



Newsletter - May 2013

Ludlow 21 – Notice of Public Meeting and 2013 AGM

For some years now the AGM has been held up to 10 months after the end of our financial year and has reported on events that go back even further. From this year we have decided to hold a more timely meeting in the summer immediately following the financial year end and to combine this as before, with a Public Meeting about a topical subject.

The Ludlow 21 AGM for the year ending 31st March 2013 will be held on **Wednesday 3rd July, 2013 at the Charlton Arms, Ludford**. The official business will commence at 7.30pm and will be followed by a talk and discussion led by **Peter Kelsall**, the West Midlands Regional co-ordinator of Christian Aid. The topic will focus on the **IF campaign** – and how small-holder farmers in the developing world as well as our local farmers are part of the global solution to food security.

This continues the theme of the **Big Food Debate** by examining food security across the globe.

The talk will be billed as "**The Farmer Feeds Us All?**" The YouTube clip at <https://www.youtube.com/watch?v=UaUMqELsJno> provides an amusing but relevant commentary on the current situation if you transpose some of the characters into a modern setting!

CHEAP INTERNET SHOPPING -The Real Cost

The following is a much abbreviated extract from Ethical Consumer May/June 2013. There is a link to the full report at the end of this article.

The aggressive tax avoidance policy followed by Amazon and other multinationals is having a much profounder effect than simply reducing the national tax revenue.

Research by Ethical Consumer has uncovered the following disturbing facts:

Amazon treatment of staff within their 'fulfilment centres' has come under strong criticism – low pay, rigorous surveillance with reports of black-uniformed security guards searching hostel bedrooms and kitchens of foreign workers in Germany, no policy to uphold workers' rights (The company's 2011 annual report stated that "the existence of workers' councils and labour unions" were a "risk" to the business). Working conditions have been likened to being in a slave camp!

The company's monopolistic position has come under further scrutiny recently. They have applied to secure the use of several top-level internet domain names, including '.book', '.read' and '.author'; a move that is being strenuously opposed by publishers' and authors' organisations.

They have patented technology to sell second-hand e-books which could see it create a monopoly in a totally new marketplace. In February independent publisher Lord Lucas went on the offensive in the House of Lords for action against Amazon:

"If Amazon goes unchecked it will kill most of the rest of the industry. Amazon is an amoral monopsony in its growth phase. It is using extremely low margins to drive market share. It is using aggressive tax avoidance to afford those low margins.it will soon have over half of all the book trade, physical and virtual. It is causing tax-paying businesses to die look at what happened to HMV. The internet retailers have control and the internet retailer that will have control above all is Amazon. (Amazon) intends to take out the publishers. It is already doing that in the States, forming its own relationships with authors and publishing its own exclusive-to-Amazon books."

Read the full speech at: <http://www.publications.parliament.uk/pa/ld201213/ldhansrd/text/130206-gc0001.htm>

The US senate has now passed the 'Marketplace Fairness Act' or 'Amazon tax law' to allow states to collect

sales tax on purchases from companies outside their state. The National Retail Federation estimates that states lose a combined \$24 billion each year from uncollected sales taxes on internet purchases.

The market for e-readers is expanding rapidly dominated by Amazon's Kindle which restricts purchases to their own online bookstore – another monopoly in the making!

However the good news is that there are now many alternatives to Amazon, both on-line and on the high street, and also legal ways to download e-books to your Kindle from other sites. For details and to read the full Ethical Consumer report and to join the Amazon boycott go to -

<http://www.ethicalconsumer.org/boycotts/boycottamazon/amazonshoppingalternatives.aspx>

The stark warning is that governments and the public need to act urgently before Amazon have complete control of the book publishing market causing this whole economic sector to bring in zero tax revenue and to control the market for their own advantage.

Green Drinks April 2013

Did you miss Green Drinks on 21st April? The Allan Savory TED film shown at the Sitting Room was not well attended but is recommended viewing especially as it relates to our BFD initiative.

The "Allan Savory: How to fight desertification and reverse climate change" video can be seen at <http://tinyurl.com/cttagpe>

THE RUBBISH DIET

The Rubbish Diet <http://www.therubbishdiet.org.uk/> has been launched in Shrewsbury, with the first 20 families trialling it before Christmas and now we're keen to launch it in Ludlow. The Rubbish Diet is like Weightwatchers for your bin, shrinking what you send to landfill, saving you money and it means you'll never have to panic again if you miss bin day. Five years ago, Karen Cannard started the Rubbish Diet Blog when she was challenged to Zero Waste her bin. She got hooked on trying to understand why we waste so much money and stuff by sending it to landfill.

The Diet is really easy to do. You set your own targets and track your progress. It can make a real difference whether you've got a full wheelie bin or just a few little bags in the bottom. All you have to do is weigh your bin bags - find out what your Top 5 wastes are and then find ways of making that waste disappear - by recycling it, finding other uses for it or just avoiding it all together.

You won't be on your own. You'll find solutions that work for you with the help of other Dieters in your group and the Bin Doctor. Every fortnight you'll be set challenges: Firstly, an attempt to reduce your waste on your own. Shopping with waste in mind. Reducing food waste & composting. Ditching the disposables. We aim to have at least 2 (maybe 3) groups from Ludlow doing the Rubbish Diet (for the competitive element!), possibly split by area. A new guide to recycling in Ludlow is being prepared to help you.

For more information and to sign up please email our Recycling Guru - Alan-Stewart@hotmail.co.uk

EVERYONE IS ENCOURAGED TO GET INVOLVED!

The Castle Connect Bus



To support the **Sunday bus** services that run from Ludlow – the 492 to Leominster and Hereford and the new summer Castle Connect shuttle bus to Knighton, Clun and Bishop's Castle the following walks have been arranged.

Sunday 9th June Meet Les Lumsdon at Ludlow Assembly Rooms for the 09:45 **Castle Connect** bus to Bromfield for an easy 5 mile walk back to Ludlow returning about mid-day.

Sunday 21st July Meet Les Lumsdon at Ludlow Assembly Rooms for the 11:05 bus to Bircher Corner for a 3.5 mile easy walk through to Orleton. Return to Ludlow for 14:00.

Sunday 4th August Meet Les Lumsdon at Ludlow Assembly Rooms for 13:00 **Castle Connect** bus to the 'Scarecrow Festival' at Brampton Bryan and hopefully including a visit to the castle (only open on this day). We'll stay at the festival for an hour or so then rejoin for an easy 2-3 mile walk to Bucknell. Back into Ludlow for 18:45.

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Les is also leading walks for

- **Herefordshire Walking Festival** - 53 walks between 15<sup>th</sup> – 23<sup>rd</sup> June.  
See <http://visitherefordshire.co.uk/herefordshire-walking-festival-2013/> for full programme and booking information
- **Local to Ludlow Open Days** – 19<sup>th</sup> – 21st July – more information and booking at <http://www.ludlowopendays.org.uk/>

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And Ludlow 21 starts a season of new longer bus-walks on **Saturday 25th May**

Meet Phil Sams at the Corve Street bus stop (by the Compasses) at 09:40 for the **Castle Connect** to Leintwardine for a walk to Craven Arms via Shelderton Hill, View Edge and finally through Sallow Coppice into Craven Arms.

Approximately 9 miles with some steep climbs and descents

The bus back (435) is at 16.31 arriving back into Ludlow at 16.40, or train options.

Bring a picnic lunch.

Also save the date – **Saturday 22nd June**, 9:40 at Corve Street stop – Clun to Knighton via Llanfair Hill, approx 10 miles details nearer.

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For the full Castle Connect – and other shuttle bus - services throughout the summer see <http://www.travelshropshire.co.uk/bus/shuttle-buses.aspx> for full information and timetables.

**These buses are a great way to get out into the countryside without the car and enjoy some fantastic linear walks. Use them or we'll lose them!**

## STOP PRESS

**Sunday 19 May – join local author A.T.D Evans (David) for 'Border Wanderings on the Bus'.**

Join David on Castle Connect to hear local stories and discover more about the history of this beautiful border landscape. David will be on the bus all day.

***Buy your Shuttle ticket as normal from the driver when you board the bus.***

## Tuesday Bike Rides



Following the success of the Spring into Cycling rides during March and April which were led by Ray Hughes of Shropshire Council the Tuesday Ludlow Riders have decided to continue on into the summer. If you would like to join them meet them every Tuesday in the Castle Square 9.45 for 10.00 start.

## Tweed Bike Rides - First Saturday of the month

Dress in the styles of yesteryear: tweed, corduroy, moleskin, knits etc. Vintage bikes welcome but not compulsory! First Saturday of the month.

Meet 2pm outside entrance to Ludlow Castle.

An hour or so of gentle cycling finishing for tea and cakes at The Green Cafe, Millennium Green.

### Dates for your Diary

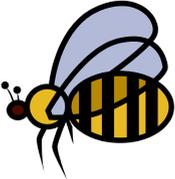
Below are events we are aware of at the time of producing the newsletter but check the *News and Forthcoming Events* section of the Ludlow21 website regularly for an up-to-date list.

## May

|                                                             |                    |                                                                                                                                                                                                                                                                                                                                                     |                             |
|-------------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| Saturday 18 <sup>th</sup><br>and Sunday<br>19 <sup>th</sup> | 6pm to 10pm        | <b><u>Welcoming the Swifts</u></b><br>Join us to watch the birds feeding over the river and then see them going to nests. These birds come to Ludlow each summer to breed but are an endangered species because of modern building techniques. Find out more about the life of a swift and what you can do to ensure they keep returning to Ludlow. | Balcony of<br>Charlton Arms |
| Tuesday 21 <sup>st</sup>                                    | from 7:30pm        | <b><u>Green Drinks</u></b>                                                                                                                                                                                                                                                                                                                          | Rose and<br>Crown           |
| Thursday 23 <sup>rd</sup>                                   | 9:00am –<br>2:00pm | <b><u>Local to Ludlow Market</u></b>                                                                                                                                                                                                                                                                                                                | Market Square               |
| Saturday 25 <sup>th</sup>                                   | Meet 9:40          | <b><u>Walk Leintwardine to Craven Arms</u></b>                                                                                                                                                                                                                                                                                                      | Corve Street<br>bus stop    |
| Saturday 25 <sup>th</sup>                                   | Meet 10:20         | <b><u>Pride of Place</u></b><br>Monthly town centre tidy up – more volunteers always needed – all equipment provided.                                                                                                                                                                                                                               | Buttercross                 |

## June

|                           |                                 |                                        |                        |
|---------------------------|---------------------------------|----------------------------------------|------------------------|
| Sunday 9 <sup>th</sup>    | Meet 9:40                       | <b><u>Bromfield to Ludlow walk</u></b> | Assembly<br>Rooms      |
| Thursday 13 <sup>th</sup> | 9:00am –<br>2:00pm              | <b><u>Local to Ludlow Market</u></b>   | Market Square          |
| Thursday 20 <sup>th</sup> | Meet 18:10<br>Ludlow<br>station | <b><u>Folk Down the Track</u></b>      | Castle Inn<br>Knucklas |
| Friday 21 <sup>st</sup>   | from 7:30pm                     | <b><u>Green Drinks</u></b>             | Rose and<br>Crown      |
| Saturday 22 <sup>nd</sup> | Meet 9:40                       | <b><u>Walk Clun to Knighton</u></b>    | Corve St bus<br>stop   |

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|---------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Saturday 22 <sup>nd</sup> | 11am start      | <p style="text-align: center;"><b><u>Tour-de-Ludlow</u></b></p>  <p>A family friendly cycle ride. Part of the Ludlow Fringe Festival and in support of the Bee Cause. Bee theme fancy dress - wear yellow and black or bling your bike!</p> <p>Further information at <a href="http://www.travelshropshire.co.uk/cycle">www.travelshropshire.co.uk/cycle</a> or ring Shropshire Council on 01743 253063</p> <p>The ride will leave town and take a quiet lane through Oakly Park to Bromfield. Onto Walton and back to Bromfield for a Bring Your Own picnic by the Food Centre before heading back to Ludlow. (Shorter route options available).</p> <p><b>Free Dr Bike – bike check service from 10am</b></p> | Castle Square |
| Thursday 27 <sup>th</sup> | 9:00am – 2:00pm | <b><u>Local to Ludlow Market</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Market Square |
| Saturday 29 <sup>th</sup> | Meet 10:20      | <p style="text-align: center;"><b><u>Pride of Place</u></b></p> <p>Monthly town centre tidy up – more volunteers always needed – all equipment provided.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Buttercross   |

### **Contacts**

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|-------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ludlow 21 Chairman                  | David Currant                                                                     | 01584 875501                                                   | <a href="mailto:coordinator@ludlow21.org.uk">coordinator@ludlow21.org.uk</a>                                                                                                                                                                                                                                                                                                                     |
| Ludlow 21 Company Treasurer & Board | Peter Norman                                                                      | 01584 878398                                                   | <a href="mailto:peter@ledwyche.demon.co.uk">peter@ledwyche.demon.co.uk</a>                                                                                                                                                                                                                                                                                                                       |
| Ludlow21 Company Secretary          | Peta Sams                                                                         | 01584 876818                                                   | <a href="mailto:Peta.Sams@btinternet.com">Peta.Sams@btinternet.com</a>                                                                                                                                                                                                                                                                                                                           |
| Ludlow 21 Membership Secretary      | Juergen Bridstrup                                                                 | 01584 876922                                                   | <a href="mailto:membership@ludlow21.org.uk">membership@ludlow21.org.uk</a>                                                                                                                                                                                                                                                                                                                       |
| Fairtrade and Human Rights & Board: | Liz Taylor                                                                        | 01584 831149                                                   | <a href="mailto:fairtrade@ludlow21.org.uk">fairtrade@ludlow21.org.uk</a>                                                                                                                                                                                                                                                                                                                         |
| Food and Farming Group & Board      | Kate Norman                                                                       | 01584 878398                                                   | <a href="mailto:foodandfarming@ludlow21.org.uk">foodandfarming@ludlow21.org.uk</a>                                                                                                                                                                                                                                                                                                               |
| Events Group& Board                 | Roger Furniss                                                                     | 01584 874205                                                   | <a href="mailto:events@ludlow21.org.uk">events@ludlow21.org.uk</a>                                                                                                                                                                                                                                                                                                                               |
| Other Board members                 | Tish Dockerty<br>Denise Thomspson<br>Nina Walmsley<br>Alan Stewart<br>Kim Holroyd | 01584 872043<br>01584 875017<br>07824 508 536<br>07929 062 691 | <a href="mailto:tish.dockerty@tdky.co.uk">tish.dockerty@tdky.co.uk</a><br><a href="mailto:denisethomps040@hotmail.com">denisethomps040@hotmail.com</a><br><a href="mailto:nina.m.walmsley@googlemail.com">nina.m.walmsley@googlemail.com</a><br><a href="mailto:alan-stewart@hotmail.co.uk">alan-stewart@hotmail.co.uk</a><br><a href="mailto:kimholroyd@hotmail.com">kimholroyd@hotmail.com</a> |
| Ludlow 21 Website                   |                                                                                   |                                                                | <a href="http://www.ludlow21.org.uk">www.ludlow21.org.uk</a>                                                                                                                                                                                                                                                                                                                                     |
| Green Festival Website              |                                                                                   |                                                                | <a href="http://www.greenfestival.co.uk">www.greenfestival.co.uk</a>                                                                                                                                                                                                                                                                                                                             |
| Local to Ludlow Website             |                                                                                   |                                                                | <a href="http://www.localtoludlow.co.uk">www.localtoludlow.co.uk</a>                                                                                                                                                                                                                                                                                                                             |
| Ludlow Open Days                    |                                                                                   |                                                                | <a href="http://www.ludlowopendays.org.uk">http://www.ludlowopendays.org.uk</a>                                                                                                                                                                                                                                                                                                                  |