

## Appendix 4: Correspondence received from the Ludlow Chamber of Trade



22<sup>nd</sup> April 2020

Dear Gina

It has just come to the Ludlow Chamber of Commerce attention that the hard fought for parking concession for accommodation owners has received one objection from Ludlow Town Council.

We find it utterly incredulous that our own Town Council has objected to any kind of parking concession offered to the town from Shropshire Council. We are also astounded that during the eighteen or so months that this has been fought for, Ludlow councillors, who were involved in consultation at all times, raised no concerns as stated in the eleventh hour objection to Shropshire Council.

There has been huge support for the parking permits to be re-instated and this one objection makes no sense whatsoever. Having gained this concession, surely as a town we are in a better position to argue for wider concessions in the future.

You do have the authority to rescind this objection and we urge you to do so as soon as possible so that once visitors begin returning to Ludlow after this appalling time we have something to encourage them. As you have stated in your objection, 'Ludlow's visitor economy is very important to the town' and this objection seems contradictory to that statement.

We look forward to receiving your response in the near future.

Yours sincerely

Vicki Orttewell

Chair, Ludlow Chamber of Commerce