

Notes of Town Plan meeting, Monday 28 November 2016

Present: Cllrs Keith Francis (chair), Martin Eagar and Nick Morris

Members of the former Town Plan Working Party: Patricia Wilkin, Sally Holliday, Griff Holliday, Nina Shields and Christine Tustin (notes)

Apologies: received from Bob Barnes.

The agenda for the meeting was titled Task & Finish Group and although Cllrs Francis, Morris and Barnes had been charged with considering the steps necessary to take the Town Plan forward, it was noted that proposals identified at the meeting of 12 September still required action by the town council. It was therefore decided that in view of the timescale for 2017/18 budget decisions, this meeting should look at the financial implications of the proposals listed in *The Way Forward* in the Town Plan. It was proposed that these activities be aligned with existing council committees until the outcome of the pending review.

- **Ensuring housing needs are met:** no implications for Town Council budget

Increasing opportunities for local employment and businesses: there was discussion around the need for active promotion of Ledbury as a place of employment. It was felt that professional advice should be sought on fulfilling this requirement. In particular the need to set up a Chamber of Commerce should be explored, as should the possibility of employing a town centre manager either on a shared basis with other market towns or on a part-time basis.

Recommended: that £15,000 should be allocated to take this forward.

- **Supporting efficient health facilities in the town:** no budgetary requirement.
Recommendation: look at setting up one patient group to consider health issues throughout the whole town.
- **Expanding sports facilities for young and old:** no budgetary requirement.
Recommendation: there should be coordination between various groups to optimise the use of sporting facilities.

- **Involving young people in providing further recreational needs:** it was proposed that the Youth Council should be briefed on plans for the Recreation Ground and emphasis should be placed on maintaining and establishing community groups.

Recommended: that £(TBC) be allocated for training for the Youth Council, setting up feedback system between Youth and Town Council, and supporting other approaches.

- **Reviewing traffic management:** money already allocated for SIDs.
- **Encouraging more people to visit Ledbury:** a reprint of the destination brochure will be required by the middle of 2017 (costs shared with partners) as well as reprints of the town map to go forward into 2018. Some costs will be involved in developing the website

Recommended: £4,000 be allocated for print and distribution costs

- **Improving communications with residents and businesses:** a newsletter was considered to be the ideal way of achieving this aim; based on distribution to every household of four copies a year at around £1,000 each, it was proposed that a sum should be allocated to take this PR initiative forward. (There is £700 in the budget for the current year which would enable a pilot project to be got under way in the New Year.)

Recommended: £4,000.

The group agreed to meet again on Monday 27 February 2017.

Notes by Christine Tustin, 29/11/16