

Cittaslow Ludlow CIC– Annual Report 2008/9

In our first year, we have concentrated on consulting with the community and establishing an action plan for the company. Cittaslow Ludlow has also taken part in several events. We took a stall the Ludlow Green Fair, which was attended by around 3000 people to launch a 'Plastic bag Free Town' campaign working with Cleobury Country. Ten thousand compostable bags were distributed with the help of around 15 small businesses.

During the Green Fair we held an event called 'How to green your home' offering advice and an opportunity for local people to find out how to save money and energy, as well as reduce their carbon footprint. Local experts including a representative from Keep Shropshire Warm were on hand to advise and answer questions from the 50 people who participated. In February, Cittaslow Ludlow supported a Pancake Day event working with Local to Ludlow and the Food Festival. Ingredients were provided free so that children could enjoy creating their own pancakes.

In September, Cittaslow Ludlow was appointed the successor organisation to the Ludlow Marches Partnership. As a consequence, South Shropshire District Council with AWM gave the organisation funding to employ consultants to prepare our action plan for future work. After an in depth consultation with 12 stakeholder organisations as well as research into similar organisations across the country, we have been able to identify areas for future development and a work programme.

Beyond Ludlow, supporters of Cittaslow Ludlow were hosts to a small party of conservationists from Viscry in Romania. This is a continuation of the well established collaboration between Ludlovians and Romanians involved in the repair of their ancient Saxon villages and our heritage buildings in Ludlow. We were also represented at the international Cittaslow congress in June as well as participating in Cittaslow UK, whose membership is increasing and now includes towns in Wales and Scotland. The sharing of knowledge and resources is invaluable.

Ten open meetings were held through the year with attendance ranging from 12 to 50 people. The first meetings involved representatives for organisations in the town. In January a public meeting was arranged as a result of the closure of Woolworths in the Castle Square. Invitation to the meetings was via press releases, posters and email as well as through the website. We now have an email list of members and supporters easing further communication.

The support of South Shropshire District Council before transfer to unitary enabled the Company to bid for a fund of £19,000. The projects we have created were determined by the needs that had been identified in the meetings held earlier. This will form the main part of the work of the company for 2009.

Alison Cundall
Chair