



Annual Report 2010/11



This is my Annual Report for 2010/2011 as Mayor of Ludlow. Ludlow Town Council is proud to actively support the heritage and future development of Ludlow.

The Town Council recently refurbished Ludlow Market. The Town Clerk Veronica Calderbank along with the Council undertook consultation in 2009 following 8 years of discussions and the new Market was procured and positioned in the winter of 2009. The end of 2010 demonstrates the resilience of the fabric, which has withstood two very hard winters. Although there have been condensation problems in sub-zero temperatures, this was always so with the former less attractive canvases that leaked and allowed water to penetrate.



The new Market has served us well as has the Market Manager Chris Bayliss to whom we are grateful for turning around the Market to be awarded a National award as Market of the Year 2011. The Council is delighted that Jack Andow generously agreed to make a beautiful tapestry of Ludlow Market, which features on market bags and on the website.



The Town Council is also responsible for the transformation of the iconic and much photographed Buttercross, including extensive work on the cupola and clock. Phase three will soon commence to repair the interior and the building is also the subject of a Heritage Lottery bid for funding to improve the building further by giving it a longer term sustainable use as an Interpretation and Heritage Centre. The Town Council is also in consultation with Lord Powis to undertake works, which will improve the paths and enhance the natural environment of Ludlow

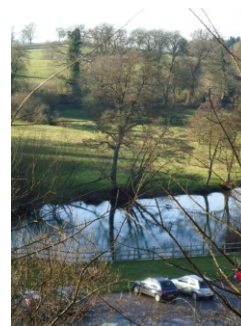


Castle providing a circular route around it.

LINNEY RIVERSIDE PARK

The forthcoming remaking of Linney Play Area will include sensitive works to counter bank erosion whilst maintaining the flood plain eco-system. The entire area will be redeveloped and provide a jetty for canoeists a picnic and children's play area with

grant assistance acquired in my Mayoral year by Shropshire Council's s106 monies and hopefully a £50,000 grant from the Big Lottery fund. We are in Stage 2 of this bid which again we must thank Chris Bayliss for who is also our Special Projects officer and the Friends of Linney Riverside Park who made the application with Chris' assistance. This is an exciting time for the Linney as it is transformed following many visits to schools and wide consultation in my Mayoral year 2010/2011.



Recreation Grounds and Toilets

In addition to these achievements we also discovered that we had been maintaining the grass at Fishmore recreation area for many years without payment and this has now been taken back in house by the Shropshire Council's grounds team. There will be no spare time for our grounds team however, as we also successfully negotiated a way to keep the Castle Street Toilets open, and those at Smithfield threatened with closure with a cost neutral solution, as Shropshire Council now has responsibility for all Street lights (0345 678 9000 to report any problems) and we now have the onerous task of keeping the public toilets open and well maintained. We also took over Street Trading responsibilities from Shropshire Council to give more control to Ludlow Town Council on your behalf to manage Street Trading in the Town. This too took effect in April 2011.

THE TOWN PLAN 2010-2015

In 2010, the Town Council consulted widely with residents, community organisations and businesses to draw up a new Town Plan to guide Ludlow towards 2015. An important aspect



LUDLOW FUTURE

of our 'Ludlow Future' plan is Youth provision, including Young People who may be disadvantaged. This 'issue' featured strongly in many discussions as part of the consultation process and we are committed to improving facilities for Young People.

The Town Council is at the heart of many everyday matters in Ludlow.



The Town Council also provided street lighting (until 31st March), Christmas lights, assisted in organising Civic Events such as Remembrance Sunday, provided community events such as the Senior's Christmas party. We also provided, allotments, small grants, litter bins, and have ordered a bus shelter for the top of Corve Street. We also circulate 100,000 Calendars of Events.

In addition to attending our own Civic events I also attended over 80 different functions on your behalf as Mayor of Ludlow and was proud to represent the Town. One of the most pleasurable times was when asked to visit two ladies to celebrate their birthdays. The first was in November 2010 when Kitty Brown was 105 years young and the second a lady called Lilian Clee who was **ONLY** 100 years young! Both were very lively lovely ladies and it was a pleasure to make their acquaintance.

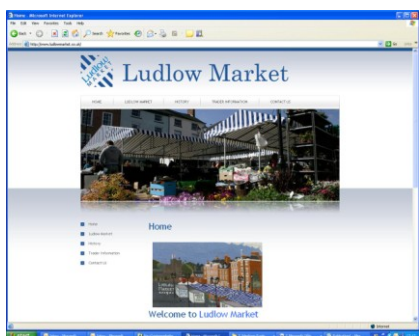
LUDLOW IN BLOOM MATTERS



We won gold again thanks to the Sterling efforts of the Ludlow in Bloom Team and our own grounds force which is responsible for grass cutting and planting in the town centre public areas, and across Ludlow, including St Johns Gardens, Wheeler Road Recreation Area & Skate Park and Henley Road Cemetery. We also maintain many areas in Henley Orchards Castle Gardens Weyman Road and Housman Crescent Play areas. We also maintain Old Street beds and St John's Gardens and the garden of rest at St Laurence's Church.

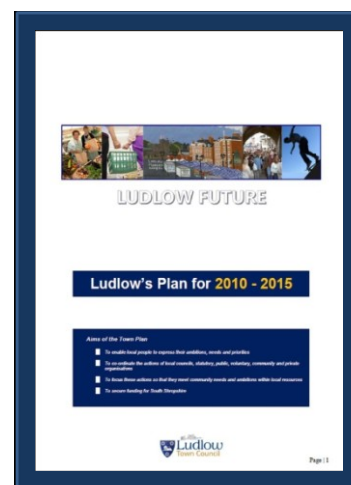
Key Achievements & Developments in 2010 - 2011

Town Plan 2010/15 –



Following consultation with residents and local organisations to establish Ludlow's priorities for the next five years the Town Plan was devised as a working document which will be regularly reviewed with effect from 1st April 2011.

We received £700 towards initial printing costs of our plan from the Shropshire Community Council initiative.



Street Trading Powers - This now gives us local control over street trading

A-Boards – Have been a source of contention and disagreement in 2010 and following a pilot study we await the outcome of Shropshire Council's assimilation of their findings as to what the Policy is to be and the options available to us.

We made a contribution to David Lloyd Windows at the Church – Representational Committee unanimously agreed to recommend to Full Council Meeting on 14th June to support the appeal and make a financial contribution toward the memorial. Full Council awarded £500 towards the cost.

Boxing Club – The Town Council in conjunction with the Ludlow Amateur Boxing Club and Tony Sewell and Colin Richards MBE has bid for and been successful in obtaining over £37,000 grant funding to build a new structure for Boxing and local community use. This will be completed in 2011. The Town Council applied for planning permission and funded the Building Regulation application. We are still looking for sponsors to assist us in building this new sports centre and recreational space within the Wheeler Road play park.

Castle Street and Smithfield Public Toilets – are to be run by Ludlow Town Council with effect from 1st April 2011, in addition to those at Linney Playing fields and Henley Road Cemetery.



Calendar of Events 2011 - The successful 'What's On' calendar was redesigned in an A3 format including a new Youth Section

Asset Valuation – was undertaken. The Council's Assets totalled **just under £5 million**

Rent Reviews – were undertaken increasing the Cemetery House rent to £6,000pa, Guildhall to £30,000 and Buttercross to £15,000.

Mayor's Chaplain -The Venerable Colin Williams of St Laurence's became the Mayor's Chaplain on his appointment, taking over from James Stewart.

Play Parks S106 Monies were received from Shropshire Council – in the sum of £32,000 for play parks in Ludlow.

Mayfair – A new contract was negotiated and has operated effectively in the last year

Market Town Revitalisation- monies in the sum of £120,000 have been awarded to Ludlow Town Council as match funding for a Heritage Lottery Fund Bid to restore the Town Walls, Walks, Castle Gardens and also create a Heritage/Interpretation Centre within the Buttercross.

Ludlow Town Band – Ludlow Concert Band attended Remembrance Sunday its first official Civic Event in Ludlow, although it has also supported numerous local events.



Town Council Newsletter

In addition to distributing 6000 Paper Town Council/Buttercross Bulletins we also created an audio version in a 'Talking Bulletin' with the assistance of Robin Spicer.

Buttercross Clock winder tribute - As part of the Phase II works on the Buttercross the Town Council has installed an automatic winder to the Buttercross clock. This step towards modernisation means that the clock no longer has to be wound by hand each week therefore improving health and safety. The clock winder, and his family's tireless dedication will be recognised at Mayor Making with a special award.

Buttercross Phase II – Treasure & Son have almost completed the Phase II works on the Buttercross. All that remains outstanding is one drainpipe. This now finalises the external works, Phase III, internal ceiling works, will begin later this year in 2011. This prominent building is part of a large Heritage



Lottery Fund Bid to share the Town Walls, walks, paths and around the Castle and will create much needed education space for children and visitors from other Towns and those assisting in restoring the Town Walls. It is to become a Heritage/Interpretation Centre. We have been approached by Shropshire Council to incorporate a Visitor Information Service within the Buttercross. This will form part of a report by the Town Clerk to the Council in 2011/12.

Annual Events

Christmas Lights – The 2010 Christmas lights display included brand new LED energy efficient lights throughout the town centre. This saving has already shown in a 75% saving on previous Christmas light electricity bills. The lights were turned on following the singing of carols accompanied by the Town Band on November 27th.



Santa's Grotto – The Town Council organised a Santa's grotto with free presents to all children who attended on the 27th November 2010, before the 'Switch on'.

Senior Citizens Party – On the 15th December 2010 the Town Council held a Seniors Citizens Christmas party at the Assembly Rooms which was open to all residents of Ludlow over the age of sixty. The Party included games of bingo, a raffle (all prizes kindly donated by the businesses and residents of Ludlow), Christmas Carols and sing-along with the pupils of St. Laurences Primary School and a ladies' choir

Remembrance Sunday – In 2010, Remembrance Sunday was celebrated as a success by all involved. The new Standard Operating Procedures (SOP) agreed with the Royal British Legion and the Royal Naval Association, documented prior to the event were instrumental in this success. This will mean we have a draft process for every event in line with Civic Protocols. However, some protocols will need to accommodate 'non-standard' services and will serve as a main guide for future events.

Mayor Making – Was held in the Auditorium of Ludlow Assembly Rooms on 26th May 2010. I announced my charity for the year as Ludlow Carer's Group and awarded five Civic Awards in recognition of excellence in the voluntary sector and services to the community to:- Emmy James and Abi Morgan, Graeme Perks, Dr Jen Davies and Kathleen Bills.

Mayfair Service – The Venerable Colin Williams held a Mayfair Service on the dodgems at Ludlow Mayfair at 11am on Sunday 1st May 2011 and was enjoyed by all.



COMMUNITY PROJECTS

Ludlow in Bloom Gold – We achieved Gold again in 2010 and we were all delighted. The Council's workforce assisted Ludlow in Bloom to produced a really good show of colour in the Town.

Winter Planting – was introduced and the first splash of colour in March was uplifting to all as a first sign of Spring.

Crocus focus – The late John Stinton of the Ludlow Rotary Club provided the Town Council with 1000 purple crocus bulbs. Sadly, he died in February before the crocus bulbs were seen. We hope to see them again in full colour next year to remind us of the aim to eliminate Polio in the World (the bulbs the same colour of the violet the little children dip their fingers in to show they have been immunised).



Lamp post banners – We were given permission by Shropshire Council to have banners on all Ludlow Lamp Columns (other than the 13 in the Market Square).

Public Conveniences - The Town Council has made numerous attempts to contact and enter into negotiations with the owners of the toilets to the rear of the Co-Op supermarket. All attempts so far have been unsuccessful but the Council will continue to increase the number of public conveniences available. I have written personally to the Managing Director of the Co-Op to gain his support

Town Signage – The Town Council has been working in partnership with Shropshire Council to improve the clarity of signage around the town. They have recently de-cluttered and we realise there is still much to be done.

Bus Shelter Corve Street – Following representations from members of the public Members resolved to request Shropshire Council to install a new bus shelter at the top of Corve Street. This shelter will be erected in 2011/12 with a 25% contribution from Ludlow Town Council.

Wigley Field Notice Board – in continued support of the Allotment Association the Council provided a brand new notice board to the allotments car park.

Allotments – Sadly, we were recently advised that we cannot have additional space for allotments in close proximity to Wigley Fields.

Minute Taking Course – All Committee staff attended a minute taking course in 2010 to ensure that meeting are minuted correctly and appropriately.

Chairmanship Skills Course – was attended by all Members.

Risk Assessments Course – was undertaken by all staff.

Cemetery

Grave Digging – In 2011 Council resolved to instruct and carry out the digging of graves themselves using approved grave diggers rather than funeral directors. The costs of this change will be passed on through an increase in the cemetery fees. It is hoped that this alteration will minimise problems within the cemetery, experienced in 2010.

Brick Lined Graves – have been considered and a report will be brought back to Council regarding the provision within the Cemetery which has caused problems.

Chapel Doors – Following discussions as to how best to secure the porch area of the chapel Members resolved to construct a new door on the porch entrance to replace the gate, these works have now been completed and they greatly enhance the appearance of the Chapel.

Cemetery House – In December 2010 the property became vacant. The Town Council has begun works on the property prior to advertising for new tenants. The Council has decided to retain a portion of the property's garden to be used by the Council for the propagation of plants and general Town Council use.

Cemetery Height Bar – Following an incident in 2010 the Council resolved to purchase a height restriction bar for the cemetery car park. This was included in the 2011/12 budget for purchase.

Cemetery Audit – Members resolved to carry an audit of the cemetery to consolidate information from a succession of burial authorities. This has now been completed.

Market

Market of the Year – Ludlow was named market of the year by the National Association of British Market Authorities. In recognition of the Market traders who without their cooperation and hard work the Council could not have achieved this award, a celebration was held on the market on the 22nd April 2011.

Inclement Weather Policy

Online Market Payments – Ludlow Town Council was one of the first Councils in the country to be capable of taking online bookings and payments for the market.

Food hygiene on market

Market Refund policy

Electricity Charge on Market

Review Market Rents – Stall, Whole and Festival



Policies Created and adopted

No political advertising on lampposts (S41/10)

Complaints Procedure

Debt Recovery Policy

Health and Safety Management System

Grievance & Disciplinary Policy

Managing Attendance Policy

Memorial Bench Policy

Street Trading Policy

New Standing Orders

Mayors Badge Policy – Members confirmed their policy on the presentation of Past Mayor and Mayoress Badges to former Mayors and Mayoresses. These will be purchased and presented in 2011/12 once the formalities have been complied with
Review Mileage and Subsistence Rates – The Council reviewed their mileage and subsistence allowances in 2010 and resolved to maintain current levels.

No Councillor Basic Allowances – Following discussions within the public Members resolved unanimously not to consider the provision of Councillor allowances.

Flag Protocol

Improve Agenda – Public Feedback Policy and Unitary Councillor Session

Persistent Correspondents

Environment

Duplication of Reports

Cardboard Recycling

Partnership Working Shrewsbury Town Council

Partnership with Ludlow Conference Centre

SamDev Consultation

How many formal meetings?

Full Council, Committee & Working Group Meetings

Committee or Group	Number of meetings
Full Council	14
Policy & Finance	6
Services	6
Representational	12
Accounts	18
Christmas Lights Working Group	4
Civic Events Working Group	5
Communications Working Group	5
Safety Advisory Working Group	3
Budget Working Group	2
Total	75

COUNCIL 2010 – 2011

MAYOR

Councillor J R Aitken
Corve Ward

Councillor P J Hunt
Hayton Ward

Councillor V Parry
Corve Ward

DEPUTY MAYOR

Councillor A Pope
Gallows Bank Ward

Councillor R Jackson
Whitcliff Ward

Councillor A J Pound
Rockspring Ward

Councillor L J Callender
Bringewood Ward

Councillor S
McCormack
Gallows Bank Ward

Councillor J M Smithers
Whitcliffe Ward

Councillor D J Davies
Clee View Ward

Councillor M Mitchell
Rockspring Ward

Councillor J Leyton-
Purrier
Gallows Bank Ward

Councillor M Glaze
Clee View Ward

Councillor J Newbold
Hayton Ward

Councillor J Wilcox
Bringewood War