

## Ledbury Town Plan Working Group

Tuesday 18<sup>th</sup> September 2018

7.30pm at Ledbury Town Council Offices, Church Lane

### Report of Meeting

Attendees: Councillors Shields, Francis, Morris, Knight and Howells, Griff Holliday, Sally Holliday, Patricia Wilkin, Christine Tustin, Tim Rae Clarke and Rachel Lambert (Joined Up Heritage for item 3b).

1. Apologies: Councillor Whattler
2. The report of the last meeting on 14<sup>th</sup> August was agreed.
3. Review of progress in respect of issues discussed/recommended at the meeting on 28<sup>th</sup> November 2016
  - a) Progress with operational review and action plan – and impact on progressing Town Centre initiatives.  
**Status:** Cllr Shields will report progress when appropriate.  
**Review at next meeting**
  - b) Providing for town, business and trade development – review initiatives and provision to support development activity, town promotion and market development.

**Status:** *The Group submitted its request for a Working Party to consider priorities for town centre economic development to Economic Development and Planning Committee (EDP)'s meeting on 6<sup>th</sup> September – no response has been received to date.*

*Joined Up Heritage* – Rachel Lambert told the meeting about JUH's project to provide heritage information at sites in the town. The intention is to put forward a bid in Spring 2019 for funding for this project – match funding is also being sought from local organisations. Rachel Lambert will contact the Town Council with a request for a contribution to this project.

JUH is also working on a project with the BBI Youth Project to record Ledbury from above.

Rachel confirmed that print format for the heritage map is available from JUH for free general use in Ledbury. She will ensure this and the print format for the Visitors Guide (produced with the Traders Association) will be left by JUH for future use when the JUH Project ends. Christine T will liaise with Rachel on this.

It was agreed to invite Rachel to a meeting of the TPWG in the new year for an update on progress. **Action: Griff Holliday**

Rachel also offered to provide thoughts on a Town Manager. It was agreed that a special meeting would be a good place for this involving a town promotion working party with invitations to all councillors.

*Shops Brochure* Councillor Knight told the meeting of the initiative that she with others were taking forward to produce a brochure featuring shops and shopping in Ledbury plus local visitor attractions. The intention is to distribute at service areas on the national road network and more locally. The same team are also exploring a Ledbury trader focused website and a 360 degree app. **Action: Councillor Knight** to keep TPWG aware of progress

*Visitor Website:* Need noted in meeting to address the lack of a maintained website (or part of a website) for visitors and potential visitors to Ledbury. Agreed to discuss further at next meeting.

*Town Promotion/Development Working Party* – The Group awaits confirmation of its previous request to move this working party forward.  
**Review at next meeting**

- c) Setting up a patient group to consider health issues throughout the town.  
**Status:** *A first meeting of the group was held on 21<sup>st</sup> August with representatives of both Ledbury Patient Participatory Groups (PPGs) and Healthwatch, and Councillor Shields and other local councillors.*

Patricia Wilkin reported that the meeting on Tuesday 21<sup>st</sup> August was a success with open discussion on issues. The meeting reviewed current services in Ledbury, identified issues in respect of town expansion, and discussed how to widen representation in the group. A report on the meeting will be circulated. Patricia is seeking to develop a link to the local CCG (Clinical Commissioning Group). Their next meeting is on Tuesday 23<sup>rd</sup> October.

**Review at next meeting.**

- d) Coordination of sports groups to optimise use of sports facilities.  
**Status:** *Ledbury and District Sports Federation has now been re-established with new officers to take matters forward as required.*

Griff Holliday contacted Ian Beer, President of the Federation following concerns arising about a shortfall in playing pitches for junior football. Mr Beer has said in reply that support from Ledbury Town Council would be welcome for the Federation's work in progressing better facilities.

**Action: Councillor Shields** to arrange contact with Mr Beer

- e) Youth Council

Sally Holliday reported

- Recruitment of new members will be undertaken, as current members leave as exams approach
- An information session on the role of the Town Council is being progressed
- At the start of the new school year, the Youth Council is considering a number of possible initiatives including participation in Town Council considerations re facilities at the Recreation Ground and Green Spaces, a review of perceptions of young person's safety, and activities to improve the environment around the town and to take part in town events. Contacts were suggested to help progress possible activities.
- Several members are attending the Community Celebration.

**Review** at next meeting

f) Traffic Management

**Status:** *The report on Ledbury's Public Realm (including traffic management) produced by Balfour Beatty for Herefordshire Council due for publication at the end of March 2017 now available -*

Griff Holliday confirmed that the comments on the Public Realm report from the TPWG had been returned to Mark Hadley at Balfour Beatty LP.

A meeting is planned for councillors to discuss the report with Mark Hadley and team in October.

The meeting noted that there were several early studies recommended in the report which would provide benefit – there was a need not to hold these up unnecessarily.

**Review** at next meeting

g) Visitor Brochure arrangements and budget

Budgetary provision for the update/reprint/distribution of the Destination brochure for tourist year 2019 is needed. Councillor Morris has provided estimates for this work to be taken forward with EDP's budget making.

h) Communications with residents and businesses

The following were noted:

- Because of the scale of the website update work, the invitation to tender has been sent out to a wider audience.
- The Town Council's Facebook page is being followed
- A news piece is being prepared for the Ledbury Focus.

**Review** at next meeting.

4. Projects from the Town Plan for consideration in the 2019/20 budget round.

Time did not allow discussion of this item at this meeting. Attendees were provided with copies of the Town Plan objectives and asked to review these to identify several objectives/projects/actions that could practically be taken forward for the Town's benefit. Griff Holliday will collate and circulate those received.

**Action: ALL to provide ideas to Griff Holliday by 30<sup>th</sup> September**

5. Any other business – none
6. Date of next meeting - Tuesday 13<sup>th</sup> November 2018 at Town Council Office at 7.00pm.

Griff Holliday  
For Ledbury Town Plan Working Group

20<sup>th</sup> September 2018