

Supplement to the agenda for

Planning and Regulatory Committee

Wednesday 3 September 2025

10.00 am

**Conference Room 1 - Herefordshire Council, Plough Lane
Offices, Hereford, HR4 0LE**

Schedule of updates

Public speakers

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PLANNING COMMITTEE

Date: 3 September 2025

Schedule of Committee Updates/Additional Representations

Note: The following schedule represents a summary of the additional representations received following the publication of the agenda and received up to midday on the day before the Committee meeting where they raise new and relevant material planning considerations.

SCHEDULE OF COMMITTEE UPDATES

243045 - PROPOSED ERECTION OF 31 NO. KEY WORKER DWELLINGS, INCLUDING ACCESS FROM CLUBTAIL DRIVE WITH ASSOCIATED INFRASTRUCTURE AND LANDSCAPING – LAND OFF CLUBTAIL DRIVE, HOLMER, HEREFORD.

For: Bloor Homes Western per Mr George Elston-Bates, 3 Rd Floor, Regent House, 65 Rodney Road, Cheltenham GL50 1HX

ADDITIONAL REPRESENTATIONS

One additional representation has been received from a local resident (Mr B Hubbard). The representation notes the amended plans since the previous deferral and offers the following additional comments:

- The planting details have improved privacy of the Albany and Adeline buildings
- It does not however address the noise and disruption impacts to residents caused by additional traffic accessing the development and the Park and Choose
- The relocation of the apartment building increasing overlooking potential
- Concerns regarding access arrangements to approved Park and Choose site.
- Previous objections in relation to potential for overdevelopment, traffic and noise issues, overlooking, flooding and failure to respect local character still stand.

Officers are aware that Members of Committee have also been contacted directly by the Applicant (Bloor Homes Western) with an Explanatory Note detailing how the plans have been amended in response to the earlier deferral. A copy of this note is found at Appendix 1.

OFFICER COMMENTS

The additional public representation received is not considered to raise any additional points that have not already been addressed in the Officer Report and Appendix 1 thereto.

The Explanatory Note from the Applicant has also been provided to Officers and does not contain any new information which was not already addressed in the Officer Report.

CHANGE TO RECOMMENDATION

No change to recommendation.

**242783 - A HYBRID PLANNING APPLICATION COMPRISING:
AN APPLICATION FOR FULL PLANNING PERMISSION FOR
THE ERECTION OF A DAY NURSERY (USE CLASS E (F)) AND
FOODSTORE (USE CLASS E (A)) INCLUDING ACCESS, CAR
PARKING LANDSCAPING AND ASSOCIATED WORK; & AN
APPLICATION FOR OUTLINE PLANNING PERMISSION FOR
THE ERECTION OF A MEDICAL CENTRE (USE CLASS E(E)),
WITH AT LAND SOUTH OF LEADON WAY (A417) AND EAST OF
DYMCK ROAD (B4216), LEDBURY, HEREFORDSHIRE,**

**For: Lidl GB Ltd per Mr Rob Mitchell, Brunel House, 2 Fitzalan
Road, Cardiff, CF24 0EB**

The following updates can be reported, since the publication of the agenda.
Any Planning Officer responses are provided in red.

15no. additional representations in support of the application have been received. These comments are summarised as follows;

- Current supermarkets are poorly stocked and expensive.
- Ledbury is growing rapidly, but existing food stores and infrastructure cannot cope.
- A new doctors' surgery is urgently needed.
- Residents want affordable groceries and everyday items.
- Financial penalties should apply if Lidl fails to deliver promised facilities on time.
- Developers too often fail to meet obligations.
- Improved bus services are needed to reduce car use from Hawk Rise, Bovis and Vistry estates.
- Access from Dymock Road should include road improvements (at least first half mile).
- EV charging provision is welcomed (no current rapid charging in Ledbury).
- Deliveries should be restricted to minimise disturbance.
- Store would reduce traffic through town currently travelling to Aldi and Tesco.
- Support for new homes to the south of town.
- Nursery provision would help young families.
- Job creation for Ledbury is welcomed.
- Competition may force Co-op to improve stock and pricing.
- GP facility should complement, not replace, the existing town centre practice.
- Ledbury has seen housing growth without matching infrastructure; this development could help.
- Site is within safe walking/cycling distance of Hawk Rise, Deer Park, and Hopfields.
- Aldi did not harm the town centre.
- With 600 new dwellings planned nearby, Ledbury's existing facilities are inadequate.

1no. representation has been received in objection to the application.

- Out-of-town Lidl would damage the long-term health and vitality of Ledbury's High Street and Conservation Area.
- Independent shops and small businesses would suffer trade loss.
- Declining high streets quickly attract antisocial behaviour and deter new businesses.
- Ledbury's strong mix of independents and heritage character should be protected, not undermined.
- The scheme conflicts with the Ledbury Neighbourhood Development Plan 2021–2031, which seeks to protect the town centre and strengthen Ledbury as a vibrant market town.

These additional representations have been reviewed and do not raise any new material planning issues. The matters raised are already addressed within the published officer report and supporting evidence.

Email from Ledbury Health Partnership dated 2 September 2025 support of the application, together with the attached graphs (**Appendix 2 – 4**). The comments are provided in verbatim as follows; -

Ledbury Health Partnership – background information

- We are the sole GP practice in Ledbury serving a patient population of over 13, 600 patients from Ledbury and the surrounding rural area. Our catchment area is approximately 200km² including the following villages:
 - Pixley to the West (we note Pixley Parish Council have written in strong support of the planning),
 - Bosbury to the North,
 - Much Marcle and Dymock to the South and
 - Eastnor to the East

Current challenges

- We are currently operating a fragmented service from three separate buildings on Market Street in the town centre. This arrangement creates confusion for patients and reduces efficiency in delivering care.
- Ledbury's population is growing significantly due to the new housing developments on the outskirts of town, but healthcare facilities have not expanded at the same pace. This imbalance is placing an increasing strain on our practice, leaving us unable to meet the escalating demands of our community.
- Our premises are running at full capacity.
 - This is preventing us from recruiting and accommodating additional healthcare professionals including mental health practitioners and trainee GPs.
 - We have already maximised our use of space including converting a corridor alcove, our children's waiting area and a store room into clinical rooms.
- There is limited parking for patients and staff, especially for patients with poor mobility and travelling from surrounding rural areas.
- An urgent premises solution is needed. Our current lease for our main clinical site is due to expire on 31.3.2027, with the other 2 sites leases expiring around the same time.
- Renewal of the current lease has been explored but has not been deemed as value for money.

Reasons Ledbury Health Partnership are in strong support of the development

- Modern purpose built premises would address our challenges and provide the facilities to meet the needs of our growing community.
- The site for the development offers sufficient space, with room for expansion and adequate parking, including bays for disabled parking and an ambulance parking area.
- Consolidating services into a single location would enhance efficiency, reduce patient confusion and improve accessibility.

- Every effort has been made to consider maintaining a town centre presence. The One Public Estates Group have, for many years, been trying to identify potential sites that could see the co-location of multi stakeholders such as health/social care/blue light services, however, no suitable sites were identified in the town centre.
- Even when just considering the needs of the GP Practice alone, an options appraisal has not identified any other viable premises solution for the surgery.
- With regards to the location on the edge of town, a survey carried out (and submitted) by the practice in early 2025 identified the following results:
 - The vast majority of patients attend the surgery for this purpose alone and do not combine this as part of a linked trip to the town centre.
 - Most patients travel to the surgery by car.
- The proposal for the development of a GP surgery as part of a wider project provides an ideal opportunity for a new healthcare facility by offsetting costs that would not be affordable as a stand-alone project.
- Approximately £260, 000 of Section 106 funding for capital investment has also already been secured by Herefordshire and Worcestershire ICB for the practice from previously approved local housing developments.

The email is not considered to raise any new material planning issues that have not already been considered in the published officer report. Members would be directed to Paragraphs 7.36 – 7.47 of the Officer Report which discusses the planning merits of the proposed medical centre element of the development.

An objection has been received on behalf of Aldi. This can be found at **Appendix 5**. The main points raised are as follows;

- At appeal, impact on edge-of-centre stores and resultant impact on linked trips was a key area of concern. This issue should now be given increased weight due to the adoption of Ledbury Neighbourhood Plan (June 2023), which expands the Town Centre to include the Co-op store.
While the Co-op is now within the defined town centre following the adoption of the Ledbury NDP, impact is assessed on the town centre as a whole not on individual facilities. Nexus identify linked trips between Tesco and Coop stores to the wider town centre to be limited (Appraisal, March 25 para 4.46). The town centre has a wider offer including cafés, services, and independent shops, all attracting resident and tourist visits and will continue attracting footfall. The appeal was determined at the time of the pandemic; the Council's latest evidence base since that time finds the centre to be in good health, vital and viable and there to be a need for additional food retail provision.
- Given the Appeal Inspector's comments on the importance of smaller stores and markets to Ledbury Town Centre's vitality and viability, there is insufficient consideration of, and weight given to, the impact of the proposal on these stores.
The Retail Impact Assessment includes diversion estimates for smaller stores based on those identified in the survey forming part of the HTCRA 2022. These have been independently reviewed and found to be sound. The town centre's vacancy rate is below the UK average, and its diverse offer supports continued vitality. In respect of smaller stores the application Planning and Retail Statement details, at para 3.1.8, Lidl do not offer many products or services which minimises any potential overlap with smaller operators, including: Fresh meat counter, fresh fish counter, delicatessen/cheese counter, hot food counter, Café/restaurant, Pharmacy, Home delivery, Dry-cleaning service, Post office services, mobile phone shop, photographic shop. Lidl does not stock convenience goods such as tobacco, or individual confectionary and stocks limited pre-packed fish and meat and individual fruit and vegetable products. The result is that there is limited overlap with smaller stores or markets.

- The estimated Town Centre Convenience impact levels should be presented clearly to enable comparison between the evidence relied on in the determination of the appeal, and the current assessment. The correct approach is to assess the cumulative impact of the proposal; that is, the combined effect on both convenience and comparison retailing, as required by Paragraph 94 of the NPPF and Core Strategy Policy E5. While convenience goods are sensitive in market towns, the policy test is whether the overall impact on town centre vitality and viability is significantly adverse. The approach has been independently audited and found to be robust.

Importantly, as set out within the report, this application must be considered on its own merits, taking into account:

- The updated Ledbury NDP (2023)
 - The HTCRA 2022 retail evidence base which finds quantitative and qualitative need for additional food retail provision in Ledbury
 - The reduced scale of the foodstore
- There is a lack of clarity around the rationale for provision of a smaller sales area and the purpose of the resulting large residual external area adjacent to the delivery bay. The smaller sales area reduces impact. Layout changes have resulted from and been informed by discussions with officers. The net sales area is capped by condition 30, and any future expansion would require a new planning application. The layout to be determined has been assessed and found to be acceptable.

An additional written statement in objection has been provided to be spoken in objection to the application. This is found at **Appendix 6**.

It is also noted that the applicant (Lidl) distributed a brochure summarising the proposed development to members of the Planning Committee. This has been shared with and reviewed by the Development Management Team / Planning Officers. This can be found at **Appendix 7**.

A letter has also been received from the Chair of the Ledbury Traders and Business Association. This was also sent to members of the Planning Committee via email. This can be found at **Appendix 8**.

The letter is not considered to raise any new material planning issues that have not already been considered in the published officer report.

NO CHANGE TO RECOMMENDATION

APPENDICES

Appendix 1 - 243045 Clubtail Drive - Applicant Note to Members

Appendix 2 – 242783 Land south of Leadon Way (A417) – Method of Transport

Appendix 3 – 242783 Land south of Leadon Way (A417) – Purpose of Visits

Appendix 4 – 242783 Land south of Leadon Way (A417) – Distance from LHP

Appendix 5 – 242783 Land south of Leadon Way (A417) – Aldi objection

Appendix 6 – 242783 Land south of Leadon Way (A417) – Objection / written statement

Appendix 7 – 242783 Land south of Leadon Way (A417) – Lidl briefing note

Appendix 8 – 242783 Land south of Leadon Way (A417) – Ledbury Traders and Business Association Letter



Application Ref. No. 243045 - Land off Clubtail Drive, Holmer, Hereford

Proposed erection of 31 no. key worker dwellings, including access from Clubtail Drive with associated infrastructure and landscaping

AMENDED LANDSCAPE DETAILS

At the meeting on 4th July 2025, members of Herefordshire Council's Planning and Regulatory Committee resolved to defer Bloor Homes application for the erection of 31 key worker dwellings on land off Clubtail Drive, Holmer. The resolution read as follows:

RESOLVED: that the application be deferred to enable a reconsideration of the plans, particularly to secure the introduction of additional landscaping measures along the northern and eastern edges of the site (alongside any layout and design changes considered necessary to facilitate this) to ensure the scheme assimilates appropriately into the local context whilst delivering enhancement of green infrastructure as required by policies LD1, LD2, LD3 and SD1 of the Core Strategy.

Following the Committee meeting we have reflected further on the sensitivities of the northern and eastern site boundaries and reviewed the scheme layout arrangements. As a result, through adjustments to the siting of the proposed Adeline apartment block, the re-positioning of supporting car and cycle parking spaces and a relocated bin store, a landscape strip of sufficient width has been created along the eastern and part-northern boundary in order to accommodate a new hedgerow and an appropriate mix of boundary trees that can be wholly accommodated within the 'red line' application site.

Notably, the revised landscape arrangements have been planned and designed with no 'cumulative' reliance placed on any landscaping coming forward within the approved, neighbouring Park and Choose site. Concern over any such 'reliance' was specifically mentioned by Councillors at the Committee meeting and is reflected in the deferral resolution.

The revised landscaping now provides for a continuous ornamental hedge around the north and east boundary of the site with the 3-storey Adeline and Albany apartment blocks. This hedge is interspersed with 14 no. trees with an additional tree within the proposed ornamental hedge extension along part of the southern boundary of the Albany apartment block with Clubtail Drive.

In respect of the appropriate species and planting arrangements for this boundary location, the advice of the Council's Landscape Officer was provided to Bloor which suggested a row of columnar fastigiated trees with smaller ornamental trees set within the gaps and a larger / display tree on the corner. Appropriate species were suggested including an Acer as the potential 'display tree'.

In response, we have alternated taller columnar fastigiate Hornbeam (*Carpinus betulus* 'Frans Fontaine') with smaller ornamental Amelanchier x grandiflora 'Robin Hill' for its lower rounded canopy to create a somewhat formal avenue.



We have also added, as suggested, two display trees at either end of the eastern boundary; Acer rubrum 'Armstrong' for an autumn display, though one of the Acers has been 'set in' from the southern corner of the Albany Apartment block to avoid affecting foundations.

The advice of the Council's Planning and Landscape Officers has been welcomed and has significantly influenced the proposed landscaping arrangements, as can be seen by the replacement Plot Landscaping, Specification and Schedule drawing WE086-LS-036h (extract provided at end of this Note).

To illustrate the visual impact that can be expected, a revised series of hi-resolution visuals have also been prepared and submitted to be 'read' alongside the replacement Plot Landscaping drawing, to include the below key view from Hedgerow Way.

View from Hedgerow Way with Proposed Landscaping



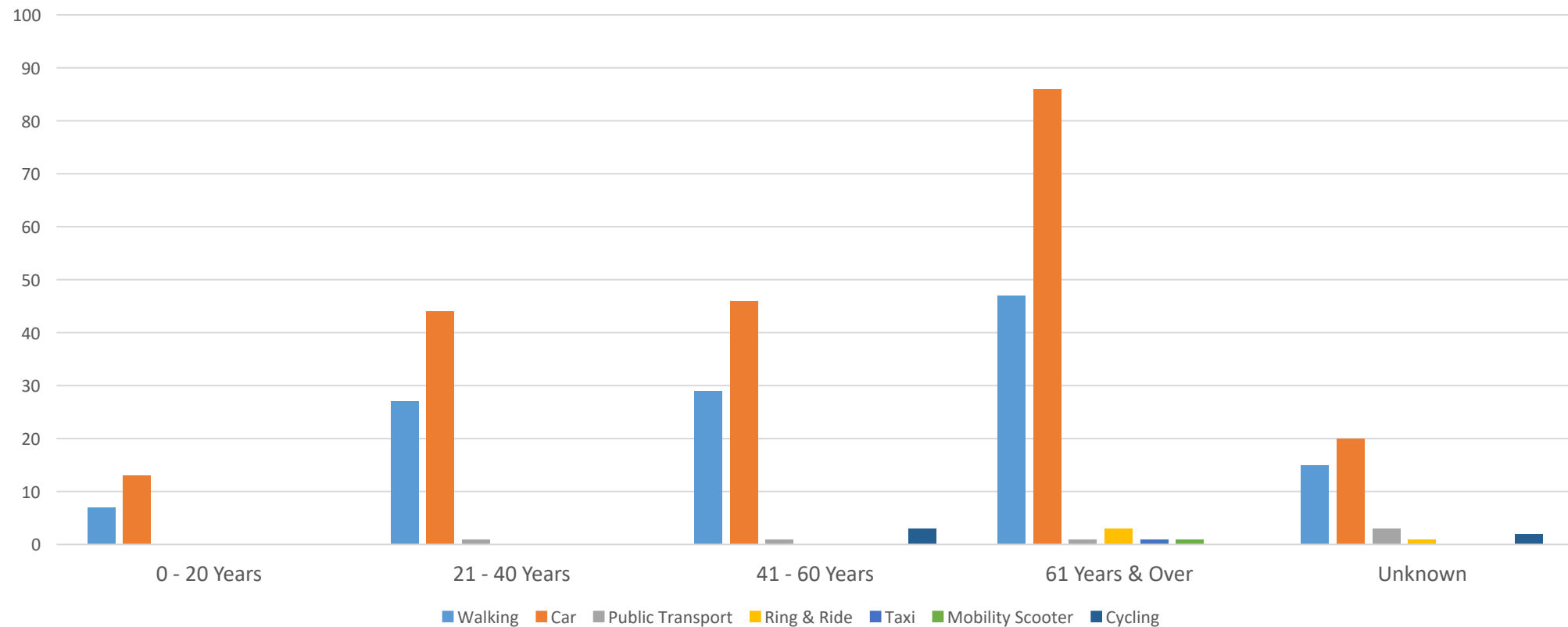
Bloor Homes appreciate the comments of Councillors as conveyed at the Planning Committee Meeting held on the 4th July. We trust that the revised landscaping details, as informed and influenced by the advice of Officers, demonstrates the constructive approach taken by Bloor to positively address Councillors concerns and will ensure that the proposed development successfully assimilates into the wider Hereford Point development.

[illegible]

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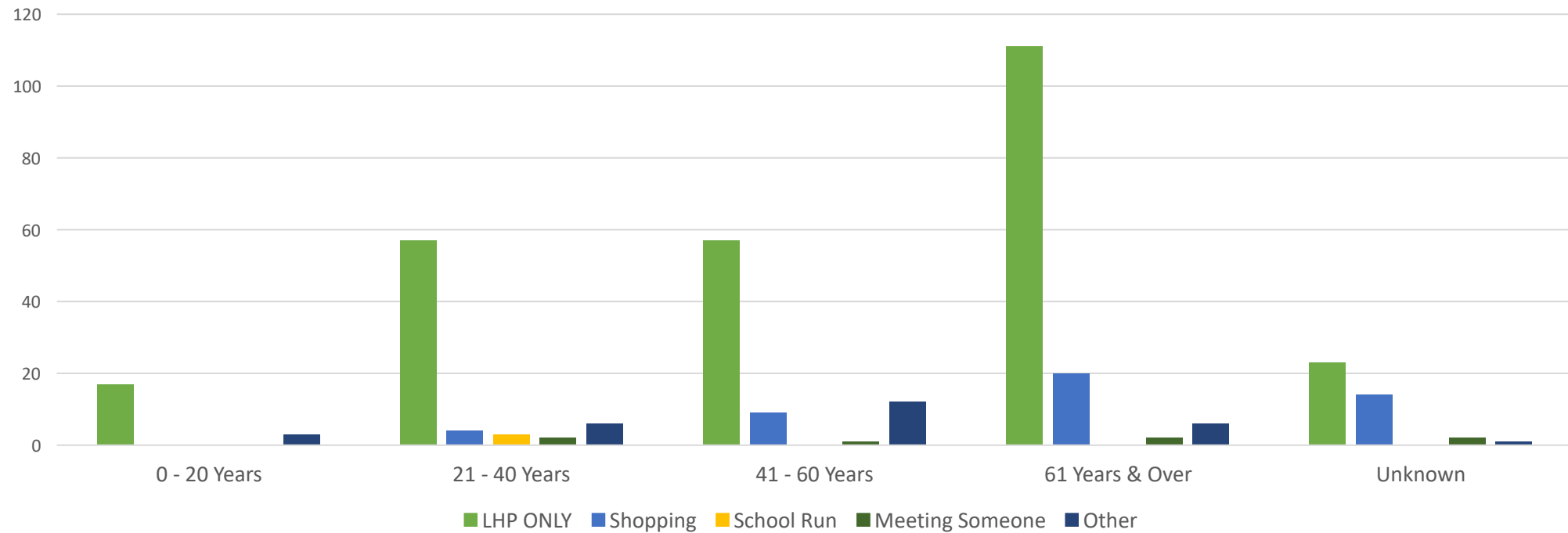
- New location out of town centre = change in accessibility for some patients
 - Ring and Ride, Community transport, Public transport (solutions being investigated by ward member)

Method of Transport to LHP

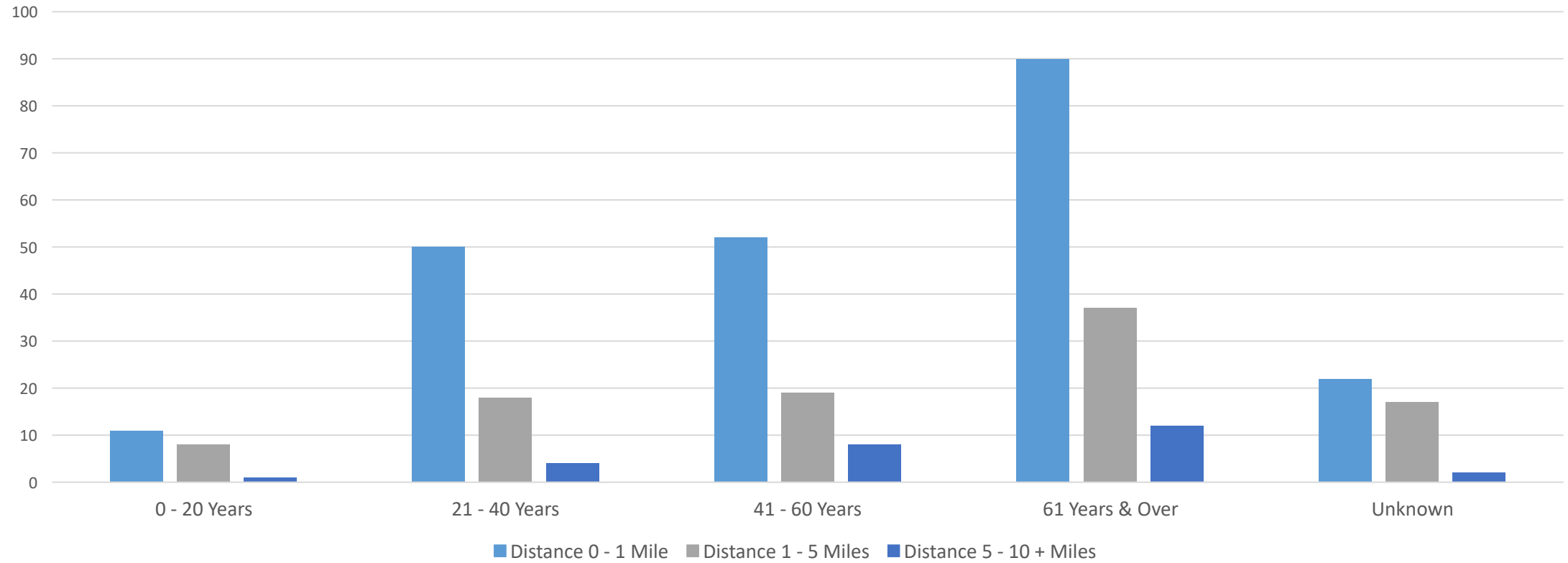


- Concern about reduction in joint visit (LHP + elsewhere in Ledbury)

Purpose of Coming into Town?



Distance from Home to LHP



Our Ref: 07C201018

Your Ref: P242783/O

September 01, 2025

Ollie Jones
Herefordshire Council
(submitted via email)

Dear Ollie

Objection on behalf of ALDI Stores Ltd

To application P242783/O for full planning permission for a Lidl foodstore and associated development in outline.

At Land south of Leadon Way (A417) and east of Dymock Road (B4216), Ledbury

We write on behalf of our client ALDI Stores Ltd to object to the above planning application.

ALDI objected to the previous iteration of the scheme, which was ultimately refused at application stage and dismissed at appeal in September 2022 (APP/W1850/W/21/3279731) for reasons including significant adverse impact on the vitality and viability of the Town Centre.

ALDI's previous representations raised concerns over the robustness of the applicant's trade diversion assessment, and highlighted concerns over the impact on wider trade beyond the town centre boundary and potential knock-on impacts on linked trips to the Town Centre.

In the context of that appeal decision, ALDI retains similar concerns over the current proposal, which in our view have not been satisfactorily resolved to a point that should give the LPA, including its planning committee members, sufficient confidence that the proposal has avoided significant adverse impact on the Town Centre.

Our concerns are summarised below:

- **At appeal, impact on edge-of-centre stores and resultant impact on linked trips was a key area of concern. This issue should now be given increased weight due to the adoption of Ledbury Neighbourhood Plan (June 2023), which expands the Town Centre to include the Co-op store.** This point has been raised by other objectors, and is acknowledged by Nexus in its advice to the LPA. Even when previously classified as edge-of-centre, the Appeal Inspector highlighted the importance of the Co-op store in supporting the town centre, through linked trips and resultant spin-off trade, noting the convenient customer parking which reinforces access to other shops. The appeal decision found *"the existing edge of centre stores to play a greater role in vitality and viability levels than that suggested by the appellant."*

Other objectors have indicated that according to the Council's updated retail evidence from September 2022, the Co-op store is trading significantly (close to 50%) under its benchmark,

and that its trading position is now worse than that shown by the earlier evidence used to assess the refused proposal in 2021/22). Adverse impacts on the store are understood to have increased from -7.8% at appeal in 2022, to -11.8% shown in the assessments under the current application. On this basis, the concerns raised at appeal have not been overcome by the revised proposal, and these concerns are even more relevant in the context of the expanded town centre area.

- **Given the Appeal Inspector's comments on the importance of smaller stores and markets to Ledbury Town Centre's vitality and viability, there is insufficient consideration of, and weight given to, the impact of the proposal on these stores.** At Appeal, the Inspector considered that smaller convenience shops and the market in particular play a key role in maintaining an appropriate shopping offer balance, critical to vitality, and form a key part of Ledbury's attractive qualities. The impact of a second 'out of town' store on the smaller stores and markets, was a key part of the conclusion that significantly adverse impact would occur. The revised Lidl application submission largely avoids consideration of this issue, playing down the importance of these stores.

While the revised Lidl proposal includes a c.18% reduction in the proposed convenience sales area of the store, the Applicant's Retail Assessment estimates disproportionately lower levels of trade diversion from the smaller stores in Ledbury Town Centre, when compared to those presented at appeal (taking them even further away from the LPA's consultant's higher estimates at Appeal). There is no justification apparent within the submission for further reducing the trade diversion estimates from smaller stores, which were identified at appeal as being both critical to vitality and sensitive to loss of trade. The result is that Lidl's assessment likely underestimates impact on these stores and therefore on the town centre.

- **The estimated Town Centre Convenience impact levels should be presented clearly to enable comparison between the evidence relied on in the determination of the appeal, and the current assessment.** Impact figures within the Applicant's submissions incorporate comparison retail impacts, which dilute the convenience impact figures. Given the nature of the proposal, and the particular historic context in which the Inspector directed focus to convenience impacts, this comparison is considered essential to the consideration of the key retail policy tests.

Nexus' April 2025 advice to the LPA highlighted the applicant's estimated -11.6% impact on the convenience turnover of the town centre. This should be viewed in the context of the assessments at Appeal, which estimated figures of -10% (Lidl's assessment) and -14.3% (the Council's assessment), with the Inspector concluding the impacts likely to be somewhere in between these two estimates.

However, the latest advice from Nexus (July 2025) instead reports the combined convenience and comparison impact figures as -4.3%. Similarly, the Committee Report does not clarify the quantum of adverse impact on the convenience trade of the Town Centre as -11.6%.

Undertaking this comparison indicates that the revised proposal would have a very similar level of adverse impact on the town's convenience trade as in 2022, which was at that time deemed to be above the significant adverse policy threshold. On this basis the concerns raised at appeal have not been overcome by the revised proposal.

- **There is a lack of clarity around the rationale for provision of a smaller sales area and the purpose of the resulting large residual external area adjacent to the delivery bay.** The revised proposal is for a 1,769sqm GIA store, 247sqm or 18% smaller in terms of convenience sales area than the scheme dismissed at appeal. In the operator context, this results in an unusually small 1,100sqm Net Sales Area / 880sqm Convenience Sales Area. Due to this reduction in store size, there is a large and conspicuous void area extending to 190sqm that remains adjacent to the servicing bay shown in the proposed drawings. Given the scale of the proposal and the prominent location of this area, its proposed use should be clarified and any associated planning considerations or impacts fully assessed.

On the above basis, when considered in the context of the 2022 appeal decision, the revised Lidl proposal does not overcome the specific concerns raised by the Appeal Inspector in relation to impact on town centre vitality and viability.

The submitted retail assessment shows a greater level of impact on a store that was considered an important functional support to the town centre by facilitating linked trips; it has failed to justify the rationale for estimating lower trade diversions from smaller town centre stores that were highlighted as having a key role in the attractiveness of the town centre and being under threat from the proposal; and it estimates an adverse impact on Town Centre convenience trade of c.-12%, which almost identical to the level that was considered to constitute significant adverse impact when considered at appeal in 2022 (midway between -10% and -14%).

Despite the reduction in sales area, it is considered that the proposal is still likely to result in a significant adverse impact on Ledbury Town Centre, consistent with the conclusions of the Appeal Inspector, and should therefore be refused.

Yours sincerely



David Williams

Associate

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david.williams@avisonyoung.com

For and on behalf of Avison Young (UK) Limited

I would like to oppose the application 242783 "[Land South of Leaddon Way \(A417\) and East of Dymock Road \(B4216\) Ledbury Herefordshire](#)"

Arguments against as follows:

1. We have an ALDI 200 metres up the road- arguably the very same shopping experience for customers. This supermarket does not offer anything new or varied to the residents of Ledbury. When questioning residents of Hawk Rise, concern was raised over this supermarket not offering residents anything we do not already have. Ledbury is a proud market town, proud to support independent retailers and provide residents and visitors variety and quality products.
2. We have a Co-Op supermarket even closer, (within 20 mins walking distance) offering residents and visitors a variety of produce. That's 2 supermarkets within or just over 1 mile of residents.
3. Light pollution- Ledbury has some of the darkest skies in this area, and currently the light pollution currently imposed on the residents is too high (and looking to be increased). The streetlamps are too bright, and adding a development of this sort where high powered lighting would be on consistently over night would negatively impact the residents in locality to the development. The increase in Light pollution simply has not been considered, even though previously raised (more than once). My own personal experience is that every bedroom in my home needs black out blinds, simply due to the bright lights on our estate, which then negatively impacts sleep through the summer, preventing air flow.
4. The noise assessment conducted by "inacoustic" states on page 14 that ***"The retail facility is proposed to open between the hours of 08:00 and 22:00 Monday to Saturday and 10:00 and 16:00 on Sundays. Delivery hours have not yet been confirmed; however, this assessment considers the potential of the site to receive deliveries during any hour of the day or night"***

On page 19 the document states that the air-conditioning, heating and cooling plant operates between 07:00 to 23:00, with a mechanical plant associated with refrigeration operating all periods of the day and night. The document also describes up to 3 heavy goods deliveries in a 24 hr period- this number not confirmed, this number could increase. The mitigation put in place for the delivery noise is simply a level loading dock only- negligible!

But on page 23 of this very same document, it states under "car parking": ***"The night-time period has been excluded from the assessment as no part of***

the development will be open”- which is incorrect as it quite clearly states the opening hours of the supermarket in question- 07:00-23:00 at night!

The Conclusion on page 26 states the following:

“The assessment identifies that noise from vehicle deliveries during the day is unlikely to increase noise levels at the closest sensitive dwellings and as such, will result in no change and no impact” – Which I believe is false. Any added noise will impact residents. Let’s be clear, this is added noise, on top of the traffic noise surrounding residents on Hawk Rise.

“In light of the above, it is considered that the potential noise impacts associated with the Proposed Development can be adequately controlled by appropriate engineering, design and appropriately worded planning conditions, and that noise should not be considered a material constraint to the granting of planning permission for the proposals once mitigated as described in this report” – Appropriate engineering, design and appropriately worded planning conditions? Noise shouldn’t be considered a material constraint to the granting of planning permission?

Nowhere in this report have I seen evidence of appropriate mitigations suggested to eliminate or at best reduce the noise pollution that will be put upon the surrounding residents of this proposed development.

5. The council declined the application made by Barratt Homes to build (where indicated in blue) on the now existing Parkland to the rear of properties on Kipling Road, stating that the proximity to the Cheese Factory was too close.

FIGURE 1: PROPOSED DEVELOPMENT SITE AND SURROUNDING AREA



They also argued that the developer hadn't added enough sound mitigation and trees to prevent noise disturbance to residents.

I put it to those gathered here today that the building of a supermarket, doctors surgery and nursery right behind the properties on Kipling road would be in comparable close proximity, when the road noise from the B4216 is added to the sounds of on-going deliveries, visitors in cars and noise from the nursery, in actual fact you would be approving an application in contrast to your previous decision to decline.

6. The Medical Centre and Nursery are both seemingly offered as a tag on or sweetener to try and get the planning pushed through for the Supermarket. There are actually NO specifics on the workings of either of these 2 buildings, and no guarantee that they would be successfully opened. No details of opening hours, staffing etc, so therefore again, the impact of noise, light and other pollutions negatively impacting residents cannot be effectively predicted.
7. The layouts suggested in drawings do not show a separate entrance for heavy goods deliveries and should do. Heavy goods vehicles should have one way in and out so as not to cause disruption elsewhere on such a small site. I mention this solely for concern over the one entrance and exit to this site, accessed off a small B road and a 5 exit roundabout. 3 businesses on this site increases the traffic coming in and out of this area and off the roundabout tremendously.
8. The roundabout has 5 exits, is very busy and with the Hopfields estate being built above Hawk Rise and the 2041 plan steaming ahead (against fierce opposition from residents) this increases traffic overall.

I feel this is simply the wrong location for a large supermarket, simply due to the number of cars and traffic using this roundabout to navigate around Ledbury. The noise of traffic is already consistently loud and disruptive for residents on Hawk Rise and those closer still to the roundabout in question on New Street and the Deer Park residents.

Conclusion.

The sound survey is not thorough, contradicts itself and does not offer suitably acceptable mitigations for the elimination of noise pollution to residents. It's almost dismissive of any impact but cannot be certain that there won't be impact to residents.

The design layouts fall short of assuring safe access and reducing traffic congestion, noise and pollution.

The proximity of a supermarket to the residents near this site will increase pollution, light pollution and noise pollution to such an extent as to cause annoyance and

reduced quality of life for residents- those who moved to Ledbury to be away from overly developed towns and cities! No one has conducted a light pollution survey even though light pollution has been highlighted as a point of concern for residents.

The LIDL does not offer residents of Ledbury anything they do not already have access to (ALDI- pretty much EXACTLY the same shop, Home Bargains also a discount store, and we already have 3 supermarkets in Ledbury as it is)

There are not enough details or plans confirming the Medical Centre would be effectively staffed and up and running and not left empty.

Having a nursery shoved in the corner next to a Lorry loading bay, surrounded by the pollution and traffic of both the site and the roads around it, is neither safe nor healthy.

If this site were instead to offer residents access to the Medical Centre and a nursey only (No Lidl), providing residents of Ledbury with what they need and want, you would have space on this site to accurately and safely design a development with a lessened negative impact to residents. There would be shorter opening hours to those businesses, reduced litter, access to services we, the residents need, less traffic in and out of the site, and next to no Heavy goods vehicles accessing the site at any time (medical centre and nursery might only need small deliveries from sprinter type vans or 3.5 tonne vehicles instead)

A new Lidl, medical facility and children's nursery for

Ledbury



Land south of Leadon Way and east of Dymock Road, Ledbury.

Planning Application reference: **P242783/O**

This briefing note has been sent to all Members of Herefordshire Council's Planning & Regulatory Committee. This document is for background information only and is intended to accompany your officers' report.

Background

- This proposal is for a **mixed-use development** including a **new foodstore**, **medical facility**, and **children's nursery** to serve Ledbury's growing population
- **Material changes since the previous application include the site's allocation for mixed-use development**, a smaller foodstore and Lidl's purchase of the site assisting the delivery of a medical facility
- **With 1,100 sqm of retail floorspace, the proposed foodstore is smaller than that previously proposed.** This reflects the Council's own independent retail assessment which found substantial capacity within Ledbury for at least one discount foodstore of up to 1,600 sqm of convenience (e.g. food) retail. The proposed Lidl will mainly compete with existing out of centre supermarkets which, given local demands, are trading strongly
- **The town is experiencing significant housing growth.** Around 1,200 new homes in Ledbury are committed to be built or have been completed in recent years, providing further need for the services offered by this development
- Lidl will deliver **local highways improvements**, including a new Toucan crossing on Leadon Way and new bus stops with shelters. Importantly a **£100,000 contribution** towards accessible transport will be secured via s106 agreement
- **If planning is approved, Lidl's s106 agreement with the Council will also secure the land for medical use (at nil value) to assist delivery of the proposed medical facility.** Lidl will fund site infrastructure and utilities so that the site is 'shovel-ready'.



The proposal



A Lidl foodstore with a 1,100 sqm sales area including customer toilets with baby changing facilities. The store is smaller than previously proposed but reflecting Council evidence on local need



A new medical facility to serve Ledbury. Lidl will transfer land for this facility as secured by legal agreement, in order to enable speedy delivery



A new children's day nursery with outdoor gardens and play space to meet a growing local population including young families



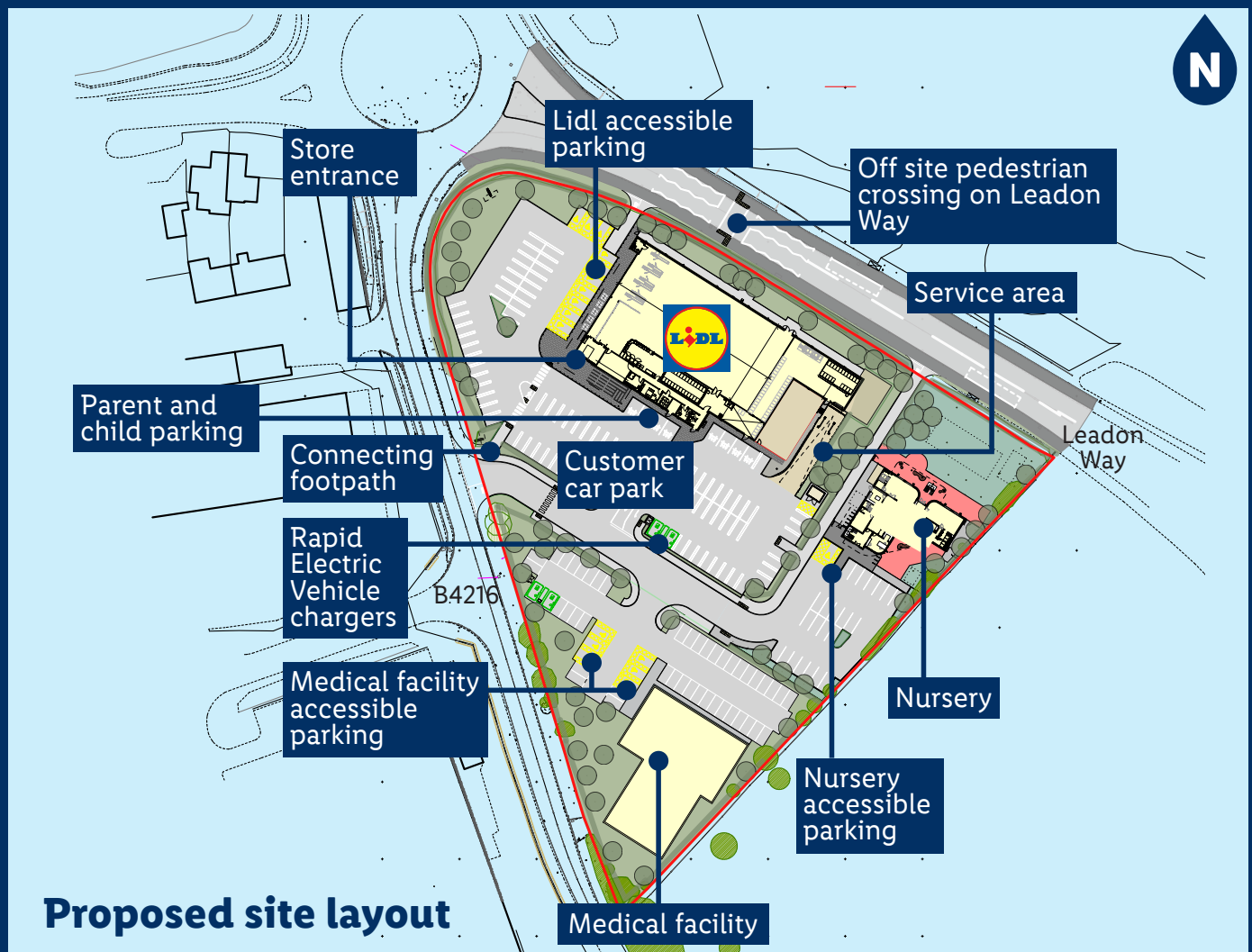
Extensive landscaping across the site, including soft planting buffers around the site boundary



The nursery and medical facility will each have their own dedicated **car parks**. In addition, Lidl would have a total of 101 spaces, including accessible spaces, Parent & child and Electric Vehicle charging spaces. Covered cycle parking is also provided



Enhanced environmental features, including Rapid Electric Vehicle Charging points, with in-built capacity for more spaces as demand increases, and solar (photovoltaic) panels on the roof which will provide around 30% of the store's energy usage

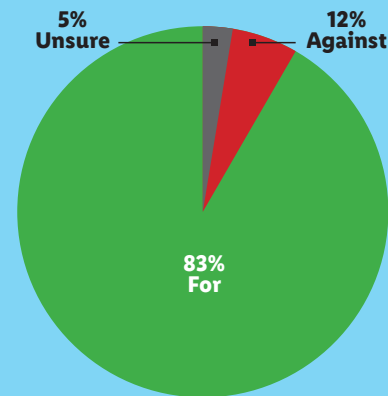


Proposed site layout

Our consultation feedback

- ✓ **Pre-application community consultation was held in Summer 2024**
- ✓ **Consultation via in-person event and bespoke project website. Information flyer delivered to around 4,400 properties. Around 170 feedback responses received**
- ✓ **Support focused on the need for increased and affordable shopping choice, convenient location to reduce travelling out-of-town, and provision of much-needed new medical facility.**

Are you generally in favour of the plans for a new Lidl foodstore, medical facility, and children's nursery on this site in Ledbury?



Feedback quotes

...another supermarket is needed to accommodate all the extra houses that have been built / still being built. Definitely need a medical centre...And also a nursery for all the extra children living here now.. we are lucky to have got our [child] into the primary school nursery but weren't so lucky with days/times wanted. To have these things close to the new builds also helps people who don't always have access to a car... I prefer Lidl...I currently travel to Hereford or Malvern to shop there.

It would be a great convenience for me, also supplying all the new houses around the ring road and the considerable traffic passing through to Hereford.

A new medical centre is desperately needed for Ledbury...With all the new houses being built...new facilities (shop, nursery [and] medical centre, as well as electric vehicle chargers) are to be welcomed.

Needed urgently for Ledbury

...There's nothing on this side of the town for a shop. Plus now there's a lot more new houses here. I can't wait to get you here!!!

The children's nursery of which there are I think two already must surely be at full capacity? What with the hundreds more people, once all the new housing estates have been completed and occupied, where are they going to go if the existing facilities are full?

Medical facility & Children's Day Nursery

The site is **allocated** in the Ledbury Neighbourhood Development Plan for uses including a medical facility and day nursery, while the Council's Policy SC1 of the Core Strategy is supportive of new community facilities, such as medical and educational services where they are appropriately located to the communities they serve.

The medical facility element of the proposals is in **outline form to enable flexibility** for an end user offering a new healthcare facility in Ledbury. Your officer's report provides evidence of **potential demand for health facilities** in section 7.40.

To **support deliverability of the medical facility** Lidl (as landowner) proposes to transfer the freehold of the site earmarked for the medical facility. The wider site will be developed with utilities and associated infrastructure to make it **'shovel ready' for future healthcare development**, subject to a successful reserved matters planning application.

Lidl's operation



Lidl's specific offer

Lidl has a **limited product range** (around 3,000 items compared to larger supermarkets which stock 25,000-30,000). **Lidl does not sell postage stamps, cigarettes, National Lottery tickets or scratch cards, single confectionery items** and similar products. Furthermore, **Lidl do not have an in-house pharmacy, fishmongers or meat counter**, services which are often found in larger supermarkets. **Lidl do not accommodate customer cafes or Post Offices.**



Employment

The store will deliver up to 40 new local jobs. Lidl GB pay rates for hourly-paid colleagues is a minimum of £13 per hour, increasing to £13.95 with length of service. This is above the Government's updated National Living Wage and the Living Wage Foundation's Real Living Wage. The majority of colleagues are recruited from within the local community. Other uses on the site will also create local employment, plus jobs during construction.



Deliveries

Lidl stores typically have **1-2 deliveries each day**. Delivery vehicles **remove store waste** during the same trip to minimise vehicle movements and reduce CO2 emissions.



Opening hours

Lidl intends to trade Monday to Saturday: between 8am-10pm • Sunday: between 10am-4pm

Key matters and how they have been addressed

✓ Retail policy

The Council's evidence base identifies a need for a new foodstore in Ledbury. Lidl has undertaken a Retail Impact Assessment to consider the impact of the now smaller proposed store would have on the town centre.

The key conclusion is that the proposed foodstore is not expected to compete directly with existing town centre retailers. Instead the store will primarily compete with existing out of town supermarkets such as Aldi and Tesco, which, given local demand, are assessed to be 'overtrading'.

As your officer's report states in section 7.69, the Retail Impact Assessment 'has been independently reviewed and found to be robust'. This independent assessment concludes that the development would not have a significant adverse impact on the town centre or on existing, committed or future investment.

It has also been confirmed that there are no alternative sites within or closer to the town centre to accommodate this development. The retail impact and sequential 'tests' have been satisfied.

✓ Highways

The development is proposed to be served by vehicle access from Dymock Road and two pedestrian and cycle links from Leadon Way. Two new bus stops and a Toucan crossing will be provided on Leadon Way, east of the Full Pitcher roundabout. A further new bus stop on nearby Kipling Road also enhances public transport accessibility. Lidl will be making a £100,000 contribution to support Community Action Ledbury's accessible transport service, secured via a s106 agreement. As per the s106 agreement, £70,000 is allocated for the purchase of a new electric wheelchair-accessible vehicle and £30,000 for EV charging infrastructure and dedicated parking bays.

✓ Noise and light impact

An independent Noise Assessment has found that noise impacts from the store will be low. Car park lighting is switched off overnight and is controlled by a lux light sensor during trading hours. Light is directed away from neighbouring properties and special light shields prevent light spillage.

✓ Landscaping and ecology

A comprehensive landscaping scheme with a bespoke design, provides mitigation and enhancement of the site.

A hedgerow management plan is also proposed. The Council's Landscape Officer raises no objection. Lidl is committed to meeting the Biodiversity Net Gain requirements for the whole site, including the medical facility and day nursery elements.

The retention of boundary hedgerows and incorporation of native planting bolsters green infrastructure and promotes habitat creation. A Construction Environmental Management Plan (CEMP) and Biodiversity Net Gain Plan will be secured by planning condition.

✓ Design

The design is informed by a Colour Assessment which demonstrates a contextual approach to materials and finishes. The approach responds to officer recommendations utilising matte finishes, informing fencing colour, and material samples.

Lidl and sustainability

The proposed store will meet Lidl's high sustainability standards which are intended to minimise environmental impact over the lifetime of the store.



Store heating and lighting systems are controlled by a computerised Building Management System (BMS) to minimise energy consumption and chilled food cabinets save energy overnight through the presence of night blinds which trap and maintain the cool air



All stock movement within stores is manual, avoiding unnecessary energy usage or noise pollution



The car park lighting is switched off overnight and is controlled by a Lux sensor during trading hours



The Lidl store will feature solar panels on its roof to help with the store's energy needs generating around 30% of the store's needs



Lidl are sector leaders in terms of recycling management with all cardboard and plastic produced from stores being recycled back into boxes and carrier bags, ready to be used again



Lidl refrigeration plant has low carbon emissions ratings and operates without the need for chlorofluorocarbons



Motion sensors throughout our warehouses minimise electricity consumption and flow control devices are used to limit excess water usage



The Ledbury store will have 2 rapid charging spaces (infrastructure will be installed to provide up to 20% of EVC spaces in the future) which can charge a vehicle in 30 minutes, thereby having potential to fully charge an electric vehicle while a customer shops at the store.



Our delivery vehicles are used to remove waste from the store on their return journey to the nearest Regional Distribution Centre, where the waste/recyclable material is sorted and managed centrally. This also helps to reduce vehicle trips to each store and CO2 emissions

Fairtrade

Lidl GB sells over 100 different Fairtrade certified products throughout the year, from bananas originating from Colombia, tea picked in Kenya and cocoa for our chocolate, grown in Cote d'Ivoire. In addition to the products we sell all year round, we proudly support specific Fairtrade campaigns such as Fairtrade Fortnight.

Sourcing

Currently two thirds of our products come from British suppliers, providing our customers with fresh, locally sourced, high quality produce at excellent value. 100% of our own-brand core eggs, milk, cream, butter, fresh beef, pork and fresh primary chicken is British. We have signed the NFU Fruit and Veg Pledge and the Back British Farming Charter. All of our British fresh meat, dairy and fruit and veg is Red Tractor Assured.



Summary – reasons to support Lidl



Recommended for approval by officers with no outstanding statutory objections on technical or design matters. **Positive community support**



Enables the development of new community facilities to serve local housing growth and demand



Offers a 'shovel ready' development plot, to best achieve a new medical facility for the town



Increased affordable shopping choice for residents



A convenient location – reducing demand to travel out of town for shopping



Job creation – up to 40 new local jobs. Lidl recruits locally and most store employees live within close distance of the site



Lidl's most sustainable design – including solar panels, heat recovery systems in the store, and EV charging points in the car park

3D visual of the proposed nursery



Aerial view of the proposed development



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The Ledbury Leaf
The Design Quarter
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lizzie@theledburyleaf.co.uk

Planning and Regulatory Committee

Planning Department
Herefordshire Council
Plough Lane
Hereford
HR4 0LE

By email to **Planning and Regulatory Committee**

31 August 2025

Re: Planning Application for a Discount Foodstore, Land South of Leadon Way, Ledbury (Ref. P242783/O)

Dear committee members,

I have submitted an objection in my personal capacity as a business owner, along with a number of my fellow traders, to the planning proposal by Lidl for an out of town development on Land South of Leadon Way, Ledbury. Aware that the application is being taken to the Planning Committee imminently, I wish to make the following points in my capacity of Chair of the Ledbury Traders & Business Association.

1. Under-representation of the current turnover of town centre retailers

The overall estimated turnover of town centre convenience retailers is being under-represented in the figures that have been used to determine retail impact of the Lidl store. £1m turnover for convenience retailers in the town centre is a massive underplay. At our most recent meeting, we calculated at least 12 retailers in this category (not even including the likes of Greggs, Boots, Day Lewis, Blooms (sandwich shop) and other similar outlets.) £1m across the 12 retailers equates to an average monthly turnover of less than £7k which is completely unviable for these businesses. It is so far off, one wonders whether the rest of their figures are similar nonsense? Yet this is the figure used in their determination of impact on the town centre.

2. The masking of retail impact on the town centre by the change in the way the numbers are being handled in the assessments

The impact of this proposed development on town centre traders is being further underplayed by the way in which the retail impact assessment data is being handled. In this application, the Coop supermarket's trading figures are being included within overall town centre figures, because the defined boundary of the town centre has been changed to include the Coop since the Aldi planning application was approved. This completely skews the overall impact percentage, making it appear to be only 4.3%. When the Coop figures are represented separately – as they were in the Aldi application, the true picture as regards impact on the town centre businesses is closer to 8-10%, as was the assessed impact on the town centre of the Aldi store – and this was assessed as representing 'substantial harm' to the town centre which was reflected in the Heads of Terms and S106 developer contributions required of Aldi.

3. The 26% reduction in the forecast Lidl turnover per metre square that has been allowed during the application process

The actual impact of this Lidl development is being further under-represented, because planners have allowed the figures showing the amount of turnover Lidl generate per metre squared of trading store space to be

dropped from £9,293/m² for convenience shopping in the October 2024 retail impact report down to just £6,902/m² in the June update to the Retail Impact report. This is simply not credible when the same trading density figures used for the Aldi store retail impact almost 10 years ago were £9,808/m². The lower trading density figures now being used might relate to average supermarket performance, but they significantly under-represent the much higher trading densities achieved by discount retailers like Lidl and Aldi. By under-representing these trading figures the impact assessment even further under-represents the likely actual turnover of the planned Lidl store and therefore also under-represents the pull of spending away from the town centre. This means that the actual impact on town centre trading is likely to be considerably higher than the 8-10% currently indicated, if the Coop figures are handled separately.

4. The additional impact on town centre footfall which would occur if the GP practice moves to an out-of-town location

Most people supporting the development because of the prospect of the health centre being provided alongside the supermarket, don't realise that this is not going to deliver additional healthcare provision – it is only going to move the existing provision out of town. The removal of healthcare services from the town centre would further hit town centre footfall, over and above the trading impact being assessed in the retail assessments. This would increase yet further the impact on linked trips to town centre shops by people visiting the GP practice at its current location. Again, the effect of this on town centre traders has not been reflected at all in the way the application has been assessed to date.

I respectfully urge you to reject this application and instead support strategies that protect and strengthen Ledbury's town centre and community as outlined in the Ledbury Neighbourhood Development Plan 2021-2031 which states as part of its vision that it will;

“Nurture the Town Centre - Ledbury's role as a prosperous market town with a diverse economy, including a burgeoning tourist industry, will be protected and enhanced, while the heritage of the town will be preserved and celebrated. The town will cherish and nurture its vibrant retail core and grow its reputation for markets and festivals. Traders will be encouraged to provide a wide range of products, in order to enhance the standing of Ledbury as a prime visitor destination.

Ledbury Neighbourhood Development Plan 2021 – 2031: March 2023

Should you wish to support the application, we ask that you use S106 to help provide a more level playing field for the town centre; make it as easy for shoppers to use the High Street as it will be for them to use an out of town supermarket and facilitate 90 minutes free parking in all the town centre car parks. The financial impact of this on the Council's revenue stream could be offset by a contribution made by Lidl as part of their section 106 responsibilities.

Thank you for your time and consideration of our objections.

Yours faithfully,

Lizzie Gissane

cc: Ollie Jones ollie.jones@herefordshire.gov.uk
Cllr Justine Peberdy justine.peberdy@herefordshire.gov.uk
Cllr Stef Simmons stefanie.simmons@herefordshire.gov.uk
Cllr Liz Harvey epjharvey@herefordshire.gov.uk

PLANNING and REGULATORY COMMITTEE

3 September 2025

PUBLIC SPEAKERS

Ref No.	Applicant	Proposal and Site	Application No.	Page No.
6	Bloor Homes Western per Mr George Elston-Bates	Proposed erection of 31 no. key worker dwellings, including access from Clubtail Drive with associated infrastructure and landscaping at LAND OFF CLUBTAIL DRIVE, HOLMER, HEREFORD	243045	145
OBJECTOR		MR HUBBARD (local resident)		
SUPPORTER		MR RAWLINGS (Applicant's agent)		
7	Lidl GB Ltd per Mr Rob Mitchell	A hybrid planning application comprising: An application for full planning permission for the erection of a Day Nursery (Use Class E (f)) and Foodstore (Use Class E (a)) including access, car parking landscaping and associated work; & an application for outline planning permission for the erection of a medical centre (Use Class E(e)), with access to be determined and all other matters reserved at LAND SOUTH OF LEADON WAY (A417) AND EAST OF DYMOCK ROAD (B4216), LEDBURY, HEREFORDSHIRE	242783	119
OBJECTOR		MR INGRAM/MS STEPHENSON (The Co-operative Group/local resident)		
SUPPORTER		MR MITCHELL (Applicant's agent)		
8	Mr Davies per Mrs Sharon Edgar	Application for approval of reserved matters following Outline 152041(Proposed residential development of 10 dwellings (amendment to original application)) for the approval of Appearance, Landscaping and Scale at LAND TO THE NORTH OF ASHPERTON VILLAGE HALL, ASHPERTON, HEREFORDSHIRE	191013	201

PARISH COUNCIL	MR HAMMOND (Ashperton Parish Council)
OBJECTOR	MR GARDINER (local resident)
SUPPORTER	MR DAVIES/MR NEEP (Applicant/Applicant's agent)