

Committee and date:

Ludlow & Clee Area Local  
Joint Committee

Thursday 26 November 2009

7.00 p.m.

Item/Paper

**3A**

**Public**

## LUDLOW & CLEE AREA LOCAL JOINT COMMITTEE

### NOTES OF THE SPECIAL MEETING HELD AT 7.00PM ON WEDNESDAY 28 OCTOBER 2009 AT THE HARLEY CENTRE, LUDLOW COLLEGE, LUDLOW

**Responsible Officer:** Jane Palmer

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#### Committee Members Present:

##### Name

##### Council

Councillor J Aitken	Ludlow Town Council
Councillor J Boak	Nash Parish Council
Councillor E Davies	Richards Castle Parish Council
Councillor Mrs T Huffer	Shropshire Council – Ludlow East Ward
Councillor N Ker	Bitterley Parish Council [substitute for Councillor H Chance]
Councillor D Riley	Ludford Parish Council
Councillor M Taylor-Smith	Shropshire Council – Ludlow South Ward
Councillor Mrs R Taylor-Smith	Shropshire Council – Ludlow North Ward [Chairman]
Councillor R Tilt	Ashford Carbonel Parish Council
Councillor G Williams	Caynham Parish Council [Vice Chairman]

#### Officers Present:

##### Name

##### Role

Richard Thomas	Lead Officer [LO]
Erica Garner	Support Officer [SO]
Tracy Johnson	Community Regeneration Officer [CRO]
Jane Palmer	Committee Officer [CO]

#### Also in attendance:

Jonathan Hayes	Team Leader, Public Transport
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There were approximately 20 members of the public at the meeting.

**C/25 Welcome and apologies**

The Chairman, Councillor Rosanna Taylor-Smith welcomed all to the meeting and all members of the Committee introduced themselves to those present.

Apologies had been received from Councillor Paul Andrews [Shropshire Council – Clee Ward], Councillor H Chance [Bitterley Parish Council], Mrs Alison Cundall [Cittaslow] and Police Inspector Kenneth MacKail.

**LC/26 Declarations of Interest**

None were declared.

**LC/27 Review of Ludlow Bus Services**

The Transport Policy Officer explained, in detail, with reference to illustrative route plans, the options that had been considered for the Ludlow Town bus service [service routes 701, 702 and 703].

In his presentation he referred to two options; Option 1, the existing route and Option 2, an amended route and timetable that would provide an improved service to those destinations identified by the LJC, namely Ludlow Hospital, The Sheet, Rocks Green and the Leisure Centre. [The report and maps detailing these options are available on the Shropshire Council's web pages for this LJC].

In answer to concerns raised by Ludlow Town Councillor Davies, the Transport Policy Officer explained the benefits of the Park & Ride scheme to the local economy given the Town's parking restrictions. He stressed the need for the bus services to complement and enhance the P & R scheme. A Rocks Green resident commented that the route encompassing Rocks Green, A49 and the Eco Park would be beneficial to Rocks Green residents as many worked on the Eco park and could use this service to travel to and from their place of work.

A representative of the Whitcliffe and Dinham Residents' Association voiced disappointment in the lack of bus service available in that part of the town. The Transport Policy Officer stated that the Shropshire Link service was available for use by residents in that area of town and remarked on the high satisfaction level of that service. The Committee Chairman, Councillor Mrs Rosanna Taylor-Smith added that the Shropshire Link service could address this shortfall. Councillor Bob Tilt added that the people of Ashford Carbonel were successfully making use of the Shropshire Link service.

A resident of Beaconsfield Park suggested that an hourly service to this area would be sufficient. The Transport Policy Officer stated that an hourly service to Beaconsfield Park and an hourly service to Greenacres could be accommodated. He explained that the preferred bus turning point in Beaconsfield Park was for the Operator to decide when considered against passenger safety and a risk assessment.

Ludlow Town Councillor Mrs Parry stated that older residents had not been properly considered given that the blue route [as show on the plan on display at the meeting] would take 45-50 minutes to complete a circuit and that a fourth route needed to be introduced in order to provide a complete service. The Transport Policy Officer explained that the route actually took 34 minutes and this allowed some flexibility to the operator. He stressed that any changes to the Ludlow bus services had to be introduced within existing budgets, as no additional funding was available.

A member of the public suggested that the red route would better serve the needs of local people if this service could cover the route alternately clockwise and anti-clockwise; this would make this route more customer friendly to meet the needs of the service users. The Transport Policy Officer agreed that this could be introduced as part of the revised service although there would need to be an assessment of the route to ensure that it would not cause any practical problems to the operator by reversing the route.

Mr Lumsden, representing Ludlow 21, and himself a user of this service, congratulated the Officers for endeavouring to create a town bus network from a small financial resource. He stressed the need for the new services to be properly marketed and suggested that bus stops themselves could be the key to targeting the appropriate audience. He acknowledged the benefits of the service encompassing the Eco Park both for the work force on the Park and also for visitors to the town who could park easily and travel in to town on the bus. He suggested that local traders might be willing to offer some discounts to users of the service. He also suggested that a 'Ludlow' bus ticket allowing travel on all the Ludlow bus services could be a positive step forward and encourage greater use of the services whilst adding flexibility to the services on offer to the service users. Finally, he queried whether the 'down time' of the Shropshire Link service or the school buses [after the school runs] could be used to run a Dinham shut tie bus to the town centre.

In answer to the suggestions regarding a Dinham shuttle, the Transport Policy Officer commented that the Shropshire Link service could be used to provide this service and its usage had been increasing since its introduction; he urged those present to promote the use of this service as a solution to some of the local transport issues.

Councillor Martin Taylor-Smith, Shropshire Council's Lead Member for Strategic Planning and Transport, spoke in support of the Shropshire Link service and added that its usage was increasing; it was noted that the service now carried 2,400 passengers per month. With reference to the plans on display at the meeting, he explained that the proposed services would provide a Ludlow school service, a link to the Leisure Centre, Rocks Green and the Eco Park. He stressed the importance of the inclusion of the Eco Park given that the new Ludlow hospital, two doctors surgeries and a pharmacy would be located there in future.

The Committee agreed that the revised services would constitute a vast improvement to the existing services and would provide many benefits to a wider audience although it was understood that some residents might have to adjust their usage of the service to suit the service offered.

RESOLVED

- 1) that Option 2 be supported;
- 2) that the possibility of introducing alternative clockwise and anti-clockwise travel on service 702 be investigated; and
- 3) that these services be reviewed in 12 months' time, with particular attention to sufficient marketing of the service and the level of take up.

LC/28 Meeting Dates 2010/2011

The Committee agreed its meeting dates for 2010/2011. Two date options in each cycle of meetings were agreed in order to allow greater flexibility in the compilation of the Council's meeting diary. [Note: only 1 meeting will be held in each cycle].

RESOLVED

**Cycle 1 - Either Tuesday 25 May OR Thursday 27 May 2010; Cycle 2 - Either Tuesday 27 July OR Thursday 29 July 2010; Cycle 3 - Either Tuesday 26 October OR Thursday 28 October 2010 and Cycle 4 - Either Tuesday 22 February 2011 OR Thursday 24 February 2010**

LC/29 Date/Time of next meeting

RESOLVED

**that the next meeting of the Ludlow & Cleve Local Joint Committee would be held at 7.00pm on Thursday 26 November 2009 at Knowbury Memorial Hall, Knowbury, near Ludlow.**

The meeting closed at 20.05 hours

Chairman:.....

Date:.....