

VISION21 REPORT DECEMBER 2015

VISION GROUP	Transport	Representing/Interests
MEMBERSHIP	Philip Adams	Motoring
	Keith Crouch	General
	David Currant	Cycling
	Les Lumsdon	Expert advisor
	Gill Mortimer	Walking
	Richard Olsen	Public Transport
	Denise Thompson	L21 Board Representative
	John Whitelegg	Expert advisor
VISION STATEMENT	Ludlow will become a zero carbon, zero air pollution, people friendly town with a transport system which meets all our needs while reducing our reliance on private cars.	
PROGRESS UPDATE	Our work to date has comprised 8 Main strands:	
	1. Community Survey	
	We surveyed local community groups concerned with transport to identify areas of concern and the main issues were:	
	Buses	<ul style="list-style-type: none"> • Poor integration of local bus services with the rail network. • Insufficient bus shelters • Out of date timetables at bus stops • Insufficient services e.g Ludlow to Brignorth via Ditton Priors. • Park and Ride not fit for purpose
	Cycling	<ul style="list-style-type: none"> • Little adult cycle training • Better equipped cycle parking spaces needed in town (shelter/lockers) especially at the station. • More information needed about cycle paths within the town.
Walking	<ul style="list-style-type: none"> • Insufficient shuttle bus services to walking centres (in frequency and destinations) especially east-west. • Poorly co-ordinated public transport service (between bus services and with trains) • Pedestrian only areas are not well marked. • Many streets are very narrow making it hazardous for pedestrians who have to share the space with motor vehicles. 	
	Trains	<ul style="list-style-type: none"> • More information needed for visitors, especially on the southbound

		<p>platform.</p> <ul style="list-style-type: none"> • Efficient road/rail interchange needed with a taxi rank, (especially during the school run) • The station forecourt is an accident waiting to happen with no demarcation between pedestrians and cars
	<p>2. Review of Existing Transport Studies We identified several existing reports about transport into, out of, and around Ludlow but it has taken some time to locate these. Now that we have this historical information, we intend to repeat aspects of each survey, together with new ones designed by us so that we can identify problem areas and recommend solutions.</p> <p>3. Station Forecourt We are working with the IOL Group to improve conditions on the Station Forecourt, including installing a designated footpath.</p> <p>4. Electric charging points We are looking into the potential for installing electric charging points within the town centre in the belief that the availability of infrastructure must precede the introduction of electric cars.</p> <p>5. Bus Routes We are reviewing existing local bus routes and the Park and Ride to identify ways in which the services can be improved to address the concerns raised in our Community survey.</p> <p>6. Cycle Plan We are reviewing the 2008 cycle plan to see what is outstanding and what more needs to be done to encourage more cycling in Ludlow.</p> <p>7. Influential People Knowing that getting things done often depends upon getting the right support, we are engaging in a programme of 1:1 meetings with influential people living in Ludlow to explain about our Vision and secure their backing for our proposals, some of which may be controversial.</p> <p>8. Town Planning A key area of our work will be to develop a comprehensive set of proposals for the Ludlow Town Plan to achieve our vision. This will take some time to develop and will comprise several threads addressing all the perceived problems with Ludlow’s current transport system.</p>	