



MINUTES

Minutes of a meeting of the **COUNCIL** held in the Guildhall, Mill Street, Ludlow on **MONDAY 3RD AUGUST 2020** at **7.00 PM**.

FC/23 PRESENT

Chairman:	Councillor Gill
Councillors:	Adams; Garner; Ginger; Lyle, Naysmith; O'Neill, Parry; Perks, Pote; Sheward.
Officers:	Gina Wilding, Town Clerk Kate Adams, Deputy Town Clerk Sean Turgoose, DLF Supervisor Tony Caton, Market Officer Naomi Brotherton, Senior Admin Assistant

FC/24 VIRTUAL MEETING WELCOME

Mayor Councillor Tim Gill welcomed everyone to the virtual Full Council meeting, introduced the Councillors present, and explained that:

This is a formal Town Council meeting and will be held, just as ones in the Guildhall, using the published agenda.

As with meetings in the Guildhall, members of the public will be given the opportunity to speak during public participation, but will not be permitted, unless invited to do so by the Chairman, to speak at other times.

The Clerk has the ability to mute or remove anyone who does cause a nuisance, but of course, we hope that this won't be necessary.

It is impossible to hear if everyone speaks at once. So that we have some order, I'd be grateful if you could speak one at a time and use the 'reactions' button at the bottom of the Zoom screen and raise your virtual hand if you'd like to speak.

Please note that we will not be using the 'chat' function and will not be sharing any files via Zoom. In order to avoid your technology being compromised, please do not use Chat and do not respond to any messages made via Chat.

FC/25 RECORDING OF MEETINGS

The Mayor notified those present that under the Openness of Local Government Regulations 2014, recording and broadcasting is permitted during public session of Council Meetings. The act of recording and broadcasting must not interfere with the meeting.

The Council understands that some members of the public may not wish to be recorded and asks that they turn off their camera and access the meeting via audio only.

FC/26 APOLOGIES

Apologies were received from Councillors Clarke and Cobley.

FC/27 DECLARATIONS OF INTERESTDisclosable Pecuniary Interests

There were none received

Conflicts of Interest

<u>Member</u>	<u>Item</u>	<u>Reason</u>
Cllr Parry		Chair of Ludlow in Bloom
Cllr Garner	9a	Owner of a holiday property
Cllr Gill	9a	Owner of a holiday property
Cllr Ginger	9a	Shop owner in Ludlow

Personal Interests

<u>Member</u>	<u>Item</u>	<u>Reason</u>
Cllr Parry	10	Committee Member/LTC Rep for SALC
Cllr Perks	9	Member of the War Memorial Fund
	10	Process concerns
	13	Query about the purpose of the Building
	17	Policy concerns
	18	Audit concerns
	20b	Raised concerns regarding unconscious bias
Cllr Sheward	14	Volunteer at the Bx Museum

FC/28 PUBLIC OPEN SESSION (15 minutes)

There were three members of the public present via Zoom. No members of the public wished to speak.

FC/29 UNITARY COUNCILLORS SESSION

Councillor V Parry, Ludlow South – Councillor Parry informed Council that the sponsored tree planters for Ludlow in Bloom would be arriving the following day.

The trees had already been delivered with other items and she thanked the Town Council's Direct Labour Force (DLF) for their help with positioning and planting up.

Councillor Parry said that after discussions with Shropshire Council she had been told that issues were ongoing regarding funding for the two town bus services. However, a full service for the two routes were now available on Fridays and Saturdays only. She raised her concerns saying that town bus services needed to be frequent and consistent, running every day, especially for elderly residents, and those who worked and relied on both services.

She requested that the Town Council write to Shropshire Council to support a frequently and consistent bus service on every day of the week in Ludlow.

Councillor Parry informed Council that she had spoken with the Portfolio Holder for Culture, Leisure, Waste and Communications. And further complications had been identified by Shropshire Council during the work being carried out at Ludlow Assembly Rooms. Councillor Parry had asked for information which she would circulate to the Town Council. She had also been informed that the re-opening of the Ludlow Assembly Rooms has been delayed due to the pandemic, and was anticipated in the Autumn.

Councillor T Huffer, Ludlow East – Councillor Huffer commented that the Health and Scrutiny Committee was forming a Working Group for a ten week period to investigate the effect of COVID-19 on the mental wellbeing of the county. She invited Councillors and those present to submit stories and information they wished. Funding if required would be identified, but in her opinion, there were long-term concerns with the effect of the pandemic.

Councillor A Boddington, Ludlow North – Councillor Boddington also spoke in connection with the two town bus services. He explained that the bus services were not fully subsidised. There were different rates of subsidy depending on the routes in the county and the two town services were subsidised up to half. He added that Minsterley Motors, one of the bus services would run in August with a temporary subsidy for the whole of August providing a full service. It was frustrating, he said that Shropshire Council had refused to put a subsidy into either bus service to fully re-instate them.

He thanked volunteers who had been cleaning and tidying up bus stops which had fallen in disrepair and highlighted Councillor Adams who he had seen at the Eco Park cleaning up the bus stop area.

He outlined that the Park and Ride Service was being relaunched in partnership with Minsterley Motors, for the summer, this he said in his opinion, was important as many visitors were not aware of Castle Street Car park, which was mainly being used by local residents. He went on to say that this was part of the town centre recovery plan and was linked to the Market Town Funding. The Market Town Funding had been discussed over the previous two weeks and had been considering signage, design and the message that Ludlow was open to visitors.

FC/30 **MINUTES – FULL COUNCIL 6TH JULY 2020****RESOLVED (7:1:1)** **RP/EG**

That the open minutes of Full Council on Monday 6th July 2020 be approved as a correct record by the Chairman.

FC/31 **ITEMS TO ACTION – 6th JULY 2020**

The Mayor thanked the staff for the items to action and actions that had been completed, given the current challenges due to the Covid-19 pandemic.

RESOLVED (9:1:1) **TG/RP**

That the Items to Action be noted.

FC/32 **LEP MARKET TOWN FUND****Presentation from Visit Ludlow and the Ludlow Destination Tourism Partnership**

The Project Leader from Visit Ludlow, Shropshire Council introduced his presentation and explained that he worked across the county to encourage visitors and in turn boost the economy. He stated that the advantages of the Towns working together meant that it provided some continuity and a symmetrical feeling. (A copy of the slides has been attached to these minutes).

He informed Council that Market Town Funding of up to £20,000 was available and he had been working with groups throughout the Town and had produced a staged proposal.

The proposal started with the first stage of agreeing on branding and a call to action from the recovery of Covid-19. The funds he said would not just be spent for the short-term but also for the future. Analytics had been taken from www.ludlowguide.com and www.letsgoludlow.com.

The second stage, the Project Leader from Visit Shropshire outlined, was a business confidence survey. This had already been carried out prior to any changes and would be carried out post changes. At present it was generally found that visitors coming to Ludlow were travelling between 30 minutes to 1½ hours and they were also stopping in local accommodation. He himself stated that he lived in the north of the county but had travelled and stopped in Church Stretton just over 30 minutes away from home. The post survey would reveal how successful the Visit Shropshire campaign had been.

Going into more detail of the campaign he highlighted a range of ideas and costing estimates, including lamppost banners giving directional signage and social distancing messages, with the emphasis on branding. Bunting in the town

and market advertising for shoppers to 'shop local' had been identified. He added that Ludlow was an important visitor location and was usually thought of first when visitors wanted to come to Shropshire. Welcome posters in all the shops provided a feeling of togetherness and another suggestion had been for the self-guided town walking tour, the 'Ludlow Town Trail leaflet', to be reprinted and placed in outside map dispensers, which were popular with coach parties. This he said would be ideal if the Visitor Information Centre was closed at the Assembly Rooms.

The Project Leader from Visit Shropshire went on to say that visitor orientation panels were already present in Ludlow but additional ones would be welcome, although planning permission would need to be sought should they be affixed to buildings. Volunteers as Ambassadors for the Town could also be considered to distribute maps, all wearing the same coloured jackets or polo shirts, this he explained would be extremely useful in the current situation, where people could not just pop into a shop now that numbers inside premises were limited. It would also future proof the town and could be continued. Photographs he highlighted was also a useful tool for marketing and could be used not only for social media, print and editorials but had a historical value.

Looking at Stage 2 in more detail he suggested that visiting travel bloggers brought in a huge amount of tourism. The bloggers he highlighted, were he said, partners with Visit England and many of their blogs were featured on the BBC and national press. A fee would be payable to ensure that they visited Ludlow but was well worth the publicity it would provide. Social media promotions could always be used to good effect.

Stage 3 could include Roadside billboards, which the Project Leader from Visit Ludlow said should not be discounted as the cost was well within the projects reach, and Sky Adsmart where the advertisements were tailored to each users internet search history.

He agreed that the Ludlow Park and Ride should receive more exposure, not only would the residents benefit but also visitors. The more it was used the more frequent the service could be requested.

FC/33 MARKET TOWN SUPPORT FUND

RESOLVED (unanimous) GG/DL

That:

- i) the outline plan for Ludlow be approved and be submitted to Shropshire Council;
- ii) the actions for Ludlow Visitor Welcome be approved, including the Love Ludlow branding, and initial designs required to create the signage/ marketing materials for the town to encourage responsible actions to keep people safe in Ludlow. That there will be no commitment for expenditure until the funding is approved by Shropshire Council;

- iii) the business confidence survey in August and in October be approved, and the website analytics once the funding has been approved by Shropshire Council;
- iv) the development of the Love Ludlow visitor orientation panels be approved, and that further details are presented to Council in September;
- v) That Council receives further detail regarding the Attracting Visitors to Ludlow second phase in September.

FC/34 CODE OF CONDUCTION CONSULTATION

RESOLVED (10:0:1) GG/GP

That Ludlow Town Council submits the following points as part of the Code of Conduct consultation:

- With reference to the internal resolution procedure, Ludlow Town Council supports internal resolution procedure, and a request that the whole council should be involved in process of a referral being made to the monitoring officer at Shropshire Council. Further to this, there is an inference that the town council may be expected to act in a role equal to that of the unitary authority in terms of taking action against individual councillors, however, if this is the case then town and parish council would require legislative changes to give them the required authority. The LGA's intension needs to be clarified.
- Ludlow Town Council supports town councils being able to have the option to retain their independence from affiliation to political parties.
- Civility must be considered as a minimum standard for conduct of councillors and for conduct towards councillors. However, it should be recognised that the relationship between councillors and staff members is a complex and nuanced relationship, and to be successful there needs to be mutual respect, and a clear understanding of the respective roles, and adherence to the boundaries of these roles.
- The suggested time scales should be reviewed with a greater understanding of the meaningfulness of the suggested periods for barring of councillors from their duties. In a small parish council, the minimum requirement for meetings to be held in a year is four. It is therefore possible for a period of two months to pass without any scheduled meetings taking place, and therefore the barred councillor would not be excluded in any real sense. A period of up to six months would be more meaningful, although it is recognised that LGA 1972, s85 may need to be reviewed to prevent the unintended consequence of loss of seat.

FC/35 RECOMMENDATIONS FROM THE REPRESENTATIONAL COMMITTEE 22ND JULY 2020

RESOLVED (unanimous) GG/GP

To write to Shropshire Council and state: -

- i) Support for the proposals of investment from Shropshire Council and Ludford Parish Council in Ludlow's Eco Park facilities to create a gateway that reflects the excellent quality of tourism offers to be found in Ludlow;
- ii) Specifically to support investment in improved road infrastructure and a security system (CCTV); and the development of public toilets, bus shelters at the Eco Park;
- iii) Support of the increased drop off and pick up points suggested by Shropshire Bus Users Group.

FC/36 **LUDLOW MARKET**

There was considerable discussion on this item.

RESOLVED (9:1:0) GG/VP FOR: PA, EG, TG, GG, DL, RN, VP, RP, CS
AGAINST: GP

That the existing 30 trading spaces are retained with no increase.

FC/37 **RESOLVED (unanimous) GG/RP**

That half price rent, based on the regular market and specialist prices is payable from the 4th August 2020 and that full rent is payable from 1st September 2020.

FC/38 **RESOLVED (unanimous) VP/DL**

That the spray painted markings on the ground in the market are removed.

FC/39 RESOLVED (unanimous) VP/DL

That large arrows for the one way system are installed, and these are located on the ground, if possible.

FC/40 THE GUILDHALL

9pm Councillor Perks left the meeting.

RESOLVED (unanimous) GG/DL

That the decision on this item is deferred until after the decision of the Guildhall, item Agenda 22.

FC/41 EXTENSION OF THE MEETING

RESOLVED (unanimous) TG/RP

That the meeting be extended by 30 minutes to 9.30pm.

FC/42 LUDLOW MUSEUM AT THE BUTTERCROSS

RESOLVED (8:0:1) TG/VP

That the Risk Assessment is approved in principle for the Ludlow Museum at the Buttercross.

FC/43 RESOLVED (unanimous) TG/EG

That staff create detailed costings including staffing options for the Ludlow Museum at the Buttercross.

FC/44 RESOLVED (unanimous) TG/VP

That re-opening can only take place when and if the practicalities required for Covid-19 secure working and customer care can be put into place for the Ludlow Museum at the Buttercross.

FC/45 RESOLVED (unanimous) TG/VP

That work towards the recovery grant from West Midlands Museum Development Service is continued, to enable the creation of the Museum's digital offer; and assistance is sought from Shropshire Council to create videos about Ludlow's collection.

9.06pm The Mayor left the meeting and the Deputy Mayor chaired the next item.

FC/46 INSURANCE

RESOLVED (unanimous) RP/EG

That the insurance renewal is accepted.

9.10 pm – the Mayor entered the meeting and continued as Chair.

FC/47 CYCLE PARKING RACK – LINNEY RIVERSIDE PARK

RESOLVED (7:1:0) TG/EG

That:-

- i) the Town Council accepts the cycle stand from Shropshire Council to be situated at the Linney Riverside Park and accepts ownership and maintenance, once installed;
- ii) the possibility of a cycle rack at Castle Street car park is explored.

FC/48 STAFF GRIEVANCE POLICY

It was noted that this item was deferred.

FC/49 AUTHORISED SIGNATORIES FOR PAYMENTS

Councillor Gill nominated Councillor Pote, this was seconded by Councillor Garner.

RESOLVED (unanimous) TG/EG

That Councillor Pote become an authorised signatory for payments for 2020-2021.

FC/50 RESOLVED (unanimous) GP/RP

That it be noted that Councillor Perks has withdrawn from being an authorised signatory for Town Council payments.

FC/51 TOWN COUNCIL PRIZE FOR CITIZENSHIP/LEADERSHIP

RESOLVED (unanimous) TG/CS

That the payment for £30 for the Town Council Prize for Citizenship/Leadership be approved.

FC/52 COMMITTEE MINUTES

Representational Committee – 22nd July 2020

RESOLVED (unanimous) GG/CS

That the Representational Committee minutes of the 22nd July 2020 be received.

FC/53 STAFFING COMMITTEE – 23rd JULY 2020

RESOLVED (unanimous) DL/TG

That the Staffing Committee minutes of the 23rd July 2020 be received.

FC/54 EXCLUSION OF PRESS AND PUBLIC: PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960

The Chairman moved that the public be excluded from the meeting for the following item(s) of business pursuant to section 1 of the Public Bodies (Admission to Meetings) Act 1960, on the grounds that publicity would be prejudicial to the public interest by reason of the confidential nature of the business to be transacted.

RESOLVED (unanimous) TG/EG

That the public be excluded and the meeting continue in closed session.

The meeting closed at 9:32 pm

Town Mayor

Date

NB Closed session minutes will be issued.

CLOSED SESSION MINUTES

Closed Session minutes of a meeting of the **COUNCIL** held in the Guildhall, Mill Street, Ludlow on **MONDAY 3RD AUGUST 2020** at **7:00PM**

FC/55 **THE GUILDHALL**

RESOLVED (unanimous) **GG/TG**

To approve the partial use of the Guildhall as described for each service continues, and working practices are reviewed and adjusted where necessary to facilitate Covid-19 safe working and continuous service provision.

FC/56 **TELEPHONE SYSTEM AT THE GUILDHALL**

RESOLVED (unanimous) **GG/TG**

That the quotation from Templecomms is accepted for upgrading the Guildhall telephone system to VOIP.

FC/57 **EXTENSION OF THE MEETING**

RESOLVED (unanimous) **TG/RP**

That the meeting be extended for a further 15 minutes until 9.45pm.

FC/58 **REVIEW OF THE GUILDHALL**

RESOLVED (8:0:1)

That the partial use of the Guildhall is reviewed again a month after the installation of the new telephone system or the next available Council meeting.

FC/59 STAFFING REVIEW

RESOLVED (unanimous) TG/RP

That the revised timetable and tender documentation is approved.

The meeting closed at 9.32 pm

Town Mayor

Date