



MINUTES

Minutes of a meeting of the **REPRESENTATIONAL COMMITTEE** held at the Guildhall, Mill Street, Ludlow on **WEDNESDAY 13th June 2018** at **7pm**.

R/34 **PRESENT**

Chair: Councillor Ginger

Vice Chair Councillor Sheward

Councillors: Clarke, Gill, Jones, Malhalski, Pote

Officers: Gina Wilding Town Clerk
Kate Adams Deputy Town Clerk
Stephanie Williams, Admin Assistant

R/34 **HEALTH & SAFETY**

The Chairman informed Councillors of the fire exits, fire assembly point and asked that everyone sign the attendance log.

R/35 **APOLOGIES**

Apologies were received from Councillors O'Neil and Paton

R/36 **DECLARATIONS OF INTEREST**

Disclosable Pecuniary Interests
None

Conflicts of interest

Cllr	Item	Reason
Gill	15	Owner of self - catering let

Personal Interest

Cllr	Item	Reason
Pote	14 (i)	Knows the applicant

R/37 **PUBLIC OPEN SESSION (15 minutes)**

There was one member of the public present.

A member of 'People for Ludlow' informed members of the planned event 'The Great Get Together' which will take place on Saturday 30th June on Events Square as part of The Fringe Festival. The event took place in 2017 in memory of the late Jo Cox MP and was very well supported in Ludlow, the request for a small core and project support grant of £75 from Ludlow Town Council will contribute towards the event which has been match funded by Wesley's Methodist Church.

R/38 LUDLOW'S UNITARY COUNCILLORS QUESTION AND ANSWER SESSION

There were no Unitary Councillors present.

R/39 MINUTES

**RESOLVED (unanimous)
GG/CS**

That the minutes of the Representational Committee meeting held on Wednesday 16th May 2018 be approved as a correct record and signed by the Chairman.

R/40 ITEMS TO ACTION

The Chairman thanked the Town Clerk and staff for completing the items to action.

**RESOLVED (unanimous)
GG/CS**

To note the items to action

R/41 LUDLOW CONSERVATION AREA ADVISORY COMMITTEE (LCAAC)

RESOLVED (unanimous)

To note the minutes of the meeting held on 16th May 2018.

R/42 SHROPSHIRE COUNCIL DECISIONS - PENDING

**RESOLVED (unanimous)
GG/TG**

To note the pending decisions from Shropshire Council

R /43 SHROPSHIRE COUNCIL DECISIONS - GRANTED

**RESOLVED (unanimous)
GG/TG**

To note the decisions from Shropshire Council

R/44 SHROPSHIRE COUNCIL DISCHARGE OF CONDITIONS

**RESOLVED (unanimous)
GG/TG**

To note the discharge of conditions applications

PLANNING APPLICATIONS

R/45 18/02206/LBC 3 Quality Square Ludlow SY8 1AR

**RESOLVED (unanimous)
TM/GG**

To Object

Ludlow Town Council has previously expressed its concern that LBC works commenced prior to proper consideration within the planning system potentially put the historic fabric of buildings at risk of irreversible damage.

Ludlow Town Council objects to the proposal because the architect led works had commenced prior to the permission being secured.

R/46 18/02334/ADV 34 Bullring Ludlow SY8 1AA

**RESOLVED (unanimous)
GG/RJ**

No objection

R/47 18/02465/LBC The Bank House Broad Street Ludlow SY8 1NQ

**RESOLVED (unanimous)
RJ/TG**

No objection

R/48 18/02413/REM Proposed Residential Development Land at Foldgate Lane Ludlow

**RESOLVED (unanimous)
GG/MC**

Members commented on the following;

- The detrimental impact on local services such as schools, health care and transport
- Impact on the A49 and Sheet Road
- Pedestrian routes into Ludlow

Previous comments submitted to Shropshire Council attached (Appendix 2)

R/49 18/02542/FUL 69 Downton View Ludlow

**RESOLVED (unanimous)
GG/TM**

No objection

R/50 18/02473/VAR Solar Farm West of Squirrel Lane Ledwyche – Ludford Parish

**RESOLVED (unanimous)
GG/CS**

To object to the proposal to remove the timescale restriction because an unregulated timescale would have an unnecessarily detrimental effect on the countryside & wildlife, recreation, and the heritage assets that, as stated in Shropshire Local Development Framework Adopted Core Strategy, make Ludlow is a 'nationally important heritage asset' and 'Ludlow will provide a focus for development, whilst respecting its historic character.' 'The historic town centre is set largely on a ridge above the River Teme, with fine streets of historic buildings running down this central spine. Ludlow is an important tourist destination and has achieved international renown as a centre for quality local food and drink and Michelin starred restaurants.'

Ludlow Town Council representations reflect serious concerns expressed by the residents and business owners of Ludlow.

The proposed solar farm will have a significant detrimental impact in with regard to:

CS5 Countryside and Green Belt, which states:

- *New development will be strictly controlled in accordance with national planning policies protecting the countryside and Green Belt.*

Subject to the further controls over development that apply to the Green Belt, development proposals on appropriate sites which maintain and enhance countryside vitality and character will be permitted where they improve the sustainability of rural communities by bringing local economic and community benefits.

- *Agricultural/horticultural/forestry/mineral related development, although proposals for large scale new development will be required*

to demonstrate that there are no unacceptable adverse environmental impacts;

The proposed site will be visible from Whitcliffe Common, St Laurence's Church, The Shropshire Way (public footpath 0539/8/1), Squirrel Lane, Rocks Green, which will be detrimental for residents and tourism in Ludlow. The area surrounding Henley Hall is an important easy access route into the countryside for local residents and visitors to Ludlow and a large scale solar farm will detrimentally change the character of this area.

The rural location and the readily identified industry specific problems of significant loss of power through transportation through the national grid infrastructure undermine sustainability arguments and there are no identifiable local community benefits because the work and revenue will benefit only Kronos.

CS6 Sustainable Design and Development Principles

Specifically in relation to this application, the proposal does not meet requirements to:

- Protect, restore, conserve and enhance the natural, built and historic environment and is appropriate in scale, density, pattern and design taking into account the local context and character, and those features which contribute to local character, having regard to national and local design guidance, landscape character assessments and ecological strategies where appropriate;*
- Contribute to the health and wellbeing of communities, including safeguarding residential and local amenity and the achievement of local standards for the provision and quality of open space, sport and recreational facilities.*
- Makes the most effective use of land and safeguards natural resources including high quality agricultural land, geology, minerals, air, soil and water;*

CS 17 Environmental Networks

Specifically in relation to this application, the proposal does not meet requirements to:

- Protects and enhances the diversity, high quality and local character of Shropshire's natural, built and historic environment, and not adversely affect the visual, ecological, geological, heritage or recreational values and functions of these assets, their immediate surroundings or their connecting corridors;*
- Contributes to local distinctiveness, having regard to the quality of Shropshire's environment, including landscape, biodiversity and heritage assets*
- Does not have a significant adverse impact on Shropshire's environmental assets and does not create barriers or sever links between dependant sites;*

With reference to the National Policy and Planning Framework 2012, the following paragraphs are particularly pertinent to the site and application and the town council supports the concerns raised by Historic England in their letter dated 4 June 2015 recommending that the application is refused or

differed until such a time as the requirements of para 128 of the NPPF have been met.

For reference National Policy and Planning Framework 2012:

Para 115: Great weight should be given to conserving landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty. The conservation of wildlife and cultural heritage are important considerations in all these areas, and should be given great weight in National Parks and the Broads.

Para 128: In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes or has the potential to include heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.

R/51 18/02674/TCA 26 Broad Street Ludlow SY8 1NJ

RESOLVED (unanimous)
GG/CS

No objection

Holm oak is not a common tree, but it is in a secluded back garden, and only involves modest crown reduction to one of a group of trees.

R/52 GRANT APPLICATION - PEOPLE FOR LUDLOW - THE GREAT GET TOGETHER

RESOLVED (unanimous)
CS/GG

To award the grant of £75.00 for The Great Get Together

R/53 GRANT UPDATE – FRIENDS OF LUDLOW MUSEUM

RESOLVED (unanimous)
GG/RJ

- i) To note the update from the Friends of Ludlow Museum
- ii) To write to thank the Friends of Ludlow Museum for the update on the preservation of The Ludlow Castle Roll of Arms.

R/54 SHROPSHIRE COUNCIL PARKING STRATEGY ADDITIONAL PROPOSALS**RESOLVED (unanimous)****TG/CS**

- i) To respond to the consultation by strongly restating the Town Council's previous comments made on 16th May 2018 and a letter sent to Shropshire Council on 12th October 2017 (as detailed below)
- ii) To convey the consultation response to Shropshire Council Cabinet, Ludlow Unitary Councillors and Phillip Dunne MP

To object to the proposal to remove Ludlow Castle Street car park market trader permits at a concessionary rate of £4 per day from April to December and £2 per day from January to March, and Ludlow - Galdeford B and Smithfield car parks market trader permits at a concessionary rate of £2 per day for the following reasons:

Ludlow market trades up to six days a week and trades throughout the year. It is an asset to the town and other traders notice that Tuesdays – a non-market day – is much quieter in terms of footfall and visitor numbers. Ludlow's economy is based on tourism, Ludlow market is one of Ludlow's core visitor attractions. It helps to create a healthy and vibrant heart to the town and therefore the needs of the market traders must be understood and addressed because they are very different to the needs of traders with permanent indoor premises. Market traders bring their entire stock with them each day they trade and take it all home with them at the end of each day.

The stalls have a canopy, but there is no storage other than under the stall and this area is not secure from theft. Traders use their vehicles as their stock room and therefore the vehicles must be near to the stall so that the stall is not left unattended for too long during each stock visit. Smithfield and Galdeford car parks are in excess of 10 minutes' walk from the market, which is not feasible for many traders.

Trading conditions are tough for everyone. The real risk is that Ludlow market loses a number of traders and loses the critical mass of traders that attract visitors throughout the year. If Ludlow market is diminished then the town centre will unfortunately feel the detrimental impact. The only positive in this sad scenario is there will be plenty of empty parking spaces in the town.

The proposals are unnecessary, and undermine a working structure of parking charges that provides necessary support to a key asset of Ludlow, namely its outdoor market. The proposal to remove the concessions are unworkable and represent an attack on Ludlow's vibrant town, award winning market, and visitor economy.

Re: Amendments to Shropshire Council's Off Street Parking Places Order. The current off street permit structure is effective and workable which is appreciated by businesses, hotels, B&B's, guest houses and holiday lets

Ludlow Town Council's also wishes to restate its response to Shropshire Council's Parking Consultation of 12th October 2017. The full contents of the letter are as below:

SHROPSHIRE COUNCIL'S PARKING STRATEGY CONSULTATION

Ludlow Town Council resolved to make the following response to Shropshire Council's Parking Strategy Consultation:

TOURISM BASED ECONOMY

Ludlow is a small market town with an economy based firmly on tourism. At its centre is one of the finest Mediaeval castles in the UK with its rich history as well as a magnificent parish church, Ludlow is visited by thousands of tourists each year.

Shropshire Council recognises Ludlow as an important tourism destination in Shropshire. In the Core Strategy for Planning, Ludlow is described as 'an important tourist destination and has achieved international renown as a centre for quality local food and drink.'

Shropshire Hills Area of Outstanding Natural Beauty Partnership, together with Shropshire Council, commissioned Sustainable Tourism Strategy for The Shropshire Hills and Ludlow 2011-2016, identifies, 'Shropshire was an important focus for pioneering geological research in the 19th Century, with place names such as Ludlow and Wenlock recognised internationally as series of rocks.' And goes on to state that 'Ludlow in particular has an established and national reputation for its building heritage and for its food and drink.'

Over many years, Ludlow has developed an economy that has weathered the decline of the traditional town centre throughout the UK and emerged with an economy that is successful. As successful as Ludlow is, the interplay and balance of the town's business & tourism economies is critical and any dramatic

change in the balance of any of these factors could well lead to a rapid and terminal decline in the overall local economy.

Shropshire council must employ joined up thinking and recognise the importance of a fit for purpose parking strategy.

KEEPING BUSINESS TICKING OVER

The Town Centre layout means that off-street and on-street metered parking is severely restricted.

It is essential for the town's economy that there is a steady turnover of on and off-street parking.

People who work in the town also require long stay parking provision.

On-street bays in the town centre should be remarked to ensure efficient use of the limited space and create an additional 12 on-street parking.

‘POP AND SHOP’

The current ‘pop and shop’ 15-minute grace must be maintained because removal of the ‘pop and shop’ scheme would deter regular local shoppers and decrease the all-important rotation of spaces.

Pop and shop is important to local traders because regular local customers are the bread and butter income that can be counted on throughout the year – visitor income is subject to significant fluctuations that are ultimately beyond the control of the shop keeper.

NIGHT-TIME ECONOMY

The proposed extension of chargeable parking times from 6pm-8pm would irreparably harm the night-time economy of the town.

- It is an unnecessary cost that would deter people from using the restaurants (6:30-7:30pm is a very popular time for meals)
- It is an unnecessary cost that will deter visitors to the Assembly Rooms (LAR) because most productions begin at begin before 8pm. LAR needs to look after its customer base because the rural population only offers a limited number of customers.
- It is an unnecessary cost that will deter the volunteers that keep the Assembly Rooms open to paying customers.

MAKING THE BEST USE OF LIMITED PARKING

The way visitors, shoppers and workers use the town’s limited parking resources is very important. Ludlow needs a range of parking options in order to maximize the town’s potential as a place to live, work and to visit.

SHORT STAY CAR PARKING

Castle Street Car Park & Galdeford [upper tier].

These are the spaces nearest to the town centre and are the places where the majority of shoppers and casual visitors like to park to allow for a short visit to shops and amenities. There needs to be quick turnover short term parking

available at Castle Street Car Park and Galdeford [upper tier]. There is already provision for market trader parking, which is important because it supports the market at a time when other market are in significant decline, so there is no capacity for residents parking in these car parks.

MEDIUM AND LONG TERM CAR PARKING

Galdeford [lower tier] and Smithfield need to be longer stay to provide for those who wish to spend more time in the town. These are, in fact, the provisions that apply now and they have proved successful since

they were introduced for the simple reason that they provide the necessary range of time slots that people require.

COACH PARKING

It is important to the economy of town that the provision for coach parking is retained.

MARKET TRADER PERMITS

Ludlow Town Council would support the continuation of the market trader permit scheme operated by Shropshire Council for a limited number of parking spaces at Castle Street & Galdeford Car Parks. The permits are sold on the Town Council at face value to market traders. The scheme recognises itinerant nature and labour intensive stock issues related to market trading.

RESIDENT'S PERMIT SCHEME

Very few houses in the centre of Ludlow have individual garage space or private parking, the vast majority open directly onto the pavement of town centre streets and residents have to use the parking bays in those streets.

The residents permit parking system is no longer fit for purpose and needs a radical overhaul. There is widespread abuse of this system including many non-resident vehicles displaying resident's permits.

The documentation required to obtain a permit must ensure:

- The vehicle registered to the property – evidenced by the vehicle logbook [VRM]
- Only a single vehicle should be registered on each ticket
- The ticket should have an easily monitored unique ID code such as a barcode or QR. This will allow CEOs to scan/check for illegally photocopied permits [a current abuse]
- In all residents parking zones, a second car at the same address should pay £100 [people living in the centre of Ludlow should be encouraged to have a single car], although care needs to be taken to avoid unintended discrimination, and registered disabled second driver at the same address should only pay the standard [£50] cost. Shropshire Council could lead the way by introducing "Green friendly" parking.
- Registered vehicles must fit into the on-road parking bays
- Tradespeople are covered under a separate waiver scheme
- Residents who do not have a vehicle registered to their address will also be entitled to visitor permits at the same rate for a small admin charge.

It is essential that this scheme is monitored rigorously to stamp out abuse. This is why the need for an easily scanned unique code is essential to the scheme.

PARK & RIDE IMPROVEMENT

It is essential to the lifeblood of the town that a 'fit-for-purpose' Park & Ride (P&R) service is provided to run 7 days per week. The production of a parking ticket issued at the out-of-town site [Eco Park] should

entitle a driver and one passenger to travel into and out of the town at a reduced cost. P&R routes must be as direct as possible and as frequent as is practicable.

- To have an important tourist centre unable to provide a P&R service on Sunday makes no financial sense at all.
- Signage needs to be improved, carefully worded and placed to direct tourist traffic away from the wholly inadequate medieval street layout and towards a regular cheap P&R service run from the edge of town. This would ease congestion, remove the endless circling of visitor cars searching for parking as well as providing a greater turnover of spaces for residents and other townspeople alike.

PRICING

Whilst accepting that there may be a need to raise the charges to take into consideration inflation, any increase should only be in line with inflation and should not alter the ratio of long and short term charges.

Changes imposed to benefit the admin processes and revenue streams of Shropshire Council are not fit for purpose for Ludlow. The only beneficiary of the increased Sunday charges is Shropshire Council's coffers. That the proposed increases were astronomical at 167% and 273%. That the proposals are biased towards those who "can afford to pay" and have deep pockets.

The new higher charges in Castle Street Car Park would penalise shoppers, workers and tourists.

The unique qualities of Ludlow, its distance from the County Town and the current destination of parking revenues mean that the temptation to treat the town as a 'cash cow' for the Unitary Council must be resisted at all costs. Even small increases in charges will have a detrimental effect and large increases could be seriously counter-productive.

LOCAL REVENUE TO SUPPORT THE LOCAL ECONOMY

Revenue destination is an extremely important consideration. At the present time, the revenue from all parking charges is collected by Shropshire Council. None of this money is returned to specifically benefit Ludlow.

Shropshire Council must recognise the importance of a fit for purpose parking strategy that works to support Ludlow.

R/54 SHROPSHIRE'S GREAT OUTDOORS 2018-2028 DRAFT STRATEGY

RESOLVED (unanimous) GG/CS

- i) To note the draft strategy.
- ii) To send copies of the survey to all members for comment to be return to the Town Clerk within submitted within 14 days and collated information to be submitted to Shropshire Council by 31st July 2018

Meeting closed at 7:32 pm

Chairman

Date

NB: Closed Session minutes will not be issued