

Ludlow 21 AGM 22nd June 2017

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Chair's Report

I became Chair back in September 2016. As a committee we had lost a number of members in a short amount time and I felt we needed some stability in Ludlow 21 and I was happy to offer this. It was time to develop a new structure that would bring clarity to the relationships between the many groups that had sprung up in previous years. This we have done by introducing the Ludlow 21 Family and Friends Structure, all groups associated with Ludlow 21 are now within this structure and have some form of representation on the board.

The big change in 2016 was the need for the Food And Farming Group to rise to an offer they couldn't refuse, the expansion into opening a shop and cafe at 4 Castle Square, the Local to Ludlow HQ. This required some organisational changes and we agreed to separate F&F activities from the rest of L21, to allow for separate accounts and a new board of directors to oversee the development of this exciting new venture. The new structure of family and friends allows for more flexibility and where necessary support for fledging groups and greater independence for more established ones. And believe me it also makes our Committee meetings far more manageable!!

However I am conscious that we need more opportunities to share information with our members, supporters and those active in family and friend groups, so I would like to suggest that this is done in an informal way through having themed/hosted Green Drink evenings (which is still the 21st of each month at the Blue Boar). We also have gaps in our areas of interest, the biggest one being an Energy group, we still hope that there is someone that will take on this important role for Ludlow 21.

This year the committee have rallied round to ensure that our main public event of the year the Green Festival is thoroughly grounded in the activities of Ludlow 21 and that the benefits of this event are felt throughout the year with far more activities in the community. This will continue to be our goal moving forward. Our new tag line 'Join the Ludlow Green Revolution', along with the Ludlow Sustainable Map will form a major part of the Green Festival and we hope you agree that this shared vision is very much about our community and the town we live in and the expectations we have for it for years to come.

Tish Dockerty 6th June 2017

Ludlow21 Sustainable Transport Group Annual Report 2016/17

Progress has been made on 3 of the 4 main projects we reported on last year. We temporarily suspended action on EV charging points because of the launch two county wide initiatives covering the same ground.

The key points on the remaining projects are:

1. Introducing a 20mph speed limit throughout the town

We:

- joined the national '20's Plenty' campaign.
- made two presentations to the Town Council
- mapped speed limit signs throughout the town.
- made door to door surveys in major roads where there were known speeding issues¹.
- emailed local communities asking for their views
- Put on various events in the town.

Work will continue to gain majority support for the campaign.

2. Installing bus shelters at exposed and busy bus stops

After several presentations to the LCAAC, Representational Committee and the full Council, we have gained agreement in principle to extending the pavement to accommodate a fit for purpose bus shelter in Corve Street.

We will aim to get the Corve Street bus shelter erected and then plan for others where needed.

3. Improving the safety and appearance of the train station

With three other groups² we produced a strategic plan for improvements to Ludlow station up until 2040. The report was sent to our Town Council, to Philip Dunne (on request) and submitted as part of the MRUA input to the Wales and Border Franchise negotiations.

We are working with Arriva Trains to initiate work on the pressing short term safety improvements but progress is slow because of the large number of different bodies involved.

Other projects

Cyclists: we are planning to remove redundant cycle racks and install more in key areas around the town. We are also looking at the potential for an electric bike hire scheme.

Car Club: ongoing work to increase membership and usage as well as promoting a new Visitor Scheme.

Walkers: we have proposals for amending misleading or incorrectly positioned direction and information signage throughout the town.

1 Results showed 94% of residents favouring 20mph limits on their road and 80% favouring a whole town limit.

2 Ludlow Destination Partnership Group, Ludlow Rail Users Group, Marches Rail Users Group

Ludlow Fair Trade Group – report to Ludlow 21 AGM June 2017

This year has been a year of significant change for Ludlow Fair Trade Group. We have established a number of sub-groups which deal with different aspects of our work: business, schools, churches and the council. The steering group receives reports from sub groups, offers help and advice as needed and seeks to make links between them.

Some fair trade successes this year include:

- The completion of the permanent planting of circular **flower bed** outside the castle showing Ludlow's status as a Fair Trade Town.
- **Meeting with our MP, Philip Dunne**, to discuss the implications of Brexit for fair trade.
- **A range of events during Fairtrade Fortnight, including** promotions by fair trade businesses, a children's art/design competition culminating in a Mayor's presentation (competition entries are still on display in Ludlow library); event with local speaker Chris Evans who works in Nepal; special Traidcraft Fair.
- Regular Traidcraft activity continues such as running a **permanent outlet in the Ludlow Mascall Centre, supplying a range of other outlets in town; having a regular stall on the Local to Ludlow market**

It was decided to **redesign the sticker** that is used to identify fair trade businesses in town. The new design (see below) will hopefully appear in shops from September.

We are currently working on the production of a **fair trade Ludlow chocolate bar**, which again will hopefully appear in shops from September.

So all in all a busy and productive year for our group!

Next year sees the celebration of fifteen years as a Fairtrade Town, so lots of special events will be planned!

Jenny Hume
Chair – Ludlow Fair Trade Group



Climate Friendly Diet Group Report 22 June 2017

The Climate Friendly Diet Group will celebrate its second anniversary in September. It was formed to promote plant-based diets as a means for individuals to significantly reduce their personal impact on climate change. In the past 21 months, important changes have occurred in the group itself.

Jacki and Graham Lambert contributed to the formation of the group but will now use their combined knowledge to continue their advocacy for constructive food and environment related change outside Ludlow and closer to home.

Monthly plant-based shared suppers continue. From our beginnings in the Broad Street Methodist Church we moved to the Rural Skills Centre (Myriad) and are presently hosted in the home of a group member. These monthly suppers give credence to our assertions that a plant-based diet can be varied, tasty, and nutritious. We can all attest to that through personal experience! Over time, however, the group's dynamics have changed. Discussions about food and diet have become deeper, ideas and suggestions readily emerge, and actions advanced.

The Climate Friendly Diet Group participated in the "Go Ludlow!" event held at Ludlow College 31st March. This event allowed us to share our message with students, staff, and fellow exhibitors. A selection of plant-based food samples helped attract students. We engaged a number of catering students in meaningful discussion. We were particularly interested to learn that catering students do not learn about vegetarian or vegan diets in their course work.

We have two more events coming up in the near future. We have been invited to provide plant-based snacks for a 'Hands Together Ludlow' networking event for helping agencies. This is another event where plant-based food can sell itself. We will also have a gazebo at the 9th July Green Festival with more food samples along with interactive and information boards.

Our newest and most successful tool (besides food samples) for engaging others in discussion about diet is the term 'flexitarian'. We have observed that conversations are longer and more interactive when we introduce a flexitarian diet as a choice. Respondents begin to suggest changes for their own diet. We believe small successful voluntary adaptations to an existing diet will be the beginning of their evolution to a plant-based diet.

Several ideas are being considered for the upcoming year and our course of action will be determined by what we consider will effect the most beneficial change. Change for animal welfare, change for personal health, and change to address issues of climate change.

Kim Holroyd

Ludlow 21 Swift Group Annual Report

Between 2011 and 2015 the swift group has concentrated on two main areas. To find as many breeding sites within the town as possible, establishing the critical 'hotspots' [areas where the nesting pattern is described as a colony]. This can only be achieved by hours of dedicated observation, often standing in streets around dusk gazing suspiciously in the direction of bedroom windows!!

The second objective has been to widen the public perception of swifts and their unique problems. We organized market stalls in early May and 'Welcome our Swifts' events on a weekend at the Charlton Arms. We also put up a nest boxes in the hope the swifts would be grateful. They were but it took them 5 years!

In 2016 we concentrated on one area, the Sandpits Estate, traditionally a high density hotspot. We leafleted the neighbourhood about our intentions and were more visible. The result was excellent coverage and boxes requested.

Also in 2016 a major renovation of Victory House, a town centre colony, threatened future nesting. Thankfully, a timely wildlife survey, a sympathetic architect as well as on site discussions between LSG members and roofers, resulted in over 20 bespoke nest sites being left for the birds. As we go to press there is interest from the birds but time will tell.

Finally, for 2017, we are again surveying the town centre to collect data for an RSPB research project correlating screaming parties of swifts with nests 'on the ground'!

Robin Pote

Report on the activities of the Education Group for the Ludlow 21 AGM

The main focus of our efforts this year has been to encourage the participation of more young people in activities related to conservation and sustainability.

Bringing forward the date of the Green Festival into the Summer Term has provided us with an opportunity to involve school and youth groups on the day.

Joining forces with Jenny Hume, Leader of the Fair Trade group, I have been attending the meetings of the Ludlow Eco Schools group, a move that has allowed us to strengthen Ludlow 21's links with local schools. The immediate outcome is the participation of Ludlow Infant School in this year's Green Festival.

They will be running a stall staffed by parents, staff and, most importantly, children, and demonstrating their eco-work, as well as selling such things as recycled plant containers and their own recipe book.

We have also worked with the Rockspring Centre, running fun workshops in bug hotel-making and sewing sunflower seeds for the fifty children who attended. We are hopeful that a proportion of those participating will also join us, together with their parents, on the 9th of July.

Our latest project has been to run a series of three workshops this summer for about thirty youngsters at the Ludlow Youth Centre. The group has been engaged in making bunting out of recycled material, sourced from charity shops and the children's homes. The plan is to sell much of this bunting at the Green Festival, and so make a profit for the Youth Centre.

We hope that the small steps we have made this year in terms of strengthening our links with the younger members of our community will continue next year and result in new, exciting and worthwhile projects.

Ian Urry

Incredible Edible Ludlow

This group formed in 2016 and achieved a lot in a short amount of time with public planting of assorted fruit trees around Ludlow – focusing on Station Drive. This year we have many ambitious plans but our main one was to provide the plants for ‘Ludlow in Bloom’ 2017. The Heart of England judges come once a year and Ludlow has won gold for the last 10 years consecutively. The judges are not just interested in a town looking good but they also want a demonstration of community involvement and support. Therefore as part of the project the Incredible Edible group have got local schools to sow their own seeds and claim their own planter in the market square, ready for judging day. The growing of the edibles has been done by 10 volunteers on a shoestring using old seeds and saved seeds from previous years growing. Judgment Day is July 19th, Local to Ludlow will be providing the lunch for the judges utilising some of the spare crop from the plant growing.

Tish Dockerty 6th June 2017

Ludlow 21 AGM - Friends' Reports

GSX

GSX supported a range of events throughout the year, including our flagship Big Green Shropshire Gathering in the Spring which focused on local energy issues. Talks on a range of topical subjects were arranged throughout the region and the Ludlow presentation by Prof John Whitelegg on sustainable transport last November was very well received. We also attended a range of local events including Ludlow's Green Festival to promote the organisation. We have obtained a lottery grant for 2017/18 which will enable us to promote our major ECO17 programme and provide funding for projects related to environmental sustainability.

Denise Thompson

Ludlow Car Club

Over the last 18 months the Club has incurred expenses of about £11K as a result of a number of unforeseen major expenses with cars and loss of income through incorrect pricing. This will be extremely difficult to make up and our plan to replace the cars this year is now not possible. Ludlow car club membership has stabilised at 42 but we would really like to have more members and greater use of the cars. We continue to look for more opportunities to increase our income but ask all Ludlow 21 members to help by acting as advocates for us and urging more people to join the club.

Denise Thompson

Food and Farming Group

This has been a busy year for our group. The Local Produce Market has continued to run throughout the year, although we had to close for the Big Storm. Keeping stall holder numbers up is a challenge, but as this is mainly due to the wider availability of local produce we can't complain. We experimented with two Sunday markets in Ludlow Brewery to attract some different customers, and will continue with these when there is a long gap between markets.

This year also saw the opening of the Local to Ludlow cafe and shop in Castle Square, thanks to the support of Peter Leech, one of our longstanding customers. The Shop/Cafe has been open since November and is doing good business, selling local food, drink and other seasonal products.

Setting this up required a change in the status of our group. Responsibility for Local to Ludlow activities and resources was transferred to a Community Interest Company with a dowry from L21. But Food and Farming group continues, we remain part of the L21 family and contribute to its costs.

My thanks to all members of our group, mentioning in particular Anne Ripley who organizes sales of the green bags, and Tish Dockerty who manages all the above with efficiency and good humour.

Kate Norman