



Draft Plan: March 2021

## Ludlow Priorities and Context Part 1.

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Ludlow is Shropshire's most southerly market town, close to the borders of Herefordshire and Wales, with a population of around 10,500.

Dating back to the 12<sup>th</sup> Century, it has had a strong influence as one of the border towns and for two centuries it was the alternative seat of government to Westminster. The Castle was home to royalty until the Civil War with Prince Arthur and Catherine of Aragon the most notable of its residents and the ill-fated Princes in the Tower were taken to London from Ludlow Castle.

Because of its key role in the Marches area, the town attracted many of the 'great and the good' who required housing fit for their social status, some of which still stand today.

Ludlow continues to be proud of its individuality as well as of its historical place in the area. Its architecture is an attractive blend of old and new, it boasts many unique independent shops while living up to its market town reputation by holding markets six days per week – and the views of the surrounding hills can be glimpsed from most of its streets.

It is a recognised tourist destination for most of the year with two annual Food & Drink Festivals and a summer Fringe Festival increasing the tourist footfall and enhancing the visitor experience while adding to the town's economy.

Ludlow's success is due to its capacity to adapt and absorb changes – which will continue to be necessary as changes in the economic climate pose challenges to its future.

## 1) The Ludlow Context





## 2) Background

Ludlow Town Council developed a Town Plan, current from x to 2015. This identified and addressed some of the main developments required for the town.

During 2017 a new Community Led Planning working group was formed from members of Ludlow Town Council. Every town needs a vision for the future to identify what needs to work better, and what it needs to develop for the future.

The new group established a simple questionnaire that asked five questions:

- 1) What Makes You Happy about Ludlow? 😊
- 2) What Makes You Sad About Ludlow? 😞
- 3) What Makes You Mad about Ludlow? 😡
- 4) How Would You Make Ludlow Better?
- 5) How Would You Spend £1000 on Ludlow's Future

Local people were engaged in a number of community locations such as the Rockspring Centre, Ludlow Market, Ludlow Youth Centre, and Tesco. Questionnaires were available in the Library, Ludlow Assembly Rooms and The Guildhall.

The analysis of the comments from local people were used to set the questions for the larger household survey

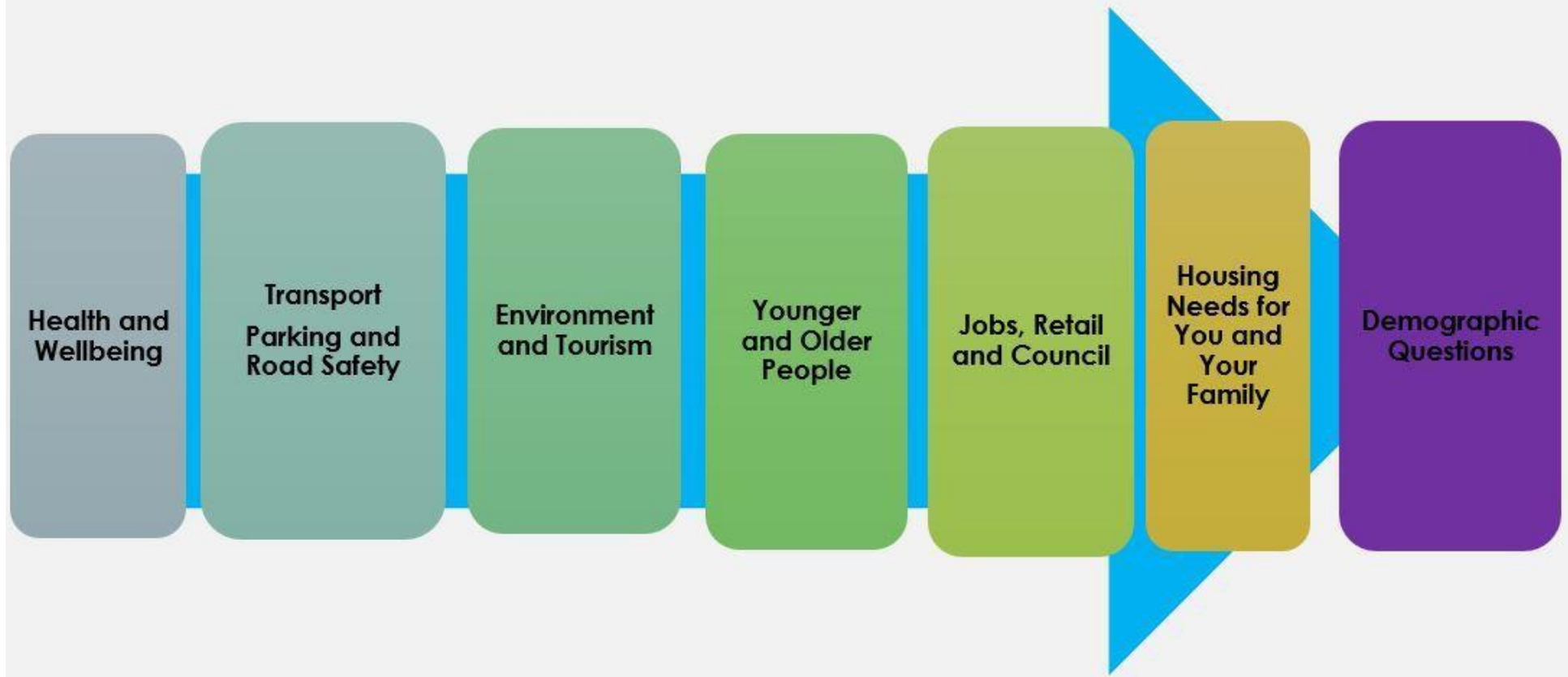


### 3) Consultation with the residents of Ludlow Parish

The Key themes from the small survey identified a number of topics which were important to local people, Health and Wellbeing, Transport Parking and Road Safety, Environment, Tourism, Younger and Older People, Employment and the Retail Sector. The larger questionnaire was supported by the Rural Community Council (RCC) who helped with the design and analysis. The questionnaire was delivered by volunteers to every household in the Ludlow Parish. 26 locations throughout the town were used as a posting station for completed questionnaires. Many people also accessed the questionnaire on line via the Ludlow Town Council website. In total we received 764 completed questionnaires out of a total delivered of approximately 5,250 a 14.5% return rate

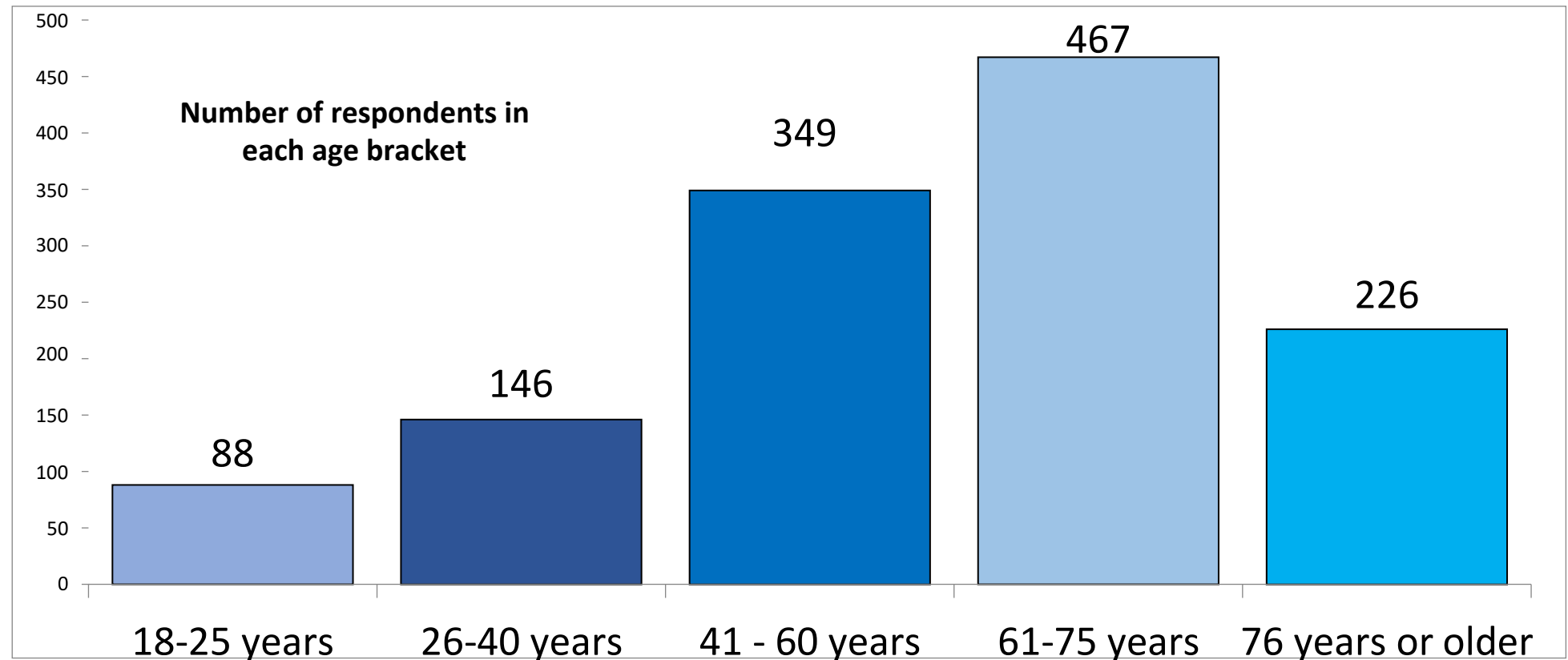


## KEY THEMES WITHIN THE QUESTIONNAIRE



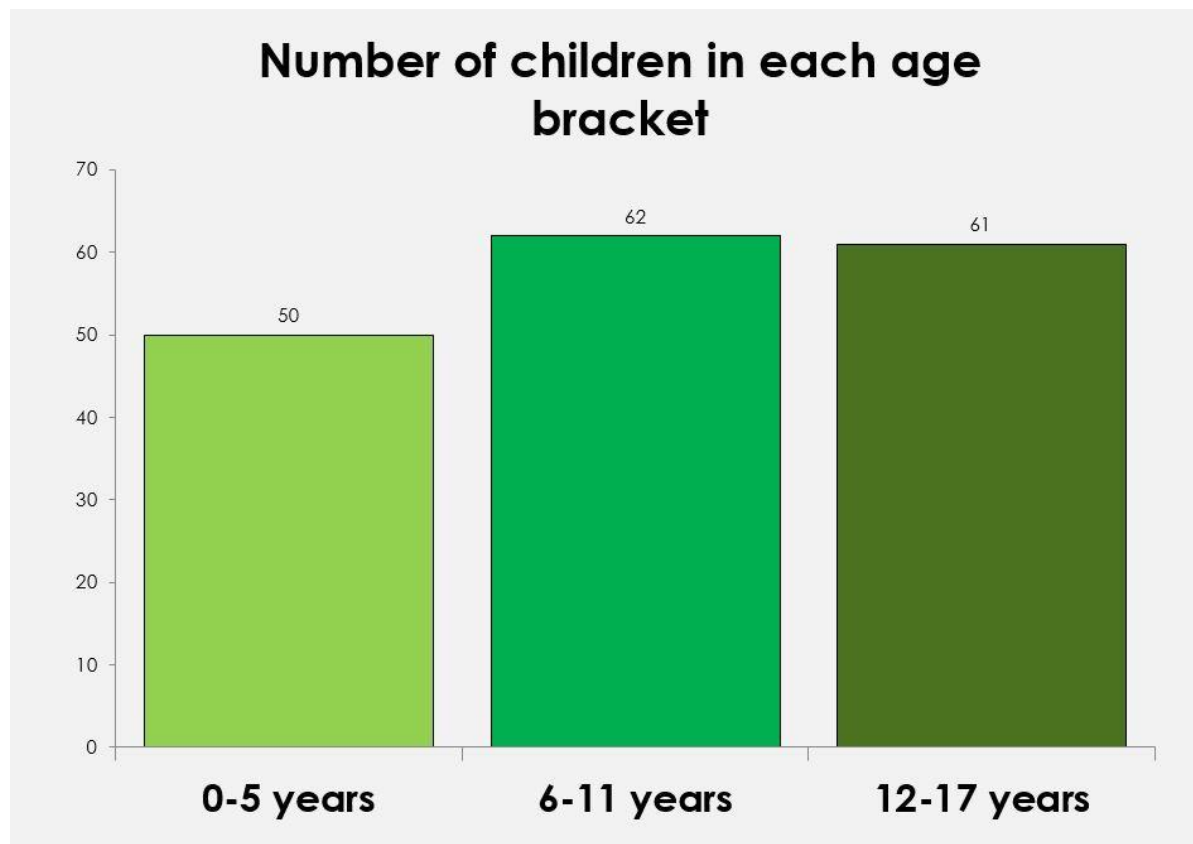
## Questionnaire Analysis

Not every person who completed the questionnaire answered all of the questions, some people skipped sections where they had limited knowledge or experience, ie if they had no knowledge of the activities designed for young people, the question would be left blank. The results of the analysis are based on people's perceptions and again this is down to personal experience or local knowledge. The number of respondents identified in the table below show the number of respondents rather than actual demographics, although age structure does mirror the Ludlow demographics.





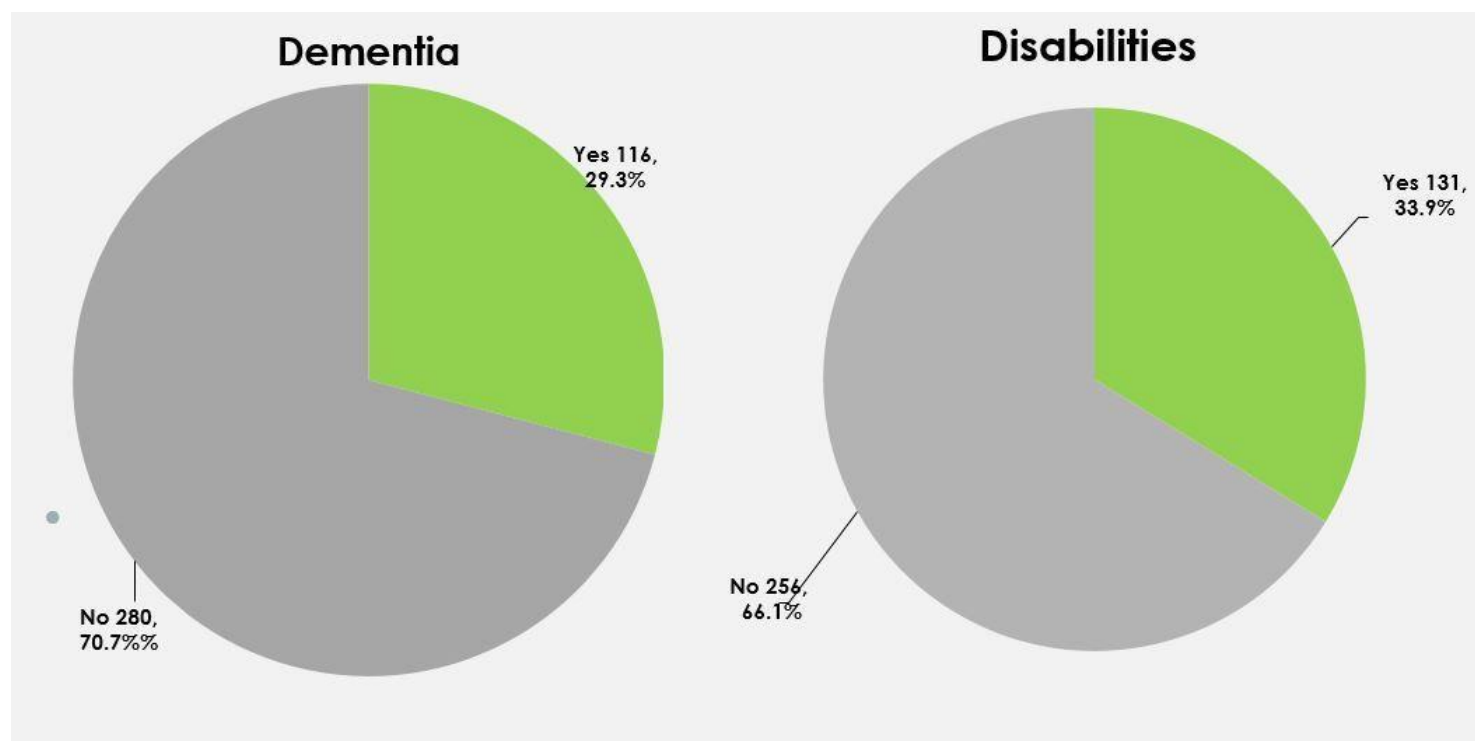
This graph shows the number of children living within Ludlow households who completed the survey, however Ludlow has the lowest number of young people in the population in Shropshire who are between the ages of 0 – 24 years.



The following pie charts show the % responses to the wide range of questions asked within the questionnaire linked to the key themes

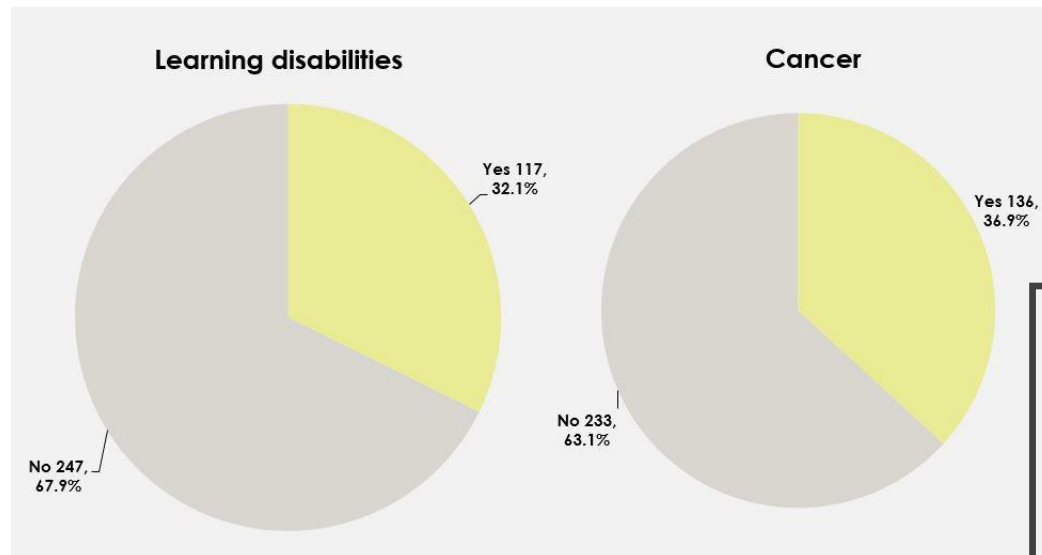
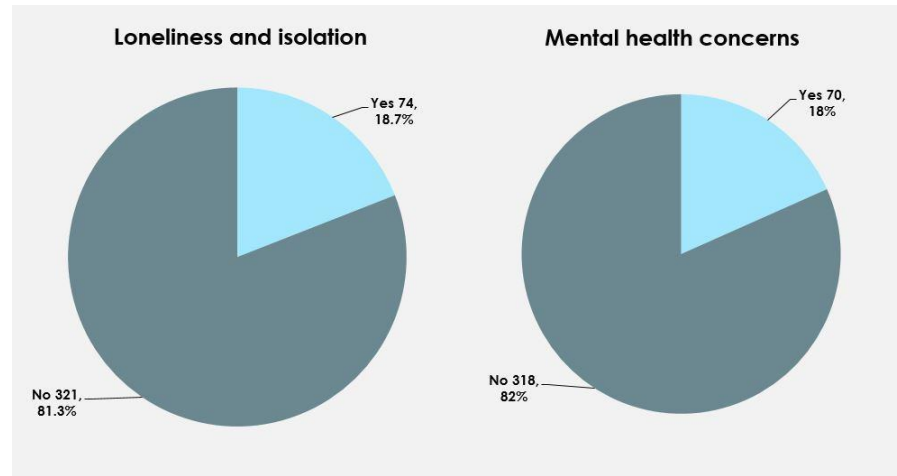
HEALTH, WELLBEING AND SAFETY.

ISTHEREENOUGHSUPPORT OFFEREDTO PEOPLELIVINGWITH:



## LONELINESS, ISOLATION AND MENTAL HEALTH CONCERNS

IS THERE ENOUGH SUPPORT OFFERED TO PEOPLE LIVING WITH:

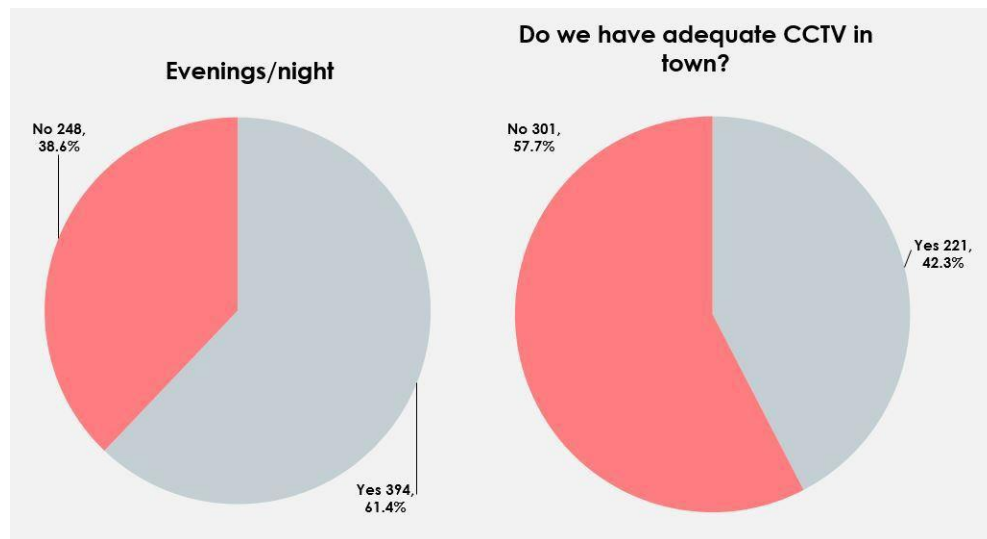
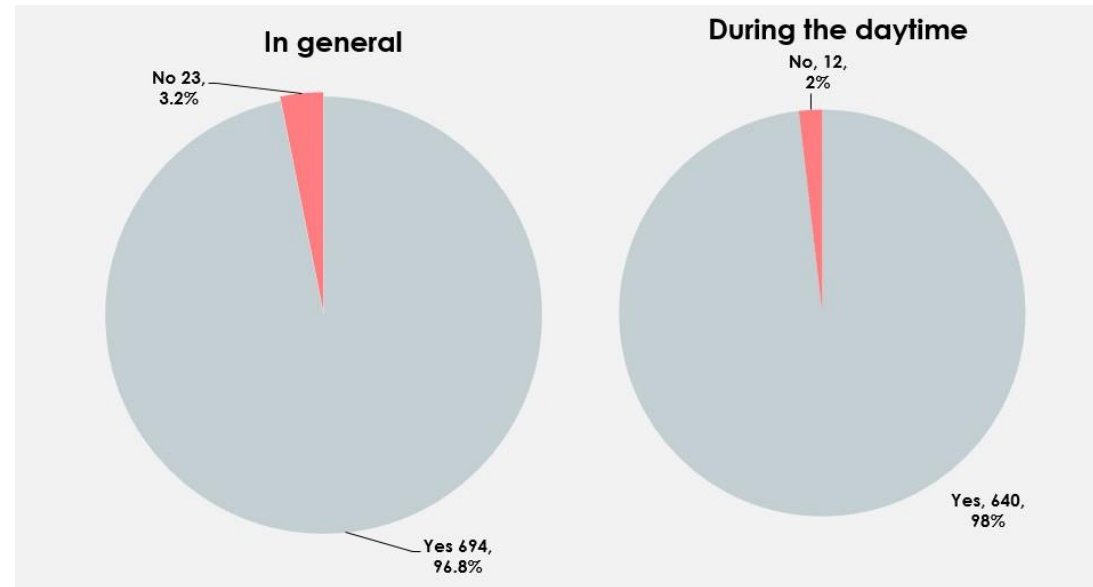


## LEARNING DISABILITIES AND CANCER

IS THERE ENOUGH SUPPORT OFFERED TO PEOPLE LIVING WITH:

## CRIMEANDSAFETY

DO YOU FEEL SAFE IN  
THE TOWN?



**WHAT  
WOULD  
MAKE  
YOU FEEL  
SAFER?**

Bobby on the Beat \*\*\*\*\*

Public Transport

Better Taxi Services

Better CCTV \*\*\*\*

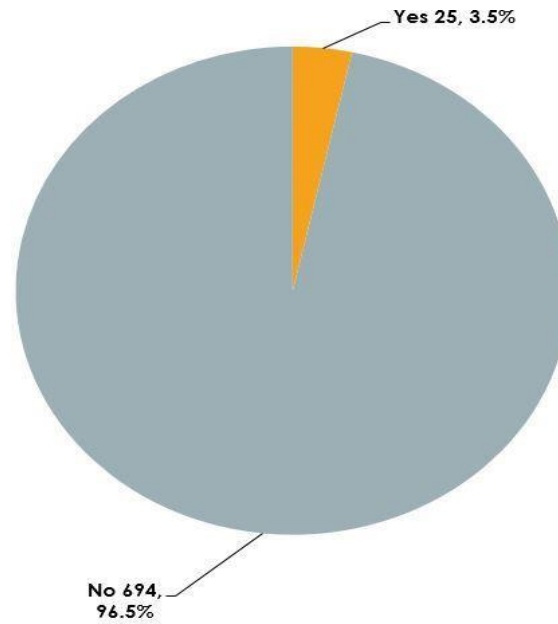
Improved Lighting

Reduced ASB

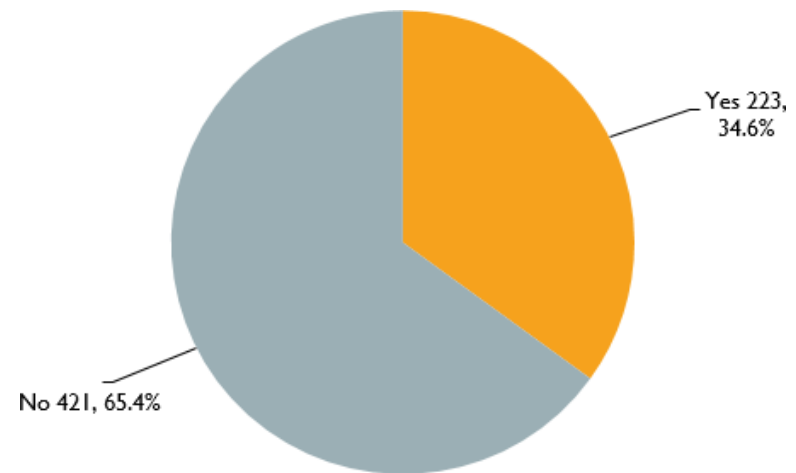


CRIME AND SAFETY CONTINUED

IS YOUR HOUSEHOLD A MEMBER OF  
A NEIGHBOURHOOD WATCH  
SCHEME?



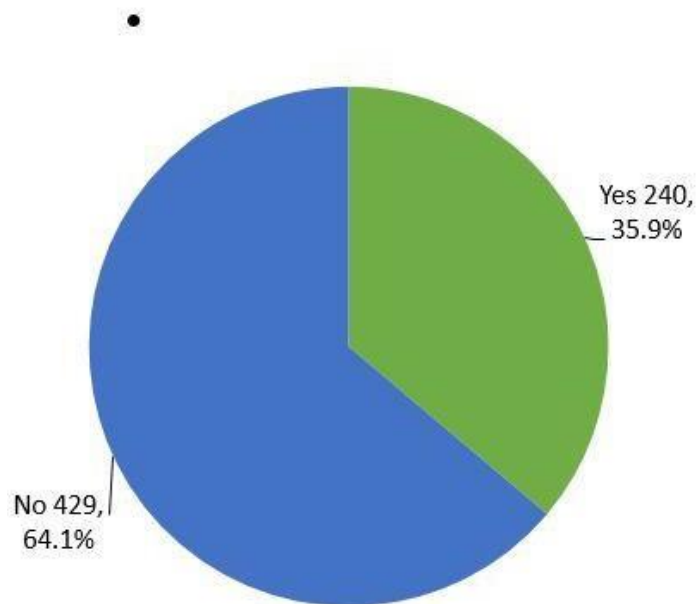
IF NO, WOULD YOU LIKE  
TO JOIN SUCH A  
SCHEME?



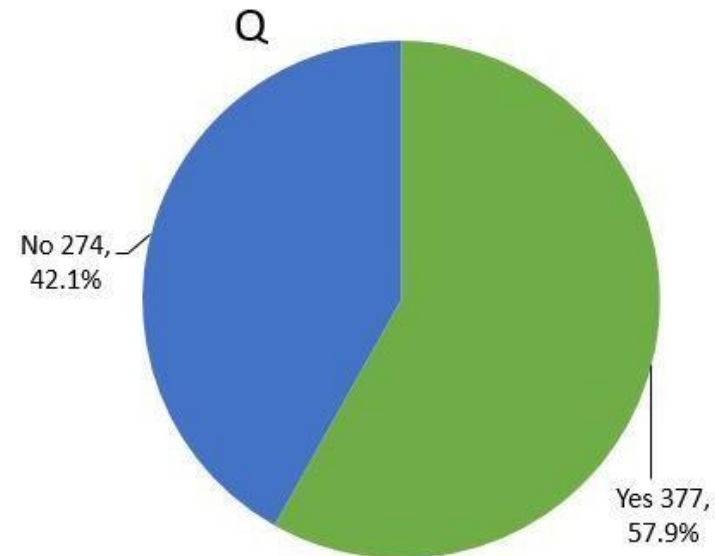
TRANSPORT, PARKING & ROAD SAFETY

IN YOUR OPINION.....

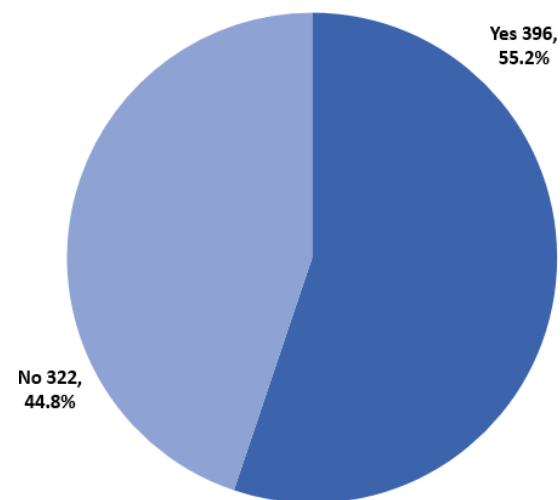
**Does the town need a bike  
hire facility?**



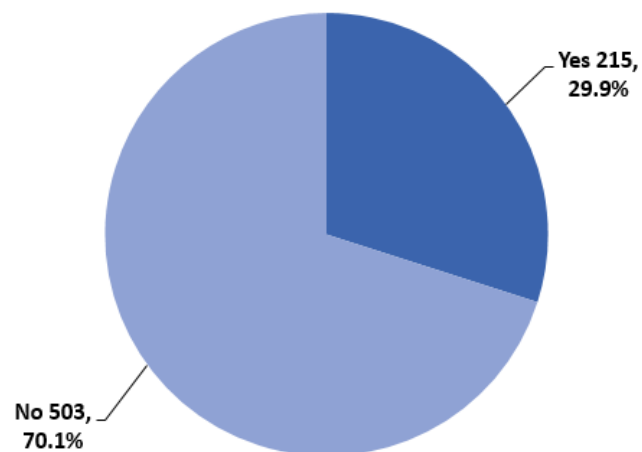
**Would more bike racks be  
useful?**



**In your opinion.... should the pedestrianisation of the town centre be considered?**



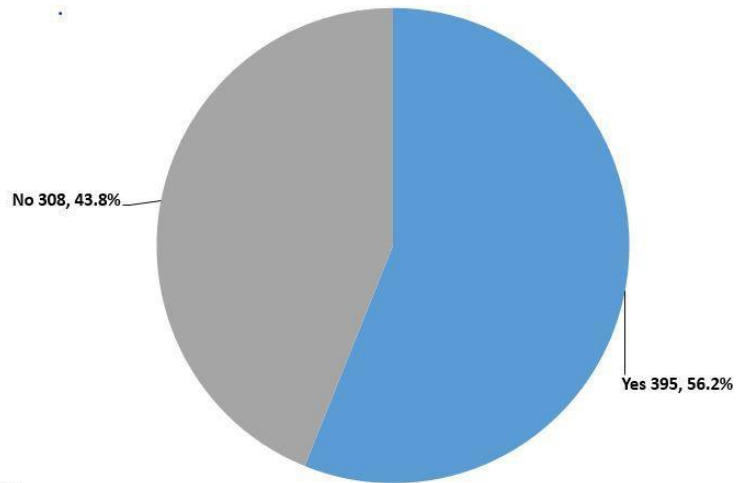
**Are pavements safe for all users?**



TRANSPORT, PARKING & ROAD SAFETY  
ARE PAVEMENTS SAFE FOR ALL USERS?

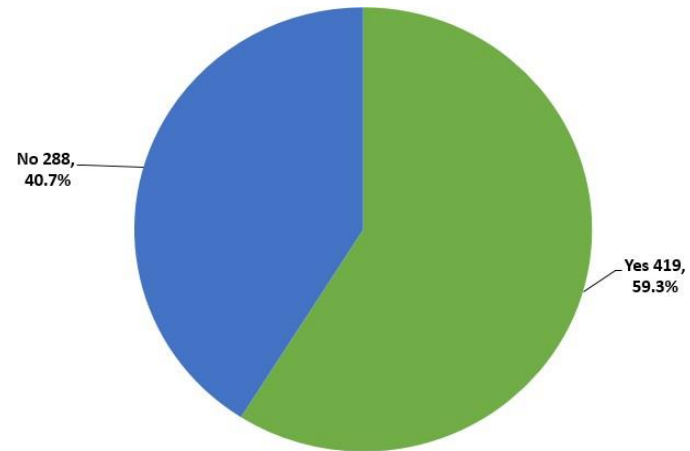
TRANSPORT, PARKING  
& ROAD SAFETY

ARE PARKED CARS A  
HAZARD TO  
PEDESTRIANS?



TRANSPORT, PARKING & ROAD SAFETY

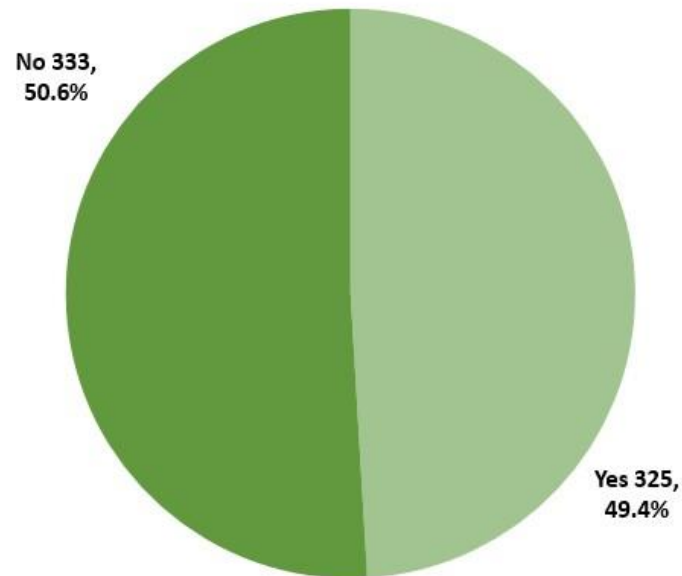
IS STREET LIGHTING ADEQUATE  
THROUGHOUT THE TOWN?



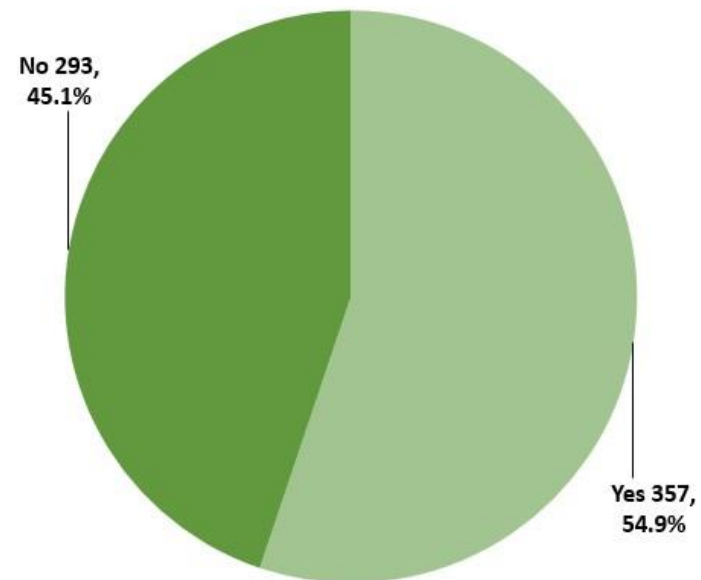
TRANSPORT, PARKING & ROAD SAFETY

BUS SERVICES & BUS SHELTERS

**Are bus services in and  
around Ludlow  
adequate?**



**Are more bus shelters  
needed?**

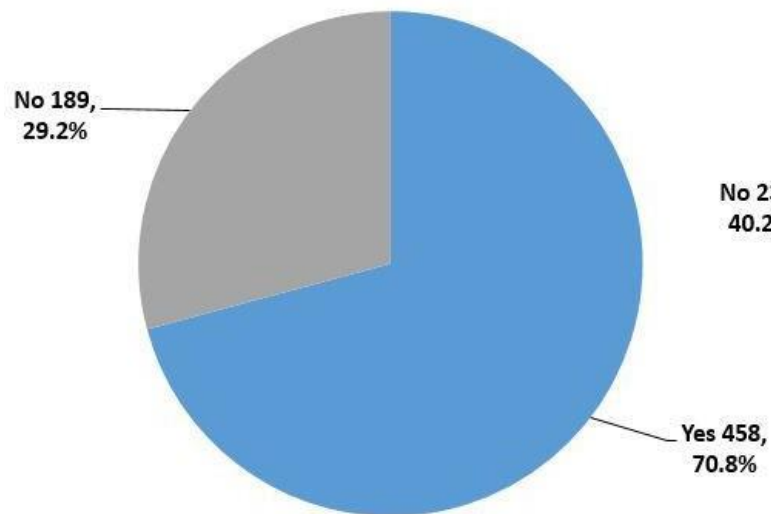




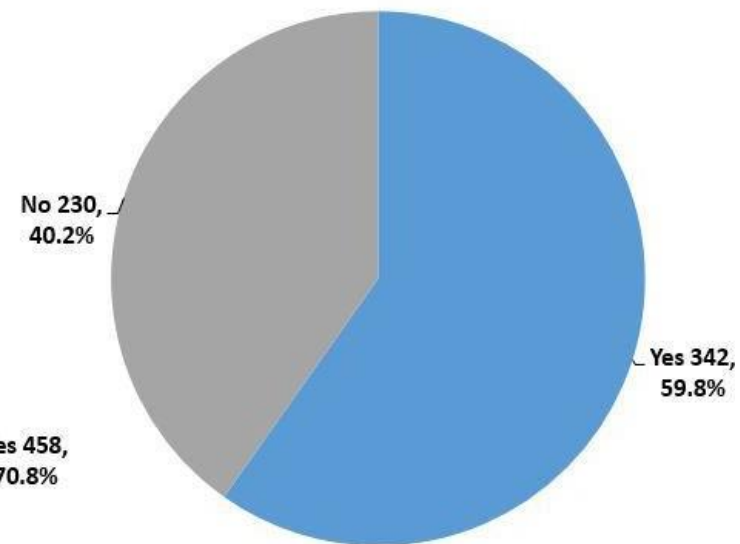
TRANSPORT, PARKING&ROADSAFETY

PARK&RIDE,ANDTHECOMMUNITYCARCLUB

**Does Ludlow have an  
adequate Park and Ride  
service?**



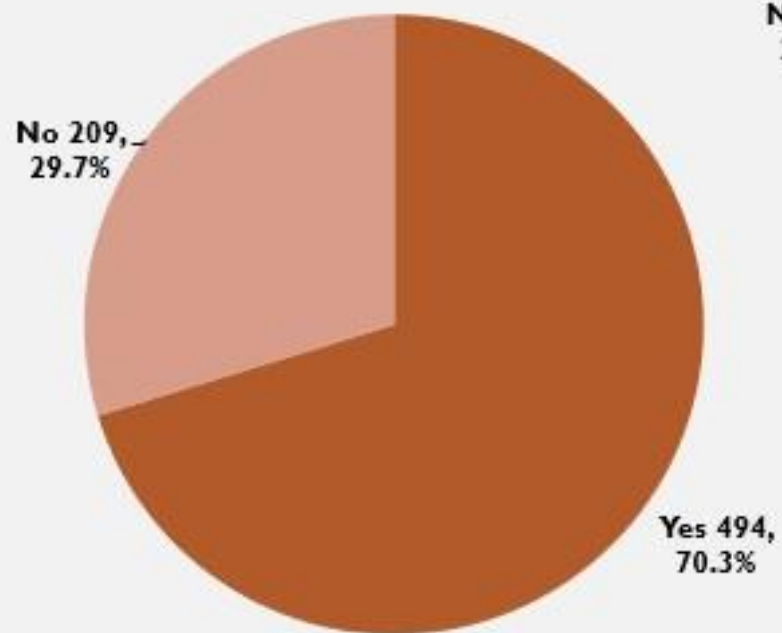
**Is the community car club  
needed?**



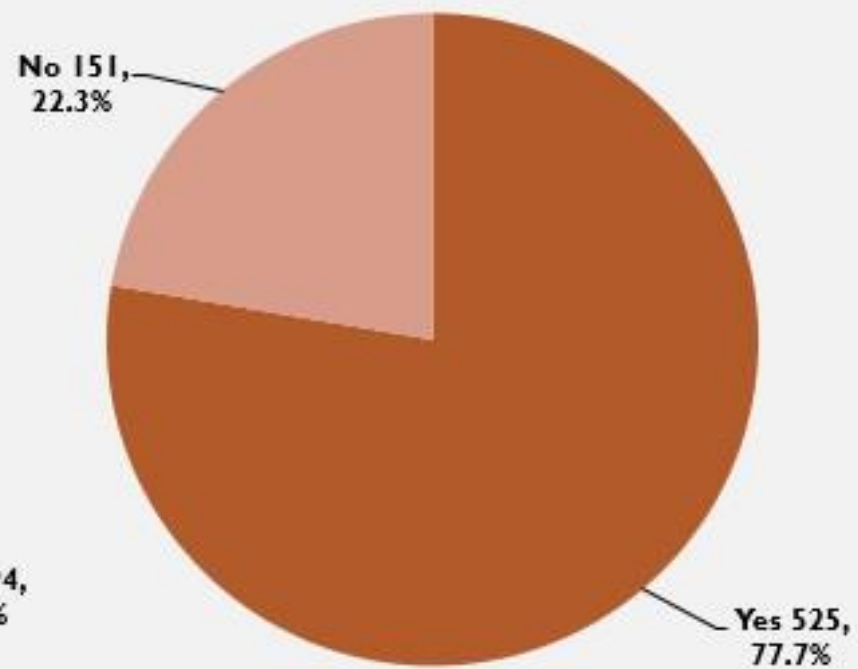
TRANSPORT, PARKING & ROAD SAFETY

LUDLOW TRAIN STATION

**Are facilities at the train station adequate?**



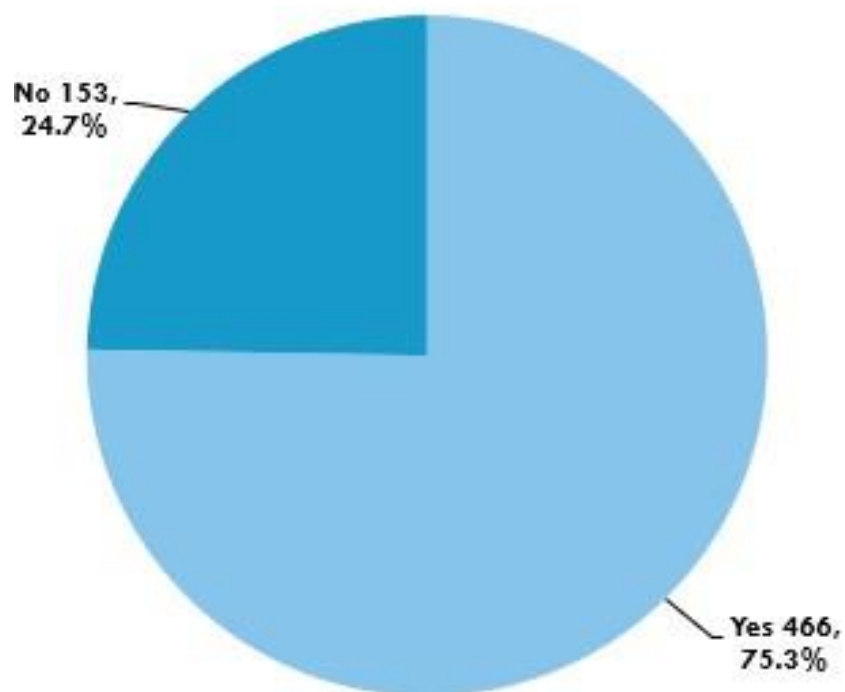
**Is the train station forecourt safe?**



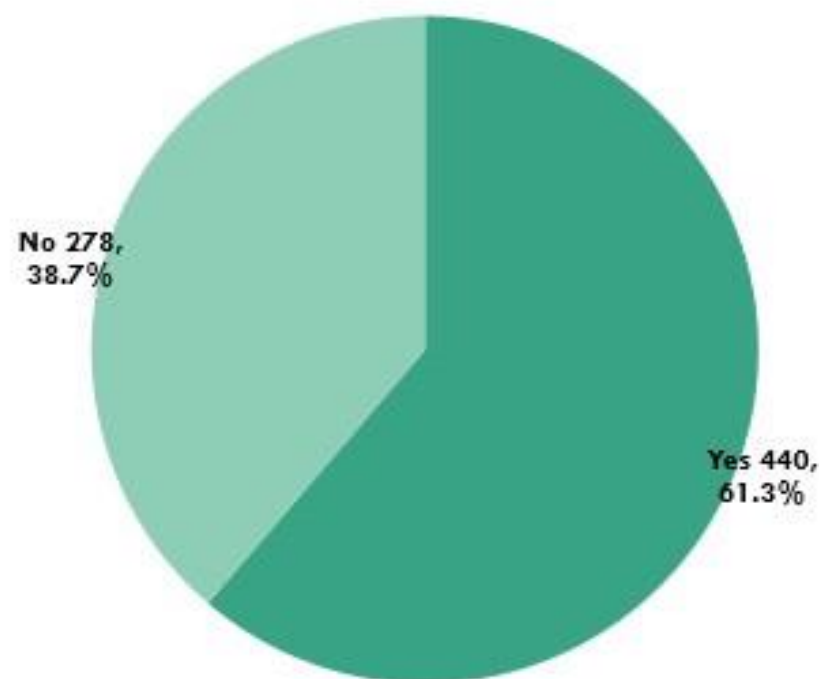
TRANSPORT, PARKING&ROADSAFETY

CHARGINGFORELECTRICVEHICLES&20MPHSPEEDLIMIT

**Are more charging facilities for electric vehicles needed?**



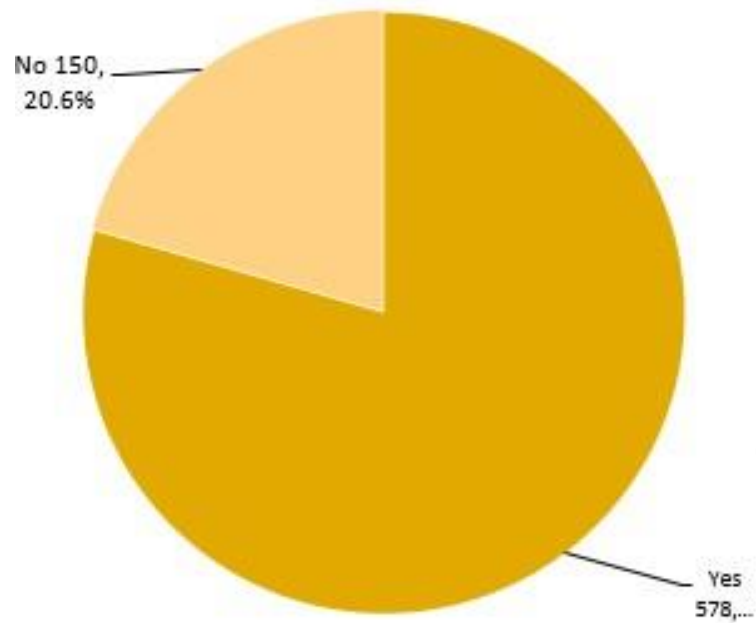
**Would a 20mph speed limit improve road safety?**



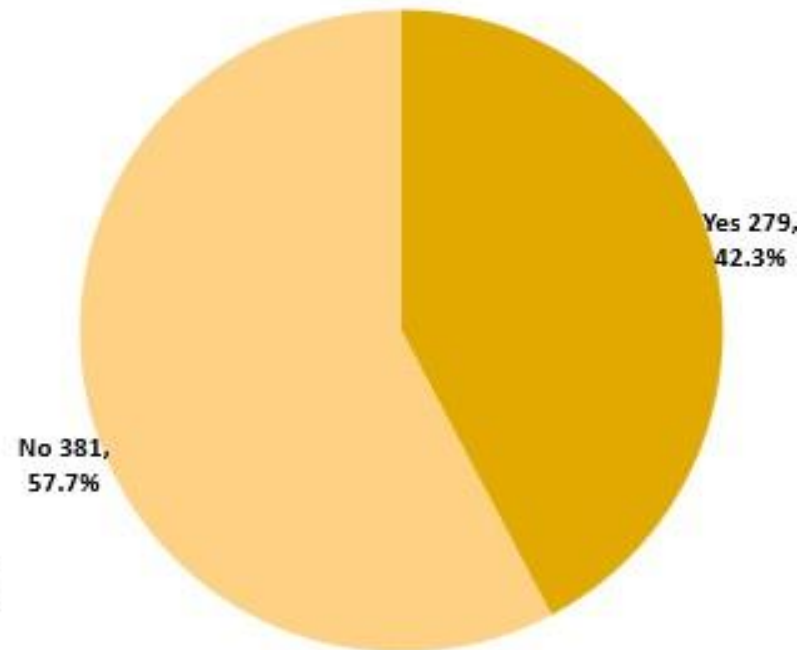
## TRANSPORT, PARKING & ROAD SAFETY

### LARGE VEHICLES AND TAXI SERVICE

**Should large vehicles in the town be restricted?**

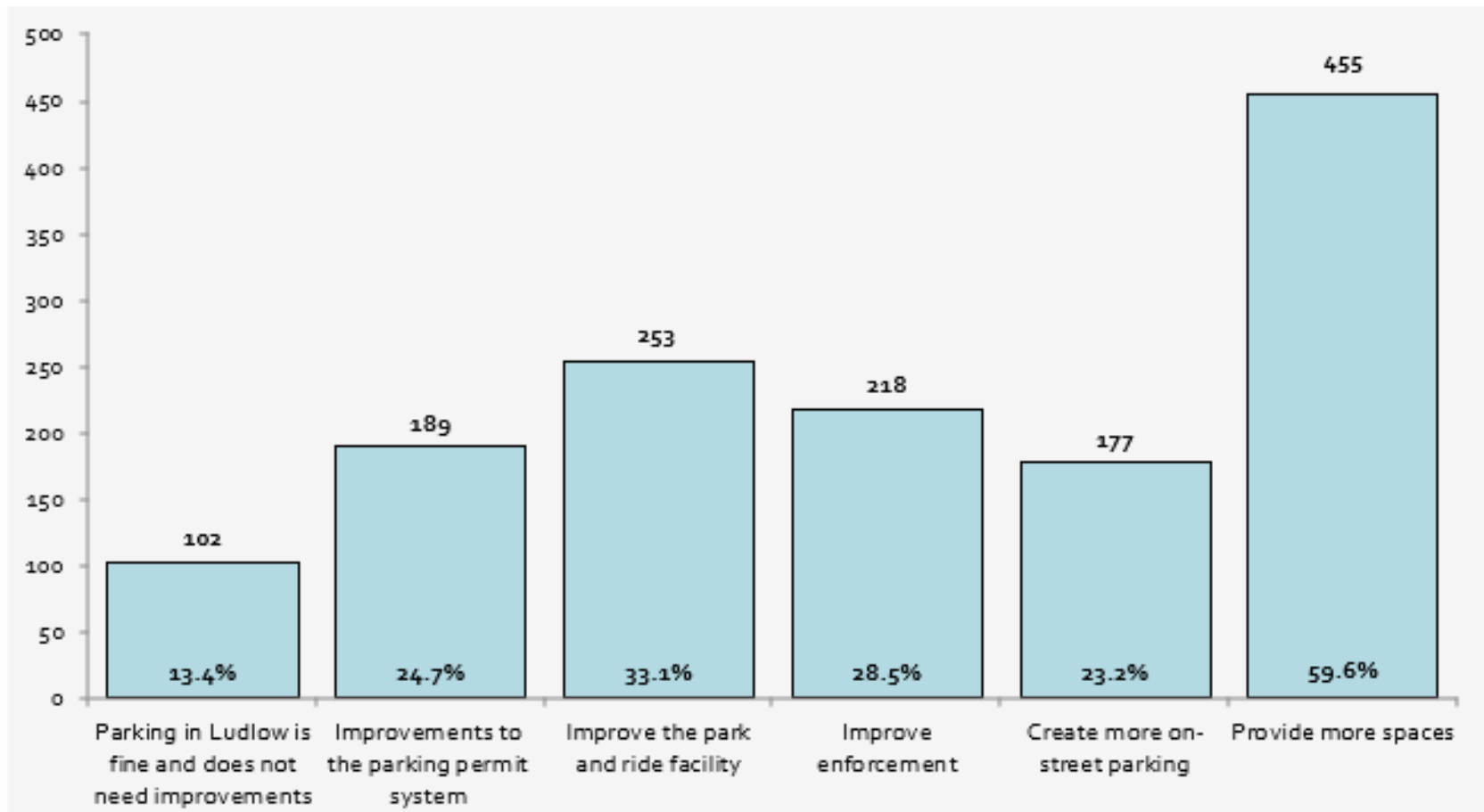


**Are taxi services adequate?**



## TRANSPORT, PARKING & ROAD SAFETY

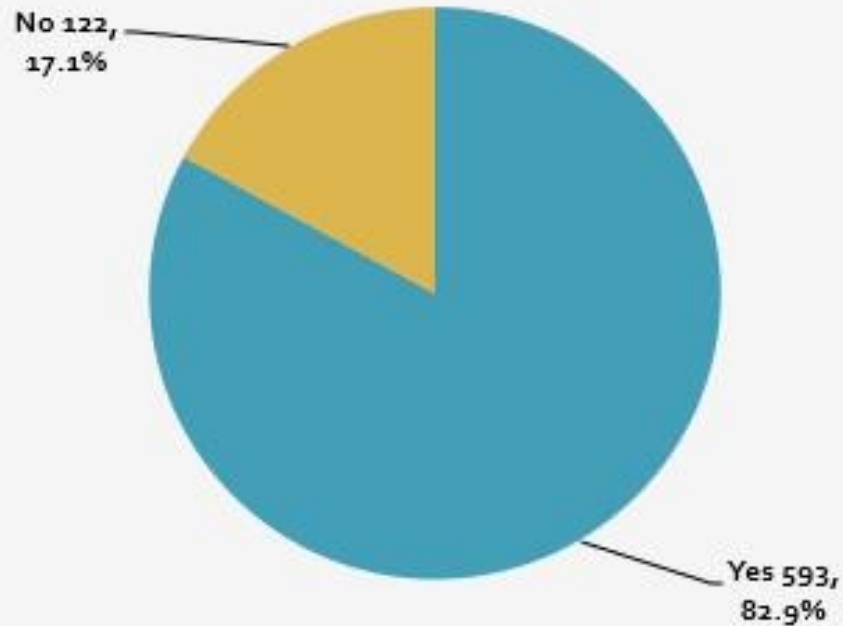
### WHAT SHOULD BE DONE TO IMPROVE PARKING IN LUDLOW?



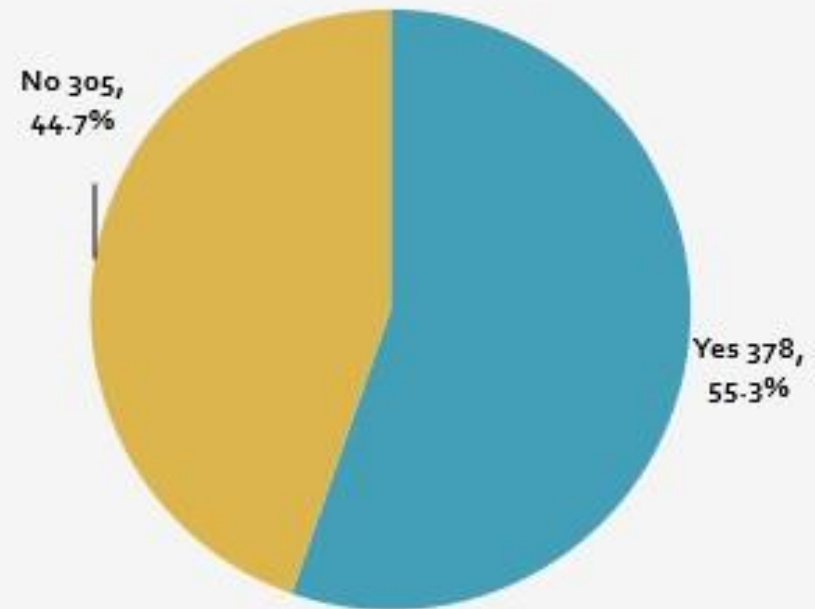


## ENVIRONMENT & TOURISM

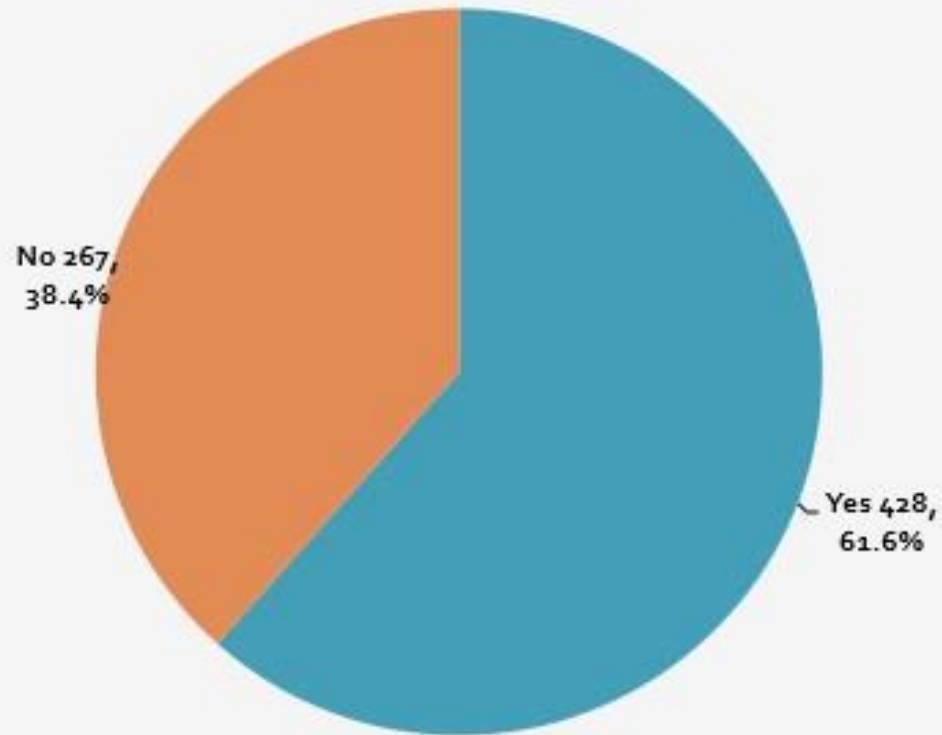
**Are green spaces in town  
well kept?**



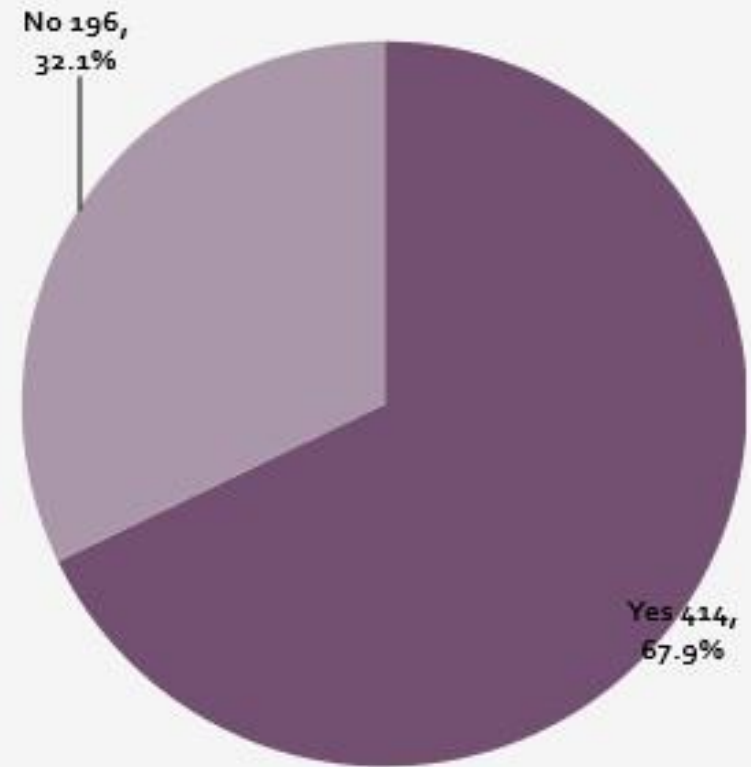
**Are more trees needed  
throughout the town?**



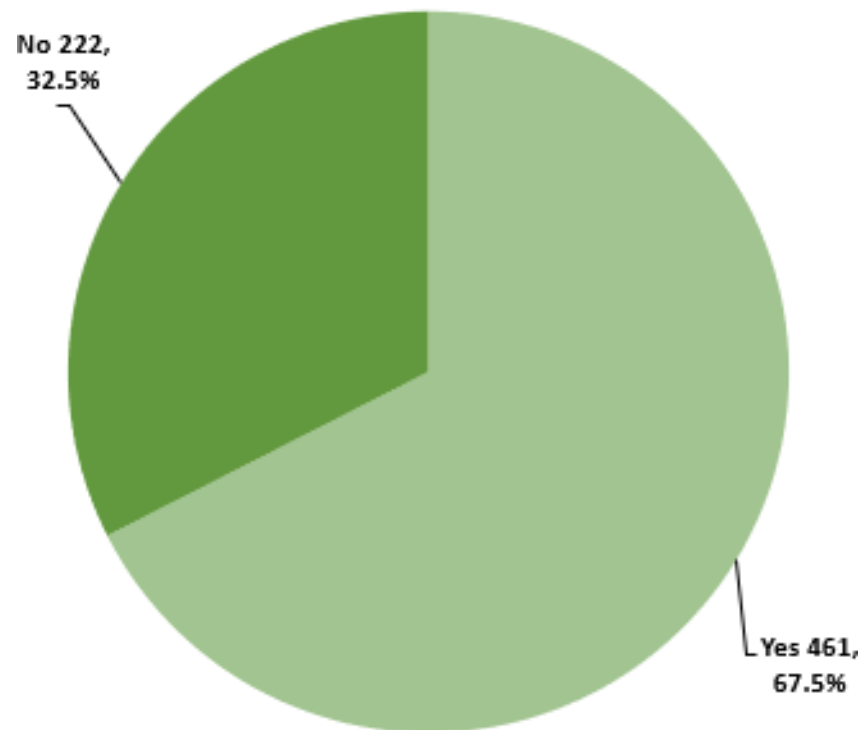
**Would the town benefit from  
more planters and flowers?**



**Are play facilities in town  
adequate?**

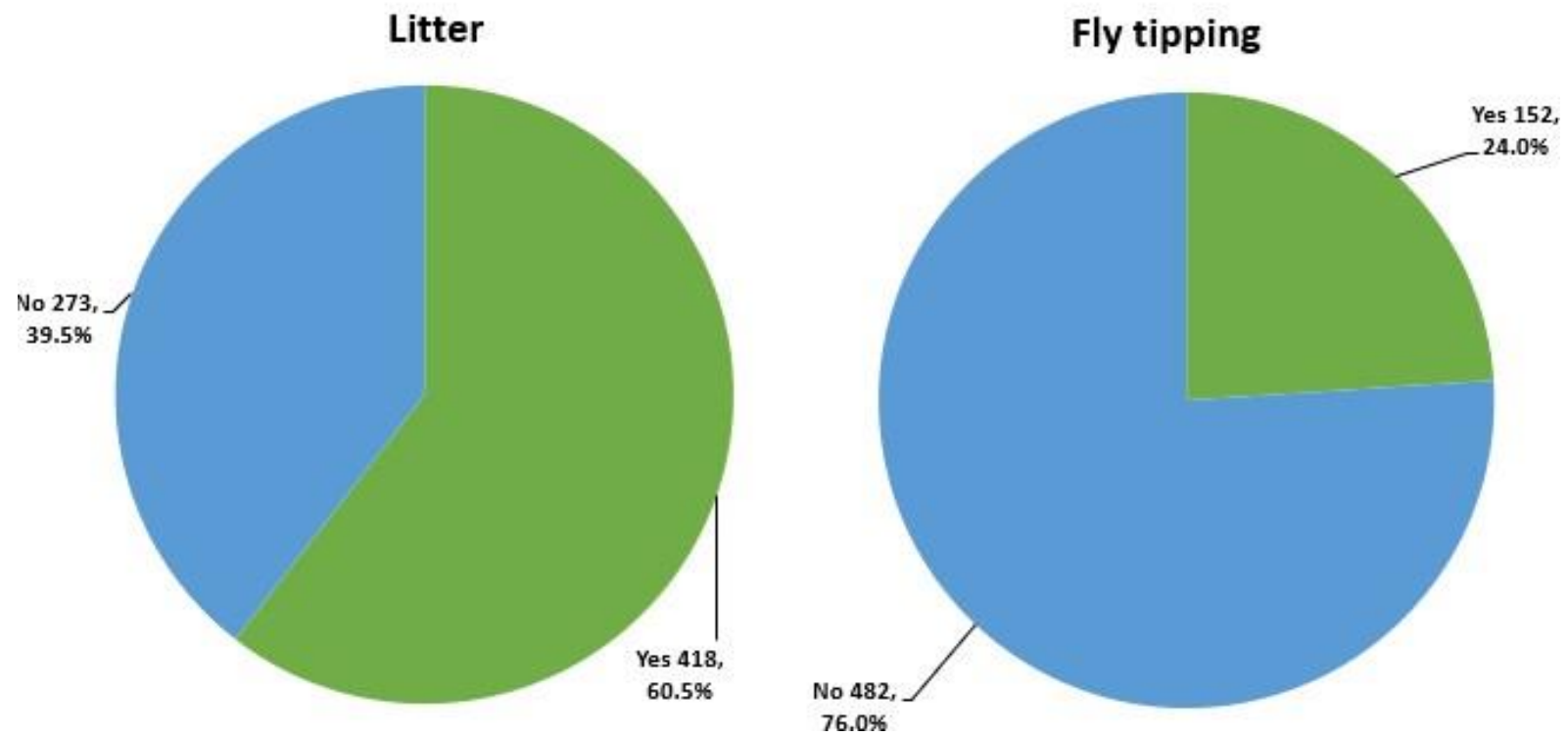


**Are fingerposts and signs in town  
adequate for pedestrians?**



## ENVIRONMENT & TOURISM

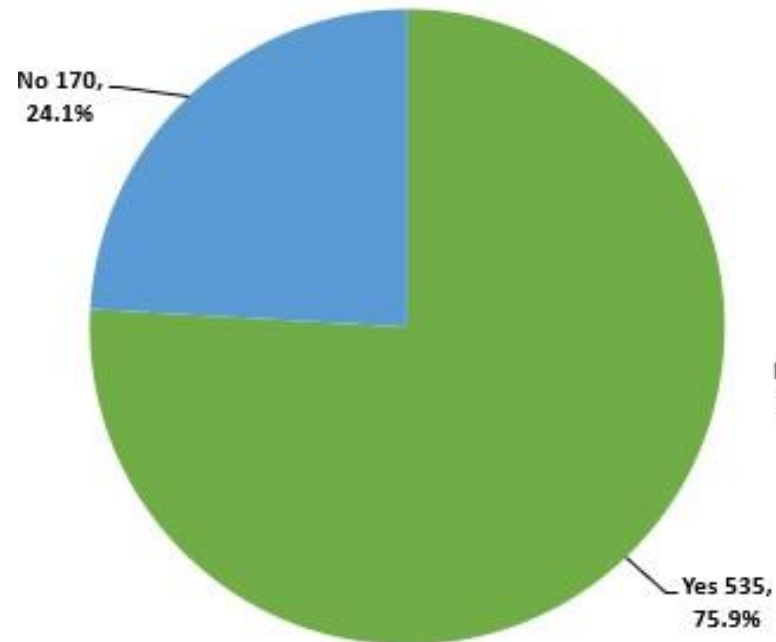
ARE ANY OF THESE AN ISSUE IN YOUR AREA?



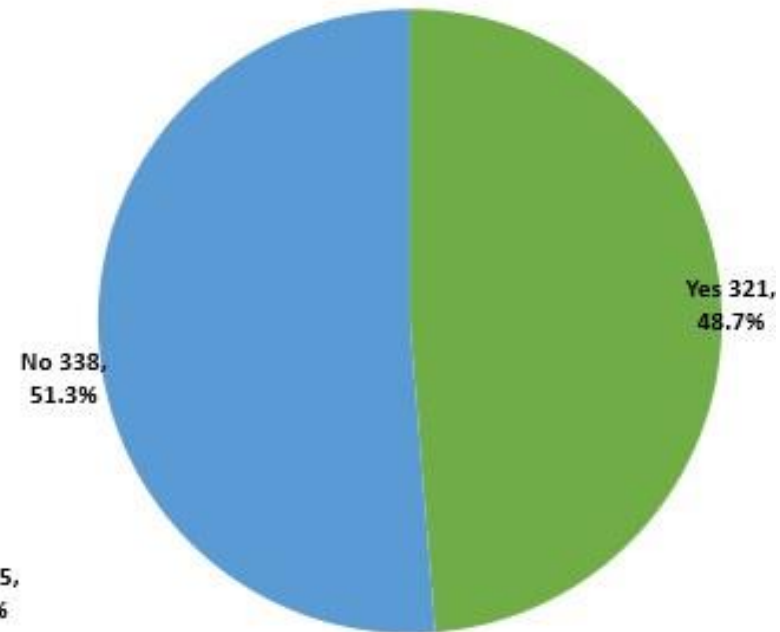
## ENVIRONMENT & TOURISM

ARE ANY OF THESE AN ISSUE IN YOUR AREA?

**Dog fouling**



**Lack of bins**

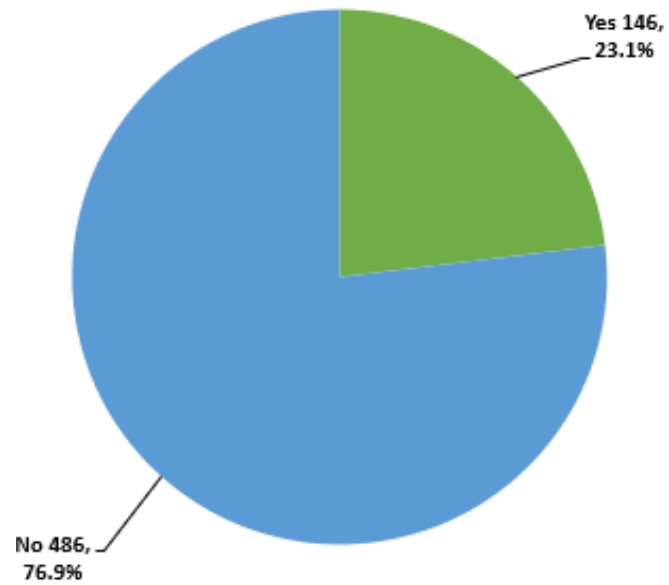




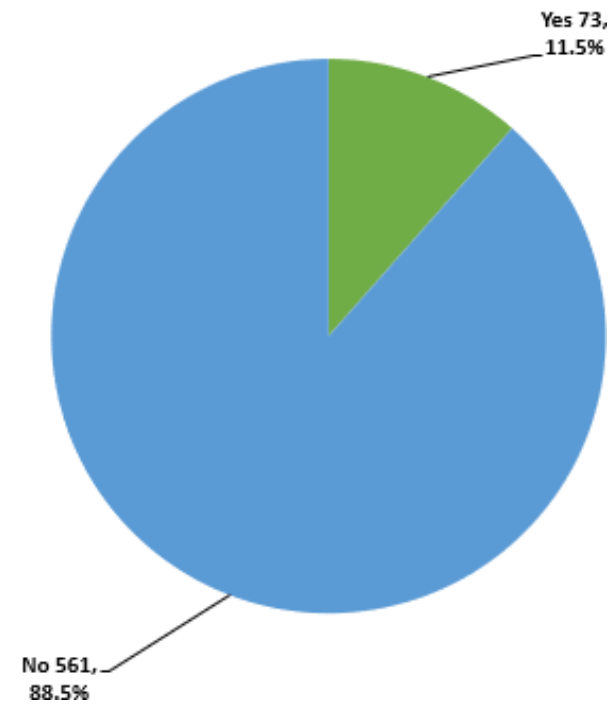
## ENVIRONMENT & TOURISM

ARE ANY OF THESE AN ISSUE IN YOUR AREA?

**Traffic fumes**



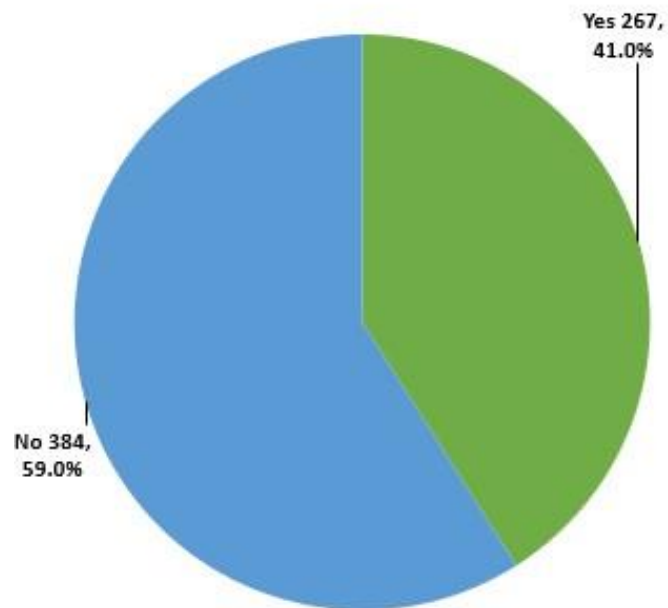
**Graffiti**



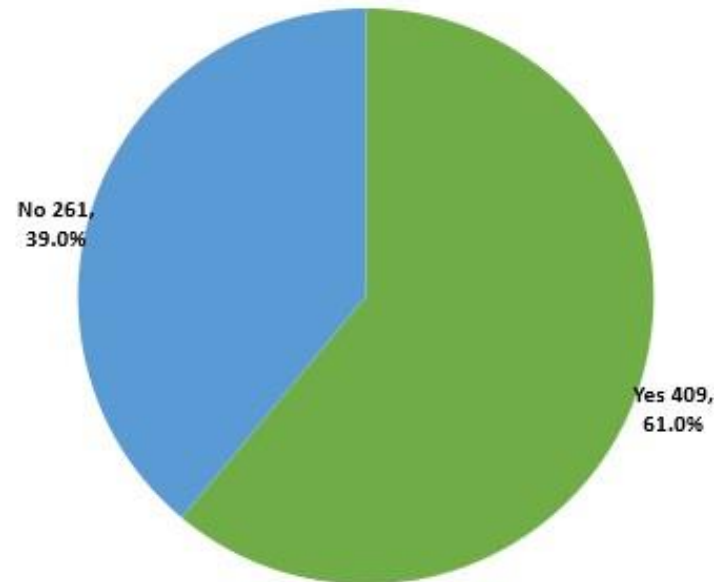
## ENVIRONMENT & TOURISM

ARE ANY OF THESE AN ISSUE IN YOUR AREA?

**Lack of seating**



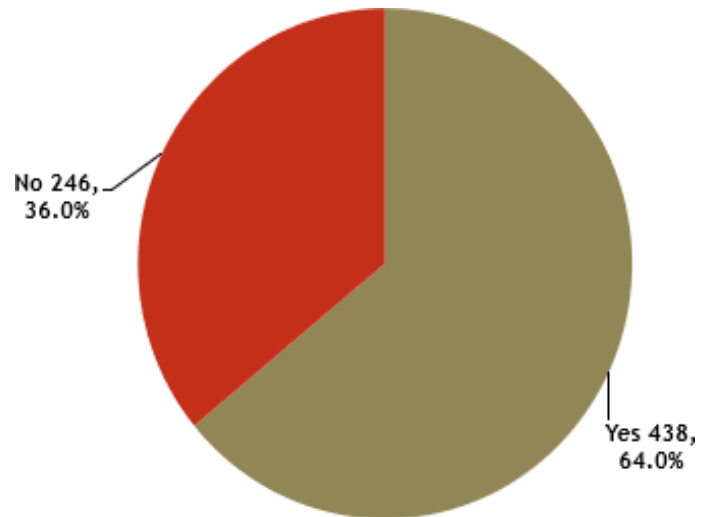
**Lack of toilet facilities**



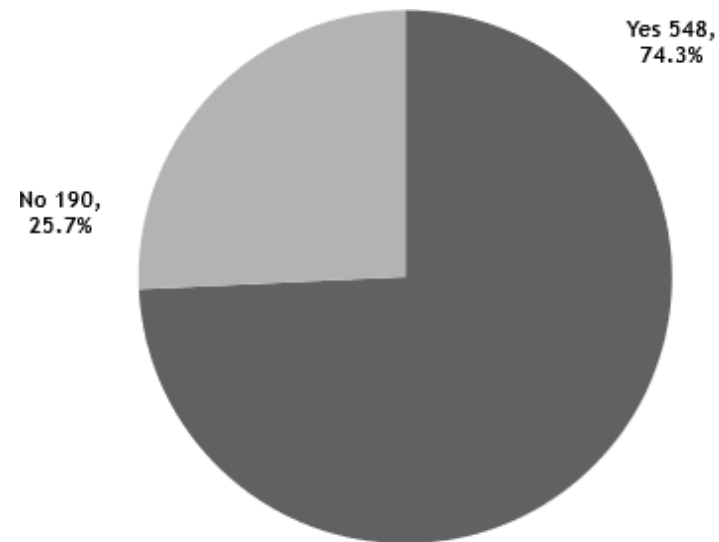
## ENVIRONMENT & TOURISM

IN YOUR OPINION.....

Should Ludlow increase the number of visitors to the town?

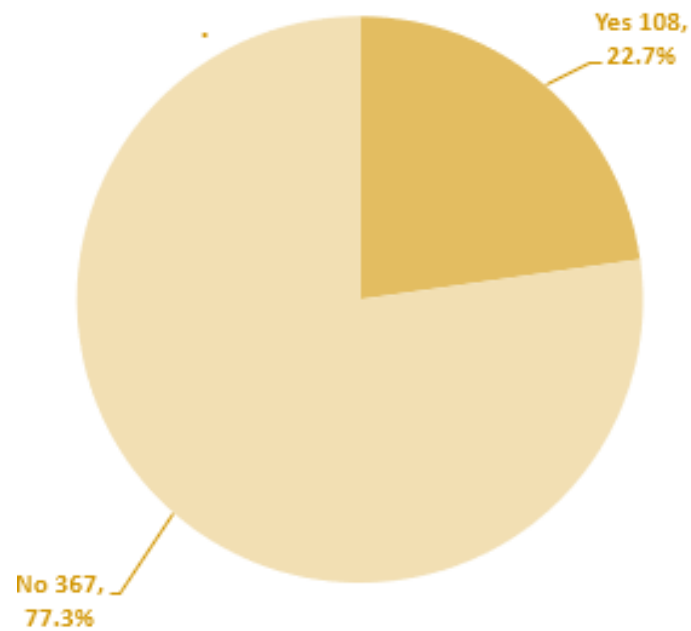


Do you attend local events & festivals?

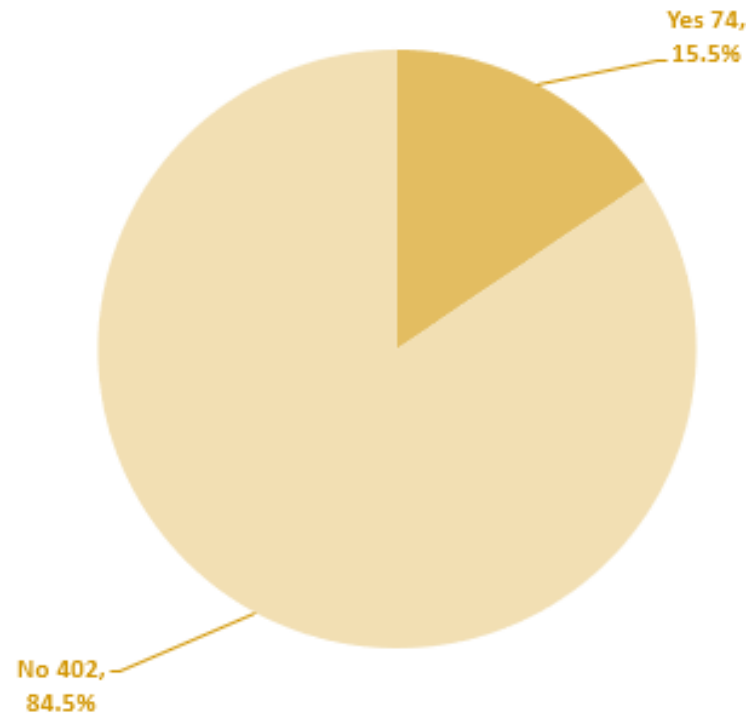


YOUNGER PEOPLE  
IN YOUR OPINION IS THERE ENOUGH?

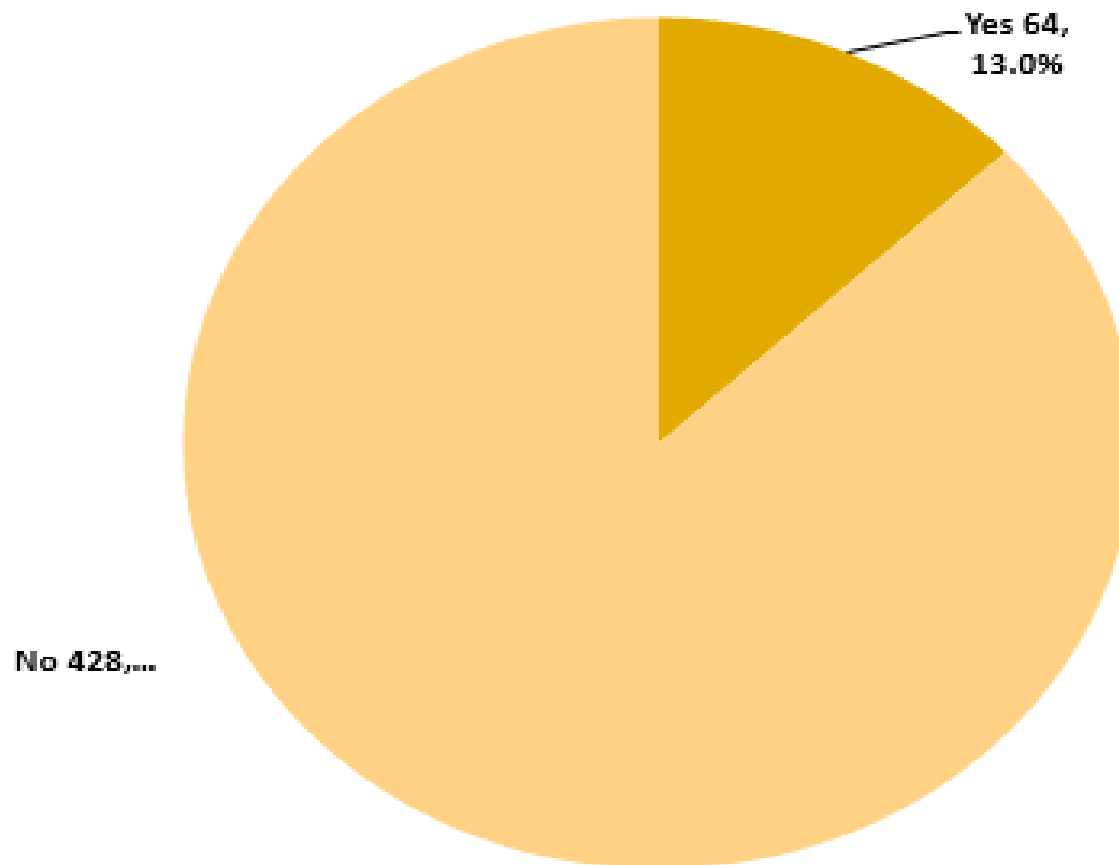
**Out of school leisure  
activities for 10-15 year  
olds?**



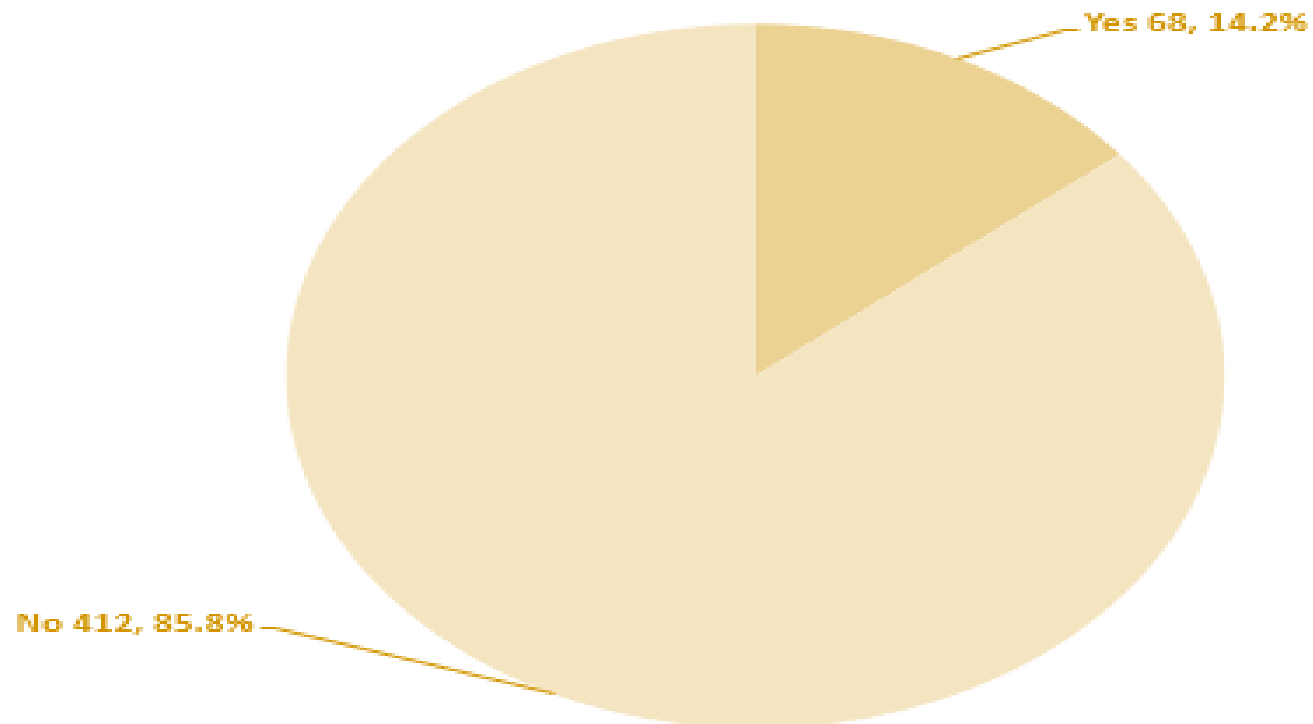
**Leisure activities for 16-18  
year olds?**



**Are there enough work, training and apprenticeship opportunities for young people when they leave school?**

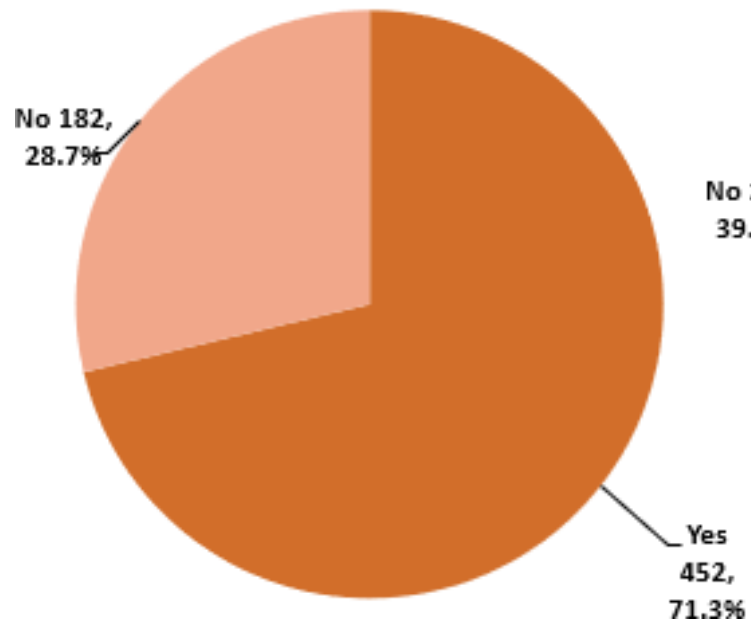


**Are there enough opportunities  
for young people to have a strong  
voice in the community?**

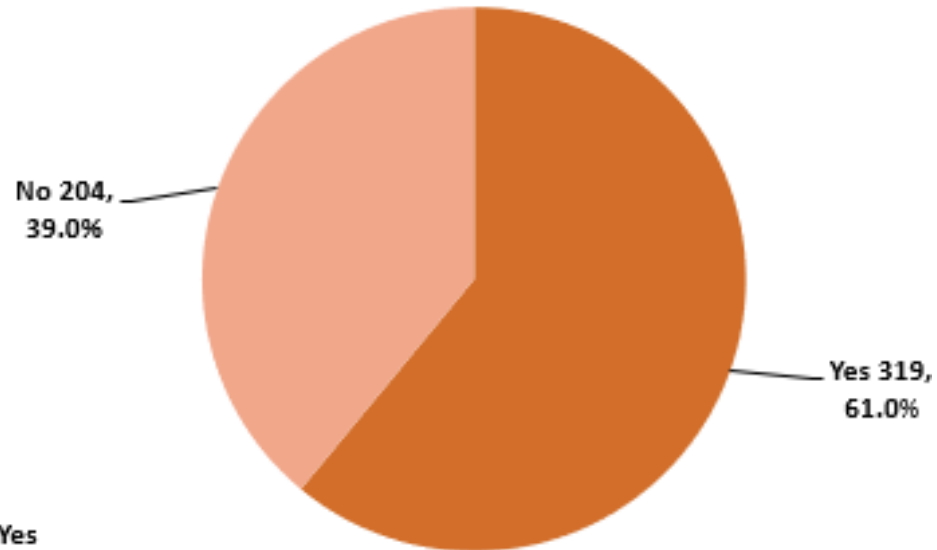


OLDER PEOPLE  
IN YOUR OPINION.....

**Do older people have a strong voice in the community?**



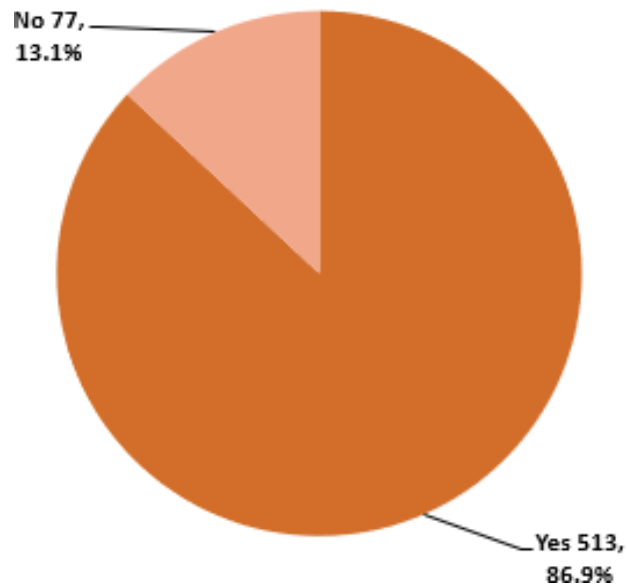
**Do we need to involve older people in more community activities?**



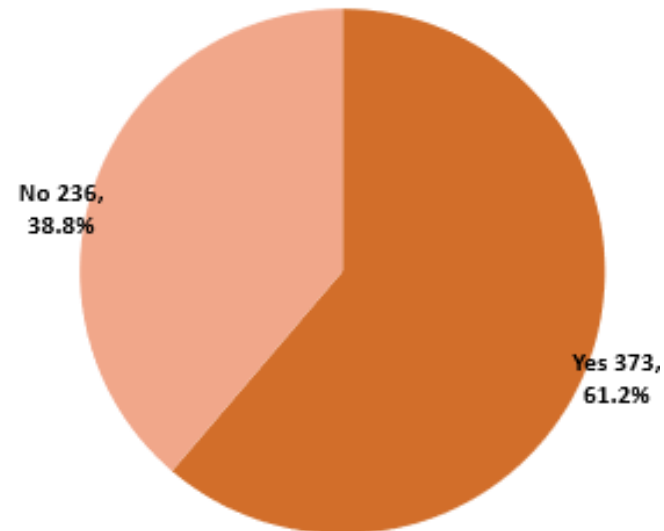
## OLDER PEOPLE

IN YOUR OPINION....

**Would older people go out more if they were able to access public transport with additional help?**



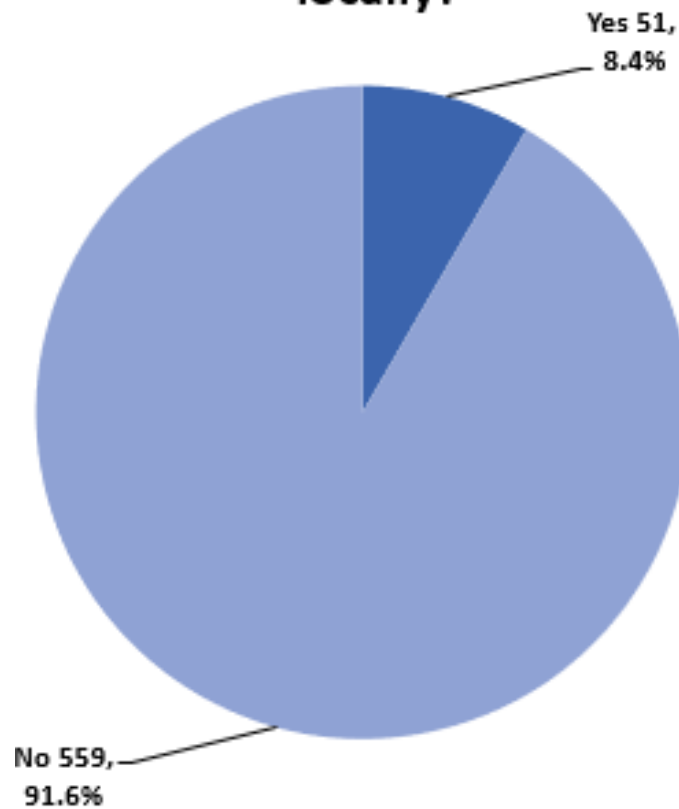
**Are there enough leisure activities for older people?**



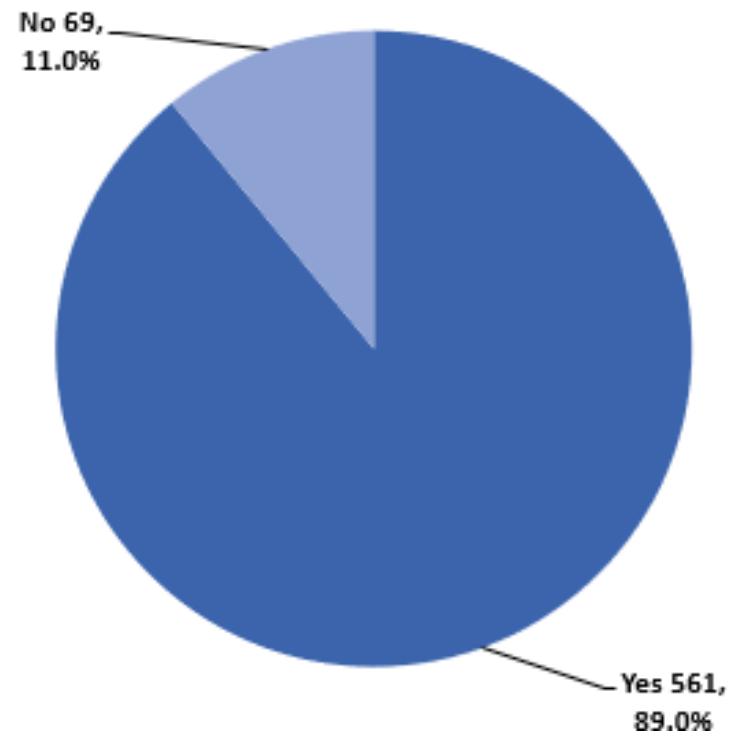


EMPLOYMENT, RETAIL&COUNCIL

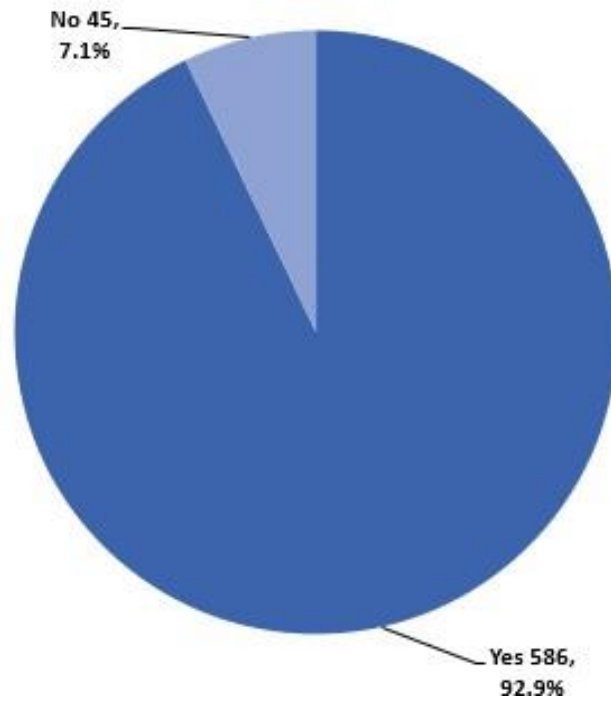
**Are there enough jobs on offer locally?**



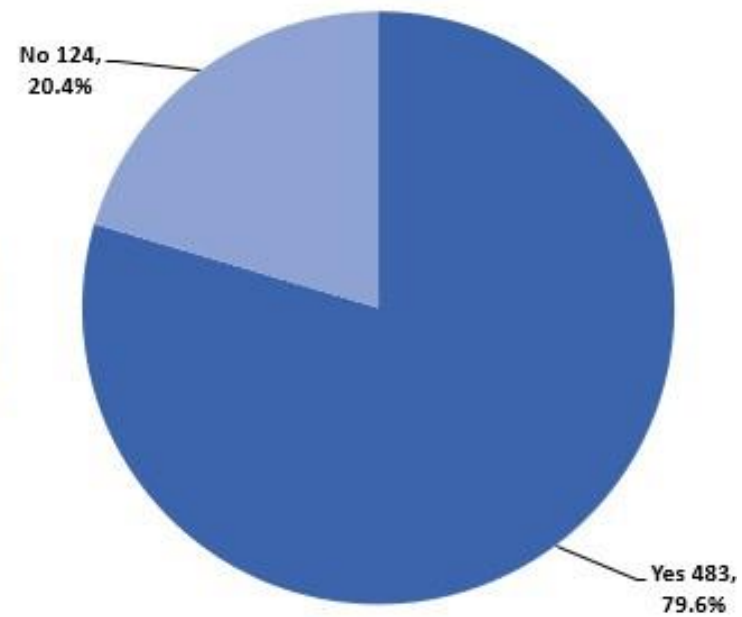
**Should there be more light industry in the town or surrounding area?**



**Should there be more new businesses in the town?**



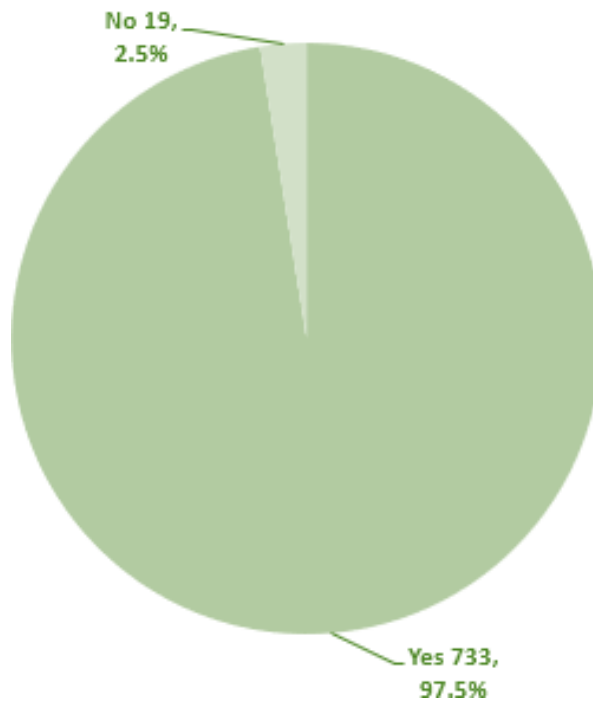
**Should there be more areas and sites designated for new businesses?**



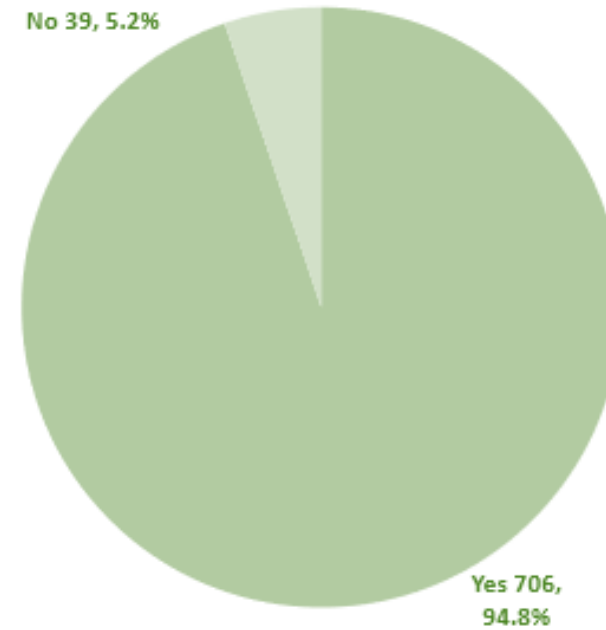
## EMPLOYMENT, RETAIL & COUNCIL

IN YOUR OPINION.....

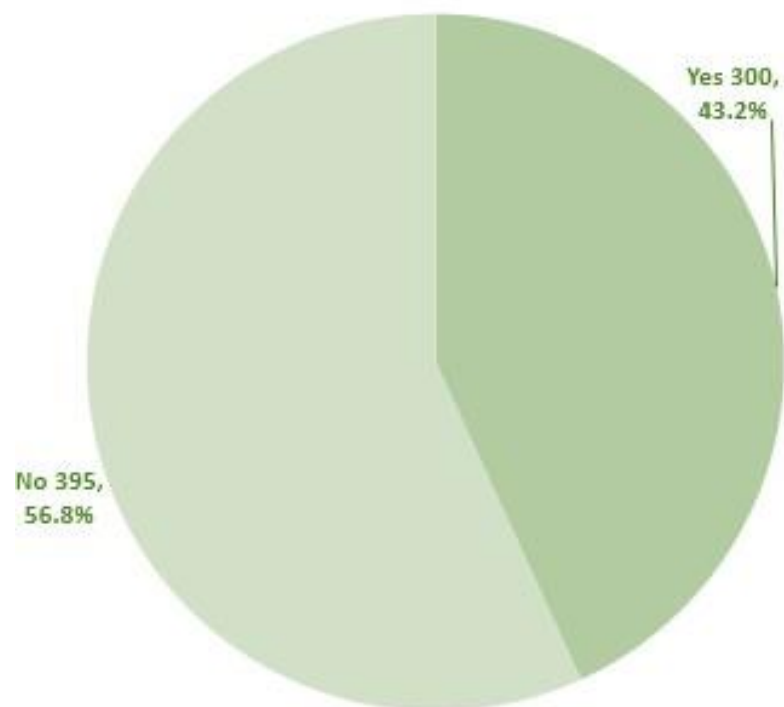
**Is Ludlow Market an  
important part of the town?**



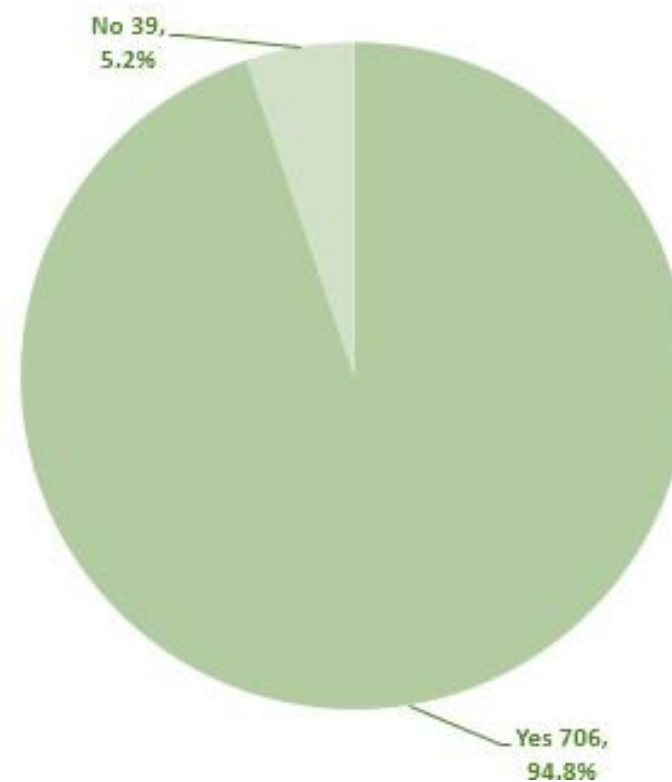
**Are the independent shops vital  
to the prosperity of the town?**



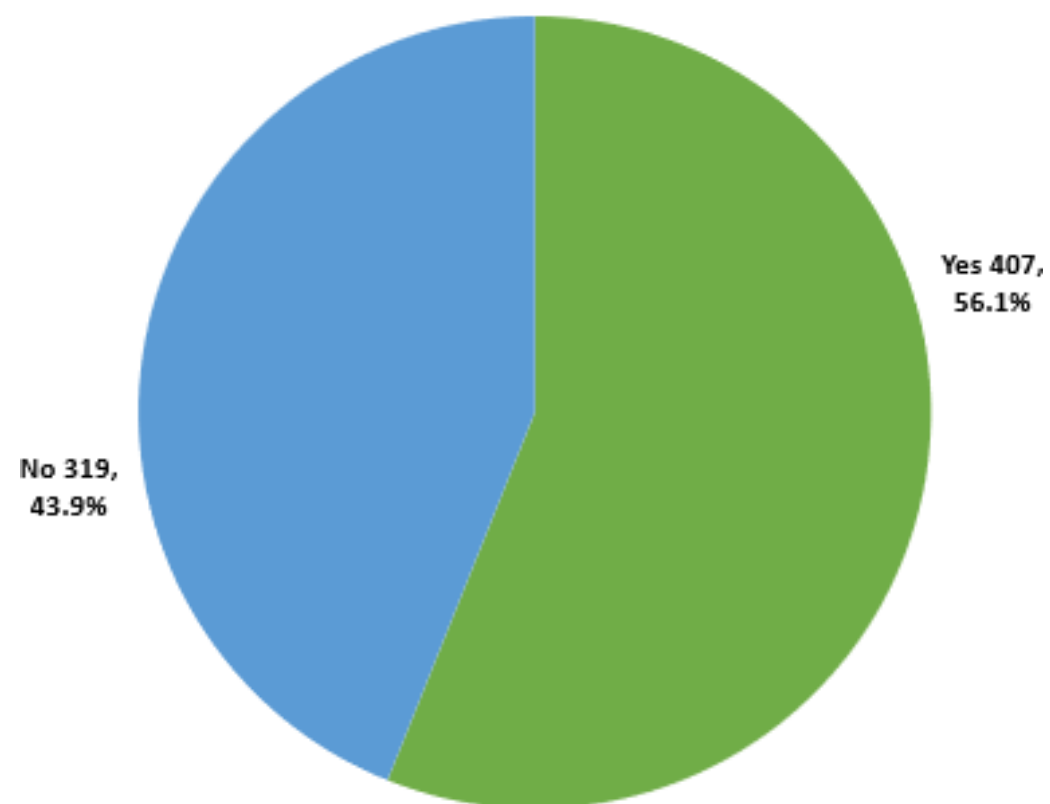
**Are there sufficient cheaper shops  
for families?**



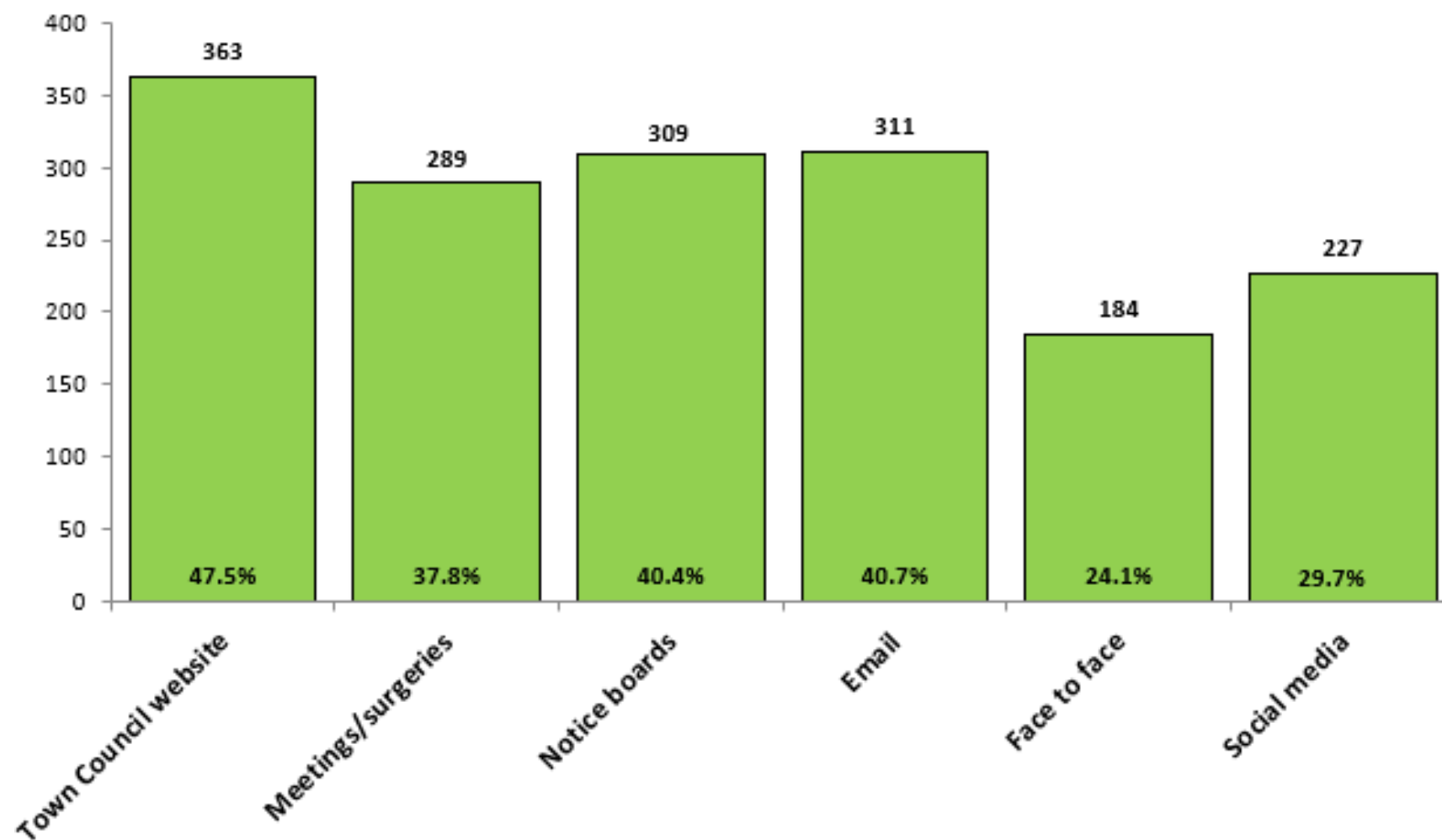
**Are the independent shops vital  
to the prosperity of the town?**



**Does Ludlow have an adequate  
range of shops for your needs?**



## How best can the Town Council communicate with your household about its work?



## **1) How have we developed the priorities for the community led plan?**

We have reviewed the survey results and identified some of the main themes that came out from the analysis, (see pages 5 – 40) Small theme groups were set up consisting of members of Ludlow Town Centre and members of the public. (See the Community Led Plan Priorities and actions Part 2

## **2) How does the Community Led Plan fit into the Vision and Mission of Ludlow Town Council ?**

To ensure there is a clear fit to the Vision and Mission of Ludlow Town Council we have been able to demonstrate a clear correlation between its mission and our actions. We have clearly shown this below.

**Vision Statement** (adopted by Full Council 20.01.16)

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

The Community Led Plan looks at how to keep Ludlow alive and thriving into the 2020s and beyond. It highlights a wide range of key themes which will support, enhance and develop the success and vibrancy of Ludlow's future, nurturing its current population, attracting new generations of residents, encouraging local employment opportunities and sustainable economic growth, as well as continuing to offer a unique visitor experience.

## The Town Councils Mission Statement

<b>Mission Statement</b>  <b>Ludlow Town Council aims to improve the quality of life for the residents of Ludlow by:</b>	<b>How Does the Community Led Plan demonstrate the Vision and Mission of Ludlow Town Council?</b>
<ul style="list-style-type: none"> <li>Engaging in an open dialogue with the residents of Ludlow to understand their needs and, in turn explain how we will address those needs within the resources and powers on the council</li> </ul>	<ul style="list-style-type: none"> <li>Through 1:1 conversation's with residents in a range of community venues such as the market, at youth clubs, Community Centres, Supermarkets and other venues in town.</li> <li>Through engaging <b>all</b> households in asking for feedback on a range of topics which they have identified as being important to them and their families</li> <li>Feeding back on a regular basis to the community the overarching results of any engagement activity informing residents of the development of the CLP and how they can contribute towards its progress.</li> <li>Entering into open dialogue and information sharing with residents though the LTC website, social media, blogs and press releases matters connected to budget, services, Ludlow Town council developments.</li> <li>Encouraging, and welcoming residents to voice their views by attending council meetings and to engage in the democratic process.</li> </ul>




<ul style="list-style-type: none"> <li>Helping to create a socially inclusive and caring community which embraces all residents, irrespective of age, gender, sexual orientation, culture, income, race or religion and which seeks to develop their wellbeing, knowledge, understanding and mutual-cooperation</li> </ul>	<ul style="list-style-type: none"> <li>Through our website development, offering a hub of information within a community page, which identifies local support services, charities, clubs and societies.</li> <li>Providing Ludlow Town Council services that are accessible and open to all of the community.</li> <li>Promoting community groups and charities who support a wide range of support for children, young people, older, and vulnerable people and families.</li> </ul>
<ul style="list-style-type: none"> <li>Providing a democratic, representational voice for the Ludlow Community</li> </ul>	<ul style="list-style-type: none"> <li>To champion the accountable and representational remit the town council has, by communicating what the Council can do with partners, to give confidence in the process.</li> <li>To demonstrate how the council processes can react to opportunities and concerns raised, to make happen the townsfolk's aspiration and expectations for improving the town for all.</li> <li>For the Town Council to be an effective voice for Ludlow with matters concerning regional democracy at a County level.</li> </ul>
<ul style="list-style-type: none"> <li>Preserving and enhance the traditions, character, heritage and unique identity of the town</li> </ul>	<ul style="list-style-type: none"> <li>By developing excellent two-way relationships with local businesses, retailers, market traders, accommodation providers and key local tourist attractions</li> </ul>
<ul style="list-style-type: none"> <li>Promoting Ludlow as a clean, safe, welcoming and prosperous town for all</li> </ul>	<ul style="list-style-type: none"> <li>Our community led actions will provide clean and safe streets through partnerships with the public, business and community sector, creating a welcoming and attractive town with flourishing independent shops and bustling market-place</li> </ul>

<ul style="list-style-type: none"> <li>• Providing high standard and cost- effective services</li> </ul>	<ul style="list-style-type: none"> <li>• Given limited resources, to show how the Town Council can work in partnership to make more happen, with the resources we have.</li> <li>• To showcase the way the town council works to pioneer new ways of effective service delivery and responding to the here and now, for others in the town to be inspired by, share best practice with and in changing times work collaboratively to improve the service offer for the town.</li> </ul>
<ul style="list-style-type: none"> <li>• Become a better employer through continued valuing and development of employees, thereby encouraging personal responsibility and stimulating innovation, all for the betterment of the town</li> </ul>	<ul style="list-style-type: none"> <li>• Through its robust policies for staff training and personal development opportunities, the council and its staff are striving for excellence, in customer service and delivering first rate services within the community</li> </ul>
<ul style="list-style-type: none"> <li>• Working in partnership with others to achieve more for Ludlow</li> </ul>	<ul style="list-style-type: none"> <li>• Many Community groups within Ludlow have partnered with LTC to develop shared actions to address local need and future developments. These include, Ludlow Residents Association, Churches Together around Ludlow (CTAL) Ludlow Police, Pride of Place, Ludlow 21, People for Ludlow and a wide range of public and voluntary sector organisations.</li> </ul>

## The vision for Ludlow for the next 5 -10 Years

### The vision for the key themes

<b>Children, Young People and Families</b>	<b>Vision</b> <ul style="list-style-type: none"> <li>To work collaboratively with the public and voluntary sector to support children, young people and families to enable them to be healthy, enjoy and achieve, and to make a positive contribution to the community and find economic wellbeing.</li> </ul>	
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OBJECTIVES		
Short	Medium	Long Term
<ul style="list-style-type: none"> <li>Develop a Mental Health drop in service for young people in Ludlow</li> <li>Through a partnership and volunteer approach, continue to develop a series of craft afternoons for young people</li> </ul>	<ul style="list-style-type: none"> <li>Explore the development of a Youth Council, as a voice for young people in Ludlow.</li> <li>To secure the use of a viable youth/community building to be used for young people and community and community sector use</li> </ul>	<ul style="list-style-type: none"> <li>Develop wider youth partnerships in the town, identify joint funding opportunities to develop wider provision</li> <li>Develop increased numbers of apprenticeships offered by local employers.</li> </ul>


**Older and Vulnerable People,  
Improved Wellbeing**

**Vision**


- To increase wellbeing within all of our community, offering support and signposting to activities and local initiatives to reduce loneliness, isolation, mental health concerns, drug and alcohol problems and those living with and caring for people with dementia.



OBJECTIVES		
Short	Medium	Long Term
<ul style="list-style-type: none"> <li>• For Ludlow to enhance its position as a Dementia Friendly town</li> <li>• To reduce loneliness and isolation for Ludlow residents</li> <li>• Provide an improved bereavement service for Ludlow people</li> <li>• Provide lunch clubs for people who are lonely or isolated</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate opportunities for intergenerational projects between older and younger people.</li> <li>• Provide signposting information to carers and dementia sufferers to groups that provide support services.</li> <li>• Develop a 'Men in Sheds' idea in Ludlow to support men of all ages.</li> <li>• Develop volunteer groups to provide opportunities to become involved in offering their services to local GP practices through 'social prescribing'</li> </ul>	<ul style="list-style-type: none"> <li>• All voluntary and community sector agencies to work together with a comprehensive offer of support for all vulnerable people.</li> </ul>

<b>Crime and Safety</b>	<b>Vision</b> <ul style="list-style-type: none"> <li>• To make Ludlow a safe place for residents and visitors</li> </ul>	
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<b>OBJECTIVES</b>		
<b>Short</b>	<b>Medium</b>	<b>Long Term</b>
<ul style="list-style-type: none"> <li>• By 2020 upgraded CCTV cameras will cover the town centre</li> <li>• Identify through LTC discussions with Shropshire Council the possibility (and cost benefits) of changing street-light bulbs with sensor -LED</li> <li>• Investigate the practicalities of setting up and running Neighbourhood Watch (NW) Schemes across Ludlow</li> </ul>	<ul style="list-style-type: none"> <li>• By 2021 the CCTV Cameras will be extended to the main roads leading into Ludlow as well as specific trouble hotspots identified by Ludlow Police</li> <li>• Shropshire Council replaces all existing street light bulbs with sensor – LED</li> <li>• Share experiences with NW with other scheme co-ordinators and identify any other crime prevention methods for households</li> </ul>	<ul style="list-style-type: none"> <li>• CCTV cameras in Ludlow will be upgraded regularly to incorporate the latest technology. These will act as a deterrent and the photographic/video evidence used to prosecute perpetrators of crime.</li> <li>• All lighting in the town is the most energy efficient and meet exacting environmental standards.</li> <li>• A network of NW schemes, if the process becomes easier for residents and less bureaucratic.</li> </ul>

<b>Environment and Green Spaces</b>	<b>Vision</b> <ul style="list-style-type: none"> <li></li> </ul>	
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OBJECTIVES		
Short	Medium	Long Term
<ul style="list-style-type: none"> <li>• To establish if Play areas in the town are adequate</li> <li>• To reduce the amount of litter in town</li> <li>• To reduce fly tipping in town</li> <li>• To reduce the occurrence of fly tipping</li> <li>• To work with and support local groups developing environmental and climate change initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• To provide wider opportunities to providing green spaces and rewilding</li> <li>• To encourage residents and the Town Council to commit to a reduction in their carbon footprints</li> <li>• To provide EV charging points around the town</li> <li>• To encourage Shropshire Council to introduce electric buses</li> <li>• To encourage the use of e-cargo bikes to reduce vehicles in the town centre</li> </ul>	<ul style="list-style-type: none"> <li>• To create green corridors across the town</li> <li>• To pedestrianize the town centre</li> <li>• To improve air quality</li> <li>• To improve health and wellbeing</li> </ul>


	<ul style="list-style-type: none"><li>• To provide cycle lanes and bike- hire facilities</li></ul>	
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<b>Transport Parking and Road Safety</b>	<b>Vision</b> <ul style="list-style-type: none"> <li>• <b>Helping people access the places they need to go, safely conveniently and sustainably, whether on foot or on wheels.</b></li> </ul>	 <p><a href="#">This Photo</a> by Unknown Author is licensed under <a href="#">CC BY-SA</a></p>
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OBJECTIVES		
Short	Medium	Long Term
<ul style="list-style-type: none"> <li>• <b>Install Corve Street Bus Shelter</b></li> <li>• <b>Purchase a hybrid car for the Car Club</b></li> <li>• <b>Relocate bike racks</b></li> <li>• <b>Review finger posts in town and update signage and locations where necessary</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Make improvements to the safety of the railway station forecourt</b></li> <li>• <b>install Electric Vehicle charging points in key locations</b></li> <li>• <b>Introduce 20mph speed limit in agreed town centre locations</b></li> <li>• <b>Bike racks relocated in the town</b></li> <li>• <b>Pavement improvement actions started</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Revamped to Railway station buildings to provide facilities for passengers, with a lift on the northbound platform</b></li> <li>• <b>Electric vehicle charging stations in all car parks and hotels.</b></li> <li>• <b>Review of pedestrianisation complete, implementation if feasible</b></li> <li>• <b>Electric buses used through the town</b></li> <li>• <b>Fully functioning Park and Ride with a dedicated bus.</b></li> <li>• <b>Bus shelters at all bus stops</b></li> </ul>

	<ul style="list-style-type: none"> <li>• Trial of electric bike hire at commercial outlet</li> <li>• Park and ride improvement plans approved</li> <li>• Install a second bus shelter</li> <li>• Review the feasibility of pedestrianisation of part of the town centre</li> </ul>	
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<b>Tourism</b>	<b>Vision</b> <ul style="list-style-type: none"> <li>Working collaboratively to continually improve the Ludlow visitor experience, providing effective ways of marketing the town and creating new visitor services and attractions</li> </ul>	
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OBJECTIVES		
Short	Medium	Long Term
<ul style="list-style-type: none"> <li>To explore funding opportunities to recruit a Visitor Development post</li> </ul>	<ul style="list-style-type: none"> <li>Provide opportunities to experience and understand Ludlow and area, wildlife and geology.</li> </ul>	<ul style="list-style-type: none"> <li>Create the concept of a Ludlow Passport for all visitor attractions in town</li> </ul>
<ul style="list-style-type: none"> <li>To work collaboratively to consider ways of improving Ludlow's visitor offer</li> </ul>	<ul style="list-style-type: none"> <li>* Encourage and develop a busier night- time economy in the town</li> </ul>	<ul style="list-style-type: none"> <li>* Identify new visitor attractions, exploring innovative ways to improve the visitor experience.</li> </ul>
<ul style="list-style-type: none"> <li>To promote and coordinate environmentally sustainable holidays, including cycling holidays</li> </ul>		

<ul style="list-style-type: none"><li>• <b>To ensure visitor publications, websites and social media are effective and consistent</b></li></ul>		
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[illegible]

OBJECTIVES		
Short	Medium	Long Term
<ul style="list-style-type: none"> <li>• Work with the Chamber of Trade and Commerce and employment agencies to identify potential employment opportunities for young people</li> <li>• Support Ludlow Chamber of Trade with the analysis and use of survey data from a retail and market survey</li> </ul>	<ul style="list-style-type: none"> <li>• Provide greater local knowledge from college, schools and local university to build a better picture of what is on offer and support with greater careers advice on job opportunities in Ludlow</li> <li>• Organise an annual Careers Fair, held in Ludlow, to showcase local employers and identify jobs and Apprenticeships</li> </ul>	<ul style="list-style-type: none"> <li>• More job/apprentice opportunities available across a wide range of career options.</li> <li>• More young people stay in the area after school or return after Higher Education</li> <li>• Ludlow has a wider range of generations living here which will ensure the towns future</li> </ul>

<b>Retail and Market</b>	<b>Vision</b> <ul style="list-style-type: none"> <li>To keep Ludlow a thriving retail attraction for all</li> </ul>	
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<b>OBJECTIVES</b>		
<b>Short</b>	<b>Medium</b>	<b>Long Term</b>
<ul style="list-style-type: none"> <li>To create a business survey through the Ludlow Chamber of Trade and Commerce for the Retail and Market sector to establish a view of the challenges and opportunities facing this sector in Ludlow, including the recent changes to parking charges in Ludlow</li> </ul>	<ul style="list-style-type: none"> <li>Work to support the local transport group in lobbying to provide an improved bus service for the Town Centre.</li> <li>From the analysis of the business survey, ensure comprehensive actions are put in place to safeguard the independent retail sector</li> </ul>	<ul style="list-style-type: none"> <li>Encourage town centre property owners to offer short term (six month) low rates for empty shop premises in the town for new start-up businesses</li> </ul>

### **3) Review and Updates**

The Short, Medium, and Long- term objectives will be updated along with the Community Led Plan on a 3 – 6 monthly basis. The Community Led plan key actions and achievements will be presented to council twice per year. The membership of core CLP group consisting of LTC members will be retained to oversee any changes and complete updates to the plan.



**Draft key priorities and actions for Ludlow Town Plan Part 2– March 2021**

**Draft key priorities for Ludlow Town Plan – J updated March 2021**

## Vision for Children, Young People and Families

To work collaboratively with the public and voluntary sector to ensure children, young people and families be healthy, enjoy and achieve, and to make a positive contribution and find economic wellbeing.

Key Theme	Objective	Actions	Who is responsible	Achieve by	Outcomes or updates
Children, Young People and Families	<ul style="list-style-type: none"> <li>To improve and support the <b>mental health</b> of young people in Ludlow</li> </ul>	<ul style="list-style-type: none"> <li>To develop and provide a drop- in service for young people aged 0-25 which supports the emotional wellbeing for children and young people under the age of 25, their parents and carers.</li> </ul>	EG/TG/TH/AB	Feb 2019	On 6 <sup>th</sup> Feb 2019 a drop in service started for young people at the Ludlow Youth Centre. This was set up directly because of local concern on the lack of Mental Health support for Children and Young People. Funded by a range of partners
	<ul style="list-style-type: none"> <li>Explore the benefits of a <b>Youth Council for Ludlow</b> and developing a stronger</li> </ul>	<ul style="list-style-type: none"> <li>Prepare briefing note for council, discuss with partners</li> </ul>	EG	tbc	May 2019, review of provision with Children's Society showed a clear demand for the provision, highlighting the main presenting issues of young people.  Delayed since covid 19



	<p>voice for young people in the town.</p> <ul style="list-style-type: none"> <li>• Map existing <b>leisure activities for young people</b> and identify any gaps for ages: <ul style="list-style-type: none"> <li>10 -15 yr olds</li> <li>16 - 18 yr olds</li> <li>18 -25 yr olds</li> </ul> </li> <li>• <b>Provide information and employability training for young people who may wish to enter self employment.</b></li> </ul>		Low	2021	A start has been made on this piece of work, but delayed since covid 19
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## Vision for Older and Vulnerable People, and Improved Wellbeing

To increase wellbeing within all of our community, offering support and signposting to activities and local initiatives to reduce loneliness, isolation, mental health concerns, drug and alcohol problems and those living with and caring for people with dementia.

<b>Older and Vulnerable People, Improved Wellbeing</b>	<ul style="list-style-type: none"> <li>For Ludlow to enhance its position as a <b>dementia friendly town</b>, and provide an awareness of what that means to locals and visitors</li> </ul>	<ul style="list-style-type: none"> <li>On line meetings during covid 19 to promote dementia friendly town, leaflets have been delivered and Dementia sufferers encouraged to take an active part</li> </ul>	VP	2020	Good progress made in 2020
	<ul style="list-style-type: none"> <li><b>Reduce loneliness</b> and the impact of loneliness for Ludlow Residents</li> </ul>	<ul style="list-style-type: none"> <li>Develop a register of register of activities and support for people</li> </ul>	VP	2020	Delayed progress due to covid 19
	<ul style="list-style-type: none"> <li>Provide an improved <b>bereavement service</b></li> </ul>	<ul style="list-style-type: none"> <li>A large number of groups in the town that support social interaction, The Access group, Mind, Lunch Clubs, Age Uk etc</li> </ul>	VP	2021	Many groups had to stop delivering face to face activity due to Covid 19
	<ul style="list-style-type: none"> <li>Develop the '<b>Men in Sheds</b>' (MIS) idea for Ludlow</li> </ul>	<ul style="list-style-type: none"> <li>Provide an ongoing support to provide signpost advice on money management, managing a property/downsizing, and loneliness.</li> </ul>	EG	2020	Achieved a high levels of support through befriending telephone service
	<ul style="list-style-type: none"> <li>Investigate the opportunities for <b>intergenerational projects between young and older people</b></li> </ul>		EG	2020	The Good grief café set up. Moved to on line support 2021 due to covid 19
			EG	2021	MIS to be set up by mid 2021

		<ul style="list-style-type: none"> <li>• Map current volunteer opportunities and current activities in the town</li> <li>• Potential for a video to be made by young people on aspects of life for people living in Ludlow with dementia</li> </ul>	EG	2021/Autumn	

## Vision for Crime and Safety

To make Ludlow a safe place for residents and visitors

Crime and Safety	<ul style="list-style-type: none"> <li>To significantly improve the <b>CCTV system</b> in Ludlow, to act as both a deterrent and effective use for prosecution of offenders</li> </ul>	<ul style="list-style-type: none"> <li>Town centre CCTV cameras replaced with state-of-the-art technology during 2021. Plans to extend CCTV coverage across Ludlow are being developed and it is hoped this will be achieved by end 2021</li> </ul>	DL	Start 2020	The town centre is safer with criminal activity reduced once it is known the CCTV cameras are active and Police are able to prosecute.
	<ul style="list-style-type: none"> <li>Increase the numbers of locations and individuals in Ludlow involved in the <b>Neighbourhood Watch Scheme</b></li> </ul>	<ul style="list-style-type: none"> <li>Only one scheme activated due to some difficult obstacles and support. Setting up a scheme is a very DIY process, if members are recruited, and membership fees collected the scheme needs formal registration as a CIC or similar with a formal Constitution and officers and bank account.</li> </ul>	DL	2019, but no further action	If enough residents are willing to go through the process and register Schemes in their area, these will act as further deterrent for criminal activity.
	<ul style="list-style-type: none"> <li>Continue to develop strong links with the police to ensure a much-valued <b>police presence</b> is available in the town and is known and accessible</li> </ul>	<ul style="list-style-type: none"> <li>Encourage good two-way communications between the police team at Ludlow and Ludlow Town Council with the police regularly reporting on their activities</li> </ul>	DL	On-going	Residents are engaged with local policing, LTC are kept in the loop. Review of crime figures/types of crime to inform residents and LTC

	to all residents				

## Vision for Environment and Green Spaces

Environment and Green Spaces	<ul style="list-style-type: none"> <li>To establish if the <b>Play areas</b> in the town are adequate</li> </ul>	<ul style="list-style-type: none"> <li>Assess population predictions for Ludlow and proposed housing developments to establish if current play areas are adequate or need expanding. This to include Foldgate Lane and Fishmore Road developments. If expansion needed, housing developers must agree and formally commit to provide (and maintain) play areas and green spaces – if possible in perpetuity.</li> <li>Review with LTC/SC &amp; Connexus the reduction of mowing all play areas, and to create mown path in larger areas leading to 'private spaces' and islands of trees. Return unmown land to its natural state or as wildflower meadow</li> </ul>	RP/DL		On-going	Ludlow has green spaces, but its needs now and in the future..
			DL/RP	2021		LTC/SC save money on mowing areas and grass can become natural
	<b>To reduce the amount of litter</b> in the town. Find ways of providing, either deterrents and/or improved facilities	<ul style="list-style-type: none"> <li>Investigate feasibility and costs of increasing the number of litter (and Dog Bins) with LTC and SC and identify locations</li> <li>Pride of Place carries out a monthly litter-pick in the town and surrounding areas</li> <li>Use the new CCTV cameras to identify culprits and prosecute!</li> <li>Encourage pubs/restaurants to clean up outside</li> </ul>	KA	2021		
			PoP	On-going		Ludlow is a more attractive town for residents and visitors
			Police	June /Sept2021		

		<p>Their premises, especially in the on-street smoking areas</p> <ul style="list-style-type: none"> <li>• Identify a new tool that could be used effectively to 'vacuum' the cobbled areas</li> <li>• Investigate feasibility/costs/funding and locations for planting more trees and shrubs</li> <li>• Create small 'copses' in corners of large areas (e.g. Linney)</li> <li>• Increase the number and size of planters, plant a mix of perennials, herbs, and fruits in planters and all gardens</li> <li>• Feasibility of using planters as car parking 'barriers' in Castle/Events Square and other areas</li> </ul>	<p>Pub Watch?</p> <p>LTC?</p> <p>DL/RP</p> <p>L21/Rugby Club</p> <p>Ludlow in Bloom</p> <p>LYC/SC</p>	<p>Ongoing</p> <p>2021</p> <p>2021</p> <p>2021</p> <p>2021</p> <p>2021</p>	
	<p>'Greening' the Town</p> <p>Flood Mitigation and Emergency response</p>	<p>LTC adopts a robust Emergency Contingency plan, involving SC Emergency team, local flood action groups and Environment agency</p>	<p>LTC/Flood forum/SC</p>	<p>2021</p>	

## Vision for Transport, Parking and Road Safety

**Helping people access the places they need to go, safely conveniently and sustainably, whether on foot or on wheels.**

<b>Transport, Parking and Road Safety</b>	<p>Pedestrian safety</p> <ul style="list-style-type: none"> <li>To ensure that the pavements and roads of Ludlow are safe for the disabled, pedestrians and cyclists and that pedestrian fingerposts are current</li> </ul> <p>Electric cars/charging</p> <ul style="list-style-type: none"> <li>To ensure adequate EV charging points in carparks, on street and business premises to cater for the inevitable increase in electric vehicles.</li> </ul>	<ul style="list-style-type: none"> <li>To conduct regular examinations of the surface of all pedestrian routes, esp in the crowded centre and submit reports to both LTC and Shropshire Council Highways.</li> <li>To conduct regular surveys of all fingerposts to ensure accuracy of information.</li> <li>Research charging points grants/subsidies and funding at both local and national government level to enable an informed presentation to LTC.</li> <li>To identify suitable locations and costs</li> </ul>	<ul style="list-style-type: none"> <li>Cllr Pote via In and Out of Ludlow Forum members</li> </ul> <p>EV research group of L21 Sustainable Transport Group via IOL</p>	<p>Walkways - Continuous monitoring. Fingerposts July 2019</p> <p>Research and present by September 2019. Installation, April/May 2020</p> <p>2024</p>	<ul style="list-style-type: none"> <li>Gradual reduction of unsafe pavements [footpaths]</li> <li>broken slabs replaced</li> <li>drainage gutters repaired etc.</li> <li>Clear guidance for pedestrian visitors</li> </ul> <p>Ludlow as an adequately resourced town for EVs.</p>
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	<p>Public Transport/Park and Ride/Parking</p> <ul style="list-style-type: none"> <li>• regular commuter bus services around the town,</li> <li>• distinct fit-for-purpose P&amp;R</li> <li>• fairly priced on and off street parking.</li> <li>• LTC to have financial responsibility for all car parks, P&amp;R, and on street parking</li> </ul> <p>Ludlow Station</p> <ul style="list-style-type: none"> <li>• Work with both transport for Wales and Network Rail to improve disabled access and pedestrian safety at Ludlow Station</li> </ul>	<ul style="list-style-type: none"> <li>• Separate town services and P&amp;R. Research provision for a dedicated 7-day P&amp;R service with bus companies.</li> <li>• Lobby SC for improvements to Eco Park car park area involving shelter and toilet facilities.</li> <li>• Renegotiate parking charges with SC</li> <li>• Lobby SC for responsibility for car parking to be returned to LTC.</li> </ul> <p>Meet with relevant stakeholder groups and work towards an improved and safer experience for all rail users</p>	<p>LTC Cllr Pote &amp; IOL</p> <p>IOL and L21 Sustainable Transport Group</p>	<p>mid 2020</p>	<ul style="list-style-type: none"> <li>• Reliable P&amp;R reducing town centre congestion;</li> <li>• LTC managing parking revenue;</li> <li>• better parking experiences for residents;</li> <li>• safer streets</li> <li>• Safe disabled access to both platforms</li> <li>• parking prohibited in front of buildings;</li> <li>• marked pedestrian walkway across station forecourt</li> <li>• improved parking area.</li> </ul>
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**Vision for Employment and Economic Development**

**To encourage employment opportunities and develop a secure economy**

**To encourage employment opportunities and develop a secure economy**

<b>Employment and Economic Development</b>	<ul style="list-style-type: none"> <li><b>Compile a business survey in conjunction with Ludlow Chamber of Commerce</b> to inform a number of actions for the Retail Sector and Markets</li> </ul>	Members of LCT and Cllr Lyle		Autumn 2019  Mid 2020	To many surveys being done, so reluctant to add to the demands of businesses /retail May consider 2020  Due to the pandemic this will not take place

**Vision for Tourism**

**Working Collaboratively to continually improve Ludlow's visitor experience, providing effective ways of marketing the town and creating new visitor services and attractions**

**Working Collaboratively to continually improve Ludlow's visitor experience, providing effective ways of marketing the town and creating new visitor services and attractions**

<b>Tourism</b>	<ul style="list-style-type: none"> <li>Explore Funding opportunities to recruit a <b>Visitor Development Officer/</b></li> </ul>	<ul style="list-style-type: none"> <li>Explore Funding opportunities for a post of Tourism Coordinator</li> <li>Prepare a draft job description for Tourism Coordinator post</li> </ul>	EG 1/6  EG 1/6  EG 1/6	<b>High</b>  By March 2020	<ul style="list-style-type: none"> <li>Draft JD completed paper copy issued ready for emailing to</li> </ul>
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	<p><b>Tourism Coordinator</b> To work across the VIC and other key attractions, festivals and events in and around the town, to provide cohesive visitor offer</p> <ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Review what tourism grant funding may be available to promote Ludlow and areas of specialist areas such as green tourism</li> <li>TD, EG and DB to meet with HH (LAR) to discuss the recruitment and management of a Ludlow Tourism coordinator. Date proving difficult to arrange (with EG DB TD HH</li> <li>Discussion with NM about the role, NM to send further details to TD to circulate to the group June</li> <li>Discussion on funding and LEP, EG to discuss with Cllr LP</li> <li>Discussion on the need for further volunteers for LDP, Photo of group taken with a view to write press release</li> </ul> <p>Discuss with the Chamber the vision of the LDP and the potential need for financial contributions and a tourism campaign.</p>	<p>TD June</p> <p>NM</p> <p>EG</p> <p>TD</p> <p>TD</p>	<p>June/19</p> <p>June/19 End of June 19</p> <p>June 19 June 19</p>	<p>group for comments June 2019</p>
	<ul style="list-style-type: none"> <li><b>To work collaboratively to consider ways of improving Ludlow's visitor offer including sustainable holidays</b></li> </ul> <p><b>Walking</b></p> <ul style="list-style-type: none"> <li>Promote and maintain varied walking experiences all year round</li> <li>Link walks to heritage themes</li> <li>Ensure good maintenance of routes</li> </ul>	<ul style="list-style-type: none"> <li>Promote the 11 Walks</li> <li>Identify, coordinate and promote walks in Ludlow and surrounding area</li> <li>Identify Walking champions</li> <li>Identify Art Trail Walks</li> </ul> <p>It was agreed that further research is required to identify and develop the above. PN volunteered to do some work on this</p> <p>At June meeting it was identified that 3 walking leaflets have been identified. Walkers are Welcome to be contacted</p> <p>Montgomery walking event. DB PN to meet</p>	<p>PN /DB to meet end June early July</p> <p>PG July 19</p>	<p><b>High by March 2020</b></p>	<ul style="list-style-type: none"> <li></li> </ul>

	<ul style="list-style-type: none"> <li><b>Heritage Offers</b></li> </ul>	<p>EC and PN outlined the Heritage Lottery Bid for St Laurence's Church, PN will join the group to update, and to review the heritage/cultural offer for the community and visitors</p> <ul style="list-style-type: none"> <li>Review with Roger Furniss, identify local offer RF to be invited to further LDP meetings</li> </ul>	TD June/July		
	<ul style="list-style-type: none"> <li><b>Promote and maintain a range of cycling opportunities for access and enjoyment</b></li> </ul>	<ul style="list-style-type: none"> <li>Identify, coordinate and promote cycling opportunities in Ludlow and surrounding area</li> <li>Identify Cycling champions. Invite Elizabeth Ann Williams to meet about developing Cycling Champions to promote the local cycling offer</li> </ul> <p>Contact Wheely Wonderful re cycling offer , including the promotion of plastic maps of rides for Shropshire</p>	<p>TD June</p> <p>TD/ DB</p> <p>TD June</p>		<p>March 2020</p> <ul style="list-style-type: none"> <li>EAW may not be able to help with coordination due to other commitments</li> </ul>

		<p>Suggestion that at a designated LDP meeting a wide range</p> <ul style="list-style-type: none"> <li>of organisations connected to cycling would be invited to gain a collective agreement/commitment to share ideas for the promotion of cycling holidays in Ludlow and area</li> </ul>	July 2019 TD		
	<ul style="list-style-type: none"> <li><b>To ensure visitor publications, websites and social media are effective and consistent</b></li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>Create an effective online presence for Ludlow events</li> </ul>	<ul style="list-style-type: none"> <li>Develop the Ludlow Guide – Homepage, contact Jodie M for Chamber links. Incorporate new Logo</li> <li>Use recently set up Google calendar to prevent event clashes. Start to use this calendar</li> <li>TD to contact organisations to pitch for a new website, various organisations were discussed , with some recommendations</li> <li>Review the use of the current Ludlow Guide, for effectiveness and reach. Improve the performance by linking to social media and other websites</li> </ul>	<p>TD July 2019</p> <p>TD June/ July</p>	High by March 2020	

	<p><b>Assemble a good photo bank</b></p> <p>.</p> <ul style="list-style-type: none"> <li>• Create the concept of a Ludlow Passport</li> </ul> <p>. * Design and put into place orientation maps in key locations in Ludlow, (possibly using ads in area to reduce the need for illegal advertising signs)</p> <ul style="list-style-type: none"> <li>• Replace existing possible out of date ones and install in new locations</li> </ul>	<ul style="list-style-type: none"> <li>• Commission short promo film with excerpts that can be used as part of social media campaign – hosted on a range of key visitor attraction websites, with a call to action on landing pages.</li> </ul> <p>There will be filming in Ludlow for promo video, this will be set up by TD in July</p>			
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	<ul style="list-style-type: none"> <li>• <b>Encourage a busier and livelier night - time economy</b></li> </ul>	<ul style="list-style-type: none"> <li>• Trial some evening events in the market square in the summer</li> <li>• NP to complete a briefing paper for LTC on ideas gathered for improving the night- time offer for Ludlow. NP to share with LDP to produce a set of actions</li> </ul> <p>Contact NP to follow this up</p>	<p>Awaiting paper</p> <p>TD June</p>	High	
	<ul style="list-style-type: none"> <li>• <b>To continue to offer and promote high quality food experiences in Ludlow</b></li> </ul>	<ul style="list-style-type: none"> <li>• Link to Slow Food Group</li> </ul>			
	<ul style="list-style-type: none"> <li>• <b>Transport Infrastructure</b></li> </ul>	<ul style="list-style-type: none"> <li>• Link to Transport Group</li> </ul>			
	<ul style="list-style-type: none"> <li>• <b>Provide opportunities to experience and understand the areas wildlife and geology</b></li> </ul>				
	<ul style="list-style-type: none"> <li>• <b>Landscape and River</b></li> </ul>			Med 2022	
	<ul style="list-style-type: none"> <li>• <b>Identify new Visitor services and attractions, exploring innovative ways to improve the visitor experience</b></li> </ul>	New Attractions – Explore the opportunities and costs for electric taxis, rickshaws, pop up shops in empty premises		Long Terms 2023	



	<ul style="list-style-type: none"> <li>• <b>Additional financial support secured for Ludlow to develop tourism post Covid 19 lockdown</b></li> </ul>	<p>A collaborative approach between LTC, Chamber of trade Social media providers, Charitable sector , accommodation providers and events to provide joined up support to bring people into the town</p> <p>An action plan has been drawn up for promotion of Ludlow from April 2021,</p>	Working group & LTC	Jan – December	
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## Vision for Retail and Market

To keep Ludlow a thriving retail attraction for all.

Retail/Market	<ul style="list-style-type: none"> <li>To ensure that Ludlow has a thriving town centre and busy market place</li> </ul>	<ul style="list-style-type: none"> <li>Investigate how the recently announced government Future High Street Fund may benefit the town and work collaboratively to prepare a stage one bid in the Spring 2019</li> <li>Prepare a survey for Retail and Market providers to establish current state of the economy for the town</li> <li>Some residents would like cheaper shops for families for clothes etc. Speak to existing providers and map current offer.</li> </ul>	DL	ongoing	<p>Future High Street Fund, not applicable for Ludlow</p> <p>LTC unable to influence retail providers or to encourage specific retails to</p>
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