

TRANSPORT VISION GROUP

Vision Statement

Ludlow will adopt policies already implemented elsewhere to become a successful, zero carbon, zero air pollution, people friendly town with a transport system which meets all our needs whilst reducing our reliance on private cars.

2016 Priorities

Trains

Objective – to make the station safer for pedestrians, provide topical and helpful information for visitors and improve its appearance.

Actions - Following a meeting with Shropshire Council, the pedestrian walkway in front of the station will be marked up and the pedestrian crossing over station drive will be more clearly defined.

We are currently working on plans to further improve the segregation of pedestrian and car movements and to provide a clearly defined entrance area to the station.

We will work with the Ludlow Destination Partnership Group to improve the appearance of the station, with planting, wall art and improved, attractive signage.

We are looking into the pros and cons of ‘adopting’ our station which should allow us more freedom to improve things.

Buses

Objective – to ensure that our community has access to a fit-for-purpose bus service both within the town and to outlying centres.

Actions - We intend to start a programme of lobbying for bus shelter installation in Ludlow for the comfort and convenience of existing bus users and to encourage the use of public transport.

Nb - *We have only one bus shelter in Ludlow (outside the Assembly Rooms) and even that was erected in the wrong place.*

Actions - We now have agreement from the Town Council to erect a shelter at the top of Corve street and will be meeting with the Ludlow Conservation Area Advisory Committee on 1st June to decide on the most appropriate model.

We would like the next shelter to be in the Rockspring area. The IOL Forum are in favour of this and we are planning on undertaking a survey, with the help of College students, to identify the most appropriate place for that. We will work closely with the Rockspring Community Centre to ensure that the shelter meets their needs and is 'owned' by the community.

We are working with Bus Users Shropshire to improve bus services and to try and ameliorate the impact of service cuts which are having a major detrimental effect on isolated communities around Ludlow.

Cars

Objective - We want to reduce the number of cars in Ludlow town centre to improve air quality, reduce noise pollution, reduce wear and tear on our heritage buildings and streets and improve mobility for the disabled, parents with pushchairs, pedestrians and cyclists.

Actions - We see electric cars as a good alternative to petrol and diesel in terms of reduction in noise and air pollution. To assist this, we want to get EV charging points installed in the town. We are targeting hotels to see if we can persuade them that an EV charger would be an attraction for their guests and we are also looking at more public sites in the town for the same purpose. We have produce a pamphlet and, with the help of Stretton Climate Care, a presentation about the pros and cons of electric cars.

20's Plenty – this is a long term project to get a 20mph limit throughout the town to improve the safety of pedestrians and cyclists and to encourage shoppers. We have joined the National '20's Plenty' movement and have presented our proposals at both the IOL and full Council. We know this could be controversial but many other towns have successfully made the switch and we think Ludlow should as well.

Objectives

1. Achieve best practice facilities for walking, cycling and public transport.
2. Create a safe and secure environment by introducing a 20mph speed limit throughout the town.
3. Enhance and celebrate Ludlow's special historical built environment by converting the central medieval core into a car-free zone (with exceptions for deliveries, residents and the disabled).
4. Improve the quality and quantity of local bus and rail services and develop a genuinely integrated public transport system so that the whole community has access to efficient transport into, out of, and around the town.