

ANNUA REPORT

April 2023 - March 2024

















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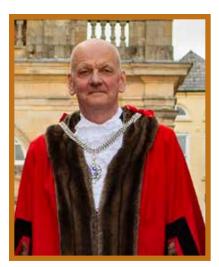
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Councillor Glenn Ginger

Ludlow Town Council is proud to support Ludlow's vibrancy and celebrate our cultural heritage. The Town Council is a practical organisation – visibly present within the life of the town. Our staff run Ludlow market and street trading pitches in the heart of the town. We also permit cultural and community events, and street entertainment such as art projects, creative workshops, vintage cars, and musicians. Our staff also run Ludlow Museum at the Buttercross – telling Ludlow's history and welcoming school groups and visitors to our town. Our temporary exhibitions have celebrated Ludlow's trouser factory, the King's Coronation, and Comics through the Ages. We are proud to organise the town's civic events including nominations for Civic Awards, flying the flags at the Buttercross, and organising parades and civic gatherings.

It was my honour to be Mayor in 2023 / 24. My charity was South Shropshire Youth Forum, and I have attended evening outreach sessions to meet young people and enjoyed listening to their points of view. As a council we are in the process of improving facilities at Wheeler Road Recreation area and still have things to do including improvements to the Ball Games Court area. The Town Council is developing the way we manage the town's open spaces to help improve natural habitats whilst maintaining pleasant, well looked after areas with adequate benches. litter bins and accessible paths. To this end, we recently approved plans to create volunteering opportunities for Henley Road Helpers to help develop the biodiversity and natural habitats in the cemetery; and we are working with the **Restoring Shropshire Verge's** project to create natural, native wildflower verges on the new Town Green at Sidney Road. There are many projects that we are working on. Ludlow Town Council will continue to work hard for Ludlow.



Introduction From the Town Clerk

Working for Ludlow

The Ludlow Town Council team of councillors and staff work together for Ludlow to provide local services that support tourism and the local economy as well as the day to day lives and leisure activities of residents. These services include bus shelters, public conveniences, Ludlow market, street trading, play areas, open spaces including Linney Riverside Park, local information, Henley Road Cemetery, and Christmas lights.

Projects at Henley Road Cemetery

Every year the council undertakes projects that range from the refurbishment of buildings and facilities, improving natural habitats, infrastructure improvements, and developing improved services.

Recently at Henley Road Cemetery, we commissioned a water table investigation to support developing an area for burials, painted the woodwork of the chapel and cemetery house, resurfaced a path, and started a volunteering opportunity to help improve wildlife habitats.

Shelters

A new bus shelter was installed on Sheet Road, and the consultation yielded ten new locations to investigate for new bus shelters in Ludlow, and some suggestions for locations in Ludford too.

Public Toilets

Ludlow's public conveniences are open seven days a week. Sometimes regular maintenance is not enough, and recent projects have replaced the hand wash basin and dryers at Castle Street public toilets. A new urinal was installed at Smithfield public conveniences.

CCTV

We have been given the go ahead to install Wi-Fi transmitters in the tower of St Laurence Church, which means we can finish the last stage of the CCTV project. Currently there are eight cameras in the town centre, and with this new permission, there will be thirteen more cameras covering Bromfield Road, Henley Road, Corve Street, Sheet Road, Fishmore Road, Lower Broad Street, and Sandpits Road.

Climate Action

In October 2023, the council leased three new vans. Two of the three vans are all electric. Unfortunately, it was not possible to convert to a fully electric fleet because of the limited weight towing capacity of the electric vans, but we are sure that this will improve in time. The Town Council's Vision for Ludlow is a successful and vibrant town, where people want to live, work, and visit.

VISION, AIMS & OBJECTIVES

From Ludlow Town Council

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 of 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 cooperation.
- Providing a democratic, representational voice for the Ludlow community.
- Preserving and enhancing 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.
- Becoming 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.

PROJECTS

Completed Projects 2023/24

Thirteen New CCTV Cameras in Ludlow

• The Diocese of Hereford has granted a faculty to install Wi-Fi equipment in the church tower.

Henley Road Cemetery - Redecoration Project

• Painting of Henley Road Cemetery Chapel and Cemetery House. Re-surfacing of cemetery path.

Henley Road Cemetery: New Burial Area Update

- Water table investigation for new burial area at Henley Road Cemetery completed.
- Report to be considered by the Council before initiating the next stage.

Henley Road Cemetery: Volunteer Programme

 Henley Helpers: Community volunteer programme.

Bus Shelter Installation & Consultation

- Installation of bus shelter on Sheet Road.
- Consultation on locations for new bus shelters.

Introduction of Electrical Vehicles

• Two Electric Vans were introduced into the council fleet of three vans in October 2023.

Approval for Installation of Kings Coronation Plaque

• Listed building consent approval and installation of the Kings Coronation Commemorative plaque.

Public Toilets Upgrade

- Installation of new hand wash units and hand dryers at Castle Street public toilets.
- New urinal at Smithfield public toilets.

Ludlow Museum: New Signage

 Listed building consent approval and installation of external directional signage for Ludlow Museum at the Buttercross.







Projects for 2024/25

Town Wall at St Laurence Churchyard

Parking

• In discussion with Shropshire Council regarding a solution for parking on the Market Square.

Repairs to chains and posts on the Castle Gardens retaining walls

EOI for boating at the Linney Riverside Park

Updates will be provided when possible.



Volunteers Needed!

BECOME A HENLEY RD HELPER

Help preserve Ludlow's natural heritage.

The Henley Road Helpers initiative aims to enhance community engagement and encourage wildlife

We're looking for enthusiastic individuals willing to contribute their time to light dut such as weeding, clearing areas, and maintaining flower beds.

Your help will ensure the cemetery remains a peaceful and well-kept space for all visitors.

Register your interest www.surveymonkey.com/r/HenleyHelpers Forms available from The Guildhali, Mill Street















The Accounts and Audit Regulations 2015 require smaller authorities, each financial year, to conduct a review of the effectiveness of the system of internal control and prepare an annual governance statement in accordance with proper practices in relation to accounts. To demonstrate their compliance the town council completes the Annual Governance Statement to confirm proper:

- Financial management and preparation of accounting statements.
- Internal Control
- Compliance with laws, regulations and proper practices
- Exercise of public rights
- Risk Management
- Internal Audit

The Local Audit and Accountability Act 2014 and the Accounts and Audit Regulations 2015 require all authorities to prepare a statement of accounts for each financial year in accordance with proper practices. To demonstrate their compliance the town council completes Statement of Accounts.

The Joint Panel on Accountability and Governance (JPAG) is responsible for issuing proper practices in relation to the governance and accounts of smaller authorities.

Transparency

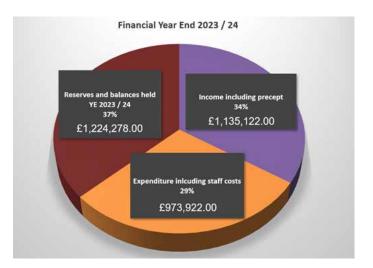
The unaudited Annual Governance and Accounting Return (AGAR) is:

- Approved by Council in June,
- Sent to the External auditor PKF Littlejohn
- Published on the council website in July
- The externally audited Annual Return is published on the town council's website at the end of September

During the year, the council also publishes expenditure over £500 on its website

www.ludlow.gov.uk/your-council/budget

The pie chart below shows the financial position of the council at year end in March 2024.



KEY EVENTS & HIGHLIGHTS

Annual Meeting 10th May 2023

At the Annual Meeting on the 10th May 2023 Councillor Glenn Ginger was elected as Mayor and Councillor Beverley Waite was elected Deputy Mayor.

Mayor's Charity 2023 / 2024

The Mayor's charity for 2023/2024 was South Shropshire Youth Forum. South Shropshire Youth Forum aims to meet young people's diverse needs through creating individual and group opportunities for participation, education and celebration.

Mayor Making 24th May 2023

The traditional Mayor Making Ceremony, to thank the outgoing Mayor, and welcome the newly elected Mayor, took place on Wednesday 24th May.

Mayfair 29th - 1st May 2023

The May Bank Holiday traditionally heralds the arrival of

the May Fair, which is managed by Shropshire Council's Safety Advisory Group, the Town Council and the Fun Fair Organiser. The Fair returned with the unique Sunday Dodgems Service on the 1st May 2023.

Coronation Big Lunch Celebrations 7th May 2023

Along with the rest of the country Ludlow hosted their Big Lunch over the bank holiday weekend on Sunday 7th May. The event was organised by Ludlow Town Council in partnership with the Chamber of Trade. The event was supported by Powis Estates, owners of Ludlow Castle who generously granted the town the opportunity to celebrate the King's Coronation with free entry into the Castle.

Ludlow in Bloom 10th July 2023

Ludlow Town Council is happy to announce that Ludlow in Bloom has been awarded Gold in the category Town at the Heart of England in Bloom Awards 2023. Despite not participating in the competition last year, the dedication of local volunteer groups, schools and businesses has once again transformed Ludlow into a blooming paradise.







Remembrance Sunday & Armistice Day 11th & 12th November 2023

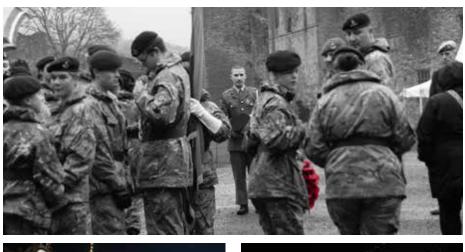
In a moving tribute to honour Armistice Day and Remembrance Sunday, hundreds gathered in Ludlow town centre to pay their respects to the brave men and women who served our Nation. The event, held on November 11th and 12th, saw a remarkable turnout of residents and representatives from various sectors of the community.

Ludlow Winter Festival 24th - 26th November 2023

The Orleton Young Farmers Tractor Run kicked off the weekend, setting the tone for a series of festive events. The wide variety of free activities contributed to the festival's inclusive and family-friendly atmosphere with a visit from Father Christmas, entertainment from Sunshine Radio and a commotion caused by The Grinch.

Ludlow Senior Citizen's Party 7th December 2023

Residents aged 65+ were invited to enjoy a buffet lunch, exciting raffle prizes and festive entertainment. The event took place at Ludlow College on Thursday, 7th December, from 1:30 pm - 4:30 pm. The festive celebration hoped to bring the community together to create a joyful atmosphere where friendships can be formed.











Climate Action Plan

Climate change is widely considered to be the largest problem facing humanity in the 21st century. Average temperatures in the UK have risen by over a degree in the last decade, weather patterns and extreme weather events such as storm Arwen (which decimated Ludlow's Medieval Fayre in 2021) have become far more frequent and record temperatures are being seen across the UK year on year.

Ludlow Town Council declared its Climate Emergency Resolution in 2019. An important step in helping the Council to achieve its aim of reaching zero carbon by 2030 is to have a robust Action Plan with attainable objectives and a process for monitoring progress.

The six categories of the Climate Action Plan listed below are being integrated into the processes, communications, and actions of Town Council.

- MOBILISATION AND LEADERSHIP
- ENERGY EFFICIENCY
- RENEWABLE ENERGY
- CONSUMPTION AND WASTE
- BIODIVERSITY
- ENGAGING THE COMMUNITY

More detailed information can be found on the Town Council's website www.ludlow.gov.uk/yourcouncil/climate-action

Ludlow Market

Ludlow Market, offering a great range of foods, gifts, clothing and household items, is well supported by locals and visitors throughout the year, whatever the weather.

The regular markets on Mondays, Wednesdays, Fridays and Saturdays throughout the year are supported by specialist markets Thursday & Sunday from March to December. These markets sell plants and garden items, books, crafts, gifts, local produce and antiques.

Street Trading

Street Trading pitches regularly increase the vibrancy of Castle Square and the High Street Pitch next to the Buttercross, adds to the town's outdoor café culture with tables and chairs from an adjacent café.

Ludlow Town Council is proud to support Ludlow's vibrancy by issuing permits for cultural and community events, and street entertainment such as Morris Dancing, vintage cars, and musicians.



Ludlow Museum

Ludlow Museum at the Buttercross, is located in the heart of Ludlow and the historic building is owned by Ludlow Town Council. Shropshire council's collection is a cultural treasure trove of the town's rich history and heritage. The Buttercross provides an engaging space for visitors of all ages to explore and learn. Ludlow Museum welcomed 4,840 visitors, who supported the sustainability of the museum with entry fees totalling £5,723.00 and additional donations and merchandise sales of £1,556.92.

The town council is supported by Friends of Ludlow Museum by subsidising free child entry. Helping young people engage with history is important to the Council. Earlier this year West Midlands Museum Development offered the Buttercross and seven other museums the opportunity to undertake a Kids in Museums Family Friendly Audit. The simple and practical tool helped us to make the museum more welcoming to children and families. Contactless Card payments were introduced this year.

Esther, our Communications and Marketing Officer, is leading on children's activities held at the Museum. The Museum staff then encourage visitors to take part in the activities and tell their friends. She created a wonderful Halloween trail that 94 children enjoyed over two weekends in October/





LOCAL SERVICE

Amenity Areas

The Town Council, cares and maintains the following public amenity areas within Ludlow:

- 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

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

Christmas Lights

The Direct Labour Force are trained and qualified in roadside and with specialist electrical contractors they maintain and install Ludlow's Christmas lights. The council purchased some new lights, which were in part supported by local community donations.

The Guildhall, Mill Street

Face to face contact with town council customer services staff is available at the Guildhall, which is open Monday - Thursday 9:30 am - 4 pm and Friday 9:30 am - 3:30 pm.

Public Toilets

The Town Council cares and maintains the public toilets in Ludlow, these are located at Castle Street

Car Park, Smithfield Car Park, Henley Road Cemetery and the Linney Riverside Park.

Community Grants

For the financial year 2023/24, Ludlow Town Council awarded grants totalling £19,050 to:

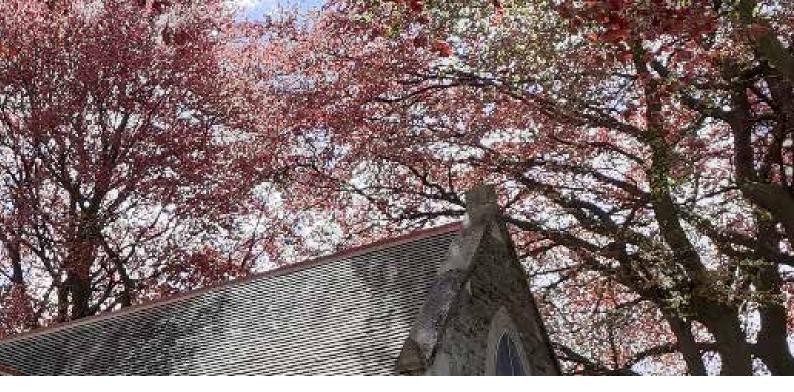
- Ludlow Assembly Rooms
- Ludlow in Bloom
- Ludlow Concert Band
- Ludlow Fair Trade
- South Shropshire Youth Forum
- Shropshire Youth Association
- Project Support Grants

Henley Road Cemetery

Ludlow Town Council's Direct Labour Force maintains the Cemetery grounds year round to ensure the area looks its best. In 2023/24, there were 19 burials and 17 interments of cremated remains. A new burial section within the cemetery is being planned.

Memorial Benches

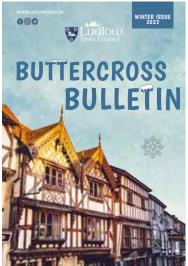
Benches also provide a service to the wider community offering a chance for rest and, if the location permits, quiet reflection. Memorial benches are situated in the Cemetery, Dinham Gardens and Events Square. Please get in touch with the Town Council if you would like to commemorate a loved one with a bench.



Ludlow Town Council Websites

The Town Council website along with the Ludlow Market website provides an abundance of 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 approved Minutes and Ludlow Market.

The website for Ludlow Museum at the Buttercross offers insights into the rolling calendar of temporary exhibitions as well as the permanent artefacts. There is also a historic trail with a map to lead you around the town. www.ludlowtowncouncil.gov.uk | www.ludlowmuseum.co.uk | www.ludlowmarket.co.uk



Buttercross Bulletin

The Ludlow Town Council aims to publish and distribute Ludlow Town Council Newsletter four times a year. With the arrival of a new Communications & Marketing Officer last year, a Winter Bulletin was produced and printed. Past copies of the Newsletters can be found at www.ludlow.gov.uk The Town Council also has a monthly column in the free Local Ludlow magazine.



Calendar of Events

A useful list was produced, and distributed online and in print, but only in limited numbers. A standard print run and full Calendar of Events is planned and will be published and distributed for 2024.

Social Media

We ask our followers or anyone who engages with official Ludlow Town Council online accounts which include Ludlow Town Council, Ludlow Museum at the Buttercross and Ludlow Market (including but not limited to X (Twitter), Facebook, Instagram, and You Tube to adhere to the terms of use document. The document can be found online: www.ludlow. gov.uk/your-council/council-documents. Follow us on social media for the latest information.

TOWN COUNCIL STAFF

Town Clerk Gina Wilding

Deputy Town Clerk Kate Adams

Administration / Reception

Senior Admin Assistant Naomi Brotherton

Admin Assistant

Louise Coles Jill Rose

Cemetery Cemetery & Committee Officer Charlotte Ambrazas

Finance

Senior Finance Assistant Lucy Jones Finance Assistant

Julie Cox

Ludlow Market Market Officer Tony Caton

Marketing & Communications Marketing & Comms Officer

Esther Gittoes

Direct Labour Force

DLF Supervisor Mark Hilton DLF Deputy Supervisor / Market Officer Andy Locke Assistant Groundsperson

Robert Breakwell Dan Griffiths Kevin Pugh

Public Facilities

Public Facilities Operative Alex Brown Sylvia Bownes

Ludlow Museum at the Buttercross

Museum Assistant Petra Bindloss

Petra Bindioss Francesca Bingham

Civic Staff

Sergeant at Arms Nick Chapman

Mace Bearer Nick Walford

Parade Marshall Adam Wickers

Staff Changes

Appointments

Marketing & Comms Officer Esther Gittoes

DLF Supervisor Mark Hilton

Assistant Groundsperson Kevin Pugh Public Facilities Operative Alex Brown DLF Deputy Supervisor / Market Officer

Andy Locke

Farewell Public Facilities Operative Mark Ingle left in September 2023.



Council & Committee Meetings	N° of Meetings
Full Council	8
Policy & Finance Committee	8
Climate Action Sub-Committee	6
Services Committee	8
Representational Committee	12
Staffing Committee	6
Budget Task & Finish Group	7
Total	55

Meetings

Full Council

The Council is a legal corporate body, entirely separate from, but comprising of its members. The Council has a duty to appoint a chairman, staff, an internal and external auditor, hold meetings, and set the council's annual budget and precept.

Policy & Finance Committee

Monitors the council's budget expenditure and income throughout the year and reviews and approves policies.

Services Committee

Monitors the provision of all local services and considers unplanned expenditure.

Representational Committee

Makes representations to Shropshire Council on planning applications, pavement permits, licensing matters, traffic management and road closures. Consults on and agrees locations for town council funded bus shelters.

Staffing Committee

Manages the council's responsibilities as an employer.

Policies

The Town Council has 101 active policies. Core policy documents such as Standing Orders and Financial Regulations can be viewed on the Council's website. www.ludlow.gov.uk/your-council/ council-documents

New Policies

The Town Council has 8 new policies.

Re-adopted

The Town Council has reviewed 25 policies.

COUNCILLORS

The new four-year term of Town Council began on 6th May 2021 and concludes in May 2025. The Councillors below represent the Council in March 2024



MAYOR Councillor G Ginger Corve Ward



DEPUTY MAYOR Councillor B Waite Clee View Ward



Councillor A Brousse De Gersigny Rockspring Ward Joined March 2024



Councillor D Childs Gallows Bank Ward



Councillor E Garner Hayton Ward



Councillor T Gill Whitcliffe Ward



Councillor R Hall Whitcliffe Ward Joined September 2023



Councillor R Hall Bringewood Ward





Councillor V Parry Gallows Bank Ward



Councillor A Tapley Bringewood Ward



Councillor D Thompson Clee View Ward



Councillor A Urka Gallows Bank Ward Joined August 2023



Councillor S Waite Hayton Ward



Recruiting Corve Ward



Recruiting Rockspring Ward



Councillor D Lyle Roskspring Ward Resigned with immediate

effect on 7th December 2023



Councillor S O'Neil Rockspring Ward Sadly passed away on Tuesday 6th February 2024.



Councillor R Pote Corve Ward

Resigned with immediate effect on 15th March 2024



Councillor P Adams Whitcliffe Ward Resigned with immediate effect on 6th June 2023



Councillor J Laurie Gallows Bank Ward Resigned with immediate effect on 19th April 2023

MAYOR'S CIVIC VISIT

SUPPORTING LOCAL BUSINESSES











MAYOR ATTENDED EVENTS

Opening of Vine & Juniper Wine Shop

Date: 19th August 2023 Venue: Vine & Juniper Invitation from: Vine & Juniper

Opening of The George Ludlow

Date: 24th August 2023 Venue: The George Invitation from: Oakman Group

Stourport on Severn Carnival

Date: 2nd September 2023 Venue: Stourport Invitation from: Stourport Town Council

Opening on Ludlow Art Society "Affordable & Accessible Art" Exhibition Invitation from: Ludlow Town Council

Date: 21st October 2023 Venue: Ludlow Library Invitation from: Ludlow Art Society

Opening of the Nutrition Club Ludlow

Date: 28th October 2023 Venue: 147 Corve Street Invitation from: Nutrition Club

Ludlow Remembrance Sunday Parade and Service

Date: 12th November 2023 Venue: Ludlow Peace Memorial and St Laurence's Church Invitation from: Ludlow Town Council

Stourport on Severn Three Kings Parade, Christmas Light Switch On

Date: 24th November 2023 Venue: Stourport on Severn Invitation from: Stourport on Severn Town Council

Ludlow Christmas Light Switch On

Date: 25th November 2023 Venue: Ludlow Town

DEPUTY MAYOR'S CIVIC VISIT

DEPUTY MAYOR ATTENDED EVENTS

Leominster Town Council Mayor Making

Date: 20th May 2023 Venue: The Priory Church Leominster Invitation from: Leominster Town Council

RAF Shawbury Annual Reception

Date: 15th June 2023 Venue: RAF Shawbury Officers' Mess Invitation from: RAF Shawbury

Rotakids end of year presentation

Date: 23rd June 2023 Venue: Clee Hill Academy Invitation from: Ludlow Rotary Club

Bishop of Hereford Evening Drinks Reception

Date: 14th July 2023 **Venue:** The Great Hall and Gardens of the Bishop's Palace **Invitation from:** Bishop of Hereford

Ludlow Photographic Club 2023 Exhibition Opening

Date: 29th July 2023 Venue: Ludlow Library Invitation from: Ludlow Photographic Club

Much Wenlock Civic Service

Date: 24th September 2023 Venue: Church Invitation from: Much Wenlock Town Council

Midlands Air Ambulance Tour of New Headquarters

Date: 25th September 2023 Venue: Midlands Air Ambulance Headquarters, Shifnal Invitation from: Midlands Air Ambulance Charity

Woofferton Radio Transmitter 80th Birthday Celebrations

Date: 17th October 2023 Venue: Radio Woofferton Invitation from: Encompass TV

Ludlow Remembrance Sunday Parade and Service

Date: 12th November 2023 Venue: Ludlow Peace Memorial and St Laurence's Church Invitation from: Ludlow Town Council

Ludlow Rotary Tree Of Light

Date: 25th November 2023 Venue: Castle Gardens Invitation from: Ludlow Rotary Club



Opening of Refurbished Fair Trade Flower Bed

Date: 15th September 2023 Venue: Castle Gardens Invitation from: Ludlow Fair Trade Group

RAF Shawbury Christmas Concert

Date: 5th December 2023 Venue: St Chad's Church, Shrewsbury Invitation from: RAF Shawbury

Ludlow Seniors Party

Date: 7th December 2023 Venue: Ludlow College Invitation from: Ludlow Town Council

Ludlow Savers Opening

Date: 16th February 2024 Venue: Savers Store Invitation from: Savers

Breastfeeding Network 1 year

Anniversary

Date: 5th March 2024 Venue: Helena House Invitation from: Breastfeeding Network

Hereford Civic Service of Thanksgiving

Date: 21st April Venue: St Peter's Church Invitation from: Mayor of Hereford



LUDLOW TOWN COUNCIL The Guildhall, Mill Street, Ludlow, Shropshire, SY8 1AZ

> www.ludlow.gov.uk 01584 871 970 customer.services@ludlow.gov.uk