
Newsletter January 2016

A HAPPY NEW YEAR TO YOU ALL

Introduction from the Chair

First, I should like to introduce myself as the new Chair of Ludlow21. I am following in illustrious footsteps so have a great deal to live up to but I have the support of an excellent Board for what will be a challenging but exciting new era for Ludlow21.

Second, I have to apologise for the long delay in getting a Newsletter out to you and also the unsatisfactory state of our website which hasn't been properly maintained for a long time. We have had problems in manning these administrative tasks but hope to do better – although we'd welcome anyone with appropriate skills who could spare time to assist us on any of this – just contact myself or Megan (contact details are at the end of this newsletter).

2015 was a busy year for us with a series of events culminating in a wonderful Green Festival in August coordinated by Eliz-anne. You will find reports on all of these activities in this newsletter.

We are also providing an update on **VISION21¹** – the new vision for Ludlow21 which we launched last summer. This will be the focus of our activities for several years to come and I hope that all of you will feel able to support us and, hopefully, get involved in some way.



Finally, as many of you already know, our regular social event - **Green Drinks** - has moved to the Blue Boar in Mill Street; do, please, try to get to one or more of these get togethers on **21st of each month**. It is an opportunity to meet board members, chat about what is happening in Ludlow21 and just enjoy the social interaction. This year Kim is planning a programme of events which we shall stage in the Blue Boar's upstairs 'Sitting Room' on some of the Green Drinks evenings. We hope these will interest you and Kim would welcome your suggestions for additions to the programme.

I look forward to meeting many of you during the course of this year and especially at our AGM.

Denise

¹ The name comes from the relationship between Ludlow21, the present century and the concept of an all encompassing vision of a future Ludlow.

News From The Groups

Ludlow Easy Riders

This Tuesday morning cycling group set up by Ray Hughes when he was promoting more local cycling through Shropshire Council is still going strong! The group's primary purpose is to encourage beginners and those wishing to brush up their cycling skills (maybe after a time out of the saddle) with a supportive group. We welcome new riders and tailor each ride to cater for the slowest / least able cyclists so no fear of falling behind or lacking experience. There is always an experienced rider to help out with riding tips but riders are responsible for checking their bikes are safe and mechanically sound (Pearce

Cycles in Fishmore Road can do this for you) and ride entirely at their own risk.



Rides meet outside Ludlow Castle entrance most Tuesdays for a 10.0am start. Best to check with Carolyn (**01584 877551**) or Eliz-Anne (**01584 892174; 0779 6687134**) beforehand to make sure there is a ride that day. They can also advise on suitable clothing and answer any queries - lycra is definitely **not** a requirement!

Be brave and join in - we are looking for more beginners and anyone lacking confidence to start cycling again. This is your opportunity to start 2016 with a fun and healthy weekly outing!

Food and Farming Group

We hope you will come along to support some extra markets we are planning to hold on Sundays in 2016 at the Ludlow Brewery – look out for dates – to be confirmed very soon.



We are getting customers to vote for us in this year's Radio 4 Food and Farming Awards. You will find a voting form on our website so do vote for us.

Planning is afoot for a Ludlow Pie competition in the Spring; more news to follow.

Ludlow Swift Group

2015 was not a good one for our swifts. The unseasonal Spring weather meant that most of the birds were quite late in arriving and the insects upon which they feed were less abundant than usual. This meant that fewer birds bred successfully; several nests were unused and there was evidence that unfledged birds were abandoned by their parents. This situation makes our work of recording and preserving nest sites in the town more important than ever.



We have had some good news though. We attracted several new recorders to the Group which meant that we were able to extend the survey area considerably, resulting in new nest sites being identified. In addition, and for the first time, we persuaded the Wrekin Housing Trust to incorporate nest boxes into its new houses on Riddings Road. This is something we have been trying to get builders to do for the last four years so we are delighted that, at last, we have made a start. Finally, we are now receiving really positive support from Shropshire Council when we comment on planning



applications which could affect swifts (and other birds). This is a very good indication that Shropshire is taking the preservation of our biodiversity and natural heritage very seriously.



The next important event in our calendar is our annual 'Ludlow Welcome its Swifts' event which will take place in the second week of **May 2016** – watch out for details nearer the time.

If you are interested in joining the group please contact **Robin Pote: Tel: 01584 872851** or email robin@cherrug.dircon.co.uk

Ludlow Fairtrade Town Group

Looking ahead to Fairtrade Fortnight (29th February - 13th March) there will be a **Celebration of Fairtrade at Ludlow 21 Green Drinks in the Blue Boar Sitting Room on Sunday 21st February from 7.30. - 8.15pm.** Enjoy tasting Fairtrade wine and Fairtrade nibbles and watch a selection of video clips showing Fair trade producers and the positive impact of fair trade in their lives. This event will be followed with the usual Green Drinks Evening.



The focus of Fairtrade Fortnight this year is food security or lack of it for the millions of farmers and workers in developing countries who don't earn enough to know where their next meal is coming

from, whose children suffer from stunting in their growth because of under nourishment and who will never have the chance of education.

The Fairtrade Town Group is planning Big Breakfasts, Big Brews and other events to highlight how much we depend on developing countries for food and how much we take their hard labour for granted without always considering whether producers are getting a fair price.

The highlight of the Fortnight will be the visit of a Fairtrade producer from Kerala, India who will be coming to Ludlow on Saturday 12th March in the late afternoon through to early evening as part of a tour of the West Midlands and Northern Ireland. Mrs Sheena Varghese is Director of Manacadu Social Service Society, a Fairtrade Co-operative promoting organic farming. A 'Plant Doctor' service is run to help farmers by providing advice on organic farming and climate change to the entire farming community. Members of MASS currently produce a range of Fairtrade certified products, mainly coffee but also spices, cocoa, coconut and pineapple. Producers farm in the deep jungle using traditional farming practices, Their coffees are grown under a two-tier shade canopy made up of a variety of trees.

Further details of this event will be emailed nearer the time but please put the date in your diary.

Other events around Ludlow are in the early stages of planning.

We hope you will be able to join in a fair trade event and enable more farmers to obtain food security. Make Fairtrade products a big part of your regular shopping by always choosing Fairtrade in preference to similar non-Fairtrade goods.



Ludlow Green Festival 2016

Ludlow Green Festival is gearing up for this year's event on **Sunday 28 August**. A new committee is in place, chaired by Erica Garner and aided by a Support Team of 7 volunteers who have kindly agreed to work alongside the Co-ordinator, Eliz-anne Williams, on specific areas. The commitment of the team is bringing together a good pool of ideas and enthusiasm.

With L21 forging ahead on its Visioning work Ludlow Green Festival will be an exciting opportunity to showcase



and profile progress being made across the town and we will be working to strengthen these these links and create a Festival that inspires and lives up to his popularity.



VISION21

We launched **VISION21** in July 2015 because we felt that the implications from climate change, a growing world population, diminishing non-renewable resources and increasing global political instability required a step change in our activities. While not affecting us too much at the moment, the impacts will become increasingly serious over the next 30 years or so and we owe it to our children and grandchildren to prepare ourselves as much as we can.

Ludlow is very well placed, with resources and expertise, to build resilience and develop sustainable living patterns. Many other communities have successfully accomplished the changes needed so we are confident that we can achieve them as well.

This is, however, a very big undertaking which will last many years and will require active participation from every sector of our community. Ludlow21 obviously cannot do this alone but we can act as a catalyst for change, provide coordination across different activities, support collaborative ventures and manage the overall programme plan. Much of our work this year will focus on raising awareness of **VISION21** across the board; starting on some easily achievable 'quick wins' to demonstrate what can be done and encourage community groups to become involved.

There are five action groups (Energy; Food & Farming; 3 Rs (Reduce, Reuse, Recycle - your waste); Schools and Education; Transport), each with a Ludlow21 Board member and one or more specialist advisors. Each Ludlow21 representative is responsible for facilitating the group's work, identifying areas of overlap (and potential for collaboration) with other action groups and reporting back to the Board. You will find progress reports from each on the website.

We hope that Ludlow21 members will feel encouraged to get involved with the programme in some way; please contact the relevant Group Board member for more information. **A special plea comes from Diane who is really keen to attract more members to her '3Rs' Group. She has an exciting list of activities in the pipeline which will interest many of you.**

Ludlow Renewable Energy Summer School

The Vision 21 Energy Group is organising a summer school from **June 27th to July 1st** at the Mascall Centre. This will be an exciting event, benefiting from the involvement of many leading experts in the field and comprising a mixture of visits to local centres of excellence together with an opportunity to learn about different technologies and financing. Details and an application form can be found on the Ludlow 21 website or from **Roger Furniss on 01584 874205 or furniss@phonecoop.coop.**

LUDLOW 21 BOARD CONTACTS

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VISION21 GROUP CONTACTS

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WEBSITES

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	www.ludlowopendays.org.uk

