



LEDBURY TOWN COUNCIL



27 February 2025

To: Councillors Chowns, Morris, and Hughes
Alison Braithwaite, Penelope Shaw and Susie McKechnie

Dear All,

You are invited to attend a meeting of the **Tourism, Events and Markets Project Board** on **Tuesday, 4 March 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

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A G E N D A

1. **Apologies for Absence**
2. **Minutes of the meeting of TEMAP held on 4 February 2025 (Pages 1-6)**
3. **Consideration of proposed draft Ledbury Town Guide (To be presented at meeting)**
4. **Feedback from Consultants on project progress (Helen Bowden, Eighteen73)**
5. **Review of Terms of Reference (Page 7)**
6. **Date of next meeting**

**NOTES OF A MEETING OF THE TEMAP MEETING TASK AND FINISH GROUP
HELD ON 4 FEBRUARY 2025**

PRESENT: Councillors Chowns (Town Mayor), Hughes and Morris
Non-Councillors - Al Braithwaite and Penelope Shaw

ALSO PRESENT: Angela Price (Town Clerk)
Beth Hughes (Tour Guide Manager)
Helen Bowden (eighteen 73)

1. APOLOGIES FOR ABSENCE

None received.

2. FEEDBACK FROM CONSULTANTS ON PROJECT PROGRESS

Helen Bowden from eighteen73 gave feedback to the meeting about the feasibility study. Helen reported they are well on the way with their research phase and that they had been carrying out in depth one-to-one interviews. The Markets Specialist had visited the market on Saturday to meet traders and also visited Hellens Market.

With regards to the survey, it is ready to go out to as many people as possible to enable feedback to be received. The survey would be sent to the Clerk to then be forwarded. The Clerk asked for clarification as to who the survey should be sent to; it was confirmed it should be sent to market traders, charity groups and civic groups within the HR8 postcode.

Further circulation of the survey included 200 businesses which are being contacted via County BID, and Ledbury Traders had been sent the survey, via Susie McKechnie – 18 traders responded.

Helen will be inviting TEMAP to the focus groups being set up: retail hospitality and tourism, and a separate one for events and marketing. This will be happening week commencing 10 Feb 2025 in the Burgage Hall for a morning workshop.

The Tourist Information Centre provision at the Master's House had been investigated with a view to the use of the Victorian Room. Discussions between Helen and the Head of Culture at Herefordshire Council resulted in there being no movement in the cost of £6,500 annual rent. It was suggested that perhaps a grant could be obtained in order to test having the TIC in the Victorian Room at the Master's House.

Helen commented that Gill Dean runs Leominster TIC and that she would like some advice from Gill.

RESOLVED:

Helen to meet with Gill.

Helen confirmed a further meeting she will be having with Nigel Higgs and Peter McCann on 5 February. The group Ledbury Together has submitted a document to Helen. In turn this has been forwarded to the Clerk and will in turn be forwarded to TEMAP participants.

The Clerk asked Helen if the feasibility study is on scheduled – an affirmative response was received.

Beth asked who would be in charge of overseeing the running of the TIC at the Master's House. Councillor Chowns and the Clerk said that the town council would make that decision.

Helen asked about St Katherine's Hall. LEAF is looking to be based there.

Al suggested fingerpost signing to enable visitors to explore the area, and heritage buildings, for themselves. Helen suggested that Ledbury Town Council should fund the signing. The Clerk reported that HCC has responsibility, but they don't have funds to do it, so they asked Ledbury to take that on.

It was commented that perhaps the hut at the train station could potentially be used for TIC purposes. A brief discussion followed about getting from the station to the town. It was reported that there's a Ledbury circular bus that stops nearby. Helen said that electric buses have been popular, generally.

Councillor Morris joined the meeting at 10.30am.

Councillor Chowns reported that circular buses run between the station and town on Tuesday and Thursday and Saturday only, by First Worcester. Four or five times a day.

Having completed feedback about the feasibility study, Helen left the meeting at 10.32am.

3. UPDATE ON TOWN GUIDE PROCUREMENT AND FEEDBACK FROM COUNCIL MEETING ON QUERIES RAISED

Councillor Chowns asked about the tear off map. He commented that it's common practice for TICs to have a tear-off map to mark up for visitors. The meeting was informed that with this current project, there are separate contracts for copywrite, designers and printers. Al gave information about the project and the contracts that had been let accordingly.

Beth had previously sought funding for her own map and printing and now presented the meeting with an outline map that she had created, different to the one procured.

The clerk understood that the meetings had mentioned that the funding for Beth's map would be used for the procured map.

Beth intended her maps to be used in the Painted Room and TIC. If people around town would like a pad of tear-off maps in town, then Beth could provide these. There will be 100 pads available.

Discussions ensued regarding the tear off map and the town guide/map.

The Clerk asked if Beth would go back to the UKSPF Grants people and ask if they would consider a swap for the foldable map.

It was agreed by Councillors Chowns and Hughes that one map would be more beneficial and that the procured map is the one to go forwards with, in line with the procurement arrangements.

Councillor Morris asked who had been awarded the contracts for the production of map/guide.

Councillor Morris was informed that this had all been documented and signed off through Full Council. Councillor Hughes confirmed this. Councillor Morris asked about having 3 quotes for the process. The Clerk confirmed that this had happened, and that Full Council was offered information on options (names not seen). Council papers and minutes from 12th December 2024 refer.

Councillor Hughes suggested that TEMAP would sign off the map/guide and that it wouldn't need to go to Full Council as suggested by Councillor Morris.

Al reported that by the middle of February, we ought to have a first mock-up. Assuming dramatic changes aren't required, we can still meet the end of March deadline. If an emergency TEMAP is called, then we can sign off sooner.

It was agreed at Councillor Hughes' suggestion that the 4 March TEMAP meeting would be suitable for signing off the project.

Al confirmed that the project will continue to press ahead. The Clerk and Beth will see if there is any flexibility with regards to the grant funding. The Clerk said if it's not possible, then in the report it is stated that shortfalls would be covered by Ledbury Town Council.

The meeting was asked, "for clarity, are we agreed that there will be one map?" Councillors Chowns, Morris and Hughes agreed that yes, there will be only one map, the procured map.

The question of storage of the maps was raised. The Clerk advised the meeting that the council has a contract with Clive Media. Councillor Hughes asked how many boxes and the dimensions of boxes, to cut down on storage. Al asked if we should draw up a list of possible distribution sites. It was agreed that an outline list of sites could be produced from information, held by Ledbury Places, but the Council would have a much more detailed list from their own networks.

RESOLVED:

- a. That there would be a single map/guide, delivered through the procurement process as agreed by the Council in December 2024.**
- b. That TEMAP members approve the draft version of the map/guide prior to printing at their meeting on 4 March 2025, noting that final approval will be required by the Council.**
- c. The project would be complete by end of March 2025 in readiness for the new tourism season.**
- d. The distribution list would be prepared in readiness to share with the Council's distributors.**

4. DISCUSSION ON FUTURE OF EVENTS WORKING PARTY

Al talked about the report that went to council. Key challenges - change of attendance levels, the Events Working Party wasn't well attended and didn't meet the aims that were originally set .

A question was raised about whether it should be reinstated. Councillor Hughes suggested a timeline of where the cessation had come from.

Al provided that update as best known: Events Working Party had been running for some time and chaired by Councillor Morris. There was not a consistent attendance. Funding opportunities/events were often led, rightly, by the CEO with input from appropriate community organisations. CEO took away the actions required, set these out in her reports and these would go to the appropriate council meeting (E&L)/Full Council. When Al was asked to take over the chair, she wanted to see what was contained within the Terms of Reference. This didn't mirror what actually happened at the meetings. It appeared to be a group of people who had an interest in delivering events in the town. The CEO's network would be a more appropriate place for the conversations to be had, whilst being more responsive and not waiting for a working party meeting.

Councillor Hughes found Al's description really helpful. The Clerk reported that Full Council was not happy about the abolition of the group. The Clerk suggested terms of reference need to be revisited. The new framework of meetings set out to define what would need to go to council when.

The view of the Councillor Huges as that Full Council should decide how it wishes to proceed. It was not for TEMAP to decide and not for Council to push back to TEMAP. The item should go to the next Full Council on 20 February.

The view of Councillor Morris that there was a core group of regular attendees: Griff Holliday, Nina Sheild, AI, Lynette Loader, Councillor Morris. In his view, the whole point of the working party was to help CEO and to not allow things to slip. Councillor Morris believes that CEO workload is hindered without the Events Working Party. There were issues about funding and understanding how funding worked to support events. Councillor Morris believes CEO should be supported. If we are to have successful events, then we need a group to put these on. It was noted that it wasn't necessarily the group who put the events on – but the individual organisations, represented or not within the working party and connected to the CEO.

The Clerk suggested that the first meeting should look at terms of reference. Councillor Hughes suggests that an Events Working Party meeting is called. Councillor Morris – 2 biggest events HODs, Celebration Day. Three-way partnership for celebration day going forwards. This being through the networks of the CEO.

AI – TEMAP has 'Events' in the title. Is there a logic in having each bi-monthly meeting about events.

Councillor Hughes stated this group existed as PHH, renamed and continued to meet, following approval by the Council to be the steering of the Tourism, Events and Markets project on behalf of the Council.

It was agreed that Angie would submit a report about the Events Working Party to Full Council on 20 February.

RESOLVED:

- a. **The Clerk present a paper to the Council on 20 February 2025 regarding the future Events Working Party.**
- b. **A meeting of the Events Woking Party would then be convened as necessary.**

5. JOHN MASEFIELD QUOTE FOR THE MAP & GUIDE

Penelope had been asked by the Copywriter to make a decision regarding the use of a John Masefield quote on the town map/guide. The two proposals, both from 'Wonderings':

- i) "Mine, was a little town of ancient grace, A long street widened at a marketplace,"
- ii) "The little town was pleasant to the sight, Fair, with half timbered houses, black and white, Shops, taverns, traffic, market, in the street,"

RESOLVED:

Those present unanimously agreed on the use of quote i).

6. DATE OF NEXT MEETING

Tuesday 4 March 2025 at 10am.

DRAFT

TERMS OF REFERENCE FOR THE TOURISM, EVENTS & MARKETS ACTION PLAN (TEMAP) PROJECT BOARD

Membership

Councillor Hughes

Councillor Morris

Clerk to the Council

Community Engagement Officer

Al Braithwaite, Project Advisor

Penelope Shaw, Project Advisor

Senior Supplier: Appointed Consultant (from Grant Funding via Herefordshire Council) – as and when required to ensure progression of the commissioned works and alignment with the current Tourism framework.

Terms of Reference:

1. This new Project Board will provide a steer on various project-related issues (Tourism, Events & Markets) throughout the lifecycle of the overarching TEMAP project.
2. The Project Board will review the progress of the TEMAP project and recommend whether to continue, change or stop associated/contributing projects.
3. Project Board members have been chosen to represent major stakeholder groups and for their specialist knowledge associated with the TEMAP project.
4. To oversee and monitor delivery of the TEMAP project and associated projects to ensure that timescales are achieved and are in line with the current Tourism framework.
5. The Project Board will provide regular reports to the appropriate committee for approval in line with standing orders and council processes and aligned with the Council's Corporate Plan.

Frequency of Meeting

1. Monthly as a minimum, unless there are urgent issues to resolve.