



## **AGM 2018 – Chair and Treasurer’s Reports and Reports from Friends and Family Groups**

### **Chair’s Report**

I became Chair back in September 2016, I am today reporting on activities that took place in 2017. I am pleased to say that the committee has continued to work cohesively, after a period of unrest in 2016. The new ‘Family and Friends’ structure of Ludlow 21 seems to be working, the structure allows space for ‘family’ sub groups to develop semi autonomously and more loosely associated but equally relevant groups to be associated with Ludlow 21 as ‘friends’. All groups have some form of representation on the Board.

The Board currently consists of myself, John Daniels as Treasurer, Ian Urry, Liz Taylor and Kim Holroyd.

2017 was the year that the Green Festival became more ‘in-house’ with the aim of the day to be a celebration of the many activities that Ludlow 21 is involved in. Ludlow 21 is first and foremost a community organisation and it is so important that that the community is always centre stage to everything we do. Therefore part of the thinking for 2017 was the brave decision to change the date, so the day coincided with term time which allows for schools to be more involved and local people to be around rather than the August Bank Holiday which generally didn’t involve our local community. With several activities for families and over 40 stalls all peddling their sustainable wares and services, the Ludlow 21 board and all those involved agreed that it was a great success. The change in date and focus was a calculated risk that we felt paid off, even though the A49 was shut on the day!

Key to our day was the Ludlow Sustainable Map – a mapping exercise that Roger Furniss undertook in a pictorial form which will form the basis of a guided walk this year. We also particularly liked our new imagery ‘Join the Green Revolution’ which we used as our theme and will return this year with a particular focus on working towards a plastic free lifestyle. We have some great plans for the 2018 Green festival, building on our confidence, introducing a Green Festival Mascot costume and a ‘plastic top’ relief mosaic produced by pupils from Ludlow CofE School.

We welcome new blood to Ludlow 21 at all times, as we are all volunteers that give up significant amounts of our time to achieve these activities and there is such a thing as ‘volunteer fatigue’. I would very much like to thank all members of the Ludlow 21 Board for their contributions, efforts and energy as well as officers that do essential maintenance that allows us to function. These include Megan Blackmore for assiduous attention to detail as our Secretary and Nina Foord, our book- keeper, helping keep John Daniels, our Treasurer, on the front foot. Special thanks go out to Liz Taylor who is standing down from the board after many years of service, representing the Fairtrade group.

Tish Dockerty 23<sup>rd</sup> May 2018

## **Treasurer's Report 2017-18**

The financial affairs relating to the Local to Ludlow market having been passed on to Easy Peasy Cookery, the Ludlow 21 finances now present a relatively straightforward picture.

Thanks to the hard work of the planning group and a host of other volunteers, the 2017 Green Festival showed a healthy surplus of £1506, a significant and welcome reversal of the 2016 deficit.

The Green Festival apart, Ludlow 21's main income sources are personal subscriptions and the regular monthly donation of £30 from Easy Peasy. This means that the non-Green Festival account shows a surplus of £716.

On behalf of the Board I would like to register my thanks to Nina Foord for her continuing invaluable work as book-keeper.

John Daniels

Treasurer

## **Reports from Ludlow 21 Friends and Family Groups**

### **Fairtrade Town Group Report**

Another busy year for the Ludlow Fairtrade Town Group. Highlights include:

- Formally renewing our status as a Fairtrade Town
- Our first Fairtrade Study Day for Schools – a very successful event held at Ludlow Methodist Church in February during Fairtrade Fortnight
- Continuing extensive work with Traidcraft, including the continuing maintenance of the permanent Traidcraft outlet in the Ludlow Mascall Centre, regular stalls at the Local to Ludlow market and a range of special events including Spring and Christmas Fairs
- Meetings with Philip Dunne MP to draw attention to the fairtrade implications of Brexit
- Launch of our own fairly traded and Local to Ludlow chocolate products. These are available through a range of outlets in Ludlow and our new range will be launched at the Food Festival in September
- Using a grant from Ludlow 21, we donated fairtrade footballs to a number of schools in the area to draw their attention to these products and encourage them to source their footballs for school from fairtrade sources

This year marks our fifteenth anniversary as a Fairtrade town and, as such, we have a number of special projects planned, for example

- We hope to get the road signs that mark the entry into Ludlow replaced with ones that show our designation as a Fairtrade Town
- Students at Ludlow College have designed placemats to be distributed to cafés and restaurants in Ludlow
- We are planning an event in September to engage community leaders in discussions of what it means to be a Fairtrade Town and what more we could all be doing

We are very grateful for the support we receive from churches, businesses, schools, Ludlow College, Ludlow 21, the town council and our large number of volunteers that make all this activity possible.

Jenny Hume

Chair – Ludlow Fairtrade Town Group

## **Ludlow 21 Sustainable Transport Group – Annual Report 2017/18**

Progress this year has been frustrated because, after last year's debacle over the Corve Street bus shelter, SC Officers have refused to take any action unless it has been formally approved by our Town Council and in its turn, Ludlow Town Council decided to delay any actions on major projects until after the results of the Community Plan were known. This has meant the temporary suspension of the In and Out of Ludlow (IOL) meetings and the STG being unable to make any progress on bus shelters, street signs, pavement improvements and train station forecourt work.

We therefore decided to focus our efforts on three initiatives:

- The 20's Plenty Campaign
- EV strategy and implementation
- Bus service research and improvements

### **20's Plenty campaign**

We have held numerous events to spread awareness of the campaign and have received overwhelming support from the public with over 90% of those questioned agreeing that we need a 20mph speed limit on all our residential roads. The Chair of the 20's Plenty subgroup, David Currant, has given three presentations to the Council this year to keep them informed of progress. The Representational Committee has now approved our proposals for roads which should be changed from 30mph to 20mph zones and we are now waiting for Full Council ratification of that. Once they have approved the proposal, Ludlow will ask Shropshire Council to investigate how best a wide area 20 miles per hour limit can be introduced to the streets of Ludlow.

Ludlow will then be one of five Shropshire Towns so far which want to switch to a 20mph limit and Professor John Whitelegg is leading the county wide campaign and talking directly to West Mercia Police, to healthcare professionals and to the Director of Public Health. We have been supporting John in this work. So far, SC and WM police have proved to be very resilient to any change to speed limits but we expect that, as more and more towns launch their own campaigns, they will modify their stance.

### **EV Strategy and Implementation**

We have been working with Robert Saunders who is developing an EV strategy for the whole Marches area and this is now nearing completion with the document (having passed through many iterations) about to be formally submitted to Shropshire Council. Locally, Philip Adams (who is the lead member of our group on this) has produced a guide for people thinking of buying an electric car and this is now on our Ludlow21 website. He has also provided local hostellers with sufficient information for them to make decisions on electric car and van use and continued (like Cllr Smithers) to publicise low cost ways of providing chargers for public use. So far, none have taken them up. We are, however, optimistic that the EV tide is beginning to turn and that we shall soon be able to make progress.

## **Bus research**

As well as supporting Bus Users Shropshire activities, our priority in Ludlow is to improve the Park and Ride service. Our objective is to enlarge the parking area, install basic facilities (especially toilets) and have a dedicated (preferably electric) bus service going non-stop between the P&R and town centre every 30 minutes, seven days a week. Large Government grants are available to support this and we are pressing Shropshire Council to apply for them. We also submitted a RFI to SC to find out how the 2011 £4.9M award for sustainable transport initiatives was spent. The reply was very long in coming but it appears that a lot of the money was spent on the establishment of the Shropshire Car Club which we in Ludlow have benefitted from. However, there could still be funds remaining in which case we would be interested in applying to support our initiatives.

## **The Climate Friendly Diet Group Report: 2018**

The Climate Friendly Diet Group formed almost 3 years ago to encourage individuals and families to change to a plant-based diet. The group advocates steady considered change that evolves to a more plant-based diet as information is acquired and personal circumstances permit. Therefore, we are inclusive to vegetarians, vegans, flexitarians, and reductarians.

Whatever name we prefer to use, we all champion planet and personal health through diet.

The shared suppers continue to be held monthly. There is a core group of 'regulars' but we're quite fluid and members come when able. We share recipes and food while offering support while we evolve towards a plant-based diet. We are now taking turns hosting the dinners in our homes. In addition, we've had a couple of outings to experience vegan food together. We visited the Japanese vegan restaurant, *Itadakizen*, in Shrewsbury before Christmas and attended a vegan festival in Hereford a few weeks ago. These outings provide us with new ideas to incorporate into our existing recipe file and support vegan businesses.

The Climate Friendly Diet Group had a presence at the 2017 Green Festival. Members and supporters offered a selection of plant-based nibbles for festival attendees to sample. A home schooling student conducted a food related survey at our stall which she used in a school project. And we were heartily supported on the day by Oopsa Daisy, the cow. Using balloons, Oopsa Daisy demonstrated to the public the amount of noxious gases emitted by one cow and distributed leaflets describing the environmental harm globally.

The Diet Friendly Diet Group has plans to extend our activities in the next year and would welcome the support of new members.

## **Report of the Education Group 2017-2018**

Our main aim for this year has been to increase our involvement in local schools so that we can work more directly with younger members of our community.

Chris Deaves, Megan Blackmore and I created and presented an assembly for Ludlow Infant School towards the end of 2017. Its focus was on the ways in which children in the school could take responsibility for the reduction of CO<sub>2</sub> production in their daily lives. By means of an improvised role-play, involving the three of us and the pupils themselves, we presented an entertaining scenario of a 'typical' day in a child's life: lengthy showers, unnecessary car journeys, wasted food and so on. The resulting production of CO<sub>2</sub> gasses was represented by accumulated mass of beanbags, thrown into buckets by enthusiastic audience members.

Apart from raising awareness of this important issue in the school, the purpose of the assembly was also to launch an energy-saving log that we had created. The school had identified a five-week period during the Spring Term during which 90 Year 1/2 children were going to identify a series of different ways in which they were going to actively reduce their production of CO<sub>2</sub>. Their challenge was to attempt to match their own weight in saved CO<sub>2</sub> emissions.

We were impressed by the enthusiastic welcome that staff and pupils gave us, but we have yet to have the opportunity to assess the effectiveness of the project. However, at the very least it has made the children think about their lifestyles and the fact that, even at their age, they can begin to take some responsibility for their behaviour.

We were then able to deliver a slightly modified version of the same assembly to the children of Bishop Hooper School. This also went very well, and we are in the process of organising a second visit to the school with a view to launching another energy-saving project using our log book.

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We are particularly pleased by the participation of Ludlow School in creating five designs for the Green Festival mascots costume. These will be made up by Clare Bremner of Julian Road, and they will make a colourful and very welcome addition to the festivities on July 8<sup>th</sup>. We hope that this signals the beginning of closer ties with Ludlow School.

Ian Urry

## **Incredible Edible Ludlow**

2017's activities were firmly focussed on contributing to Ludlow in Bloom, the group grew over 500 edible plants for the planters that are placed throughout town. Their contribution to Ludlow in Bloom was warmly received with lots of very positive comments from members of the public. The judges awarded the town a 'Gold' award for their overall display.

Further work continues with the Scouts and Beavers group' on Station Drive, Station Drive Surgery have created and pick and take herb bed. The fruit trees that were planted in 2016 around Station Drive surgery are becoming more established, however two were vandalised.

Ludlow Infants school have planted trained apple trees along their front drive.

Plans for 2018 include developing the area outside the Library with support from the Parkway shops.

### **Food and Farming Group**

This group has now been incorporated into the Local to Ludlow CIC. It continues to oversee the Ludlow Local Produce Market and the Local to Ludlow HQ Cafe and Shop, both of which had a positive 2017. The market has attracted a younger group of new producers who are filling the gaps of predecessors and the market continues to have a loyal following. The HQ cafe and shop completed a year of trading and in that time repaid all its set-up loans and continues to make a monthly £30 donation to Ludlow 21. There is a respectable surplus for its first year of trading and plans for 2018 include reinvesting this into two community projects including a 'Great Local to Ludlow Bake Off' with local schools that will culminate in a final at the September Food Festival and some 'Wild Cookery' workshops with schools working alongside Forest Schools.