

P R E S S R E L E A S E
Ledbury and Area Development Trust Limited

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'Succession Toolkit' Wins Prestigious Award

Ledbury is proving to be a pioneer in keeping market towns as vibrant and active hubs of local communities after winning a regional Market Towns award.

The Ledbury and Area Development Trust's 'Succession Toolkit' has won recognition as the most outstanding Regional Market Towns Project in the Partnership and Strategic Working Category of the Annual West Midlands Market Towns Awards - organised by Action for Market Towns.

The Succession Toolkit provides a step-by-step guide for local community regeneration partnerships involved in three-year Market Towns Initiative (MTI) programmes to plan how to continue after all their MTI funding has been allocated and used by local projects.

The Toolkit is the result of extensive research and consultation carried out by Professor Rick Ball, of the Centre for Economic and Social Regeneration at Staffordshire University on behalf of the Ledbury Partnership - the forerunner of the Ledbury and Area Development Trust.

Speaking at the Awards Ceremony, Stuart Houghton, Chairman of Ledbury and Area Development Trust (LADT) commented, "we are, naturally, very pleased to receive this Award. The added significance for us is that - in partnership with Staffordshire University - we are already using the Succession Toolkit as the basis of our response to requests from other Market Towns to help them plan their futures. Equally importantly, the Toolkit provides a way for us to generate income to support our own ongoing activities in the Ledbury area."

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The Succession Toolkit covers succession development work at all levels including workshops, highlighting the different stages involved in succession planning and implementation, consultation and project development work, and the production and implementation of Succession Strategies.

Professor Rick Ball, of the Centre for Economic and Social Regeneration at Staffordshire University said, "the Succession Toolkit is presented in a user-friendly way because it is primarily intended for use by those whose experience in the regeneration process may be limited. For those with greater experience, it sets out to offer good practical advice based on up-to-date experience."

Cllr Charles Mayson, Herefordshire Council's Cabinet Member, (Rural Regeneration and Smallholdings) and a strong advocate for the Council's community-led, partnership approach to local regeneration, has wholeheartedly supported the work that went into producing the Succession Toolkit. "The team at Ledbury – both in its original form as a community Partnership supported by Herefordshire Council, and now as the independent, entrepreneurial Development Trust – sets an excellent example of what can be achieved. The Succession Toolkit is an effective way to facilitate the exchange of best practice among other market towns."

Chris Wade, Chief Executive of Action for Market Towns, said "the Regional Market Town Awards are organised by us annually with support from Advantage West Midlands - the Regional Development Agency. The Awards are part of a national competition and they help to promote, celebrate, and share the achievements of Market Towns Partnerships across the UK."

Further information on the Succession Toolkit can be downloaded from www.ledburyadt.org.

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Note to Editors

The Ledbury and Area Development Trust Limited (LADT) supports continuing regeneration in and around Ledbury - in particular by helping the younger generation to obtain higher skilled, higher income employment, and to find affordable accommodation. We support effective co-operation between education and business.

We undertake income-generating activities and - through our 'Ambassadors' - act as an enabler, catalyst, and co-ordinator for the direct or indirect benefit of people living and working in the Ledbury area.

We are an independent, entrepreneurial organisation and any profits we make are used for the benefit of the community.

Between 2002 and 2005 Ledbury and the surrounding villages benefited from a Government funded Market Towns Initiative programme. Over 50 projects benefited from this £1m programme, with each receiving funding of between £250 and £45,000 allocated by the Regional Development Agency, Advantage West Midlands, administered by a local Partnership, with Herefordshire Council acting as the Accountable Body.

In December 2004 the Partnership formally approved that a new, independent organisation should be established to take forward regeneration activities in the area - which led to the formation of the Ledbury and Area Development Trust Limited in January 2005. The Development Trust was incorporated as a Company Limited by Guarantee on 5th January 2005 and became a full member of the Development Trusts Association in February 2005.

End of Note to Editors