

LUDLOW TOWN PLAN

Item	Objective	Actions (Red = Direct input from Ludlow Town Council)	Funding	Achieve by	Measure success
1. Tourism	<p>1.Encourage tourism, and maximize enjoyment, spend, likelihood of return</p> <p>2.Build & maintain the unique identity of Ludlow</p> <p>3.Develop publicity especially linked local websites</p> <p>4.Provide for disabled</p> <p>5.Improve facilities eg toilets, audio information, signage</p> <p>6.Support festivals, rallies and special activities</p> <p>7.Improve Park & Ride, signage, Sunday & evening buses (see Transport)</p> <p>8. Encourage Shropshire Council to improve and maintain regularly all signage</p>	<p>1. Work with partners, Shropshire council, commercial providers on strategy. Tourism committee or a coordinating role with representation on commercial tourism groups.</p> <p>2. Encourage VIC to maintain ready supply good brochures, and provide Events leaflets</p> <p>3 Encourage cooperation between web site owners</p> <p>4. Encourage VIC to advertise availability of audio tours</p> <p>5. Encourage Shropshire Council to extend opening hours of toilets. Work to establish an additional toilet near Somerfield, or extend availability of Library ones. Provision at Transport hub if that is built and at P & R.</p> <p>6. Seek to include all rallies, festivals and special events in annual Events leaflet and Ludlow website</p> <p>7 Encourage Shropshire Council to extend services. Advertise P&R in all council events literature.</p> <p>8. Install local tourist attraction signage. Annual inspection and maintenance schedule. Liaise with Shropshire Council for improvement and maintenance.</p>	<p>LTC budget</p> <p>LTC budget</p> <p>LTC budget</p>	<p>Annually or more frequently</p> <p>Annually in February</p>	

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<p>2. The economy</p>	<p>1 .Promotion of the economy, job diversity, and availability by all possible means.</p> <p>2. Support business eg provision of training</p> <p>3.Support farming and food industry</p>	<p>1a Support Shropshire Council’s Strategic Plan priority, Economy. 1b. Maintain and improve the market. 1c Work with Chamber of Trade & Guild to improve the retail offering and keep the centre of town attractive 1d. Support the retention and development of commercial land 1e. support and develop role of Town centre manager</p> <p>2. Support skill builders, Youth Centre, Ludlow College etc in their provision of training for practical careers</p> <p>3. Work with Agenda 21 & Food & Farming Group. Food market.</p>			
<p>3. Transport</p>	<p>1. Support for development of transport hub, but only after local consultation on need, design etc</p> <p>2. Restrict and simplify signage</p> <p>3. Improvement to A49 junctions</p> <p>4. Encouragement of cycling.</p> <p>5. Encouragement of walking, pedestrian priority and pedestrian pathways.</p>	<p>1. Work with Shropshire Council</p> <p>2. Work with Shropshire Council</p> <p>3.Lobby for roundabout on A49 at north of Ludlow</p> <p>4.and 5 Work with Shropshire Council especially to lobby for pedestrian priority areas in the old town., and encourage adoption of Ludlow 21 Cycling Plan Work towards welcome Walkers Town status.</p>			

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	<p>6. Weeping Cross roundabout.</p> <p>7. Pavement on Gravel Hill</p> <p>8. Enforcement of existing restrictions to prevent large lorries and coaches entering central area.</p> <p>9. Seek an improved bus service, particularly connecting Ludlow and surrounding villages such as Burford. A service bus, not just a “responsive “ bus</p>	<p>6. Continue to lobby Shropshire Council for this.</p> <p>7. Seek to persuade Shropshire Council to prioritise this. Put in SamDev return</p> <p>8. Seek support of police and Shropshire Council. Record examples and report. Try to get SatNav to alter maps.</p> <p>9a. Lobby Shropshire Council 9b. Seek extended times for P & R bus especially evening and Sunday.</p>			
<p>4. Town Centre</p>	<p>1. Develop a vision for the Town Centre</p> <p>1b Investigate creation of a Town Centre Manager</p>	<p>1a. LTC to seek to coordinate the many organizations working to achieve this.</p> <p>1b. A Town Centre Manager could have wide ranging functions including coordinating efforts, countering the loss of facilities/ services, maintaining and encouraging a vibrant market and speciality markets, promoting the attractiveness of the town centre, working to reduce number of empty shops/find temporary use, promoting business recycling, encourage participation of LAR and other providers. Investigate feasibility of pedestrian priority</p>	<p>Funding must be sought</p> <p>None</p>	<p>Ongoing</p>	

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	<p>2 .Maintain the architectural heritage of Ludlow</p> <p>3. Seek best solution to parking problems</p> <p>4. Seek a more effective use of accommodation above shops.</p> <p>5.Seek a fairer policy on A boards</p> <p>6. Encourage a crime free, welcoming environment in the town</p>	<p>2. Work with Civic Society, Shropshire Council Planning Dept, Planning Advisory Committee to ensure any development or maintenance to buildings is of highest standard</p> <p>3. Parking policies to be reviewed annually with Shropshire Council, residents, business interests to try to eliminate as many problems as possible. To include review of multi storey, P & R, charges etc.in consultation with LTC</p> <p>4. Support, via planning, Shropshire C & SHA</p> <p>5. Work with Shropshire Council, Chamber, Guild, Access group residents</p> <p>6. Work with the police, publicans, Chamber & Guild towards a zero tolerance of irresponsible drinking, vandalism, anti-social behaviour, and better use of CCTV</p>	<p>LTC budget for committee meetings</p>	<p>Annual</p>	<p>Sept 2010</p>
<p>5. Environment</p>	<p>1. Support initiatives aimed at carbon emissions reduction</p>	<p>1a. Support reduction of car transport and development of public transport</p> <p>1b. Convert Ludlow's street lighting to minimize electricity consumption, including light sensitive controls.</p> <p>1c Encourage carbon zero projects such as LAR.</p>	<p>LTC budget</p>		

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	<p>2. Support moves to introduce carbon neutral generation of electricity</p> <p>3. Support built heritage environment, and the preservation of the landscape setting of Ludlow</p> <p>4. Promote health</p> <p>5. Continue policy of use of LED lights for Christmas lighting</p>	<p>2a. Through Planning support PV panels, solar & wind and water generation of electricity and encourage environment groups V12 HES to provide access to examples of installations.</p> <p>2b. Support Ludlow 21 and similar environmental groups.</p> <p>2c. Support the Green Fair and its educational work</p> <p>3. Support through the strategic planning process and land designation.</p> <p>4. Encourage organizations promoting sport and outdoor activities.</p> <p>5. Extend and maintain.</p>	<p>LTC budget</p>		
<p>6. Youth</p>	<p>1. Youth facilities and play areas</p>	<p>1a. Survey existing provision, assess by age group and then draw up detailed changes required</p> <p>1b. Develop more challenging play areas for 8-15, including ball games facility. eg goal posts green adjoining Ballard CI</p> <p>1c Completion of skate park with solid pathway and to enhance its appearance and safety involving young people to work with a professional artist to decorate it.</p>	<p>LTC budget and possible grant funding, and possibly by selling small areas to finance rest.</p>	<p>Complete by 2015 to produce spread of age group facilities around Ludlow.</p>	<p>Maintenance records</p>

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	<p>2. Provision of youth activities, youth training, drop in facilities</p> <p>3. LTC to try to coordinate and integrate activities</p>	<p>2a. Support and encourage youth organisations by looking for ways of filling the gaps in time/age/type of activity. Drop in provision</p> <p>2b. Promote and encourage Marches Youth Festival</p> <p>2c. Encourage occupational skills training</p> <p>3a. LTC to undertake publication of Youth Events bulletin. Coordinate production, but written and designed by young people. Involve statutory and voluntary youth organisations. Encourage idea of Youth Committee. Use the LTC website and explore links to facebook.</p> <p>3b. Call meetings of interested groups, including children, to agree priorities/actions to create a Youth Network to meet occasionally. Seek a LTC representative at South Shropshire Young Persons Partnership Group meetings. To provide co-ordination between public and voluntary sectors.</p> <p>3c Ensure future consultation of young people on major town developments that directly affect them.</p> <p>3d. Encourage multiuse and sharing of buildings and facilities by different groups and encourage flexibility. Work towards a multiuse building to maximise the opportunities on offer to young people with ethos akin to Mayfair Centre at Church Stretton. Encourage multiuse and sharing of building and facilities by different groups and encourage flexibility. Aim at evening and weekend</p>	<p>2. and 3 LTC budget and seek LJC support for a fund for local youth activities.</p> <p>3a Funding to be sought; LJC, charitable etc</p> <p>3b LTC budget for initial meeting</p> <p>3 d Depends upon what is agreed.</p>	<p>Oct 10</p> <p>Sept 10</p>	<p>3a Regular publication (bi-monthly)</p>
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	4. Maintain a high standard of maintenance in all Council owned leisure/amenity areas.	<p>access.</p> <p>4a. Regular schedule of work and inspections, to include maintenance of council provided benches.</p> <p>4b. Encourage provision of 'move-on' accommodation for Foyer and other residents.</p>	4. LTC labour force.		
7. Leisure	<p>1. Safeguard existing leisure provision, and enhance.</p> <p>2. Promote an extended riverside path</p> <p>3. Encouragement to special events such as Festivals, rallies, Green Fair</p>	<p>1a. Support Assembly Rooms and encourage enhanced youth activities there and at Leisure Centre</p> <p>1b Support continued provision eg of Leisure Centre</p> <p>2. Work with land owners & Unitary Council to extend path from Bread Walk to Charlton Arms</p> <p>3. Promotion, publicity, website, use of Square on favourable terms etc</p>	<p>1a Annual grant with service level agreement to Assembly Rooms charity</p> <p>1b Shropshire Council & Teme Trust funding</p> <p>Landowners/ grants/ Whitcliffe Commoners/ Wildlife Trust</p> <p>3. Largely through existing budgetary provision</p>	Ongoing monthly checks.	<p>Ongoing, with SLA before budget 2011</p> <p>2012</p> <p>2010</p>

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<p>8. The elderly</p>	<p>1.Provision of adequate and improved services for this expanding and ageing group</p> <p>2 .Support existing services.</p> <p>3. Seek to promote services & where inadequate, to fill gaps</p> <p>4 .Encourage development of a multiuse building with services similar to Mayfair Church Stretton</p>	<p>1a .Support improvement and expansion of Ludlow Hospital facilities</p> <p>1b. Support building and careful siting (to consider their needs) of residential provision for elderly, both independent and for residential care. Support 500th anniversary of the Hoyser Fox Almshouses in 2013.</p> <p>1c. Support organizations already working to support this age group.</p> <p>1d Support the introduction of a “Mayfair Church Stretton” type multi use resource</p> <p>1e. Work for the full utilization of existing buildings such as Helena Lane House.</p> <p>1f. Lobby for public transport to meet needs of elderly, promoting transport sharing</p> <p>1g. Support others to provide respite care and help for carers</p> <p>1h. Liaison with support and provider groups.</p> <p>2. Research what currently exists. Provide information via Buttercross Bulletin regarding events and services.</p> <p>3. Liaise with Unitary Council, charities, providers of residential homes etc. Host an annual meeting for all providers. To review provision Support through Planning process. Research what currently exists.</p> <p>4 Work with Development Trust/partners to achieve.</p>	<p>LTC budget</p>	<p>Jan 2011</p> <p>From Jan 2011</p>	<p>Ongoing</p>
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	5. Annual party	5. LTC organises.	5. LTC budget		
9. Residents general	<p>1. Health</p> <p>2. Lighting</p> <p>3. Cemetery</p> <p>4. Equality</p> <p>5. Housing</p> <p>6. Maintenance and improvement of Ludlow's amenity areas.</p>	<p>Support building of new hospital with enhanced facilities</p> <p>2a Conversion of LTC street lighting to lower energy use (see Environment)</p> <p>2b Work to ensure less light pollution</p> <p>3. Continue the policy of maintenance and enhancement in the cemetery</p> <p>4. Seek ways of reducing the inequalities in Ludlow, whether they be social, financial, physical or geographic. Particularly working with existing providers e.g Access, Age UK and those working with disadvantaged and disabled people</p> <p>5a. Support and promote the provision of local affordable housing through Shropshire Council's affordable housing policy and the work of Shropshire Housing Group</p> <p>5b. Encourage Shropshire Housing Group to explore expensive and environmentally friendly housing particularly key workers.</p> <p>6. Maintain and where possible improve. (See Leisure.)</p>			

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10. Affordable Housing	1. Promote provision of Affordable to rent or to buy housing for local people	1a. Support policy of Shropshire Council in seeking 35% of houses built by developers to be "LOCAL affordable" 1b. Support designate areas of land through SamDev where area sufficient to promote percentage of affordable. 1c. Give support through planning permission process.	None	Ongoing	Reduction in waiting list from current 600+
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