

ANNUAL REPORT

April 2020-March 2021

A report of local services provided, and civic activities undertaken
by Ludlow Town Council

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Ludlow Town Council, The Guildhall, Mill Street, Ludlow Shropshire, SY8 1AZ

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WELCOME FROM THE MAYOR



As Mayor of Ludlow in 2020 / 21, I can only reflect on the enormous challenges, locally, nationally and globally of 2020. COVID-19 has touched everyone's lives and we have all had to adapt in these times of turmoil.

I wish to thank my fellow Councilors for their steadfast good governance during a difficult year. I also thank the Town Council staff, who have continued working throughout the year. The grounds staff and public convenience cleaners, who adopted Covid-19 secure working practices to keep our open spaces and public toilets open. Office staff have all overcome the challenges of working remotely from their living rooms or dining room tables to maintain vital back office support, plan the many service pivots that have been required, and support online council meetings and staff meetings.

As the vaccination programme has progressed, most local services have returned, and Ludlow Museum at the Buttercross and the Guildhall will reopen when it is safe to do so.

The Town Council has, like every local authority, seen its income from services decrease and there are still challenging times ahead. We have worked with Shropshire Council to keep our town as safe as possible. We will continue to assist with providing information to help local people and businesses to navigate the help that is available during the pandemic.

The new Mayor of Ludlow 2021 / 22, Councillor Robin Pote recently led proceedings to thank fourteen of the many volunteers who have supported their local community during the pandemic. Ludlow has a strong community - and we are humbled by the courage shown by many, and grateful as a community for all they have done for Ludlow.

"We are grateful as a community for all they have done for Ludlow"

INTRODUCTION

Governance

Ludlow Town Council is a first tier local authority. There are 15 Councillors representing seven local wards within the boundaries the Town of Ludlow. All fifteen Councillors collectively and equally form the decision making body of the council.

Communication

Ludlow Town Council is active throughout the year providing public services and working with others for Ludlow. As a grass roots organisation, effective communication is important to us. We launched a new website in September 2020, and in the following seven months, we released seventy three articles on the work of the Town Council - not bad going for a Council without a Communications Officer!

Local Services

In 2020 / 21, there was constant pressure due to the pandemic, and some short staffing issues. I am proud of all staff - and we are all appreciative of the support from Councillors - everyone has gone above and beyond to keep things running as smoothly as possible.

Unity and Teamwork

2020/ 21 has been a period of frank and productive conversations between the team of staff and councillors. The process of change and development within the Town Council will help us all to serve Ludlow well.

Gina Wilding

Town Clerk

June 2021



LUDLOW TOWN COUNCIL VISION STATEMENT AND MISSION STATEMENT



VISION STATEMENT

The Town Council's Vision for Ludlow is of a successful, vibrant, attractive town, where people want to live, work, and visit.

TOWN COUNCIL'S MISSION STATEMENT

Ludlow Town Council aims to improve the quality of life for the residents of Ludlow by:

- Engaging in an open dialogue with the residents of Ludlow to better understand their needs and, in turn, explain how we will address those needs within the resources and powers of the Council.
- Helping to create a socially inclusive and caring community which embraces all its residents, irrespective of age, gender, sexual orientation, culture, income, race or religion and which seeks to develop their wellbeing, knowledge, understanding and mutual co-operation.
- Providing a democratic, representational voice for the Ludlow community.
- Preserving and enhancing the traditions, character, heritage and unique identity of the town
- Promoting Ludlow as a clean, safe, welcoming and prosperous town for all
- Providing high standard and cost effective services
- Becoming a better employer through continued valuing and development of employees, thereby encouraging personal responsibility and stimulating innovation, all for the betterment of the town.
- Working in partnership with others to achieve more for Ludlow

COUNCILLORS



COUNCILLORS

The Council term began on 8th May 2017 and finishes May 2021. The following Councillors have served Ludlow Town Council 2020-2021.

MAYOR
Councillor T Gill
Whitcliffe Ward



DEPUTY MAYOR
Councillor R Pote
Corve Ward



Councillor P Adams
Whitcliffe Ward



Councillor A Cobley
Gallows Bank Ward



Councillor R Naysmith
Hayton Ward



Councillor E Garner
Hayton Ward



Councillor G Ginger
Corve Ward



Councillor R Jones
Bringewood Ward



Councillor D Lyle
Rockspring Ward



Councillor C Sheward
Clee View Ward

Councillor S O'Neill
Rockspring Ward

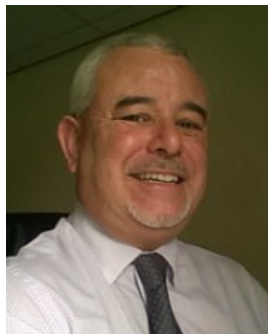


Councillor V Parry
Gallows Bank Ward

Councillor G Perks
Gallows Bank Ward



Councillor J Smithers
Bringewood Ward



Councillor M Clarke
Clee View Ward

A YEAR OF CHANGE COVID-19

LET'S STAY HOME
LET'S SLOW THE SPREAD
LET'S KEEP GOING

STAY HOME > PROTECT THE NHS > SAVE LIVES

We must keep on protecting each other.

HANDS **FACE** **SPACE**

STAY ALERT > CONTROL THE VIRUS > SAVE LIVES



RULES FROM MONDAY FOR MEETING UP WITH FRIENDS & FAMILY

1. Up to 6 people
2. Open public spaces and gardens only
3. Keep 2m apart

STAY ALERT > CONTROL THE VIRUS > SAVE LIVES

WASH YOUR HANDS

STAY ALERT > CONTROL THE VIRUS > SAVE LIVES

GOT SYMPTOMS? GET TESTED

STAY ALERT > CONTROL THE VIRUS > SAVE LIVES

OUTDOOR MARKETS TO REOPEN 1 JUNE

STAY ALERT > CONTROL THE VIRUS > SAVE LIVES

RULE OF 6

From Monday 14th September in England, you must not meet socially in groups of more than 6 in any setting (indoors or outdoors)

How long do I need to self-isolate for?

10 DAYS	14 DAYS	14 DAYS
<small>If you have symptoms or a positive test</small>	<small>If someone in your household has symptoms</small>	<small>If you arrive in the UK from abroad*</small>

*excluding exempt countries



MANY BUSINESSES AND VENUES IN ENGLAND CAN REOPEN FROM SATURDAY 4 JULY IF THEY ARE COVID-19 SECURE:

- Hotels, B&Bs, holiday homes and campsites
- Restaurants, cafes, pubs and bars
- Cinemas, museums and galleries
- Hair salons and barbers
- Libraries and community centres
- Places of worship
- Outdoor playgrounds



STAY AT HOME

PROTECT THE NHS

save lives

THE BUSIER THE PARK THE BIGGER THE RISK

AVOID LARGE CROWDS THIS WEEKEND

STAY ALERT > CONTROL THE VIRUS > SAVE LIVES



COVID-19 OVERVIEW:

Quick Changes

On the 25th March 2020, the UK went into the first lockdown. It was the start of a time of continual pivoting for everyone. Government legislation made virtual meetings possible from 4th April 2020 and Ludlow Town Council's first virtual meeting took place on 29th April 2020.

During 2020, Ludlow Town Council published a commitment to be mindful of the local economic impact of Covid-19 and to safeguard local services. The Town Council found ways to deliver things differently. We really enjoyed working on the video celebrating Ludlow's magical sparkle at Christmas and delivering seasonal goodie bags to Senior Citizens in Ludlow. Ludlow Town Council retained the offer of small grants of up to £300 for local community groups.

Other local services run by the Town Council include Ludlow's public toilets at Castle Street, Smithfield and The Linney, Henley Road Cemetery, children's play areas and open spaces at Wheeler Road, Houseman Crescent and at the Linney Riverside Park.

Ludlow market traded at a reduced capacity Covid-secure market from June 2020 until it fully re-opened in May 2021. Ludlow Museum at the Buttercross was closed in March 2020, and staff secured grant funding to improve its online presence, which will have long term benefits for the future of the museum in Ludlow.

The Council launched a new website in 2020, and upgraded its phone system to cope with the new demands of remote working. The Town Council's prior commitment to digital documentation greatly helped the switch to home working.

Ludlow Town Council is currently focusing on what it needs to do to continue meeting the needs of the local community. The Town Council is committed to investing in local services and infrastructure.

Financial Cost

No organisation is free from the financial effects of the pandemic, and Ludlow Town Council lost income from the market, street trading, public toilets, and Ludlow Museum at the Buttercross.

Ludlow Town Council's income from local services was £373,867.00 in 2019 / 20. This income will be significantly depleted in 2020 / 2021. Since mid-March 2020, the Town Council lost income of approx. £20,000 per month across all service areas, including Ludlow market.

PROJECTS



Glass etched at bus shelter on Corve Street

PROJECTS IN 2020-2021

Whilst 2020 / 21 was a difficult year, many projects have been completed.

Completed Projects:

- CCTV Phases I – replacement of 8 CCTV cameras in the town centre.
- Launch of upgraded www.ludlow.gov.uk website
- Installation of new VOIP phone system
- Upgrading of the Museum website and digital offer
- Repair of the Buttercross after collision damage
- Replacement of sandpit at the Linney Riverside Park after vandalism.
- Installation of new Bus Shelter on Sheet Road
- Survey of all trees on Council land
- Town Centre Recovery Grant – putting up bunting, and signage, printing tourism leaflets, and creating a social media plan and content for safe re-opening of the town centre
- Publication of Ludlow's Community Led Plan (CLP)

Ongoing Projects:

- Town Centre Recovery Grant – creation and installation of five visitor orientation panels
- Internal works to the Guildhall
- Internal Staffing Structure Review
- CCTV Phase II – installation of 13 new CCTV cameras in the wider vicinity of the whole town
- Creation of a Town Green at Sidney Road
- Town Walls at St Laurence Churchyard
- Parking – The Town Council is in discussions with Shropshire Council regarding a solution for parking on the Market Square

Public Consultations

- On-street Electric Vehicle Charging Points Consultation

“Ten projects were completed in 2020 / 21”

MAYOR'S CIVIC VISITS 2020-2021

Due to safety concerns and Government advice, all civic events throughout the Mayoral Year were cancelled. That being said the Mayor escorted the High Sheriff of Shropshire around Ludlow when visited she in October and there were a few Christmas events the Mayor was involved with.

High Sheriff Visit to Ludlow



The High Sheriff of Shropshire, Mrs Dean Harris, with the Mayor, visited businesses and organisations in Ludlow on Monday 26th October 2020. The High Sheriff met with Ludlow Food Bank and Pricklebums Hedgehog Rescue (Mayor's Chosen Charities), Market Traders, owners from Bodenhams and Chang Thai, and had a tour of Ludlow Castle and Ludlow Assembly Rooms. She briefly stopped off at Ludlow Brewery and finished her visit at the Ludlow Foyer.





Christmas Tree Light Switch-on – Hagley Place Nursing Home – 3rd December 2020

When the Mayor delivered the Senior's Goodie Bags to Hagley Place Nursing Home he was invited to switch on the outdoor Christmas Tree.

Santa Express, Sapphire Community Care – 17th December 2020

Sapphire Community Care in Ludlow invited the Mayor to wave off the Santa Express from their offices on Thursday 17th December 2020, before starting their journey to deliver Christmas cake, newsletters and goodies to their clients in Ludlow and Day Care Centres.



MEETINGS & POLICIES



MEETINGS

Full Council & Committees

March 2020 – April 2021

Committee Meetings	No. of virtual meetings
Full Council	12
Policy & Finance Committee	1
Services Committee	4
Representational Committee	14
Staffing Committee	6
Total	37

Due to the Covid-19 outbreak Council meetings were temporarily suspended from 23rd March 2020

Government legislation made virtual meetings possible from 4th April 2020

Ludlow Town Council's first virtual meeting took place on 29th April 2020

POLICIES

The Town Council has seventy-two active policies. Core policy documents such as Standing Orders and Financial Regulations can be viewed on the Council's website. <https://www.ludlow.gov.uk/your-council/council-documents>

Policies Created and adopted in 2020 / 21

New

Tree Management Policy

Re-adopted

Managing Attendance



Stained Glass Roundels in the Guildhall Windows

Left to Right: - Arms of David Henry Greene KC; The Royal Arms; Arms of Lord Jeffreys of Wem; Arms of St John Bridgeman

STAFF

TOWN CLERK & RESPONSIBLE FINANCIAL OFFICER

Gina Wilding

DEPUTY TOWN CLERK

Kate Adams

DLF / MARKET SUPERVISOR

Sean Turgoose

MARKET OFFICER

Tony Caton

SENIOR ADMIN ASSISTANT – P/T – Monday – Thursday (4 days)

Naomi Brotherton

SENIOR FINANCE / ADMIN – P/T – Wednesday, Thursday and Friday (3 days)

Lucy Jones

CEMETERY OFFICER

Charlotte Ambrasas

FINANCE / ADMIN

Vacancy

ADMIN ASSISTANT – P/T – Monday – Tuesday (2 days)

Louise Coles

ADMIN ASSISTANT – P/T – Wednesday – Friday (3 days)

Vacancy

ASSISTANT GROUNDSPERSON

Richard Vobe

ASSISTANT GROUNDSPERSON

Mark Hilton

ASSISTANT GROUNDSPERSON

Vacancy

ASSISTANT GROUNDSPERSON / MARKET ASSISTANT

Shaun Lawley

CLEANERS

Sylvia Bownes

Adrian Colman

Gill Richards

BUTTERCROSS MUSEUM ASSISTANT - P/T – Friday – Sunday (3 days)

Petra Bindloss

BUTTERCROSS MUSEUM ASSISTANT - P/T – Friday – Sunday (3 days)

Francesca Bingham

CIVIC STAFF

Sergeant at Arms – Nick Chapman

Mace Bearer – Alan Procter

Parade Marshall – David Davies

Vacancies

Ludlow Town Council resolved to undertake a staffing structure review in 2020. This was delayed due to the pandemic. After the process has been completed, recruitment to fill the existing vacancies will take place.

Farewells**Sarah Scarlet-Farr – Museum Assistant**

Sarah worked as Museum Assistant. We wish her well in her future ventures and thank her for all she contributed to the Town Council.

Alex Turgoose – Assistant Grounds Person/Market Assistant

Alex had worked for the Town Council for five years. We wish Alex well in the new chapter in his life and thank him for all his help over the years.

Welcome to New Staff and New Roles**Francesca Bingham – Museum Assistant, Ludlow Museum at the Buttercross –**

Francesca joins the Museum bringing with her a variety of heritage experience including the National Trust, English Heritage and Ludlow Castle. We are delighted to welcome her to the team.

Shaun Lawley – Direct Labour Force Assistant Grounds Person / Market Assistant –

Shaun has been working for the Town Council since 2019 as Assistant Grounds Person, and will now also assist the Market Officer in the operation of the Market.

KEY EVENTS 2020-21



Remembrance Sunday 8th November 2020

KEY EVENTS & HIGHLIGHTS 2020-21

On the 23rd March 2020 a national lockdown phase commenced due to the Covid-19 virus outbreak. Two further lockdowns happened.

Government legislation made virtual meetings possible from 4th April 2020, with the first virtual Committee meeting taking place on 29th April 2020.



Above : Mayor Cllr Tim Gill

The Town Council's events including the Annual Meeting planned for the 6th May was cancelled due to the pandemic but Members resolved at its first virtual Full Council meeting on the 3rd June 2020 to continue with Councillor Tim Gill as Mayor and Councillor Robin Pote as Deputy Mayor until the end of the administration in May 2021.

The Mayor chose to continue to support his chosen charities for 2019-20, Ludlow Food Bank and Pricklebum's Hedgehog Rescue.



Right: Deputy Mayor Cllr Robin Pote

Mayor Making for the 20th May and Mayor's Sunday on the 21st June 2020 were both cancelled.

Remembrance Sunday

A live streamed service took place on Sunday 8th November which was available online to those who wished to view it via St Laurence Church Facebook page.

Ludlow in Bloom

For some years Heart of England judges have come to Ludlow annually to see the beautiful gardens but this year with so many people at home, gardens benefitted from additional attention and started to look spectacular. Although the judges couldn't make a visit, the Ludlow in Bloom Committee ran a special lockdown gardening competition in five categories – 'best garden', 'best hanging basket', 'best large vegetable', and, for children, 'largest sunflower'.

The Admin and Direct Labour Force staff of the Town Council provide support to the Ludlow in Bloom Committee and they also receive financial support from the Town Council. It's a partnership that keeps Ludlow looking loved.

"Unfortunately because of the COVID-19 epidemic it isn't possible to run our usual competition" Viv Parry, Chair, Ludlow in Bloom

The Mayfair 2020

The May Bank Holiday normally heralds the arrival of the Mayfair, which is managed by Shropshire Council's Safety Advisory Group, the Town Council and the Fun Fair Organiser. The market stalls are dismantled by the Direct Labour Force in preparation and re-erected afterwards. Each year a morning service is held at the dodgems. However, the square remained silent with the stalls still erected. We look forward to welcoming it back next year.

Christmas Lights

The Christmas lights were erected in the centre of Ludlow during October and November and a virtual switch-on early December was achieved with a video produced by a local film company, Lush Films, who donated their production fee to the Mayor's Charity, which went to the Ludlow Foodbank.

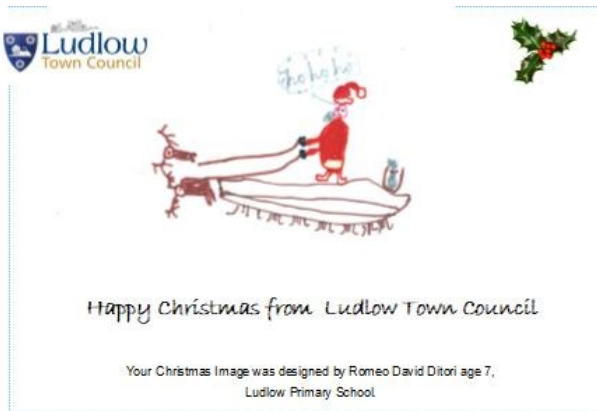


Above: Rosa Morgan - adding a little sparkle to Ludlow by switching on the Xmas Lights with the Mayor, Councillor Tim Gill.

To view the full video go to <https://vimeo.com/484205964>

Senior's Festive Goodie Bags

The traditional annual Senior's Party were replaced with Senior Festive Goodie Bags. Items in the bags included the winning Christmas Card design by Romeo David Ditori, age 7, from Ludlow Primary School, an eco-cracker, chocolates, biscuits, wooden xmas decorations, a hot chocolate sachet, a mince pie and two festive miniature bottles of alcohol. 425 bags were successfully delivered to Senior's and organisations by the 3rd December 2020.



Above Left: The Mayor delivering bags to Sapphire Community Care



Middle: Goodie Bags Contents



Above Right: DLF Supervisor Sean Turgoose delivering bags to Mrs Jo Turgoose at Alexandra Nursing Home

"Thank you so much for the lovely goodie bag delivered this afternoon, it was so kind of all concerned. Every item in the bag has been really thoughtfully chosen and the picture by Romeo David Ditori from Ludlow Primary School is delightful."

Thank you Ludlow Town Council for the lovely Christmas Goodie Bag, also thanks to the gentleman who delivered it.

Thank you for bringing some Christmas cheer today. Such a lovely thing to do and it was very much appreciated by my parents.

LOCAL SERVICES



Ludlow Market



Amenity Areas

Street Trading

Website



Public Toilets



Ludlow Cemetery & Chapel

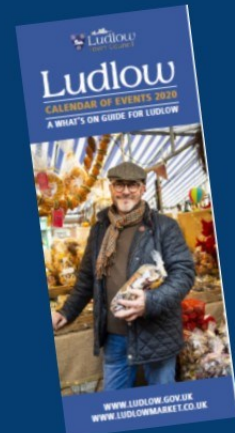
Grants

Memorial Benches

Social Media



Buttercross Bulletin



Calendar of Events

LOCAL SERVICES

Ludlow Market

A socially distanced Ludlow Market re-opened on the 8th June 2020, following a national lockdown from the end of March; with 14 stalls, two vans and additional gazebos. This was opposed to 43 stalls pre-pandemic. Full Council resolved that traders would not be charged rent for June, or July. By August, restrictions had eased to allow 30 trading spaces.

The Town Council, staff and traders worked hard to ensure that the Market was a safe environment for all shoppers.



We are grateful that the market has still been well supported by locals and visitors when restrictions were eased, even when the weather has been less than kind.

The regular markets through have been supported by a small selection of specialist markets. The specialist markets cover books, crafts, gifts/products Made in Shropshire, local produce and antiques.

Street Trading

Street Trading was suspended during the Covid pandemic. This ensured the safety of residents and visitors, allowing for social distance on pavement areas.



AMENITY AREAS

The Town Council, cares and maintains the following public amenity areas within Ludlow:-



Above: Castle Gardens



Above: St John's Gardens

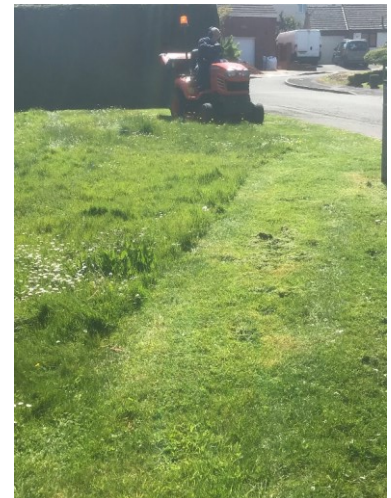


Flower beds in Old Street

Linney Riverside Park
 Wheeler Road Playing Fields
 Henley Road Cemetery
 Castle Gardens
 St John's Gardens
 Garden of Rest
 Weyman Road
 Henley Orchards
 Housman Crescent Play area

The tasks of the Direct Labour Force includes mowing, strimming, gardening, maintenance, litter collection and watering.

The Town Council have continued throughout the year to maintain the amenity areas, allowing residents to continue taking exercise during lockdown periods or simply to enjoy them with visitors under tier restrictions.



Public Toilets



The Town Council cares and maintains the public toilets in Ludlow and these are located at Castle Street Car Park, Smithfield car park, Henley Road Cemetery and the Linney Riverside Park.

The public toilets were closed for a short time in the first lock down period but re-opened for key workers and have remained open since. The

income for 2020-21 was £5784.26.



COMMUNITY GRANTS

Annual Core Grants

In 2020 – 21, community grants totalling £25,500 were awarded to Ludlow Citizen's Advice, Friends of Whitcliffe, Ludlow and Area Youth Partnership, Ludlow Assembly Rooms, Ludlow in Bloom, Ludlow Concert Band, Ludlow Town Colts Reserves, Ludlow Visitor Information Centre, Wildlife Watch Ludlow.

Project Support Grants

Small grants of up to £300 totaling £880 were awarded to Hope House, Ludlow Food Bank, Ludlow College and Working Together.

HENLEY ROAD CEMETERY

The Cemetery is maintained by Ludlow Town Council's Direct Labour Force ensuring the area looks its very best all year round. 23 interments have taken place in 2019/20 and 16 cremated remains. The income generated was £17,159.85.



Memorial Benches

Requests are occasionally received by Ludlow Town Council from families who would like to commemorate a loved one in a practical and public way with a bench.

Benches also provide a service to the wider community offering a chance for rest and, if the location permits, quiet reflection. Memorial benches are situated in the Cemetery, Dinham Gardens and Events Square

Seaman William Charles Williams VC



On the 30th May 2020, a plaque proposed and provided by the Ludlow P.3 Group (Parish Paths Partnership) was fixed to a bench on Henley Road (opposite the Catholic Church) Ludlow, to commemorate William Charles Williams VC who was born at "Sandpits". His award was given posthumously by King George V at Buckingham Palace in 1916. Although born in Ludlow, around the age of seven or eight, his parents moved to Chepstow, Monmouthshire, Wales.

This project has been the collaboration of many parties since the initial enquiry to the Town Council by the Ludlow P.3 Group. The bench was procured from Shropshire Council for the Town Council by Councillor Vivienne Parry, a Unitary Councillor and Town Councillor, paid to have the bench refurbished. The bench was refurbished by a volunteer and Town Councillor Graeme Perks for free, who refurbishes many of the Town benches, and is a member of the Ludlow War Memorial Fund.

Ludlow Museum at the Buttercross

The Ludlow Museum at the Buttercross has been closed to visitors since the end of March 2020. A series of free virtual online talks have been achieved throughout the closure with a grant of grant £5,460.00 secured from the West



Midlands Museum Development Service. Talks provided by Sun Jester included; 'Arsenic' the

Victorian Housewives Friend, A Christmas Entertainment – the Bob and Dot Show, Tales from an Elizabethan Underground, Archaeology is Rubbish, Before the Zip and Catherine of Aragon.

LUDLOW MUSEUM

Upcoming Live streamed Talks by Sun Jester

Presented by Ludlow Museum at the Buttercross,
in the comfort of your own home via zoom.

FREE TALKS

16 th December 2020	A Christmas Entertainment
21 st January 2021	Tales of an Elizabethan Underground
18 th February 2021	Archaeology is Rubbish
18 th March 2021	Before the Zip
TBC April 2021	Catherine of Aragon

To book, or for further information,
please email kate.adams@ludlow.gov.uk or call 01584 871970

LUDLOW MUSEUM

Thursday 21st January
2021,
7.30pm at your house

FREE TALK


Ludlow Museum at the Buttercross
presents a live streamed talk by Sun Jester
**Tales from the Elizabethan Underground –
a warning to country folk**

A talk via zoom in the comfort of your own home, to keep
us connected during these strange times.

An often light-hearted
examination of some of
the cons, swindles and
outright thievery practised
on unwary visitors to 16th
Century London.
Both shocking and
amusing - and you thought
the city was dangerous
now!

To book, or for further information, please email
kate.adams@ludlow.gov.uk or call 01584 871970

This event is FREE!



The digital project has also concentrated on building the Museum's webpage, with an interactive timeline showcasing the history of Ludlow and the wonderful artefacts on display at the Museum; along with Impy's Tales, an online and printed quarterly newsletter from the Museum's resident taxidermy dog.

Ludlow Town Council Websites

www.ludlow.gov.uk



www.ludlowmarket.co.uk



The Town Council launched a new, more user friendly website in September. The Ludlow Market website along with the Town Council website still provides abundance of information on Ludlow Market; Your Council, Services, Community, Youth, News Zone, Buttercross Bulletin, Project updates, Calendar of Events, Ludlow Alive with History, Henley Road Cemetery, Festivals, Ludlow Town Plan, Ludlow Markets, Grants, Mayors Charity, Current Agendas and approved Minutes.

Buttercross Bulletin

In normal times the Ludlow Town Council distributes Ludlow Town Council Newsletter four times a year. No newsletters were produced this year. Past copies of the Newsletters can be found at www.ludlow.gov.uk



Calendar of Events



Copies: 90-100,000

West midlands Distribution: 55,000

Due to the fluidity in the year, many events transferred to the safer option of online. As the year drew to a close with many areas of the country under further tight restrictions, it was decided that further events in the area would be advertised online. It is anticipated that the 2022 Calendar of Events will be printed.

Social media



Facebook:

Ludlow Town Council and Ludlow Museum at the Buttercross



Twitter:

Town Council (@LudlowTC); Market (@LudlowMarket)
Ludlow Museum at the Buttercross (@TheButterX)



Instagram:

Ludlow Market and Ludlow Museum at the Buttercross



Trip Advisor:

Ludlow Museum

INCOME COMPARISON

The figures in the table below show the loss of income in 2020 / 21 compared to 2019 / 20.

Service	2019 / 20	2020 / 21	Losses
Market	£195,623.00	£60,251.00	-£135,372.00
Street trading	£4,072.00	£0	-£4,072.00
Property rentals	£21,000.00	£21,000.00	£0
Cemetery fees	£27,129.00	£17,530.00	-£9,599.00
Public Toilets	£9,987.00	£5,784.00	-£4,203
Museum	£4,841.00	£0	-£4,841.00
Linney Parking	£8,443.00	£2,961.00	-£5,482.00
Total:	£271,095	£107,526.00	-£163,569.00

CORPORATE GOVERNANCE

LOCAL CODE OF CORPORATE GOVERNANCE

1. INTRODUCTION

- 1.1 The Chartered Institute of Public Finance and Accountancy (CIPFA) and Society of Local Authority Chief Executives (SOLACE) have published a framework document for Corporate Governance in Local Government.
- 1.2 Ludlow Town Council is committed to the principles of good corporate governance and wishes to confirm its commitment and intentions through the development, adoption and maintenance of a Local Code of Corporate Governance, as recommended by the CIPFA/SOLACE Framework.
- 1.3 This document, Ludlow Town Council's "Local Code of Corporate Governance", therefore sets out and describes the Council's commitment to corporate governance. It also identifies the arrangements that have or will be made to secure its effective implementation and application in all aspects of the Council's work.

2. WHAT IS CORPORATE GOVERNANCE?

- 2.1 For the purpose of this Local Code, Ludlow Town Council accepts the definition of Corporate Governance as stated within the CIPFA/SOLACE Framework, as follows:

“Governance is about how local government bodies ensure that they are doing the right things, in the right way, for the right people, in a timely, inclusive, open, honest and accountable manner.

It comprises the systems and processes, and cultures and values, by which local government bodies are directed and controlled and through which they account to, engage with and, where appropriate, lead their communities”.

- 2.2 Ludlow Town Council recognises that effective local government relies upon establishing and maintaining the confidence of the public in both the elected Members and Officers of the Council.

2.3 Ludlow Town Council recognises that the setting of high standards of self-governance provides a clear and demonstrable lead to both our existing and potential partners, and therefore provides the basis of effective community governance.

3. THE PRINCIPLES

3.1 Ludlow Town Council positively recognises and accepts the following six core principles of good governance, as identified within the CIPFA/SOLACE Framework:

- **Focusing on the purpose of the authority and on outcomes for the community and creating and implementing a vision for the local area**
- **Members and Officers working together to achieve a common purpose with clearly defined functions and roles**
- **Promoting values for the authority and demonstrating the values of good governance through upholding high standards of conduct and behaviour**
- **Taking informed and transparent decisions which are subject to effective scrutiny and managing risk**
- **Developing the capacity and capability of members and officers to be effective**
- **Engaging with local people and other stakeholders to ensure robust public accountability**

The six core principles each have a number of supporting principles, which in turn have a range of specific requirements that apply across the Council's business.

Principle One - Focusing on the purpose of the authority and on outcomes for the community and creating and implementing a vision for the local area

The function of governance is to ensure that authorities, other local government organisations or connected partnerships fulfil their purpose and achieve their intended outcomes for citizens and service users and operate in an effective, efficient, economic and ethical manner. This concept should guide all governance activity.

The Council needs to develop and articulate a clear vision of its purpose and intended outcomes for citizens and service users that are clearly communicated, both within the organisation and to external stakeholders.

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:

Supporting Principles:	Ludlow Town Council will:
<p>Exercising strategic leadership by developing and clearly communicating the authority's purpose and vision and it's intended outcome for citizens and service users</p>	<ul style="list-style-type: none"> • Make an explicit commitment to openness in all its dealings and publish its agendas and minutes of meetings, subject only to the need to preserve confidentiality where it is proper and appropriate so to do. • Engage and consult its community and other stakeholders by establishing clear channels of communication. • Allocate resources in accordance with agreed policies. • Publish an annual report on a timely basis to communicate the Council's activities and achievements, its financial position and performance. • Put in place arrangements for an independent audit of its operations and financial performance.
<p>Ensuring that users receive a high quality of service whether directly, by commissioning, or in partnership</p>	<ul style="list-style-type: none"> • Decide how the quality of service for users is to be measured and make sure that the information needed to review service quality effectively and regularly is available. • Play an active role in Local Area Partnerships and Local Joint Committees. • Adopt effective arrangements to identify and deal with failure in service delivery.
<p>Ensuring that the authority makes best use of resources and that tax payers and service users receive excellent value for money</p>	<ul style="list-style-type: none"> • Decide how value for money is to be measured and make sure that the authority has the information needed to review value for money and performance effectively. • Adopt best practice in commissioning and procurement. • Publish annual budgets and accounts and internal audit reports. • Adopt and maintain robust Financial Regulations.

Principle One - Focusing on the purpose of the authority and on outcomes for the community and creating and implementing a vision for the local area

Principle Two - Members and Officers working together to achieve a common purpose with clearly defined functions and roles

The governing body of an organisation has overall responsibility for directing and controlling that organisation. In local government the governing body is the full council.

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:-

Supporting Principles:	Ludlow Town Council will:
Ensuring effective leadership throughout the authority and being clear about roles and responsibilities.	<ul style="list-style-type: none"> • Adopt and maintain terms of reference for Council committees' that are clear and unambiguous. • Adopt, maintain and keep under review a scheme of delegations to officers. • Ensure the Town Clerk/Responsible Financial Officer accept and understand their responsibilities for all aspects of operational and financial management. • Ensure all staff have clear conditions of employment and job descriptions which set out their roles and responsibilities. • Ensure that all members accept and understand their role and responsibility for providing effective strategic leadership and for ensuring that the council successfully discharges its overall responsibilities. • Provide members with a statement of the duties and responsibilities expected of them as elected representatives of the local community.
Ensuring that a constructive working relationship exists between elected members and	<ul style="list-style-type: none"> • Provide Job Descriptions and develop protocols to ensure that Councillors, the Town Clerk and senior officers share a clear understanding of their respective roles and objectives.

Supporting Principles:	Ludlow Town Council will:
<p>officers and that the responsibilities of members and officers are carried out to a high standard</p>	<ul style="list-style-type: none"> • Adopt appropriate codes of conduct for Members and officers and for Member and officer relationships. • Maintain registers for the declaration of interests by Members and officers and for recording the receipt of any gifts and hospitality, which they receive. • Make the Town Clerk responsible to the Council for ensuring that agreed procedures are followed and that Statutes and Regulations are complied with. • Make the Responsible Financial Officer responsible for ensuring that appropriate advice is given on all financial matters, for keeping proper financial records and accounts, and for maintaining an effective system of internal financial control. • Make the Town Clerk and/or Senior Officer(s) responsible and accountable to the Council for all aspects of operational management.
<p>Ensuring relationships between the authority, its partners and the public are clear so that each knows what to expect of the other</p>	<ul style="list-style-type: none"> • Foster effective relationships and partnerships with other public sector bodies and representatives of bodies in the private and voluntary sectors. • Appoint representatives to serve on Local Joint Committees and outside bodies. • Provide opportunities for members of the public and representatives of organisations to address meetings of the council. • Enter Service Level Contracts for the work the council does for partners and for the work they do for the Town Council. • Provide an external website that residents and partners can access to obtain relevant and up to date information on the Council and its activities.

Principle Two - Members and Officers working together to achieve a common purpose with clearly defined functions and roles

Principle Three - Promoting values for the authority and demonstrating the values of good governance through upholding high standards of conduct and behaviour

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:

Supporting Principles:	Ludlow Town Council will:
Ensuring elected members and officers exercise leadership by behaving in ways that exemplify high standards of conduct and effective governance	<ul style="list-style-type: none"> • Adopt policies that create a climate of openness, support and respect. • Ensure that the standards of conduct and personal behaviour expected of Members and staff are upheld, and are defined and communicated through appropriate Codes of Conduct and Protocols. • Put in place arrangements to ensure that Members and employees are not influenced by prejudice, bias or conflicts of interest, and that appropriate procedures are in place for declaring and recording personal and/or prejudicial interests. • Adopt a policy for “whistle-blowing”
Ensuring that organisational values are put into practice and are effective	<ul style="list-style-type: none"> • Develop and maintain shared values including leadership values for both the organisation and staff reflecting public expectations, and communicate these with • Members, staff, the community and partners. • Put in place arrangements to ensure that systems and processes are designed in conformity with appropriate ethical standards. • Will review at least annually its existing governance arrangements against this Code of Corporate Governance. • Maintain and develop this Code to ensure its ongoing application and effectiveness. • Publish an annual governance statement that invites comments on compliance and any changes deemed necessary. • Develop and maintain an effective complaints procedure.

Principle Three - Promoting values for the authority and demonstrating the values of good governance through upholding high standards of conduct and behaviour

Principle Four - Taking informed and transparent decisions which are subject to effective scrutiny and managing risk

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:

Supporting Principles:	Ludlow Town Council will:
Being rigorous and transparent about how decisions are taken and listening and acting on the outcome of constructive scrutiny.	<ul style="list-style-type: none"> • Have democratic structures that are properly constituted to ensure clear accountability. • Respond positively to the findings and recommendation of auditors and put in place arrangements for the effective implementation of agreed actions. • Adopt a formal complaints procedure, which is easily accessible, effective and transparent. • Publicise proposed activities and decisions as a means of encouraging public engagement and constructive scrutiny of the Council's performance. • Maintain a Freedom of Information policy and act on requests for information in an efficient and timely manner. • Put in place arrangements to safeguard Members and employees against conflicts of interest and adopt appropriate procedures for recording declarations of interest for public inspection.
Having good quality information, advice and support to ensure that services are delivered effectively and are what the community wants/needs	<ul style="list-style-type: none"> • Ensure that those making decisions for the Council are provided with information that is fit for purpose – relevant, timely and gives clear explanations of technical issues and their implications. • Ensure that proper professional advice is available in written format prior to decisions being taken on matters that have legal or financial implications, and that the advice given receives due consideration. • Make provision for Members and public questions at council meetings. • Publicise a schedule/calendar of meeting and circulate agenda papers to the press. • Have regard to public representations, the outcome of any public consultations and/or the views expressed at Annual Town Meetings.
Ensuring that an effective risk management system is in place	<ul style="list-style-type: none"> • Ensure that risk management is embedded into the culture of the Council, with Members

Supporting Principles:	Ludlow Town Council will:
	<p>and managers at all levels recognising that risk management is part of their jobs.</p> <ul style="list-style-type: none"> • Develop appropriate risk assessment systems. • Employ an independent internal audit service. • Adopt appropriate health and safety policies and provide appropriate insurance cover for all council activities including public liability insurance cover. • Ensure that effective arrangements for whistle-blowing are in place.
<p>Authorities using their legal powers to the full benefit of the citizens and communities in their area</p>	<ul style="list-style-type: none"> • Actively recognise the limits of lawful activity placed on it by, for example, the ultra-vires doctrine, but also strive to utilise its powers to the full benefit of its community. • Recognise the limits of lawful action and observe both the specific requirements of legislation and the general responsibilities placed on Councils by public law. • Observe all specific legislative requirements placed upon it, as well as the requirements of general law, and in particular to integrate the key principles of good administrative law – rationality, legality and natural justice – into its procedures and decision-making processes.

Principle Four - Taking informed and transparent decisions which are subject to effective scrutiny and managing risk

Principle Five - Developing the capacity and capability of members and officers to be effective

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:

Supporting Principles:	Ludlow Town Council will:
<p>Making sure that members and officers have the skills, knowledge, experience and resources they need to perform well in their roles</p>	<ul style="list-style-type: none"> • Provide induction programmes tailored to individual needs and opportunities for • Members and Officers to update their knowledge on a regular basis. • Ensure that officers have the skills, resources and support necessary to perform effectively in their roles and that these roles are properly understood throughout the Council.

Supporting Principles:	Ludlow Town Council will:
	<ul style="list-style-type: none"> • Maintain comprehensive and effective HR policies, including an Equalities policy.
Developing the capability of people with governance responsibilities and evaluating their performance, as individuals and as a group	<ul style="list-style-type: none"> • Assess the skills required by Members and Officers and make a commitment to develop those skills to enable roles to be carried out effectively. • Develop skills on a continuing basis to improve performance, including the ability to scrutinise and challenge and to recognise when outside expert advice is needed. • Ensure that effective arrangements are in place for reviewing performance and agreeing action, which might be needed, for example, to address any training or development needs.
Encouraging new talent for membership of the authority so that best use can be made of individuals' skills and resources in balancing continuity and renewal	<ul style="list-style-type: none"> • Ensure that effective arrangements are in place to encourage individuals from all sections of the community to engage with, contribute to and participate in the work of the Council. • Publish the qualifying criteria, role and remuneration for councillors on the website to encourage new talent and representatives of all sections of the community to consider standing for election.

Principle Five - Developing the capacity and capability of members and officers to be effective

Principle Six - Engaging with local people and other stakeholders to ensure robust public accountability

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:

Supporting Principles:	Ludlow Town Council will:
Exercising leadership through a robust scrutiny function which effectively engages local people and all local institutional stakeholders, including partnerships, and develops	<ul style="list-style-type: none"> • Make clear to councillors, all staff and the community to whom they are accountable and for what. • Include details on the council's website on the means by which local people and others can

Supporting Principles:	Ludlow Town Council will:
constructive accountability relationships	<p>participate in council decisions and can call the Council to account.</p> <ul style="list-style-type: none"> • Positively welcome complaints and constructive criticism as a means of improving service delivery.
Taking an active and planned approach to dialogue with and accountability to the public to ensure effective and appropriate service delivery whether directly by the authority, in partnership or by commissioning	<ul style="list-style-type: none"> • Ensure clear channels of communication are in place with all sections of the community and other stakeholders. • Hold meetings in public unless there are good reasons for confidentiality. • Provide the opportunity for citizens of Ludlow to have their say at all ordinary council meetings and at the Annual Town Meetings, which will be held primarily to listen to and respond to the public and other stakeholders. • Publish at least annually the Council's vision, activities and achievements, together with its financial position and performance and invite feedback.
Making best use of human resources by taking an active and planned approach to meet responsibility to staff	<ul style="list-style-type: none"> • Develop and maintain a clear policy on how staff and their representatives are consulted and involved in decision-making. • Establish a joint consultative committee between Members and employees. • Identify the development needs of Members and employees and offer support by appropriate training

Principle Six - Engaging with local people and other stakeholders to ensure robust public accountability

4. ANNUAL REVIEW AND REPORTING

- 4.1 The council accepts that in order to comply with the principles of good governance it must undertake to ensure that systems and processes are continually monitored and reviewed, and are kept up to date.
- 4.2 An annual review of the Council's Corporate Governance arrangements will be carried out using the guidance contained in the CIPFA/SOLACE Framework. The purpose of the

review will be to provide assurance that governance arrangements are adequate and operating effectively or to identify action, which is planned to ensure effective governance in the future. The results of the review will take the form of an Annual Governance Statement prepared by the Town Clerk. It will be submitted to the Finance and General Purposes Committee and subsequently to Council for consideration and review.

- 4.3 The preparation and publication of the Annual Governance Statement will meet the statutory requirement of the Accounts and Audit Regulations, which requires authorities to “conduct a review at least once in a year of the effectiveness of its system of internal control” and to prepare a statement on internal control “in accordance with proper practices”. As such the Annual Governance Statement will be prepared in accordance with the timetable for the preparation of financial statements in accordance with the Audit and Accounts Regulations.

