



First started 1998

The name Ludlow 21 stems from the United Nations summit held in Rio de Janeiro in 1992. 'Agenda 21' has become synonymous with the concept of sustainable development and the principle of 'Think Global, Act Local'. Groups worldwide took up '21' as part of their name in the ensuing years.

Agenda 21 is a comprehensive plan of action to be taken globally, nationally and locally by organizations of the United Nations System, Governments, and Major Groups in every area in which human impacts on the environment.

The full text of Agenda 21 was made public at the UN Conference on Environment and Development (Earth Summit), held in Rio de Janeiro on June 13, 1992, where 178 governments voted to adopt the program.

get fresh

Ludlow Local Produce Markets

Castle Square, Ludlow

9am-3pm Thursdays July 13,
August 10, October 12

local producers will also be at the Food Festival on 8-10 September

many products are organic or free-range and include:
local fruit, vegetables & herbs • local meat, eggs & cheeses • local
beers, wines, cider & fruit juices • local honey, ice-cream & many more



**LOCAL TO
LUDLOW**

**Local to Ludlow
Local Produce Market
2000**



From left: Rob Morris of the Fruitmaster, Sheila Barnett of S.C. Price and Sons bakers, Hector Gilbert of Reg Martyn and Son butcher, Maggie Wright of Deli on the Square and Rosemary Brown of The Mousetrap who are helping to launch the new brochure to promote local produce available in Ludlow. Picture by: Craig Dunbar

Tasty treats to tempt you

CAMPAIGNERS with a healthy appetite for all things local have launched a promotional brochure listing Ludlow's top food and drink shops. *Know Your Onions* highlights 18 independent food and drink shops which thrive on loyalty to locally-produced goods (within a 10 mile radius of the town) in the hope of spreading the philosophy in the town.

"This is the next step in promoting locally produced food and drink," said Peter Norman from the Ludlow 21 Food and Farming Group, which is behind the campaign and the leaflet. "Aimed at both residents and visiting shoppers, the free booklet will be widely distributed through tourist information

points, bed and breakfasts and hotels."

The leaflet is being financed partly by the shopkeepers themselves and by South Shropshire Tourism Association through the Countryside Agency Rural Innovation Fund.

Shops listed in the leaflet range from cake shops, and bakers to butchers and delicatessens.

Copies of *Know Your Onions* are available in all participating shops and will be distributed at the next Local Produce Market on November 14, in Ludlow.

Further details are available from Peter Norman on 01584 576006 or from the website at www.localtoludlow.org.uk

Journalist 8/11/02

AY, JULY 6, 2000

New food logo aims to identify local produce

A MAJOR campaign has been launched to help to maintain Ludlow's threatened way of life by promoting local, traditional family shops and stalls.

The campaign, Local to Ludlow, aims to build on the town's strong reputation for food by making shoppers aware of where they can buy local produce.

As part of the campaign, a guide to the produce, entitled *Know your Onions*, has been published.

A special food logo has also been devised to help shoppers to identify local produce in the shops. The sign will become a common sight in town-centre shops.

The *Know Your Onions* guide lists the town's independent

By Craig MacFarlane

food shops and gives details of the local produce available at each outlet. It also provides information on 36 producers from the area who will be attending produce markets over the summer.

ORGANISED

To follow up the campaign launch, organised by Ludlow 21, a series of monthly produce markets selling fruit and vegetables, meat, bread, wine, cakes, ice-cream and much more will be held in Castle Square to act as a showcase for local food and drink. The first market is scheduled for Thursday, July 13.

Modelled on the successful farmers' markets the produce

markets will give shoppers the chance to meet producers and taste their products.

Campaign organiser Bill Eastwell said: "Buying local produce has big environmental and economic benefits, as well as tasting great. We hope our campaign will encourage shoppers to buy more local produce."

"Our food guide shows how much local food and drink the town's shops have in stock. The distinctive Local to Ludlow label will help shoppers to find it."

Jonathan Porritt added: "This launch is an immensely important way of making links between the local economy and the environment."

The 30p guide is available from the Tourist Information Centre.



STUART Martin (local butcher), Vic Hicks (chairman of the chamber of commerce), George Lewis (local farmer) and Jonathan Porritt (environmental campaigner). Photo: Peter Bartlett

2003 Fairtrade Status for Ludlow



Fairtrade accolade

LUDLOW is celebrating the award of "Fairtrade Town" – the latest in a series of accolades which have come the town's way.

It means Ludlow joins a list of towns where churches, schools, shops and others take an interest in fair trade.

That involves the selling of goods for which the producers, who are usually from the Third World countries, get a better price for their goods.

Spokesperson Jane Straker described the award as "very pleasing".

ABOVE: The Mayor of Ludlow Councillor Graeme Kidd and Jane Straker of Myriad Organics with the Fairtrade Town certificate and a selection of Fair Trade products.



The town's Foundation have been Fairtrade in es and scho Fairtrade w that more c decide to j



◀ Left: Caroline Grehan, of Somerfields, with Simon Bromley, Katherine Bromley and Liz Taylor, of Ludlow Fairtrade Town Group, at the promotional event at Somerfield. 091075-001.

The Green Festival 2004

10 THE JOURNAL FRIDAY, AUGUST 6, 2004

8



Tools for Self Reliance with David Tomlinson, Steve Sandell and Bob Darnell.



Jonathan Lewis, from Orleton Farm Shop, with Michael Chesslre and Michael Moor.



David Fletcher, of Cariad Cakes, Ludlow, and Helen Wordman.

August 6th 2004



Roz McGregor, from Hopessay, showing her organic food.

'HOT CAKES' SELLING OUT AT GREEN FAIR

LUDLOW Green Fair, held last Sunday, attracted hundreds of visitors.

One stall holder, Carriad Cakes, from Ludlow, sold out by mid afternoon.

The newly launched Shropshire Hills Cake was especially popular with faingoers.

David Fletcher, a partner with Carriad Cakes, said: "The Green fair is an excellent event for us to promote our vegetarian ethics alongside our range of special diet cakes."

"All credit to Ludlow 21 and the town council for the seamless takeover of running the event from the Green Party."

"We had a great launch of the Shropshire Hills Cake at the Church Stretton Food Fayre, and the Green Fair has proved a winner again. We baked extra stock for this year's event but our



Celebration of being green



Roger Furniss gets ready for the fair with the new advertising campaign

Town all set for festival

By Sophie Bignall

Ludlow's annual celebration of all things green is set to take place in the town's Castle Square on August 28 and 29, representing a major part of the town's bank holiday celebrations.

Now in its seventh year, the festival will once again showcase ideas for living more environmentally responsible and sustainable lifestyles, as well as providing a retail outlet for local suppliers of "green" goods and services.

The main attractions on Saturday will include a series of craft workshops and demonstrations, including basket weaving and rug making, a family-friendly talk on plants, and a guided walk around town.

On Sunday, the main focus will be the green fair, with more than 60 stalls in Castle Square. There will also be a children's activity tent, live entertainment, a local allotment open day, a chance to sample local food,

and another guided walk around town. The popular straw bale house returns in a reworked guise, demonstrating how this type of construction can meet modern building regulations, as well as high insulation standards.

In keeping with the ethos of the festival, a special Sunday park and ride bus service will carry festival goers from Ludlow Eco Park to Castle Square at half hourly intervals throughout the day. The Saturday service will run as normal.

Event organiser Roger Furniss is expecting a vibrant event. He said: "As environmental issues increasingly shape today's social and political agenda, the festival is more relevant than ever before."

"So come and discover ideas on how to make our environment a better place."



**EVERYDAY CYCLING
FOR EVERYONE!**

19-27 June 2010
www.bikeweek.org.uk

Get your Bike ready for Le Tour de Ludlow 2010

Wednesday 16th June

6:00pm – Start from Castle Square

Register from 5:30pm

5 mile fun ride for riders of all ages and abilities.

Find out how quick and easy it is to get round Ludlow by bike

**Entry is FREE – no need to register beforehand –
just turn up on the day.**

**Everyone welcome but please note that under-16s must be
accompanied by an adult.**

Organised by Ludlow Cycling Support Group in association with Ludlow 21



The Ludlow green bike ride

Saturday 28 June 2014

Start at 11:15am
(Registration from 10.45am)

from **Dinham**

**Millenium Green to
Ludlow Food Centre**



A **FREE** family guided ride
to the Ludlow Food Centre
where children can add to
the Ludlow 21 mural!

Option to return or continue on the Onibury loop

- Dr Bike - free bike safety checks from 10:45am
- 6 mile or 15 mile option
- Open to all ages (children u16 to be accompanied by adult)
- Voluntary £2 contribution to Ludlow 21 (per adult)
- BYO picnic
- Bike hire from Pearce Cycles



For more information please contact Ray Hughes on
01743 253008 or email **Ray.Hughes@shropshire.gov.uk**

“Go green, ride your bike!”



27.7.05 0803 1/1600 f10 109mm



Ludlow Swifts Group



2003

Green Festival



Green Drinks

Eco group drinks to renewable energy



AT THE first meeting of Ludlow Green Drinks this year, John Hallé will lead a presentation and discussion entitled *Renewable Energy in my Backyard*.

Ludlow Local Agenda 21 has been holding monthly "Green Drinks" sessions at 7.30pm in the Bull Ring Tavern, Ludlow, on the 21st of every month for just over a year. These have attracted many local people interested in environmental issues.

John works in Ludlow developing community-based energy schemes. He has worked in the renewable energy field for many years, most recently running a bio-diesel co-operative in Oxfordshire. This is an open meeting, as are the Green Drinks sessions, with John's presentation starting at 8.15pm in the Bull Ring Tavern.

"Green Drinks" is an international initiative with sessions held throughout the world. Visit the website www.greendrinks.com for more information.



John Hallé prepares for his Green Drinks talk.



2007



Hop on the festival bus

Hop on the festival bus (490) is a special service to link the Green Festival at Ludlow and the Sun Inn Beer & Music Festival at Leintwardine taking place on Sunday 28th August 2011.

LUDLOW - LEINTWARDINE - LUDLOW 490

Festival day only, commencing 28th August 2011

Ludlow, Assembly Rooms	1400	1500	1600	1700	1900	2000	2100
Wigmore, Compasses Inn	1427	1527	1627	1727	1927	2027	2127
Leintwardine, The Lion	1433	1533	1633	1733	1933	2033	2133
Leintwardine, The Lion	1435	1535	1635	1735	1935	2035	2135
Bromfield, Bus Stop	1445	1545	1645	1745	1945	2045	2145
Ludlow, Assembly Rooms	1455	1555	1655	1755	1955	2055	2155

Additional stopping places:

LUDLOW, Old Street, Temeside, Ludford Bridge, Whitcliffe Common, Mortimer Forest, Elton Church, Petchfield, Petchfield Farm Turn, Leintal Starkses, Adforton Church, Bromfield, Leintwardine Turn, Ludlow Corve Street, Ludlow Compasses Inn.

Codes **a** Arrive **d** Depart

Fares: £2.00 single or £4.00 return, plus £5.00 rover ticket. English concessionary passes accepted. No dogs can be conveyed on this service. Please keep your valid ticket to claim £1.00 off entrance to the Sun Inn Beer & Music Festival.

Service 490 is operated by Lugg Valley

Traveline:
0871 200 22 33

Supported by





2005



Ludlow 21 & Churches Together around Ludlow

INVITE YOU TO

PARLIAMENTARY HUSTINGS

TO BE HELD AT LUDLOW SCHOOL, BROMFIELD ROAD
7.30PM, TUESDAY 13TH APRIL, 2010

CHAIRMEN

Peter Norman & Revd. Dr. Neil Richardson

PANEL OF CANDIDATES

CONSERVATIVES

Philip Dunne

BNP

Christina Evans

LIBERAL DEMOCRAT

Heather Kidd

GREEN PARTY

Jacqui Morrish

LABOUR

Anthony Hunt

UKIP

Christopher Gill

QUESTIONS WITH AN ENVIRONMENTAL OR ETHICAL EMPHASIS MAY BE LEFT ON FORMS
PROVIDED AT ANY CHURCH, LUDLOW LIBRARY OR THE VISITOR INFORMATION CENTRE,
OR SENT BY EMAIL TO palatchford@btinternet.com OR neilgrichardson@live.co.uk



2010

Advertiser

March 30, 2017

Series of events helped raise the awareness of Fairtrade



Service with a smile from Penny Bridstrup, Sue Johnson and Liz Taylor, three of the volunteer organisers of the Fairtrade Spring Fair Big Brew held at the Ludlow Mascall Centre.



Ludlow
Fairtrade
Shopping Guide

**Why choose
fairtrade?**

Getting the message across



2010

grow
cook
share



Car Club



Do you need wheels? We've got the answer

By Adrian Kibbler

news@ludlowadvertiser.co.uk

A PIONEERING car share scheme will be launched in Ludlow next week.

The idea led by the environmental group Ludlow 21 has come to fruition and will start with the two cars that will be shared by members of the scheme.

A Ford Fiesta and Ford Focus Estate are the first two cars that can be hired by people who sign up for the project.

The Fiesta has a petrol engine and the Focus is powered by a diesel unit.

It is intended that the scheme will be attractive to people who do not want, or cannot afford, to own a car but need access to a vehicle from time to time.

For Ludlow 21 it marks the culmination of nearly a year of work to bring the project to fruition and the cars will be shown off for the first time at the Ludlow Local Produce Market next Thursday.

The Shropshire Car Club is backed by Shropshire County Council and the cars have been provided on a lease basis through an agreement with a national franchise known as 'Co-wheels.'



People who want to use them will need to pay a £25 joining fee after which the use of the vehicles will be charged on a mileage basis and hourly basis.

Vehicles can be booked for as little as an hour or for a longer period.

Insurance is included in the charge and the scheme is available to any driver over the age of 18 who has held a licence for a year. It will be available to both individuals and business users.

Members will be issued with a card like a credit

card that will be used in the vehicle.

The Ludlow scheme will be the first to be launched in Shropshire will a 'club' going live in Shrewsbury later in March.

"We are pleased to have got the scheme going and hope that people will support us," said David Currant of Ludlow 21.

It has been claimed that a car club can provide major savings to people who only need a vehicle occasionally as capital will not be tied up in a vehicle, there will be no depreciation or fixed

costs such as insurance and road tax.

The environmental objects of Ludlow 21 are also met in that there should be reduced congestion and only energy efficient vehicles will be used in the scheme.

However, the long term viability will depend upon enough people signing up and it is suggested that 20 members are required to make it work.

Above: Denise Thompson and David Currant with one of the cars.





Incredible Edible 2016



Green Fashion Show 2013

A NEW LINEUP FOR 2012!

LUDLOW BREWING CO. PRESENTS

FOLK DOWN THE TRACK

21st June

George & Dragon, Knighton

GARY HALL

A newcomer to the Shropshire Hills area, Gary is a singer, songwriter, "a remarkable talent" (Music Week)

19th July

Ludlow Brewery, Ludlow

EMMA AND THE PROFESSOR

South Shropshire's own finest folk duo, Emma's voice brings a sheer vibrancy to the evening.

16th August

Castle Inn, Knucklas

CASTLE FOLK CLUB

Eclectic mix of musicians to entertain and give backing to a sing along session! Bring your voice.

20th September

Sitwell Arms, Bucknell

IN VOICE

Four talented, versatile, folk (and more!) musicians guarantee an evening of music and fun.

18th October

Castle Inn, Knucklas

CASTLE FOLK CLUB

The Folk Club plays and welcomes Clun Valley's own storyteller Colin Fletcher.

15th November

Ludlow Brewery, Ludlow

KIM LOWINGS AND BAND

Singer songwriter Kim is a new young talent, mixing new and traditional folk with her support band.

20th December

Castle Inn, Knucklas

CASTLE FOLK CLUB

Musicians, poets, story tellers, come together to make this a pre Christmas night to remember.

Sponsored by



FOLK DOWN THE TRACK

The aim of Folk Down The Track is to have a good night out on the Heart of Wales or Marches railway line calling into a local pub or the Shed at Ludlow Brewery (just 3 minutes walk from Ludlow station). There's no charge for the folk evening but we ask for a donation so we can pay the bands! There's always food available.



Travel on the 1805 train from Shrewsbury for Heart of Wales line events which also calls at Church Stretton, Craven Arms and halts on the line (by request) to Bucknell, Knighton and Knucklas. Trains to Ludlow from Hereford and Shrewsbury are more frequent. Ludlow Brewery opens at 1900 hours and the band plays at 2000, with the full range of Ludlow Brewery beers and organic meals from Tara of Myriad Organics.

CASTLE FOLK CLUB, KNUCKLAS

The club meets on the third Thursday of every month. There will always be a few musicians striking up when the train arrives from Shrewsbury and everyone is welcome to join in. There is always great hospitality and home cooked food from landlady Chris and her team.



Contacts: Graham Lambert at Myriad Organics T: 01584 872665 or Ludlow Brewing Company T: 01584 873291

Sponsored by



Design: www.heartofwales.co.uk Photo: Graham Lambert



**Local to Ludlow HQ
shop & cafe 2016**





**In the future...
plans and hopes**