

Individual Project Summary Report 2006/07

1. Project summary and information about the grant holder

Project title	Ludlow Green Festival		AONB Proj. No:	SDF/067/8
Overall objectives of the project	To organise a Green Festival for the end of May 2007 to celebrate and publicise the achievements and possibilities for developing a sustainable economy and future for people living in the Shropshire Hills AONB and neighbouring areas. This year's theme is ' <i>Climate Change, What can we do?</i> ' The grant was to pay a coordinator for the first three months of the planning process from January to March 2007.			
Start date	19/12/2006	End date	31/03/2007	
SDF grant holder <i>(your organisation)</i>	Ludlow 21			
Contact details <i>(your name, address, telephone and email)</i>	Roger Furniss, c/o Cath Landles, Shropshire Hills AONB Partnership. Tel (01588) 674084. Email: cath.landles@shropshire-cc.gov.uk			

2. Funding information

SDF funding received this year	£ 2,475	SDF funding received last year <i>(if any)</i>	£ 0
Total cost of the project this year	£ 4,668	Any special funding arrangements <i>(such as staged payments or financial conditions required by funders)</i>	No
Sources of other funding <i>(funding body or volunteer activity)</i>	Value of other funding where contributed in cash	Estimate of value (£ equivalent) where contributed in kind	
Volunteer time	£ 0	£ 865	
Ludlow 21	£ 1,328	£ 0	

3. Achievements of the project

What were the specific objectives that you set for the project in the grant application form?	How well were the objectives met?	What issues affected the achievement of the objectives?
Coordinator in post, from January-March 2007, to organise and plan the Ludlow Green Festival.	Achieved - Coordinator in post (Paula Redway, Ludlow Assembly Rooms)	An excellent working relationship has been established between the Assembly Rooms staff and the volunteer committee.
Planning undertaken for the Green Fair on May 27 th and stallholders booked.	Planning achieved for Green Fair on May 27 th and 42 stallholders booked	The Green Fair element of the Green Festival has attracted a full house of stallholders, many from the AONB.
Programme of events planned for 25 th – 27 th May 2007.	Programme of events planned and brochure produced	
Advance planning for the year long programme of Environmental Events to run from April 2007 – March 2008.	Year long events planned and included in brochure.	
Production of a Green Festival brochure and advance publicity and media coverage.	Green Festival brochure produced and proof of publicity and media coverage supplied	The brochure was produced on schedule and has made a strong impact on the community and is widely distributed throughout the AONB.

4. Lessons learned

What were the key lessons you learned during the project?	The professional approach of the Assembly Rooms staff has made many aspects of the project such as ticket sales, publicity distribution, and links with communities outside Ludlow in the AONB considerably more effective. The use of the ticket office and office facilities has been a real bonus.
What would you do differently next time?	The Shropshire Hills AONB Guided Walk had to be cancelled due to no takers. Perhaps we were too ambitious asking people to come by public transport, with an 8.30am start and 5pm finish! Next year we will look at a shorter day with a later start.
Do you have any further comments?	