and note the information provided within the report.

TMWP11. POTENTIAL TRO ORDER SCHEME – MASEFIELD AVENUE, LEDBURY

Members discussed the letter which had been received by Ledbury Town Council in respect of the proposed Residents Parking Scheme on Masefield Avenue.

Councillor l'Anson asked whether, if the proposed TRO was adopted, that would mean 1-hour restrictions on Masefield Avenue. This was confirmed to be the case.

Whilst sympathetic to the issues raised by the residents, members stated that as this consultation had been voted in by Full Council there was no action that the Town Council could take at this time.

RESOLVED

That members of the Traffic Management Working Party receive and note the information provided within the report.

TMWP12. IMPACT OF DEVELOPMENT AND PROPOSED DEVELOPMENT OF TRAFFIC MANAGEMENT (STANDING ITEM)

There was nothing on this item at this meeting.

TMWP13. DATE OF NEXT MEETING

Members agreed that the next meeting should be held as soon as possible and that it should be to consider items relating to the Report provided by Councillor Howells.

RESOLVED:

To note that the date of the next meeting of the Traffic Management Working Party is scheduled for 22 November 2023 at 4.00pm.

The meeting ended at 4.17 pm.

Signed Dated

ACTION SHEET
Traffic Management Working Party
Outstanding Tasks

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Actioned
31 May 2022 -					
TMWP132/ TMWP153 TMWP194(3)	That Cllr Howells provide a written report to the next meeting in respect of Walkaround	PH	Awaiting report from Cllr Howells	Draft report received and shared with TMWP in Jan 2023 - updates agreed and to be included	Amended draft not provided to date (20.10.2023) - Cllr Hughes agreed to assist Cllr Howells to complete report
25-Jul-22					
TMWP154(2)	That an application be made via the community commission model to request the installation of traffic calming gates at both entrances to Parkway	TC	15.01.2023	Awaiting outcome of above before submitting	Further information to be sent to BBLP re positioning of gates - information sent but no response
09-Jan-23					
TMWP194(1)	TC to invite HC HO to attend next meeting of TMWP and that this meeting be arranged to meet their availability	TC	15.01.2023	email sent to invite HO to meeting	Meeting arranged for 27.02.2023 at 11.00 am
TMWP195	That further information in respect of SID's as listed in minutes be obtained	TC	Feb-23	TC making enquiries	
TMWP196 and 198	That Cllr Howells be asked to ensure the information in both these minute numbers be included in his report	TC/Cllr PH	Awaiting report from Cllr Howells	Email sent to PH to request these be added to his report	PH Advised of resolution - amended draft report awaited - discharged from this committee

25-Oct-23					
TMWP 5	That the Traffic Management report prepared by Councillor Howells be submitted to the next meeting of PET's Committee for adoption	TC	09.11.2023	To be included on PET agenda	Completed
TMWP 7	That a leaflet be prepared ready for distribution in relevant streets such as New Street and Southend	TC	30.11.2023	Administrator asked to design leaflet	In progress
TMWP 8 (1)	That members of the Traffic Management Working Party recommend to Finance, Policy & General Purposes Committee that one mini-SID device and three poles be installed around Ledbury, along with the method for data collection, as listed above, and any additional extras deemed necessary be purchased from the 2023/24 Traffic Management budget line and Earmarked Reserves, subject to the agreement from Herefordshire Council that these can be sited in the three positions previously used for SID's.	TC	16.11.2023	To be included on November finance agenda	In progress
TMWP 8(2)	That the Clerk submit an application for the Council to have three poles erected for Speed Indicator Devices in the same places they were sited when hired from BBLP.	TC	Nov-23		In progress
TMWP 13	That the next meeting be scheduled for 22.11.2023 for the purpose of reviewing the Traffic report prepared by Cllr Howells.	TC	22.11.2023		In progress

Report prepared by Angela Price – Town Clerk

CONSIDERATION OF LEDBURY HOPPER TYPE SERVICE

Purpose of Report

The purpose of this report is to update Members on the decision of Full Council in respect of working with Buses 4us in respect of bringing a Hopper Bus type service to Ledbury, and to provide recommendations on how this could be progressed.

Detailed Information

Members will recall that during an update on Buses 4us, Clare Stone advised that they would be willing to work with Ledbury Town Council and other groups to try and bring a Hopper Bus service to Ledbury.

This recommendation was considered at a Reconvened meeting of Full Council on 11 October 2023, the outcome of which was that it be agreed that The Traffic Management Working Party be authorised to work with Buses 4us on this project.

Clare Stone has been invited to give an update on Buses 4us on 15 November 2023 and has been advised of the outcome of the Full Council meeting. Officers would suggest that this would be a good time to discuss how the two groups could take this forward.

In the meantime Councillor Peberdy has advised that there may be funding available from the Bus Service Improvement Plans Fund (BSIP) and at a meeting of the Traffic Management Working Party Councillor Hughes suggested that an application should be submitted in support of a Hopper Service, and that Gareth Davies, who is a Transport Geographer and member of the Rail & Bus Herefordshire and Beyond the Hills Station Partner be asked to work with the Town Council to complete the application for submission.

The following link provides information on the amount of funding that has been allocated to Herefordshire Council via the BSIP, which was released on 23 October 2023:

<https://www.gov.uk/government/publications/bus-service-improvement-plans-local-transport-authority-allocations/bus-service-improvement-plans-local-transport-authority-final-allocations>

and the following link takes you to the Herefordshire Council Bus Improvement Plan which was drafted in 2021:

<https://www.herefordshire.gov.uk/downloads/file/23031/herefordshire-bus-service-improvement-plan>

The Clerk has emailed both Herefordshire Council directly and Councillor Peberdy to ask for the contact details of the person to contact at Herefordshire Council in respect of the BSIP and as soon as this has been established will make further contact with them in respect of how to apply for funding.

Recommendation

That the Clerk be instructed to contact Gareth Davies to establish whether he would be willing to work with Ledbury Town Council and Buses4us to prepare and submit an application for funding towards a Hopper Bus Service in Ledbury, and that subject to his agreement, an application be drafted and submitted accordingly.

LEDBURY TOWN COUNCIL

**MINUTES OF JOHN MASEFIELD MEMORIAL WORKING PARTY
HELD ON THURSDAY, 19 OCTOBER**

PRESENT: Councillors Furlonger, Morris (Chair) and l'Anson (Mayor of Ledbury)

Non-Councillors - Tim Keyes (Tower Captain Church Bell Ringers), Dr Jane Mee, Caroline Magnus (Great Niece of John Masefield) and Lesley Ingram

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

JM95 APOLOGIES FOR ABSENCE

Apologies for absence were received from Dr Philip Errington, Councillor Phillip Howells, Chris Noel, Justine Peberdy, Nina Shields, and Robert Vaughan.

JM96 DECLARATIONS OF INTEREST

No declarations of interest were received.

JM97 ELECTION OF NON-COUNCIL MEMBERS TO THE JOHN MASEFIELD MEMORIAL WORKING PARTY

RESOLVED: None received.

JM98 TO APPROVE AND SIGN THE NOTES OF THE MEETING OF THE JOHN MASEFIELD WORKING PARTY HELD ON 4 AUGUST 2023

The Chairman advised members of some corrections within the minutes. The clerk advised that she would make the amendments accordingly.

Tim Keyes advised Members that his surname was spelt incorrectly in minute number JM88 page 82.

RESOLVED: That the minutes of the meeting of The John Masefield Working Party held on 4 August 2023 be approved and signed as a correct record, subject to the above amendments.

JM99 TERMS OF REFERENCE

Members were provided with a copy of the current Terms of Reference of the Working Party.

The Town Clerk advised members that she had added the wording below which had been agreed at the previous meeting. She asked Members to contact her directly with any further comments and suggestions and that going forward, the Terms of Reference would be a standing item on all future agendas.

“Project Definition

An initiative to celebrate and commemorate John Masefield’s life through a collaborative and celebratory creative project.

The Working Party will comprise representatives from local businesses, cultural organisations, councillors, the John Masefield Society, John Masefield's family and community groups. The goal is to ensure that awareness of John Masefield is raised, that the community is connected to his work, whilst we explore how his legacy can be commemorated.”

RESOLVED: That the Terms of Reference be received and noted and that they be included as a standing item on all future agendas of the Working Party.

JM100 DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the John Masefield Memorial Working Party is scheduled for 10:00 on Wednesday, 29 November 2023.

JM101 WORKING PARTY TITLE

The Town Clerk reminded Members that in the previous meeting of the John Masefield Memorial Working Party, there was a discussion around changing the Working Party Title. It was agreed that Members would bring suggestions to this meeting for consideration.

After considerable discussion, it was agreed that the Working Party title should remain as The John Masefield Memorial Working Party for the time being.

RESOLVED: That the Working Party continue to use the title ‘The John Masefield Memorial Working Party’.

JM102 MEETING LOTTERY REQUIREMENTS – DR JANE MEE

Dr Jane Mee provided Members with information on what the National Lottery Heritage Fund look for when funding projects. She advised that applications are assessed against nine priority outcomes which include:

Mandatory Outcomes

- a wider range of people will be involved in heritage (every project must achieve this mandatory outcome)

Priority Outcomes

- the funded organisation will be more resilient
- people will have greater wellbeing
- people will have developed skills
- the local area will be a better place to live, work or visit
- the local economy will be boosted

Other outcomes

- heritage will be in better condition
- heritage will be identified and better explained
- people will have learned about heritage, leading to change in ideas and actions

Members were advised that in order to achieve funding of £50,000-250,000, the Working Party would need to identify at least 2-4 priority outcomes and demonstrate how they have been met throughout the project. Outcomes are changes, impacts, or benefits that happen as a direct result of the project.

It was also noted that The National Heritage Lottery Fund expect all projects to demonstrate that they are building long-term environmental sustainability and inclusion into their plans. An example could be the materials used for the end project or working with local groups.

RESOLVED: That the update on meeting lottery requirements by Dr Jane Mee be received and noted.

JM103 THE PROPOSAL

Dr Jane Mee provided Members with a proposal that outlined what the John Masefield Memorial project would entail. She estimated that the project would take approximately 3 years to complete at an estimated cost of £250,000 including contingency.

It was noted that the project would be delivered co-creatively and will involve communities ‘under-served by Heritage’ and that the Community Development Officer would be able to help identify these groups. Chloe Garner also advised that their Engagement Officer at Ledbury Poetry could help identify these groups.

Jane Mee advised Members that she envisioned the project taking place in three phases, which are detailed below.

I. Familiarisation

A series of high quality, well-resourced community engagement projects with existing groups (mostly) exploring the life and work of John Masefield involving contributions from a variety of freelance specialists

II. Consultation

A series of facilitated community planning workshops bringing participants and stakeholders together to share outputs of the familiarisation projects.

III. Production

Production of the memorial as envisaged (ideally involving continuing input from the community) and unveiling in 2028.

There was a discussion on the governance of the project and whether it would be beneficial for a formal partnership between Ledbury Town Council and Ledbury Poetry to be formed. Chole Garner advised Members that a formal request for partnership would need to be submitted to the board of trustees at Ledbury Poetry.

Caroline Magnus raised some concerns with the John Masefield Society only being a key stakeholder and asked that she have a discussion with Phillip Errington and Chris Noel before a decision on formal partnerships were decided.

There was a discussion around the John Masefield Archive and how this could use used. Dr Jane Mee suggested working with Community groups to catalogue information and be the base for the familiarisation projects – It was noted that the Community Development Officer could help coordinate this.

RESOLVED: That the Town Clerk write to the Trustees of Ledbury poetry to request in principle, a formal partnership with Ledbury Town Council in relation to the John Masefield Memorial Project.

JM104 SUBMITTING THE ENQUIRY FORM

Members had been provided with a draft National Lottery Heritage Funding Enquiry Form.

It was noted the project would most likely need 10% match funding, which could be paid over the three years. Dr Mee suggested fundraising and inviting businesses to sponsor the project.

Dr Mee proposed that she submit the draft enquiry form with the support of Ledbury Town Council, subject to approval from the Town Clerk and Chairman of the Working Party.

RECOMMENDATION: That the Dr Mee submits the National Lottery Heritage Funding from, subject to approval from the Town Clerk and Chairman of the John Masefield Memorial Working Party.

JM105 LEDBURY POETRY UPDATE

Chloe Garner advised Members that there had been an organisational staffing restructure at Ledbury Poetry and that they had welcomed new staff to the team, which included a Fundraiser and Community Engagement Officer. She also advised Members that she was going on sabbatical for 18 months in April 2024 and that Ledbury Poetry will be recruiting for a temporary Director.

RESOLVED: That the Verbal update provided by Chloe Garner at Ledbury Poetry be received and noted.

JM106 SETTING UP AND MANAGEMENT OF BANK ACCOUNT

Caroline Magnus advised Members that she would provide an update to the Town Clerk.

RESOLVED: That the verbal update received from Caroline Magnus be received and noted.

JM107 SOCIAL MEDIA, MARKETING AND WEBSITE

It was agreed that the Town Clerk would send Members a link to the page on the Town Council website that provided information on John Masefield and the proposed Memorial Project. Councillor Morris advised Members that the former Project Managers name was still on the website and needed to be removed. Ait was noted that any suggestions should be sent to the Town Clerk directly.

Councillor l'Anson also asked that the link to the Masefield Matters video be shared on the website.

RESOLVED: That Members are requested to provide feedback on the website directly to the Town Clerk.

JM108 GDPR

GDPR forms were circulated around the room and Members were asked to complete the forms accordingly.

RESOLVED: That Members complete the GDPR and return to the Town Clerk.

JM109 NEXT STEPS

Business Directory

The Town Clerk advised Members that she had contacted the Herefordshire BID to ask whether they would provide the council with a business Directory. She advised that she was awaiting information from Councillor Howells, Chairman of the Neighbourhood Development Plan Working Party, who had advised he has a list of all these businesses and that she would update the Working Party accordingly.

Feedback from Officer Requests

Members were reminded that it would be beneficial to receive feedback or acknowledgment of emails sent from officers. The Clerk advised that only 2 Members had replied to the email regarding the Skills Register.

Steering Groups

It was agreed that the Community Development Officer would establish the below steering groups:

- I. Social Media, website and Communications
- II. John Masefield Archiving

It is to be noted that Councillor Furlonger and Caroline Magnus be nominated to the social media, website and Communications Steering Group, along with the Community Development Officer.

Future agenda Items

Councillor Morris advised Members to contact the Town Clerk if they had any suggestions for future agenda items.

Dr Jane Mee suggested Match Funding being a standing item on all future agendas.

RESOLVED:

- 1. That the Community Development Officer establish the below Steering Groups.
 - I. Social Media, website, and Communications
 - II. John Masefield Archiving

The meeting ended at 4:00pm.

Signed Dated

MEMORANDUM

To : **Waste Management, Nicola Percival, Cllr Harvey, Cllr Simmons, Cllr Peberdy,
Town Clerk, PMO**

From : **Yvonne Coleman**

Tel : **01432 261781** My Ref : **171532**

Date : Your Ref :

SITE: LAND NORTH OF VIADUCT, ADJOINING ORCHARD BUSINESS PARK,
LEDBURY, HEREFORDSHIRE

DESCRIPTION: SITE FOR A MIXED USE DEVELOPMENT INCLUDING THE ERECTION
OF UP TO 625 NEW HOMES (INCLUDING AFFORDABLE HOUSING), UP
TO 2.9 HECTARES OF B1 EMPLOYMENT LAND, A CANAL CORRIDOR,
PUBLIC OPEN SPACE (INCLUDING A LINEAR PARK), ACCESS,
DRAINAGE AND GROUND MODELLING WORKS AND OTHER
ASSOCIATED WORKS.

PLANNING APPLICATION NO: 171532

The following payments were received on 25 August 2023 with regards to the above development and paid into the following accounts:

Payment towards	Payment amount received	Payment held in account number
Phase 1 – 223 plots Recycling - Means one waste collection bin and one recycling collection bin to be provided for each dwelling	£18,961.68	B99999 B03303 FIN2291 GT01 and B9999 B03303 FIN2291 GT02 – 50/50 split

As this is a phased payment trigger for monies to be spent by will not start until the final payment received. Payments for each phase are due prior to commencement of development of that phase.

YVONNE COLEMAN
PLANNING OBLIGATIONS MANAGER