

Ledbury Town Council

**Minutes of a meeting of the Town Marketing and Tourism Working Party held
on 21 September 2020**

Present: Councillor Knight, Councillor Howells, Councillor Morris,

In Attendance:

Caroline Green - Ledbury Traders Association

Christine Tustin – Ledbury Places

Angela Price - Town Clerk

Olivia Bundy – Minute Taker

Peter Arscott - Ledbury Poetry

T.1 APOLOGIES

Apologies were received from Councillor Bannister and Griff Holiday

T.2 DECLERATIONS OF INTEREST (Councillors Only)

None received

T.3 TO ELECT A CHAIRMAN

Members elected Councillor Morris as the Chairman of the Town Marketing & Tourism Working Party.

T.4 TERMS OF REFERENCE

Councillor Morris noted that the Town Marketing and Tourism Working Party was under the umbrella of Economic Development and Planning standing Committee as opposed to Environment and Leisure. He asked whether this could be amended on the Terms of Reference and if they could be deferred to the next working party.

RESOLVED: That the Terms of Reference be deferred to the next meeting of the Town Marketing and Tourism Working Party, noting that the standing committee be changed to Economic Development & Planning Committee.

T.5 TO DISCUSS PROPOSALS FOR TOWN MARKETING AND TOURISM IN LEDBURY

Councillor Morris referred members to the Town Plan and advised the primary interest was to increase awareness of Ledbury town, facilities it has to offer and the attributes to the public.

Members agreed that they would like to send a recommendation to Economic Development and Planning Committee to update the Explore Ledbury Brochure due to the success it had on Ledbury's tourism over 2 years.

Christine Tustin reminded members that an explore Ledbury website was created to accompany the leaflet and asked whether this could be completed and made

live. Members agreed that a tourism website would be important due to Covid-19 as many visitors are now using the internet to gather information, Caroline Green suggested appointing somebody to manage the website and social media.

The Clerk advised that the Council had discussed the potential to employ a Town Community Officer, and that their job description would include the management and uploading of the website and social media to promote tourism in Ledbury. She advised that she could prepare a Job Description for the next Resources meeting in November.

Councillor Morris recalled that a budget had already been accepted for the explore Ledbury website and felt that it was important to make the website live before the end of the year. Therefore, Councillor Howells proposed that a recommendation is sent to Economic Development and Planning Committee to agree to complete the Explore Ledbury website in line with the budget and quote that had previously been accepted.

Both Councillor Howells and Knight agreed to prepare a marketing plan and consultation process for the next meeting.

Peter Arscott advised that Ledbury Poetry & Ledbury Places have been working together and that they have received a grant from Architectural Heritage Fund for Historic Places for the Barrett Brown Building.

RESOLVED:

- 1. That a RECOMMENDATION be sent to Economic Development and Planning Committee to update the Explore Ledbury Brochure**
- 2. that a RECOMMENDATION is sent to Economic Development and Planning Committee to agree to complete the Explore Ledbury website in line with the budget and quote that had previously been accepted.**

The next Town Marketing and Tourism Working Party will be held on Monday 2 November at 2:00pm

Chairman Date

Ledbury Town Council

Minutes of a meeting of the Charter Market and Market House Working Party held on 29 September 2020 via zoom

Present: Councillor Knight, Councillor Howells, Councillor Morris
(Chair)

In Attendance:

Caroline Green – Ledbury Traders Association
Angela Price – Town Clerk
Olivia Bundy – Minute Taker
Peter Boff – Market Trader Director

C.1 APOLOGIES

Apologies were received from Councillor Bannister

C.2 DECLARATIONS

No declarations received.

C.3 TERMS OF REFERENCE

It was agreed that members email their suggestions for the terms of reference to the Town Clerk to make comment at the next Charter Market and Market House meeting on 2nd November 2020.

C.4 TO CONSIDER DEVELOPMENT OF THE CHARTER MARKET

The Clerk welcomed Steve Boffy to the committee.

Steve introduced himself to the meeting and advised that he is the director of Boffy, a freelance arts development company that manage Artisan Charter Markets all over the Midlands. His aim was to promote local traders and subsequently he has over 400 market traders with a waiting list. He felt that Ledbury's economy would grow and benefit from a High-quality market which would encourage new audiences to visit and shop in Ledbury. The criteria for Market Traders would include local handmade goods which are high quality and original.

The Town Clerk advised that the administrators in the office had been in contact with existing Market Traders to ask whether they would like to come back to the Ledbury market. However, due to Covid-19 many are postponing. She reminded members that some Traders have been supporting Ledbury for years and that it was important to keep them in mind when looking to bring an artisan market to Ledbury.

Steve proposed that members contact him when they are ready to provide special markets and that he would be happy to advice what he could bring to Ledbury in the future and left the meeting.

There was a lengthy discussion on whether the market could be extended near St Katherines carpark. The Clerk advised that Ledbury Council do not own the land and would have to seek permission beforehand.

It was noted that some traders had been parking behind their stalls in order to restock fresh produce regularly which have caused issues with traffic wardens. Councillor Howells suggested that the Town Clerk circulate a copy of the terms of conditions for the hire of a pitch at the Market for members to discuss at the next meeting.

Caroline Green had contacted the Market Manager at Ludlow and advised that he would be more than happy to attend the next meeting.

The Town Clerk had recently been approached by a Trader who had asked whether it would be possible to hire a pitch for a burger van. Members felt that it would be inappropriate due to the local organic shop and café opposite the pitch.

RESOLVED:

- 1. That the Town Clerk circulate a copy of the terms and conditions for the ledbury Charter Market and the list of existing Market Traders.**
- 2. That Caroline Green pass on the Town Clerks details to the Charter Market Manager at Ludlow.**

C.5 POSSIBLE RENOVATIONS TO THE MARKET HOUSE

RESOLVED: Members agreed to defer the above agenda item to the next meeting of the Charter Market and Market House Working Party on 2 November 2020.

C.6 DATE OF NEXT MEETING

That the next meeting of the Charter Market and Market House working Party be held on 2 November 2020 by virtual means.