

Ludlow Future Ludlows Plan for 2010 - 2015

To quote Ludlow Town Plan 2004-2009, " the purpose [which remains the same] is :-

To enable local people to express their ambitions, needs and priorities

To co-ordinate the actions of local councils, statutory, public, voluntary, community and private organisations

To focus these actions so that they meet community needs and ambitions within local resources

To secure funding for South Shropshire." This has not changed.

Ludlow Achievements 2004 - 2009

While not achieving all the aspirations of the Plan of 2004-2009, many have been achieved, in full or in part.. For example, South Shropshire District Council's support for the project, led to the opening of the pioneering BioDigester in 2005 a flourishing Farmer's Market, organised by Ludlow 21 is now held on two Thursdays a month and Dinham Millenium Green has become a much loved leisure area, thanks to the efforts of the Trust with financial backing from Advantage West Midlands and others.

Overall it has been 5 years of very substantial achievement, coming on top of 15 earlier years that saw vast strides in the amenities of the town. Ludlow and local people can justly be proud of the partnerships which have made so much happen.

Beginning to implement a new plan

We look forward to similar cooperative spirit creating even more improvements in the years ahead, inspite of the economic challenges currently facing the country. It requires enthusiasm, imagination and initiative to build a continuing prosperity for all residents to share.

The Interim Plan 2009-10 The ongoing work of the Town Council has led to the adoption of specific projects which have already been consulted upon, outside the framework of the Ludlow Future Plan 2010-15. These projects are:-

1. The refurbishment of the Market
2. The remaking of the Linney Play Area
3. The Castle Gardens enhancement plan.
4. The Buttercross refurbishment.



Ludlow priorities for 2010 - 2015

Ludlow Town Council can achieve very few of the objectives without working in partnership with others. | The priority areas are:-

1. Services for Young people, leisure, training, social development and jobs. This reflects social challenges within the area, and the reduction in various sources of funding for those currently organising activities for young people. It is also recognised that the provision of activities for young people reduces the possibility of antisocial behaviour.

2. Services for the elderly, health, welfare, care and residential provision. This reflects the rapid rise in both numbers of the elderly, their relative increase in the population, and their increasing frailty as average age rises.

3. Services for all residents. This reflects requests we have received during consultation.

4. The economy. Ludlow area's dependence on tourism, retailing and farming related activities mean that jobs are often part time or poorly paid. It is important to help these sections of the economy flourish, while seeking to diversify.

5 The environment. Climate change and the threat of a decreasing oil supply make it necessary to reduce energy consumption, and provide beneficial alternatives.

6. Affordable housing. It is imperative to provide enough decent homes, at affordable rents or purchase price, for local people, as prices have risen particularly due to the inflow of the retired

7. The preservation and improvement of the town centre is vital, partly because of its exceptional beauty and heritage value, but also because the local economy is heavily dependent on tourism. We must therefore strive to protect and enhance the amenities of the town, and the vibrancy of the Town Centre.

8. The wide divisions in wealth and background found in the town make it important that the Town Council seeks ways to reduce division and create a very inclusive community. We must aim to increase opportunities for those who have any disadvantages, whether social, physical, mental or economic.

9. Transport has a unique part to play within several of the other priorities.