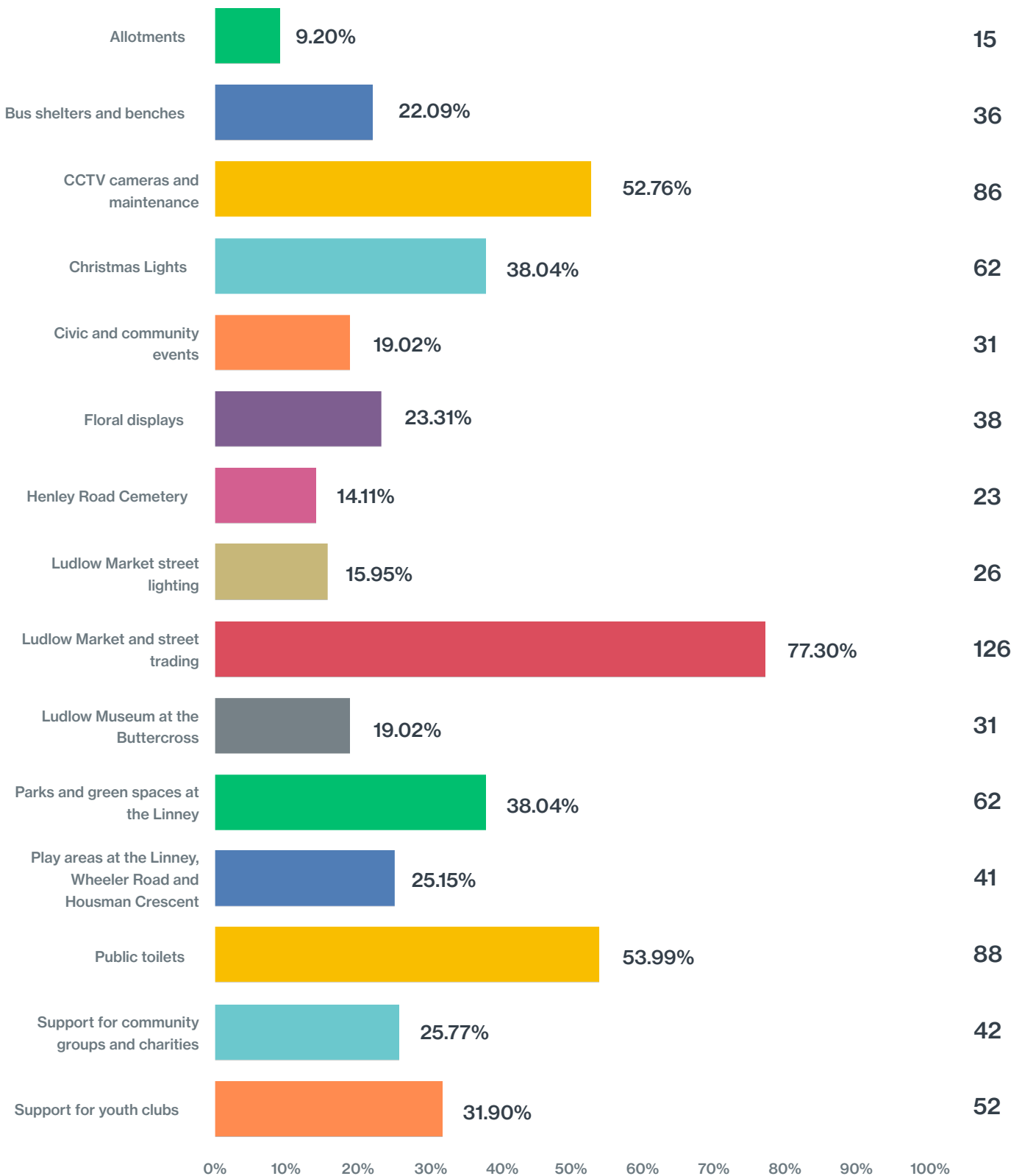


Q1 Please select the Town Council Services you value most (please select up to 5).

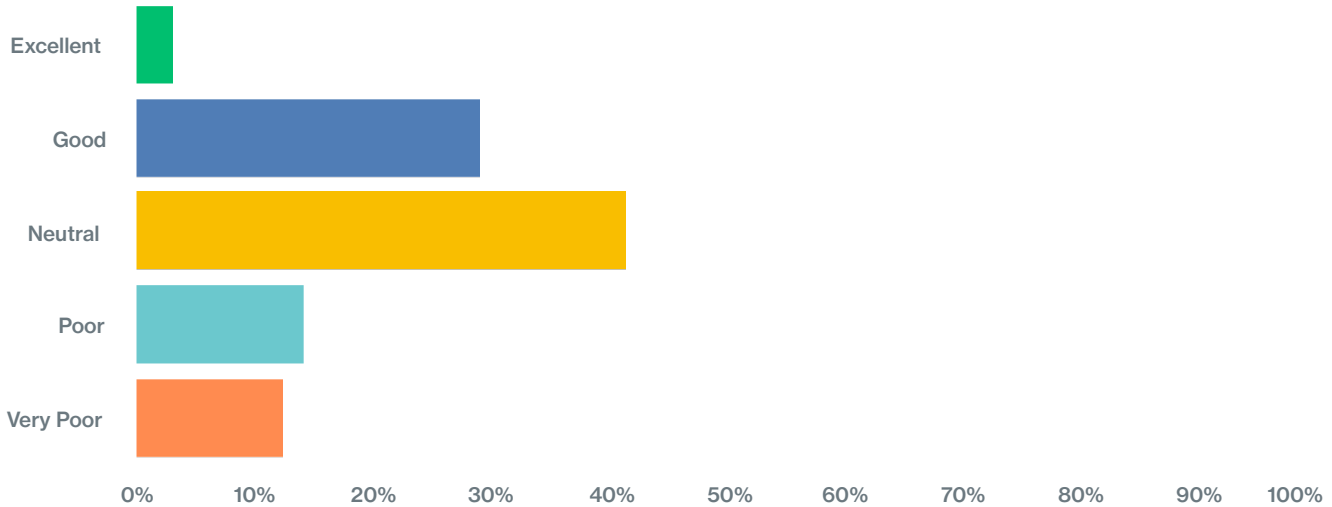
Answered: 163 Skipped: 0

Responses



Q2 Thinking about all services, how would you rate your satisfaction with Ludlow Town Council?

Answered: 162 Skipped: 1

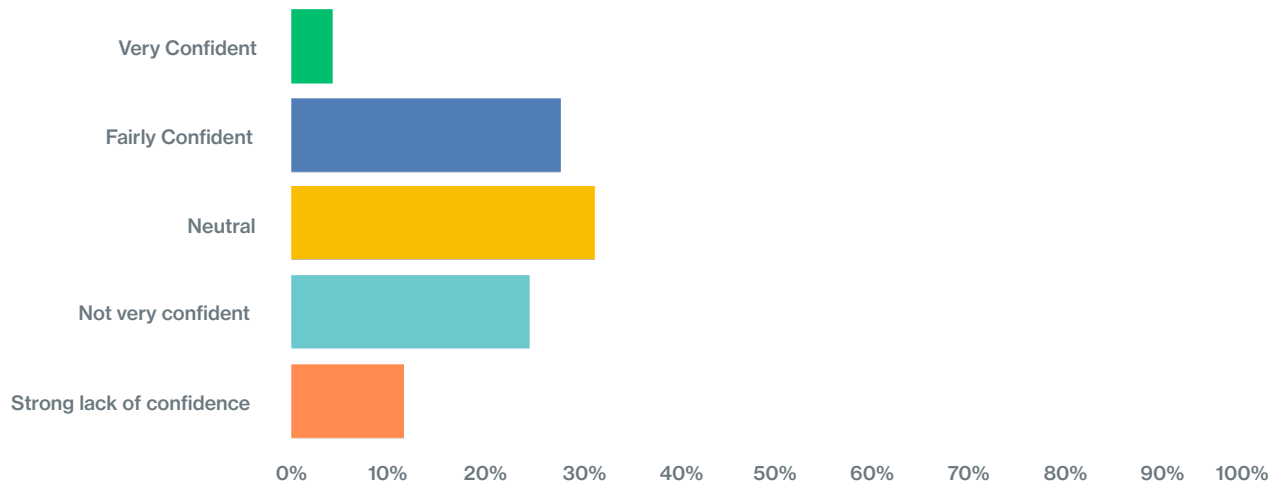


Answer Choices	Percentage	Responses
● Excellent	3.09%	5
● Good	29.01%	47
● Neutral	41.36%	67
● Poor	14.20%	23
● Very Poor	12.35%	20

Verbatim summary: Residents see clear opportunities for the Council to build on what already works and improve the visibility and consistency of day to day services. Many comments point to a strong foundation—valued green spaces, a well loved market, and committed councillors—while highlighting areas where better coordination and follow through could make a noticeable difference. There is a shared sense that with clearer priorities and more joined up working, Ludlow could look and feel significantly better maintained.

Q3 Overall, how confident are you that the Town Council is acting in line with community interests?

Answered: 162 Skipped: 1

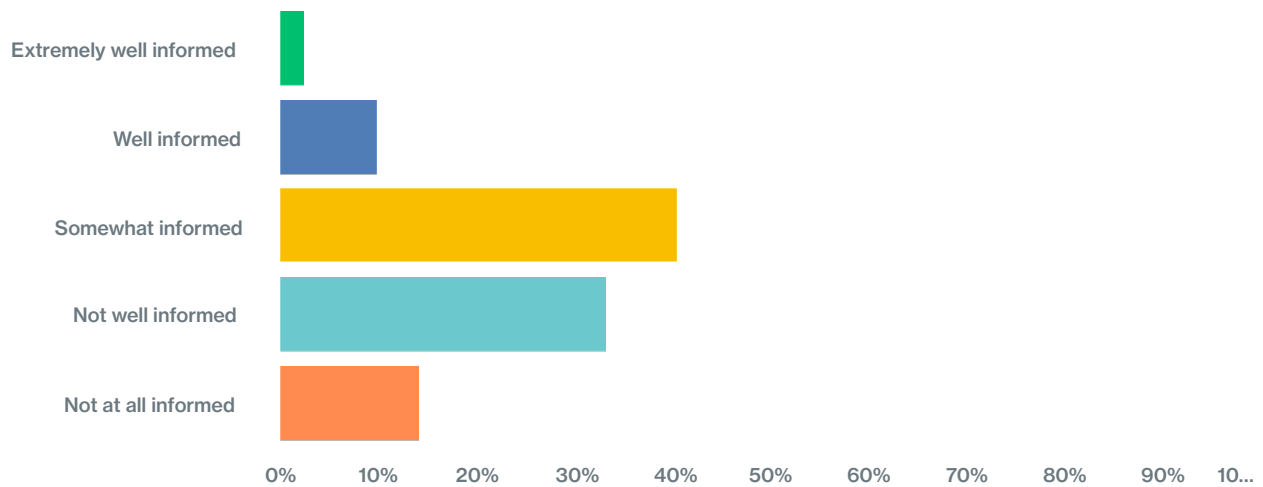


Answer Choices	Percentage	Responses
● Very Confident	4.32%	7
● Fairly Confident	27.78%	45
● Neutral	31.48%	51
● Not very confident	24.69%	40
● Strong lack of confidence	11.73%	19

Verbatim summary: Feedback shows a real appetite for a more open, collaborative relationship between the Council and residents. People want to feel part of the conversation and see decisions made in the open. This presents a major opportunity: by improving transparency, reducing internal conflict, and communicating decisions more clearly, the Council could quickly rebuild confidence and demonstrate that community voices genuinely shape local action.

Q4 How well informed do you feel about the work of Ludlow Town Council?

Answered: 163 Skipped: 0



Answer Choices	Percentage	Responses
● Extremely well informed	2.45%	4
● Well informed	9.82%	16
● Somewhat informed	40.49%	66
● Not well informed	33.13%	54
● Not at all informed	14.11%	23

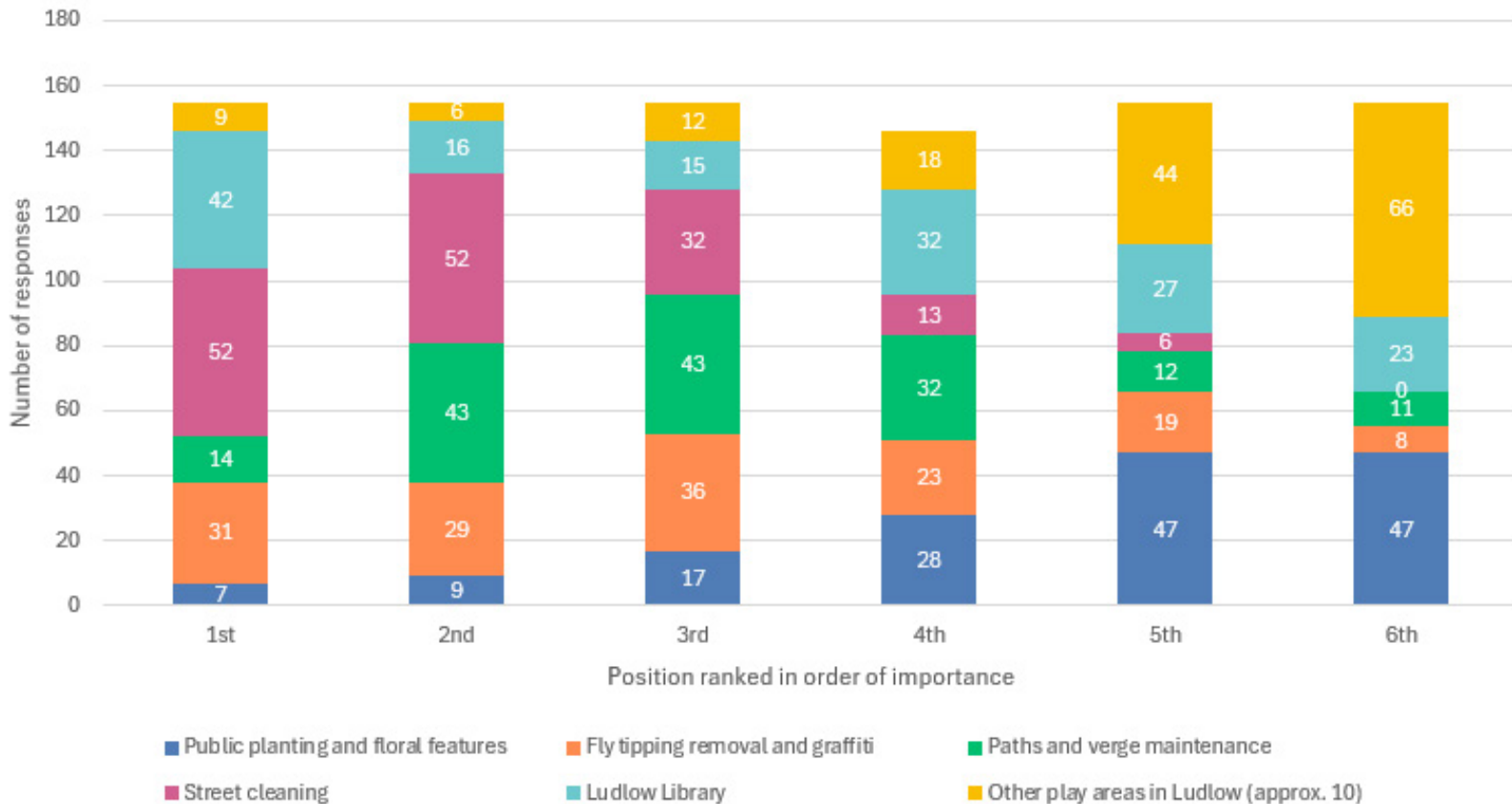
Verbatim summary: Residents are keen for more regular, accessible updates about what the Council is doing. This is a strong opportunity to modernise communication—mixing digital channels with traditional ones, offering short monthly updates, and making information easier to find. Many people already rely on Local Ludlow and noticeboards; strengthening these alongside clearer online messaging would help residents feel more connected and informed.

Q5 Please rank these services in order of importance

Answered: 155 Skipped: 8

Please note that the following question is in relation to services currently delivered by Shropshire Council. Services were to be ranked in order of importance, where 1 is high importance and 6 is low importance.

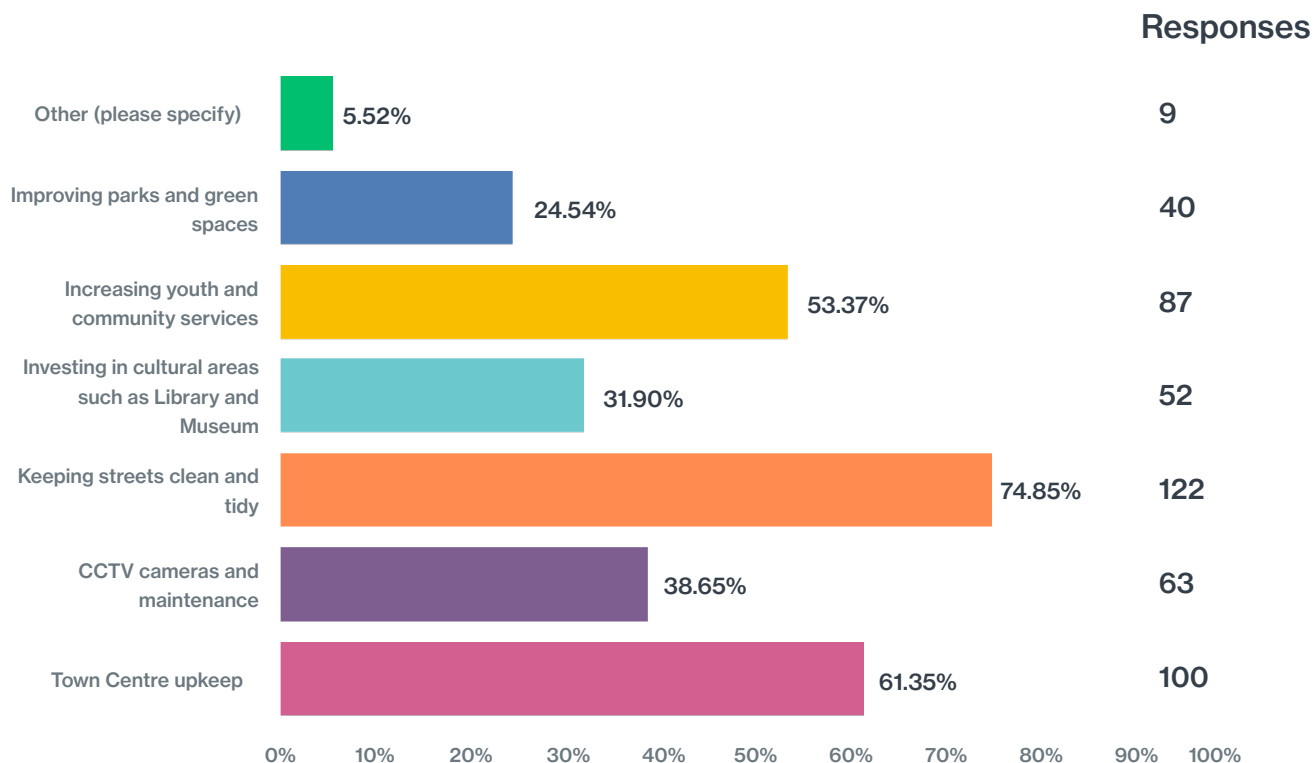
Services ranked by importance



The results show that Street cleaning received the highest number of 1st place rankings, making it the service most frequently identified as the top priority for respondents. Ludlow Library also scored strongly in the top position, indicating its continued value to the community. Middle ranked positions show a more even spread across paths and verge maintenance, fly tipping and graffiti removal, and public planting and floral features, suggesting mixed but steady levels of importance. In contrast, Other play areas in Ludlow were most commonly placed in 6th position, indicating they are generally viewed as the lowest priority among the services listed.

Q6 Please indicate which areas should be prioritised if additional funding was made available (choose 3)

Answered: 163 Skipped: 0

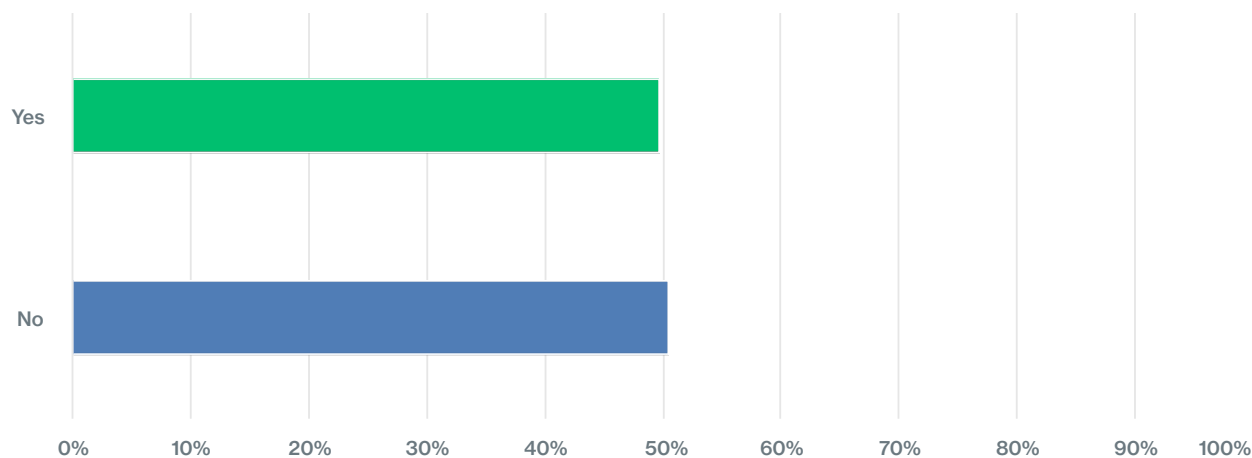


Across the '**Other (please specify)**' responses, several areas stand out as high impact opportunities for investment:

- Youth services – A chance to create safe, positive spaces that support young people and reduce anti social behaviour.
- Town centre renewal – Strong potential to revitalise the high street, support independent businesses, and improve the look and feel of the town.
- Cleanliness and maintenance – Small, visible improvements (litter, verges, flower beds) could quickly boost civic pride.
- Town Walls repair – A major opportunity to resolve a long standing issue and restore confidence.
- Public toilets – Improving facilities would immediately enhance the visitor experience.

Q7 Would you be prepared to pay extra to protect services in Ludlow?

Answered: 157 Skipped: 6



Answer Choices	Percentage	Responses
● Yes	49.68%	78
● No	50.32%	79

Many residents are open to paying more if they can clearly see where the money goes and how it improves services.

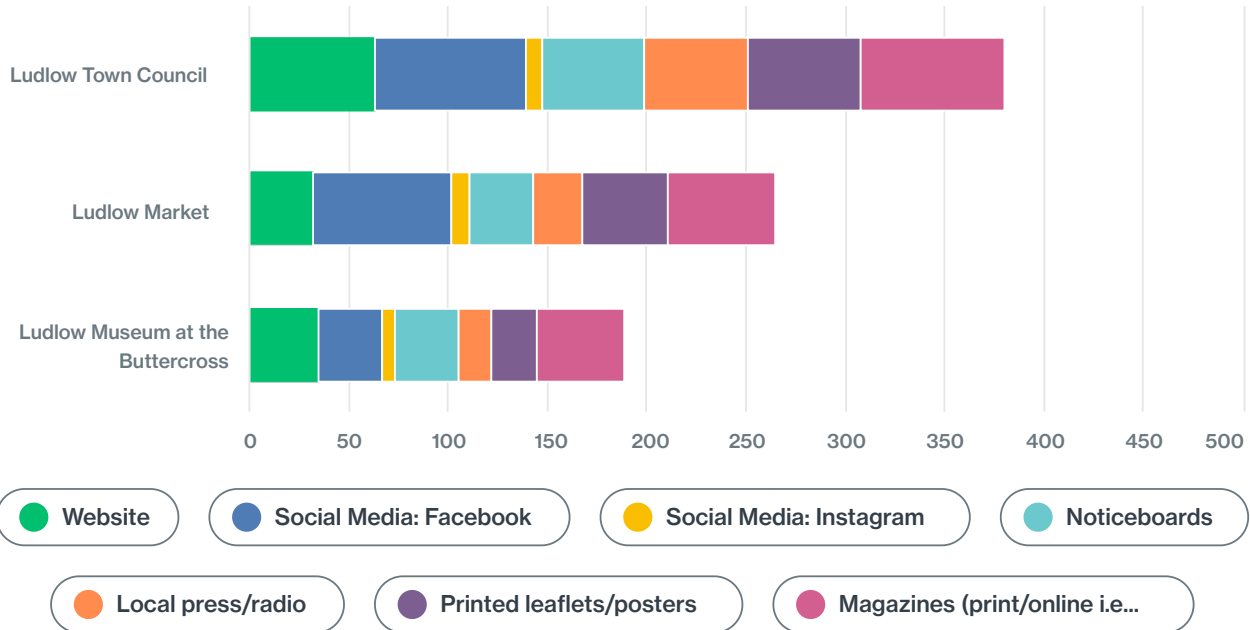
This presents a strong opportunity to:

- demonstrate value for money
- ring fence spending for priority areas
- communicate improvements clearly and regularly

Even those reluctant to pay more express willingness if improvements are visible, transparent and directly benefit the community.

Q10 What communication channels do you use to access information about the Town Council?

Answered: 155 Skipped: 8



	Website	Social Media: Facebook	Social Media: Instagram	Noticeboards	Local press/radio	Printed leaflets/posters	Magazines (print/online i.e. Local to Ludlow, Visit Shropshire)	Total
Ludlow Town Council	42.00% 63	50.67% 76	5.33% 8	34.67% 52	34.67% 52	38.00% 57	48.00% 72	380
Ludlow Market	24.43% 32	53.44% 70	6.87% 9	24.43% 32	19.08% 25	32.82% 43	41.22% 54	265
Ludlow Museum at the Buttercross	34.31% 35	31.37% 32	5.88% 6	31.37% 32	16.67% 17	22.55% 23	43.14% 44	189