

Ludlow 21

**MINUTES OF ANNUAL GENERAL MEETING
for financial year ending 31st March 2022
held at Ludlow Brewery on 20th October 2021, 7.00pm**

Present:

Richard Ellis
Robin Pote
Erica Garner
Colin Richards
Sarah Burke
Kim Stilwell
Daphne Jones
J Hughes
Kevin Oubridge
Susie Green
Laura Perratt
Liz Taylor
Penelope Bridstrup
Linda Downey
Scarlett Penn
Jane Cullen
Alex Urka
Debbie Tilsley
Jane Moon
Marilyn Gaunt
Philip Adams
Sylvia Duffy
Denise Thompson
Roger Furniss
Sally Cassels
Tish Dockerty (Director, Chair)
John Daniels (Director, Treasurer)
Chris Deaves (Director)
Di Lyle (Director)
Kim Holroyd (Director)
Megan Blackmore (Secretary)

Apologies:

David Currant
Clare Currant
Noel Lambert
Les Lumsdon

1. Introduction and Apologies

Tish Dockerty welcomed everyone to the meeting and explained that this was the AGM for the financial year 2021 / 22, but that updates on activities in 2022 would also be given. The Board and secretary introduced themselves. The apologies listed above were noted.

2. Minutes of the AGM held on 14th September 2021

Robin Pote proposed that these be accepted as an accurate record of the meeting. Denise Thompson seconded. All present voted in favour.

3. Chair's Report

Tish Dockerty welcomed new members and noted that Ludlow 21 is now 24 years old and is constituted as a not-for-profit Limited Company. We are a membership organisation, with Clare Currant as membership secretary. Tish urged people to consider joining if they are not currently members.

Tish explained that Ludlow 21 is the sum of its parts and described the family of groups. Support and funding is available for new groups who want to form as part of the Ludlow 21 family.

Tish took on the chair's role six years ago, is very busy and has little extra time to give. She urged anyone interested in taking over the role to get in touch. Thanks to Megan and Clare for continuing in their roles as Secretary and Membership Secretary.

4. Treasurer's Report and Accounts for year ending 31.03.22

Paper copies of accounts were circulated at the start of the meeting. John Daniels reported as follows:

Last year was a more normal year. A successful 2021 Green Festival generated approximately a £750 surplus. The Green Festival is a key income stream for Ludlow 21. We are also dependent on membership subscriptions for core funding.

The accounts are hosting two other financial flows for separate projects:

Firstly the bus timetable compiled by Roger Furniss. Ludlow 21 provides financial support for this and also provides banking for money from other sponsors.

Secondly the Marches Community Energy Fund feasibility study looking at the viability of ground source heat pumps for rural properties. This work was completed by Shareenergy and grant funding was channelled via the Ludlow 21 account.

Robin Pote proposed that the meeting accept the accounts. Philip Adams seconded. All voted in favour.

5. Group Reports

Written reports from Ludlow 21 Family groups had been prepared in advance (see appendix.) Group members gave a verbal summary as follows:

Sustainable Transport Group - Denise Thompson;

Fair Trade Town Group – Laura Perratt;

Energy Group – Chris Deaves;

Incredible Edible Ludlow – Megan Blackmore.

Ian Urry then gave a report on the Green Festival:

Ian is a previous Director of Ludlow 21 and runs the organisation of the Green Festival. For the 2022 festival we 'went for it' after the hiatus of 2020 and a somewhat restricted festival in 2021. There were lots of activities available, with a particular success being children and young people writing postcards to Philip Dunne MP. Every child and young person has received a reply.

We feel we achieved what we set out to, and succeeded in engaging local people.

The festival is organised by a committee of volunteers – thank you to all those who helped and also those who volunteered on the day. It has also been good to have collaborations with other local groups and organisations.

Next year's festival will take place on the 2nd Sunday in July.

5. Election of Directors

Directors normally serve for a three year term. Kim Holroyd stood down following three consecutive three-year terms, but expressed willingness to continue by being co-opted back to the Board.

Tish explained that new Directors are always welcome – if you would like to get involved please speak to any existing Board member.

There were no new nominations for election to the Board.

6. AOB

Kim had set up a jobs board for family groups wishing to recruit volunteers for particular jobs. This was available to view following the meeting.

There being no other business, the meeting closed at 8.05 pm

The formal AGM was followed by short presentations from several local organisations, which were very interesting and well received.

APPENDIX: Group reports

Sustainable Transport Group (STG)

This year has been another busy one with some projects coming to an end, others ticking over and a number of new initiatives.

Pedestrians and Cycling

Cargo Bikes: Isla's cargo bike was used to deliver the Council's Christmas Goody Bags for pensioners last year and provided excellent publicity for the service. Unfortunately, despite a great deal of lobbying, local town businesses have been reluctant to buy into the service and it has had to go onto a back burner as far as Islabikes is concerned. STG are still working on the project because we are sure that there is a place for this service in our town.

Local Cycling and Walking Infrastructure Plan (LCWIP): Ludlow was one of 8 towns selected by Shropshire Council to undergo detailed scrutiny by consultants with a view to implementing national guidance for walking and cycling. The views of local people and organisations have been collected and a visit by the core team, including Rose Dovey (the SC Active Travel Manager), has provided evidence for proposals which are to be published in October.

Buses

Park and Ride: We continue to press for a fit-for-purpose Park and Ride but SC do not see this as a priority. We hope that a more active IOL with better SC and LTC support will eventually produce results because much of the hoped for improvements in the town centre depend upon it.

Bus Shelter and timetables: Our Town Council has continued with its pledge to install one bus shelter a year and this year we have a new one in Upper Galdeford with the next one due for installation in October on Henley Road. That brings the total of new shelters to 4 (i.e 6 in all). Roger Furniss' innovative bus timetable and map continues to be very popular, as does the larger map which we have installed in all our shelters.

Bus Services: all our services are under threat because of lack of SC financial support. Thanks to the Bus Back Better initiative, with which Les Lumsdon is closely involved, we are continuing to pressure SC to rethink their policy and greatly increase the frequency and coverage of bus services in both Ludlow and our county as well as introducing electric buses for our town centre routes.

Rail

Station Improvements: Robin Pote has established an excellent rapport with TfW and many improvements for our station are promised, including the Platform 1 lift, CCTV cameras and, imminently, new planters for both platforms. We shall be asking for volunteers to help with planting out and maintaining these in due course. When all our wish list is complete, we will have a railway station which will be safe, fully accessible and attractive.

Cars

Car Club: The club is now, after 10 years, financially viable and starting to show a profit,

due to an increase in membership and usage in both Shrewsbury and Ludlow. The Directors (David Currant and Denise Thompson in Ludlow and Jan Cook in Shrewsbury) are now hoping to get the club adopted commercially by Co-Wheels so that we can retire!

EV Chargers: We will continue to press our Councils to apply for more Agile Street EV charger grants so that we can gradually increase the number of public chargers in our town for residents who cannot charge at home. We hope you have noticed the two new charging points at the top of Mill Street!

NWRR: Following our presentation to LTC explaining why this 40 year old project was bad on financial, environmental and traffic management grounds, we were delighted that a strong motion opposing the road was sent by our Council to SC. Despite overwhelming opposition from town councils, environmental groups and the public, SC are determined to press ahead but we believe that it will soon be cancelled for financial reasons.

Abbreviations: EV: electric vehicle; LTC: Ludlow Town Council; NWRR: North West Relief Road; SC: Shropshire Council; TfW: Transport for Wales.

Fairtrade Town Group

Since restrictions finally lifted during the last six months of 2021, fair trade activities have gradually successfully resumed thanks to the hard work and determination of members of the steering group and our wider volunteer community.

We are grateful for the continuing support of Ludlow 21 in our endeavours. Thank you.

Restructuring of Steering Group

During late autumn 2021, a restructuring of the steering group was put in place. We now operate without a set chairperson but with individuals taking the facilitator role for each meeting. Areas of fair trade partnerships such as schools; wider organisations such as Ludlow Chamber and Ludlow Food Network ; organisations outside Ludlow such as Shropshire Climate Coalition, are shared between the group and these roles can be taken on by anyone if the lead person is unavailable.

There is a fixed secretary role and fixed treasurer role.

Partnership with Local Groups

Schools and College. There is a sub group of three fair trade volunteers who are involved in exploring ways to engage with students and pupils at primary, secondary and tertiary levels. We are currently building a strong link with Ludlow Secondary School, specifically with the Head of Humanities and Year 7 and 8 pupils.

Ludlow Chamber of Trade Our growing relationship with the Chamber of Trade has led to increased visibility and collaboration with local businesses.

Other local groups. We are engaging with groups such as the residents at Betjeman House, the Sustainable Transport Group and the Sight Loss Group. We also are part of Ludlow Food Network.

Focus on the Climate Crisis

During the past year and ongoing, there has been and will be a particular focus on the global climate crisis and the effects of climate change on poverty stricken countries mainly in the global south. These countries lack the economic and political means to overcome climate devastation. The Fairtrade Foundation and Traidcraft Exchange (now renamed 'Transform Trade') are part of a national coalition working together.

Locally, our promotion has included one to one engagement with the public on monthly fair trade stalls at the Local to Ludlow markets. On the fair trade Traidcraft stall at the St Laurence Medieval Bazaar, a lottery helped promote the work of Fair Trade in climate change.

Fairtrade Fortnight February/March 2022 included Fairtrade lessons with Years 7 and 8 at Ludlow School and the production of posters by pupils highlighting climate change and how Fairtrade gives farmers the capacity to fight back. Fairtrade Fortnight Big Brew and Cake Bakes raised the profile of climate change and we continued the theme on the Fair trade stall at Ludlow Green Festival in July.

Money Raised for Fair Trade Projects

Christmas Events in 2021 The combined total money raised from cake selling on the market stall (£15) and the lottery at the Bazaar in St Laurence Church came to £133. Donations were divided equally between the Fairtrade Foundation Charity and Traidcraft Exchange.

Fairtrade Fortnight 22 St Laurence Church Big Brew raised £98 split between Traidcraft Exchange and the Fairtrade Foundation charity. The Traidcraft Spring Fair Big Brew raised £170 for Traidcraft Exchange. Our fundraising as well as contributing to projects among small scale farmers, also helps keep up the profile of fair trade and its importance to the livelihoods of small scale farmers and producers in the global south.

Promoting Fair Trade and Ethical Trade in Ludlow

A new push is currently being organised by the group to visit new and long established catering outlets in Ludlow to encourage serving of Fairtrade refreshments and to make this more visible. In the future, there are also lots of other businesses to visit selling both foods and non- foods. A new paper guide is a way to engage with members of the public but gets quickly outdated while an online version can be kept up to date but may not appeal to all ages.

Our Ludlow Fairtrade Website and social media posts are regularly updated.

Other Active Projects

Fairtrade flowerbed situated near the cannon outside the Castle - work for this is ongoing and a new sign for the flowerbed is being produced. Maintenance is always required.

Grant application submitted to the Council for marketing such as our website and new shopping guides – we are still awaiting an outcome, fingers crossed!

Twinning with a Fairtrade Town group. Looking to the future, we are in the process of twinning with another Fairtrade Town (Tatsfield) to share ideas and information.

Traidcraft Christmas Fair is being organised for Saturday 19th November 10-4 at Ludlow Mascall Centre.

Winter Weekend we plan to run a stall at the Festive Fair in St Laurence Church on Saturday 26th November.

The Fairtrade group is small and we welcome new volunteers to help either on a regular or occasional basis – your ideas, and practical help are valuable.

Energy Group

Has been working with Shropshire groups on the energy market and how energy is priced

Working on renewable energy generation with local parishes

Had a 'How do you like you energy?' stall at the Ludlow Green Festival

Has worked with the Neen Sollars hydro scheme, this is now working well and delivering significant outputs.

Incredible Edible Ludlow

The plant and seed swap barrow started during lockdown in 2020 has continued to be a successful venture during spring and summer 2021 and 2022.

We were able to run an in-person seed swap and potato day in February 2022 at Appleteme, which was very well attended. Leftover seed potatoes were sold at the Local to Ludlow produce market. We plan to repeat this event next year, hopefully in partnership with Ludlow Library.

In March we worked with Ludlow Town Council to plant five local variety apple trees at Wheeler Road Recreation Ground as part of the Queen's Green Canopy. Local residents were involved in the planting.

We ran an activity with 1st Ludlow Brownies as part of their 'grow your own' badge.

We enjoyed being part of the colourful Ludlow 21 representation at this year's Ludlow Carnival, and running a stall at the Green Festival.

We continue to monitor the fruit trees planted on Station Drive and are hoping to do some further work with the Scouts on the small edible garden planted outside their headquarters. We also hope to be involved in advising about some new planting at the railway station in partnership with the Sustainable Transport Group and Transport for Wales.