

Newsletter – June 2014



Ludlow Fairtrade Town Group

Ready for the European Parliament election on 22nd May, the Fairtrade Foundation is asking supporters to lobby MEP candidates in their region to sign the Fair Trade Manifesto. MEPs in the West Midlands are as follows: **Philip Bradbourn OBE, Mike Nattrass, Michael Cashman, Malcolm Harbour, Phil Bennion, Nicole Sinclair, Anthea McIntyre**. Contact details can be found at www.europarl.org.uk/

Why influence the European Union (EU)?

Many important decisions and policies affecting the livelihoods of the producers in the global south happen at the EU. MEPs therefore have ability to put in place a system to fight against Unfair Trading Practices in EU-bound supply chains for example. If all MEP candidates in this election sign the Fair Trade Manifesto to ensure their support to the principles of Fair Trade, there is a chance of promoting pro-Fair Trade policies during the next parliament.

From the Manifesto:

Farmers and workers are often squeezed in the most labour-intensive phases of production, both in Europe and abroad. Lack of decent work conditions, child labour and production methods that harm the environment are all attributes of unfair trade, which the Fair Trade movement seeks to eradicate. The vision of the Fair Trade movement is “A world in which justice and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full human potential”.

Ludlow 21 Members and Supporters are asked to assist by visiting the Fairtrade Foundation website at: http://www.fairtrade.org.uk/get_involved/campaigns/vote4ft.aspx

The Ludlow Green Bike Ride, 28th June



The Ludlow Green Bike Ride is the new name for the Tour de Ludlow, emphasising the clean, green, carbon-busting, health-giving, community-building benefits of cycling!

This is a guided community ride which is family friendly, offering 6 or 15 mile options. Voluntary contribution of £2 to Ludlow 21. 10.45am registration for an 11.15 departure at the Dinham Millennium

green, Ludlow. Bring a picnic or indulge at the Ludlow Kitchen/ Food Centre. There will be basic bike maintenance on offer prior to the ride and a children's art activity over the lunch break.

Mortimer Country Walking Festival

A walking festival with a difference

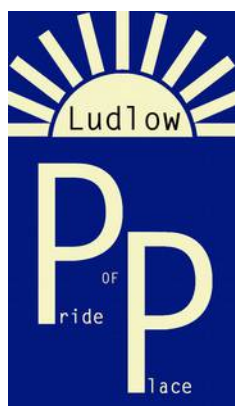
This festival, put together by local tourism group Mortimer Country Ltd, offers a great programme of walks running all through the summer from May to September. The great thing about them is that many are using local bus & rail services - to extend the walks further afield. In particular - the Castle Connect Bus service and the Heart of Wales line from Craven Arms to Knighton.

[See the website for more details](#)

8th June - Launch of "Ludlow and Mortimer Country" walking book.

Meet at the Ludlow Assembly Rooms at 1710 for the 1715 bus (Castle Connect) to Bromfield for an **EASY** 3 mile walk back to Ludlow in time for an early evening drink at the Charlton Arms to launch the new Ludlow and Mortimer Country book written by Les Lumsdon and Peta and Phil Sams.

Ludlow "Pride of Place"



Ludlow "Pride of Place" is a recycling body set up in 2005 and it collects mainly in the town centre, up to the castle, down Corve Street to the railway station. We challenge particularly visitors' behaviour and find that we get a lot of local Ludlow support, with people saying "well done" and asking how they can become involved.

We always collect on the last Saturday of every month, meeting at 10:20am at The Buttercross, top of Broad Street – we lead a group of people around Ludlow recycling / picking up litter and then stop for a coffee and a chat.

Last year we were involved with the Ludlow Arts Festival 2013, when they asked Ludlow "Pride of Place", as a local environmental group to recycle and litter-pick and keep the festival area tidy. The only pay involved was local pride, our members got tickets in return for attending a number of "recycles" and we added publicity to our cause. The LAF picked up the costs (to third parties) of outer bin liners, materials collection from the castle, disposal at a local household recycling centre.



We are now into our second year of doing recycling & waste management at the Ludlow Shakespeare & Arts Festival. It's great fun and gives us a high profile, particularly with the green high-visibility vests with logos, the pre-separated bins (see photo) and the litter-pickers. It's quite easy to do, but not so easy to do well (and in the rain!)

We currently get some funding and support from Ludlow Town Council and are regularly asked to present to local groups. Aside from the Ludlow Shakespeare & Arts Festival, we have also worked with Shropshire Council, Cwm Harry (at the food festivals), Richard's Castle WI, Church Stretton PoP, Clee Hill, Hope 2014, South Shropshire Furniture Scheme, Fair Trade, the Rockspring Centre and the Ludlow Green Festival.

And it's got its own web page www.LudlowPrideofPlace.org.uk



Update on Climate Change Petition

(From Vanessa Spedding)

Hi, I'm happy to let you know that the petition to the media calling for discussion of constructive responses to climate change has now been delivered to the major UK media outlets.

Editors and reporters at Channel 4 News, the BBC, The Guardian, The Observer, The Telegraph, the Financial Times, The Daily Mail, the Mail on Sunday, The Independent, The Independent on Sunday, The Sunday Times, The Times and specifically BBC Radio 4's Today Programme received a copy of the petition and its 1843 signatures in April, ahead of the release of the IPCC summary report from Working Group III - which focuses on actions that we must now take. Below is the letter I sent with the petition. Now let's look out for some improvement in how they report on this.

Feel free to tweet any editors you feel are falling short of their public duties on this critically important issue, and if you'd like to refer them to the petition, then copy me in (@VanessaSpedding) and I will offer to send them the PDF.

Thank you again for all your support.

Vanessa

Petition about climate change coverage

Dear Editor,

I present here a petition signed by 1843 people calling upon UK media outlets to eschew time-wasting debates about the science or significance of climate change and instead to make a concerted effort to conduct meaningful discussions about the constructive responses that are at our disposal.

Since this petition was started, there have been a number of other calls to the media, not least from the UK parliament's science and technology committee, demanding a responsible approach to coverage of climate change. While there are signs that some outlets are responding to this request, there is still much ground to cover.

The upcoming IPCC summary report of Working Group III provides an unparalleled opportunity to open up genuinely informative, cross-disciplinary and ground-breaking debates about the actions at our disposal that can help with both mitigation and adaptation to this planetary crisis.

It is critically important that people gain a full understanding of all the options and their implications. The media has great power, and great responsibility, and the signatories to this petition call on you to fulfil your duty to inform the public sufficiently, in order that a public mandate can be secured for policies that restore rather than further degrade the viability of the planet's ecosystems and climate.

The background information to the petition is available at

<https://you.38degrees.org.uk/petitions/to-the-media-please-debate-the-constructive-responses-to-climate-change-not-its-existence>.

I look forward to your response.

Local To Ludlow Open Days

These will take place on Friday 18th & Saturday 19th July, when there will be an opportunity to visit local food and drink producers, with guided bus, bike and walking tours and the chance to taste, enjoy and buy. There will also be a Tapas Night featuring delicious local food, at Ludlow Brewery on Saturday 19th. Tickets will go on sale soon, more details from <http://www.ludlowopendays.org.uk/>

Ludlow Independent's Day

Ludlow will be celebrating its very first Independent's Day on Friday 4th July - a day that recognises the strength of its very own high street shops which consist of many independently owned businesses with very few high street chains. To help make this day a memorable one the Ludlow Chamber have asked actor John Challis to help raise awareness by going on a shopping spree, John a great supporter of Ludlow's many shops will be taking time out from his busy acting schedule to enjoy the opportunity of making many purchases in many of his favourite shops. The day links with a national initiative which had over 150 locations celebrating their own Independents Days in last year's version

Unlike many other 'clone towns' that support the same old names and brands, Ludlow has for many years comprised of many butchers, bakers and candlestick makers alongside specialist interior, food, arts and crafts and fashion shops.

What began back in late 2012 with Ludlow Chamber handing out 100 'Only in Ludlow' window stickers to all of the independently owned shops in Ludlow town centre has now developed into a website blog written by Adam Withington of Black Bough which can be found at www.onlyinludlow.org.uk. Now developing the awareness of many of the independent shops the Ludlow Chamber are adding places to go shopping onto the Ludlow Guide TiCL app free and accessible to all those with smart phones.

Tish Dockerty, secretary of the Ludlow Chamber of Trade, who is coordinating the day says, 'This is really an opportunity to raise awareness of the special shopping offer which Ludlow provides. We are very proud of our high street, we need to broadcast its many excellent shops to a much wider audience. We are hoping our Independent's Day will capture people's imaginations and provoke a desire to come and shop in Ludlow.'

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

Thursday 22 nd	9:00am – 2:00pm	<u>Local to Ludlow Produce Market</u> featuring 'Welcome to the Swifts' stall	Market Square
Sat 24 th & Sun 25 th	6:00pm - dusk	<u>Welcome to the Swifts</u>	Charlton Arms
Saturday 31 st	10:20:00	<u>"Pride of Place" Recycling and Litter Picking</u>	The Buttercross, Ludlow

June

Sunday 8 th	11:30am - 2:30pm	<u>Ludlow Food Walk</u> Tickets from Slow Food Ludlow Marches	Approx 2 miles in and around Ludlow
Sunday 8 th	5:10pm for 5:15 bus	<u>Launch of "Ludlow and Mortimer Country" Walking book</u>	See details in article above
Thursday 12 th	9:00am – 2:00pm	<u>Local to Ludlow Produce Market</u>	Market Square
Tuesday 17 th	9:45am for 10:00am start	<u>Ludlow Easy Riders Cycle Ride</u>	Castle Square
Sat 21 st	from 7:30pm	<u>Green Drinks</u>	Rose and Crown
Thursday 26 th	9:00am – 2:00pm	<u>Local to Ludlow Produce Market</u>	Market Square
Saturday 28 th	10:20:00	<u>"Pride of Place" Recycling and Litter Picking</u>	The Buttercross, Ludlow
Saturday 28 th	10:45am for 11:15	<u>Ludlow Green Bike Ride</u> Family friendly bike ride see details above	Meet at Millennium Green

July

Friday 4 th		<u>Ludlow 'Independents Day'</u>	
Thursday 10 th	9:00am – 3:00pm	<u>Local to Ludlow Produce Market</u>	Market Square
Friday 18 th & Saturday 19 th		<u>Local to Ludlow Open Days</u>	
Monday 21 st	from 7:30pm	<u>Green Drinks</u>	Rose and Crown
Thursday 24 th	9:00am – 3:00pm	<u>Local to Ludlow Produce Market</u>	Market Square
Saturday 26 th	10:20:00	<u>"Pride of Place" Recycling and Litter Picking</u>	The Buttercross, Ludlow

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Local to Ludlow Website			www.localtoludlow.co.uk
Ludlow Open Days			http://www.ludlowopendays.org.uk