

Agenda Item
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**Ledbury Town Council
Minutes of the
Town Marketing, Tourism, Charter Market & Market House Working Party
Meeting
held on 30 November 2020 via Zoom**

PRESENT: Councillors N Morris, J Bannister, S Chowns, P Howells & D Knight
Non-Council Members: Christin Tustin, Carol Smith, Griff Holliday, Celia Kellett

ALSO PRESENT: Rachel Jones - Economic Development Officer, Herefordshire Council
Angie Price - Town Clerk
Nicola Young - Deputy Town Clerk

ET1 Election of a Chairman for the newly amalgamated Town Marketing, Tourism, Charter Market and Market House Working Party

Councillor John Bannister was nominated and duly elected with a unanimous vote.

RESOLVED: that Councillor Bannister be elected as the Chair of the Town Marketing Tourism, Charter Market and Market House Working Party for the remainder of the 2020/21 Municipal year.

ET2 Apologies

Apologies for absence were received from Kate & Anthony Stevens, Ledbury Real Ales and Peter Arscott, Ledbury Poetry Festival

ET3 Declarations of Interest (Councillors Only)

None received.

ET4 Terms of Reference

- a. Members were advised that the Town Marketing, Tourism, Charter Market & Market House Terms of Reference needed to be updated to include a new paragraph 3:

“3. Quorum

To enable the Working Party to meet its quorate requirements there **MUST** be three members of the Working Party present, regardless of whether they are

councillors or non-councillor members of the Working Party. However, there **MUST** be at least one Councillor present for the meeting to proceed.”

Agreed further changes are to bullet point 3, Tourism:

- Sub-bullet points 4, 5 and 6
Add in after “Ledbury” “& district businesses and organisations”
- Include parish councils throughout the TORs

RECOMMENDED: that the Terms of Reference be amended to include the additional paragraph no. 3 as above and that these be circulated with the updated notes of this meeting.

It was agreed to bring forward Item 7, presentation from Rachel Jones, Economic Development Officer, Herefordshire Council.

ET5 Herefordshire Sustainable Destination Management Plan 2018-2022

Rachel Jones, Economic Development Officer at Herefordshire Council provided an update on:

- a. Economic development and visitor economy recovery plans, giving information on the following:
 - Marches LEP projects – COVID-19 LEP have offered funds. Herefordshire Council submitted a bid and received £444,000 to promote the county, support the tourism sector in response to the pandemic.
 - Work started immediately and the funds are being spent on:
 - Paying Herefordshire based marketing and PR consultants to do national and local campaigns
 - Updating Visit Herefordshire website
 - Media work – taking the county story outside Herefordshire

[Celia Kellett joined the meeting]

National marketing campaigns has seen articles about Herefordshire, including Ledbury in national papers.

The local campaign includes:

- Refreshing the Visit Herefordshire website
- Apple campaign and two new cycling cider circuits, Ledbury is part of the northern route.
- Continued conversation with press
- ‘Winter Welcome’ webpage, about visiting Herefordshire for gifting, etc.

The Working Party members were advised that they can get involved by joining the Visit Herefordshire Facebook private group – the next campaign

that this site is developing is Spring Blossom Walks. Rachel Jones requested that information on any events be passed onto Herefordshire Council.

b. Herefordshire Sustainable Destination Management Plan 2018-2022.

- Rachel explained that this plan was grown out of the concern by the Food & Drink Partnership that Herefordshire had no tourism plan or funding.
- The Plan answers the following questions:
 - What we are
 - What our offer is
 - Developing people in the sector

It is an opportunity to deliver wider business wishes, things that the Council is unable to do.

Herefordshire Council commissioned Mosaic Partnership to provide a feasibility study on the possibility of a Herefordshire Destination Business Improvement District (BID). Mosaic have concluded that it is feasible. Herefordshire Council have now commissioned Mosaic Partnership to develop the Destination BID, assist over 650 business and develop a business plan for the BID.

- It was agreed that Mosaic Partnership would be approached to speak to the Working Party.
- There was a reminder from the Chairman that it is important to look bottom-up too, whereas the Destination Management Plan was mostly looking top-down.

ET6 After discussion it was agreed that the new name for the Working Party would be shortened to the Economy & Tourism Working Party (ETWP),

ET7 Working Party Contact List

Members were reminded that they should complete the GDPR forms and return them to Ledbury Town Council as soon as possible in order for names, email address and/or telephone number information to be retained by the Council. This is for personal information only, if Working Party members have work-related email addresses and/or phones numbers, they do not need to return the forms.

Councillor Morris requested a copy of the list of names of people who had already completed and returned the form.

ET8 Minutes

RESOLVED:

- a. That the notes of the Town Market & Tourism Working Party held on 21 September 2020 be agreed as an accurate record.
- b. That the notes of the Charter Market & Market House Working Party held on 29 September 2020 be agreed as an accurate record by Councillors, except Councillor Chowns and all others, who abstained as they were not at the meeting.

ET9 Marketing & Tourism Strategy

Members considered a draft Town Marketing and Tourism Strategy which had been prepared by Councillors Howells and Knight, for which Councillor Howells provided an explanation as follows:

- It was a destination management strategy
 - On what the visitor experience could be
 - Taking in Ledbury and districtBased on two-way marketing for the town and working with Herefordshire Council.
- Called "Ledbury Sustainable Destination Management Plan 2020-2025"
- The strategy noted that the conservation area requires a formal appraisal plan.

The Chairman gave some feedback:

- A far more limited strategy is required for Economy & Tourism for Ledbury and district
- It needs to encourage day visitors
- Short-term priorities to be included to enable the Working Party to make recommendations to Committee

Some concerns were expressed about the content of the strategy and Councillors Howells and Knight were asked to review the document taking onboard the comments from the meeting.

RECOMMENDED: That Councillors Howells and Knight revisit the Marketing and Tourism Strategy and provide more short-term and targeted priorities, rather than wide-ranging long-term, with a 2nd draft being submitted to the next meeting of the Working Party.

ET10 Ledbury Chamber of Trade

The following motion was received from Councillor Morris, seconded by Councillor Howells: "That the council begin and then build on business and constituent contacts in order to promote the town and its merits."

The Chair asked for clarification on the proposal and Councillor Howells explained that the motion was requesting that a comprehensive business directory be created for Ledbury, to enable tourism information and brochures to be available. It was agreed that the motion should be reworded as follows:

"That the Council create a business directory in order to promote the town and its merits."

RECOMMENDED: That the Economic Development & Planning Committee request that the Economy & Tourism Working Party coordinate a Ledbury business directory.

ET11 Working Party Action Plan

The following updates, highlighted in yellow, were made to the Action Plan at the meeting:

Action No	Action	Lead Organisation / Individual Involvement
Tourism		
T1	Work with Visit Herefordshire – Herefordshire Destination Management Plan / Visit Herefordshire	https://www.brightspacefoundation.org.uk/our-projects/economy/destination-management-plan-rural-herefordshire
T2	Develop Aims & Objectives for the Visitor Economy	
T3	Develop a draft plan which celebrates all things Ledbury, including events, history, buildings, businesses, arts & culture	
T4	Explore Ledbury brochure for the town: <ul style="list-style-type: none"> • Inclusive of all attractions, inc historic sites, theatre, festivals • Inc info on visitor accommodation or where to look • Travelling to Ledbury • Food & drink 	30.11.20 Discuss at Jan 2021 meeting
T5	Explore Ledbury website – portal site to include links to	30.11.20 make recommendation to ED&P that Economy & Tourism WP look at moving the

	visitor accommodation/B&B site, local attractions, etc	website forward. Develop an app alongside the website or make the website accessible via mobile phones
T6	Tourism brown signs on main roads leading to Ledbury, ie, M50	https://www.gov.uk/guidance/apply-for-brown-tourist-signs-on-roads-the-highways-agency-manage
Town Marketing		
TM1	Develop a Marketing Ledbury Strategy, recommend for adoption to ED&P Committee	Cllr Howells & Knight to revisit and bring forward short-term priorities and make recommendation to Committee
TM2	Deliver actions from the strategy	
TM3	Establish a Ledbury Chamber of Commerce for all businesses	30.11.20 Business directory – recommendation to ED&P Committee
TM4	To coordinate the Town Council newsletter	30.11.20 What is the criteria for the newsletter? Structure and criteria – what content should be included on front and back? Deputy Clerk to write a recommendation paper for the next meeting.
Charter Market		
CM1	Charter Market Aims & Objectives	
CM2	Develop Charter Market policy and criteria	
CM3	Increase diversity of stalls at Charter Market	
CM4	Develop a range of markets throughout the year	30.11.20 Look at running monthly specialist markets throughout summer months – evening or Sundays
Market House		
MH1	To recommend and oversee maintenance to the Market House	30.11.20 Develop economic use of building, for Committee, item not for Working Party – remove
MH2	Budget monitor projects for the Market House	30.11.20 Look at modern day requirements – recommend to LTC that consultants are hired to look at how, working within the parameters of a Grade 1 listed building, that it can become DDA compliant and accessible for all.
MH3	Promotion of Market House, including hire	

Recommendations to Economic Development & Planning Committee:

- that Economy & Tourism WP look at moving the Explore Ledbury website forward. To consider developing an app alongside the website or make the website accessible via mobile phones
- put together a plan looking at running monthly specialist markets throughout summer months – evening or Sundays
- develop a Ledbury business directory

That the Economic Development & Planning Committee agree to the following Recommendations being submitted to Environment & Leisure Committee:

- that economic use of the Market Housing building is a consideration for Committee level and not for Working Party to make recommendations
- that consultants are hired to look at how, working within the parameters of a Grade 1 listed building, LTC can make the Market House become DDA compliant and accessible for all.

ET12 Date of Next Meeting

The next meeting of the Economy & Tourism Working Party is scheduled for Monday, 25 January at 2.00 pm via Zoom noting that the meeting details will be included on the agenda and in the email circulating the papers.

Signed: Date:
Chairman

The meeting ended at 4.20pm

