



Gina Wilding
Town Clerk
The Guildhall
Mill Street
Ludlow
Shropshire SY8 1AZ

21st December 2023

Dear Sirs,

RE: 23/03530/LPREM AT LUDLOW CASTLE, CASTLE SQUARE, LUDLOW

In my capacity as the town clerk, I am responding on behalf of Ludlow Town Council and stating the council's objections to the licensing application 23/03530/LPREM at Ludlow Castle, Castle Square, Ludlow on the following grounds:

The town council understands that the number of events has been reduced from max. 15 to max. 8, however, the council believes that even with this reduction, the detrimental impact to normal activities in the town centre will be unacceptable.

The town council believes that the four concerts at the castle that took place for the first time in 2023 are an acceptable addition to the major events at the castle, but any further events would be to the detriment of activities already taking place in the town centre.

For the reasons stated below, the application would increase public nuisance and hazards to public safety.

The licence limited to 1 May to 30 September annually – this is Ludlow's core tourism season. The proposed license would curtail the enjoyment of normal everyday activities in Ludlow such as sitting on public benches and enjoying refreshments, browsing street traders, and enjoying community activities such as charity stall, public services outreach, and community activities to take place for both residents and visitors.

The centre of Ludlow is relatively small and the regular outdoor activities throughout the summer are important to the wellbeing of residents and visitors. In the summertime, the Events Square this is a popular area for visitors and residents to sit on benches engage with the gentle hustle and bustle of street trading, and community activities such as charity stall, police outreach, and community activities such as Morris dancing, and vintage car club visits.

However, extra events at the castle will reduce the vibrancy of the town centre and prevent these activities taking place because the limited space will be needed for the

set up and take down of the events in the castle. The normal rhythm of the town would be disrupted to an unacceptable extent. The town already has other events that have been taking place for decades such as the Mayfair - the extra events at the castle will make the town centre the stage lot for the castle's events. This is not acceptable.

Ludlow castle only has one access point for moving all the goods and equipment in and out and the events square must be cleared of benches, no street trading or community events can take place because the area is needed for the delivery of equipment and goods – and it is a H&S hazard to allow people and vehicles to mix in this area during set up and take down.

For example, the four days of concerts in July meant that the square was unusable for any other activities for 16 days. For the three days of the Spring Festival in May, the square was unusable for 10 days. For the three days of the Food Festival in September, the square was unusable for 9 days.

The licence is also to increase the crowd capacity of the castle – Future Sounds and the castle need to show that the extra people can be managed safely so that they do not become a source of anti-social behaviour for the town. There are very few walking routes so it will not be possible to split up the crowds and manage the flow of people into or out of the venue – even with signage - visitors find the twisting narrow paths and streets of Ludlow very confusing. The town council does not believe that the organisers would be able to prevent extra crime and disorder that would be generated by large numbers of people in a very small-town centre.

Logistically a concert has a very different people movement profile to an all-day festival. The festival will have ebbs and flows of people attending with some peaking at opening and closing times. However, the crowd dynamics of a concert involve thousands of people arriving and leaving within a very short timeframe. The same is true of the extra traffic. Ludlow small street would be easily overwhelmed by the rapid influx and egress of audience vehicles.

I fully understand that this representation will be made available to the applicant and included in the Sub Committee's Hearing papers which are publicly accessible documents, and any subsequent appeal court proceedings.

Yours sincerely,

Gina Wilding

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Town Clerk

Date: 21/12/2023

Ludlow Town Council received eight verbal representations from members of the public at their full council meeting on 11th December 2023. The main points made by each speaker are summarised below:

A resident of Dinham raised the following concern:

The licensing application for Ludlow castle is inappropriate. Whilst the concerts last year were great. The noise level was intrusive and affected their enjoyment of being in their own home, so they would not want the number of events to be increased.

A resident of Dinham raised the following concern:

The licensing application for Ludlow castle is inappropriate and would only serve the profits of the castle and the event company. It would not serve the town well. Residents of Dinham were advised that there would a chance for them to provide feedback after last year's four concerts, but this has not happened – and should happen. Overall, the resident felt that three concerns, not four would be appropriate and there were issues with the Friday concert, which was too loud in their opinion. The resident reported the incident of an arrest, and that ASB linked to concerts had a detrimental impact on health and wellbeing of residents. The resident was also concerned that road closure and limited access for residents was a problem.

A resident of Dinham raised the following concern:

He is concerned that the number of events proposed in the licensing application is inappropriate. He had attended a meeting with the organisers before the concerts and the promised feedback meeting after events had not taken place – this was disappointing and should happen.

A resident of Dinham raised the following concern:

The licensing application for Ludlow castle is inappropriate. Overall, the concerts last year could be made acceptable to residents, but there had not been a feedback meeting, and this was a problem. The licensing application for 15 events is overkill, and it must be recognised that the disruption to the town extends beyond the actual events. There is a period of nine days for set up and take down for the event. In this period the normal rhythm of the town is disrupted, and this is to the detriment of the residents, and other users and visitors of the town.

A resident of Dinham raised the following concern:

The licensing application for Ludlow castle is inappropriate. In addition to the comments made by others, they were concerned about the excess pollution from vehicles including the HGVs, which included exhaust emissions and particles from their tyres.

A resident of Dinham, who is also the Chairman of Ludlow Civic Society raised the following concern:

The licensing application for Ludlow castle is inappropriate. He stated that Ludlow Civic Society had a membership of 300 and were opposed to the licensing application. The detrimental impacts would be due to road closures, public nuisance, and intolerable noise. He had heard that the number had been reduced from 15 to 8, but contended that this new figure had been proposed by an authority at a distance from Ludlow and he could not see how it had any relationship to what would be good for the town – it appeared to be an exercise in reaching a more acceptable sounding number – but not an exercise in doing what was right for the town.

He said that the four new concerts last year were acceptable, but there were problems that needed to be addressed including sound levels, and damage to his car, which he accepts may not be related, but felt that the extra vehicles and reduced space contributed. He thought that more events would be to the detriment of other users of the town, and only benefit the profits of the castle and the organisers.

A resident of Dinham raised the following concern:

The licensing application for Ludlow castle is inappropriate. The economic benefit of a few was not appropriate to the level of disruption and activity that would overtake the town. Eight extra events are too much. There would be one event every three weeks and there would also be to the set up and take down period, which also has a detrimental impact to the normal life of the town. Ludlow would become a less attractive place – and this is unacceptable. There should be no more than the extra four concerts took place last year.