

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

For Release on Wednesday 1st June 2005

Appointment of Chief Executive

Ledbury and Area Development Trust Limited (LADT) announces the appointment of Roger A. Payne as its Chief Executive.

Stuart Houghton, Chairman of LADT, commented, "Roger brings with him a wealth of business experience from both the Private and Public sector. He has worked for two major multi-national companies in the UK and overseas, been the Managing Director of a Marketing Communications company, and has run his own companies for over 15 years.

He has recently completed a two-year contract in the Public Sector helping to run the highly successful Market Towns Initiative programme in Ledbury, Herefordshire."

LADT will support a range of regeneration activities in Ledbury and the surrounding area - in particular, by helping young entrepreneurs start-up businesses, and find affordable accommodation. It is an independent, entrepreneurial organisation and profits that are made will be used for the benefit of the local community.

LADT was incorporated as a Company Limited by Guarantee in January 2005 and became a full member of the Development Trusts Association in February 2005.

Danny Edwards, the Development Trusts Association's West Midlands Regional Development Officer commented, "this is a hugely significant time for both the Development Trust and for Ledbury as a whole. It is also a very exciting time and one of enormous opportunity. I'm very much looking forward to working with Roger and the Management Committee in making a difference for the people of Ledbury."

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Commenting further on the appointment, Stuart Houghton said, "Roger will take up the appointment on an interim basis for an initial period of 6 months while we are securing start-up funding and implementing our income generating activities. There will be a formal launch of LADT during July 2005."

[Release ends]

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Note to Editors

The Ledbury and Area Development Trust Limited (LADT) was incorporated as a Company Limited by Guarantee on 5th January 2005. It became a full member of the Development Trusts Association in February 2005.

LADT is an independent, entrepreneurial, community-based organisation. It will provide services, undertake income-generating activities, and act as an enabler, catalyst, and co-ordinator for the direct or indirect benefit of people living and working in Ledbury and the surrounding villages. In particular, it has a specific focus on the need to improve the prospects for the younger generation to obtain higher skilled, higher income employment allied to the availability of affordable housing.

In addition, it will promote the advancement of education and learning, and promote community businesses which are non-profit making, or which employ the whole of their profits for the public benefit.

LADT is run by a Management Committee of three supported by the new Interim Chief Executive.

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, and administered by a local Partnership.

In December 2004 the Partnership formally approved that a new 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.