



# LEDBURY TOWN COUNCIL

TOWN COUNCIL OFFICES, CHURCH STREET, LEDBURY,  
HEREFORDSHIRE, HR8 1DH Tel: 01531 632306

Email: [admin@ledburytowncouncil.gov.uk](mailto:admin@ledburytowncouncil.gov.uk)

Website: [www.ledburytowncouncil.gov.uk](http://www.ledburytowncouncil.gov.uk)

14 June 2024

**TO: Councillors Furlonger, Harvey, Howells, Hughes, 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, 20 June 2024 at 7.00 pm** for the purposes of transacting the business set out below.

Yours faithfully

pp

Angela 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 16 May 2024** (Pages 758 - 765)
6. **To review the Action Sheet** (Pages 766 - 771)

## ECONOMY

7. **Herefordshire Bid** (For information)  
<https://www.herefordshirecountybid.co.uk/>
8. **Consideration of "Welcome Packs" for new residents to Ledbury**  
(Pages 772 - 773)

## TOURISM

9. **Painted Room Visitor Numbers** (Pages 774 - 777)
10. **Next phase of forming the Ledbury Tourism Strategy**  
(Pages 778 - 787)

## PLANNING

### 11. Planning Consultations

	Application Number	Deadline for comments/ determination	Application details
11.1	231872	Deadline for comments 20/06/2024 Target determination date 05/09/2024	<b>Planning re-consultation –</b> Conversion of and extensions to existing buildings to create a dwelling, and associated works (Previous comment from LTC – No objection) – <b>Land to rear of 1 Bridge Street, Ledbury, Herefordshire</b>
11.2	231873	Deadline for comments 20/06/2024 Target determination date 05/09/2024	<b>Planning re-consultation –</b> Conversion of and extensions to existing buildings to create a dwelling, and associated works

			(Previous comment from LTC – No objection) – <b>Land to rear of 1 Bridge Street, Ledbury, Herefordshire – LISTED BUILDING CONSENT</b>
11.3	240246	Deadline for comments 19/06/2024 Target determination date 04/07/2024	Change of use of unused room in my residence for my nail business – <b>4 Masefield Close, Ledbury, Herefordshire, HR8 2AD</b>
11.4	241093	Deadline for comments 19/06/2024 Target determination date 05/07/2024	Proposed demolition of single storey element and construction of a two storey an single storey side extension – <b>14 Long Acres, Ledbury, Herefordshire, HR8 2AU</b>
11.5	241295	Deadline for comments 26/06/2024 Target determination date 18/07/2024	Two storey side extension to existing house – <b>37 Keats Meadow, Ledbury, Herefordshire, HR8 2GW</b>
11.6	241377	Deadline for comments 25/06/2024 Target determination date 23/07/2024	Proposed pitched roof (Retrospective),single storey extension and garden shed. Works include demolition of a lean-to and two existing sheds – <b>1 Queens Way, Ledbury, Herefordshire, HR87 2AY</b>
11.7	241401	Deadline for comments 05/07/2024	Proposed internal re-configuration to form 1 x 2 bed dwelling from 2 x single bedsits <b>First &amp; Second Floor, 70 The Homend, Ledbury, Herefordshire HR8 1BX</b>

## 12. Tabled Applications

(If any)

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

## 13. Planning Decisions

(Pages 788 - 791)

## 14. Meadow North of Leadon Way

(Page 792 – 793)

## 15. LTC representations submitted in response Local Plan Consultation

(Pages 794 - 801)

## 16. LTC representation at McCarthy Stone Planning Appeal

(Pages 802 - 815)

## **WORKING PARTIES**

- 17. Neighbourhood Development Plan Working Party update  
(Verbal Report)**
- 18. Traffic Management (Pages 816 - 821)**
  - i. Minutes of a meeting of the Traffic Management Working Party held on 4 June 2024**
  - ii. Response from Traffic Management Officer in respect of Traffic Regulation order on Orchard Lane**
- 19. John Masefield Memorial Working Party**
  - i. Minutes of a meeting of the John Masefield Working Party held on 10 June 2024  
(To Follow)**

## **GENERAL**

- 20. Section 106 (Standing item)**
- 21. Consideration of work priorities of this committee for the 2024/25  
Municipal year (Pages 822 – 827)**
- 22. Malvern National Landscape Workshops (Pages 828 - 850)**
- 23. Date of next meeting**

**To note that the date of the next meeting of the Planning, Economy & Tourism Committee is scheduled for 18 July 2024 at 7.00pm in the Council Offices, Church Lane, Ledbury**

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

## **LEDBURY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE PLANNING, ECONOMY & TOURISM COMMITTEE HELD ON 16 MAY 2024**

---

**PRESENT:** Councillors Howells, Hughes and Morris (Chair).

**ALSO PRESENT:** Angela Price – Town Clerk  
Sophie Jarvis – Minute Taker  
1 members of the public

**P226. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Harvey and Furlonger.

**P227. DECLARATIONS OF INTEREST**

No declarations of interest were received.

**P228. PUBLIC PARTICIPATION**

Mr Browning advised that he was at the meeting to speak about an item on the action sheet – P194 That a public meeting be set up with Councillors from Ledbury Town Council, Bloor Developments and Planning Officer Andy Byng to allow representatives from Golding Way to have more community engagement in the decision of the proposed pathway from the Viaduct site into Ledbury Town Centre.

**P229. NOLAN PRINCIPLES**

**RESOLVED:**

The Nolan Principles were received and noted.

**P230. TO APPROVE AND SIGN THE MINUTES OF THE PLANNING,  
ECONOMY AND TOURISM COMMITTEE MEETING HELD ON 11  
APRIL 2024.**

**RESOLVED:**

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

**P231. TO REVIEW THE ACTION SHEET**

Minute no. P194 on the action sheets was discussed.

The Clerk read an email received from Andy Byng, Planning Officer at Herefordshire Council. The Clerk informed members that she had also spoken with Andy Byng, Planning Officer, who had informed her that he did not consider there was a need for a further meeting in respect of this matter, due to the decision already being made and works being underway.

Mr Browning informed members that it was unfortunate that Bloor had not responded to the Town Council's request for a meeting. Mr Browning advised that he was pleased that the proposed lighting had been changed to be more environmentally friendly. However, he stated he would still like a meeting to take place to discuss how the greenery is being cut back, a fence that has been damaged and to find out what the further plans will look like.

Members informed Mr Browning that if any damage has been made that he should report this on the Herefordshire Council online portal. Members noted the progress of the lighting plans being changed and informed Mr Browning that should he organise a meeting the Town Council Offices could be used as a venue.

**RESOLVED:**

1. **That the Action Sheet be received and noted.**
2. **That Mr Browning would contact Andy Byng and Bloor to arrange a meeting with residents and Ledbury Town Council ahead of the next planning meeting.**

Mr Browning left the meeting at 7:25pm.

**P232. ST KATHERINES SQUARE**

Members were requested to give consideration to suggestions for inclusion in a Licence between Ledbury Town Council and Herefordshire Council in respect of St Katherines Square for submission to Helen Beale, Estates Officer, Herefordshire Council.

The Clerk suggested that whilst the details of the licence are being worked through, Ledbury Town Council trial some events on the square, noting that this would provide evidence as to whether there is an appetite for holding events on the square.

**RESOLVED:**

**That the Clerk be instructed to progress the following agreed points with Herefordshire Council Estates Office:**

- 1. Ledbury Town Council explore further the option of a license and that a timeline be established for this.**
- 2. The Clerk be instructed to complete the 'Expression of Interest' form to avoid delay.**
- 3. The Clerk be instructed to have discussions with Herefordshire Council to draft some tentative License options for consideration.**
- 4. A TEN (Temporary Events Notice) be applied for the Community Day event scheduled for 8 June 2024 and whilst the details of the licence are being worked out, Ledbury Town Council explore the possibility, with Herefordshire Council, of trialling events on St Katherines Square.**

**P233. NOTES OF A MEETING OF THE TOURISM TASK & FINISH GROUP HELD ON 24 APRIL 2024.**

**RESOLVED:**

**That the notes from the Tourism Task & Finish Group on 24 April 2024 be received and noted.**

**P234. DRAFT TOURISM STRATEGY DOCUMENT**

Councillor Hughes offered to assist the Clerk to put a plan together to recruit 3 self-supporting groups.

Members agreed that consideration should be given to a new Ledbury leaflet needs to be created to promote the town, the Clerk was instructed to put this on the agenda for the next meeting and invite Jane Roberts to attend.

**RESOLVED:**

**That the Committee accept the draft Tourism Strategy Document and that the next step be creating 3 core areas:**

- a. Heritage & History Group**
- b. Hotels & Accommodation**
- c. Performance**

## **RECOMMENDATION:**

**That an amended version of the Draft Tourism Strategy be recommended to Full Council at the next scheduled meeting on 6 June 2024.**

### **P235. PAINTED ROOM VISITOR NUMBERS**

#### **RESOLVED:**

**That the Painted Room Visitor Numbers report be received and noted with thanks and that a request be made for charts of trends for the next meeting to analyse the numbers.**

### **P236 PLANNING CONSULTATIONS**

- i. **Planning Application No. 240894** – Proposed replacement detached dwelling and extension to residential curtilage, following demolition of existing dwelling and detached dwelling – **Land at Bella Vista, Parkway, Ledbury, Herefordshire, HR8 2LG.**

#### **RESOLVED:**

**That Ledbury Town Council withhold any comments on planning application no. 240894 until a response to the Senior Landscape Officers report is received by Herefordshire Council.**

- ii. **Planning Application No. 241039** – Proposed Variation of condition 2 of planning permission 203223 (Proposed detached dwelling) – amendments to design – **Old Kennels Farm, Bromyard Road, Ledbury, Herefordshire, HR8 1LG.**

#### **RESOLVED:**

**That Ledbury Town Council withhold any comments on planning application no. 241039 until a response to the Senior Landscape Officers report has been received by Herefordshire Council.**

### **P237. TABLED APPLICATIONS**

#### **RESOLVED:**

**There were no tabled applications.**

### **P238. PLANNING DECISIONS**

#### **RESOLVED:**

**That the Planning Decisions were received and noted.**

**P239. PLANNING APPLICATION NO. 223248 BUILDING AND CURTILAGE OF GREENACRES BUNGALOW, AND LAND TO THE REAR OF THE KNAPP AND, THE HOMEND, LEDBURY – APPEAL NOTIFICATION**

**RESOLVED:**

1. That the document prepared by Councillor Howells in respect of the appeal reference: APP/W1850/W/23/3334961 be received with thanks.
2. That it be noted that Members are due to meet with Ward Councillor Simmons and Kelly Gibbons (Planning Officer) on Monday, 20 June to discuss Planning Application no. 223248 and submit their comments.

**P240. HEREFORDSHIRE COUNCIL LOCAL PLAN CONSULTATION**

**RESOLVED:**

That the Response to the draft Herefordshire Local Plan (Regulation 18) consultation prepared by Councillor Howells be provided to Herefordshire Council.

**P241. NEIGHBOURHOOD DEVELOPMENT PLAN WORKING PARTY UPDATE**

**RESOLVED:**

That a meeting date be arranged for the Neighbourhood Development Plan Working Party, all Councillors and members of the public to be invited to attend.

**P242. NOTIFICATION OF TREE PRESERVATION ORDER (NO. 687 NEW STREET, LEDBURY)**

**RESOLVED:**

Received and noted.

**P243. JOHN MASEFIELD MEMORIAL WORKING PARTY**

- i. MINUTES OF A MEETING OF THE JOHN MASEFIELD MEMORIAL WORKING PARTY HELD ON 1 MAY 2024
- ii. REQUEST FROM JOHN MASEFIELD MEMORIAL WORKING PARTY

**RESOLVED:**

**That the Minutes of a meeting of the John Masefield Memorial Working Party held on 1 May 2024 were received and noted.**

**RECOMMENDATION:**

**That the following recommendations be referred to a meeting of full council scheduled for 6 June 2024:**

- 1. The recruitment of two staff by the Council, one being a young person (under 25) as a paid (living wage) intern and a Project Coordinator which would be a full-time role on a salary of circa £27,344-£29,493, which is in line with the Community Engagement Officer's salary, be approved, noting that the funding for these two roles would be part of the NLHF application subject to clarity of payment scales.**
- 2. Ledbury Town Council to agree to match funding of £5,000, which would be in addition to the £15,000 the Council has already pledged in support of setting up this project.**
- 3. The Council submit the NLHF application, subject to the remaining information being included accordingly.**
- 4. Members give consideration as to whether it would be the Council who would be responsible for the monument on completion, and if not who and how it would be maintained, accepting that there is likely to be an annual cost to the council which would be dependent on the design/style of the finished memorial.**
- 5. Approval be given to drawing down the remaining funds allocated for the project from within the Council budgets for 2024/25 which there is currently circa £5,000 remaining, to enable a fund-raising event to be held in the Masters House as outlined above and any additional marketing material required.**

**P244. SECTION 106 (STANDING ITEM)**

**NOTIFICATION OF RECEIPT OF S106 MONIES BY  
HEREFORDSHIRE COUNCIL IN RELATION TO LAND NORTH OF  
THE VIADUCT SITE**

**RESOLVED:**

**That the Notification of Receipt of S106 Monies by Herefordshire Council in Relation to Land North of the Viaduct Site be received and noted.**

**P245. COMMUNITY INFRASTRUCTURE REPF GRANTS**

**RESOLVED:**

1. That Carnival Procession Co-ordinator be approached to ask if she could organise a group of mobility scooters to go around town and create a review on where dropped kerbs should be installed.
2. That members instruct the Clerk to investigate disable access at Leadon Walk, with a view to submitting an expression of interest either under the PROW funding scheme, or the Infrastructure Funding Scheme.

**P246. CORRESPONDANCE RECEIVED FROM LOCAL RESIDENT**

**RESOLVED:**

That the correspondence received from a local resident be forwarded onto Ward Councillor Simmons.

**P247. DATE OF NEXT MEETING**

**RESOLVED:**

To note that the next meeting of the Planning, Economy & Tourism Committee is scheduled for 20 June 2024.

The meeting ended at 8:37pm.

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



Action Sheet May 2024

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
<b>PLANNING, ECONOMY &amp; TOURISM MEETING 11 APRIL 2024</b>					
P216	That the Markets Working Party give consideration to a letter and survey being sent to shop traders in Ledbury encouraging them to support the market and to have a stall on occasions to compliment their shops.	Markets WP	next meeting	Officers to provide draft letter and survey to next meeting of markets working party	In Progress
P222.1	That a date be set to resume the work of the Neighbourhood Development Plan Working Party.	TC/PH	24.04.2024	Email sent to KG at HC to ask for contact details of Sam Banks replacement	Advised that they are still to recruit to NDP officer - email forwarded to Kelly Collins Thomas new Head of Planning and Building Control - awaiting date from Cllr Howells
<b>PLANNING, ECONOMY &amp; TOURISM MEETING 16 MAY 2024</b>					
P231.2	That Mr Browning would contact Andy Byng and Bloor to arrange a meeting with residents and Ledbury Town Council ahead of the next planning meeting.	Mr Browning	14.06.2024	Mr Browning to report back to meeting in June	In Progress

P232.1	That the Clerk be instructed to progress the following agreed points with Herefordshire Council Estates Office in relation to St Katherine's Sq. Ledbury Town Council explore further the option of a license and that a timeline be established for this.	TC	17.05.2024	Emailed information to Estates officer and followed up with telephone conversation - advised that they would create document for further consideration based on points provided	In Progress - in the meantime advised that the cost for the square is £200 per day, £100 for half day, and £25 per hour to hire
P232.2	The Clerk be instructed to complete the 'Expression of Interest' form to avoid delay.	TC	17.05.2024	see above	Action Completed
P232.3	The Clerk be instructed to have discussions with Herefordshire Council to draft some tentative License options for consideration.	TC	17.05.2024	see above	In Progress
P234	That the Committee accept the draft Tourism Strategy Document and that the next step be creating 3 core areas: a. Heritage & History Group b. Hotels & Accommodation c. Performance	PET Committee	01.08.2024	To be included on full council agenda in August 2024 unless EO meeting held prior to this date - then to be included on EO agenda	In progress
P235	That the Painted Room Visitor Numbers report be received and noted with thanks and that a request be made for charts of trends for the next meeting to analyse the numbers.	Painted Room TGM		alternative presentation of figures requested	In progress

P241	That a meeting date be arranged for the Neighbourhood Development Plan Working Party, all Councillors and members of the public to be invited to attend.	TC & Cllr Howells		Waiting on Cllr Howells	In progress
P243.1	<p><b>RECOMMENDATION:</b> That the following recommendations be referred to a meeting of full council scheduled for 6 June 2024:</p> <p>The recruitment of two staff by the Council, one being a young person (under 25) as a paid (living wage) intern and a Project Coordinator which would be a full-time role on a salary of circa £27,344-£29,493, which is in line with the Community Engagement Officer's salary, be approved, noting that the funding for these two roles would be part of the NLHF application subject to clarity of payment scales.</p>	FC	06.06.2024	Report presented to fc - items agreed in principle subject to sight of completed application and certain reassurances	Completed
P243.2	<p><b>RECOMMENDATION:</b> Ledbury Town Council to agree to match funding of £5,000, which would be in addition to the £15,000 the Council has already pledged in support of setting up this project.</p>	FC	06.06.2024	Agreed in principle	Completed

P243.3	<b>RECOMMENDATION:</b> The Council submit the NLHF application, subject to the remaining information being included accordingly.	FC	06.06.2024	Report presented to fc - items agreed in principle subject to sight of completed application and certain reassurances	Completed
P243.4	<b>RECOMMENDATION:</b> Members give consideration as to whether it would be the Council who would be responsible for the monument on completion, and if not who and how it would be maintained, accepting that there is likely to be an annual cost to the council which would be dependent on the design/style of the finished memorial.	FC	06.06.2024	Agreed in principle	Completed
P243.5	<b>RECOMMENDATION:</b> Approval be given to drawing down the remaining funds allocated for the project from within the Council budgets for 2024/25 which there is currently circa £5,000 remaining, to enable a fund-raising event to be held in the Masters House as outlined above and any additional marketing material required.	FC	06.06.2024	Agreed	Completed

P245.1	That Carnival Procession Co-ordinator be approached to ask if she could organise a group of mobility scooters to go around town and create a review on where dropped kerbs should be installed.	TC			In progress
P245.2	That members instruct the Clerk to investigate disable access at Leadon Walk, with a view to submitting an expression of interest either under the PROW funding scheme, or the Infrastructure Funding Scheme.	DTC	17.05.2024	Passed to DTC to progress whilst Clerk on annual leave	In progress



**Report prepared by Angela Price – Town Clerk**

**CONSIDERATION OF “WELCOME PACKS” FOR NEW RESIDENTS TO LEDBURY**

**Purpose of Report**

The purpose of this report is to ask Members of the Planning, Economy & Tourism Committee to give consideration to working in partnership with local developers to provide “Welcome Packs” to new Ledbury residents.

**Detailed Information**

Following a recent site meeting with Bloor Representatives, Councillor Harvey copied the Town Clerk into an email which raised the possibility of the Town Council being involved in developing “Welcome Packs” for new residents and also possible interest from Bloor in funding the printing of additional copies of the Community Day brochure which highlights the wide range of community activities, clubs, voluntary groups, sports and social activities that are available in the Ledbury community.

Therefore, the purpose of this report is to highlight the discussion between those present at the site meeting and ask that Members of Ledbury Town Council give consideration to working with local developers to develop a “Welcome Pack” for new residents.

**Recommendation**

That Members give consideration to whether the Town Council could provide resources to support the development of a Welcome Pack for new residents, and if so instruct the Clerk to contact developers to arrange a meeting to discuss the possible content of the pack.



Mar-23					Av	Mar-24					Av
	Visitor	Hours	Staff	Daily	visits		Visitor	Hours	Staff	Daily	visits
	Nos	Open	Hours				Nos	Open	Hours		
Mon	22	12	13	5.5		Mon	23	13	14.5	5.7	
Tues	32	12	13	8		Tues	34	12.8	13.3	8.5	
Weds	29	12.5	14.5	7.25		Weds	50	13.8	17	12.5	
Thurs	57	12	14	14.3		Thurs	26	10	13.8	8.6	
Fri		Closed	1			Fri		closed			
Sat	9	Closed	5			Sat	12	0	2	12	
Sun		Closed				Sun		closed			
totals	149	48.5	59.5			totals	145	49.5	60.5		

Apr-23					av.	Apr-24					av.
	Visitor	Hours	Staff	Daily	visits		Visitor	Hours	Staff	Daily	visits
	Nos	open	hours				Nos	open	hours		
Mon	41	12	13.5	13.6		Mon	59	18	25.5	14.8	
Tues	70	16	18	17.5		Tues	96	22.5	23.5	19.2	
Weds	76	17	21	19		Weds	69	18	20.3	17.3	
Thurs	58	16	18	14.5		Thurs	121	18	19.5	30.3	
Fri	4	closed		4		Fri	2	0	0	2	
Sat	129	18	20	28.6		Sat	150	20	23.5	37.5	
Sun		closed				Sun					
totals	378	79	90.5			totals	497	96.5	112		

May-23					Av	May-24					Av
	Visitor	Hours	Staff	Daily	visits		Visitor	Hours	Staff	Daily	visits
	Nos	open	Hours				Nos	open	Hours		
Mon	46	11	22.5	15.3		Mon	43	13.5	21	14.3	
Tues	72	20	22.5	14		Tues	60	15	21.8	17.1	
Weds	72	20	25.5	14		Weds	83	22.5	29.5	16.6	
Thurs	81	16	18	20.3		Thurs	96	20.5	22	21.3	
Fri		closed				Fri	4			4	
Sat	86	12	17.5	21.5		Sat	107	14.5	15.5	35	
Sun		closed				Sun					
totals	357	79	106			totals	393	86	110		

Jun-23				Av	Jun-24				Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits		Nos	Open	Hours	visits
Mon	75	16	18	18.8	Mon				
Tues	59	16	18	14.4	Tues				
Weds	51	14	17	14	Weds				
Thurs	84	20		16.8	Thurs				
Fri		closed			Fri				
Sat	58	8	9	29	Sat				
Sun		closed			Sun				
totals	327	74	62		totals	0	0	0	

Jul-23				Av	Jul-24				Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	open	Hours	visits		Nos	open	Hours	visits
Mon	110	20	25.5	22	Mon				
Tues	139	16	18	34.7	Tues				
Weds	67	14	16	19.4	Weds				
Thurs	139	16.5	18.5	34.7	Thurs				
Fri		Closed			Fri				
Sat	103	16	24	22.8	Sat				
Sun	2	Closed		2	Sun				
totals	560	82.5	102		totals	0	0	0	

Aug-23				Av	Aug-24				Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	open	Hours	visits		Nos	open	Hours	visits
Mon	79	12	13.5	26.3	Mon				
Tues	106	16	19.8	26.5	Tues				
Weds	103	20	22.5	20.6	Weds				
Thurs	118	20	22.8	23.6	Thurs				
Fri	2	closed		2	Fri				
Sat	143	21	32.5	35.8	Sat				
Sun		closed			Sun				
totals	551	89	111		totals	0	0	0	

Sep-23				Av	Sep-24				Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits		Nos	Open	Hours	visits
Mon	68	16	18	17	Mon				
Tues	95	16	18	23.8	Tues				
Weds	106	16	22.8	26.5	Weds				
Thurs	116	16	27	29	Thurs				
Fri	99	4	5.5	99	Fri				
Sat	206	19	30.3	41.2	Sat				
Sun	27	3	3.5	27	Sun				
totals	717	83	116		totals	0	0	0	

Oct-23				Av	Oct-24				Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits		Nos	Open	Hours	visits
Mon	62	12.5	14	20.6	Mon				
Tues	86	16	18	21.5	Tues				
Weds	83	16	20	20.8	Weds				
Thurs	99	17	21	25.8	Thurs				
Fri		Closed			Fri				
Sat	126	16	20	31.5	Sat				
Sun		Closed			Sun				
totals	456	77.5	93		totals	0	0	0	

Nov-23				Av	Nov-24				Av
	Visitor	Hours	Staff	Daily		Visitor	Hours	Staff	Daily
	Nos	Open	Hours	visits		Nos	Open	Hours	visits
Mon					Mon				
Tues					Tues				
Weds					Weds				
Thurs					Thurs				
Fri		Closed			Fri		Closed		
Sat					Sat				
Sun	10	1	2	10	Sun	10	1	2	10
totals	10	0	0		totals	10	0	0	



# Increasing Tourism In Ledbury 2024

V1.2

Updated 14.06.2024

Developed by

**Task & Finish Group – Tourism**

[Reporting to Planning, Economy & Tourism Committee]



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

*- John Masefield*

## TABLE OF CONTENTS

Executive Summary .....	3
1 Vision, aims and objectives .....	4
2 Current Performance .....	4
2.1 Ledbury hub.....	4
2.2 Existing .....	4
2.2.1 Stay .....	4
2.2.2 Eat & Drink .....	4
2.2.3 See & Do .....	4
2.2.4 Facilities.....	5
2.2.5 Visitor Services .....	5
2.2.6 SWOT Analysis.....	5
2.2.7 Stakeholders.....	6
3 Setting the direction and identifying the actions .....	6
3.1 Background.....	6
3.2 The Task .....	6
4 Planning Tools.....	7
4.1 Aim and Objectives.....	7
4.2 Actions and Action Plans.....	8
5 Measuring progress and keeping it going.....	9

## Executive Summary

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

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

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

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

The proposal looks to identify a number of solutions which, with the support of the Town Council, local traders and larger organisations, can be successfully delivered over the coming months and years.

The top three solutions, which are evidenced based include:

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

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

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

# 1 Vision, aims and objectives

Our vision is:

To recreate and enhance the Ledbury offer as a visitor destination and as a regional centre for other destinations in Herefordshire, Worcestershire and Gloucestershire.

We will do this by:

- 1.1.1 Enhancing the experiences that we offer;
- 1.1.2 Improving recreational opportunities for Ledbury people through tourism;
- 1.1.3 Encouraging vibrant places across the town and surrounding areas;
- 1.1.4 Delivering tourism in a sustainable and inclusive way; and
- 1.1.5 Increasing the value of tourism to Ledbury's economy.

## 2 Current Performance

### 2.1 Ledbury hub

Ledbury is ideally placed as a centre or destination hub for English countryside holidays. Greater than the sum of its parts, Ledbury has a rich and diverse mix of activities. Broad, diverse, engaging and surprising – something for everybody and with ample opportunities to drive economic prosperity for the town: *Providers: merchants and markets; Places: history and heritage; Performers: poetry and arts.*

### 2.2 Existing

In developing this proposal, information and data has been gathered to inform the current position and provided this “as is” position. Going forward, the data will determine the baseline allowing clear direction to be determined.

#### 2.2.1 Stay

Ledbury, and immediate surrounding area, has a variety of bed spaces in the form of hotels, bed & breakfasts, guest houses, self-catering, and caravan/camping. A list, including, but not limited to: The Feathers, Ledbury (20 rooms), The Talbot, Ledbury (11 rooms), Seven Stars, Ledbury (3 rooms), Verzon House, Ledbury (9 rooms), Holme Lacey (Warners) (181 rooms), and a caravan park.

#### 2.2.2 Eat & Drink

Ledbury is fortunate to have a mix of predominantly independent establishments.

Cafés and coffee houses including, but not limited to: Chocotastic, Coffee #1, Handley Organics, The Feathers, The Malthouse, The Market House Café, The Nest, The Shell House Kitchen, Trumpet Tearooms.

Restaurants, including, but not limited to: Olive Tree, Raduni, Seven Stars, Sitari, The Feathers and The Talbot

#### 2.2.3 See & Do

Attractions including: Butcher Row House Museum, Heritage Centre, Master's House, Painted Room, St Katherine's Hall & Chapel, Weavers Gallery

Events including: h.Art, Ledbury Carnival, Ledbury Poetry Festival

Nearby: Eastnor Castle, Westons Cider, Hellens and Three Counties Showground

Outdoors: Heritage Trail, Poetry Trail, Town Trail, plethora of walks and cycle routes

*Close by: British Camp, Dymock, Eastnor, Hollybush, Kempsey, Marcle Ridge, Much Marcle and Wellington Heath*

*Within 30 minutes' drive: Bromyard, Malvern, Newent, Ross-on-Wye and Tewkesbury*

#### 2.2.4 Facilities

Ledbury is accessible by public transport, trains, coaches and buses, public car parks with electric charging points, and motorways close by.

#### 2.2.5 Visitor Services

Marketing media including, but not limited to: LTC Facebook, LTC Instagram, LTC website  
Ledbury mentioned: Eat Sleep Live Herefordshire website, Visit Herefordshire website.  
This is alongside marketing by individual organisations to promote their attractions and Ledbury.

#### 2.2.6 SWOT Analysis (To be kept under review at all PET meetings – standing item)

Strengths	Weaknesses
Market town status/regular markets Strong culture – heritage, poetry Retail – independent shops Easily accessible by train, coach, bus, car Community – friendly, vibrant voluntary network LTC amenities – Market House Museums Historic Museum Quarter Quintessential Photo Opportunity (Church Lane) Central base for exploring locally and regionally <i>Invite input from the Rugby Club and proposed Soccer Club</i>  <i>Invite input from Cider community</i>	Lack of accommodation for visitors Lack of coach parking/drop off points in the town Parking Less capacity of LTC Size of Charter Market
Opportunities	Threats
Shopping trends – shop local/support indie/eco friendly Businesses – team building events and facilities Weddings – Jacobean room; Market House Coach parties - sustainable transport Social media – support local businesses/ potential for positive PR and 'good news' stories Branding, to create strong SSPs Improving communication with residents and local traders Promote dog-friendly Central base for exploring Monitoring and Increasing visitor satisfaction	Economic downturn for 'High Street' businesses

### 2.2.7 Stakeholders

Business associations including, but not limited to: Marches Growth Hub, Herefordshire & Worcestershire Chamber of Commerce, Herefordshire Means Business, Ledbury Traders & Business Association.

Tourism partners/developers including, but not limited to: Visit Herefordshire, Eat Sleep Live Herefordshire, Visit Britain, Visit England and providers of local attractions.

## 3 Setting the direction and identifying the actions

### 3.1 Background

In May 2024, Ledbury Town Council adopted Sections 1 and 2 of the *Increasing Tourism in Ledbury* strategy.

The Planning, Economy and Tourism Standing Committee (PET) identified the next stage as setting the direction and identifying the actions for each of the main strands of the adopted strategy:

Providers: merchants and markets (PMM);  
Places: history and heritage (PHH); and  
Performers: poetry and arts (PPA).

**In June 2024 PET adopted the approach to setting the direction and identifying the actions as set out in Sections 3 and 4 of this document.**

### 3.2 The Task

For each strand a Task and Finish Group (three groups) will form to set the direction and objectives for their strand and to identify immediate, short-term (2025) medium and long-term actions.

Prospective members of each T&FG will be identified by the LTC CEO working with the Clerk/Deputy Clerk and one Councillor identified by the Planning, Economy and Tourism Standing Committee (PET). The CEO and Councillor will co-ordinate the work of groups.

Each group should elect a Chair and Secretary and identify their way of working and pattern of any meetings. They should aim to finish the task and report to PET (or Full Council) by the end of October 2024

To provide a consistent approach, each group can work to the outline documents provided in Section 3 of this document.

## 4 Planning Tools

Group Strand	Performers: poetry and arts PPA	
Members	A.N.Other (Chair)	

### 4.1 Aim and Objectives

#### **Aim (as shown in Section 1)**

To recreate and enhance the Ledbury offer as a visitor destination and as a regional centre for other destinations in Herefordshire, Worcestershire and Gloucestershire.

We will do this by:

- Enhancing the experiences that we offer;
- Improving recreational opportunities for Ledbury people through tourism;
- Encouraging vibrant places across the town and surrounding areas;
- Delivering tourism in a sustainable and inclusive way; and
- Increasing the value of tourism to Ledbury's economy.

#### **Objectives**

Each group should set their SMART objectives which contribute to achieving the Strategic Aim.

(Where helpful, set specific, measurable, achievable, relevant and time-based goals that can be easily turned into one, more or many actions in the immediate, short-term, medium or long-term. Not all objectives are always completely SMART)

Consider if coordination with another group will be helpful or necessary Groups are PMM; PHH and PPA)

If objectives start sounding like complex groups of actions then that is probably helpful to the next stage.

	Objectives	S	M	A	R	T	Other group?
1	To identify, survey and use a record of the town's historical sites and assets.	Y	Y	Y	Y	Y	None

## 4.2 Actions and Action Plans

Each group should identify immediate, short-term (2025) medium and long-term actions. which together contribute to achieving the groups objectives and the strategic aim. It would be helpful to identify a possible 'Lead', an individual or organisation, who might be approached; and to note which other groups could be involved in the action.

Groups can brain storm ideas using a rolling numbering of the actions to reference linked actions.

	Immediate action	Lead	Other group
1	List and map all historic sites in Ledbury and district	Civic Society	
2	Search archives for photographic and other records for sites identified in action 1		

	Short-term action (2025 tourist season)	Lead	Other group
3	Recreate historic age-related trails using information in action 2		PPA; PMM
4	Create numbered QR code stations around town to at sites identified in action 3		

	Medium-term action	Lead	Other group

	Long-term action	Lead	Other group

Once by the end of October 2025 the Action Plans have been approved by PET then The Standing Committee will include the agreed Strategy in its Business plans for 2024/25 and 2025/26.

The complete strategy will form the major part of a report to Full Council in November, informing the budget process.

Once approved and resourced, each appointed Lead might create a project plan for each action, where appropriate.

Coordination will be provided by the CEO/Deputy Clark and one Councillor identified by PET.

The Councillor will report monthly to PET, celebrating progress and seeking further guidance.

## **5 Measuring progress and keeping it going**

(To be undertaken and included once implementation begins)



Planning Decisions Log

Planning App	Details	Case Officer	LTC's Recommendation	HFDS Decision
<b>LTC MEETING 9 February 2023</b>				
<a href="#"><u>230103</u></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>	OJ	No objections	No decision
<b>LTC MEETING 10 AUGUST 2023</b>				
<a href="#"><u>231872</u></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>	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 is 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	No decision

				with additional information and submitted no objections.	
<a href="#"><u>231873</u></a>	Conversion of and extensions to existing buildings to create a dwelling, and associated works - <b>Land to rear of 1 Bridge Street Ledbury Herefordshire. LISTED BUILDING CONSENT.</b>		<b>GW</b>	That Ledbury Town Council did not feel able to provide a response to this application, particularly in relation to how the works would be carried out in a sensitive manner in respect of wildlife. Therefore, they would request more information on this planning application before submitting any comments. Further information provided to PO's by applicant. Ledbury Town Council satisfied with additional information and submitted no objections.	<b>No decision</b>
<b>LTC MEETING 14 DECEMBER 2023</b>					
<a href="#"><u>233359</u></a>	Proposed extension (Retrospective) – <b>The Willows, The Homend, Ledbury, HR8 1AP</b>		<b>JD</b>	No objection	<b>No decision</b>
<a href="#"><u>233360</u></a>	Proposed extension (Retrospective) – <b>The Willows, The Homend, Ledbury, HR8 1AP – LISTED BUILDING CONSENT</b>		<b>JD</b>	No objection	<b>No decision</b>
<b>LTC MEETING 11 JANUARY 2024</b>					
<a href="#"><u>233023</u></a>	Proposed variation of conditions 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 1 9, 20, and 25 of planning permission 2122433 (variation of		<b>CS</b>	<b>That the Major Planning Applications</b>	<b>No decision</b>

	conditions 4, 15, 19, and 24 pf planning permission 192482 (Outline planning permission with all matters reserved (save access) for the erection of up to 140 dwellings (use Class C3) with associated parking, access roads, public open space, landscaping, sustainable urban drainage, and associated works) – to include revised plans and reports reflecting revised location of roundabout) – To include revised plans and reports reflecting the relocation of the off-site footway/cycleway and the addition of a section on infill – <b>Land South of Leaddon Way, Ledbury, Herefordshire.</b>		<b>Working Party be convened to discuss planning application no. 233023.</b>	
<b>LTC MEETING 14 MARCH 2024</b>				
<a href="#"><u>240543</u></a>	Proposed single storey rear extension and interior alterations - <b>18 Homend Crescent, Ledbury, Herefordshire, HR8 1AJ.</b>	<b>Awaiting allocation</b>	No objections.	<b>Approved with Conditions</b>
<a href="#"><u>240558</u></a>	Addition of internal insulation to first floor external walls - <b>Bishopsgate Cottage, 15 Cottage, 15 Bridge Street, Ledbury, Herefordshire, HR8 2AJ. LISTED BUILDING</b>	<b>Awaiting allocation</b>	No objections.	<b>No decision</b>
<b>LTC MEETING 11 APRIL 2024</b>				
<a href="#"><u>240543</u></a>	Proposed single storey rear extension and interior alterations – <b>18 Homend Crescent, Ledbury, Herefordshire HR8 1AJ.</b>	<b>Awaiting allocation</b>	No objections.	<b>Approved with Conditions</b>
<a href="#"><u>240739</u></a>	Proposed removal of existing conservatory and replacement 2 storey rear extension with single storey rear extension element – <b>16 Prince Rupert Road, Ledbury, Herefordshire, HR8 2FA.</b>	<b>Awaiting allocation</b>	No objections.	<b>Approved with Conditions</b>
<a href="#"><u>240730</u></a>	Proposed erection of a two-storey side extension and a front porch – <b>6 Coachmans Court, Ledbury, Herefordshire, HR8 2DT.</b>	<b>Awaiting allocation</b>	No objections.	<b>Approved with Conditions</b>
<b>LTC MEETING 16 MAY 2024</b>				
<a href="#"><u>240894</u></a>	Proposed replacement detached dwelling and extension to residential curtilage, following demolition of existing dwelling and detached dwelling – <b>Land at Bella Vista, Parkway, Ledbury, Herefordshire, HR8 2LG.</b>	<b>Awaiting allocation</b>	That Ledbury Town Council withhold any comments on planning application no. 240894 until a response to the Senior Landscape Officers report is	<b>No decision</b>

				received by Herefordshire Council.	
<a href="#"><u>241039</u></a>	Proposed Variation of condition 2 of planning permission 2032223 (Proposed detached dwelling) – amendments to design – <b>Old Kennels Farm, Bromyard Road, Ledbury, Herefordshire, HR8 1LG.</b>	<b>Awaiting allocation</b>		That Ledbury Town Council withhold any comments on planning application no. 241039 until a response to the Senior Landscape Officers report has been received by Herefordshire Council.	<b>No decision</b>

Report prepared by Angela Price – Town Clerk

**MEADOW NORTH OF LEADON WAY**

**Purpose of Report**

The purpose of this report is to make Members aware of a potential offer from Vistry to gift the Meadow north of Leadon Way to Ledbury Town Council.

**Detailed Information**

Members will recall that it was not possible to include this meadow in the recently reviewed Neighbourhood Development Plan as a green community space due to lack of ownership.

At a meeting between Councillor Simmons and Vistry's Project Manager, Nick Broadbent, on 7 June 2024 Mr Broadbent advised that it was the intention of Vistry to and the meadow over to Ledbury Town Council once the works are completed.

Councillor Simmons notes in her email that at this stage it is just a discussion and not a formal offer, however she felt that the Town Council should be aware of the potential offer to enable them to start thinking about it.

**Recommendation**

That Members of the Planning, Economy & Tourism Committee note the information provided above and consider what, if any, action you wish to take in respect of this matter, ahead of receiving a formal offer from Vistry.



# Ledbury Town Council

## Response to the draft Herefordshire Local Plan (Regulation 18) consultation

This is the Ledbury Town Council approved submission to the Herefordshire Council Local Plan Reg 18 consultation stage of the development of the new 2021-2041 Local Plan.

It concentrates on the proposals for Ledbury Place Shaping Policies, but many of the comments have relevance and potential impact on the county and other market towns' place shaping policies.

In making these comments we would like to express our appreciation and thanks to the planners, for listening to the Council's and the residents' complaints that there had not been sufficient opportunity to personally discuss the plan proposals with planners, and for organising another recent Ledbury Town on-site consultation.

This was very helpful and instructive, as planners have recognised! However, both Councillors and residents have expressed concern that there did not seem to be any note-taking during the consultation exercise, so raising doubt that all comments will have been satisfactorily collected and collated?

### **General comments**

Ledbury already has a committed housing development total of over 50% above its current 2011-2031 Local Plan target of 800. So whilst in principle we accept that some additional houses for Ledbury proposed for the new Local Plan (in addition to the 1,285 already committed houses which are recognised in the Ledbury Neighbourhood Development Plan (NPD), so we dispute the totals shown in Table 10 are accurate?) is not unreasonable in itself, we do not accept that an additional approximately 650 houses (450 in a strategic location and a further 200 spread around other sites) are reasonable or desirable if other objectives of the plan are likely to be realised.

In our calculations this brings a planning total of some 1,935, nearly 250 above the 1,700 in the proposed growth strategy to 2041. In our view, assuming the overall 1,700 is in itself reasonable and truly sustainable in the period, the growth target for the new plan should therefore be 400 and not 650.

The Town Council (and indeed the residents of Ledbury as the recent face-to-face consultation feedback powerfully reflected) is extremely disappointed and angry that planners have proposed a very controversial strategic site location without adequate expectation setting and what is more, seemingly in complete disregard of existing, approved policies. This has unsurprisingly shocked, not to say outraged the community.

We disagree with the proposed 450 housing strategic site location, regarding it as totally unacceptable and not in accordance with local planning policies which have been approved by the community during the current NDP consultation stages.

Produced for the Planning, Economy and Tourism Committee by Cllr Phillip Howells

# Ledbury Town Council

## Response to the draft Herefordshire Local Plan (Regulation 18) consultation

We note that although the 'Herefordshire Housing Market and Needs Assessment (HMANA) 2021' initially established a baseline housing requirement for the next 20-year period of around 17,000 dwellings, using the figure reviewed annually using the government's 'standard method' for calculating needs based on future population projections, the 2023 review revised the requirement down to 16,100 dwellings for the period 2021-2041 (proposed policy AG1, p43 of the Draft Strategic Policies document).

However, LTC is concerned that the consultation shows that the Council is still only working to the government 'standard method', knowing that the Secretary of State has recently declared that no specific targets will now be set.

We know this is not formally adopted as policy yet, but to be advised that no other policy approach than the 16,100 requirement is being built into the plan is disturbing. We believe this is not safe and that there should be an option for Herefordshire's own target to be considered and which would be more in line with actual local requirements set by the county and not central government. Why is this not being included or assessed as a possible/probable option by the time the new plan is due to completed?

We are concerned and disappointed that the other options to the proposed strategic site appear to have not been fully or adequately considered, especially since the proposed preferred site (LEDB2) clearly totally contravenes existing local policies, reinforced, for example by option considerations specified under 'Accommodating future growth' for Ledbury on page 29 of the Consultation Appendices document states that 'The settlement boundary will be defined within the Ledbury Neighbourhood Development Plan'. On the basis of this and other option considerations, the 'preferred site' seems to much more meet the discounted criteria that it does for a development site at all, never mind a strategic one?

Indeed, we challenge anyway that there is a need for 450 housing strategic site given the other options, both for Ledbury and the county, which we do not accept have been adequately assessed.

In two previous consultations both Ledbury and Ross Town Council's proposed that instead of the expected 'easy' option of significant development in Ledbury and Ross to meet housing growth, why was an alternative of a new town (such as around a 'perfect' location around Ewyas Harold?) with a better spread of affordable houses across all the other towns (where housing is really needed, rather more than the locally unaffordable houses that developers wish to build for people coming into the county as commuters and not significantly adding to local economies) not put forward as an option?

Produced for the Planning, Economy and Tourism Committee by Cllr Phillip Howells

# Ledbury Town Council

## Response to the draft Herefordshire Local Plan (Regulation 18) consultation

We understand this was felt to be not largely supported in the overall consultation, but the evidence for not considering this option, with an objective pros and cons assessment, has never been adequately given to either Ledbury or Ross Councils, and indeed such an option assessment does appear to be in the evidence base? Given the previous authority's policy of building affordable housing in this way across Herefordshire, which as far as we know is still extant, why is this being ignored?

It is not sufficient to say this was not supported in the consultation, for two reasons. First, as we all know, the demographic of respondents will almost certainly not be from those needing affordable housing (unless planners can demonstrate otherwise?), but in majority from those 'better off' and who would not like more development in their areas? It is likely surely, that the responses are not representative of the majority and we contend that the Council has a responsibility to take a wider view of what is actually needed and at least submit plans for how a new town could be accommodated for the consultation process. The apocryphal evidence suggests there is actually widespread support for this idea.

Second, whereas not being supported is advanced by planners for not considering a 'new town/wide allocations of affordable housing sites' as an option, how is this squared in contradiction by the proposal for the 450 houses strategic site for Ledbury very specifically not supported by the Town and its NDP, but is still being proposed as a suitable policy?

As far as the two towns are concerned, we fear that over-development in our towns is being suggested because that is where developers want to build, rather than planners taking a realistic view of where housing is actually needed locally. The Council and planners should surely be aware of and unsurprised that there is a great deal of cynicism and alarm from residents in both towns that their views are just being ignored and/or overridden in the interests of expediency and plans are not being more visionary for the county as a whole?

### **Specific policy comments:**

#### **LEDB1: Strategic development for Ledbury**

The proposed strategic site for 450 new houses is totally unacceptable as it directly contravenes a number of policies in the current NDP which was developed with knowledge of further anticipated development south of the bypass and where future development would not be sustainable, which the proposal totally ignores.

It is outside the settlement boundary (Policy SD1.2/Map 11). Most of the proposed site would destroy a protected important view (Policy NE2.2/Map 7) and is placed across a designated green infrastructure Local Strategic Corridor LedLSC5 and Enhancement Zone LedLEZ3 (Policy NE2.1/Map 6).

Produced for the Planning, Economy and Tourism Committee by Cllr Phillip Howells

# Ledbury Town Council

## Response to the draft Herefordshire Local Plan (Regulation 18) consultation

As such the site is not in accordance with the NDP policies on sustainable development and design (Policy SD1.3). It does not take into account other areas in the town that could be developed/redeveloped to provide most of these houses, which would be much more sustainable, within the current settlement boundary and nearer to town facilities, and within the timescale of the new Local Plan.

There is a total lack of vision in this proposal and a disturbing feeling of taking the 'easy option' and representations by developers who are understood to already have land options on this site. There could be scope for a much smaller development extension in this area, of perhaps around 200 houses which are not on the protected view in the green enhancement zone and not in the green corridor, with the rest of the 200 we believe is required to meet the 1,700 being quite possible to be achieved elsewhere in the town and within the settlement boundary, with greater vision and forethought.

Policy LEDB1.2 states that development proposals should 'Demonstrate that proposals are sympathetic to and reflect the special character and distinctiveness of Ledbury's historic town centre, Conservation Area and wider urban area. Development proposals must also demonstrate that they align with the Ledbury Design Code'.

Not only does the proposed site not meet the design guide sustainability policies, the important reference to the Conservation Area ignores the fact that the Conservation Area, designated in 1995, has no Appraisal or Management Plan Documentation (in which the LPA is at legal fault for not producing) by which to gauge effects on the Conservation Area by developments.

It is already noticeable, and commented upon more and more by residents, that traffic, for instance, has noticeably increased with existing developments nowhere near complete, which is having an impact on the sensitivity of the Conservation Area as a 'landscape' in its own right. It is vital that such an appraisal and management plan should be produced as part of the review of development in Ledbury to provide the evidence base by which to objectively judge development impacts on the Conservation Area.

We ask the planners commit to supporting production of a plan alongside the Local Plan and the new iteration of the NDP plan which is already being planned to coincide with the new Local Plan when published to ensure cross compliance with any Local Plan changes that have to be reflected in the NDP.

Traffic level constraints throughout the town are already apparent and have been assessed as at or nearing maximum capacity in a number of locations. A legally binding Management Plan would make it much clearer for planning purposes how the Conservation Area and the landscape will be impacted by any new development

Produced for the Planning, Economy and Tourism Committee by Cllr Phillip Howells

# Ledbury Town Council

## Response to the draft Herefordshire Local Plan (Regulation 18) consultation

as a definitive guide, currently conveniently lacking for development proposals (as for the Viaduct site planning appeal, for which the lack of a Conservation Area Management Plan was an impediment to making a better case for the detrimental impact that development is going to have on the Conservation Area).

For completion of what a management plan requires, the 1990 Planning (Listed Buildings and Conservation Areas) Act says that once a designation has been made, and appraisal and management plan should be produced. Neither, to the Town Council's knowledge have ever been produced.

Planning powers for conservation areas include Section 72 of the act which 'requires that LPAs pay special attention in the exercise of planning functions to the desirability of preserving or enhancing the character or appearance of a conservation area' and that the management plan 'is the key tool for fulfilling the council's duties under the 1990 Planning (Listed Buildings and Conservation Areas) Act to review the conservation area and its boundaries and formulate and publish proposals for the preservation and enhancement of the area.'

### **LEDB2: Land to the south of Ledbury**

We not agree that the 25 hectares of 'sustainable' development as proposed by the 450-house strategic allocation can only be met by this site, a significant proportion, if not all, could be met by a much great overall appraisal of Ledbury development, including several sites that could accommodate housing and within the existing settlement boundary. Why are these more visionary options not more thoroughly assessed in the proposed new local plan policy considerations? Such as:

- Considering earlier redevelopment of Lower Road Industrial estate to provide local-to-town and facilities (affordable?) with a supermarket and other facilities close by for housing already, with business relocated to new and more modern sites on the outskirts (could be several hundred houses over the next few decades?) We do not accept the statement in the documentation that this site has no potential for any housing development in the plan period.
- Similarly for the old industrial building site the south of the railway station (not mentioned in the plan, although a more unlikely north site (Housing Area 3), outside the settlement boundary, is reviewed?) which could be re-located outside the town (also consulted upon as part of the current NDP) – could be 50+ houses, more of affordable houses/flats
- other housing sites not mentioned but which could provide small developments which would nevertheless contribute an overall substantial total (houses do not have to be on large strategic sites, especially where they are

Produced for the Planning, Economy and Tourism Committee by Cllr Phillip Howells

Final 20<sup>th</sup> May 2024

Page 5 of 8

# Ledbury Town Council

## Response to the draft Herefordshire Local Plan (Regulation 18) consultation

integrated better into the town and facilities - as is a stated objective of the new plan proposal and the NDP. Sites not yet included in the plan include:

- the current Ledbury Town Football Club site (Housing Area 4), already recognised in the NDP as suitable for a fairly large housing site when the club moves to a likely new football location on the Little Marcle Road in the near future as per the NDP (40 houses?). This should be seen as a preferred site since relocation of the club is much more advanced than the consultation document suggests, meaning it is very likely this site could be completely developed by 2041.
- the location of the old Police Station has housing on the site already and relocation of the Police Station as suggested would provide space for a significant number of houses (20-30?). This is discounted in the consultation documents (Housing Area 5), but given the evidence from the NDP (see below re a tri-services centre) it is not improbable this could be available for some housing in the plan period.
- new flat/sheltered housing is already proposed for Market Street and not included in current committed sites, so would add some 30+ to the new total proposed
- the sensitive and protected land to the rear of The Knapp is suitable for some small-scale development in keeping with the green space protected status. The land is currently in appeal for a rejected, non-policy compliant application for home for the elderly, but which could be suitable for a smaller scale development of up to 40+ affordable, small houses or flats. For preference, the community sees this site as being ideal and more suitable for the much-needed new surgery facilities, again as suggested in the NDP.
- the Lawnside Development (as per policy proposals in LEDB4) which could easily incorporate up to 100 houses or flats

Further, where is the mention in the plan on how affordable housing to be provided is judged - and not just on the market definition of 80% of market prices, which we all know is far from affordable for the vast majority of Herefordshire residents needing housing. We note that the 'Affordable Housing Supplementary Planning Document June 2021' will still be relevant to the new plan – surely it should be actually more thoroughly applied to development site appraisals instead of just being a 'tick-box' recognising that so called 'affordable housing' being built is not affordable at all, and yet is not being enforced when planning applications are made?

### **LEDB3: Land south of Little Marcle Road**

Overall, we broadly accept the aspirations. However, there is a sparsity of available and sustainable development land available, especially because of the heritage

Produced for the Planning, Economy and Tourism Committee by Cllr Phillip Howells

# Ledbury Town Council

## Response to the draft Herefordshire Local Plan (Regulation 18) consultation

assets identified needing protection. It is all very well having employment sites aspirations, but if the suitable land is just not available within the parish boundaries, however much it is desired is the reality that sufficient land could be found? The current NDP struggled on a review of suitable options to identify more than is currently in the plan?

Where is the evidence that suitable land is actually available in Ledbury so providing substantially more employment land to meet the proposed requirements, given the severe and increasingly clashing restraints on development needs versus protection needs for local heritage assets, which are a severe restraint on more development,

It is clear that we are close to, if not already over, the ability to be able to deliver on both obligations and it is also clear that heritage assets have priority. Recognition of this fact should be stated rather than ignored to demonstrate the reality that future development around the town has genuine restrictions in many ways.

New employment land could be assessed for provision to the south and north of the Hereford Road after the bypass; land which was considered by the NDP for possible football facilities and could be for employment (although also recognising the need for consideration of the nearby Wall Hills ancient monument heritage site).

There seems no mention of the business land to be provided by the Viaduct development as meeting part of the new employment land proposals – has this been considered in making them?

### **LEDB4: Lawnside and Market Street Regeneration Area**

We are pleased to see this included in the proposals, which are in line with the NDP objectives. However, we feel that the proposals are too vague and do not cover all the possibilities that should be included. There is no quantification of the housing potential but it is significant (100+?).

For instance, as identified by the NDP, this is also the logical and preferred site for new doctor's surgery/health service provision, meeting the clear preference by residents for a town centre location for new facilities.

The NDP had also consulted with the Fire Services (and also the Police re their current site on the Worcester Road) on their view of relocating to a bypass site. Both services are not only willing, but would welcome a move to more modern, purpose-built premises, and in particular to the site opposite the Full Pitcher, for which the town has expressed a preference to be developed as a new combined tri-service centre with a much-needed new hotel to address an acute shortage of visitor accommodation in and around the town.

Produced for the Planning, Economy and Tourism Committee by Cllr Phillip Howells

Final 20<sup>th</sup> May 2024

Page 7 of 8

# Ledbury Town Council

## Response to the draft Herefordshire Local Plan (Regulation 18) consultation

These developments, including a new surgery, are all more important and needed by the town, as opposed to the retail development that has been the subject of a planning application (refused) already.

We believe the Local Plan should include more specific policies for the suitable and preferred locations of:

- a new health/doctor's surgery (as consulted with the Herefordshire Council Public Realm during the NDP development)
- proposed/preferred options for new community support services such as Fire, Ambulance and Police
- development of the Railway Station and area to make the station more accessible (in particular, for both platforms) and more fully meet the needs of active travel policies as well as a possible housing site for the future
- it should also review and include for consideration the substantial evidence produced for the current NDP in a comprehensive 'Landscape and Visual Baseline Assessment' [Ledbury NDP LVBA Report January 2022 Low Res](#) to be found on the LTC website, which looked forward into and past the new Local Plan timescales on how it is anticipated Ledbury could and should be developed taking into account environmental considerations. No mention is made of this very important significant body of work in the consultation documentation?

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

As an introduction I am Cllr Phillip Howells, a Ledbury Town Councillor, a member of our Planning, Economy and Tourism Committee and I have been directly involved with our NDP production for over 6 years. I chaired the committee which produced our second, updated plan adopted in June 2023 and to which our representations mainly refer.

I am sure the Inspector will have seen and read the three submissions made by the council (LTC) on this application (delivered in January, May and July 23) in response to the statutory consultation from Herefordshire planners.

I delivered our objections to the development to the Herefordshire Council Planning Committee meeting which rejected the planning application, which despite an inexplicable, in our view, recommendation for approval by the relevant Planning Officer, we did not accept the arguments that the NDP or Local Plan requirements had been sufficiently been met for this recommendation to be acceptable on planning grounds. The Committee unanimously agreed in rejecting the application.

The Inspector will have noted from the paperwork, I am sure, our disappointment and astonishment that McCarthy Stone in all their application documentation totally ignore any reference to the NDP other than a passing reference in their ecology report that the site is '*located within a local strategic corridor within the Green Infrastructure Strategy*,'.

Neither had they mentioned the NDP, after our first (and only face to face, but then only online) consultation on 17<sup>th</sup> August 2022, when they were told by me that the site was protected as an important green space, which they conceded they did not know despite the advanced stage of NDP consultation to Reg 14 by this point. They were advised of the consultation stages to make representations, but none were ever made to LTC during any of the official consultation periods and neither was any further attempt made to consult with LTC on any of our submissions.

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 1 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

Rather belatedly, and after the consultation period, in April 2023, after it was known that the new plan had been passed by the Examiner for referendum, they made a failed attempt to claim (not to LTC directly but to the LPA) the land should not be recognized as a protected important green space since this was 'a drafting error' and should be removed.

The response from Herefordshire's Neighbourhood Planning Team (included in our submissions) rebutted this claim. In this respect, the officers report to the Planning Committee at clause 6.16 is not accurate since the land was included at the Reg 14 consultation stage, but there was only a drafting error on Map 5 of the Reg14 NDP.

This was found out after consultation information publication, but was pointed out during the Reg14 consultation period itself and accepted by the Examiner after this was noted in our Consultation Statement. It seems clear from this late and inaccurate assertion, that McCarthy Stone only very belatedly recognized that their application was significantly flawed.

It is sad to say this suggests that in their view the NDP was irrelevant, but also that the recommendation to approve does not take this significant planning application failure into proper account.

There is a lot of planning criteria detail in our objection submissions which we are sure the Inspector will have fully absorbed, so I will only highlight some of our major concerns from those listed below to this hearing.

#### **Failure to meet affordable housing requirements**

As we know, affordable housing is '*housing that is provided for sale or rent to those whose needs are not met by the open market (including housing that provides a subsidised route to home ownership and/or is for essential local workers)*'. All new developments have a criteria to house those with a local connection to the area where the properties are developed. The local connection criteria are described within a legally binding Section S106 agreement.

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 2 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

The application did not meet the Herefordshire Local Plan Core Strategy 2011 - 2031 policy obligations *'of a target of 40% affordable housing provision on sites in Ledbury' for which the plan makes it explicit affordable housing is a priority.*

It is hard to understand the officer's recommendation for approval when, given the developer claimed it is not financially viable to provide funds for either requirement (affordable housing and S106 money) the application fundamentally fails to meet key local planning obligations. The response should have been: *'well withdraw the application then'*, rather than strive to accommodate a failing which means the development cannot meet the local needs it purports to satisfy.

Surely the logic to reject the application on these planning grounds and on the developer's own admission, was indisputable?

The Inspector is asked to take into account that the Ledbury NDP's housing policies makes it clear that *'there is no need to consider further housing development within this review in that the amount of new housing is significantly greater than that proposed by the Core Strategy'* and that *'the Policies reflect the fact that the Core Strategy target has been exceeded and promotes housing development to meet the immediate needs of the community, most particularly affordable starter units for the young and new families and appropriate units for the elderly.'*

We were not allowed to see the supposed 'independent' viability assessment supporting the appellant's claim, but I suggest that the implication that no profit is being made on the scheme stretches credibility beyond reason? The situation reminds me of when I ran my own market research company and worked with an internationally respected statistician, whose advice always was 'if the stats do not feel right, then they are probably not and you should consider ignoring them'.

This is a case where the developers claims are clearly not credible intuitively and are not supported by the business model employed by McCarthy Stone and the company's Private Equity owner.

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 3 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

What is more likely is that it means is that the profit will not be adequate for the owners if they have to also pay for the local infrastructure and Section 106 monies that are a clear condition of any planning application to Herefordshire Council.

The Inspector will be aware that McCarthy Stone was bought in 2022 for £670m by US Private Equity company Lone Star, whose claimed expectation from acquired assets is for 15% returns on them.

Are we to really believe that this company will accept no profit on a scheme such as this? This is a £6.5m - £8m project for which 15% returns mean a profit from £1m upwards. On both grounds it is in our view clear nonsense to accept that no affordable housing or Section 106 monies being provided is in any remote way acceptable.

### **Failure to comply with NDP policies relating to design mass and scale of the proposed building**

The application fails to meet NDP policies on these issues in a number of significant ways.

Policy BE1.1 *Design which says: The design review process can provide an opportunity to save time and money and speed up proposals through the planning process by getting design issues resolved early on. Early consultation with the local community is also recommended. A statement on the consultation undertaken should be submitted with any planning application.* The only meaningful public consultation was a 2-week on line exercise, which ironically is the most inappropriate means to adequately consult with a target generation least likely to access the internet!

*Policy SD1.3 Sustainable Design. The requirement for the design approach to indicate in sufficient detail how all the design criteria in this NDP have been addressed.* No such detail has ever been provided to LTC by the applicant.

On housing density, the application also fails to be NDP policy compliant.

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 4 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

Policy HO2.2 Housing Density '*Housing densities should be within the range of 30 to 50 dwellings per hectare. Developments outside the town centre should be lower density to maintain an 'edge of the countryside' feel which is important to the community and a key characteristic of Ledbury.* At one hectare with 53 apartments the application comfortably exceeds even the highest density range of 50 per hectare specified in this policy. At a location outside the town centre, the housing density proposed could certainly be expected to be lower than the maximum.

Taking the wording from the Ledbury Rapid Townscape Assessment as a guide, which says that: *A green space at the rear of The Knapp, The Homend: may be appropriate for a high-density residential development similar to that at the adjacent Robinson's Meadow*, LTC calculates this indicates a maximum of 45 apartments would be more appropriate. At 6% above the max density and 17% over a more appropriate density, we do not accept the Planning Officer's contention that this is a 'marginal' excess which justifies being acceptable in planning policy terms.

The application is also not NDP policy compliant on building height in line with **Policy HO2.3** Design Criteria which says: *developments should ensure ridge heights are consistent with the heights of nearby buildings and only more than 2.5 storeys where this can be shown to fit sensitively into townscape and the historic environment.* Although in their application the developers state that '*...a three-storey building in a traditional design is being proposed to remain in-keeping with the surrounding area*', this is misleading and clearly not true. The actual elevation drawings very clearly show that a significant element (around 50%?) of it is actually a 4-storey development. There only one other residential building with 4 stories and of a similar height in the whole of Ledbury and it was built in 2007 before the current Local Plan and the Ledbury NDP were in place.

**A negative and inadequate ecological, environmental and biodiversity impact assessment with a failure to provide a biodiversity gain plan to sufficiently address the loss of an important green space**

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 5 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

Ironically, the developers state: *'We have carefully considered our design, to breathe life into the currently vacant and underutilised site'* which may be true in development terms, but is not true when the development as proposed will actually destroy an important green space site which is already vibrantly alive and meaningfully utilised with greenery and biodiverse wildlife which has been established relatively untouched over nearly 2 decades (and on a site already existing, with house, gardens and orchard, at least in the mid-19<sup>th</sup> century and almost unchanged in the 180 years since).

It is rare indeed to find such a pristine effective wilderness in an urban area and it is disappointing that this reality has not been adequately addressed by the applicant. A belated Biodiversity Metric Assessment has now been made, but LTC has serious concerns about its adequacy for this particularly important green site.

It notes its own caveats, assumptions and restraints such as saying: *'It should be noted that the metric is only a proxy for biodiversity using habitat values, and that any proposed enhancements should be designed using appropriate ecological expertise. All target habitats presume the implementation of a long-term Management Plan to achieve these ends and a recommendation to this effect has been made'*.

The estimated biodiversity gain from the planning application proposals for the most important habitat areas is a mere 0.18 BUs (Biodiversity Units), or a 3.95% overall gain against a significant loss assessment of -2.64 BUs by the development. On this we would agree with the officer's words of being extremely marginal and does not in the LTC view constitute anywhere near the policy expectations (at the time; a guideline of 10% was in place). When practically all the assumed gains to compensate for the loss and provide a net gain are from man-made flower beds, which will require a long-term maintenance plan, the ability to ensure this very small gain can be sustained must be very uncertain, even unlikely.

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 6 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

What is more, recent legislation (now in place and applicable from February 2024) stipulates that biodiversity gains expected from developments must demonstrate at least a 10% BU gain which is guaranteed to be preserved for at least 30 years. This application fails by a very substantial margin to be even close to satisfying both obligations.

### **Safety concerns over site access and Traffic Management issues**

The transport statement produced by the applicant is totally inadequate to reflect the impact the site will have on already existing traffic 'chaos' at one of Ledbury's most notorious bottle-necks, with regular traffic blocking incidents already at the Knapp Lane junction by the site access. At most times during the day there is backed up traffic in both directions at the bottom of Knapp Lane as members will have seen only too obviously on the site visit.

The applicants' Transport Statement ignores the fact that the largest housing development in Ledbury (625 dwellings North of the Viaduct) has already started and that this will bring all the housing scheme traffic to a new junction at the railway bridge, approximately 100 meters from the proposed development access.

The pavement from Tesco to the proposed access on the west side of The Homend is not as wide as the 2m stated for pavements in the area by the Transport Statement. It is quite narrow and irregular, allowing only safe single person walking, is not a comfortable or safe feeling footpath, with substantial LTC concerns for the safety of the elderly people who will be using it for site access. Much needed improvement to this path should be included in Public Realm S106 monies.

In our view, the Transport Statement for this application fails to suitably consider or address how it specifically complies with the Transport and Related Infrastructure NDP **policies TR1.1 Footpaths and Cycleways and TR1.2 Public Realm Design Requirements**

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 7 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

The council is fully aware that this development could offer much needed local accommodation for the elderly, if designed differently to ensure it can deliver to meet the Town Councils policy failure objections on the lack of affordable housing (at least with the 8 'excess' dwellings being stipulated as affordable?), non-NDP policy compliant mass and scale design, more substantial and sustainable diversity gain, the proposed S106 agreement being confirmed and a more realistic review of pedestrian and driver safety around the access is conducted.

Otherwise, the developers should accept they are unable to meet the criteria which they knew, or should have known before applying, and withdraw the application, and if not, this appeal should be turned down.

### Appendix 1 – Documents supplied that relate to this representation

The 4 documents (copies of emails) relating to Mr Charles Masefield's consultancy feedback

Links for the other files referenced with a link to the LTC NDP website:

Topic Paper 4

- <https://www.ledburytowncouncil.gov.uk/uploads/Topic%20Paper%204%20Green%20Infrastructure%20Final.pdf>

LVBA Appendix C Growth of the

Town - <https://www.ledburytowncouncil.gov.uk/uploads/LVBA%20Appendix%20C%20Growth%20of%20the%20Town.pdf>

Ledbury NDP LVBA Report January 2022 low res

- <https://www.ledburytowncouncil.gov.uk/uploads/Ledbury%20NDP%20LVBA%20Report%20January%202022%20Low%20Res.pdf>

### Appendix 2 – A list of the major existing range of residential accommodation in Ledbury (not exclusive) for those aged 55 and above

Name	Number of residential places
Born Court	49

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 8 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

Dawes Court	23
Deer Park	64
Furlongs Court	35
Harling Court	41
Leadon Bank	52
Ledbury Intermediate Care	14
Ledbury Nursing Home	36
Market Street Lodge	10
Orchard Place	10
St Michaels	33
Upper Hall	19

### **Appendix 3 – Detailed references to relevant content from the Ledbury NDP and the other submitted/linked documents**

This is a more detailed selection of what LTC considers to be the most relevant specific reference chapters/pages/text from the submitted documents in supporting evidence for the representation. We recognise that other speakers may also have made all or some of these points in their own representations.

#### NDP

- Appendix 3: Locally Important Buildings and Other Heritage Assets, pp98 and 99, para 1 - Building of Notable Historic Associations, of which The Knapp is one

#### Topic Paper 4

- Chapter 1, para 1.1 and especially on the point that a protected space does not have to be accessible to be assigned (to counter the points raised on this by Mr Masefield, although note the consultation template made the point clear to him, and the appellant)
- Chapter 3, paras 3.1 to 3.4 re Local Strategic Corridor 1 (LedLSC1) on which The Knapp sits
- Chapter 5, Conclusion and especially point 5.2.4 (on size, and accessibility again) which relates to Local Green Space, which the Knapp isn't (just a lesser designation of important green space), but the principle applies

Representation to the appeal by Cllr Phillip Howells on behalf of the Council

21<sup>st</sup> May 2024

Page 9 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

#### LVBA Appendix C Growth of the Town

- 1841 map on page 2 clearly shows The Knapp as an area including an Orchard, as an entity, then appearing on subsequent maps to show it has remained relatively unchanged for 180 years. This is why it is regarded by the community and the NDP policies, especially with its John Masefield cultural and heritage assets that are at the very heart of the Town's international reputation as a centre of culture, to be so important that it should be retained, or at least utilised relevantly as far as possible, as a genuinely unique green space, with its linked historic buildings, in a developed urban area.

#### Ledbury NDP LVBA Report January 2022 low res

- Foreword on page 1 - note Carly Tinkler's (the landscape consultant for the NDP) comments on how unique this report was, being largely researched and written by local volunteers, with comments such as *'It has been a truly collaborative and very successful exercise, generating a great deal of interest both within and outside the community. The studies were extremely comprehensive, with not a stone in the parish left unturned.'*
- Chapter 4:
  - p15 paras 4.2.2. - 4.2.4 on change implications and 8 questions to ask about developments and their impact, and especially the nature of the change as per 4.2.47-4.2.49 on p22
- Chapter 5 :
  - 5.10 Aesthetic and Perceptual Landscape Qualities p127, especially 5.10.1, some of the points in 5.10.4, and important notes on tranquillity and its nature and value to health and well-being as typified by this site, in 5.10.5 and 5.10.6
  - 5.10.22 - 5.10.50 from p140 on the very important issue of light pollution and the effects on biodiversity in previous 'dark-sky' places on even small sites like this one
  - 5.12 Heritage Assets. 5.12.43 - 5.12.45 p169, which highlight John Masefield links and importance to local associations and the tourism economy
  - 5.13 Cultural Associations, especially John Masefield's influence and importance listed in 5.13.2, p 180-181, with The Knapp referred to.
  - 5.14 Biodiversity especially 5.14.10 - 5.14.18 from p183, with the need to do more to protect biodiversity (like on this site); 5.14.29 - 5.14.31 p189 on the importance of unregistered gardens like this one; and 5.14.71 p200 on the Town Trail as part of the valuable green corridor north to south through the town and on which The Knapp sits
  - 5.15 Public and Social Amenity chapter from page 202 is also applicable with points to consider of the Knapp as a potential source of significant public and social amenity more valuable and appropriate for

Representation to the appeal by Cllr Phillip Howells on behalf of the Council

21<sup>st</sup> May 2024

Page 10 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

the site than this proposed development. For instance, Ledbury Town Council has established an important John Masefield Working Party to make more of the historical and cultural connection with Masefield to develop the economy and provide social facilities as part of it - such as a much needed youth activities and support centre, with this site seen as an ideal location for this aspiration. Significant grant funding has already been secured for this major project for the town, so the prospect of funding to secure the site for such a purpose is not unrealistic. The appellant has made little to no attempt to recognise how important this site is for the town - its past, present and future - as established from these documents.

- Given the evidence of substantial existing homes for the Ledbury (see separate figures in Appendix 2) over-50s already, and they are not presently over-capacity, together with the longer term costs of the appellants homes being unaffordable (and which the evidence suggests that at least for a proportion of residents their homes decrease in value over time), for the ordinary Ledbury resident, the proposed development is not seen as being anywhere near as important or of value to the town than these other community and social options - such as also a much needed new surgery to cope with increased demand from other developments and for which the NDP recognises this site as an ideal location option.
- 5.15.1 to 5.15.15 on page 202 give important background to the opportunities, but also the mistakes that have been made on planning decisions on inappropriate developments that do not meet NDP or Local Plan policies (being decided before these documents of local requirements applied) and the council is keen to ensure, through its NDP policies, that similar mistakes are not made again - with the appellants proposal seen very much in this mistake category.
- Paragraphs 5.15.17 p205, 5.15.21 p206 and 5.15.29 p208 illustrate how important the John Masefield connection is to the future of the town, with warnings on how inappropriate development will detract from its value to residents and appeal to visitors, which is such a vital element of the local economy and rich cultural experience.
- Paragraphs 5.15.112 - 5.15.123 from p226 give an important insight into the NDP approach to Ledbury's Green Spaces, putting into some more context into just how important the future retention of this site into the town's green space and green infrastructure corridors is seen by the community.
- 5.16 Green Infrastructure is also an important contribution to illustrating the value of this site to the overall green strategy for the town, both now and into the future, as well as the benefits that it could help to provide for the community from an appropriate development - such as

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 11 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

the John Masfield project with its youth facility aspirations in particular in mind.

- Paragraphs 5.16.5 - 5.16.10 from p230, also following paragraphs 5.16.13; 5.16.15; 5.16.21; 5.16.23 and 5.16.24 add more insight into the importance of this site to the Ledbury green infrastructure vision into the future, as do the specific Ledbury Town paragraphs 5.16.44 to 5.16.50 from p236 on the approach to green connections throughout the town, and for which this site has an important role.
- 5.17 Key Landscape Functions on p237, paras 5.17.1 and 2 are important reminders of the important role of green space such as the Knapp, which provides for quite a number of the important functions listed.
- 5.18 Key Constraints on p238 makes out the important point that it is reasonable and important to recognise that the provision of important green infrastructure is a valid reason to question whether a planning application is constrained by the need for their provision and/or appropriate retention of important green infrastructure and associated landscape features. In this case, para 5.18.2 and the last underlined note on access in particular, has a relevant question to ask on what the impact a new access will have on the rustic and historical appearance of the existing landscape of The Homend around the proposed site access, being also just on the edge of the Conservation Area. In the LTC view, the access not only raises concerns on traffic related matters, but will also cause the adverse visual and landscape effects the paragraph illustrates.
- Chapter 6 Visual Baseline:
  - The key relevant points to consider are made in paras 6.1.2 - 6.1.9 on p240 and largely relate to the impact the development will have on the landscape and who may be affected by any visual impact of the development. Para 6.1.2(i) advises that effects on the landscape as a resource in its own right (regardless of how visible it is, or who can see it) have to be considered and in (ii), on the general visual amenity experienced by people.
  - On the former, and given the evidence provided and these excerpts from the submitted documents, LTC contend that on the issues such as heritage and cultural assets, areas of influence, wildlife habitats, public and social amenity and access, and especially given that the appellant has made no serious attempt to recognise these factors when making their application, it is unarguable that the development will have a detrimental landscape impact.
  - On the second, the probable detrimental visual impact on neighbouring and overlooked residential areas in particular raises justifiable concerns from residents in the adjacent Newbury Park; especially since

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 12 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

the application details are inaccurate and misleading in saying the development is a 3-storey one, which is clearly factually incorrect since at least half of the development is of 4-storeys. What is more, at even 3-storeys this contravenes the maximum of 2.5 storeys specified in the NDP for such developments (as also noted in representation comments on a failure of the proposed development to meet NDP design code criteria). LTC shares residents' concerns that their visual amenity would be detrimentally affected by the development proposals as they stand.

- Chapter 7 Conclusion and Recommendations
  - The conclusions in section 7.1 on p281 (7.1.1 - 7.1.9) in the LTC view, support the contention that this is an application that signally fails to meet the planning obligations of the NDP in green infrastructure policies.
  - On the Landscape Character and Design recommendations in 7.2.13 - 7.2.36 from p283 and which the NDP has captured and reflected in appropriate policies, the application also fails in compliance.
  - The 'Significant Vegetation' para 7.2.56 p288 on the importance of Orchard retention is relevant to consider, and as previously noted, under 'Aesthetic and Perceptual Qualities', the issue of lighting and wildlife impact in paras 7.2.66 - 7.2.73 has been taken on board in the NDP with LTC comment that any development of the scale proposed is almost certainly going to contravene the design code policies on light pollution on and around this important current green space.
  - On 'Heritage Issues' paras 7.2.75 - 7.2.88 from p292 LTC believe the evidence shows that the appellant has not taken adequate consideration to these recommendations in its application (as throughout, almost entirely ignoring the NDP in the application and a key LTC objection presented by the author and which contributed to the application rejection by the Herefordshire Council Planning Committee).
  - The 'Biodiversity' recommendations paras 7.2.85 - 7.2.89 from p292, and 7.2.95 and 7.2.96 on p295 demonstrate the reasons why LTC contends that insufficient attention to biodiversity protection and the gains expected from any application in accordance with existing planning policies, let alone the new more demanding ones that have recently been introduced in new legislation, have been adequately supplied for the appeal to be granted.
  - The section on 'Public and Social Amenity' provision paras 7.2.105 - 7.2.108 on p296 and para 7.2.130 on p306 beg the question of whether this development is actually required in Ledbury (see list of existing comparable retirement homes in Ledbury that already exist and are not in full capacity anyway).

Representation to the appeal by Cllr Phillip Howells on behalf of the Council  
21<sup>st</sup> May 2024

Page 13 of 14

# The Planning Inspectorate

## Appeal Reference: APP/W1850/W/23/3334961

Appeal hearing to be held in Hereford on 29<sup>th</sup> May 2024 regarding the McCarthy and Stone appeal against the rejection of planning application 223248 to develop a new retirement home at the rear of The Knapp and Westmead, The Homend. Ledbury.

### Ledbury Town Council representation to the appeal hearing

- Finally, the 'Green Infrastructure' recommendations in 7.2.145 - 7.2.148 on p308 and 7.2.157 on p309 when applied to this application, clearly demonstrate to LTC that this is an application that significantly fails to recognise the importance that the NDP and Local Plan place on green infrastructure maintenance and enhancement, with no attempt to justify the application on these grounds, and the appeal should therefore fall.

**LEDBURY TOWN COUNCIL  
MINUTES OF A MEETING OF THE TRAFFIC MANAGEMENT WORKING PARTY  
(TMWP) MEETING HELD ON 4 JUNE 2024**

**PRESENT:** Councillors Hughes (MH), Harvey (EH), Morris (NM) and Sinclair (ES)

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

**TMWP 31 ELECTION OF CHAIRMAN**

**RESOLVED**

**That Councillor Hughes be elected as Chair of the Traffic Management Working Party for the 2023/24 Municipal Year.**

**TMWP 32 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Cllr Howells and Mat Davies.

**TMWP 33 DECLARATIONS OF INTEREST**

None received

**TMWP 34 TO APPROVE AND SIGN AS A CORRECT RECORD THE MINUTES OF THE MEETING OF THE TRAFFIC MANAGEMENT WORKING PARTY HELD ON 27<sup>TH</sup> MARCH 2024**

**RESOLVED:**

**That the minutes of the meeting of the Traffic Management Working Party held on 27 March 2024 be approved and signed as a correct record.**

**TMWP 35 ACTION SHEET**

**RESOLVED:**

**The Action Sheet is complete.**

**TMWP 36 HEREFORDSHIRE COUNCIL – S106 SCHEMES – WEIGHT LIMIT SIGNAGE REVIEW**

**The review of signs to assist LGV's in avoiding the Town Centre and making drivers aware alternative routes was agreed to ask that**

**the proposals should include signage that clearly marked the area of the Town Centre defined in the NDP.**

#### **TMWP 37     IMPACT OF DEVELOPMENT AND PROPOSED DEVELOPMENT OF TRAFFIC MANAGEMENT**

Concerns were expressed about traffic speeding within the 30mph Speed Limit of the town. It was noted that this is particularly bad on The Southend. There could possibly be a petition over the issue. The Southend is not included in the current Community Speed Watch scheme because more than 15% of vehicles were exceeding the limit, and it was considered unsafe. The Clerk was asked to request additional data from West Mercia Police.

EH stated that the whole town be reduced to 20mph as was done during Covid Restrictions. Stating that it was sometimes necessary to impose restrictions, even if there was no data, as a just in case measure. ES pointed out that this policy was enforced in Wales and was being reversed because it is impractical. He went on to say that reducing the Speed Limit to 20 mph on The Southend from Mabel's Furlong to Top Cross would improve safety. Similar restrictions From Margaret Road on Long Acres to Belle Orchard on Orchard Lane, would also improve safety, MH agreed. NM proposed 20 mph from the Train Station Entrance on the Homend to Biddulph Way on the Southend. MH mentioned that Safe Routes to school have disappeared. EH mentioned that the Double Yellow Lines on Orchard Lane are designed to slow traffic down, but inconsiderate driving is the problem. EH said the problem should be addressed by Herefordshire Council Highways and she would ask the other two Ward Cllr's to address this with her.

The message to parents about walking to school should be addressed. NM as a Governor of Ledbury Primary School agreed ensure this is pointed out, at the next Governors Meeting.

#### **TMWP 38     CAR PARKING IN LEDBURY**

ES had been approached by a resident of Bank Cres asking if the Car Park at Bridge Street could be made free as it used to be prior to 2012. EH pointed out that prices for the other car parks would have to increase to cover the shortfall, this would impact on the town centre. EH also pointed out that keeping Sunday's, Evening's and Bank Holiday's Free was important. Herefordshire Council may change this to cover lost revenue. She went on to say that making the Maximum Stay of three hours was designed to increase footfall in the town and that Season

Tickets were available for St Katherine Car Park. EH finished by stating that Herefordshire Council, could only charge to cover maintenance.

**TMWP 39    DATE OF NEXT MEETING**

**RESOLVED:**

**That the date of the next meeting would be confirmed when deemed necessary.**

The meeting ended at 12:05 pm.

Signed .....

Dated .....



Report prepared by Angela Price – Town Clerk

**RESPONSE FROM TRAFFIC MANAGEMENT OFFICER IN RESPECT OF TRAFFIC  
REGULATION ORDER ON ORCHARD LANE**

**Purpose of Report**

The purpose of this report is to provide Members of the Planning, Economy & Tourism Committee with the response received from the Traffic Management Officer, Herefordshire Council, in relation to a meeting to discuss concerns in relation to Orchard Lane.

**Detailed Information**

Below is the response received from the Traffic Management Officer:

*“Apologies for the delayed response. I will be more than happy to discuss any issues relating to the double yellow lines, or lack off, on the bend on Orchard Lane.*

*Whilst I’m happy to have a discussion on this, in order to manage expectations at this early stage, I wouldn’t be able to commit to any immediate resolutions or changes as this would require an amendment to the Traffic Regulation Order (TRO). However, I would be happy to add a potential scheme to be considered for the prioritised waiting list which would allow a full comprehensive review of the current waiting restrictions in this area. However, to allow me to add this to the next prioritised waiting list review (January 2025), I will need to obtain confirmation of Ward Member support.*

*In the meantime, I will request the accident data for this location to establish if there is any immediate concerns with the current layout and whether earlier intervention is required.*

*Please let me know if you wish to set up a meeting (either on site or via. MS Teams) to discuss further.”*

**Recommendation**

That Members consider whether they would wish to hold the meeting once the relevant accident data has been received request the Clerk to correspond with the officer to arrange a date for an in-person meeting.



<b>PLANNING, ECONOMY &amp; TOURISM COMMITTEE</b>	<b>20 JUNE 2024</b>	<b>AGENDA ITEM: 21</b>
--	---------------------	------------------------

Report prepared by Angela Price – Town Clerk

## **CONSIDERATION OF WORK PRIORITIES OF THIS COMMITTEE FOR THE 2024/25 MUNICIPAL YEAR**

### **Purpose of Report**

The purpose of this report is to ask Members of the Planning, Economy & Tourism Committee to consider the work priorities of the Committee for the 2024/25 Municipal Year.

### **Detailed Information**

As part of the review of the Committee Structure, each Standing Committee is being asked to give consideration to their work priorities for the next 12-months and beyond.

Attached is a list of projects that this committee has committed to which Members need to consider and agree on the order or priority for each task, so that this can be provided to the Committee Structure Task and Finish Group to enable them to progress to the next stage in relation to this element of their work.

When considering the priorities it should be borne in mind that all standing committees are being asked to undertake this process and that they will inevitably have projects to be undertaken and that there are regular statutory duties that staff are required to undertake throughout the year. Currently there are 6 office staff, with one full time role to be filled with an apprentice and 1 new part time to be filled, one groundsman and one maintenance operative. Therefore, when considering resource implications consideration should be given to the available time of staff in relation to specific projects.

### **Recommendation**

That Members review the attached documentation and prioritise each task accordingly, to help inform the Committee Structure Review.



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

<b>SECTION ONE – HEADER DATA</b>						
Standing Committee:	Planning, Economy 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:	21.1102023					
Work Group or Project:	T & F					
Gate:	Budget TBC					
<b>SECTION TWO – OUTCOMES &amp; RESOURCES</b>						
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	Strategy delivered and being implemented	End of 1 <sup>st</sup> quarter of 2024/25	TC/CDO 10%	Internal project	TBC	30.06.2024

Tourism Strategy/TIC (heritage buildings/groups cohesion)	Strategy delivered, location secured, resources met	Mid Feb 2024	CDO 20%	Internal project with non- council members of T & F	TBC	Feb 2024
Town Flags	Flags designed and in place	Last quarter of 2024/25	CDO 5%	TBC	TBC	31.03.2025
SID's	To purchase three SID's – one in 2023 and two in 2024/25	2 <sup>nd</sup> Quarter of 2024/25	TC – 3 days	BBLP and SID providers	TBC	30.09.2024
To develop Stromstad TIC relationship		On-going task	CDO 5%	Stromstad TIC and Friends of Stromstad Group	TBC	
John Masefield Memorial Project	Memorial agreed and in place	1 June 2028	TC – 5% CDO 20% Com Members 20%	Working Party Members – Ledbury Poetry	Currently £11,***	1 June 2028
Hopper Bus Service	Routes agreed and established	Provisional 2026	TC – 5%	Buses 4Us	TBC	April 2026
<b>NOTES &amp; COMMENTS</b>	Budgets to be confirmed following approval of 2024/25 budget					

SERIAL	PROJECT DETAIL				PROJECT SCHEDULE		PROJECT BUDGET				PROJECT RESOURCES							RESOURCE STATUS	
	STANDING COMMITTEE	WORKING PARTY	PARENT OBJECTIVE	TARGET OUTCOME	START DATE	TARGET END DATE	SCHEDULE STATUS	APPROVED BUDGET	CONSUMED BUDGET	BUDGET COMMENTS	BUDGET STATUS	RESOURCE 1	R1 COMMITMENT	RESOURCE 2	R2 COMMITMENT	RESOURCE 3	R3 COMMITMENT		ADDITIONAL RESOURCES REQUIRED
1	PE&T		Repointing of wall at cemetery	Pointing complete		30/09/24	Not Started	£2,000		£15000 available in EMR	Under	Admin	3 Days					External Contractor	OK
2	PE&T	Market Strategy	Strategy delivered and being implemented	Device Strategy		30/06/24	Late				TBC	Town Clark	10%	Community Development Office	10%				OK
3	PE&T	Tourism Strategy	Tourism Strategy / TIC (heritage buildings/groups cohesion) .	Strategy delivered, location secured, resources met.		29/02/24	On Schedule				TBC	Internal Project with non-council members of T&F (Task & Finish)	TBC						OK
4	PE&T		Town Flags - Flags designed and are in place	Flags designed and are in place		31/03/25	TBC				TBC	Community Development Office	5%		5%				OK
5	PE&T	Traffic Management NDP	To purchase three SID's one in 2023 and two in 2024/25	To purchase three SID's one in 2023 and two in 2024/25		30/09/24	TBC				TBC	Town Clark	3 days					BBLP	OK
6	PE&T	Tourism	To develop Stromstad TIC relationship - To develop Stromstad TIC relationship	To develop Stromstad TIC relationship			TBC				TBC	Stromstad TIC & Friends of Stromstad Group							OK
7	PE&T	John Masfield Memorial WP	Memorial Project - Memorial agreed and in place	Memorial agreed and in place		01/06/28	TBC	Currently £11,***			TBC	Town Clark	5%	Community Development Office	20%	Com Members	20%	Working Party Members - Ledbury Poetry	OK
8	PE&T	Traffic Management NDP	Hopper Bus Service - Routes agreed and established	Routes agreed and established		30/04/26	TBC				TBC	Town Clark	5%					Buses 4Us	OK





# Malvern Hills National Landscape

Paul Esrich

National Landscape Partnership Manager



# What is a National Landscape (AONB)?

- An outstanding landscape whose distinctive character and natural beauty are so precious that it is safeguarded in the national interest
- Of equal landscape value to National Parks
- Primary purpose – to conserve and enhance natural beauty

# The Management Plan (NE guidance)

- Is statutory. Formulates local authority policy.
- A plan for the area & for all who have a stake in it.
- Sets the ambition, strategy and guidance to achieve the purposes of designation.
- Coordinates and integrates other policies, plans and strategies.
- Identifies and secures commitment from partners.

## A new legal duty

- On responsible authorities to ‘**seek to further the purpose of conserving and enhancing the natural beauty of the area**’ when discharging their functions in these areas.

*Section 245, Levelling Up and Regeneration Act (2023)*

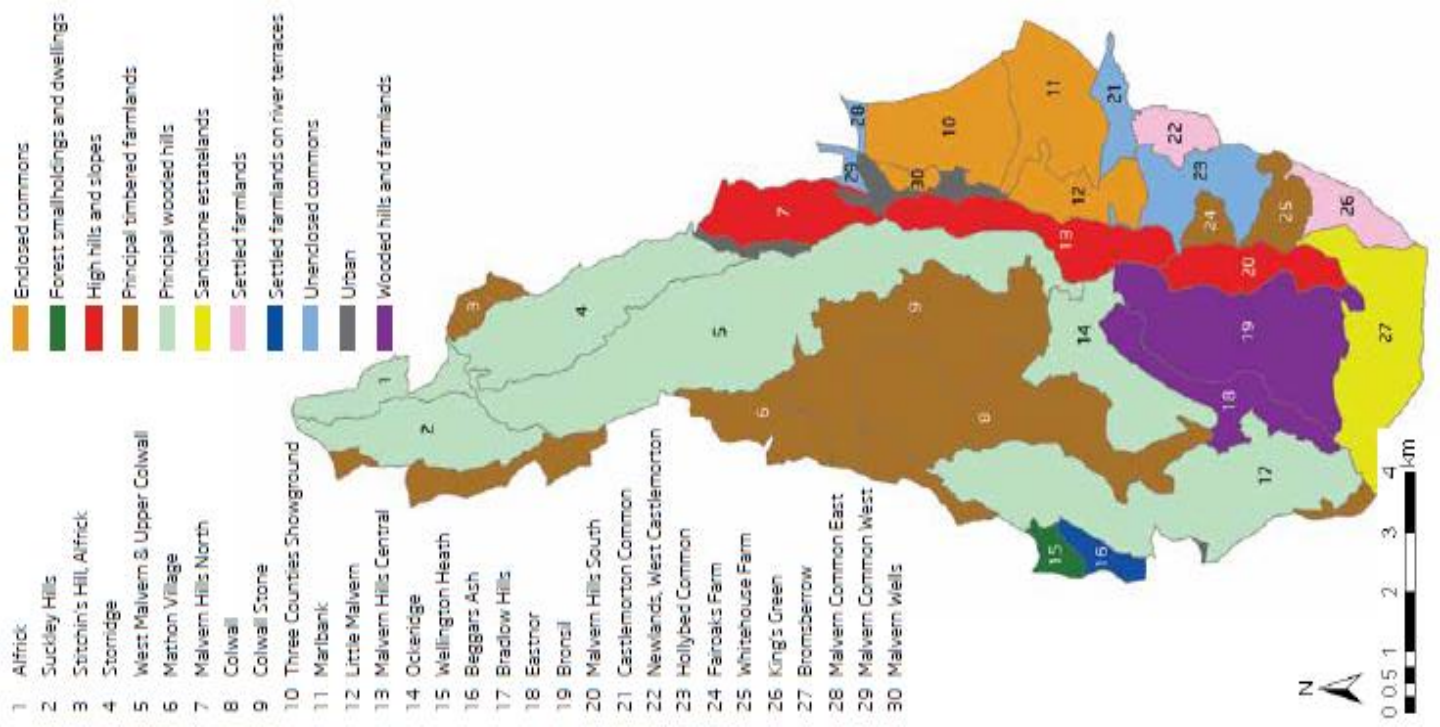
# State of the Malvern Hills National Landscape

Indicators based on:

1. Landscape
2. Agricultural Change
3. Geological Sites
4. Archaeological Sites
5. Rights of Way
6. Tranquility

# Fixed-point photography

- Conducted since 2006
- Monitoring of 30 ‘units’ of landscape across all the AONB
- Changes are generally small between ~5-year monitoring periods, as with this one [2018-24]
- But, now starting to observe cumulative change with almost 20 years of data.



We now have  
a sequence  
over 18 years,  
with reference  
points in  
between  
which help to  
pinpoint  
timing of  
changes

➤ 2006



➤ 2018



➤ 2014



➤ 2024



Overall:

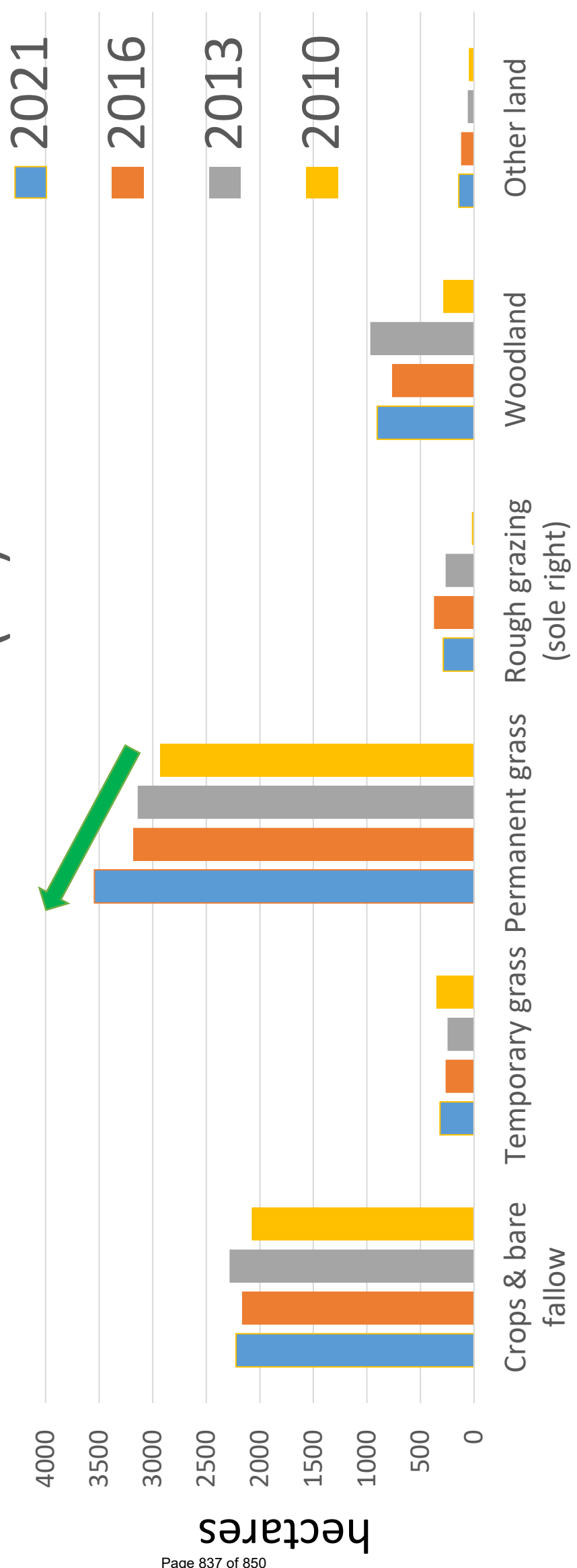
CHANGE TYPE	number	%
Major positive	1	3.2
Minor positive	8	25.8
No change	16	51.6
Minor negative	4	12.9
Major negative	2	6.5
TOTAL	31*	100

\* LDU23 exhibits both minor positive and minor negative change

## 2. Agricultural Change

### Changing land use in the Malvern Hills AONB,

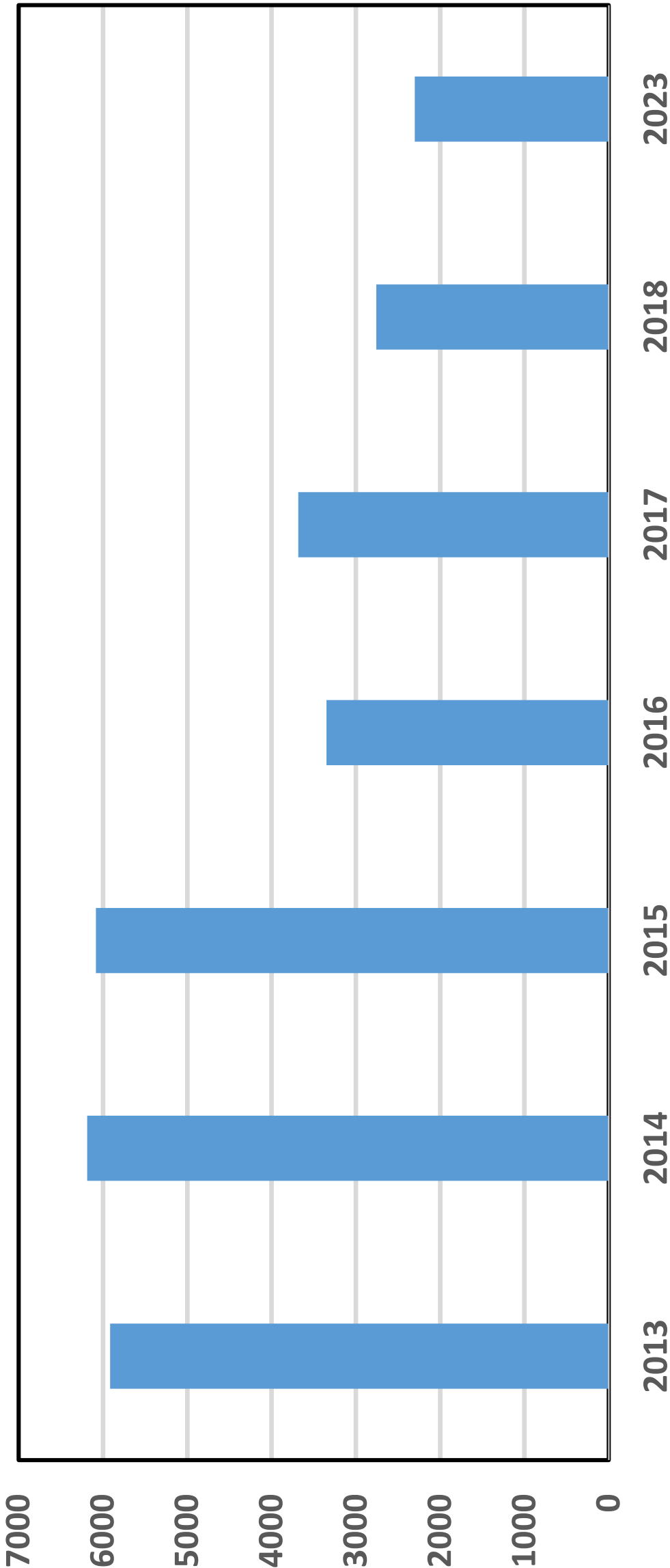
2010-2021 (ha)



Overall, a trend to increased pasture / lower intensity; but many ‘data effects’

3. Biodiversity - AES

Land (ha) under AES in the Malvern Hills AONB, 2013-23



### 3. Biodiversity - SSSIs

SSSI Condition Category	Features (n)
Favourable	19
Unfavourable – Recovering	13
Unfavourable – No Change	1
Unfavourable – Declining	1
Partially / Destroyed	0
Unrecorded	3
TOTAL	37

## 4. Geological Sites

Condition of 2023 sampled LGS in the Malvern Hills AONB

Type of site	No. of sites	Condition of Site	
		Desirable	Undesirable
Bedrock	19	15 (78.9%)	4 (20.1%)
Superficial Deposit	2	1 (50%)	1 (50%)
Geomorphological Feature	3	2 (66%)	1 (33%)
Total 2024	24	18 (75.0%)	6 (25.0%)
Total 2018	24	20 (83.3%)	4 (16.7%)

Source: Herefordshire and Worcestershire Earth Heritage Trust

# 5. Archaeological Sites (SAMs)

	Type	Condition 2018	Condition 2023	Trend 2018-2023	Risk 2018	Risk 2021	Change
A	Boundary feature	✓xx	✓xx	↓	Medium	Medium	↔
B	Iron Age hill fort	✓✓x	✓✓x	↑	Medium	Medium	↔
C	Iron Age hill fort	✓xx	✓xx	↔	Medium	Medium	↔
D	Fortified House	✓✓x	✓✓x	↔	Low	Low	↔
E	Bronze Age round barrows	✓✓x	✓✓x	↔	Medium	Medium	↔
F	Monastery	✓✓x	✓✓x	↔	Medium	Medium	↔
G	Medieval and later building	✓✓x	✓✓x	↑	Low	Low	↔
H	Medieval & post-Medieval feature	✓✓x	✓✓x	↔	low	Low	↔

**Key** ✓✓x    Current condition is satisfactory with minor localised problems

✓xx    Current condition is satisfactory with major localised problems

## 6. Rights of Way

Overall ‘pass’ [easy to use] rate 77.8%; similar to other years

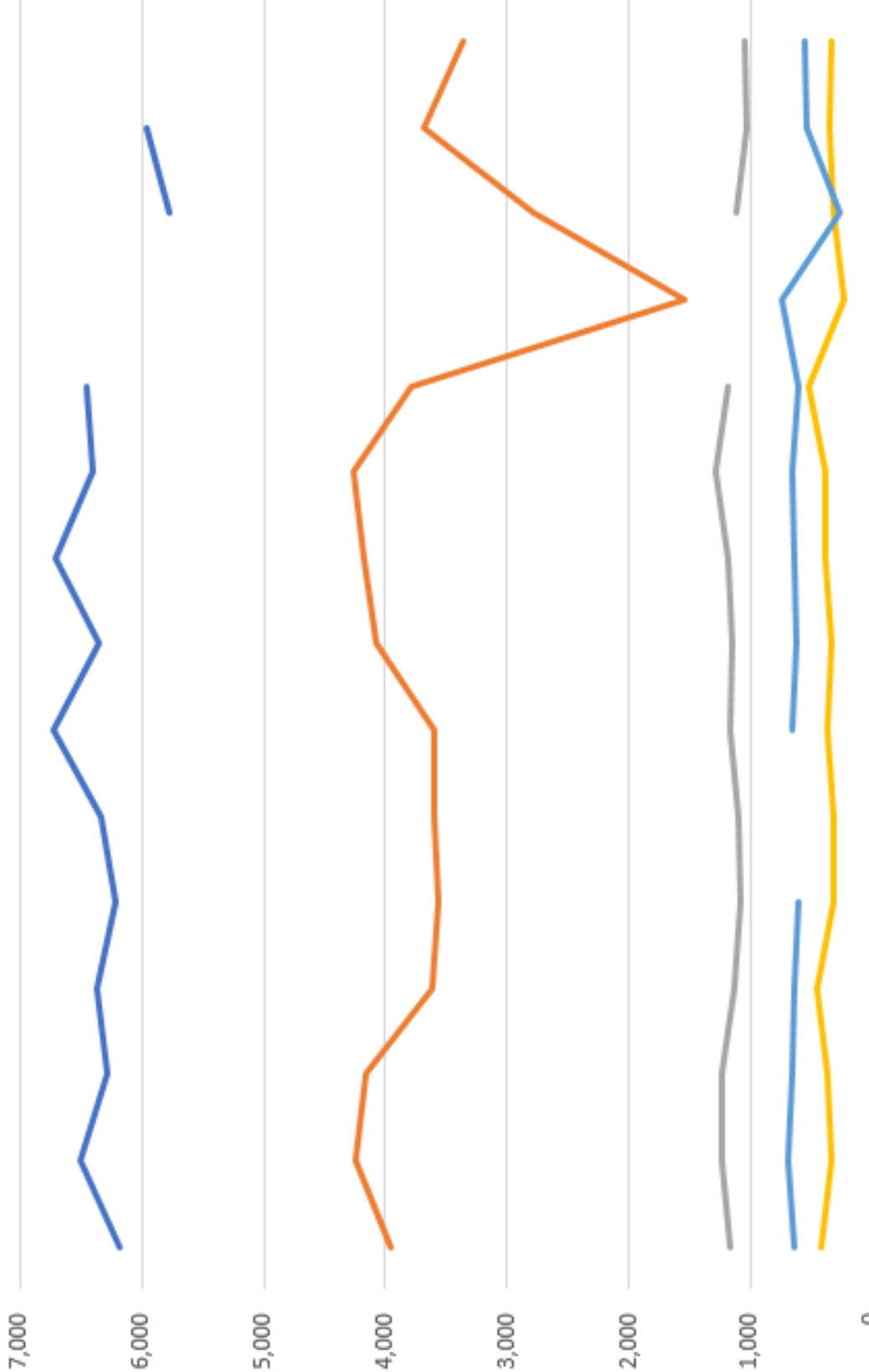
Condition of rights of way in the Malvern Hills AONB

County	Number of paths surveyed	Right of way: Pass (n)	Right of way: fail (n)
Worcestershire	36	30	6
Herefordshire	14	11	3
Gloucestershire	4	1	3
Malvern Hills AONB	54	42	12

# 7. Tranquility

- Less vehicles
- Covid effect
- Home-working

Average Spring Weekly Vehicle Flows per AONB monitoring site





Department  
for Environment  
Food & Rural Affairs

# Protected Landscapes Targets and Outcomes Framework

OFF-SENS

Jan 2024



Environment  
Agency



Forestry Commission



# Targets: Thriving Plants and Wildlife

## Target 1

- Restore or create more than 250,000 hectares of a range of wildlife-rich habitats within Protected Landscapes, outside protected sites by 2042 (from a 2022 baseline)

## Target 2

- Bring 80% of Sites of Scientific Interest (SSSIs) within Protected Landscapes into favourable condition by 2042

## Target 3

- 60% of SSSIs within Protected Landscapes assessed as having 'actions on track' to achieve favourable condition by 31 January 2028

## Target 4

- Continuing favourable management of all existing priority habitat already in favourable condition outside of SSSIs (from a 2022 baseline) and increasing to include all newly restored or created habitat through agri-environment schemes by 2042

## Target 5

- Ensuring at least 65% to 80% of land managers adopt nature friendly farming on at least 10% to 15% of their land by 2030

# Targets: Mitigating & Adapting to Climate Change

## Target 6

- Reduce net greenhouse gas emissions in Protected Landscapes to net zero by 2050 relative to 1990 levels

## Target 7

- Restore approximately 130,000 hectares of peat in Protected Landscapes by 2050

## Target 8

- Increase tree canopy and woodland cover (combined) by 3% of total land area in Protected Landscapes by 2050 (from 2022 baseline)

# Targets: Enhancing Beauty, Heritage & Engagement with the Natural Environment

## Target 9

- Improve and promote accessibility to and engagement with Protected Landscapes for all using metrics based on those in our Access for All programme

## Target 10

- Decrease the number of nationally designated heritage assets at risk in Protected Landscapes.

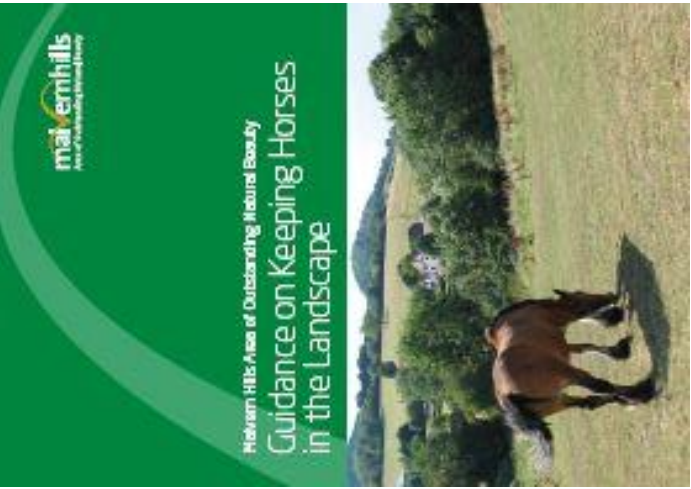
# Nature Recovery Plan



March 2022

Contents

Executive Summary .....	1
Introduction.....	1
The Nature of the AONB.....	3
The State of Nature in the AONB.....	6
Our Strategy for Nature.....	11
Delivery Action Plan.....	23
Monitoring Progress.....	26





# Malvern Hills National Landscape

[Consultations – Malvern Hills National Landscape  
\(\[malvernhills-nl.org.uk\]\(https://malvernhills-nl.org.uk\)\)](https://malvernhills-nl.org.uk)

[pesrich@worcestershire.gov.uk](mailto:pesrich@worcestershire.gov.uk)