



# LEDBURY TOWN COUNCIL



30 April 2025

To: Councillors Chowns, Morris, and Hughes  
Ward Councillors: Harvey, Peberdy, Simmons  
Alison Braithwaite, Penelope Shaw  
Events WP Members: Hannah Bengough-Sutton, Marie Waters, Heather Coppock,  
Amy Howard, Griff Holliday, Hilary Jones, Lizzie Leaf, Lynette Loader, Janet  
Meredith, Nina Shields & Christine Tustin

Dear All,

You are invited to attend a meeting of the **Tourism, Events and Markets Project Board** on **Tuesday, 6 May 2025 at 10:00 am in the Committee Room, Council Offices, Church Lane, Ledbury, HR8 1DL** for the purpose of transacting the business below.

Yours faithfully

Angela Price PSLCC, AICCM  
Town Clerk

## FILMING AND RECORDING OF COUNCIL MEETINGS

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## A G E N D A

### 1. Apologies for Absence

10.00 – 11.00 - Section 1 – TEMAP

### 2. Minutes of the meeting of TEMAP held on 4 March 2025 (Pages 58-61)

### 3. Consideration of Draft Feasibility Study (To Follow ) To give consideration to action plan and final draft of report and make recommendation for approval by Full Council

### 4. To agree delivery destinations of Ledbury Town Map

**5. Next steps**

**11.00 – 12.00 - Section 2 – Events**

- 6. To give consideration to arrangements for this group going forward**
- 7. Review of calendar of events 2025/26 (Page 62)**
- 8. To receive a report on the resources and approvals required for upcoming events (To Follow)**
- 9. Support required from this group to deliver Events in the future**
- 10. Date of next meeting**

**MINUTES OF THE TEMAP MEETING  
HELD ON 4 MARCH 2025**

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**PRESENT:** Councillors Chowns, Hughes, Morris

**ALSO PRESENT:** Angela Price – Town Clerk  
Helen Bowden – Eighteen 73  
Catherine Every – Every Word  
Susie McKechnie- Chair of Ledbury Traders  
Al Braithwaite  
Penelope Shaw

**T1. APOLOGIES FOR ABSENCE**

**RESOLVED:**

**None received**

**T2. BURGAGE HALL MEETING**

Councillor Morris asked about the Burgage Hall meeting. For clarity, AB directed Councillor Morris to page 1, section 2, paragraph 4 – people were invited to the Burgage Hall. HB told the group that there's also going to be a meeting today.

AB confirmed that previously Councillor Huges had identified that the map/guide would not need to go to Full Council, the Clerk has since advised approval will need to be given from Full Council as the only ones who have permission to sign off financial commitments.

Susie McKechnie asked when this is likely to happen. The Clerk said she couldn't confirm that yet, because the outcome of a meeting due to happen on Thursday will impact that. However, it was suggested that an extraordinary meeting can be called if needed.

Councillor Morris asked for introductions of those present.

**T3. DRAFT TOWN GUIDE/MAP**

Al Braithwaite reported that an initial meeting had happened last week, where the first draft was shown. The designers had been given some initial requests for amendments.

Helen Bowden proceeded to explain the concept of the draft map to Councillors Hughes, Morris and Chowns and the Clerk.

Al Braithwaite suggested that the councillors might want to have a longer look at the map, to process what they've seen and then feedback to the Clerk/AB by Friday lunchtime (7 March).

An initial comment from Councillor Hughes is that the font is too small, and that there is not enough contrast between the colors to make it comfortable to read.

Al Braithwaite asked the meeting for their comments on the front cover (Barrett Browning Institute and almshouses). The Clerk asked HB to clarify why this image had been chosen, considering that Ledbury is synonymous with the Market House. HB said it was used because of its portrait profile and that the Market House wouldn't work as well. A suggestion of Church Lane was made. HB told the group that a Church Lane image was already being used within the guide. Councillor Chowns suggested an image of Church Lane, looking up from the bottom towards the church, rather than the current image looking down Church Lane with a young couple centered. The Clerk suggested having people in the photograph detracted from the image. HB said she likes people in photos – they bring in emotion. Councillors requested that the image of Church Lane, looking from the High Street be used on the front cover.

Visual accessibility standards were questioned – HB will check out WCAG (Web Content Accessibility Standards) and place a Church Lane image on front cover. This updated version will be circulated for comment.

#### **T4.**

#### **FEASIBILITY STUDY FEEDBACK FROM CONSULTANTS**

HB reported that all stakeholder engagement had been completed, with the exception of today's meeting at Burgage Hall at 10.30am. Positive feedback has been received and had developed a good dialogue.

HB shared her understanding that a steering group was formed to oversee this project and she will be presenting the findings to Councillors Hughes & Morris, Diane Mansell from BID and James Harvey-Bathurst. To note: the steering group, from the Council's perspective is the TEMAP group (i.e. This meeting group). Findings will be presented to the steering group, to get a feel for that. HB further commented that ultimately the feasibility study is for everyone in Ledbury to make this happen. A new festival might be driven by people in the town with the support of the Council. A meeting date was sought. Before this was agreed, a question was raised.

Councillor Hughes asked when will progress/the pursuits in the objectives as opposed to 'this is what we've done'. HB will send an update on interim findings, showing this is where they're up to - the progress set against the objectives.

AB asked if there was an interim progress report, that the council could have sight of, prior to the next meeting to sign off, before onward progression to the Full Council for approval.

Councillor Morris raised concerns about funds being paid by the end of the month. If the report wasn't met with enthusiasm, what would happen? AB replied that as the work had been completed by the various contractors, they would be paid in line with the orders that had been placed. The consultants will be paid by Herefordshire Council. The Clerk said TEMAP needs to see something before it goes to council.

**RESOLVED:**

An interim progress meeting (in person, where possible) was fixed for **Thursday 13 March at 10.00am.**

At 10:33hrs CE, SM & HB left the meeting.

Further feedback and discussion included:

Councillor Hughes – we need to review the original outcomes and objectives to ensure that the interim (and final report) meet the original commission. .

The Clerk will send the original commission with the report.

**T5. TOWN GUIDE/ MAP DISCUSSION**

The group was asked to make comments on the Town Guide/ Map and that these be forwarded to Al Braithwaite by lunchtime Friday 7 March.

**RESOLVED:**

Al Braithwaite and Penelope Shaw will collate these responses and present to TEMAP at 9:30am Monday 10 March.

**T6. TERMS OF REFERENCE**

Al Braithwaite talked through the terms of reference, for clarity and sought confirmation that these are still valid.

Councillor Morris noted that the CEO is listed and not present The Clerk responded saying that the CEO has been ill previously when meetings had taken place. Councillor Morris proceeded to ask if CEO will be leading on this. The lead will be determined by the Clerk as Head of Paid Services and on how to deploy her staff.

Al Braithwaite said she's not heard of any information about how the Council's corporate plan would/ could be reflected in the final report. The Clerk said that the consultants have been made aware of it.

The Group confirmed the terms of Reference were still valid.

**T7. DATE OF THE NEXT MEETING**

**RESOLVED:**

The date of the next TEMAP Meeting will be on Tuesday 8 April at 10:00am.

The meeting ended at 10:46am

Signed ..... Date .....

DRAFT