



Annual Report 2012-2013



A report of the services provided and activities undertaken throughout the previous year by the staff and Councillors of Ludlow Town Council

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Annual Report 2012-13

Introduction from the Mayor

I have had a thoroughly enjoyable year as Mayor and have attended many civic functions and events on behalf of the town and the Council. Highlights during the year have included the Narbeth Food Festival, Hereford Three Choirs Festival, Ross-on-Wye Town Council, where myself and the Mayoress were warmly welcomed, despite the awful weather.

In that exceptional year I met the Queen at RAF Cosford and HRH the Prince of Wales when he visited Ludlow in September. Celebrations continued through the year, the Olympic torch was carried through Ludlow, in May. In June the Queen's Diamond Jubilee celebrations were organised by the Diamond Jubilee Committee supported by the Town Council. I regret not being able to light the Whitcliffe beacon due to health issues, however, the Senior Citizen's party was a great event and it was good to see the residents enjoying themselves.

A special mention should go to Jack Andow who exhibited his tapestry during the Queen's Diamond Jubilee and often donates his works to charity.

Remembrance Sunday was also a special occasion because the Sunday was on the 11th day of the 11th Month and I was given the honour of reading a passage from the Bible at Church.

I wish to thank Unitary Councillors, Councilors Martin Taylor-Smith, Rosanna Taylor-Smith and Tracey Huffer for allowing use of the car park at Stone House during festivals and Christmas Lights switch-on to raise proceeds for my Charity, the WRVS. The Mayor's Charity also benefited from dances organised by the Town Council at the Ludlow Assembly Rooms with entertainment was paid for from the Mayor's allowance as was as the entertainment for the Senior Citizen's Christmas Party.

I was delighted to be invited to open Hagley Place a new Care Home off Sheet Road, and the Town Council is excited with the plans for the new Hospital which will cater for all ages.

Personal thanks to Carol, the Mayoress, for supporting me in my mayoral year, for her humour and impeccable dress sense and also thanks to Councillor Perks for attending the Narbeth Food Festival and other events with me.

Councillor A J Pound
Mayor 2012-2013

Councillors

The following Councillors have served on Ludlow Town Council from 2012-2013.

COUNCIL 2012 – 2013

MAYOR
Councillor A J Pound
Corve Ward

Councillor S McCormack
Gallows Bank Ward

DEPUTY MAYOR
Councillor V Parry
Corve Ward

Councillor J Newbold
Hayton Ward

Councillor J R Aitken
Corve Ward

Councillor G Perks
Gallows Bank Ward

Councillor L J Callender
Bringewood Ward

Councillor M Phillips
Clee View Ward
Councillor V Parry
Corve Ward

Councillor D J Davies
Clee View Ward

Councillor J M Smithers
Whitcliffe Ward

Councillor P Draper
Rockspring Ward

Councillor P Toop
Whitcliffe Ward

Councillor P J Hunt
Hayton Ward

Councillor J Wilcox
Bringewood Ward

Vacant
Gallows Bank Ward

KEY EVENTS 2012-2013

Mayor Making 23rd May 2012– Mayor Making is the ceremonial beginning of the Council year and as newly elected Mayor, Councillor Anthony James Pound led the ceremonial proceedings in the Auditorium of Ludlow Assembly Rooms. He presented five Civic Awards were awarded in recognition of excellence in the voluntary sector and services to the community to: Derek Small, Elsie Whiteley, Richard Geuter, Margaret Price and Ewart Carson.



Mayor's Chosen Charity – the

Mayor's chosen charity for is announced at Mayor Making and for 2012/13 was the Ludlow Women's Royal Volunteer Services (WRVS). The Mayor organised dances on the 10th August and 14th December 2012 with proceeds going to the WRVS. Car parking at Stone House on special weekends including Festivals and

Christmas Lights Switch also raised money for the Mayor's Charity.

Mayor's Queen's Diamond Jubilee Service 3rd June 2012 – Mayors Sunday was even more special last year as it was the Queens Diamond Jubilee celebrations. Traditionally Mayor's Sunday is the first public civic event and the new Mayor is welcomed by Councillors and residents of the Town. The Service was led by the Venerable Colin Williams.



A RIGHT ROYAL YEAR



The streets of the Town Centre were adorned with celebratory bunting provided by Ludlow Town Council and over several days the Direct Labour Force worked to brightened up the streets for the Jubilee.



QUEEN'S DIAMOND JUBILEE CELEBRATIONS

With 2012 being the Queen's Diamond Jubilee events and celebrations occurred during the year, including a Jubilee market. Most of the events were concentrated between the 2-5 June which included a fireworks display and a beacon on Whitcliffe Common, music, 'Big Lunch', themed dances and a 50s display of memorabilia.



OLYMPIC TORCH PROCESSION AND OLYMPIAD MARKET



With 2012 being a year of milestones, the Olympic Torch passed through Ludlow on the 24th May, and the Torch and Olympic team entered Ludlow via the Ludford Bridge the street were lined all along the route local school children, Ludlow College students, residents who lived along the route, businesses and the public.

A party atmosphere was created in the Market Square with an Olympic market, local music, radio and Sonny the teenage magician, who has won Shropshire Magical Society under 18s Junior Close up

competition four years running. Ludlow Town Council provided free refreshments for the children.



HIS ROYAL HIGHNESS PRINCE CHARLES

On the 17th September the sun shone when His Royal Highness Prince Charles visited Ludlow, he was met by myself as Mayor, and took a stroll around Ludlow Market talking to stall holders and the public. The turn out was quite tremendous.

He then visited St Laurence's Church to view works undertaken and the proposed restoration. On exiting St Laurence's HRH had a welcomed by flags from local school children before a visit to the Jubilee Garden where he chatted with the team involved about the work is due to commenced.

Before leaving HRH and met and viewed stone masons restoring a section of the Towns historic walls.



Ludlow felt very privileged in 2012

Heritage Awards – The Buttercross was awarded a Heritage Award last year for the restoration and also the people who helped to achieve this.

The Linney Riverside Park was nominated in 2012 and an award was presented on the 4th December 2012. The Linney Riverside Park has been greatly used since re-opening even though the summer weather was not great.

Time Capsule

The Town Council decided that to coincide with the Diamond Jubilee celebrations that a time capsule should be stored in the bell tower of the Buttercross to be re-opened in 50 years. The capsule will officially be sealed tonight and will be re-opened in 2062.

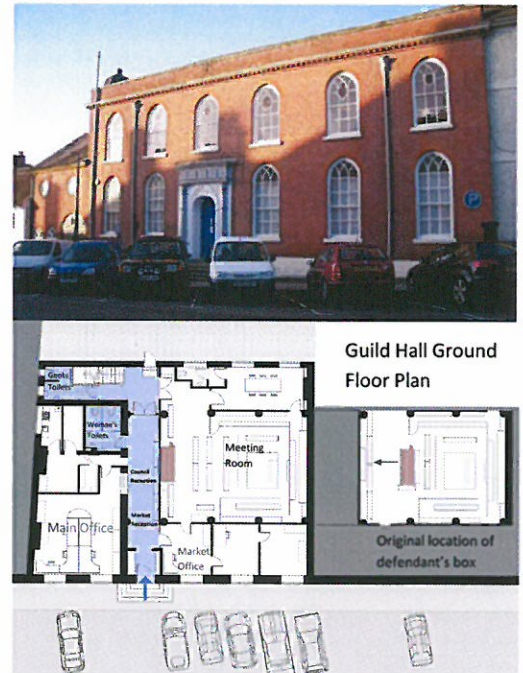
Items for the capsule were received from the Ludlow Historical Research Group, Dinham Millenium Green, Ludlow Infant School, Ludlow Festival, Ludlow Civic Society, Ludlow C of E School, Chamber of Trade, Ludlow Food Festival, Teme Weirs Trust, the Queens Diamond Jubilee Committee, Whitcliffe Common, Ludlow Rugby Football Club, South Shropshire Furniture Scheme, Major Coles, Alderman of Ludlow. Items that were donated for the capsule were books, cards, photographs, DVDs, CDs, Festival Guides and leaflets. The Town Council included items such as an old Sergeant at Arms hat, an old Councillors robe, Buttercross Bulletin and Shropshire Star newspaper.

Guildhall

Since the relocation of HM Court Services in September 2011, the decision was made in the beginning of July that the Council would re-occupy the 601 year old building.

The move happened with first the files and office furniture and then equipment and staff followed in August 2012.

The market office is also located within the Council building shown in the image on the right. Through minor adjustments the former court room has been adapted into a meeting room and has been brought back into public use. Restoration work is required and will be completed in the next financial year. Refurbishment also included installation of a notice board outside the building. This move has brought the Town Council back into the heart of town.



Developments/Projects



Buttercross

In July 2012 vandalism involving the mill stone caused the Buttercross market area to be fenced off for a number of months. A successful insurance claim funded repairs to the structure of the building undertaken by Treasures & Son and was completed prior to Remembrance Sunday.

The Buttercross Interpretation Centre is currently being developed with the assistance of Shropshire Council Market Town

Revitalisation Fund and English Heritage. Work to restore the historic ceiling plaster began in March 2013. The building works and installation of interpretation materials designed to peel back the layers of Ludlow's historic environment will be completed by March 2014.

Buttercross Phase III and HLF Bid

The Buttercross Interpretation Centre was originally an element of a larger bid to the Heritage Lottery Fund. Unfortunately, this bid was unsuccessful but Shropshire Council are considering a bid for Ludlow's Town Walls, which were also an element of the original bid.



Boxing Club

In September 2011 the Town Council received £30,000 from Shropshire Council's Community Fund towards the building of this facility. A further £7,000 was granted by Ludlow and Clee Local Joint Committee for the building and Shropshire Housing Association, Total Response Ltd, Travis Perkins

Ludlow Boxing Club



and Stephen Weaver, amongst others are providing general assistance to bring the project to a conclusion.

There were delays to the project due to health and safety legislation constraints and if it were not for the support from Shropshire Housing Association and Total Response limited, who are the 'principal contractor' the project would never, have been possible.



In October 2012 cutting of the turf took place and work commenced. One hundred and twenty tonnes of soil were removed for the ground works and the work is being project managed by Colin Richards MBE, the



Head of Historic Environment at Shropshire Council. Local businesses gifted materials and traders and volunteers pledged their time on the project, which has been a great success. The Boxing Club boasts a main room for boxing, a community room, changing rooms and a small kitchen as well as storage space.

Site Allocations Management of Development (SAMDev)

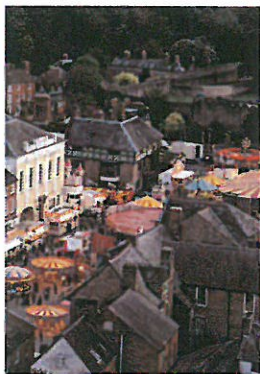
Shropshire Council has recently completed another public consultation stage. Ludlow Town Council has commented on proposed sites for development in Ludlow and the surrounding area. The scheme aims to allocate potential land and targets to try and control the Growth of Shropshire.

ANNUAL EVENTS

Ludlow in Bloom – GOLD AGAIN FOR 2012



Despite the unprecedented wet weather last year, Ludlow in Bloom achieved Gold again. Ludlow in Bloom Committee would like to thank the Town Council for its financial support and the support of the staff and Direct Labour Force which is invaluable.



THE MAY FAIR

The Annual May Fair arrives in Ludlow for the May Bank Holiday. The market area is dismantled by the Direct Labour Force in preparation for the annual Fun Fair. The event is managed by Shropshire Council's Safety Advisory Group, the Town Council and the Fun Fair Organiser.

Christmas Lights

Switch on - Saturday 24th November – The Christmas Lights Switch-on takes place during the weekend of the Medieval Fair n Ludlow Castle.



Preparations for Christmas start around mid August in the offices of Ludlow Town Council. The tree is the focal point of the market square the Direct Labour Force work hard to put up the Christmas lights through the town Centre, the Christmas tree and the Rotary Tree of Light in Dinham Gardens ready for the big switch on.

On the day start preparations began at 8.00am with the sleigh hidden in a secret location within the town. The grotto was constructed and decorated and ready for the special person, with accompanying gazebos for the singer song writer Dai Robs and Ludlow Town Band, who played favourite Christmas Carols, which were enjoyed in



the pouring rain. All this was done in the pouring rain. This year for the first

time with their temporary stalls on Events Square, the J R Showteam free miniature horses attracted a great deal of admiration from visitors young and old.

Mr Riddell, the owner of the J R Showteam very kindly donated half the total of the days collection on the day to the Mayor's Charity WRVS. Fuzion Dance came and entertained the crowds with cheerleaders and dancers. The Children performed in the rain and carried on smiling.



As usual, everyone gave tremendous support. Santa arrived in style this year on the back of a decorated trike with his helper. Santa made himself comfortable and gave free presents to all children. At 5.30pm the town was twinkling with Christmas as the lights were switched on. Despite the rain, the 2012 Christmas lights switch-on was well received and the Rotary Tree of Life was switched on at the same time following a torch lit parade. A very busy and enjoyable day for the town.

SENIOR CITIZENS CHRISTMAS PARTY

Senior Citizens Party 6th December 2012 – As the change of venue was so successful for the Senior Citizens Christmas party to Ludlow College in 2011 it was repeated again for 2012. Catering students were able to showcase their skills and this reinforced links with the Town Council.



The annual party was open to all residents of Ludlow 60 years and over and included free bingo and a raffle, with many of the

prizes kindly donated by businesses and residents of Ludlow. 100 guests are welcomed by Ludlow Town Council.



*All donated prizes are greatly appreciated
Thank you*

Our eldest guest was 101 this year!

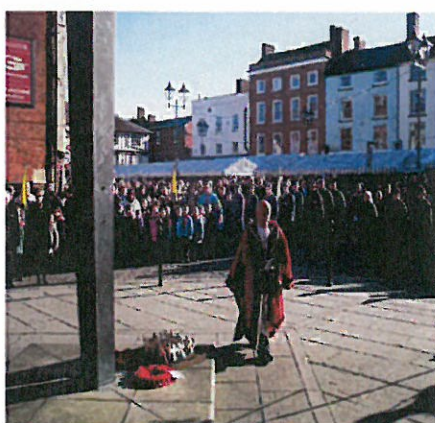


Ludlow Infant School choir welcomed residents with carols and live music was provided by Derek Kade, kindly sponsored by the Mayor. Staff and Councillors worked together with students and staff at Ludlow College and guests were appreciative of the festive celebrations. Cards of thanks were received at Ludlow Town Council.

Remembrance Sunday

Remembrance Sunday was celebrated with a procession to St Laurence's Church and a Service followed by a procession to the War Memorial. This Remembrance Sunday was p-special as it fell on the 11th day of the 11th Month.

Ludlow Town Council invited 300 Civic and Uniformed guests to the service and



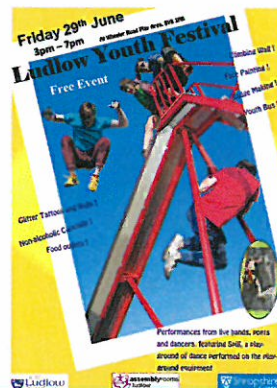
Left: Mayor of Ludlow 2012



Right: The Mayor and procession

welcomed many more member of the congregation to the Service.

Wheeler Road Youth Festival, 29th June 2012 – Following the success of the 2011 the Youth Festival was organised by Shropshire Council and Ludlow Town Council, and held on Friday 29th June 2012.



Regular Services

AMENITY AREAS

Ludlow Town Council Direct Labour Force cares for and maintains public amenity areas in Ludlow. Their work includes mowing, strimming, gardening, maintenance, litter collection and watering. The main areas include:



- Linney Riverside Park
- Wheeler Road Playing Fields
- Henley Road Cemetery
- Castle Gardens
- St John's Gardens
- Garden of Rest
- Weyman Road
- Henley Orchards (many pieces of land)
- Housman Crescent Play area
- Flower beds in Old Street and Corve Street



Memorial Benches

Ludlow Town Council receives occasional requests from families who would like to commemorate a loved one in a practical and public way with a bench.

Benches also provide a service to the wider community offering a chance for rest, and if the location permits, quiet reflection.



Toilets

Ludlow Town Council takes care of the public toilets at Castle Street Car park, Smithfield car park, Henley Road Cemetery and the Linney Riverside Park.



The Town Council has a continuing programme of improvements in the Town. Smithfield toilets have been fitted with automatic closers and the Linney toilets are due for refurbishments in 2013.

Toilet 1 next to office:	2011/12 34,505	2012/13 37,080
Toilet 2:	40,481	29,816
Toilet 3 with radar key access:	33,082	28,072
Urinal:	103,004	115,176

Henley Road Cemetery

The Cemetery is cared for by Ludlow Town Council's Direct Labour Force ensuring the area looks its very best all year round. The cemetery dates back to 1914



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Memorial benches are situated in the cemetery, Dinham Gardens and the Events Square.



Ludlow Market

Ludlow Market



Ludlow Market traded 6 days a week in the summer months and 7 days a week in the month before Christmas. The hard work of the Council staff and traders as well as the support of customers, generated good income for 2012-2013.

The Market constantly evolves with new traders and a variety of markets including continental, Local Produce, antiques, crafts, books and gifts markets.

Calendar of Events - Each year Ludlow Town Council publishes Ludlow Calendar of Events. 100,000 copies are distributed throughout the West Midlands.



Street Trading – The Town Council became the Street Trading Authority in April 2011. The Town Council formed its own Policy and the income for 2012-13 was £8,371. Two pitches close to the market were transferred from Street Trading to the market which has enable operations to run more smoothly.

Ludlow Town Council Website - Has an abundance of information which is updated regularly for information on Your Council, Services, Community, Youth, News Zone, Buttercross Bulletin, Project updates, Calendar of events, Ludlow Alive with History, Henley Road Cemetery, Festivals, Ludlow Town Plan, Ludlow Markets, Grants, Mayors Charity, Current Agendas and much more. www.ludlow.gov.uk

Buttercross Bulletin

Ludlow Town Council continue to distribute Buttercross Bulletins four times a year. The free newsletter is compiled by staff as an informative summary of Ludlow Town Council's involvement and achievements within Ludlow. The Newsletter is also available from www.ludlow.gov.uk

Grants – Annual Core Grants have been awarded to Citizen's Advice Bureau, Friends of Shropshire Hills Area of Outstanding Natural Beauty, Ludlow Assembly Rooms, Ludlow College, Ludlow Concert Band, Ludlow in Bloom, Ludlow Youth Forum, Teme Weirs Trust, Queen's Diamond Jubilee and Friends of Whitcliffe Common. Ludlow Town Council welcomes applications for support grants and has awarded grants to; The Rock Spring Centre, Ludlow Scout Group, The Assembly Rooms and Festival of Ludlow's Small Gardens.

In addition to the annual core funding the Town Council made a special award to the Fringe Festival for £2,000. The new Festival will include art, poetry and music throughout the town.

Staffing

Former Town Clerk – Veronica Calderbank



Veronica Calderbank LL.M
Town Clerk 2009-2012
Photograph taken October 2012
prior to her visit to Romania

Veronica Calderbank LL.M, joined the Town Council in 2009 from the former South Shropshire District Council as Monitoring Officer and Head of Legal Services. She was Town Clerk to Ludlow until September 2012.

During her time at the Town Council Veronica was instrumental in with phase I and phase II of the Buttercross and the vision of phase III of the Buttercross Heritage Interpretation Centre. The Buttercross was awarded a Heritage Award in 2011 for outstanding conservation restoration.

The Town Council under Veronica's guidance took on responsibility for the public toilets from Shropshire Council, (in exchange for Street lights) and also Street Trading in 2011 which has worked well with the Market.

Last year was an exceptional year with the procession of the Torch through Ludlow, the Diamond Jubilee and a visit from HRH the Prince of Wales. Veronica was involved with all these celebrations orchestrating the events, including Councillors and staff to ensure that the Torch and HRH the Prince of Wales were welcomed and the celebrations were extended to residents and visitors alike to Ludlow.

Away from the Town Council Veronica is involved with the Ludlow Rotarians (photograph previous page) and following her departure from the Town Council went to Romania, being part of a team helping to donate a much needed fire engine.

The Linney Riverside Park was refurbished with anti-erosion works to the river bank, the swale, floating jetty and new play equipment, providing a much needed recreation space for local residents and visitors. In the same period much needed play equipment was installed at Houseman Crescent, both completed in March 2012.

Work to the Cemetery was undertaken which included renovation of Cemetery house, seeing new tenants arrive and new doors on the chapel and cemetery toilets as well as installing a polytunnel for growing plants and area for the DLF.

The Market received new market covers, smartening up the Market and Market Square.

Veronica was also involved in projects such as commencement of the new Community Boxing Club which is well on the way to be completed.

New Town Clerk – Gina Wilding



Gina Wilding (Centre) taken with the Mayor and Deputy Mayor – Remembrance Sunday 2012

Gina Wilding, commenced work with the Town Council in July 2007.

Gina had been working as the Deputy Town Clerk for two years as well as being responsible for the Cemetery, Christmas lights and was also the Communications Officer.

She has worked alongside Veronica Calderbank as her Deputy and stepped up to the role of Acting Town Clerk after the departure of Veronica Calderbank.

Following the recruitment process Gina was appointed as Town Clerk in December 2012.

“There are projects to be completed such as the Buttercross and Boxing Club as well as making full use of the amenities the Town Council already provides. I am enjoying the challenge and aim to build on the Town Council’s success of previous years.”

New Market Officer – Tony Caton

Following the departure of former Market Officer, Nadeem Samari, the Town Council was delighted to appoint Tony Caton to the position. The Town Council looks forward to building on the success of the market and working with traders to achieve this.

Financial Information

Ludlow Town Council finances are healthy. The annual audit will take place in May and the Annual Return will be available for inspection by residents late summer.

Meetings & Policies

Policies Created and adopted

Delegated Powers (amended)
Dignity at Work
Equal Opportunities
Freedom of Information
Pension Policy Statement
Landline & Mobile Telephony Policy
Recruitment & Selection Policy
Training Policy
Vehicle Replacement & Machinery Maintenance

Partnership Working with Shropshire Council, Shrewsbury Town Council, Ludlow Mascall Centre, Ludlow Assembly Rooms, Ludlow College and Hereford Colleges

How many formal meetings?

Full Council, Committee & Working Group Meetings

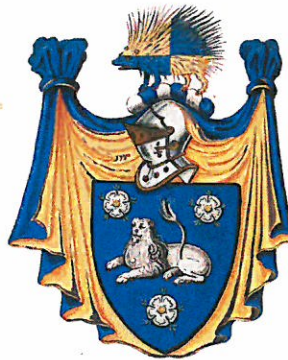
Committee or Group	Number of meetings
Full Council	15
Policy & Finance	9
Services	8
Representational	12
Civic Events Working Group	3
Communications Working Group	4
Budget Working Group	1
Street Trading	5

Twining	3
Staffing & Appeals	22
Town Plan Working Group	3
Residents Meeting	1
Buttercross Working Group	5
Ludlow in Bloom	1
Total	92



ELECTIONS

May 2013 will see a newly elected and co-opted Council begin its four year term in Ludlow.



Annual Report prepared by the staff of Ludlow Town Council for the Mayor of Ludlow, Councillor Tony Pound