

Annual Report 2016-2017



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

Annual Report 2016-2017

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Introduction from the Mayor



In my third term, I am delighted to introduce the Ludlow Town Council Annual Report for 2016-2017.

Looking back, the 12th August saw the re-opening of the historic Buttercross, at the top of Broad Street, which has undergone extensive repairs and refurbishment, to ensure that it remains in public use for many years to come. The Buttercross is home to the Ludlow Museum. For those of you who have not visited yet, please do as it is definitely worth a look. There is a small charge for entrance but this goes toward its upkeep, which I am sure you will agree is well worth it. A big thank you to Shropshire Council for funding the refurbishment from the Market Town Revitalisation Fund.

Again I have had a thoroughly enjoyable year attending many civic functions and events on behalf of the town and the Council. Highlights include the Queen's 90th birthday celebrations at Shrewsbury Abbey and more locally in Ludlow with Ludlow Homestart, Speech Day at Bedstone College, opening of Castle Street Gardens for Ludlow in Bloom; and of course Ludlow Town Council's Annual Civic Events including Mayor's Sunday, Remembrance Sunday, Christmas Lights Switch-on and the ever so popular Senior Citizen's Christmas Party.

I would like to thank Ludlow Town Council staff, for organising the Mayor's Charity events, which raised much needed funds for the Ludlow Foyer, and included two Motown Nights, two because it was so popular and the Black Tie Event and Charity Auction, plus a last minute Quiz Night – all of which were successful and enjoyable events.

Thanks goes out to the Town Clerk and my fellow Councillors for their support and hard work over the past four years, as we look towards elections on the 4th May 2017, and to wish those all the best who are standing again.

Special thanks goes to Unitary Councillors for their tireless work in Ludlow and also to Shropshire Council staff in the ongoing discussions of the devolution of services to the Town Council in the forthcoming months.

Personal thanks goes to the Mayoress, Lesley Draper who has supported me in my role as Mayor during my three year term. Without her help and support, my role as Mayor would not have been possible.

Councillor P Draper
Mayor of Ludlow 2016-2017



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Ludlow Town Council

Ludlow Town Council consists of fifteen councillors, representing seven wards within the parish of Ludlow. Further details are provided on page 26.

Vision Statement

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

Town Council's Mission Statement

Ludlow Town Council aims to improve the quality of life for the residents of Ludlow by:

- Engaging in an open dialogue with the residents of Ludlow to better understand their needs and, in turn, explain how we will address those needs within the resources and powers on the Council.
- Helping to create a socially inclusive and caring community which embraces all its residents, irrespective of age, gender, sexual orientation, culture, income, race or religion and which seeks to develop their wellbeing, knowledge, understanding and mutual co-operation.
- Providing a democratic, representational voice for the Ludlow community.
- Preserving and enhance the traditions, character, heritage and unique identity of the town
- Promoting Ludlow as a clean, safe, welcoming and prosperous town for all
- Providing high standard and cost effective services
- 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.
- Working in partnership with others to achieve more for Ludlow

Local Code of Corporate Governance

1. INTRODUCTION

- 1.1 The Chartered Institute of Public Finance and Accountancy (CIPFA) and Society of Local Authority Chief Executives (SOLACE) have published a framework document for Corporate Governance in Local Government.
- 1.2 Ludlow Town Council is committed to the principles of good corporate governance and wishes to confirm its commitment and intentions through the development, adoption and maintenance of a Local Code of Corporate Governance, as recommended by the CIPFA/SOLACE Framework.
- 1.3 This document, Ludlow Town Council's "Local Code of Corporate Governance", therefore sets out and describes the Council's commitment to corporate governance. It also identifies the arrangements that have or will be made to secure its effective implementation and application in all aspects of the Council's work.

2. WHAT IS CORPORATE GOVERNANCE?

- 2.1 For the purpose of this Local Code, Ludlow Town Council accepts the definition of Corporate Governance as stated within the CIPFA/SOLACE Framework, as follows:

"Governance is about how local government bodies ensure that they are doing the right things, in the right way, for the right people, in a timely, inclusive, open, honest and accountable manner.

It comprises the systems and processes, and cultures and values, by which local government bodies are directed and controlled and through which they account to, engage with and, where appropriate, lead their communities".

- 2.2 Ludlow Town Council recognises that effective local government relies upon establishing and maintaining the confidence of the public in both the elected Members and Officers of the Council.
- 2.3 Ludlow Town Council recognises that the setting of high standards of self-governance provides a clear and demonstrable lead to both our existing and potential partners, and therefore provides the basis of effective community governance.

3. THE PRINCIPLES

- 3.1 Ludlow Town Council positively recognises and accepts the following six core principles of good governance, as identified within the CIPFA/SOLACE Framework:

- **Focusing on the purpose of the authority and on outcomes for the community and creating and implementing a vision for the local area**
- **Members and Officers working together to achieve a common purpose with clearly defined functions and roles**
- **Promoting values for the authority and demonstrating the values of good governance through upholding high standards of conduct and behaviour**
- **Taking informed and transparent decisions which are subject to effective scrutiny and managing risk**
- **Developing the capacity and capability of members and officers to be effective**
- **Engaging with local people and other stakeholders to ensure robust public accountability**

The six core principles each have a number of supporting principles, which in turn have a range of specific requirements that apply across the Council's business.

Principle One - Focusing on the purpose of the authority and on outcomes for the community and creating and implementing a vision for the local area

The function of governance is to ensure that authorities, other local government organisations or connected partnerships fulfil their purpose and achieve their intended outcomes for citizens and service users and operate in an effective, efficient, economic and ethical manner. This concept should guide all governance activity.

The Council needs to develop and articulate a clear vision of its purpose and intended outcomes for citizens and service users that are clearly communicated, both within the organisation and to external stakeholders.

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:

Supporting Principles:	Ludlow Town Council will:
Exercising strategic leadership by developing and clearly communicating the authority's purpose and vision and it's	<ul style="list-style-type: none"> • Make an explicit commitment to openness in all its dealings and publish its agendas and minutes of meetings, subject only to the need to preserve confidentiality where it is proper and appropriate so to do. • Engage and consult its community and other stakeholders by establishing clear channels of communication.

Supporting Principles:	Ludlow Town Council will:
intended outcome for citizens and service users	<ul style="list-style-type: none"> • Allocate resources in accordance with agreed policies. • Publish an annual report on a timely basis to communicate the Council's activities and achievements, its financial position and performance. • Put in place arrangements for an independent audit of its operations and financial performance.
Ensuring that users receive a high quality of service whether directly, by commissioning, or in partnership	<ul style="list-style-type: none"> • Decide how the quality of service for users is to be measured and make sure that the information needed to review service quality effectively and regularly is available. • Play an active role in Local Area Partnerships and Local Joint Committees. • Adopt effective arrangements to identify and deal with failure in service delivery.
Ensuring that the authority makes best use of resources and that tax payers and service users receive excellent value for money	<ul style="list-style-type: none"> • Decide how value for money is to be measured and make sure that the authority has the information needed to review value for money and performance effectively. • Adopt best practice in commissioning and procurement. • Publish annual budgets and accounts and internal audit reports. • Adopt and maintain robust Financial Regulations.

Principle Two - Members and Officers working together to achieve a common purpose with clearly defined functions and roles

The governing body of an organisation has overall responsibility for directing and controlling that organisation. In local government the governing body is the full council.

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:-

Supporting Principles:	Ludlow Town Council will:
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Supporting Principles:	Ludlow Town Council will:
<p>Ensuring effective leadership throughout the authority and being clear about roles and responsibilities.</p>	<ul style="list-style-type: none"> • Adopt and maintain terms of reference for Council committees' that are clear and unambiguous. • Adopt, maintain and keep under review a scheme of delegations to officers. • Ensure the Town Clerk/Responsible Financial Officer accept and understand their responsibilities for all aspects of operational and financial management. • Ensure all staff have clear conditions of employment and job descriptions which set out their roles and responsibilities. • Ensure that all members accept and understand their role and responsibility for providing effective strategic leadership and for ensuring that the council successfully discharges its overall responsibilities. • Provide members with a statement of the duties and responsibilities expected of them as elected representatives of the local community.
<p>Ensuring that a constructive working relationship exists between elected members and officers and that the responsibilities of members and officers are carried out to a high standard</p>	<ul style="list-style-type: none"> • Provide Job Descriptions and develop protocols to ensure that Councillors, the Town Clerk and senior officers share a clear understanding of their respective roles and objectives. • Adopt appropriate codes of conduct for Members and officers and for Member and officer relationships. • Maintain registers for the declaration of interests by Members and officers and for recording the receipt of any gifts and hospitality, which they receive. • Make the Town Clerk responsible to the Council for ensuring that agreed procedures are followed and that Statutes and Regulations are complied with. • Make the Responsible Financial Officer responsible for ensuring that appropriate advice is given on all financial matters, for keeping proper financial records and accounts, and for maintaining an effective system of internal financial control. • Make the Town Clerk and/or Senior Officer(s)

Supporting Principles:	Ludlow Town Council will:
	responsible and accountable to the Council for all aspects of operational management.
Ensuring relationships between the authority, its partners and the public are clear so that each knows what to expect of the other	<ul style="list-style-type: none"> • Foster effective relationships and partnerships with other public sector bodies and representatives of bodies in the private and voluntary sectors. • Appoint representatives to serve on Local Joint Committees and outside bodies. • Provide opportunities for members of the public and representatives of organisations to address meetings of the council. • Enter Service Level Contracts for the work the council does for partners and for the work they do for the town council. • Provide an external website that residents and partners can access to obtain relevant and up to date information on the Council and its activities.

Principle Three - Promoting values for the authority and demonstrating the values of good governance through upholding high standards of conduct and behaviour

Good governance flows from a shared ethos or culture, as well as from systems and structures. It cannot be reduced to a set of rules, or achieved fully by compliance with a set of requirements. This spirit or ethos of good governance can be expressed as values and demonstrated in behaviour.

A hallmark of good governance is the development of shared values, which become part of the organisation's culture, underpinning policy and behaviour throughout the organisation, from the governing body to all staff. These are in addition to compliance with legal requirements.

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:

Supporting Principles:	Ludlow Town Council will:
Ensuring elected members and officers exercise leadership by	<ul style="list-style-type: none"> • Adopt policies that create a climate of openness, support and respect. • Ensure that the standards of conduct and personal behaviour expected of Members and staff are upheld, and are defined and

Supporting Principles:	Ludlow Town Council will:
behaving in ways that exemplify high standards of conduct and effective governance	<p>communicated through appropriate Codes of Conduct and Protocols.</p> <ul style="list-style-type: none"> • Put in place arrangements to ensure that Members and employees are not influenced by prejudice, bias or conflicts of interest, and that appropriate procedures are in place for declaring and recording personal and/or prejudicial interests. • Adopt a policy for “whistle-blowing”
Ensuring that organisational values are put into practice and are effective	<ul style="list-style-type: none"> • Develop and maintain shared values including leadership values for both the organisation and staff reflecting public expectations, and communicate these with • Members, staff, the community and partners. • Put in place arrangements to ensure that systems and processes are designed in conformity with appropriate ethical standards. • Will review at least annually its existing governance arrangements against this Code of Corporate Governance. • Maintain and develop this Code to ensure its ongoing application and effectiveness. • Publish an annual governance statement that invites comments on compliance and any changes deemed necessary. • Develop and maintain an effective complaints procedure.

Principle Four - Taking informed and transparent decisions which are subject to effective scrutiny and managing risk

Decision making within a good governance framework is complex and challenging. It must further the organisation's purpose and strategic direction and be robust in the medium and longer terms. To make such decisions, elected members must be well informed.

Members making decisions need the support of appropriate systems, to help to ensure that decisions are implemented and that resources are used legally and efficiently.

Risk management is important to the successful delivery of public services. An effective risk management system identifies and assesses risks, decides on appropriate responses and then provides assurance that the chosen responses are effective.

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:

Supporting Principles:	Ludlow Town Council will:
Being rigorous and transparent about how decisions are taken and listening and acting on the outcome of constructive scrutiny.	<ul style="list-style-type: none"> • Have democratic structures that are properly constituted to ensure clear accountability. • Respond positively to the findings and recommendation of auditors and put in place arrangements for the effective implementation of agreed actions. • Adopt a formal complaints procedure, which is easily accessible, effective and transparent. • Publicise proposed activities and decisions as a means of encouraging public engagement and constructive scrutiny of the Council's performance. • Maintain a Freedom of Information policy and act on requests for information in an efficient and timely manner. • Put in place arrangements to safeguard Members and employees against conflicts of interest and adopt appropriate procedures for recording declarations of interest for public inspection.
Having good quality information, advice and support to ensure that services are delivered effectively and are what the community wants/needs	<ul style="list-style-type: none"> • Ensure that those making decisions for the Council are provided with information that is fit for purpose – relevant, timely and gives clear explanations of technical issues and their implications. • Ensure that proper professional advice is available in written format prior to decisions being taken on matters that have legal or financial implications, and that the advice given receives due consideration. • Make provision for Members and public questions at council meetings. • Publicise a schedule/calendar of meeting and circulate agenda papers to the press.

Supporting Principles:	Ludlow Town Council will:
	<ul style="list-style-type: none"> • Have regard to public representations, the outcome of any public consultations and/or the views expressed at Annual Town Meetings.
Ensuring that an effective risk management system is in place	<ul style="list-style-type: none"> • Ensure that risk management is embedded into the culture of the Council, with Members and managers at all levels recognising that risk management is part of their jobs. • Develop appropriate risk assessment systems. • Employ an independent internal audit service. • Adopt appropriate health and safety policies and provide appropriate insurance cover for all council activities including public liability insurance cover. • Ensure that effective arrangements for whistle-blowing are in place.
Authorities using their legal powers to the full benefit of the citizens and communities in their area	<ul style="list-style-type: none"> • Actively recognise the limits of lawful activity placed on it by, for example, the ultra-vires doctrine, but also strive to utilise its powers to the full benefit of its community. • Recognise the limits of lawful action and observe both the specific requirements of legislation and the general responsibilities placed on Councils by public law. • Observe all specific legislative requirements placed upon it, as well as the requirements of general law, and in particular to integrate the key principles of good administrative law – rationality, legality and natural justice – into its procedures and decision-making processes.

Principle Five - Developing the capacity and capability of members and officers to be effective

Effective local government relies on public confidence in elected members and officers. Good governance strengthens credibility and confidence in our public services.

Authorities need people with the right skills to direct and control them effectively. Governance roles and responsibilities are challenging and demanding, and elected members need the right skills for their roles. In addition, governance is strengthened by the participation of people with many different types of knowledge and experience.

Good governance means drawing on the largest possible pool of potential members to recruit people with the necessary skills. Encouraging a wide range of people to stand for election or apply for appointed positions will develop a membership that has a greater range of experience and knowledge. It will also help to increase the diversity of authority members in terms of age, ethnic background, social class, life experiences, gender and disability. This concept should also be borne in mind when members are appointed to the boards of other public service organisations.

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:

Supporting Principles:	Ludlow Town Council will:
Making sure that members and officers have the skills, knowledge, experience and resources they need to perform well in their roles	<ul style="list-style-type: none"> • Provide induction programmes tailored to individual needs and opportunities for • Members and Officers to update their knowledge on a regular basis. • Ensure that officers have the skills, resources and support necessary to perform effectively in their roles and that these roles are properly understood throughout the Council. • Maintain comprehensive and effective HR policies, including an Equalities policy.
Developing the capability of people with governance responsibilities and evaluating their performance, as individuals and as a group	<ul style="list-style-type: none"> • Assess the skills required by Members and Officers and make a commitment to develop those skills to enable roles to be carried out effectively. • Develop skills on a continuing basis to improve performance, including the ability to scrutinise and challenge and to recognise when outside expert advice is needed. • Ensure that effective arrangements are in place for reviewing performance and agreeing action, which might be needed, for example, to address any training or development needs.
Encouraging new talent for membership of the authority so that best use can be made of individuals' skills and resources in balancing continuity and renewal	<ul style="list-style-type: none"> • Ensure that effective arrangements are in place to encourage individuals from all sections of the community to engage with, contribute to and participate in the work of the Council. • Publish the qualifying criteria, role and remuneration for councillors on the website to encourage new talent and representatives of all sections of the community to consider standing for election.

Principle Six - Engaging with local people and other stakeholders to ensure robust public accountability

Local government is accountable in a number of ways. Elected members are democratically accountable to their local area and this gives a clear leadership role in building sustainable communities. All members must account to their communities for the decisions they take and the rationale behind those decisions. The Council is subject to external review through the external audit of its financial statements. It is required to publish its financial statements and is encouraged to prepare an annual report. Both members and officers are subject to codes of conduct. Additionally, where a breach of the Code of Conduct may have occurred, an aggrieved person may appeal either to the Monitoring Officer and/or Standards Committee of Shropshire Council or direct to the Standards Board.

The principles supporting this core principle and the action the council propose to take in relation thereto are as follows:

Supporting Principles:	Ludlow Town Council will:
Exercising leadership through a robust scrutiny function which effectively engages local people and all local institutional stakeholders, including partnerships, and develops constructive accountability relationships	<ul style="list-style-type: none">• Make clear to councillors, all staff and the community to whom they are accountable and for what.• Include details on the council's website on the means by which local people and others can participate in council decisions and can call the Council to account.• Positively welcome complaints and constructive criticism as a means of improving service delivery.
Taking an active and planned approach to dialogue with and accountability to the public to ensure effective and appropriate service delivery whether directly by the authority, in partnership or by commissioning	<ul style="list-style-type: none">• Ensure clear channels of communication are in place with all sections of the community and other stakeholders.• Hold meetings in public unless there are good reasons for confidentiality.• Provide the opportunity for citizens of Ludlow to have their say at all ordinary council meetings and at the Annual Town Meetings, which will be held primarily to listen to and respond to the public and other stakeholders.• Publish at least annually the Council's vision, activities and achievements, together with its financial position and performance and invite feedback.
Making best use of human	<ul style="list-style-type: none">• Develop and maintain a clear policy on how

Supporting Principles:	Ludlow Town Council will:
resources by taking an active and planned approach to meet responsibility to staff	<p>staff and their representatives are consulted and involved in decision-making.</p> <ul style="list-style-type: none"> • Establish a joint consultative committee between Members and employees. • Identify the development needs of Members and employees and offer support by appropriate training

4. ANNUAL REVIEW AND REPORTING

- 4.1 The council accepts that in order to comply with the principles of good governance it must undertake to ensure that systems and processes are continually monitored and reviewed, and are kept up to date.
- 4.2 An annual review of the Council's Corporate Governance arrangements will be carried out using the guidance contained in the CIPFA/SOLACE Framework. The purpose of the review will be to provide assurance that governance arrangements are adequate and operating effectively or to identify action, which is planned to ensure effective governance in the future. The results of the review will take the form of an Annual Governance Statement prepared by the Town Clerk. It will be submitted to the Finance and General Purposes Committee and subsequently to Council for consideration and review.
- 4.3 The preparation and publication of the Annual Governance Statement will meet the statutory requirement of the Accounts and Audit Regulations, which requires authorities to "conduct a review at least once in a year of the effectiveness of its system of internal control" and to prepare a statement on internal control "in accordance with proper practices". As such the Annual Governance Statement will be prepared in accordance with the timetable for the preparation of financial statements in accordance with the Audit and Accounts Regulations.

Financial Information

The annual audit will take place in May and the Annual Return is approved by Council in June. It will be available for inspection by residents in July 2017.

Throughout the year the Council's finances are reported quarterly to the Policy & Finance Committee.

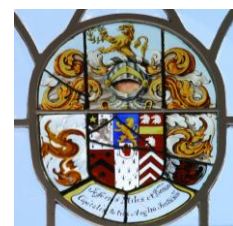
Council and committee agendas and minutes are available to the public upon request. Approved minutes are posted on Ludlow Town Council's website www.ludlow.gov.uk

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Policies

Policies Created and adopted

Annual Core Grants Procedure
Castle Gardens Policy
Co-option Policy (re-adopted)
Customer Care (re-adopted)
Data Protection Policy
Delegated Powers (re-adopted)
Environmental Policy Statement
Environmental Policy (re-adopted)
Fairtrade Status (re-adopted)
Freedom of Information (re-adopted)
Gritting Policy (re-adopted)
Lone Worker (re-adopted)
Policy on Vehicle Replacement & Machinery Maintenance (re-adopted)
Protocol on Member/Officer Relations (re-adopted)
Protocol on Whistle-blowing (re-adopted)
Protocol – Death of an Important Person
Recruitment & Selection (re-adopted)
Street Trading (re-adopted)
Twinning (re-adopted)



Stained Glass Roundels in the Guildhall Windows

Left to Right: - Arms of David Henry Greene KC; The Royal Arms; Arms of Lord Jeffreys of Wem; Arms of St John Bridgeman



Meetings

Full Council, Committees & Working Group Meetings

Committee or Group	Number of meetings
Full Council	10
Policy & Finance Committee	8
Services Committee	8
Representational Committee	14
Street Trading Sub-Committee	2
Civic Events Working Group	4
Budget Working Group	3
Staffing & Appeals Committee	21
Annual Residents Meeting	1
Town Plan Working Group	1
Total	72

KEY EVENTS 2016-2017

Ludlow Town Council has been involved in an ongoing dialogue with Shropshire Council regarding devolution of some local services that Shropshire Council will reduce, or cease funding for in 2018. Services under discussion include Ludlow Museum, partial funding of Ludlow Assembly Rooms, the Visitor Information Service, twelve Outdoor Recreation Green Spaces, Youth Activities and a grant for Rockspring Centre.

Annual Meeting 11th May 2016 - At the Annual Meeting on the 11th May 2016 Councillor P Draper was elected Mayor (for a third term) and Councillor C Sheward was elected Deputy Mayor.

Mayor Making 25th May 2016



Mayor Making marked the beginning of the ceremonial year by welcoming the elected Mayor, Councillor P Draper as the Mayor in 2016-17.

Eight Civic Awards were presented in recognition of excellence in the voluntary sector and services to the community to:
David Currant, Gill George, Jane Davies, Roger Furniss, Maureen Daw, Group 333 Air Cadets and St Laurence Church Choir.

Left: Mayor Cllr Paul Draper and Deputy Mayor, Cllr Colin Sheward

Mayor's Charity – the Mayor's Charity for 2016/17, the Ludlow Foyer was announced at Mayor Making. The Ludlow Foyer is a small organisation which can



accommodate up to 15 youngsters aged 16-25, who suddenly find that they are homeless, through no fault of their own. The organisation helps with training opportunities, supports youngsters in looking for a job, continue their education and, when they are ready, help them move on and set up home. This opportunity provides support both practically and emotionally, helping younger people improve their chances of getting a job. Young people are expected to sign up to a training plan and receive on-going support throughout their time spent at the Foyer.

Fundraising this year has taken place at the Ludlow Assembly Rooms with *two evenings of Motown Music, a Black Tie Event and a Quiz Night.*



Mayor's Sunday Service 26th June 2016

At Mayors Sunday, the Mayor and Councillors pledge allegiance to serve the town. The service was led by the Canon Jeffry Wilcox at St Laurence Church. A parade of uniformed organisations led by the Parade Marshall David Davies and Ludlow Concert Band drew crowds on High Street where the Mayor thanked the Parade.

Opening of Ludlow Museum at the Buttercross 12th August 2016

Ludlow Museum at the Buttercross was opened on the 12th August 2016.

The museum collection is owned and curated by Shropshire Council with whom Ludlow Town Council have a service level agreement to accommodate and staff the tourist attraction.



Above: Mayor, Cllr Paul Draper with the Buttercross Staff, Monty Lowe and Helen Jones;



Above: The Buttercross Market downstairs and Museum first floor



Above: - The Buttercross lift and signage



Above: View of a room in the Ludlow Museum at the Buttercross



Above: Opening night 12th August 2016



Above: View down Broad Street from one of the windows



Above: Exhibits

Ludlow in Bloom – GOLD in 2016



Above: Beds at St John's Gardens. Below: Heart of England Awards, Ludlow Assembly Rooms



Ludlow in Bloom achieved Gold yet again in 2016. The perennial planting scheme introduced two years ago is now well established. Ludlow in Bloom Committee is financially supported by the Town Council and also receives support from the Admin and Direct Labour Force staff. It's a partnership that includes Shropshire Council and keeps Ludlow looking lovely.

This year, Heart of England in Bloom Neighbourhood Awards Ceremony took place at Ludlow Assembly Rooms and a special Tuesday Market was organised to take place on the 20th September. Up to two hundred delegates visited the town and had the opportunity take a tour round the market and town after the ceremony.

The May Fair

The Annual May Fair arrives in Ludlow for the May Bank Holiday. The event is managed by Shropshire Council's Safety Advisory Group, the Town Council and the Fun Fair Organiser. As usual, the market area is dismantled by the Direct Labour Force in preparation for the annual Fun Fair. Each year a morning service is held at the dodgems.



23rd July 2016 Family Fun next to Ludlow Market – Kids Corner



The Town Council offered a free afternoon of children's activities from 12pm-5pm. Families with children of all ages were invited to come along and enjoy the fun. The event included magic tricks, glitter tattoos and games. This was the third year that the Town Council had organised the event.





Above Left & Right: Freya Stewardson with Santa



Left: Anna and Elsa from Frozen

Christmas Lights Switch On - Saturday 26th November Ludlow's Christmas Lights Switch-on took place during the weekend of the Medieval Fair in Ludlow Castle supported by a Town Council Medieval themed market in the square.

Preparations began at 8.00am on the day, Santa's grotto was constructed and then decorated. Early afternoon the elves arrived bringing Santa's and his sleigh, accompanied by Freya Stewardson, this year's Christmas picture competition winner. Music was provided by Sunshine Radio. Anna and Elsa from Frozen also joined in the fun.

The day was very well supported, the weather was kind and reindeer a popular attraction for the fourth year running, for old and young alike.

Free presents were given to children by Santa during the afternoon and at 5pm, the Christmas lights were switched on by the Mayor. The Rotary Tree of Light was lit following this in Castle Gardens. It was a very busy, but enjoyable day for the town, with lots to see and do.

By Dream-Wallpaper.com

Senior Citizens Party 8th December 2016

The annual Ludlow Residents Senior Citizen's Party was held once more at Ludlow College and enjoyed by all those who attended. The catering students catered for 100 senior citizen's providing soup, a selection of sandwiches and cakes which showcased their skills.

Traditionally, the party is open to all residents of Ludlow over the age of 60 years and the afternoon included free bingo and raffle, with the prizes kindly donated by businesses and residents of Ludlow.



Thank you to all businesses and residents who donated prizes – all greatly appreciated!

St Laurence's Infant School choir opened the party by singing carols and the live music and entertainment was provided by Jess Hope. Staff and Councillors worked together again with students and staff at Ludlow College and guests were appreciative of all the festive celebrations, which started Christmas off the good cheer of the season.



Above: Mayor of Ludlow

Remembrance Sunday

Remembrance Sunday was commemorated on Sunday 13th November with a procession to St Laurence's Church and a Service followed by a procession to the War Memorial.

Ludlow Town Council invited 300 Civic and Uniformed guests, as usual, to the service and welcomed residents and members of the congregation to the Service.

A short service was conducted by the Canon Jeffry Wilcox on Friday 11th November 2016 at the War Memorial.

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LOCAL SERVICES



Ludlow Market

For six days a week in the summer months Ludlow Market is open for trading and 7 days a week in the month before Christmas.



Without the support of customers, the hard work of the Council staff and traders it would be impossible to generate good income. The market has been well supported, even when the weather has been less than kind.

The regular markets through the spring to autumn are complimented by a choice of specialist markets, for example, books, crafts, gifts Made in Shropshire, local produce and antiques. When the Food Festival is in the Castle and then later on the Medieval Fayre towards the end of the year happens, specialist markets are held.



AMENITY AREAS

Ludlow Town Council, cares and maintains a number of public amenity areas within Ludlow. The main areas include:



Flower beds in Old Street

Linney Riverside Park
Wheeler Road Playing Fields
Henley Road Cemetery
Castle Gardens
St John's Gardens
Garden of Rest
Weyman Road
Henley Orchards
Housman Crescent Play area



St John's Gardens

The tasks of the Direct Labour Force includes mowing, strimming, gardening, maintenance, litter collection and watering.

The Town Council moved away from traditional annual bedding schemes for the flower beds a

few years ago, planting perennial plants, which are now well established. The Town Council continues to support Fair Trade and the Fair Trade Group in Ludlow, the round bed in Castle Square was planted with the Fair Trade logo. The bed was originally planted up in spring of 2014 and the scheme was refreshed in 2016.

Public Toilets



The Town Council cares and maintains the public toilets in Ludlow and these are located at Castle Street Car Park, Smithfield car park, Henley Road Cemetery and the Linney Riverside Park.

The Town Council resolved on the 16th February 2016 to:-

- Work to improve Ludlow's tourist experience
- To fit coin boxes to Castle Street toilets
- Reduce costs and increase income streams
- To redeploy related income to improve existing toilets

On the 15th July 2016, cleaning hours were increased from 22½ hours to 52 hours over 7 days a week and a twenty pence charge was introduced for using the Castle Street toilets, which will help to fund efforts to keep them clean, tidy and free from vandalism. Income generated from July to March was £7,862.00 and will be used to cover the increased cleaning costs. The Town Council has a continuing programme of improvements for public toilets.



Henley Road Cemetery

The Cemetery is maintained by Ludlow Town Council's Direct Labour Force ensuring the area looks its very best all year round. Sixty-one interments have taken place in 2016 / 17.

The Cemetery commemorated its 100th year in 2014 and the

Town Council undertook a history project to commemorate those buried from 1914 to 1918. Details of an interactive display can be found at the WW1 Centenary Commemorations tab on the Town Council's website www.ludlow.gov.uk Additional information from relatives is welcomed.



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

Memorial Benches

Requests are occasionally received by Ludlow Town Council 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.

Calendar of Events - Each year Ludlow Town Council publishes Ludlow Calendar of Event and copies are distributed throughout the West Midlands.

Street Trading – The Town Council took on Street Trading in Ludlow in April 2011. The Town Council's Policy is available from the website. An income of £6,452.00 was received in 2016-17.



Ludlow Town Council Websites - an abundance of information on Ludlow Market; 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 www.ludlowmarket.co.uk

Buttercross Bulletin

Ludlow Town Council distributes Ludlow Town Council Newsletter four times a year. This free publication is compiled by staff as an informative summary of the Town Council's involvement and achievements within Ludlow. The Newsletter is also available from www.ludlow.gov.uk



Social media

Facebook: Ludlow Town Council and Ludlow Museum at the Buttercross.

Twitter: Town Council (@LudlowTC); Market (@LudlowMarket); Ludlow Museum at the Buttercross (@TheButterX)

Instagram: Ludlow Market and Ludlow Museum at the Buttercross

Trip Advisor: Ludlow Museum

Community Grants

Annual Core Grants totalling £25,225.00 have been awarded to Citizens Advice Bureau (CAB), Crucial Crew, Friends of Whitcliffe Common, Ludlow Assembly Rooms, Ludlow Fringe Festival, Ludlow Town Band, South Shropshire Youth Forum and St Laurence's Church.

Project Support Grants - totalling £2,000.00 have been awarded to Friends of St Leonards Churchyard, Ludlow Green Festival, Ludlow College, Ludlow Defib 4 You, Ludlow Hockey Club, Songs for You and Working Together.

Other local services provided include planning consultee, public meetings, consultations, Town Plan, Christmas lights, and allotments.

STAFF



TOWN CLERK & RESPONSIBLE FINANCIAL OFFICER

Gina Wilding

DLF / MARKET SUPERVISOR

Sean Turgoose

MARKET OFFICER

Tony Caton

SENIOR ADMIN ASSISTANT – P/T – Monday - Thursday

Naomi Brotherton

SENIOR FINANCE / ADMIN – P/T – Wednesday am, Thursday and Friday

Lucy Jones

FINANCE / ADMIN

Sarah Hughes

CEMETERY OFFICER

Stephanie Williams

ADMIN ASSISTANT – P/T – Wednesday – Friday

Charlotte Ambrazas

ADMIN ASSISTANT – P/T – Monday - Tuesday

Louise Coles

ASSISTANT GROUNDSPERSON

Richard Vobe

ASSISTANT GROUNDSPERSON

David Spittle

ASSISTANT GROUNDSPERSON

Wayne Speke

ASSISTANT GROUNDSPERSON/MARKET ASSISTANT

Alex Turgoose

CLEANERS

Sylvia Bownes

Adrian Colman

Gill Richards

BUTTERCROSS MUSEUM ASSISTANT - P/T – Friday – Sunday

Helen Jones

BUTTERCROSS MUSEUM ASSISTANT - P/T – Friday – Sunday

Monty Lowe

CIVIC STAFF

Sergeant at Arms – John Coxill

Mace Bearer – Nick Chapman

Welcome to New Staff

Helen Jones - Buttercross Museum Assistant – P/T – Friday-Sunday

Helen Jones was welcomed as a permanent member of staff, as Buttercross Museum Assistant. She has previously worked for the Police Force and also as a teaching assistant. Helen has a degree in history and is the first to admit that Ludlow's charm and rich historical past has nurtured her love for history.

Monty Lowe - Buttercross Museum Assistant – P/T – Friday-Sunday

Monty Lowe was also welcomed as a permanent member of staff as Buttercross Museum Assistant. Monty left a long established Nursing career to follow his interest in archaeology and study for a related qualification.

Louise Coles – Admin Assistant

Louise joins the busy Admin team at the Guildhall. She comes with experience of local government and is used to a wide range of roles and is welcomed to the Town Council.

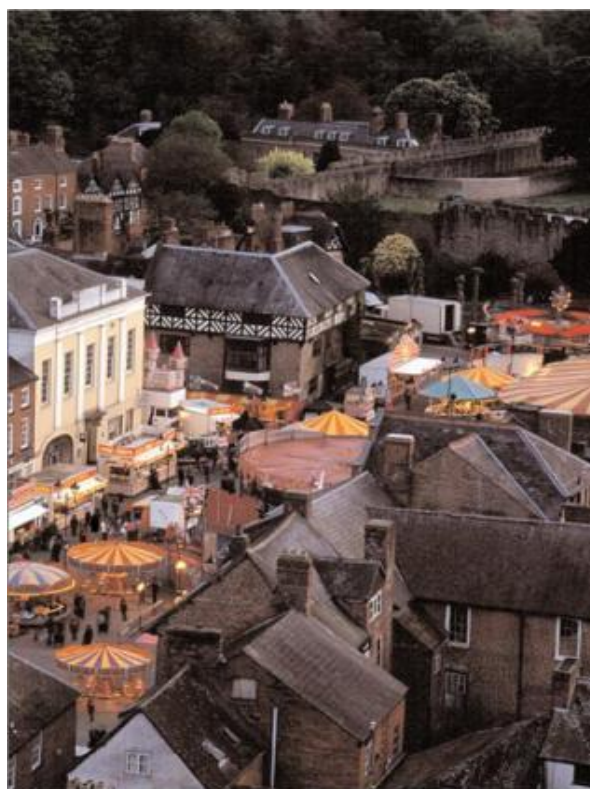
Farewells

Sidney Brown– Assistant Groundsperson/Lighting Technician

We say farewell to Sidney Brown who has worked for the Town Council for a number of years, as Assistant Groundsperson and latterly as lighting technician.

David Spittle – Assistant Groundsperson

We also say farewell to David Spittle who has worked for the Town Council for a number of years, as an Assistant Groundsperson.



Annual Report 2016-2017

Councillors

It is the end of an era, the current council's four year term ends in May and a new council term begins on 8th pMay 2017 until May 2021.

The following Councillors have served Ludlow Town Council in 2016 - 2017.

COUNCIL 2016 – 2017



MAYOR
Councillor P Draper
Rockspring Ward



Councillor T Gill
Whitcliffe Ward



DEPUTY MAYOR
Councillor C Sheward
Clee View Ward



Councillor G Ginger
Corve Ward



Councillor M Clarke
Hayton Ward



Councillor R Jones
Bringewood Ward



Councillor A Cobley
Gallows Bank Ward



Councillor M Jones
Gallows Bank Ward
until January 2017



Councillor P Kemp
Bringewood Ward



Councillor V Parry
Corve Ward



Councillor D Lyle
Rockspring Ward



Councillor G Perks
Gallows Bank Ward



Councillor J Newbold
Hayton Ward



Councillor J Smithers
Whitcliffe Ward



Councillor S Newbold
Clee View Ward



Annual Report prepared by the staff of Ludlow Town Council in collaboration with the Mayor of Ludlow,
Councillor Paul Draper