



# LEDBURY TOWN COUNCIL

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9 August 2024

**TO: Councillors Bradford, Chowns (ex-officio), Furlonger, Harvey, Howells, Hughes, and Morris (Chair)**

You are hereby summoned to attend a meeting of the **Planning, Economy & Tourism Committee** which will be held in the **Council Offices, Church Lane, Ledbury**, on **Thursday, 15 August 2024 at 7.00 pm** for the purposes of transacting the business set out below.

Yours faithfully

Angela Price  
Clerk

## FILMING AND RECORDING OF COUNCIL MEETINGS

Members of the public are permitted to film or record meetings to which they are permitted access, in a non-disruptive manner. Whilst those attending meetings are deemed to have consented to the filming, recording, or broadcasting of meetings, those exercising the rights to film, record or broadcast must respect the rights of other people attending under the Data Protection Act (GDPR) 2018

## A G E N D A

1. To receive apologies for absence
2. To receive any declarations of interest and written requests for dispensations

*(Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by the Ledbury Town Council Code of Conduct for Members and by the Localism Act 2011)*

*(Note: Members seeking advice on this item are asked to contact the Monitoring Officer at Herefordshire Council at least 72 hours prior to the meeting)*

3. **Public Participation**

Members of the public are permitted to make representations, answer questions, and give evidence in respect of any item of business included in the

agenda. The period of time, which is at the Chairman's discretion, for public participation shall not exceed 15 minutes. Each member of the public is entitled to speak once only in respect of business itemised on the agenda and shall not speak for more than five minutes. Questions/comments shall be directed to the Committee Chairman.

4. **Nolan Principles** (Link)

#### MINUTES

5. **To approve and sign the minutes of the Planning, Economy & Tourism Committee meeting held on 18 July 2024** (Pages 899 - 906)
6. **To review the Action Sheet** (Pages 907 - 910)

#### ECONOMY

7. **Consideration of "Welcome Packs" for new residents to Ledbury**  
(Verbal Update)

#### TOURISM

8. **Artisan Art** (Pages 911 - 912)
9. **Painted Room Visitor Numbers** (Pages 913 - 914)
10. **Annual Attraction Survey** (Pages 915 - 918)

#### PLANNING

##### 11. Planning Consultations

	Application Number	Deadline for comments/ determination	Application details
10.1	<u>241623</u>	Deadline for comments 27.08.2024 Target determination date 23.09.24	Proposed side extension – <b>31 Blenheim Drive, Ledbury, Herefordshire, HR8 2XE</b>
10.2	<u>241728</u>	Deadline for comments 15.08.2024 Target determination date 05.09.2024	Replace existing detached outbuilding with similar scale building for use associated with main dwelling. (Part retrospective) – <b>Bradlow Farm and Westhill, Ledbury, Herefordshire, HR81JE</b>
10.3	<u>241911</u>	Deadline for comments 21.08.2024 Target determination date 23.09.2024	Proposed brick faced, pitched roof single storey extension to the front and side – <b>10 Russet Close, Ledbury, Herefordshire, HR8 2XR</b>

12. **Tabled Applications** (If any)  
(applications received after agenda despatch where deadline dates for comments are earlier than the next committee meeting)
13. **Planning Decisions** (Pages 919 - 922)
14. **Application for review of premises licence – Quality Fish & Chips, 76-77 Bye Street, Ledbury, HR8 2AG** (Pages 923 - 924)

#### GENERAL

15. **Section 106 (Standing item)**

To note that the S106 Portfolio of Works Delivery Update – online Parish Briefings Meetings are scheduled as follows:

Evening Session (1Hour)

- Monday 09 September 2024 18:00 – 19:00

Daytime Session (1Hour)

- Tuesday 10 September 2024 10:00 – 11:00

16. **Market Town Investment Plan Feasibility Studies – Update July 2024**  
(Pages 925 - 926)

#### FINANCE

17. **Invoices for approval for payment** (Pages 927 - 928)
18. **Date of next meeting**

**To note minute no. C309 of the Council meeting held on 1 August 2024:**

*“That Council suspends the committee structure of developed powers; suspend the current pattern of meetings; and to move to fortnightly meetings of Full Council”.*

Distribution: Full agenda to: - Committee Members (6)  
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Press (2)  
Ward Councillors (2)  
Library (1)  
Agenda front pages to all non-committee members (4)

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE PLANNING, ECONOMY & TOURISM  
COMMITTEE HELD ON 18 JULY 2024

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**PRESENT:** Councillors Bradford, Harvey (Chair) & Hughes

**ALSO PRESENT:** Angela Price – Town Clerk  
Sophie Jarvis – Minute Taker  
4 members of the public

**P272. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Furlonger, Howells and Morris.

Members agreed that Councillor Harvey would Chair the meeting due to the Chair and Vice Chair not being present.

**P273. DECLARATIONS OF INTEREST**

No declarations of interest were received.

**P274. PUBLIC PARTICIPATION**

Mrs Simpson spoke regarding agenda item no. 16.ii – Ledbury Traffic Regulation Order Consultation Update for Belle Orchard/Belle Orchard Close and Queens Court. Mrs Simpson informed members that there are many residents in Belle Orchard who are in need of and happy to pay for resident parking.

Councillor Harvey confirmed that she had been in contact with the Traffic Engineer who had stated that there is a majority support for Permit Parking in this area and that the proposal will proceed to move forward.

Ms Simpson left the meeting at 7:14pm.

Mrs l'Anson spoke regarding agenda item no. 8 – Parking Issues at Ledbury Charter Market. Mrs l'Anson informed members that Market Traders are upset by how they were recently treated by the Traffic Enforcement Officer when parking their vehicles at the Charter Market. She expressed her concern that traders will not return to the Market if their vehicles receive parking tickets and asked the Town Council to help where possible.

Councillor Harvey stated that it has always been clear in the Charter Market Regulations that traders should move their cars once they have unloaded otherwise, they will be issued with a ticket from the parking enforcement team at Herefordshire Council. She explained that traders

have been lucky to not receive a ticket in previous years and the Town Council cannot be seen to encourage Trader's to park in spaces against regulations.

Councillor Harvey informed Mrs l'Anson that she would speak to the Traffic Enforcement team at Herefordshire Council regarding the incident in her Ward Councillor capacity.

Mrs l'Anson left the meeting at 7:18pm.

Mr & Mrs Williamson asked members for their support on the two planning applications they had submitted for their home (no. 241624 & no. 241625). Councillor Harvey confirmed that she would make a site visit as the Ward Councillor prior to the Herefordshire Council Planning meeting.

It was agree that Members agreed to move the above item forward to allow Mr & Mrs Williamson to leave the meeting.

The Chair thanked Mr & Mrs Williamson on their comments regarding the planning applications.

Mr & Mrs Wiliamson left the meeting at 7:32pm.

**P275. NOLAN PRINCIPLES**

**RESOLVED:**

**The Nolan Principles were received and noted.**

**P276. TO APPROVE AND SIGN THE MINUTES OF THE PLANNING, ECONOMY AND TOURISM COMMITTEE MEETING HELD ON 20 JUNE 2024.**

**RESOLVED:**

**That the minutes of the Planning, Economy & Tourism Committee meeting held on 20 June 2024 were approved and signed as a correct record.**

**P277. TO REVIEW THE ACTION SHEET**

**RESOLVED:**

- 1. That the Action Sheet be received and noted, subject to the following points:**
  - i. P231(2) – That this be removed from the action sheet.**

- ii. **P232.1 – That it be noted that Councillor Harvey has approached the Chief Executive at Herefordshire Council and is awaiting a response.**

**P278. AGENDA ITEM 1.3 AND 11.4 PLANNING APPLICATIONS 241624 AND 241625**

- i. **Planning Application No. 241624 – Proposed replacement of existing dwelling including new detached garage and change of use of land (0.093ha) from agricultural to residential. The proposed dwelling is a self-build development – Bradlow Farm, Westhill Road, Bradlow, Ledbury, Herefordshire, HR8 1JE**

**Councillor Harvey abstained from the vote due to being Ward Councillor.**

**RESOLVED:**

**No objections.**

- ii. **Planning Application No. 241625 – Proposed variation of condition 2 of planning permission 240171 (proposal to convert existing garden store outbuilding to home office/study to host dwelling. Development to include creation of new balcony under extended roof. Existing asbestos sheet roof to be raised and replaced with clay plain tiles to match host dwelling roof). To allow for replacement of the unsafe existing walls and in adequate bricks which are crumbling on removal – Bradlow Farm, Westhill Road, Bradlow, Ledbury, Herefordshire, HR8 1JE**

**Councillor Harvey abstained from the vote due to being Ward Councillor.**

**RESOLVED:**

**No objections.**

**P279. CONSIDERATION OF “WELCOME PACKS” FOR NEW RESIDENTS TO LEDBURY**

It was noted in the minutes of the previous meeting that the Chair and Vice Chair of the committee would arrange a meeting with the Clerk once she had returned from annual leave to discuss this further.

The Clerk confirmed that this had not happened and due to both the Chair and Vice Chair not being present she confirmed that a meeting would be set to discuss this and report back to the next committee meeting.

**RESOLVED:**

**That the Clerk meet with the Chair and Vice Chair of the committee to discuss the consideration of “Welcome Packs” for new residents to Ledbury.**

**P280. PARKING ISSUES AT LEDBURY CHARTER MARKET**

Members noted that the parking restrictions with the Charter Market should be adhered to and that traders have been lucky to park their vehicles at their stall without receiving a ticket. Members agreed that the Town Council must encourage traders to abide by the rules and regulations. It was noted that all traders had been reminded of the terms and conditions, and informed that if they receive an enforcement notice for having their cars parked at the market, Ledbury Town Council would not be responsible or liable for this.

The Chair requested that the Clerk add this item onto the next Charter Market Working Party agenda to be discussed further.

**RESOLVED:**

**That the Parking Issues at Ledbury Charter Market be an item on the next Charter Market Working Party agenda to be discussed further.**

**P281. PAINTED ROOM NUMBERS**

**RESOLVED:**

**That the Painted Room numbers be received and noted.**

**P282. NEXT PHASE OF FORMING THE LEDBURY TOURISM STRATEGY**

Councillor Hughes informed members of the work he had completed previously towards the Ledbury Tourism Strategy. He stated that the next phase would be to create a ‘toolkit’ and confirm the short, medium and long-term aspirations which will be submitted back via the committee process for approval and adoption.

The Clerk confirmed that she would meet with Councillor Hughes and the Community Engagement Officer to discuss this further and report back to the next committee meeting.

**RESOLVED:**

**That the Clerk and Councillor Hughes arrange a meeting to discuss the next phase of forming the Ledbury Tourism Strategy.**

**P283. PLANNING CONSULTATIONS**

- i. **Planning Application No. 240663** – Proposed drop kerb – **35 Lower Road, Ledbury, Herefordshire, HR8 2DH**

**RESOLVED:**

**No objections.**

- ii. **Planning Application No. 241353** – Continued use of retail unit within Class E along with the ability to sell a wider range of retail goods; comprehensive refurbishment of the existing building and layout comprising: removal of external lobby; new shopfront/entrance feature, new fencing and gates to service yard, reconfigured external display area to create new holding are and additional car and cycle parking along with new sub-station, reconfiguration of parking along the storage frontage; and associated works – **Homebase at Galebreaker House, New Mills Industrial Estate, Ledbury, Herefordshire, HR8 2SR**

**RESOLVED:**

**That a response of no objection be submitted, noting that as this application is for continued use of a retail unit within Class E there are no planning reasons to object. However, a comment should be provided when responding that concerns were raised by Members in relation to the loss of a business such as Homebase and what it offers at a time when there are a number of new housing developments which would benefit from this type of store.**

- iii. **Planning Application No. 241470** – Window replacements – **1-42 Harling Court, New Street, Ledbury, Herefordshire, HR8 2EF**

**RESOLVED:**

**No objections.**

**P284. TABLED APPLICATIONS**

**RESOLVED:**

**That there were no tabled applications.**

**P285. PLANNING DECISIONS**

**RESOLVED**

**That the Planning Decisions be received and noted, noting the decision on the McCarthy Stone development at the Knapp**



**P286. REQUEST FROM GLADMAN DEVELOPMENTS LTD**

Members noted that Ledbury Town Council had not supported the previous proposal from Gladman Developments Ltd.

**RESOLVED:**

**That the request for Ledbury Town Council to meet with Gladman Developments be declined.**

**P287. NEIGHBOURHOOD DEVELOPMENT PLAN WORKING PARTY UPDATE**

The Clerk informed members that the Neighbourhood Development Plan Working Party were due to meet that day but had been postponed due to Councillor Howells not being available

**RESOLVED:**

**That the Neighbourhood Development Plan Working Party be rescheduled.**

**P288. TRAFFIC MANAGEMENT UPDATE**

- i. Response received from Herefordshire Council Traffic Management Officer in respect of SID placements
- ii. Ledbury Traffic Regulation Order Consultation update
- iii. Correspondence received from Southend resident
- iv. Correspondence received from Putley Town Clerk

**RESOLVED:**

- 1. That officers be instructed to proceed with the installation of a SID unit in the south of Parkway at the site of the existing base.**
- 2. That the installation of a SID in the north of Parkway be deferred until such time proposals in relation to speed limit changes are advised due to the potential road layout changes as a result of housing developments.**
- 3. That the information received from ADL Traffic and Highways in respect of Permit Parking proposals at Bell Orchard/Belle Orchard Close and Queens Court be received and noted.**
- 4. Councillor Harvey reiterated her comment earlier in the meeting that she had been in contact with the Traffic Engineer who had stated that there is a majority support for Permit Parking in this area and that the proposal will proceed to move forward.**

- 5. That the letter received from a resident of Southend be referred to the Traffic Management Working Party to be considered a part of the next round of TRO's.**
- 6. That the information received from the Putley Clerk be received and noted.**

**P289. JOHN MASEFIELD MEMORIAL WORKING PARTY UPDATE**

The Chair of the John Masefield Memorial Working Party was not present to give members an update.

Councillor Harvey gave members a verbal update regarding her meeting she had with Jayne Mee.

**RESOLVED:**

**That the John Masefield Memorial Working Party update was received and noted.**

**P290. MARKETS WORKING PARTY UPDATE**

**RESOLVED:**

**No Market Working Party update to be received.**

**P291. SECTION 106 (Standing Item)**

**RESOLVED:**

**No Section 106 updates received.**

**P292. CONSIDERATION OF WORK PRIORITIES OF THIS COMMITTEE FOR THE 2024/25 MUNICIPAL YEAR**

**RESOLVED:**

**That the following projects be endorsed as priorities of the committee subject to the Clerk ensuring that the office resources are available.**

- 1. Charter Market – to deliver on Markets Strategy and create a plan for improvements.**
- 2. Tourism Strategy – reports due back to PET's Committee in due course.**
- 3. John Masefield Memorial Project – completion by June 2028.**

4. Asset Register (Bovis) – further information to be requested with potential need to be resourced and expertise brought in to prepare a management plan for this area.

5. Heritage Buildings – start in 2025

**P293. REQUEST TO HOLD REGULAR LITTER PICKS**

**RESOLVED:**

That the Town Council engage with local litter pick groups that are already in place to encourage and enable regular litter picks.

**P294. REQUEST FROM COUNCILLOR SIMMONS IN RESPECT OF LEDBURY TOWN COUNCIL REQUESTING A PEDESTRIAN CROSSING AT PARKWAY VIA COMMUNITY COMMISSIONING MODEL**

**RESOLVED:**

That Ledbury Town Council support Councillor Simmons in respect of purchasing additional signage to warn of pedestrians crossing at Parkway via Community Commissioning Model.

**P295. INVOICES FOR PAYMENT APPROVAL**

**RESOLVED:**

That the invoices for July 2024 be approved for payment in the sum of £20,126.58 plus VAT.

**P296. DATE OF NEXT MEETING**

**RESOLVED:**

To note that the next meeting of the Planning, Economy & Tourism Committee is scheduled for 15 August 2024.

The meeting ended at 8:38pm.

Signed ..... Dated .....  
(Chair)

Minute No.	Action	To be Actioned by	Date Actioned	Comments	Status
<b>PLANNING, ECONOMY &amp; TOURISM MEETING 11 APRIL 2024</b>					
P216	That the Markets Working Party give consideration to a letter and survey being sent to shop traders in Ledbury encouraging them to support the market and to have a stall on occasions to compliment their shops.	Markets WP	next meeting	Officers to provide draft letter and survey to next meeting of markets working party	In Progress
P222.1	That a date be set to resume the work of the Neighbourhood Development Plan Working Party.	TC/PH	24.04.2024	Email sent to KG at HC to ask for contact details of Sam Banks replacement	Advised that they are still to recruit to NDP officer - email forwarded to Kelly Collins Thomas new Head of Planning and Building Control - awaiting date from Cllr Howells
<b>PLANNING, ECONOMY &amp; TOURISM MEETING 16 MAY 2024</b>					
P232.3	The Clerk be instructed to have discussions with Herefordshire Council to draft some tentative License options for consideration in relation to St Katherines Square	TC	17.05.2024	Draft terms of licence on EO FC agenda for discussion on 08.01.2024	Completed
P235	That the Painted Room Visitor Numbers report be received and noted with thanks and that a request be made for charts of trends for the next meeting to analyse the numbers.	Painted Room TGM		alternative presentation of figures requested - Following discussions with Tour Guide Leader have asked admin support to create bar chart document	In progress

P241	That a meeting date be arranged for the Neighbourhood Development Plan Working Party, all Councillors and members of the public to be invited to attend.	TC & Cllr Howells			Due to Councillor Howells Health Committee needs to consider how to progress this	In progress
P245.1	That Carnival Procession Co-ordinator be approached to ask if she could organise a group of mobility scooters to go around town and create a review on where dropped kerbs should be installed.	TC	07.08.2024		Email sent to secretary of Carnival Committee to ask for assistance in organising	In progress
P245.2	That members instruct the Clerk to investigate disable access at Leodon Walk, with a view to submitting an expression of interest either under the PROW funding scheme, or the Infrastructure Funding Scheme.	DTC	17.05.2024		Passed to DTC to progress whilst Clerk on annual leave	Unfortunately, the DTC did not manage to obtain all the information required ahead of the deadline for this application. - Further option could be to raise this in the Market Town Development plan meeting.
<b>PLANNING, ECONOMY &amp; TOURISM MEETING 18 JULY 2024</b>						
P279	That the Clerk meet with the Chair and the Vice Chair of the committee to discuss the consideration of "Welcome Packs" for new residents to Ledbury.	TC, Cllrs Morris and Furlonger	07.08.2024		Email sent to Cllrs Morris and Furlonger requesting date and time to meet prior to PET's meeting in August	Verbal report back anticipated for meeting in August following meeting with Chair and Vice Chair

P280	That the Parking Issues at Ledbury Charter Market be an item on the next Charter Market Working Party agenda to be discussed further.	TC	21.08.2024	Meeting arranged for 21.08.2024	In Progress
P282	That the Clerk and Councillor Hughes arrange a meeting to discuss the next phase of forming the Ledbury tourism Strategy.	TC & Cllr Hughes	Aug-24	Clerk and Cllr Hughes met and agreed way forward - 07.08.2024 CEO asked to contact members of the T & F Group for purpose of setting up three groups for next stage and also advert to invite other interested individuals to join groups	Waiting for update from CEO
P286	That the request for Ledbury Town Council to meet with Gladman Developments be declined.	TC	07.08.2024	Response sent to Gladman advising that council would decline their offer to meet	Completed
P288.1	That officers be instructed to proceed with the installation of a SID unit in the South of Parkway at the site of the existing base.	TC	07.08.2024	Email sent to TMO at HC advising that will progress with SID in existing location to the south of Parkway	Awaiting on information from HC TMO on next step
P288.2	That the installation of a SID in the North of Parkway be deferred until such time proposals in relation to speed limit changes as a result of housing developments.	TC	DEFERRED		Deferred

P288.5	That the letter received from a resident of Southend be referred to the Traffic Management Working Party to be considered a part of the next round of TRO's.	TC	Late 2024	Letter to be included on next TMWP agenda for consideration	In Progress
P292	That the following projects be endorsed as priorities of the committee subject to the Clerk ensuring that the office resources are available.	Committee/TC	29.08.2024	Information to be presented to EO Resources Committee on 29.08.2024	In Progress
P292.1	Charter Market - to deliver on Markets Strategy and create a plan for improvements.	Committee/TC	21.08.2024	To be considered at next markers WP meeting - 21.08.2024	In Progress
P292.4	Asset Register (Bovis) - further information to be requested with potential need to be resourced and expertise brought in to prepare a management plan for this area. In relation to potential gift of land to LTC	Committee/TC	TBC	Requested more information from ward cllr	In Progress
P292.5	Heritage Buildings -Quinquennial works to be undertaken in 2025	Committee/TC	2025	Deferred	Deferred
P294	That Ledbury Town Council support Councillor Simmons in respect of purchasing additional signage to warn of pedestrians crossing at Parkway via Community Commissioning Model.	TC/Cllr Simmons	TBC	Commissioning tool to be completed	In Progress

Report prepared by Angela Price – Town Clerk

## **NEW EDITION OF ARTISAN ART**

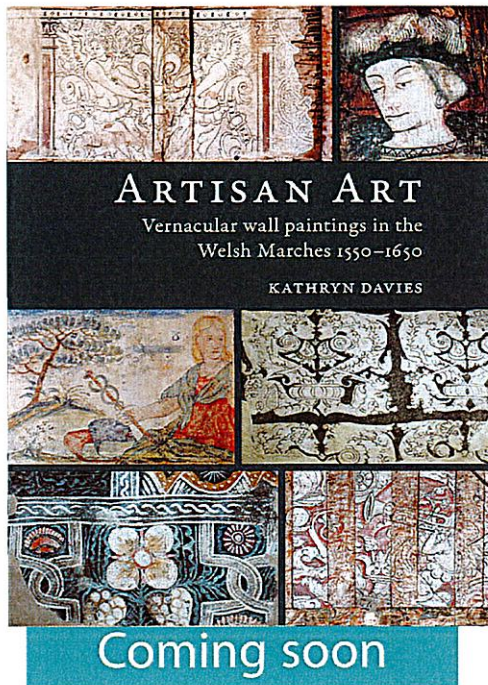
### **Purpose of Report**

The purpose of this report is to ask Members of the Planning, Economy & Tourism to consider whether they would wish to hold stock of the new edition of “Artian Art” in the 15<sup>th</sup> Century Painted Room on a sale or return (SOR) basis.

### **Detailed Information**

A communication has been received from Logaston Press advising that their new publication of “Artisan Art” will be released for sale in August and asking whether Ledbury Town Council would like to take copies on a SOR basis as has been the case in past years. (<https://logastonpress.co.uk/product/artisan-art/>)

The new edition features some of the pictures from the 15<sup>th</sup> Century Painted Room on its front cover as shown below.



The following statements are provided on the Logaston Press website in relation to this new publication

*“This is a fascinating study of the distinctive decoration that once adorned the houses lived in by people from all social levels during the Early Modern period. Although its*



*principal focus is on the Welsh Marches it places the numerous surviving examples of wall paintings in a national context which explores the iconography and individual messages of those who commissioned them as well as the craftsmen who executed them and the techniques that they employed. The book is meticulously researched and beautifully illustrated. It should be read by all who are interested in the social and cultural history of the Tudor and Stuart age. – Professor Malcolm Airs, author of **The Buildings of Britain: Tudor and Jacobean***

*Through her meticulous research and analysis, Kathryn Davies paints a vivid picture of these little-known examples of interior decoration. By drawing together the art, architecture and cultural values of the period, she raises our appreciation of their value and need to conserve these rare fragments of social history. – David McDonald, Chair, Institute of Historic Building Conservation”*

The Tour Guide Leader has advised that they have stocked publications from this company previously, and that it was on the same term of 35% discount as is being offered on this occasion.

The Tour Guide Leader has advised that the previous edition was purchased in batches of 12 and payment for these was made once all 12 had been sold and a further supply ordered. She advised that this publication has always been a popular item for sale in the Painted Room despite its cost.

### **Financial Implications**

The RRP for this publication is £25.00 and Logaston Press have advised that the net cost to Ledbury Town Council, should they wish to purchase a supply of the publication for sale, would be **£16.25** per copy which is a 35% discount on the RRP, which would mean a profit of £8.25 per copy to Ledbury Town Council.

### **Recommendation**

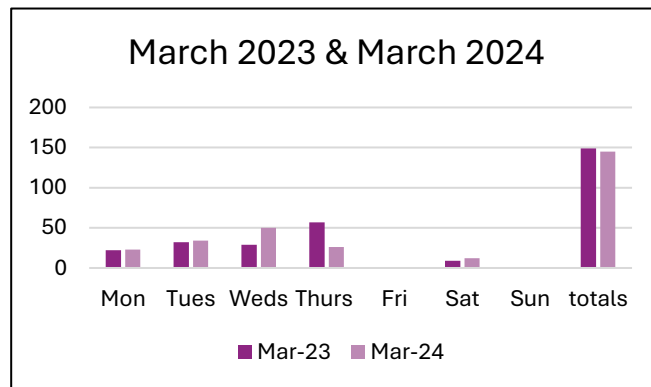
That Members give consideration to the above information and decide whether to purchase a supply of 12 copies of the publication “Artisan Art” on a sale or return basis at a cost of £16.25 per copy for resale at £25.00.

**PAINTED ROOM VISITOR NUMBERS**

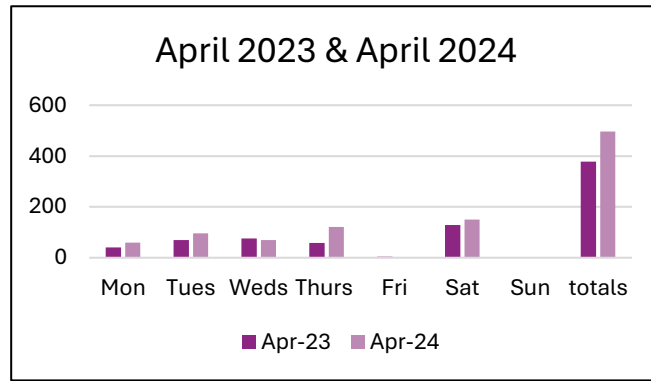
**Two Monthly Total Comparisons 2023 & 2024**

Key:	
Incl. event	
incl. meeting	
Incl. bank holiday	
Incl. school activity days	
Incl. out of hours booking	
Incl. staff training	
incl. clerical work	

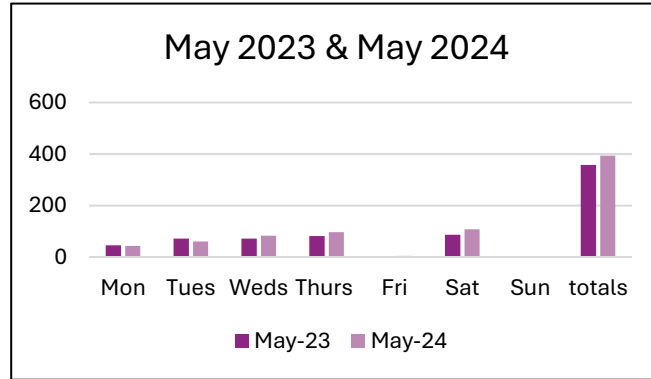
	Mar-23	Mar-24
Mon	22	23
Tues	32	34
Weds	29	50
Thurs	57	26
Fri	0	0
Sat	9	12
Sun	0	0
<b>totals</b>	<b>149</b>	<b>145</b>



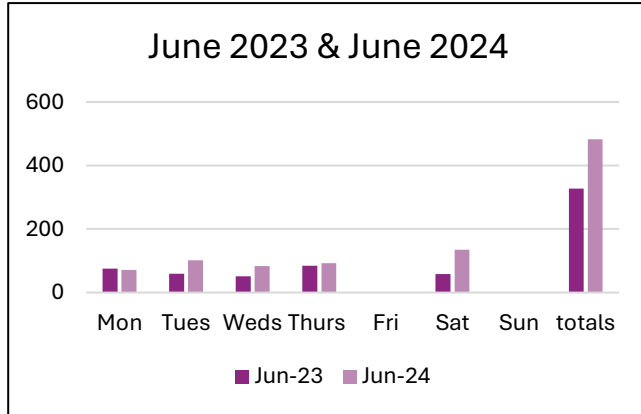
	Apr-23	Apr-24
Mon	41	59
Tues	70	96
Weds	76	69
Thurs	58	121
Fri	4	2
Sat	129	150
Sun		
<b>totals</b>	<b>378</b>	<b>497</b>



	May-23	May-24
Mon	46	43
Tues	72	60
Weds	72	83
Thurs	81	96
Fri		4
Sat	86	107
Sun		
<b>totals</b>	<b>357</b>	<b>393</b>



	Jun-23	Jun-24
Mon	75	71
Tues	59	102
Weds	51	83
Thurs	84	92
Fri		
Sat	58	135
Sun		
<b>totals</b>	<b>327</b>	<b>483</b>

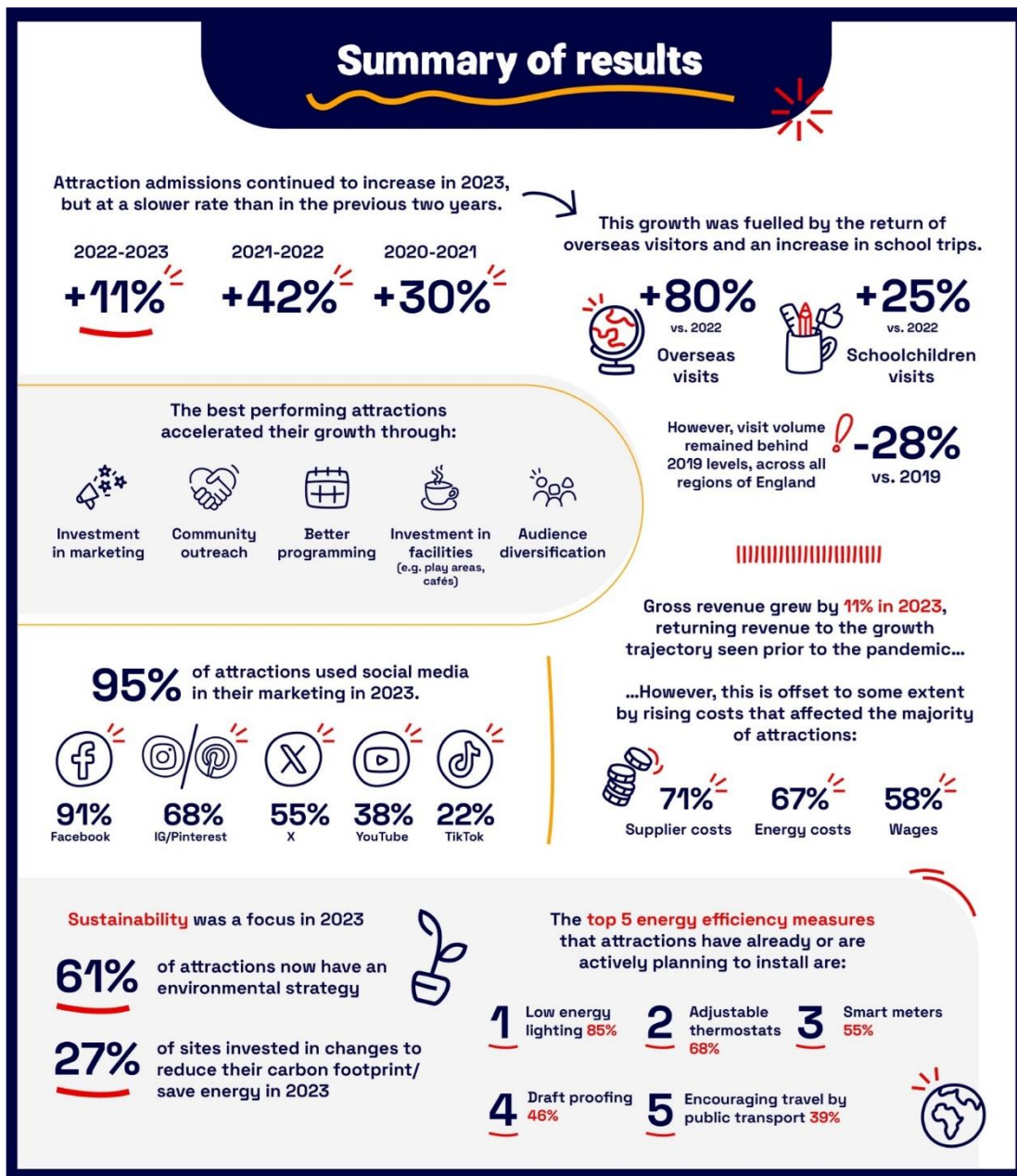




## **ANNUAL ATTRACTION SURVEY BENCHMARKING REPORT**

Many thanks for taking part in our major annual survey and helping to establish trends in the attractions' sector in 2023.

Below we have provided an overview of the survey results, along with your **personalised report** benchmarking the performance of 16th Century Painted Room, Ledbury against similar attractions. The full national report can be downloaded here: <https://www.visitbritain.org/annual-survey-visits-visitor-attractions-latest-results>



## Visitor Volume Benchmarks

Percentage change in visitor numbers (paid and free) in the 2023 calendar year compared with 2022.

	% change in visits
16th Century Painted Room, Ledbury	19%

<b>All attractions</b>	<b>11%</b>
<b>All Other Historic Property</b>	<b>9%</b>
<b>All attractions in the West Midlands</b>	<b>6%</b>
<b>All Free</b>	<b>14%</b>

**Admission Charge Benchmarks**

Percentage change in standard adult admission charges (per person) in the 2023 calendar year compared with 2022 for all attractions that charge for entry.

	% change in charges
<b>16th Century Painted Room, Ledbury</b>	<b>Not applicable</b>
<b>All charging attractions</b>	<b>8%</b>
<b>All charging Other Historic Property</b>	<b>9%</b>
<b>All charging attractions in the West Midlands</b>	<b>9%</b>

NOTE: ‘\*’ signifies where data has changed by less than 1%

**Most Visited Sites in the Region**



**MOST VISITED ATTRACTIONS: WEST MIDLANDS**

Top FREE attractions	2023 Visitors	% Change 22-23	Top PAID attractions	2023 Visitors	% Change 22-23	Price for Adult Entry
Midlands Arts Centre (MAC)	853355	6%	Attingham Park	591794	10%	£15 or Over
Draycote Water Country Park	502959	0%	Black Country Living Museum	339021	2%	£15 or Over
Royal Air Force Museum Midlands	415398	9%	Dudley Zoo & Castle	302386	1%	£15 or Over
National Memorial Arboretum	280407	-6%	Cannock Chase Forest	299796	-15%	Not available
Ikon Gallery	231911	-15%	Wyre Forest Visitor Centre	288399	-3%	Not available
Queenswood Country Park & Arboretum	202653	5%	Shakespeare's Birthplace	271346	194%	£15 or Over
The Potteries Museum & Art Gallery	132628	-1%	Shugborough Estate	270610	6%	£10.00-£14.99
Hereford Cathedral	110185	12%	Croome Park (National Trust)	252156	4%	Not available
Coventry Cathedral - St Michael's	103075	4%	Chartecote Park	238869	16%	£10.00-£14.99
Worcester City Art Gallery & Museum	71733	16%	Hanbury Hall	218243	10%	£10.00-£14.99
Rugby Art Gallery and Museum	69756	39%	Thinktank	211012	5%	£15 or Over
St Laurence's Church	62500	-4%	Stratford-upon-Avon Butterfly Farm	208416	5%	£7.50-£9.99
Iron Bridge Toll House	43366	22%	Baddesley Clinton	204873	0%	£10.00-£14.99
Great Malvern Priory	40000	0%	Packwood House	188787	-3%	£10.00-£14.99
Collegiate Church of St Mary	33500	0%	Blists Hill Victorian Town	165604	25%	£15 or Over
Great Witley Parish Church	31069	11%	Haughmond Hill	138193	-26%	Not available
Stafford Castle and Visitor Centre	24517	10%	Biddulph Grange Gardens	137800	7%	£10.00-£14.99
Tudor House Museum Worcester	20471	8%	Wightwick Manor (National Trust)	121405	6%	Not available
Ancient High House	16399	9%	Croft Castle	119477	13%	£10.00-£14.99
Ledbury Heritage Centre	14176	6%	Kenilworth Castle & Elizabethan Garden	118264	-1%	£15 or Over

This e-mail has been sent to [tourguides@ledburytowncouncil.gov.uk](mailto:tourguides@ledburytowncouncil.gov.uk), [click here to unsubscribe.](#)

12-20 Baron Street, London, N1 9LL

Planning Decisions Log

Planning App	Details	Case Officer	LTC's Recommendation	HFDS Decision
<b>LTC MEETING 9 February 2023</b>				
<a href="#">230103</a>	Proposed variation of condition 2 of planning application 2000066 (Demolition of retail building (A1) and erection of production building (B2)) – additional HGV yard, 1 loading bay to be added 3 loading bays to be removed and parking spaces to be consolidated to the south of the extension - <b>Countrywide Stores Dymock Road Ledbury Herefordshire HR8 2JQ</b>	OJ	No objection	<b>No decision</b>
<b>LTC MEETING 10 AUGUST 2023</b>				
<a href="#">231873</a>	Conversion of and extensions to existing buildings to create a dwelling, and associated works - <b>Land to rear of 1 Bridge Street Ledbury Herefordshire. LISTED BUILDING CONSENT.</b>	GW	That Ledbury Town Council did not feel able to provide a response to this application, particularly in relation to how the works would be carried out in a sensitive manner is respect of wildlife. Therefore, they would request more information on this planning application before submitting any comments. Further information provided to PO's by applicant. Ledbury Town Council satisfied	<b>Approved with conditions</b>



			with additional information and submitted no objections.	
<b>LTC MEETING 14 DECEMBER 2023</b>				
<a href="#">233359</a>	Proposed extension (Retrospective) – <b>The Willows, The Homend, Ledbury, HR8 1AP</b>	<b>JD</b>	No objection	<b>No decision</b>
<a href="#">233360</a>	Proposed extension (Retrospective) – <b>The Willows, The Homend, Ledbury, HR8 1AP – LISTED BUILDING CONSENT</b>	<b>JD</b>	No objection	<b>No decision</b>
<b>LTC MEETING 14 MARCH 2024</b>				
<a href="#">240558</a>	Addition of internal insulation to first floor external walls - <b>Bishopsgate Cottage, 15 Cottage, 15 Bridge Street, Ledbury, Herefordshire, HR8 2AJ. LISTED BUILDING</b>	<b>EA</b>	No objection	<b>No decision</b>
<b>LTC MEETING 16 MAY 2024</b>				
<a href="#">240894</a>	Proposed replacement detached dwelling and extension to residential curtilage, following demolition of existing dwelling and detached dwelling – <b>Land at Bella Vista, Parkway, Ledbury, Herefordshire, HR8 2LG.</b>	<b>GF</b>	That Ledbury Town Council withhold any comments on planning application no. 240894 until a response to the Senior Landscape Officers report is received by Herefordshire Council.	<b>No decision</b>
<a href="#">241039</a>	Proposed Variation of condition 2 of planning permission 203223 (Proposed detached dwelling) – amendments to design – <b>Old Kennels Farm, Bromyard Road, Ledbury, Herefordshire, HR8 1LG.</b>	<b>AM</b>	That Ledbury Town Council withhold any comments on planning application no. 241039 until a response to the Senior Landscape Officers report has been received by Herefordshire Council.	<b>No decision</b>

**LTC MEETING 20 JUNE 2024**

<a href="#">231872</a>	Planning re-consultation – Conversion of and extensions to existing buildings to create a dwelling, and associated works (previous comment from LTC – no objection) – <b>Land to rear of 1 Bridge Street, Ledbury, Herefordshire</b>	<b>CS</b>	No objection	<b>Approved with conditions</b>
<a href="#">231873</a>	Planning re-consultation – Conversion of and extensions to existing buildings to create a dwelling, and associated works (Previous comment from LTC – No objection) – <b>Land to rear of 1 Bridge Street, Ledbury, Herefordshire – LISTED BUILDING CONSENT</b>	<b>CS</b>	No objection	<b>Approved with conditions</b>
<a href="#">240246</a>	Change of use of unused room in my residence for my nail business – <b>4 Masefield Close, Ledbury, Herefordshire, HR8 2AD</b>	<b>AM</b>	No objection	<b>No decision</b>
<a href="#">241093</a>	Proposed demolition of single storey element and construction of a two storey an single storey side extension – <b>14 Long Acres, Ledbury, Herefordshire, HR8 2AU</b>	<b>AM</b>	No objection	<b>Approved with conditions</b>
<a href="#">241295</a>	Two storey side extension to existing house – <b>37 Keats Meadow, Ledbury, Herefordshire, HR8 2GW</b>	<b>AM</b>	No objection	<b>Approved with conditions</b>
<a href="#">241377</a>	Proposed pitched roof (Retrospective), single storey extension and garden shed. Works include demolition of a lean-to and two existing sheds – <b>1 Queens Way, Ledbury, Herefordshire, HR8 2AY</b>	<b>AM</b>	No objection	<b>Approved with conditions</b>
<a href="#">241401</a>	Proposed internal re-configuration to form 1 x 2 bed dwelling from 2 x single bedsits – <b>First &amp; Second Floor, 70 The Homend, Ledbury, Herefordshire, HR8 1BX – LISTED BUILDING CONSENT</b>	<b>AM</b>	No objection	<b>No decision</b>
<b>LTC MEETING 18 JULY 2024</b>				
<a href="#">240663</a>	Proposed drop kerb – <b>35 Lower Road, Ledbury, Herefordshire, HR8 2DH</b>	<b>Awaiting allocation</b>	No objection	<b>No decision</b>
<a href="#">241353</a>	Continued use of retail unit within Class E along with the ability to sell a wider range of retail goods; comprehensive refurbishment of the existing building and layout comprising: removal of external lobby; new shopfront/entrance feature, new fencing and gates to service yard, reconfigured external display area to create new holding are and additional car and cycle parking along with new sub-station, reconfiguration of parking along the storage frontage; and associated	<b>Awaiting allocation</b>	That a response of no objection be submitted, noting that as this application is for continued use of a retail unit within Class E there are no planning reasons	<b>No decision</b>

	<b>works – Homebase at Galebreaker House, New Mills Industrial Estate, Ledbury, Herefordshire, HR8 2SR</b>		to object. However, a comment should be provided when responding that concerns were raised by Members in relation to the loss of a business such as Homebase and what it offers at a time when there are a number of new housing developments which would benefit from this type of store.	
<a href="#">241470</a>	<b>Window replacements – 1-42 Harling Court, New Street, Ledbury, Herefordshire, HR8 2EF</b>	<b>GF</b>	No objection	<b>No decision</b>
<a href="#">241624</a>	<b>Proposed replacement of existing dwelling including new detached garage and change of use of land (0.093ha) from agricultural to residential. The proposed dwelling is a self-build development – Bradlow Farm, Westhill Road, Bradlow, Ledbury, Herefordshire, HR8 1JE</b>	<b>Awaiting allocation</b>	No objection	<b>No decision</b>
<a href="#">241625</a>	<b>Proposed variation of condition 2 of planning permission 240171 (proposal to convert existing garden store outbuilding to home office/study to host dwelling. Development to include creation of new balcony under extended roof. Existing asbestos sheet roof to be raised and replaced with clay plain tiles to match host dwelling roof). To allow for replacement of the unsafe existing walls and in adequate bricks which are crumbling on removal – Bradlow Farm, Westhill Road, Bradlow, Ledbury, Herefordshire, HR8 1JE</b>	<b>Awaiting allocation</b>	No objection	<b>No decision</b>



Directorate/Division: Economy and Environment  
Team: Environmental Health & Trading Standards  
Please ask for: Licensing  
Direct line: 01432 261761  
Email: [licensing@herefordshire.gov.uk](mailto:licensing@herefordshire.gov.uk)  
Date: 26 July 2024

TalkCommunityEnquiries  
Cllr Liz Harvey

Via Email

Dear Sir/Madam

An application has been received from West Mercia Police on 24 July 2024 for a review of a premises licence at:

**Quality Fish & Chips, 76-77 Bye Street, Ledbury. HR8 2AG**

Reason for Review:

**Prevention of Crime/Disorder  
Three individuals arrested for immigration offences**

Consultation dates are as follows: Begins **25 July 2024** and ends **21 August 2024**

Any representation should address one of the four licensing objectives:

- Prevention Crime & Disorder
- Public Safety
- Prevention of Public Nuisance
- Protection of Children from Harm

A copy of the application can be found at the below website within 24hrs (working days only) of the date on this memo.

<https://www.herefordshire.gov.uk/business-1/current-licensing-applications>

Details on how to make a representation can be found at the below website address

<https://www.herefordshire.gov.uk/business-1/current-licensing-applications/2>

Any representations need to have name/address and contact details and should be emailed to [licensing@herefordshire.gov.uk](mailto:licensing@herefordshire.gov.uk) no later than **21 August 2024** addressing the four licensing objectives above.

Yours faithfully

**THE LICENSING TEAM**





## Market Town Investment Plan Feasibility Studies – Update July 2024

As part of the feasibility studies strand of the UKSPF allocation, Herefordshire Council identified £25K for each of the five Market Towns to take forward projects arising from the Market Town Investment Plans, which were developed in 2021/22.

Over the last couple of months we have been meeting with Town Councils to establish what projects they would like to focus on. The plan is that they will identify the areas that they wish to focus on and then we will compile these into tender briefs and manage the procurement for suitable consultants

**Bromyard** – Bromyard Town Council have delegated this project to the Bromyard Development Community Interest Company, with whom we have met. They are focussing on a range linked initiatives to the east of Bromyard, which they are collectively referring to as the Bromyard Eastern Enhancement Project.

- The proposed feasibility study would involve exploring the potential expansion of the Linton Trading Estate, (taking account of challenges with its proximity to the Bromyard Downs), the establishment of a permanent enhanced festival site and the creation of a 'green commute' along the old railway line into Bromyard.

**Kington** – Met with Kington Town Council, who wish to commission a study covering three priorities, including:

- A review of town centre car parking and options to increase suitable parking provision for the town.
- The potential for relocation of the Police and Fire Station to a more accessible location, which would enhance response times and free up space within the town for either housing or potentially additional car parking.
- The development of the Market Hall and surrounds, building on its limited use for markets once a week, (twice in the summer months). This would seek to address the poor state of this listed building, which deter visitors and gives a very poor visual appearance to the town, as well as identifying solutions to the physical restrictions, such poor water supply, and would identify potential threats, costs and opportunities for the building.

**Ledbury** – Met with Ledbury Town Council Clerk on 30 July 2024, but unfortunately no Town Councillors were able to be present.

- Subject to confirmation from the Town Councillors, their project is likely to focus on developing a local tourism and markets plan, with the aim of maximising the tourism opportunities for the town. Themes may include: improving the local markets offering, (including bringing in speciality markets), improving joint working between the various heritage buildings and local attractions, and ensuring that all of this is done in conjunction with the Herefordshire County BID, in order to add to the wider County tourism offer and ensure local businesses are benefiting from the improving profile of Visit Herefordshire.

**Leominster** – Met with Leominster Town Council who have identified a couple of projects that they would like pursue. These have now been ratified by a meeting of the Council.

- A feasibility study for Leominster Old Priory Visitor Infrastructure Project, which would include looking at the future plans and opportunities for the Youth Hostel and the possible development of a business incubation hub, including options for delivery.
- Initial investigations creating improved transport links between Broad Street Car Park, the Railway Station and the Bus Station.

**Ross-on-Wye** – Met with Ross-on-Wye Town Council who have set up a working group to consider two potential projects.

- Broadmeadow and Tanyard Lane site - to develop a comprehensive site masterplan in order to encourage the various landowners to agree in-principle to equalisation of land values, prevent piecemeal development, and deliver a mixed-use development that responds to the needs of the town in terms of employment land provision. This complex project will consider the viability in relation to a range of potential environmental constraints, and they are keen to get to the point of ascertaining whether or not the project is feasible.
- Riverside Canoe Launch & pontoons – to undertake a feasibility study to establish the commercial viability of developing and promoting a river launch facility for kayaks and canoes, including how this expands river usage and supports other riverside business opportunities.

The intention is that all briefs would be completed by late August/ early September 2024, and consultants commissioned and appointed by late September 2024.



Invoices for August24

INVOICE DATE	INVOICE NO	BAC'S	COST CENTRE/ NOMINAL CODE	COMPANY	DESCRIPTION	NET AMOUNT	VAT AMOUNT	GROSS AMOUNT
25.07.2024	19479	BACS	4410/235	Dolphin Tec	Printer readings	235.27	47.06	282.33
16.07.2024	457588	BACS	4410/220	LATUS Group Ltd	Management reference occupation Health TD	495.00	0.00	495.00
29.07.2024	32847	BACS	4460/220	X-Net	Data security for LTC	50.00	10.00	60.00
15.08.2024	66845733	BACS	4001/230	Hoople	Temporary Administrator	331.65	66.33	397.98
30.06.2024	202406000003	BACS	4330/102	PJ Nicholls Ltd	Fuel for van and mowers	243.56	48.71	292.27
22.07.2024	752972	BACS	4400/235	Printerbase	Printer cartridges	262.31	52.45	314.76
31.07.2024		BACS	4592/102	Chris Dold	Re-imburement for purchase of work boots	39.99	0.00	39.99
11.07.2024	12546	BACS	4225/102	Quickskip	Re-imburement for purchase of work boots	220.00	44.00	264.00
24.07.2024	4532593	BACS	4400/235	Viking Raja	Cemetery skip exchange	139.76	27.95	167.71
30.06.2024		BACS	4340/102	A Price	Stationery	335.00	0.00	335.00
15.07.2024	401	BACS	4650/115	Janeys	Reimbursement for taxing the van	247.50	19.50	297.00
18.07.2024	73072	BACS	4116/202	Shredall	Catering for Ledbury in Bloom judging	82.72	16.55	99.27
16.07.2024	10517229	BACS	4185/202	Chubb	Confidential Waste	423.15	84.63	507.78
22.07.2024	2024/HT228	BACS	4553/301	Ledbury & District Civic Society	Service of alarm system	140.00	0.00	140.00
22.07.2024	MT56	BACS	4553/301	John Masefield Society	Ledbury Heritage Trail Map	17.50	0.00	17.50
22.07.2024	2024/B54	BACS	4553/301	LACF	Masefield Trail Map	17.50	0.00	17.50
22.07.2024	2024/121	BACS	4553/301	LACF	Bosbury & Beyond Cycle Maps	17.50	0.00	17.50
16.07.2024	6325759	BACS	4115/202	Waterplus	Ledbury Loop Cycle Map	17.50	0.00	17.50
18.07.2024		BACS	4051/230	Olivia Trueman	Water drainage	26.61	0.00	26.61
05.08.2024	Expense	BACS	4050/230	Elizabeth Hughes	Travel to first Aid Training	14.40	0.00	14.40
08.08.2024	536053717	BACS	4340/102	Gallagher	Travel to first Aid Training	13.50	0.00	13.50
31.07.2024	2024700004	BACS	4330/102	P J Nichols	Van Insurance	676.26	0.00	676.26
07.08.2024	245	BACS	4640/115	Festive Lighting	Fuel for van	129.52	25.91	155.43
07.08.2024	4588743	BACS	4400/235	Viking Raja	Year 1 Christmas lights	6,000.00	1,200.00	7,200.00
24.07.2024	4566534	BACS	4400/235	Viking Raja	Ink Cartridges	95.96	19.19	115.15
08.08.2024	00-076778	BACS	102/4300	Reimburse A Price	Stationery	19.49	3.90	23.39
08.08.2024	66845847	BACS	4001/230	Hoople	Graham Baker Motors van recovery	90.00	18.00	108.00
					Temporary Administrator	818.07	163.61	981.68
					<b>TOTALS</b>	<b>11,182.22</b>	<b>1,847.79</b>	<b>13,060.01</b>

Signed

Signatory 1

date

Signatory 2

date

Clerk

date



