

LEDBURY TOWN COUNCIL

**MINUTES OF A MEETING OF THE PLANNING, ECONOMY & TOURISM
COMMITTEE HELD ON 11 JANUARY 2024**

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

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

P153. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Harvey, Howells and Hughes.

P154. DECLARATIONS OF INTEREST

No declarations of interest were received.

P155. PUBLIC PARTICIPATION

Committee members voted to bring forward the following items on the agenda to allow the members of the public to speak:

Agenda Item 8 – Heritage Brochure for Ledbury
Agenda Item 14 – Correspondence received from Lidl

P156. CORRESPONDENCE RECEIVED FROM LIDL

Rhydian Griffiths and Rob Mitchell were present at the meeting on behalf of Lidl and provided members with a verbal update on the revised Lidl Proposal in respect of the Land south of Leadon Way and Dymock Road.

Mr Griffiths explained that they had taken the comments made in the inspector's report at the appeal, in respect of their previous application no. 201718, that had been refused. He informed members that they have taken on the comments regarding the possible impact that a new Lidl store would have on the town centre and advised that Lidl are now looking into a notably smaller store which will have a lower impact on the town centre.

Mr Griffiths informed Members that they are in the process of putting together a new plan and want to avoid 'overtrading' which is a huge issue in today's local shopping pattern. It was also noted that there would be space for a nursery and a medical centre within this plot and he advised that they had entered discussion with the NHS in respect of the potential for a surgery.



Councillor Furlonger asked what the new square footage of the smaller store would be, and they informed members that it would be 1,949 square feet.

Ewen Sinclair, who was at the meeting as a member of the public, informed members that he was in support of this pre application, and he had not agreed with Ledbury Town Council's decision objecting to the previous application no 202728. He explained that with the new properties being built the town centre is doing notably well and traders are not concerned about competing with Lidl as they sell completely different products.

Councillor McAll asked the Lidl representatives how they would help with the nursery and medical centre. Mr Griffiths informed members that there will be funding that can be applied for, board approvals and pre-let agreements.

Councillor l'Anson noted that with the influx of houses being built, Ledbury would benefit extremely from a new nursery and medical centre.

Rhydian Griffiths, Rob Mitchell and Ewen Sinclair left the meeting at 7:23pm.

Councillor Bradford proposed that the Clerk be instructed to write to Mr Griffiths to advise that Ledbury Town Council would like to continue a dialogue at appropriate times regarding the pre application and beyond in respect of their proposal for the Land South of Leadon Way and Dymock Road, Ledbury.

RESOLVED:

That the Clerk be instructed to write to Mr Griffiths to advise that Ledbury Town Council would like to continue a dialogue at appropriate times regarding the pre application and beyond in respect of their proposal for the Land South of Leadon Way and Dymock Road, Ledbury.

P157.

HERITAGE BROCHURE FOR LEDBURY

Penelope Shaw informed members that the Heritage Open Days brochure was a successful overarching document to attract visitors to the town. However, this only included snippets of information on the Heritage buildings, and it would be beneficial to have specific brochures produced for individual attractions such as The Butcher Row Museum and the Heritage Centre, etc. Ms Shaw informed members that this would be a piece of literature that visitors could take home with them.

Councillor McAll noted that having a consistent brand for promoting tourism in the town and brochures would have much more power and effect rather than having lots of different publications.

Councillor Bradford noted that any leaflets promoting tourism in Ledbury should be available all around the country to promote the town and encourage people to visit from all over rather than handing out leaflets to visitors that have already visited Ledbury. Councillor Bradford also commented that with today's modern technology these brochures should be available to view online. Mark Waller confirmed that if they received the grant there would be a PDF version of the brochure available online.

Penelope Shaw noted that there should be one website created to promote tourism in Ledbury through the Tourism Steering Group.

Councillor Furlonger questioned the idea of reinforcing the experience of visiting Ledbury through a brochure rather than creating one to drive people to visit the town.

The Chair noted all comments made and asked Mr Waller and Ms Shaw for their support and contribution in the Tourism Steering Group and to help create a consistent corporate identity. The Chair also confirmed that the grant application would be referred back to the next Finance, Policy and General Purposes Committee for approval, and asked that Ledbury Places provide a breakdown of costs and details on how many brochures the grant would help to produce.

Mark Waller, Penelope Shaw and Ellie Scanlan left the meeting at 7:43pm.

RESOLVED:

1. **That Ledbury Places provide more detailed information on the cost breakdown to produce the Heritage Brochures on their grant application and include details of how many brochures will be produced.**
2. **That on receipt of the additional information the application will be referred back to the March Finance, Policy and General Purposes Committee meeting for consideration.**

P158. NOLAN PRINCIPLES

RESOLVED:

That the Nolan Principles be received and noted.



P159. TO APPROVE AND SIGN AS A CORRECT RECORD, THE MINUTES OF THE MEETING OF THE PLANNING, ECONOMY, & TOURSIM COMMITTEE HELD ON 14 DECEMBER 2023.

RESOLVED:

That subject to spelling errors being corrected the minutes of the Planning, Economy & Tourism Committee held on 14 December 2023 be approved and signed as a correct record.

P160. TO REVIEW THE ACTION SHEET

Members discussed minute no. P138.2 on the action sheet – That a further Markets Working Party will be held once the Market Strategy has been considered by Full Council. Councillor Bradford proposed that the Markets Working Party time be moved to 5:30pm/6:00pm to encourage shop traders to attend after closing hours, all members were in favour.

The Clerk provided an update on minute no. P138.5 on the Action Sheet – That the Clerk contact Clare Stone to ask whether she would be willing to work with LTC to prepare a funding application via BSIP for a hopper type bus service in Ledbury. The Clerk informed members that she had met with Clare Stone earlier that day and Clare had informed her that there are a number of funding options which could be available to help set up this service and Clare confirmed that she is happy to work with Ledbury Town Council to achieve this. The Ledbury Hopper Bus Service be included on the next Traffic Management Working Party agenda.

RESOLVED:

- 1. That the Action Sheet be received and noted.**
- 2. That the Markets Working Party be scheduled to a later time to encourage shop traders to attend.**
- 3. That the Ledbury Hopper Bus Service be included on the next Traffic Management Working Party agenda.**

P161. NOTES OF A MEETING OF THE TOURISM TASK & FINISH GROUP HELD ON 13 DECEMBER 2023

RESOLVED:

That the notes of a meeting of the Tourism Task & Finish Group held on 13 December 2023 be received and noted.

A handwritten signature in black ink, appearing to be 'DM', is located in the bottom right corner of the page.

P162. NOTES OF A MEETING TO DISCUSS POTENTIAL HISTORY FESTIVAL FOR HEREFORDSHIRE

Members noted that it would be beneficial to have council representatives present at these meetings as well as the CDO, subject to the meetings be held during working hours.

RESOLVED:

- 1. That the notes of a meeting to discuss potential history festival for Herefordshire be received and noted.**
- 2. That the Clerk contact the Group 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.**

P163. PLANNING CONSULTATIONS

- i. Planning Application no. 233023

Proposed variation of conditions 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 19, 20, and 25 of planning permission 2122433 (variation of conditions 4, 15, 19, and 24 of 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 – Land South of Leadon Way, Ledbury, Herefordshire.

RESOLVED:

That the Major Planning Applications Working Party be convened to discuss planning application no. 233023.

P164. TABLED APPLICATIONS

RESOLVED:

There were no tabled applications.



P165. PLANNING DECISIONS

RESOLVED:

That the Planning Decisions be received and noted.

P166. PLANNING DECISION CONDITIONS – PLANNING APPLICATION NO. 223921

RESOLVED:

That the further information provided on planning application no. 223921 be received and noted.

P167. SECTION 106 (STANDING ITEM)

The Chair requested that Section 106 updates be provided via a link rather than include extra paperwork in the agenda pack to save paper.

RESOLVED:

That the Section 106 update be received and noted.

P168. UPDATE ON ALDI BUS SERVICE

Councillor Furlonger suggested that the Aldi Bus Service could be taken over by Lidl if there were successful in their new application.

RESOLVED:

That the update on the Aldi Bus Service be received and noted.

P169. REQUEST FROM COUNCILLOR SIMMONS IN RESPECT OF REPLACEMENT ROAD SIGN FOR BIDDULPH WAY

Members instructed the Clerk to obtain quotes for the replacement road sign for Biddulph Way to be considered.

RESOLVED:

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

P170. CORRESPONDENCE RECEIVED FROM LOCAL RESIDENT

Members noted the correspondence received from a local resident regarding the pavements in town and agreed that the email should be forwarded onto the Locality Steward, Herefordshire Council Ward Councillors, and the Traffic Management Working Party.



RESOLVED:

That the correspondence from a local resident regarding the pavements in Ledbury be forwarded onto the Locality Steward, Herefordshire Council Ward Councillors and the Traffic Management Working Party.

P171. NOTIFICATION OF ROAD CLOSURE AT TOP CROSS

The Clerk informed members that Balfour Beatty Living Places have confirmed that Knapp Lane will be closed during the works taking place at Top Cross. However, there will be access for emergency services.

RESOLVED:

That the notification of the road closure at Top Cross be received and noted.

P172. DATE OF NEXT MEETING

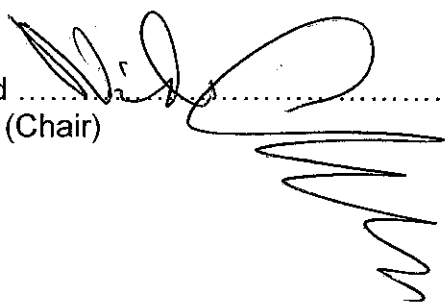
RESOLVED:

To note that the next meeting of the Planning, Economy & Tourism Committee is scheduled for 8 February 2024.

The meeting ended at 8:32pm.

Signed

(Chair)



Dated

09.02.2024



