

Levels and Changes (%) in Numbers of Attendees as Proportion of Population, Footfall and 2023 Event

Simon P. Burke

Summary

1. The purpose of this note is to provide an indication of the scale of the numbers of attendees being sought in the license application by Futuresound Group.
2. An increase of 2000 per day (from 5000 to 7000) is a 40% increase and equivalent to 19% of the population of Ludlow and 31% of the daily footfall in the town centre. That is, if the number of days of events continued to be 4 but the attendance was raised to 7000 then attendance would increase by 40%.
3. Retaining the 2023 event (at 5000 people per day) and adding 15 days of events at 7000 people per day increases the number of attendees by 105,000 from 20,000 to 125,000, an increase of 625%. This **increase** is equivalent to 1000% (one thousand per cent) of the population, 107% of the footfall normally expected for a 15 day period, and 525% of attendance (at the 2023 event).
4. Retaining the 2023 event and adding 8 days of events at 7000 people per day increases the number of attendees by 56,000 from 20,000 to 76,000, an increase of 625%. This **increase** is equivalent to 533% of the population, 107% of the footfall normally expected for a 8 day period, and 280% of attendance (at the 2023 event).
5. If the 2023 is retained in its previous form then with 15 additional days at 7000 people per day, the **total attendance** (125,000) is 1190% (one thousand one hundred and ninety per cent) of the population of Ludlow, equivalent to 101% of the normally expected footfall for a 19 day period, and 625% (over six times) the number allowed for the 2023 event.
6. If the 2023 is retained in its previous form then with 8 additional days at 7000 people per day, the **total attendance** (76,000) is over seven times the population of Ludlow (724%), equivalent to 97% of the normally expected footfall for a 12 day period, and 380% (nearly 4 times) the number allowed for the 2023 event.

The table below provides more details of these calculations. The numbers in bold and underlined are those referred to above.

Table Presenting the Numbers of People Under Various Licensing Scenarios Expressed Relative to the Population of Ludlow, the Footfall in the Central Town Area of Ludlow and the Numbers Allowed for the 2023 Event

Values for 2023 Event	Number of People	% Population	% Footfall	% 2023 Event
4 days @ 5000 day	20000	190	77	100
Table of Changes				
Type of increases	Number of People	% Population	% Footfall	% 2023 Event
Daily (one day)	2000	19	31	40
Aggregate change (15 extra days @ 7000/day) (375% additional days)	105000	1000	107	525
Aggregate change (8 extra days @ 7000/day) (200% additional days)	56000	533	107	280
Table of Aggregates	Number of People	% pop	% footfall	% 2023 Event
Total attendance (4 at 5000/day, 15 at 7000/day): 19 days in all	125000	1190	101	625
Aggregate change (4 at 5000/day, 8 at 7000/day): 12 days in all	76000	724	97	380

Data and Sources

Daily Footfall September 2022	6517		Ludlow Town Centre Audit Analysis, 2023	https://www.shropshire.gov.uk/media/26828/ludlow-town-centre-audit-report-2023.pdf
Ludlow Population	10000	(rounded to nearest 100, tables use 10500)	ONS Census 2021	https://www.ons.gov.uk/visualisations/customprofiles/build/#E04011309

Additional Pictures Showing Area Immediately Outside Castle Walls



