

LEDBURY TOWN COUNCIL

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

HELD ON 12 OCTOBER 2023

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

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

P97. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Bradford and Furlonger.

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

No declarations of interest were made.

P99. PUBLIC PARTICIPATION

RESOLVED:

No members of the public were present.

P100. NOLAN PRINCIPLES

RESOLVED:

That the Nolan Principles be received and noted.

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

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

RESOLVED:

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



P102. TO REVIEW THE ACTION SHEET

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

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

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

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

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

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

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

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

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

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

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

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



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

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

P47 – RECOMMENDATION: That members recommend to Full Council that the Traffic Management Working Party be authorised to work with Clare Stone to explore the possibility of S106 monies being used for a "Ledbury Hopper" type service.

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

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

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

"Thank you for the email.

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

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

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

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

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

NM

P68 – That officers be authorised to proceed with a meeting with Andrew Lawrence and Celia Kellet to discuss this Street Banners for Ledbury, similar to those in Tewkesbury and that Councillors l'Anson and McAll be invited to the meeting.

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

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

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

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

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

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

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

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

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

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

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

P79.2 – That the business plan for the Painted Room be produced and brought to the Planning, Economy & Tourism Committee by the end of the year.

DM

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

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

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

P81a.1 – That the links be improved with Stromstad in particular to the following and authorise the Clerk and Community Development Officer to open a dialogue with them on ways in which this can be achieved.

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

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

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

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

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

RESOLVED:

- 1. That the Clerk obtain quotes from consultants on the cost to commission a business plan in respect of the future of the Tourist Information Centre to be provided at the Task & Finish Group set on Wednesday, 1 November 2023.**
- 2. That the information received from Ward Councillor Peberdy regarding the Aldi Bus Service be forwarded onto all members.**



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

A/W

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

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

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

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

RESOLVED:

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

P104. UPDATE ON PROGRESS OF MARKETS STRATEGY

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

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

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



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

RESOLVED:

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

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

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

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

The attendance figures were...

Tour 1: 12 people

Tour 2: 32 people".

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

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

RESOLVED:

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



P106. PLANNING CONSULTATIONS

i. Planning Application No. 232792

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

RESOLVED:

No objections.

ii. Planning Application No. 232824

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

RESOLVED:

No objections.

iii. Planning Application No. 232861

Existing 4-bedroom end of terrace townhouse to be extended at ground floor to the rear and converted to a 1-bedroom ground floor apartment with a 2 bedroom duplex on the floors above – 8 Canal Walk, Ledbury, Herefordshire, HR8 2ED

RESOLVED:

No objections.

P107. TABLED APPLICATIONS

RESOLVED:

None received.

P108. PLANNING DECISIONS

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

RESOLVED:

1. That the Planning Decisions be received and noted.

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

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

RESOLVED:

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

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

RESOLVED:

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

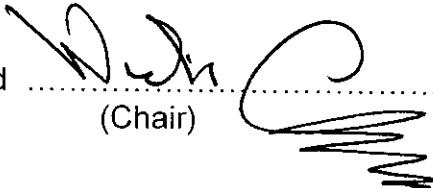
RESOLVED:

P111. DATE OF NEXT MEETING

RESOLVED:

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

The meeting ended at 8:48pm.

Signed  Dated 09-11-2023