



Adopted Full Council 20.01.16

Vision Statement

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

The 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