



Newsletter - July 2013

Ludlow 21 Officers and Board members

The next 3 years will see major changes across the Ludlow 21 Board.

David Currant and Peter Norman will be standing down from their respective positions of Chairman and Treasurer at the next AGM in 2014 when Peta Sams will also relinquish the job of Secretary.

Over the next 3 years 6 of the 'old hands' on the Board must retire according to our Article of Association so we are looking now for new team members to fill these coming gaps!

As announced by the Chairman at the recent AGM we are currently examining the structure and future role of Ludlow 21.

Times are changing fast and Ludlow 21 must change too. A new focus and a new structure will require new people and new ideas to drive it forward.

We shall need a mix of people from both within and without the current membership so don't be surprised if you are approached or, better still, register interest by contacting a member of the current Board.

AGM Report

The AGM on 3rd July was well attended by both members and visitors.

After the official business Peter Kelsall, West Midlands Regional coordinator for Christian Aid, spoke optimistically about the IF Campaign: the Farmer Feeds Us All.

The purpose of the IF Campaign is to address the paradox that many of the world's small food producers cannot feed themselves or their families. As a result, one in eight of the world's population goes to bed hungry each night. The problem is not one of production but of distribution. Because this problem has been created by humans, Kelsall is optimistic there is a human solution.

This disparity can be illustrated by the price of a banana. For every 24 pence paid in a U.K. supermarket, 22 pence goes to transport, insurance, financial services, and product branding.

The problem can be redressed by giving smallholders, who form 70% of the world's farmers, land security and transparency of ownership; discouraging the growing of single crops (with the problems of patented seeds, use of chemicals, and vulnerability to market forces).

There needs to be increased transparency about tax havens and revenues so a fair return goes to national governments. The G8 is beginning to address this.

Aid needs to be more focused ("smarter"), encourage the growing of multi variety crops, and increase resilience in the face of climate change.

We need to educate ourselves about these issues, use the principles of LOAF (local, organic, animal friendly, fairtrade) in spending, and campaign for change.

Although mentioned in previous newsletters these 2 links are definitely worth viewing

- YouTube clip at <https://www.youtube.com/watch?v=UaUMgELSjno> provides an amusing but relevant commentary on the current situation if you transpose some of the characters into a modern setting!
- The Allan Savory talk on the TED website about reversing desertification and climate change <http://tinyurl.com/cttagpe>

Local to Ludlow

The 'Local to Ludlow' Bed and Breakfast group has started meeting again on occasional Local Produce market days to share ideas. They will be meeting on July 11th under the leadership of Judith Eyres to discuss using the website for joint publicity.



The big event just coming up is the **Local to Ludlow Open Days** over the weekend of 19 - 21 July, when producers all around Ludlow will be welcoming visitors to their properties.

There are walks, cycle rides and minibus tours or people can make their own arrangements using the printed leaflet.

There is also a Tapas Night at the Ludlow Brewery on the 19th showcasing the new Grow Cook Cater team.

For more details and to book go to www.ludlowopendays.org.uk or contact Tish Dockerty on 01584 872043 or come to the Local Produce Market on July 11th.

Ludlow Fairtrade Town Group



Look out for our Fairtrade food and craft stalls at the Green Fair where we hope you will and 'make one change' for Fairtrade.

It could be buying a food item you have never tried before or signing up to be a campaigner. There'll be lots of bargains to be had and some tasty samples to try.

Updates on Fairtrade Campaigns

Fairtrade Foundation:

The UK Government has responded positively to the Make Food Fair petition asking for greater support for smallholder farmers in the developing world. However, the support on offer is not the right approach for the farmers! The debate continues.

Outcomes of the G8 Summit held in June, concerning smallholder farmers, are mixed. The critical role played by farmers, especially women in addressing food security and nutrition was recognised in the summary but current plans of the G8 to meet smallholder farmers' needs are not adequate.

Traidcraft's comment about the G8 Summit:

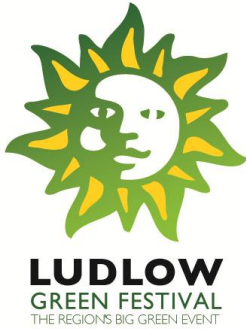
Discussion and delivery of trade justice was absent in the talks. Fairer trade is central to lifting people out of poverty and ensuring they have enough food. An example of this - [The G8 claimed to welcome Africa's own agenda to increase regional integration and trade across the continent](#). But the EU continues to make this impossible by bullying countries into [unfair trade agreements](#) which are dividing the region and threatening development.

Ludlow Swift Group



The weather this summer has been much better for the swifts and the regular Thursday evening swift watchers have enjoyed seeing large groups of birds feeding and screaming. Groups of 50 – 60 birds have been common on many evenings so those who say that numbers are down just aren't going on the right evenings! The birds are currently feeding young and it is hard to believe that in only another 2 weeks they will all be heading back to Africa and our skies will be quieter. We have been involved with an RSPB survey to try to estimate the number of birds by counting numbers in screaming parties – but when there are so many and they are going so fast this is not easy. Groups are setting up in other parts of Shropshire and we continue working to make people aware of these fantastic birds as a way of engaging them in the issues about biodiversity in our towns and countryside.

Latest News re 2013 Green Festival



Sunday August 25th 10-4.00pm in Castle Square

plus 2 events on other dates:

Wednesday 14th and Thursday 15th August - Film "The Moo Man" at Assembly Rooms

Wednesday August 21st - Green Fashion Show at Feathers Hotel

As usual the Festival's key part is the Fair with over 50 stalls in the Market Square.

This year we have asked all stall holders to display their "green" credentials and there will be an organic food hub supported by a number of local growers.

New this year will be the **Make One Change Tent** where brief talks and discussions which will be interspersed with musical performances by our buskers. The **"Make One Change"** theme for the festival will be supported by a display of sustainable transport ideas sponsored by Lanyon Bowdler and a variety of opportunities for **"Make do and Mend"** typified by Colin Richard's charcoal making.

A large tree will be provided on which visitors can hang a note recording the ONE CHANGE they propose to make, and also our Mappa Viride will record the home base of visitors with their method of travel to the Festival.

We have been fortunate to secure Acaster LLP as the major sponsor for the event.

The Festival Poster and fliers are attached with the newsletter. If you can display a poster please contact Roger Furniss as below.

The Ludlow 21 stall, the Make One Change tree and the Mappa Viride all require the support of Ludlow 21 members so please do find time to help on the day with these. If everyone could help for an hour and engage with our visitors it would lighten the load for the Events team who have put in so much work to make another exciting Green Festival. Please contact Roger Furniss 01584 874205 or via furniss@phonecoop.coop and let him know what time you are able to help.

Tuesday Bike Rides



The Tuesday Ludlow Riders meet every Tuesday in the Castle Square 9.45 for a 10.00 start. These are gentle rides and ideal for a summer morning.

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.

Garden transformed by Grow Cook Share

With the help of the West Mercia Probation Trust Community Payback Team the Grow Cook Share project has transformed an abandoned back garden in Ludlow and introduced another household to growing their own vegetables. The garden will now be featured in the Small Gardens festival being organised by Angela Siminon during the Green Festival.

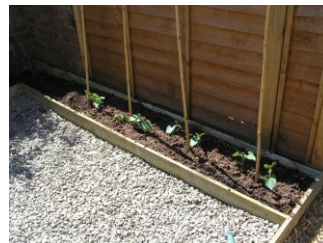
Photos attached show the derelict state of the garden before work started. With the input of 100 hours of Community Payback labour and materials financed by South Shropshire Housing Association this was converted to a simple plan of a gravelled area with borders and a rectangle to be grassed with surrounding woodchip paths. Three small raised beds for vegetables completed the exercise. Runner beans and potatoes are now close to flowering and courgettes and tomatoes will follow.



Plot before work started



Courgettes and potatoes



Beans

Green Shropshire Xchange



Green Shropshire Xchange

Inspiring a climate of creativity

GSX has obtained an Awards For All grant from the Big Lottery which will provide financial and planning help for start-up projects across the County.

The grant has also enabled the engagement of a part-

time GSX Coordinator – Jenna Blair - who will help administer the scheme, maintain the website and organise a **major event for all GSX members on Saturday September 21st**. More details of the latter will be circulated soon.

Meanwhile, do visit the website at www.greenshropshireexchange.org.uk

or join us on Twitter at @GreenShropshire.

Shropshire Car Club in Ludlow



The Co-Wheels Pay-As-You-Go scheme has started well in Ludlow, with both cars now being taken out regularly, but we can do better and we'd like to increase our membership and car usage further.

We shall therefore be promoting the benefits of joining the scheme in the **Tesco car park on 20th July** and at the **Green Fair on 25th August**. If you are nearby

on either occasion, do come along and support us.

We are also working with the Visitor Information Centre to set up a scheme for on-the-spot membership for visitors who would like the use of a car for the duration of their stay in the town. We think this will be a win-win situation for both parties.

Find out what's happening with car clubs across all of Shropshire at <http://www.travelshropshire.co.uk/drive/car-clubs.aspx>

The Ludlow Traveller

Watch out for an exciting new transport scheme for groups and individuals who find it difficult to access existing public transport. A Steering Group, with Ludlow21 representation, has been set up to plan, oversee the scheme's development and manage its **launch which will take place at the Green Fair on August 25th**.

This will be a 'dial-a-ride' service using a 14 seater minibus and a wheelchair accessible car which have already been purchased. Individual membership will cost £12 p.a with the cost of a single trip of £1 (£0.50 for children) while community group membership will be £30p.a with a charge of £1.25 per mile.

The Shropshire Community Transport Scheme will handle bookings and plan routes and schedules based upon demand.

The scheme now needs to hear from prospective members – both individuals and groups and from people interested in becoming volunteer drivers. To become a driver under the scheme you just need a valid licence.

You would then receive free MIDAS training and would need to have a DBS (CRB) check.

For further information, to apply for membership or to become a volunteer driver call 01743 253008 or contact transport@shropshire.gov.uk . You can find out more about community transport at

<http://www.travelshropshire.co.uk/bus/community-transport.aspx>

Life Membership

In response to membership request the Board has agreed to a Life Membership at £100.

Anybody interested please contact our Membership Secretary Juergen Bridstrup at ludlow21membership@gmail.com or write to him at 4 The Vineyard, Lower Broad Street, LUDLOW SY8 1PH.

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.

July

Thursday 18 th	Meet 8:45pm	<u>Swift Watch</u>	Buttercross
Friday 19 th – Sunday 21 st		<u>Local to Ludlow Open Days</u> Visits to local food and drink producers, go by car, bus, bike or on foot. It's your choice, but make a day of it. Taste, Enjoy and Buy. See www.ludlowopendays.co.uk for full programme and booking information.	
Sunday 21 st	from 7:30pm	<u>Green Drinks</u>	Rose and Crown
Thursday 25 th	9:00am – 3:00pm	<u>Local to Ludlow Market</u>	Market Square
Thursday 25 th	Meet 8:45pm	<u>Swift Watch</u> This is likely to be that last event of the year as most of the swifts will have left by the end of the month	Buttercross
Saturday 27 th	Meet 10:20	<u>Pride of Place</u> Monthly town centre tidy up – more volunteers always needed – all equipment provided.	Buttercross

August

Thursday 8 th	9:00am – 3:00pm	<u>Local to Ludlow Market</u>	Market Square
Wednesday 14 th and Thursday 15 th	7:30pm	<u>The Moo Man</u> The remarkable true story of maverick farmer Stephen Hook and his unruly cows. In an attempt to save his family farm, Stephen Hook decides to turn his back on the cost cutting dairies and supermarkets, and instead stay small and keep his close relationship with the herd. However farmer Hook's plans to save the farm do not always go down well with his 55 spirited cows. The result is a laugh-out-loud, emotional roller-coaster of a journey.	Ludlow Assembly Rooms
Thursday 15 th	Meet 18:10 Ludlow station	<u>Folk Down the Track</u>	Castle Hotel Knucklas

Wednesday 21 st	7pm	<u>Green Fashion Show</u> Recycled, upcycled and Fair Trade clothes for men, women and teenagers. Cost £7 including a glass of Fair Trade wine.	Feathers Hotel
Wednesday 21 st	from 7:30pm	<u>Green Drinks</u>	Rose and Crown
Thursday 22 nd	9:00am – 3:00pm	<u>Local to Ludlow Market</u>	Market Square
Sunday 25th	10am – 4pm	<u>Green Fair</u> 60 stalls with green products and services. Also Make One Change tree and the Mappa Viride	Market Square
Saturday 31st	Meet 10:20	<u>Pride of Place</u> Monthly town centre tidy up – more volunteers always needed – all equipment provided.	Buttercross

Contacts

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Ludlow21 Company Secretary	Peta Sams	01584 876818	Peta.Sams@btinternet.com
Ludlow 21 Membership Secretary	Juergen Bridstrup	01584 876922	membership@ludlow21.org.uk
Fairtrade and Human Rights & Board:	Liz Taylor	01584 831149	fairtrade@ludlow21.org.uk
Food and Farming Group & Board	Kate Norman	01584 878398	foodandfarming@ludlow21.org.uk
Events Group& Board	Roger Furniss	01584 874205	events@ludlow21.org.uk
Other Board members	Tish Dockerty Denise Thompsen Nina Walmsley Alan Stewart Kim Holroyd	01584 872043 01584 875017 07824 508 536 07929 062 691	tish.dockerty@tdky.co.uk denisethompsen40@hotmail.com nina.m.walmsley@googlemail.com alan-stewart@hotmail.co.uk kimholroyd@hotmail.com
Ludlow 21 Website			www.ludlow21.org.uk
Green Festival Website			www.greenfestival.co.uk
Local to Ludlow Website			www.localtoludlow.co.uk
Ludlow Open Days			http://www.ludlowopendays.org.uk