

Newsletter – August 2014



LUDLOW

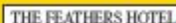
GREEN FESTIVAL

THE REGION'S BIG GREEN EVENT

SUNDAY 24TH AUGUST 2014 www.greenfestival.co.uk



WEDNESDAY 20TH AUGUST **Green Fashion Show**

at The Feathers Hotel 7pm. SPONSORED BY 



THURSDAY 21ST AUGUST

Environmental Film The Sitting Room, Upper Galdeford 7.30pm

SUNDAY 24TH AUGUST **The Green Fair**

Castle Square 10am-4pm. Filled with stalls with green products and services

Natural Adventures

Food foraging walk and Bushcraft ramble with expert Don Hale

NEW THIS YEAR **Fun on the Linney**

SPONSORED BY FRIENDS OF LINNEY RIVERSIDE PARK AND 

Fabulous Sound Sculpture and Face Painting

Family Bike Ride SPONSORED BY

Family friendly ride – win some kit!

Party at the Brewery

at Ludlow Brewery 7pm-11.30pm

Rhythm Thieves and Jess Prentice. Food available

Green Festival Bus Walk from Bucknell to Leintwardine

Make One Change Pledge Tree & Mappa Viride

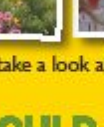
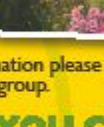
Children's Activities SPONSORED BY   

RSPB fun, Scrappies, Green Trail, 'Things That Fly', friendly giants

Wigley's Field Organic Allotments

Live Music and Celldh

Major sponsors



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For the most up to date information please take a look at the website and join our facebook group.

COME ON, GO GREEN FOR THE DAY! **YOU COULD STAY THAT WAY!**

Shropshire Car Club – Ludlow Branch



The new lower charges have been welcomed by everyone in the Car Club; we have seen the cars being used more this spring and we are also attracting new members, although still not as many as we would wish. We now have a tow bar fitted to the Ford Focus in Ludlow thanks to the generosity of one of our members so we hope that this will be an added attraction for people thinking about summer holidays.

This summer and autumn we plan to focus our attention on some town centre B&Bs. We believe that visitors using B&Bs often travel to Ludlow by train and would find it very useful to have the use of a car whilst staying here. The B&Bs would benefit from the additional income - as they would keep the joining fee -and they

would also be offering an additional service to their guests. The car club would benefit from having the cars used more so this is a really good opportunity for all three parties.

We hope to liaise more closely with the Assembly Rooms, using their facilities to promote the club at every opportunity and we have recently placed an advert in their national publication which involved us taking the Focus on a picnic to get the super picture shown here. We didn't quite manage the children and an animal but everything else looks good!

For more information about the club visit www.co-wheels.org.uk/shropshire

Ludlow Swift Group – Welcome To Our Swifts' Event

The Ludlow Group held a very successful 'Welcome To Our Swifts' week in May when we were able to sign up several new members to help with our survey work. The stall in the Local To Ludlow Market attracted a lot of interest not least because of our splendid new banner with graphics by Gareth Thomas. Luckily the weather was good this year, tempting people to linger and chat to us about our swifts and why they are so special and there was considerable interest in the various swift nest boxes we had on show. Earlier in the month Robin Pote had given a talk to Town Councillors about the problems swifts are facing and why we need the Council's help in protecting nest sites. As a result, the Mayor and several Councillors came along to the weekend event at the Charlton Arms and joined many other supporters and visitors to learn more about swifts, martins and swallows and how we can help them all. Swift spotters were rewarded with views of screaming parties and breeding pairs flying into their nest sites and the Charlton Arms, once again, proved to be a very sociable venue.

"Welcome To Our Swifts' is now firmly established as an annual event in our Ludlow calendar and we want to grow it in size and scope year on year so that Ludlow becomes well known as a 'Swift Friendly Town'.



The group is always happy to offer advice or receive news about swifts in and around Ludlow so feel free to contact us via ludlowswiftgroup@gmail.com

Ludlow Green Bike Ride



This year's Green bike ride on 28th June was a success and despite the torrential rain at 11 am, we got 25 committed soggy riders! We had a lovely selection of youngsters on bike seats, first pedal bikes and even a balance bike - fantastic to see.

The L21 collage (on going from celebration event and hope to be finished at Green festival) has some colourful new additions to it.

Thanks to Ray and all the volunteers on the day who were fantastic. Such great spirits despite the weather. We are looking for volunteer 'outriders' again for the green festival



ride 24th August. Please let me know on nina.m.walmsley@googlemail.com if you are free to help that morning, it'll be a 1030 am start with a similar route but hopefully we'll get enough riders to have a faster pace ride as well as a group which encourages more 3+ year olds to join in!

The latest guide to help you avoid Amazon is now live online

This from Ethical Consumer:

The guide to online ethical retailers contains:

- ethical and environmental ratings of 25 ethical online retailers
- Best Buy recommendations
- company profiles
- and some good news on tax avoidance

The guide, and all the companies featured, were chosen by Ethical Consumer readers in a recent survey.



“ Fairtrade doesn’t help the poor”?



Recently there’s been some negative and unbalanced press coverage about Fairtrade certification. Traidcraft is pointing out some truths below which give a totally different perspective on the issue.

The reporting relates to the publication of a four year study by development economists from the School of African and Oriental Studies (SOAS). The focus of their work concerned the benefits of Fairtrade certification in just two communities (out of a possible 1000 worldwide) and in two countries Ethiopia and Uganda in Africa (from a possible 70 where Fairtrade operates).

The workers who are the focus of the study are not the smallholder farmers who have always been traditionally at the centre of Fairtrade certification but they are the casual and seasonal labourers who work for some small holders, for example at harvest time. These workers may not benefit from Fairtrade and it has already been recognised that Fairtrade standards should offer more. Improvements have been and are being made in this area, following a report on the issues. Change takes time to filter through to poverty’s front line.

Some research suggests that the Fairtrade premium may be spent inappropriately.

One of the strengths of Fairtrade is that it gives a voice and a choice to farmers - something that doesn’t happen in the mainstream. One of the examples given in the reporting is of premium funds being used to provide a house for a teacher but it’s all about local conditions and perception. In an example from Traidcraft, in the palm oil work in Ghana, the provision of an apartment for and on-site midwife has meant overnight maternity care for all women in the area, saving them a long drive over dirt track roads at night while in labour, greatly cutting complex case referrals to hospitals. How to spend the premium is made democratically by communities.

The media and research cannot justify headlines that Fairtrade doesn’t help the poor. Other research shows clearly that Fairtrade cuts the likelihood of being poor by 50% and in Traidcraft’s long term (over 35 years) experience and evidence of working in this area, the livelihoods of hundreds of thousands of farmers, their families and communities have been transformed by the opportunity to trade fairly.

Green Flag Award for Ludlow Infant School

Congratulations to Ludlow Infant School on gaining the Eco-Schools Green Flag Award. Eco-Schools is an international award programme that provides a framework to help embed sustainability principles into the heart of school life.

St Laurence Lighting Fund

At the last meeting of Ludlow 21 Board it was agreed that we should donate £200 to the fund to replace the current lighting system in the church with a more efficient and low-energy alternative.

Although Ludlow 21 is a secular organisation, we are happy to collaborate with and support efforts to make St Laurence church a beacon of energy efficiency and a model community venue.

'Local to Ludlow' Song

At the recent Ludlow 21 AGM this song was sung in public for the first time since 2007. Peter Norman has kindly supplied the lyrics should anyone wish to sing it again!

Local to Ludlow Victory Song (to the tune of waltzing Matilda)

Once a Ludlow housewife went to the supermart
Down where the old cattle mart used to be;
But she found that spring onions came from South America
“Why are’nt they Local to Ludlow?”said she.

“Local to Ludlow, Local to Ludlow
Why aren’t they Local to Ludlow?” said she.
“If you buy your veg. and apples at the green-grocer’s
You can be Local to Ludlow with me”.

She went to the meat shelves looking for a local joint
“British” was the only label to see.
And as she left with nothing in her shopping bag
“I’d rather have Local to Ludlow!” said she.

“Local to Ludlow, Local to Ludlow
I’d rather have Local to Ludlow!”said she;
“If you buy your beef and bacon at the butcher’s shop
You can be Local to Ludlow with me”.

She went up the hill and looked around the market square
Hoping to buy something tasty for tea;
She found there a butcher, a baker and a Deli shop
“These are all Local to Ludlow!” said she.

“Local to Ludlow, Local to Ludlow
These are all Local to Ludlow!” said she;
“If you buy your buns and butties at the baker’s shop
You can be Local to Ludlow with me”.

She popped to the Church Inn feeling very satisfied
“Six real ales here!” she murmured with glee;
“I’ll tell my husband to give up drinking lager now
We’ll drink local beers when we’re out on the spree”.

“Local to Ludlow, Local to Ludlow
We’ll drink local beers when we’re out on the spree;
If you buy your beer from Ludlow’s little brewery
You can be Local to Ludlow with me”.

Now the Ludlow housewife buys at the local shops
She is as happy as happy can be
“If you look for the logo and talk to the shopkeepers
You can buy Local to Ludlow” says she.

“Don’t shop at Tesco, Don’t shop at Tesco
Don’t shop at Tesco for your family.
If you hate Food Miles and lots of plastic packaging
You can buy Local to Ludlow with me”.

Message from the Editor

This edition of the Ludlow 21 newsletter has come out somewhat later than originally planned. Apologies to those who took the time to send me contributions and information about events which unfortunately were not publicised in these pages. Any contributions to the newsletter are very welcome, please send them to me at megan.blackmore@gmail.com

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.

August

Thursday 14 th	9:00am – 2:00pm	<u>Local to Ludlow Market</u>	Market Square
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Wed 20 th	7:00 pm	<u>Green Festival Fashion Show</u>	The Feathers Hotel
Thursday 21 st	from 7:30pm	<u>Green Drinks and Environmental Film Showing</u>	The Sitting Room
Sunday 24 th	All day	<u>Green Fair, Family Bike Ride, and Party at the Brewery</u>	
Thurs 28 th	9:00am – 2:00pm	<u>Local to Ludlow Market</u>	Market Square

September

Thursday 11 th	9:00am – 2:00pm	<u>Local to Ludlow Market</u>	Market Square
Thursday 11 th	6:30 – 9:00pm	<u>Alternative Housing Talks (see poster below)</u>	Ludlow AD plant
Sunday 21 st	All day	<u>Ludlow Cycling Festival in aid of MacMillan Cancer Support (see poster below)</u>	Ludlow Rugby Club
Sunday 21 st	from 7:30pm	<u>Green Drinks</u>	Rose and Crown
Thursday 25 th	9:00am – 2:00pm	<u>Local to Ludlow Market</u>	Market Square

Contacts

Following the AGM there are some significant changes to the contacts list. An updated version will appear in the next newsletter.

Alternative Housing Talks



Ludlow AD Plant, Coder Road Industrial Estate, SY8 1XE

6.30-9pm

**A series of 6 sessions exploring all you need to know about
alternative housing structures.**

Planning & Structure

Thu 11th Sep - Planning issues & neighbourhood planning

Thu 25th Sep - Funding & Finance: share offers, renewables

Thu 9th Oct - Housing Structures: Coops, Co-housing, Community Land Trusts

People & Resources

Thu 23rd Oct - Cooperative Models: decision making process, joint project management, group skills audit

Thu 6th Nov - Project Management & Development: business planning, allocation of resources, expectation management

Thu 20th Nov - Housing Types – self-build, retrofit, finding the right place

£5/session or £25 for all 6. Booking essential

Contact Jodie at Cwm Harry for more details and to book

01686 626234 or jodieg@cwmharry.org.uk



A Great day out for all the family - Ride YOUR BIKE, eat cake, Have FUN!!!

LUDLOW CYCLING FESTIVAL

SUNDAY 21ST SEPTEMBER 2014

WE ARE
MACMILLAN.
CANCER SUPPORT

LUDLOW RUGBY CLUB

LIVE MUSIC • CAKES • TRAMPOLINES • FACE PAINTING • BOUNCY CASTLE • HOT FOOD • LICENSED BAR • TOMBOLA • RAFFLE



SOUTH SHROPSHIRE TORS

A challenging 100km with over 1,460m of climbing taking in staggering ascents and descents over Kerry Ridgeway on the Welsh/Shropshire borders. Fully supported with First Aid, broom wagons and 2 food stops. Riders manually timed. Register online

£20 PER RIDER



11AM

MOUNTAIN BIKE RIDES

Offroad rides on the stunning trails in Mortimer Forest

£10 PER RIDER



RAISING MONEY FOR

WE ARE
MACMILLAN.
CANCER SUPPORT



10.30AM

BEGINNERS AND FAMILY RIDE

A led 11km round trip to Ludlow Food Centre via Plymouth Estate back roads aimed at beginners and families. Pre-ride bike safety check. Register on the day

£10 PER FAMILY



2PM

THE ORCHARD RIDE

A led 30km round trip to Tenbury Wells through beautiful Teme Valley scenery aimed at more regular riders. Register online

£10 PER RIDER



TURBO TRAINER TIME
TRIAL CHALLENGE

WITH
PRIZES!!

RAISE MONEY FOR MACMILLAN
WIN AN ISLABIKE!!

tinyurl.com/mac1cf



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