

**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF THE PLANNING, ECONOMY & TOURISM  
COMMITTEE HELD ON 8 FEBRUARY 2024**

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

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

**P173. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Harvey.

**P174. DECLARATIONS OF INTEREST**

No declarations of interest were received.

**P175. PUBLIC PARTICIPATION**

No members of the public were present.

**P176. NOLAN PRINCIPLES**

**RESOLVED:**

The Nolan Principles were received and noted.

**P177. TO APPROVE AND SIGN THE MINUTES OF THE PLANNING,  
ECONOMY & TOURISM COMMITTEE MEETING HELD ON 11  
JANUARY 2024.**

**RESOLVED:**

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

**P178. TO REVIEW THE ACTION SHEET**

The following points were discussed on the Action Sheet.

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

Councillor Hughes informed members that the visit is scheduled for 31 March – 7 April 2024. The Clerk informed members that officers will work



with the Mayor and the Twinning Association to organise a meet and greet.

**P126 – RECOMMENDATION: That a recommendation be made to Full Council that officers be instructed to purchase a defibrillator as provided in Option 3 of the report: ViVest X3 defibrillator with carry case, spare electrodes ShockBox Sentry (locked) heated double skinned steel surround cabinet for kiosk. Telephone kiosk and community signage pack cost = £1840. Additional costs – Delivery £25.00, installation by a BT approved electrician.**

The Chair informed members that this recommendation was approved at the reconvened meeting of Full Council on Wednesday, 7 February 2024.

**P138.2 – Minute No. P104.3 – That a further Markets Working Party will be held once the Market Strategy has been considered by Full Council.**

The Clerk informed members that the next Markets Working Party has been scheduled for Wednesday, 14 February at 4:00pm. The next Markets Working Party will be scheduled for 5:30pm.

**P157.1 – That Ledbury Places provide more detailed information on the cost breakdown to produce the Heritage Brochure on their grant application and include details of how many brochures will be produced.**

The Clerk informed members that she is waiting for Ledbury Places to return their grant application form.

**P160.3 – That the Ledbury Hopper Bus Service be included on the next Traffic Management Working Party agenda.**

The Clerk informed members that this was discussed at the Traffic Management Working Party held on Wednesday, 7 February 2024. Councillor Bradford queried whether any quotes had been investigated yet, The Clerk informed members that the Working Party are not at that stage yet. Councillor Bradford advised that he had a cost and that he would forward this to the Clerk.

**P162.2 – That the Clerk contact the Group that are discussing the potential History Festival for Herefordshire to request that Councillor Morris, Councillor Furlonger and the CDO (subject to meetings being held during working hours) be invited to join the Group and that they express a wish for Ledbury to participate in the potential history festival for Herefordshire.**

The Clerk informed members that she had contacted the group, and they are happy for this to happen, but they have not scheduled the next meeting date yet and will inform the Clerk once they have done this.

**P169 – That the Clerk obtain quotes for the replacement road sign for Biddulph Way to be considered at the next Planning, Economy & Tourism Committee meeting.**

The Clerk informed members that an email had been sent to Balfour Beatty Living Places requesting a quote. Councillor Bradford informed the Clerk that he had looked into this and that he had sent her a copy of a quote which provided an example of a possible sign, which residents had advised they would be happy with, noting that the quote was for £162.00.

**RESOLVED:**

- 1. That the Action Sheet was received and noted.**
- 2. That officers will work with the Mayor and the Twinning Association to organise a meet and greet when Stromstad representatives visit Ledbury in April.**

**P179. NOTES OF A MEETING OF THE TOURISM TASK & FINISH GROUP HELD ON 31 JANUARY 2024**

Members noted an error on the minutes under the heading of “PET Meeting 11 January 2024”. The sentence should read as follows:

“1. Minute No. P46 – Commissioning of a Business Plan for the TIC that this item should not be considered as part of the Tourism Strategy via the Tourism Task & Finish Group, and therefore be removed from the Action Sheet”.

Councillor Bradford queried the progress being made in the Tourism Task & Finish Group as he stated that Tourism is something the Town Council has been looking into for years. Councillor Hughes clarified that this Tourism Task & Finish group have a lot of new members and that they have made terrific progress in a short amount of time.

Councillor Bradford suggested that the coach companies should be contacted to find out when they will be visiting Ledbury. He informed members that there is a lack of parking for coaches since Countrywide shutdown. Councillor Hughes agreed that the Tourism Task & Finish Group need to look hard at transport links.

Councillor Hughes informed members that the Task & Finish Group will have a firmer draft of the Tourism Strategy after their next meeting at the end of the month and that it is hoped that this will be presented to the



Planning, Economy & Tourism Committee meeting scheduled for Thursday, 14 March 2024.

Members agreed that recommendation 2 referring to Heidi Chamberlain Jones being contacted did not need to be a recommendation and could be marked as resolved. Councillor Hughes proposed that the other recommendations made in the Tourism Task & Finish Group minutes be accepted, Councillor Furlonger seconded this, and all members were in favour.

**RESOLVED:**

- 1. That the notes of a meeting of the Tourism Task & Finish Group were received and noted subject to the following amendment being made:**

**“1. Minute No. P46 – Commissioning of a Business Plan for the TIC that this item should not be considered as part of the Tourism Strategy via the Tourism Task & Finish Group, and therefore be removed from the Action Sheet”.**

The following recommendations were resolved from the Tourism Task & Finish Group minutes that took place on 31 January 2024.

- 2. The Task & Finish Group does not consider that it is the remit of the Group to produce a Business Plan for a TIC. The Group will continue to develop a tourism strategy for the town as commissioned to do.**
- 3. That it is not the responsibility of this Task & Finish Group to develop a multi-visitor information brochure (A4 folded).**

**P180. OUTCOME OF MEETING TO DISCUSS ACTION PLAN FOR PAINTED ROOM 2024/25 SEASON**

The Clerk informed members that she had met with the Tour Guide Manager that day to discuss an action plan for the Painted Room and gave members a verbal update. The following points were discussed:

- The Painted Room opening hours should work in conjunction with other Tourist attractions in Ledbury such as the Butcher Row Museum, The Heritage Centre etc.
- The aim is to have the Painted Room open 7 days a week during the Tourism season. However, there is currently insufficient staffing for this.
- The Painted Room tour guides job description needs to be reviewed before advertising.



- The Clerk will use the Ledbury Town Council 'pod' on World Book Day to promote the Painted Room and try to gain interest for volunteers.
- The Painted Room is due to reopen on Monday 4<sup>th</sup> March 2024 11:30am – 3:00pm which will then be increased in April.
- When the Tourism Season starts it would be wise to extend the opening hours from 4:00pm to 4:30pm.
- Due to keeping the conditions of the paintings there is a limit of how many people can be in the room at once, this will be looked into as well as the sheet of key points that is given to volunteers.
- The yellow information book will be re typed and updated as there is no electronic version of this due to how old the document is.
- New mugs need to be purchased.
- Ledbury Town Council used to be a member of the Coach Drivers Guide which informed them of when the coaches were due to come to Ledbury, this has now been lost since covid. An alternative option will now be investigated and look into whether this is now online.
- The Painted Room leaflet can be distributed using Glide Media.
- New risk assessments to be written up.
- Succession, the Tour Guide Manager to ensure that all information on the Painted Room is in a position to be passed onto another member of staff in the future.
- The idea of a tour video to be shown in the Painted Room to be investigated more using the ones already created during Covid.

**RESOLVED:**

**That the updates of the meeting to discuss the action plan for the Painted Room 2024/25 season were received and noted.**

**P181. PLANNING CONSULTATIONS**

- i. Proposed removal & infill of swimming pool & pool enclosure. Construction of a conservatory & patio in place of the pool enclosure, and a new rear porch – **The Orchard, South Parade, Ledbury Herefordshire, HR8 2HA.**

**RESOLVED:**

**No objections.**

- ii. Prior approval for proposed change of use from commercial, business and service (use Class E) to 5 dwelling houses (use Class C3) – **Building rear of 15, The Homend, Ledbury, Herefordshire, HR8 1BN.**

**RESOLVED:**

**No objections.**



- iii. Proposal to convert existing garden store outbuilding to home office/study to host dwelling. Development to include creation of new balcony under extended roof. Existing asbestos sheet roof to be raised and replaced with clay plain tiles to match host dwelling roof – **Bradlow Farm, Bradlow and Westhill, Ledbury, Herefordshire, HR8 1JE.**

**RESOLVED:**

**No objections subject to the conditions being adhered to set by the Malvern Hills National Landscape.**

- iv. Extension to existing veterinary clinic – **The Nook, Hereford Road, Ledbury, Herefordshire, HR8 2PR**

**RESOLVED:**

**No objections.**

**P182. TABLED APPLICATIONS**

**RESOLVED:**

**There were no tabled applications.**

**P183. PLANNING DECISIONS**

**RESOLVED:**

**The planning decisions were received and noted.**

**P184. UPDATE OF MAJOR PLANNING APPLICATIONS WORKING PARTY IN RESPECT OF PLANNING APPLICATION NO. 233023**

All members were in favour of sending the comments from the Major Planning Applications Working Party to Herefordshire Council.

**RESOLVED:**

**That the comments from the Major Planning Applications Working Party in respect of planning application no. 233023 be sent to Herefordshire Council.**

**P185. NOTIFICATION OF TRAFFIC REGULATION ORDER SCHEME ON VARIOUS ROADS, LEDBURY, HEREFORDSHIRE**

Councillor Hughes stated that the notification of traffic regulation order scheme on various roads is sensible to make these areas safer. Councillor Howells noted that the Neighbourhood Development Plan had



been reflected in this but the bottom of Little Marcle Road is still quite dangerous.

All members were in favour of supporting the notification of traffic regulation order scheme on various roads however, there were two additional areas which Ledbury Town Council would like to be considered, Little Marcle Road and Orchard Lane. Consideration should be given to putting in place yellow lines on Orchard Lane to stop cars parking there and make it safer.

The Clerk notified members that there had been a copy of the Traffic Regulations document on a previous committee meeting agenda for members. Members asked if this document could be circulated again.

**RESOLVED:**

1. **That Ledbury Town Council support the notification of Traffic Regulation order scheme on various roads in Ledbury but suggest that consideration be given to two additional areas, Little Marcle Road and Orchard Lane.**
2. **That the Clerk recirculate a copy of the Traffic Regulations document previously provided to Members.**

**P186. PROPOSED CHANGES TO WOODLEIGH ROAD – REQUEST FROM MR IAN COLWELL TO DISCUSS**

Mr Ian Colwell was not present at the committee meeting.

The Clerk informed members that the post put on Facebook about the proposed changes to Woodleigh Road had not been verified by Ward Councillors or Herefordshire Council.

**RESOLVED:**

**Once Ledbury Town Council have received an official notification of the proposed changes to Woodleigh Road members will be notified, and the relevant information shared on the Town Council's website.**

**P187. TO APPROVE INVOICES FOR PAYMENT FOR FEBRUARY (INTERIM) IN THE SUM OF £4043.84 PLUS VAT**

**RESOLVED:**

**That the invoices for payment for February (interim) in the sum of £4043.83 plus VAT were approved for payment.**



**P188. SECTION 106**

**RESOLVED:**

**There were no Section 106 updates.**

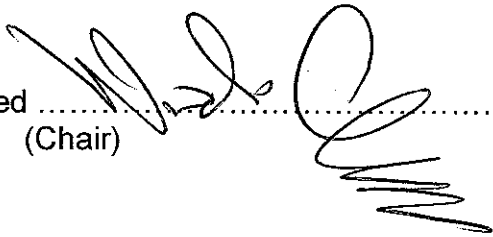
**P189. DATE OF NEXT MEETING**

**RESOLVED:**

**To note that the next meeting of the Planning, Economy & Tourism Committee is scheduled for 14 March 2024.**

The meeting ended at 8:00pm.

Signed .....  
(Chair)



Dated .....

25.03.2024  
