Ludlow: Town Centre Audit Analysis, 2023











Shropshire Council

Published November 2023

For more information, please contact:

BusinessIntelligence@shropshire.gov.uk

Introduction

An audit of businesses operating in Ludlow's main shopping streets was undertaken in September 2023 as part of an on-going piece of research reviewing the vibrancy of Shropshire's main market towns and key settlements. Ludlow centre was first audited in April 2019 and then again in September 2020, 2021 and 2022. The objective of these audits is to provide a snapshot of the vitality of the town by investigating:

- The range and diversity of the retail offer
- The number and types of non-retail businesses operating
- The number and location of vacant properties
- Distinctive characteristics within the town, for example a strong tourism offer or a high penetration of "low end" traders
- The amount, location and type of domestic residences in the centre of the town

The research also aims to monitor change over time. The functionality of the High Street has been changing for some time, and through 2020 and 2021 the coronavirus pandemic has posed additional challenges to High Street businesses. The 2020 audits for all towns took place in September, following the first national lockdown. Non-essential retail and hospitality businesses were able to trade at this time (albeit with strict social distancing measures in place). The 2021 audits also took place when High Street businesses were able to trade. By 2022 High Streets were trading normally with no Covid-19 restrictions, but the cost of living crisis was gathering pace. Inflation was elevated in 2023, which has also impacted people's spending power.

Key Findings

- 238 commercial units, occupying 28,500m^2 gross floor space
- 4th largest centre in Shropshire behind Shrewsbury, Oswestry and Bridgnorth, accounting for 9.3% of all Shropshire High Street traders
- Second highest number of stores per head of population behind Bishop's Castle at a rate of 22 units per 1,000 population
- Average store size 120m^2 which is smaller than the average across Shropshire (147m^2)
- 394 residential premises in the main shopping area, giving a ratio of 0.6:1 commercial versus residential properties
- Ludlow had a very low level of churn in 2023, at just 5%. However, most of this change was negative, with almost three-quarters representing new vacant premises. 9% of all commercial premises were vacant in 2023—despite a significant rise in vacant units in 2023, the vacancy rate remains lower than the Shropshire average (11%)
- The highest proportion of commercial units are attributable to comparison retail, which account for 37% of all commercial operations (higher than anywhere else in Shropshire)
- Convenience retail also has an above average representation (8% of units and 19% of floor space)
- In contrast, there are comparatively few businesses operating in retail services (14%)

Methodology Statement

Only the main retail centre of the town was surveyed, as shown on Map 4.

Both retail and non-retail businesses will be operating in other parts of the town. Ludlow Business Park and Ludlow Eco Park are notable employment hubs which are away from the town centre and therefore outside the scope of this audit.

All commercial premises within the defined area were audited, and classified as:

- Comparison Retail—defined as stores selling non-food/drink/tobacco products
- Convenience Retail—defined as stores selling food/drink/tobacco products
- Retail Service— defined as stores selling a service rather than a product, such as hair dressers or travel agents
- Financial & Business Services — for example, banks, solicitors, accountants, estate agents
- Health - including dentists, health centres, GP practices, alternative therapies
- Restaurants & Takeaways—including cafés and tea rooms
- Tourism & Leisure—hotels and public houses/bars as well as visitor attractions and cultural assets
- Education & Community Facilities—including schools, colleges, libraries, community centres
- Other Non-Retail
- Vacant

Gross floor space was matched to each premise using OS Master Map. It should be noted, that where two outlets shared the same premise (as shown on Master Map) an assumption was made that both occupied the same amount of floor space. For multi-storey buildings occupied by multiple businesses, it is assumed that all floors have the same gross space. Unless it is clear that a single business occupies more than one floor of a building, it has been assumed that it occupies only one floor. This means that in some cases, gross floor space may be under-estimated as some traders use upper floors for storage. No estimate relating to net floor space has been made.

Businesses occupying above ground floor level premises have only been included in this audit if their presence is clear from street level (by door signs or external hoardings for example). It is likely, therefore, that some non-consumer businesses operating in the area may have been missed.

Premises are assumed to have changed hands if their name or function has changed since the 2022 audit. In some cases though, ownership may be unchanged but the business has been rebranded or renamed.

An estimate of the number of domestic residences in the main retail centre has been made using OS Address Base (complete version) using all residential classification codes.

Retail Centre Hierarchy

Town centres represent important employment, entertainment and shopping hubs for their local population and hinterland. They also represent an important component of the visitor economy.

However, not all centres have comparable functions. Larger centres tend to attract workers and shoppers from much further afield than smaller centres, and consequently offer a much greater volume and variety of retail trade and consumer and business services.

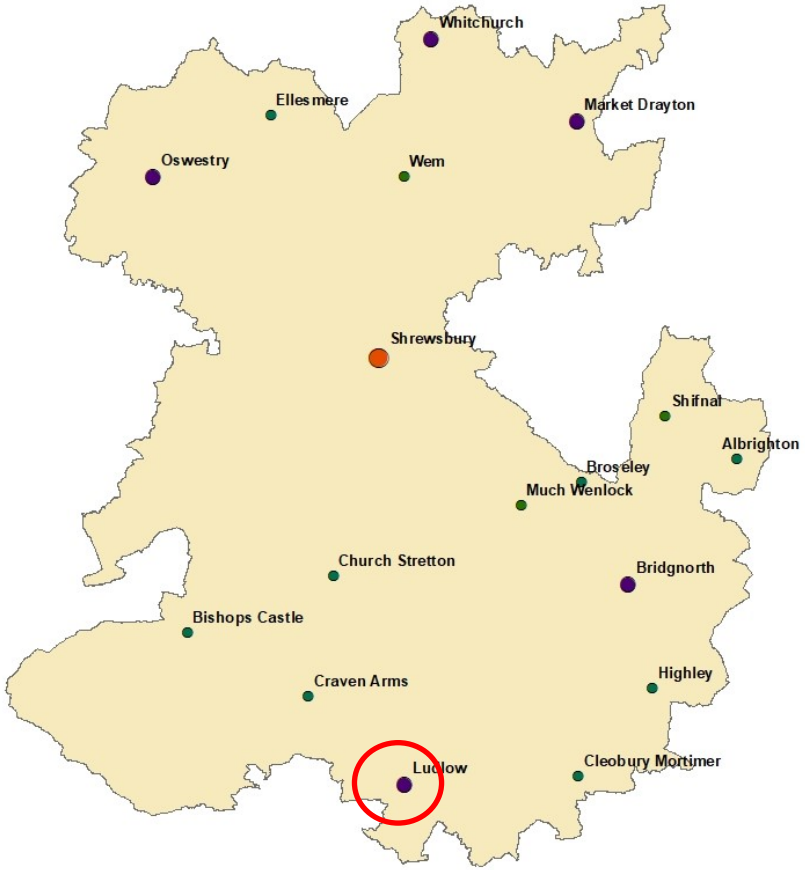
In order to benchmark Shropshire towns against each other in an appropriate manner, the following hierarchy has been adopted:

Tier 1: Shrewsbury

Tier 2: Bridgnorth
Ludlow
Oswestry
Market Drayton
Whitchurch

Tier 3: Albrighton
Bishops Castle
Broseley
Church Stretton
Cleobury Mortimer
Craven Arms
Ellesmere
Highley
Much Wenlock
Shifnal
Wem

Map 1: Shropshire's Main Retail Centres



© Crown copyright and database rights 2022 OS 100049049. You are permitted to use this data solely to enable you to respond to, or interact with, the organisation that provided you with the data. You are not permitted to copy, sub licence, distribute or sell any of this data to third parties in any form.

Ludlow retail centre is about the same size as Bridgnorth in terms of the number of commercial operators. It is smaller than Oswestry, but notably larger than either Market Drayton or Whitchurch.

About Ludlow

Ludlow is located in the south of Shropshire close to the border with Herefordshire. Today the town has a population of 10,041 and 4.833 households *(2021 Census).* The town's population has declined slightly since 2011 (by 2.2%). It is the sixth largest town in the county behind Shrewsbury, Oswestry, Bridgnorth, Market Drayton and Whitchurch.

Ludlow is on the A49 which links north to Shrewsbury (29 miles) and south to Hereford (23 miles). The A456 is five miles south of the town centre and provides travel east to Kidderminster. Ludlow is on the main railway network, which provides links northwards to Shrewsbury and Manchester and southwards to Hereford and Cardiff. Total population within a 10 mile radius is 46,600.

Ludlow is an important employment hub, fourth in size in Shropshire to Shrewsbury, Oswestry and Market Drayton. It provides approximately 4,600 jobs across the town council area *(ONS Business Register and Employment Survey, 2022)*. Key sectors include:

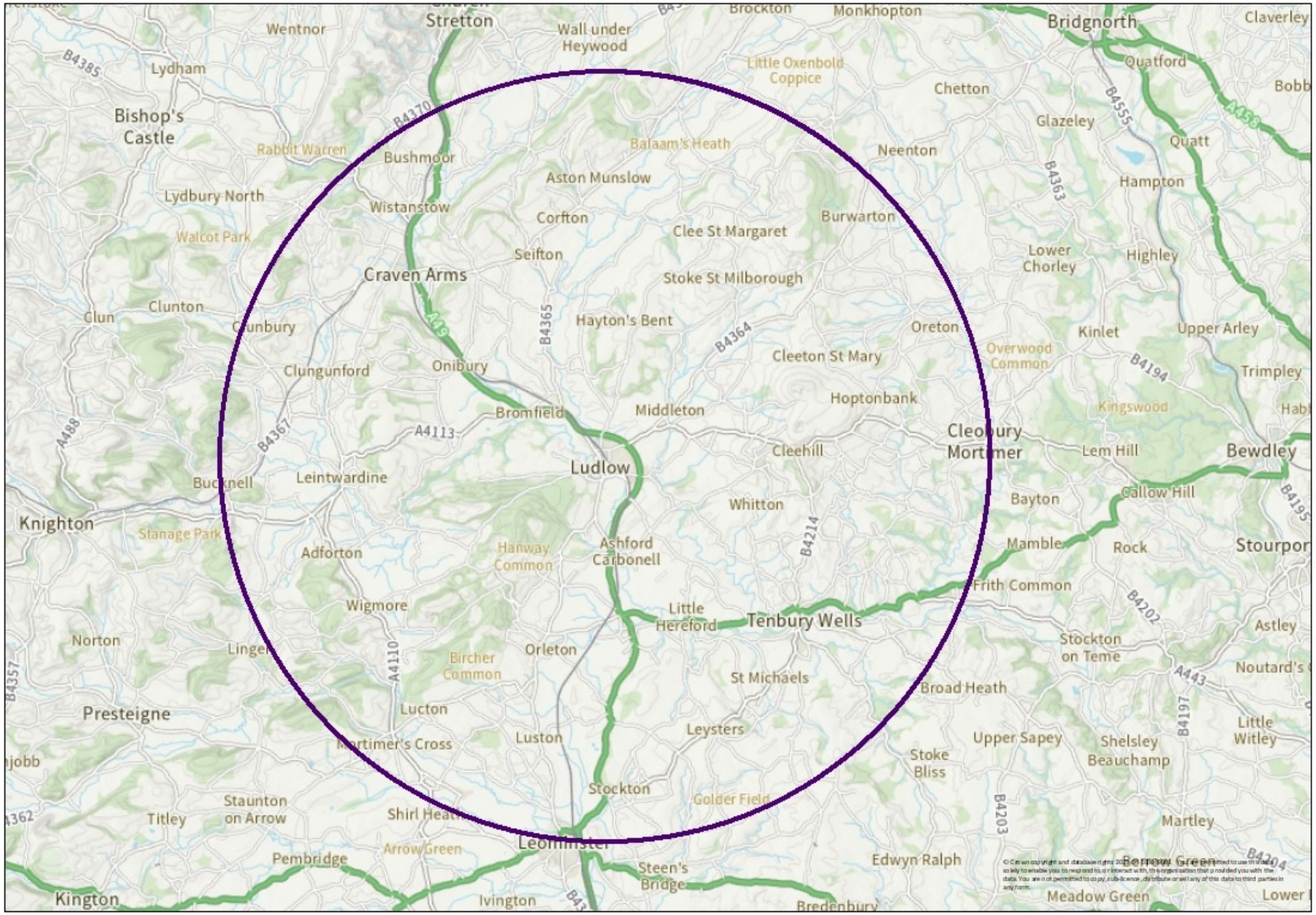
- Retail (17.3% of jobs)
- Professional, Scientific and Technical (13.0% of jobs)
- Health (13.0% of jobs)
- Accommodation & Food Services (10.3% of jobs)
- Wholesale (7.6% 0f jobs)

Overall, Ludlow town council area (depicted on Map 3) covers an area of 454 hectares. The main shopping area (depicted on Map 4) is much smaller than this, at around 12 hectares. This is nonetheless notably larger than the main shopping areas in Market Drayton or Whitchurch, albeit smaller than Oswestry. It is on a par with Bridgnorth.

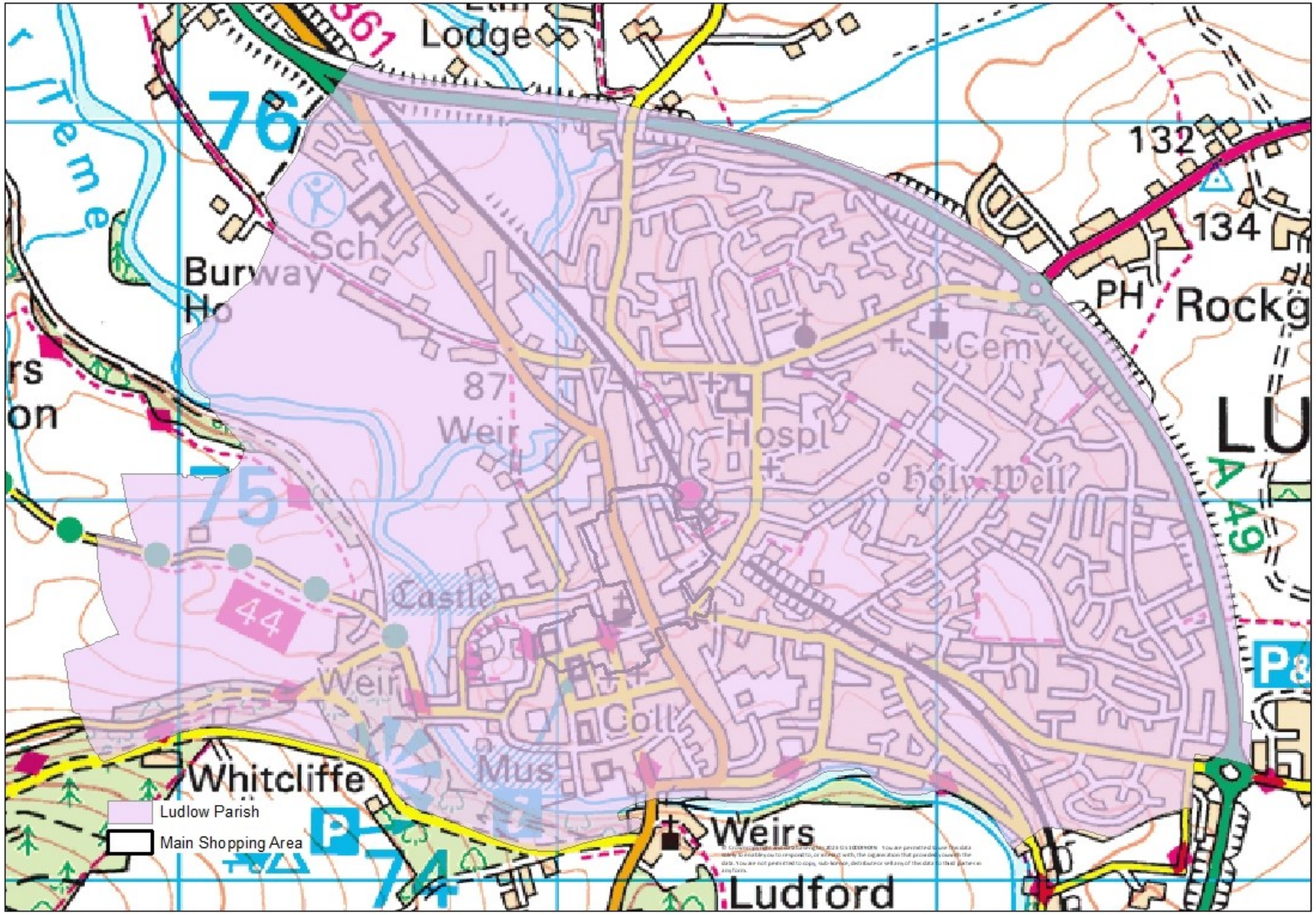
Ludlow is the main market town in south Shropshire. It is a thriving centre with a mix of independent stores, boutiques, pubs and restaurants. Ludlow Castle and grounds is a key attraction and there are many attractive buildings within the main shopping streets, with around 500 of them being listed. The market square is home to regular markets offering a wide range of local produce. Ludlow is renowned for its fine foods and ales and hosts a number of food based festivals throughout the year.

Ludlow market takes place in the main square in front of the castle, operating four days a week throughout the year and hosting many speciality events.

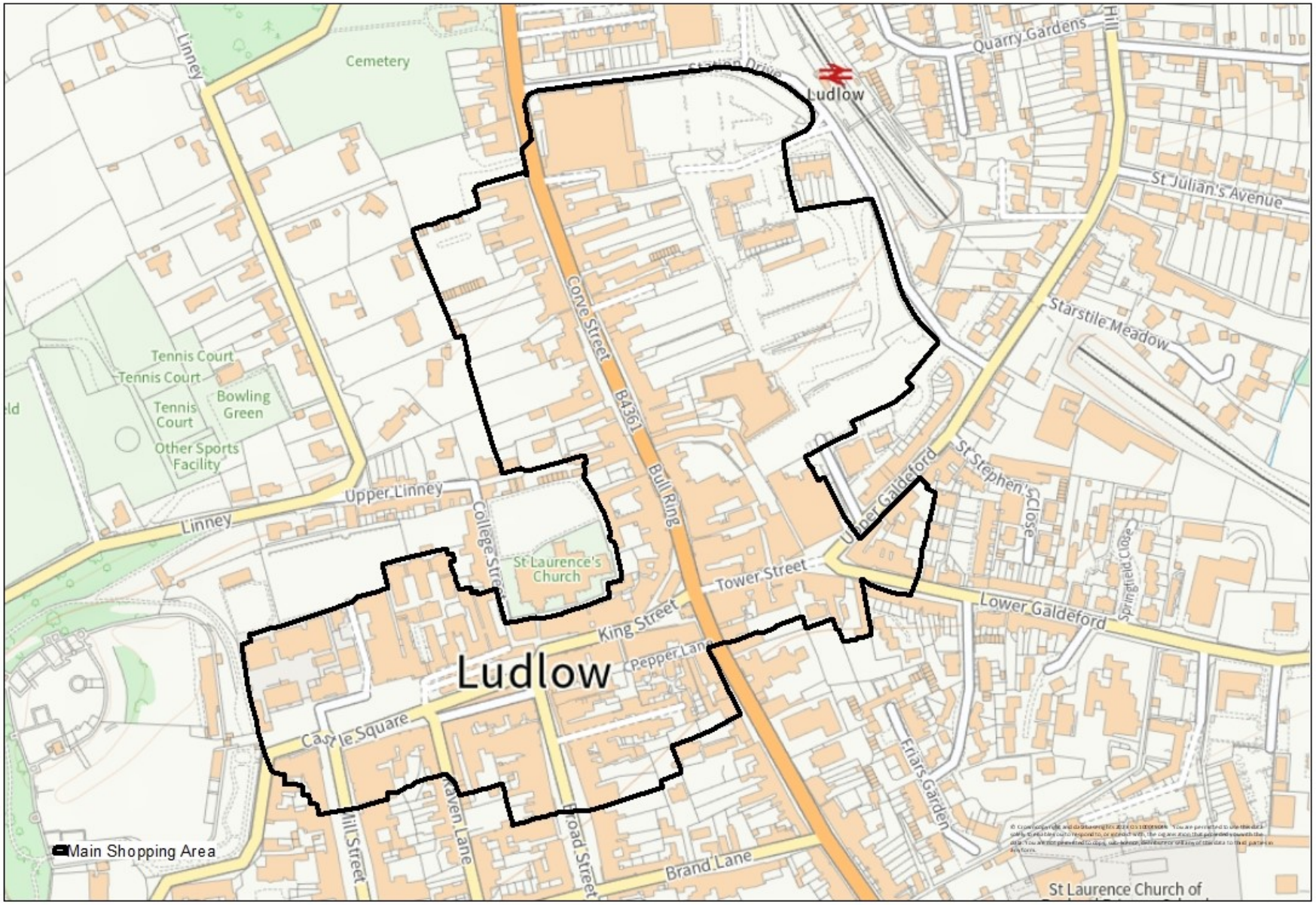
Map 2: Location of Ludlow showing 10 mile radius



Map 3: Ludlow Town Council



Map 4: Main Retail Shopping Area



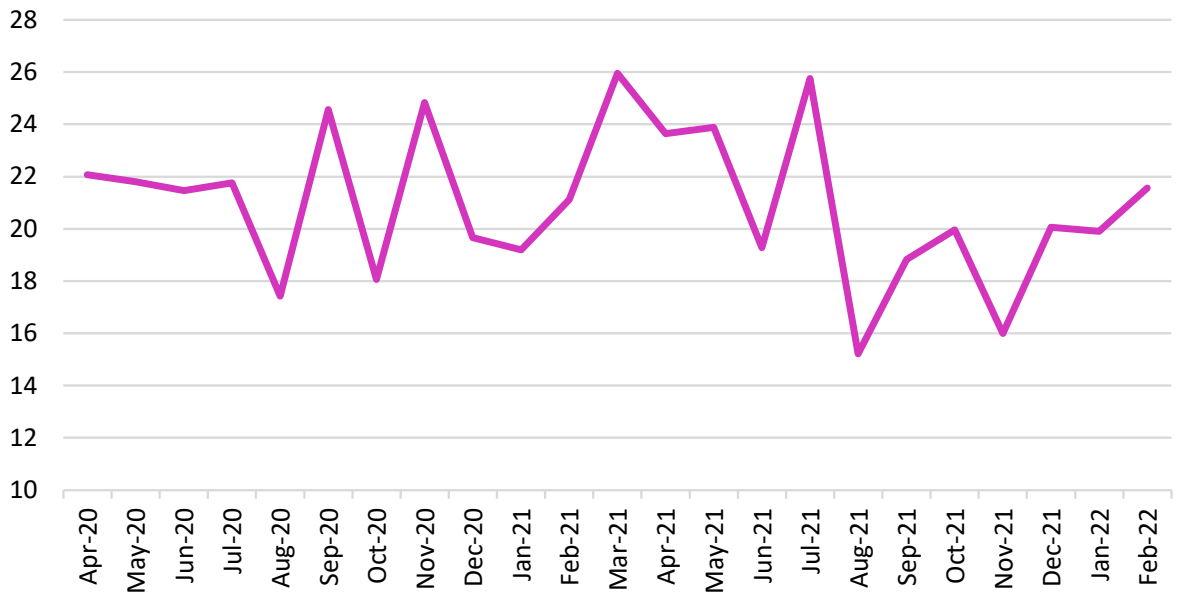
Catchment and Footfall

The map on the following page shows the main catchment for Ludlow town centre. It covers the town itself and a substantial hinterland that stretches into Wales to the west, and into Worcestershire to the east. Overall, the area includes 11 postcode districts.

The total population within the catchment is 150,185 people which is smaller than the catchment for any of the other tier 2 towns in Shropshire except Market Drayton. The average catchment distance is relatively long, at 27.98 miles.

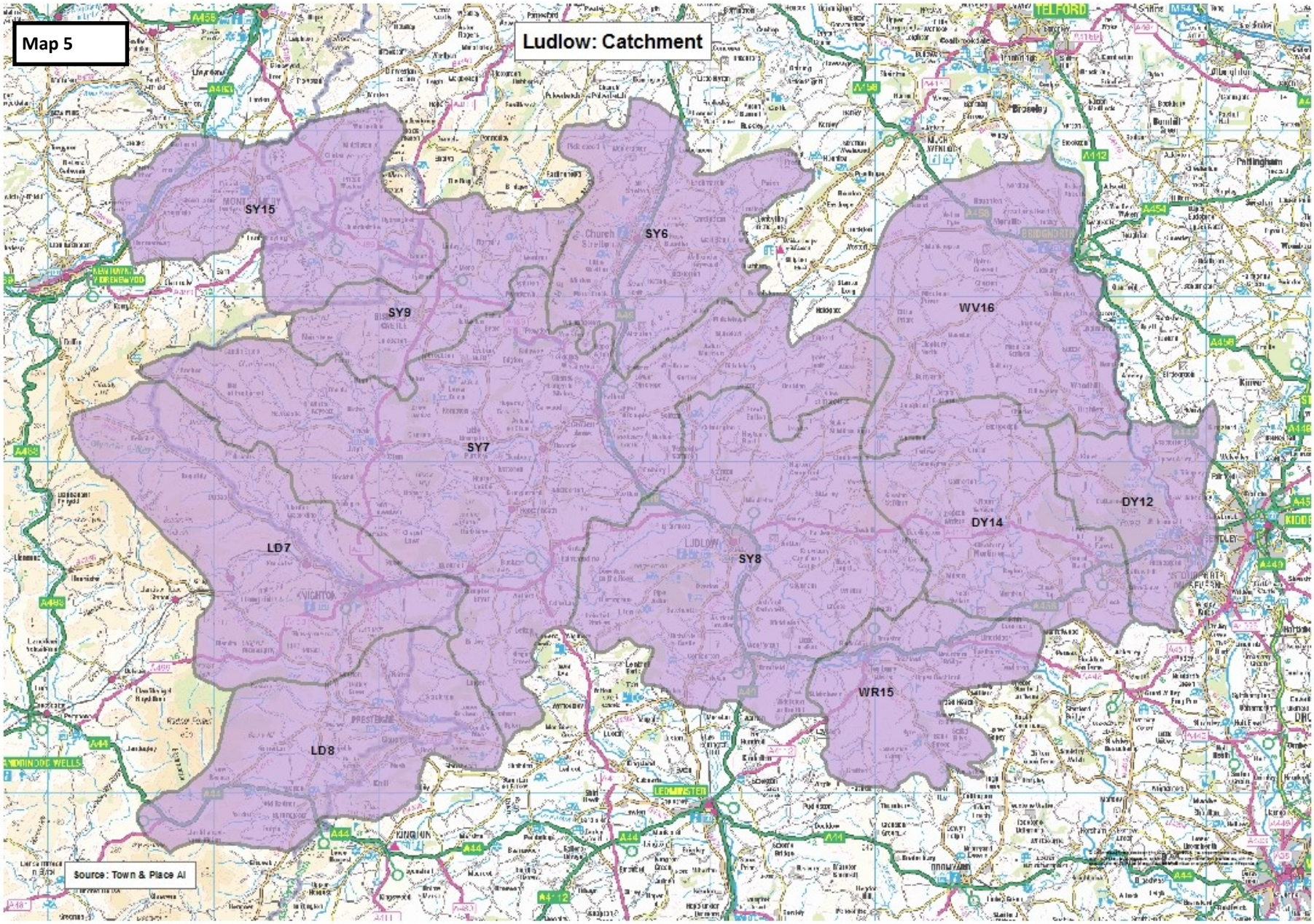
The chart below shows the percentage of the catchment population visiting Ludlow at least once a month since April 2020. The conversion rate has ranged between 15.2% (August 2021) and 26% (March 2021).

Chart 1: Catchment Conversion (%)



Source: Town & Place AI

Note: Catchment defined as any postcode district from which at least 3% of residents visited the town on at least one occasion during the preceding month. Hence, the precise catchment area and catchment population will change on a monthly basis.


Map 5
Ludlow: Catchment
SY15
SY6
SY9
WV16
SY7
DY12
DY14
LD7
SY8
WR15
LD8
Source: Town & Place AI

The map on the following page shows the percentage of each postcode that forms part of the Ludlow catchment area that visited the town centre at least once in February 2022.

The overall catchment conversion stood at 21.6% in February 2022. However, this ranges from more than 60% in SY7 and SY8 to less than 5% in SY15 and WV16. The town itself is in SY8.

Overall, 70% of visitors to Ludlow originated from the six postcode districts that make up the core catchment (SY8, SY7, LD7, SY9, SY6 and WR15). This proportion is particularly high. The remainder of the catchment accounts for 18% of visitors, with the remaining 12% representing visitors from further afield (classified as tourists). This reflects Ludlow's status as a tourism destination.

Chart 3: Trends in Ludlow Postcode Conversion

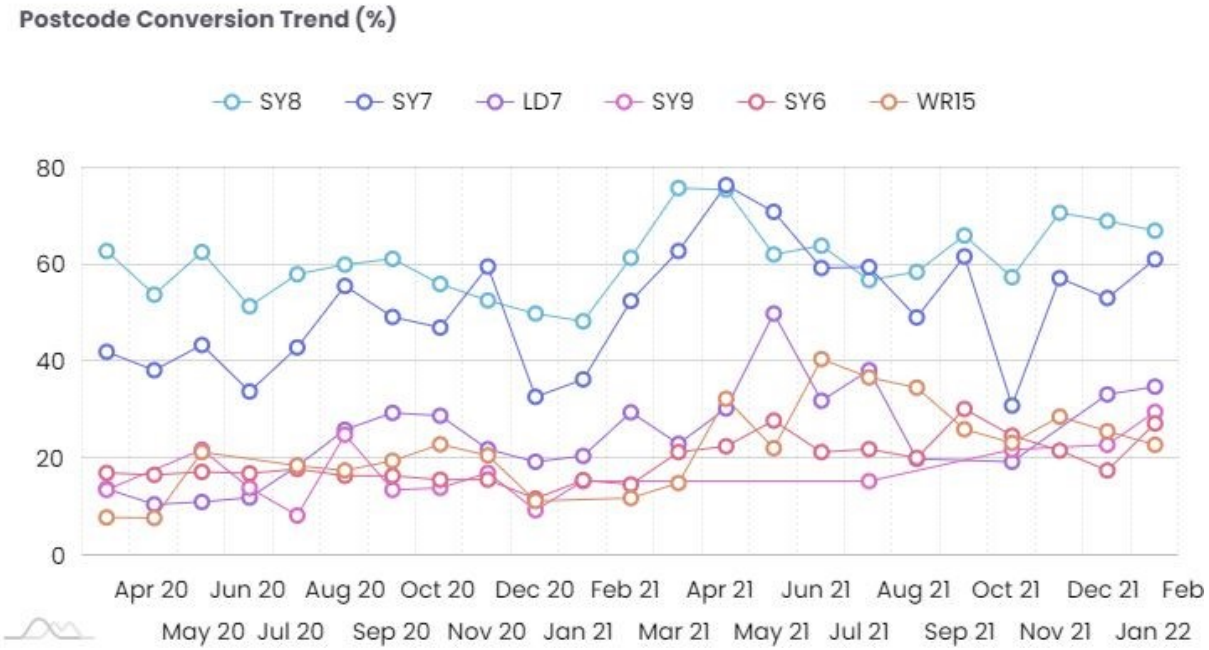
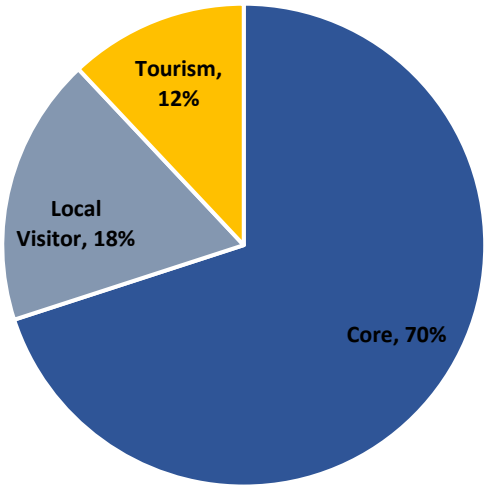


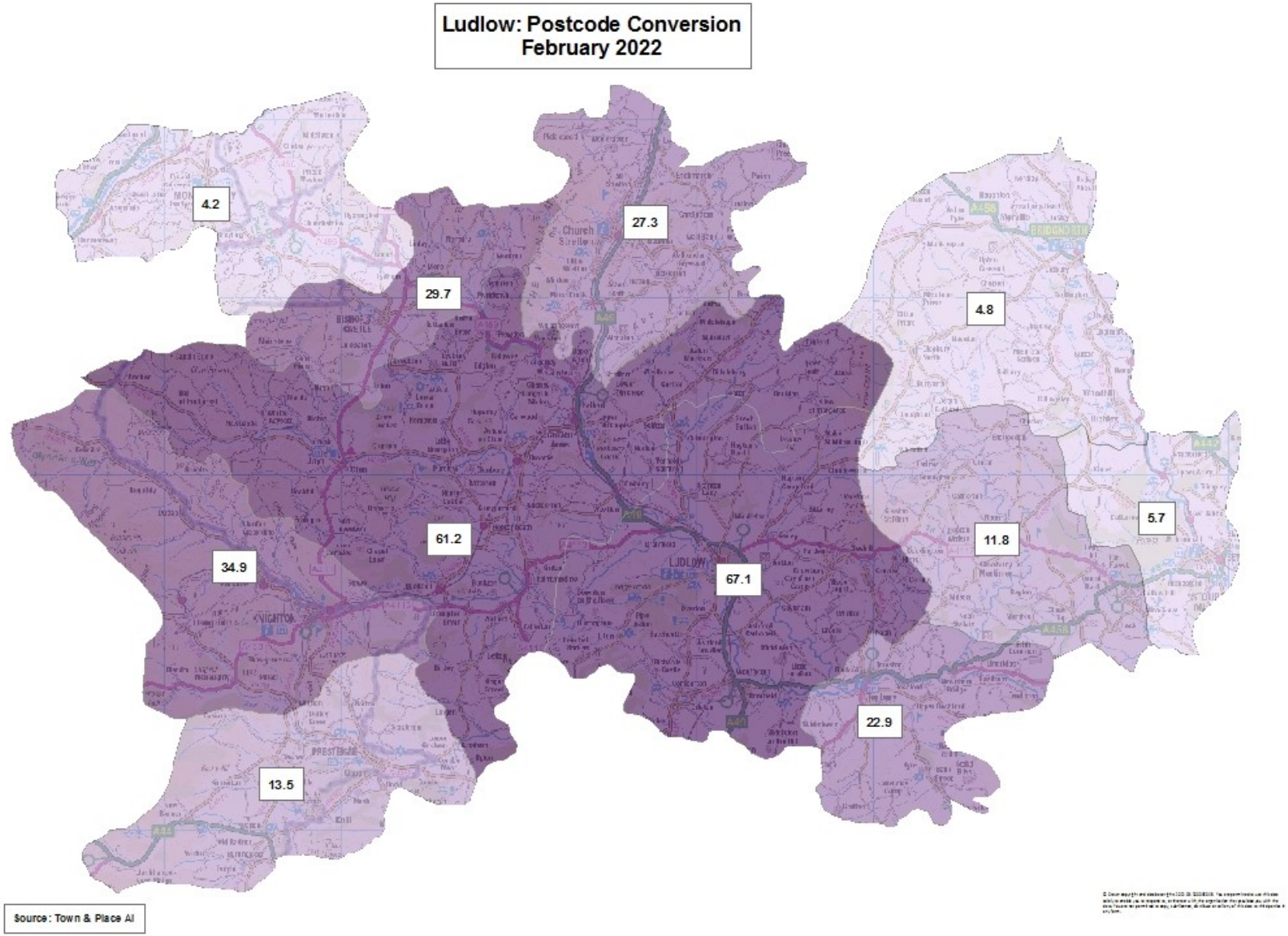
Chart 2: Breakdown of Visitors to Ludlow, February 2022



The adjacent chart shows trends in postcode conversion for the Ludlow core catchment area. It shows that conversion from the core postcode districts SY8 and SY7 have been consistently higher than other postcode districts, especially the former (where the town itself is located).

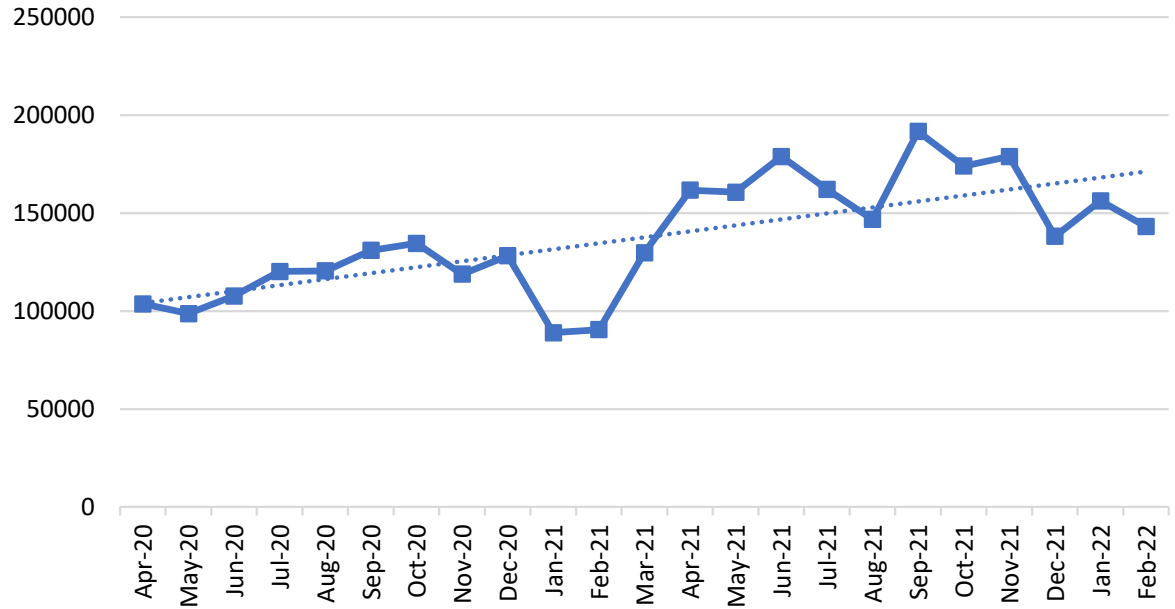
Source: Town & Place AI

Map 6


Ludlow: Postcode Conversion
February 2022
4.2
27.3
29.7
4.8
5.7
61.2
11.8
34.9
67.1
22.9
13.5
Source: Town & Place AI

The following chart shows footfall in Ludlow town centre from April 2020 to February 2022. Not surprisingly, the overall trend is upward given that the start of the review period coincided with the first national lockdown arising from the Covid-19 pandemic. Overall footfall stood at 143,056 in February 2022, which represents an increase of 58% over the same month in 2021.

Chart 4: Trends in Footfall



Ludlow attracted 48,494 unique visitors in February 2022, each of whom visited an average of 2.95 times to generate footfall of just over 143,000. The average dwell time was 35 minutes.

Source: Town & Place AI

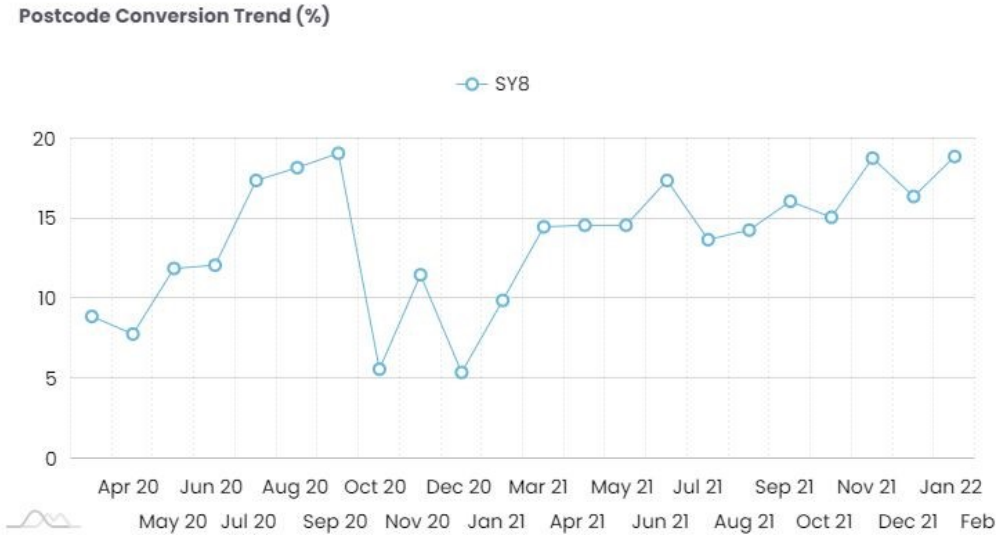
Alternative Shopping Destinations

Although around two-thirds of Ludlow (SY8) residents visited Ludlow town centre in February 2022, the town's population also utilises alternative shopping destinations further afield. The most frequently visited alternative destination is Hereford, with 24% of residents visiting at least once in the month. This compares with 18.9% who visited Leominster (also in Herefordshire and roughly within a 10 mile radius of Ludlow town centre) and 17.7% who visited Shrewsbury.

Chart 5: Hereford



Chart 6: Leominster



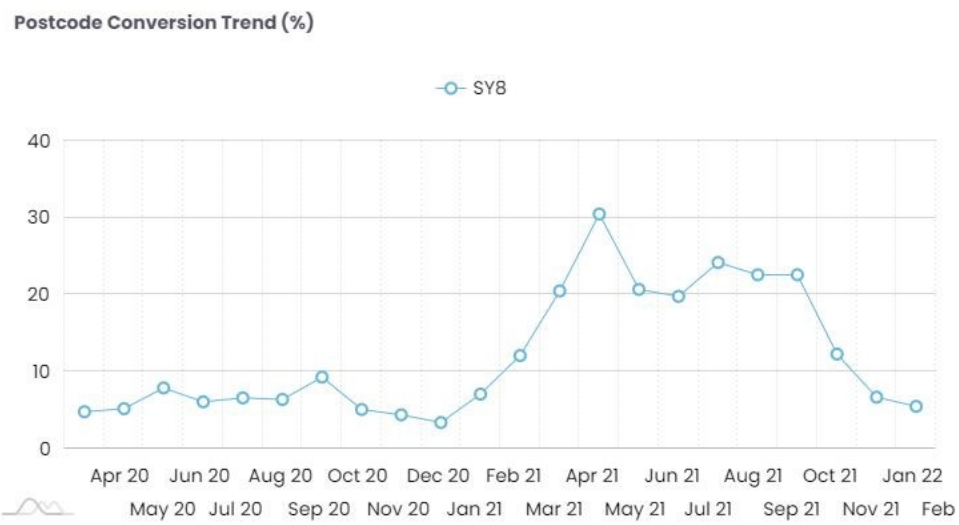
The relative frequency with which Ludlow residents visit destinations in neighbouring Herefordshire suggests that a proportion of Ludlow retail expenditure is being leaked out of Shropshire. The number of SY8 residents visiting Shrewsbury have increased significantly in recent months, suggesting that people are prepared to travel further in the absence of Covid-19 restrictions.

As well as Hereford, Leominster and Shrewsbury, a small number of Ludlow residents also visit Church Stretton town centre. Visits were substantially higher in the summer months of 2021, indicating that the town is primarily a seasonal destination used as much for a day out as a shopping expedition.

Chart 7: Shrewsbury



Chart 8: Church Stretton



Postcode conversion charts have been downloaded from the Town and Place AI tool, which monitors visitor numbers and footfall across a range of towns and city centres across the UK.

Key Audit Results

There are total of 238 commercial premises within the Ludlow survey area accounting for approximately 28,500m^2 of gross floor space. Units are on the small size at an average of 120m^2, which is smaller than the average in any of the other tier 2 Shropshire towns. This reflects the large number of small and specialist boutiques which trade in the town.

The number of commercial operators in the town has edged down slightly over the past two years. Two premises were converted into residential premises in 2022 (one a former B&B which was empty in 2021) and a former gallery now seemingly serving as a private residence only. Another premises was converted from commercial to residential in 2023. To offset these losses partially, an additional business is now trading in Tower Street.

It should be noted that the additional commercial operators identified in years prior to 2022 do not necessarily reflect an increase in commercial space as more consumer-facing businesses may have opened in office space and was therefore more clearly visible to the auditors.

Chart 9: Number of Commercial Premises in Ludlow, 2019-2023

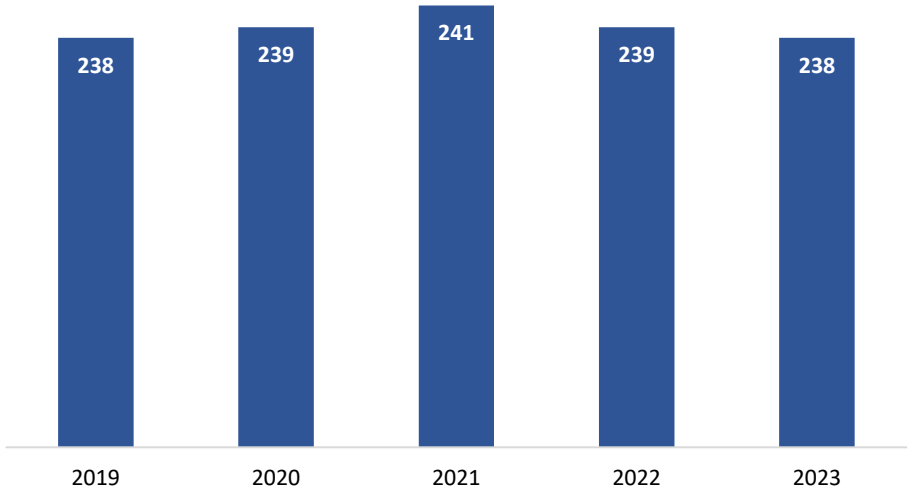


Chart 10: Location of Businesses Operating in Ludlow, 2023

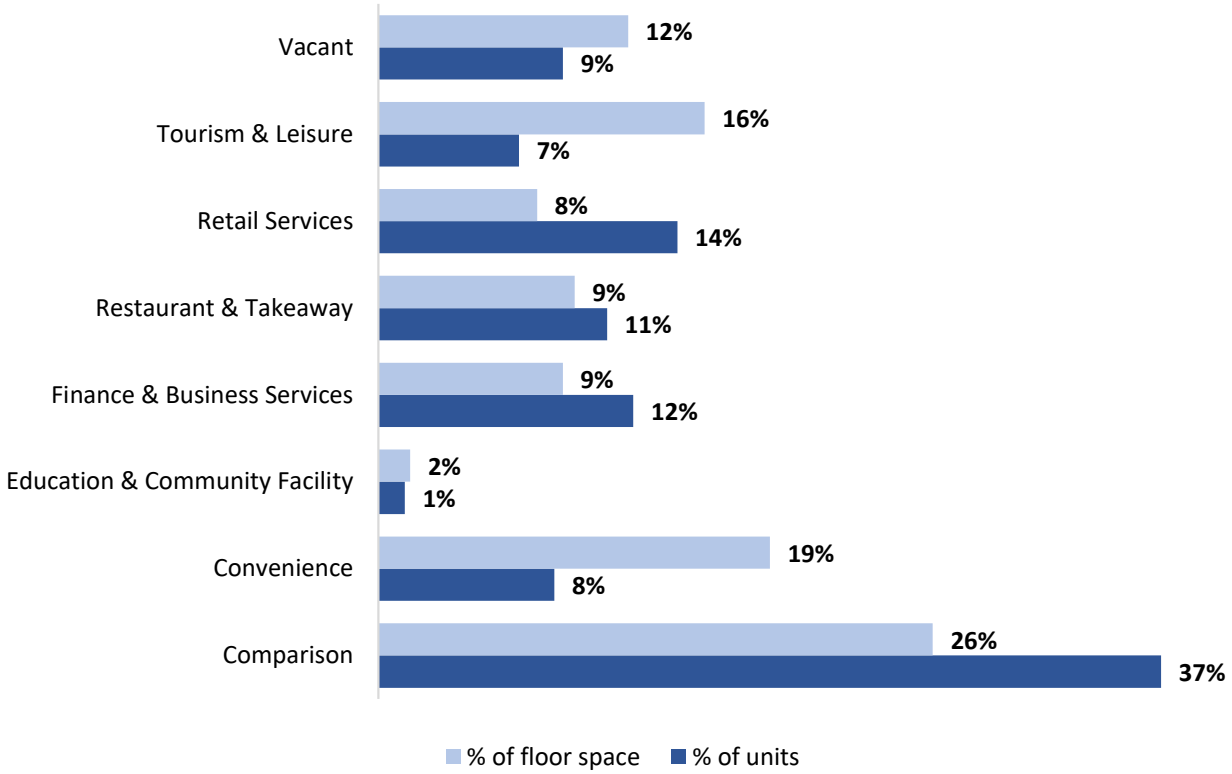
	% of units	% of floor space
Broad Street	11%	11%
Bull Ring	17%	15%
Castle Street/Square	8%	10%
Church Street	5%	3%
Corve Street	17%	30%
High Street	6%	2%
King Street	7%	6%
Tower Street	8%	5%
Other	21%	18%

A relatively large number of short streets make up Ludlow town centre. There is a high concentration of businesses on Corve Street (41 businesses or 17% of the total) - as they are larger than average, they account for 30% of gross floor space. A similar number of units (41) are located on Bull Ring (15% of floor space). More than one out of 10 commercial units are on Broad Street. Other streets with a significant number of stores operating are Castle Street, Church Street, High Street, King Street and Tower Street. Units are slightly larger than average in Castle Street (as well as Corve Street) but are smaller in Church Street, Tower Street, High Street and King Street.

Business Classifications

Comparison retail units account for a disproportionately high share of the town centre offer in Ludlow, filling 37% of all units trading and for 26% of floor space. In unit terms, this share is significantly higher than in any of the other shopping centres in Shropshire. As stores in this category in Ludlow tend to be comparatively small in size (less than 85m^2 each on average), the overall floor space allocation is more in line with Bridgnorth, Oswestry and Whitchurch.

Chart 11: Breakdown of Ludlow Commercial Premises by Classification, 2023



Retail services, financial, business and professional services and restaurants and takeaways all account for a similar share of commercial units in Ludlow town centre (11-14%). Retail services account for 14% of units, but since these tend to be small in size they take up just 8% of gross floor space. Financial and business service providers account for 12% of units and 9% of floor space, while restaurants and takeaways hold shares of 11% and 9% of units and floor space respectively. 8% of stores is convenience retail. The presence of a number of main food stores mean that this classification accounts for a high proportion of gross floor space (19%).

As an important tourism location, a comparatively high share of the town is dedicated to tourism and leisure facilities—7% of units and 16% of gross floor space. A small proportion of the town is allocated to educational and community facilities.

9% of units are empty, which is the equivalent of 12% of gross floor space.

Change since 2022

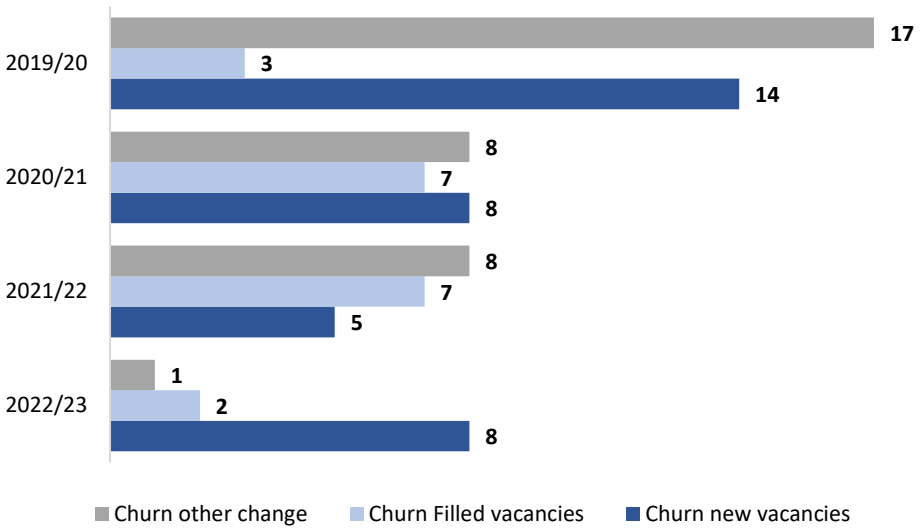
The main change in the town centre offer in Ludlow between September 2022 and 2023 has been an increase in vacant units, with five more in evidence in 2023 than in the preceding year.

To offset this, there are three fewer convenience stores operating in the town, as well as two fewer comparison retailers and one less retail services provider. There has been no change in the number of restaurants/ takeaways operating or in the provision of finance/business services.

Chart 12: Change in Number of Units by Category, 2022/23



Chart 13: Breakdown of Business Churn 2019-2023



There was very little churn amongst business operating in Ludlow between 2022 and 2023, with just 11 changes in total, which is the equivalent of 5% churn. Churn was also lower in Ludlow during the previous three years than the Shropshire average, at 14% in 2020, 10% in 2021 and 8% in 2022.

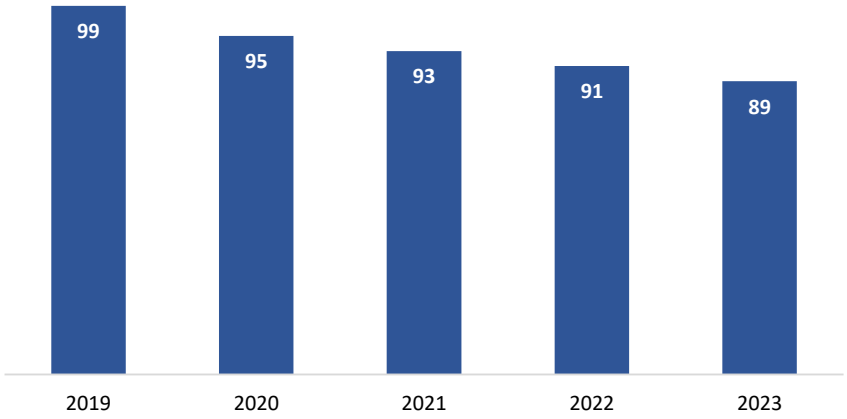
Change in 2023 was mostly negative, with approaching three-quarters attributable to new vacancies arising. There were eight new vacancies during the period between the 2022 and 2023 audits compared with just two previously vacant premises becoming filled.

Until 2023, other churn (premises changing hands, purpose or branding) accounted for the major share of all churn.

Comparison Retail

The largest proportion of commercial units and space is dedicated to the comparison retail category, accounting for 37% of units and 26% of gross floor space. This is the equivalent of 89 stores covering over 7,500m^2 of floor space. In comparison with other tier 2 towns in Shropshire, comparison retail is particularly important in Ludlow, especially in unit terms. This is due to a high presence of up-market boutiques, which are an important component of the tourism offer. The comparison retail offer has declined slightly in recent years, with ten fewer operators in 2023 than there were in 2019. This is the equivalent of a 10% decrease. The number of stores in this classification fell by two in 2023, continuing the downward trend.

Chart 14: Number of Comparison Retail Outlets, 2019-2023



The range of different comparison good stores is wide, and there is a balance between independents and national chains. Ludlow is a location which attracts mid market and higher end chains due to its relatively affluent local population and its strong visitor economy.

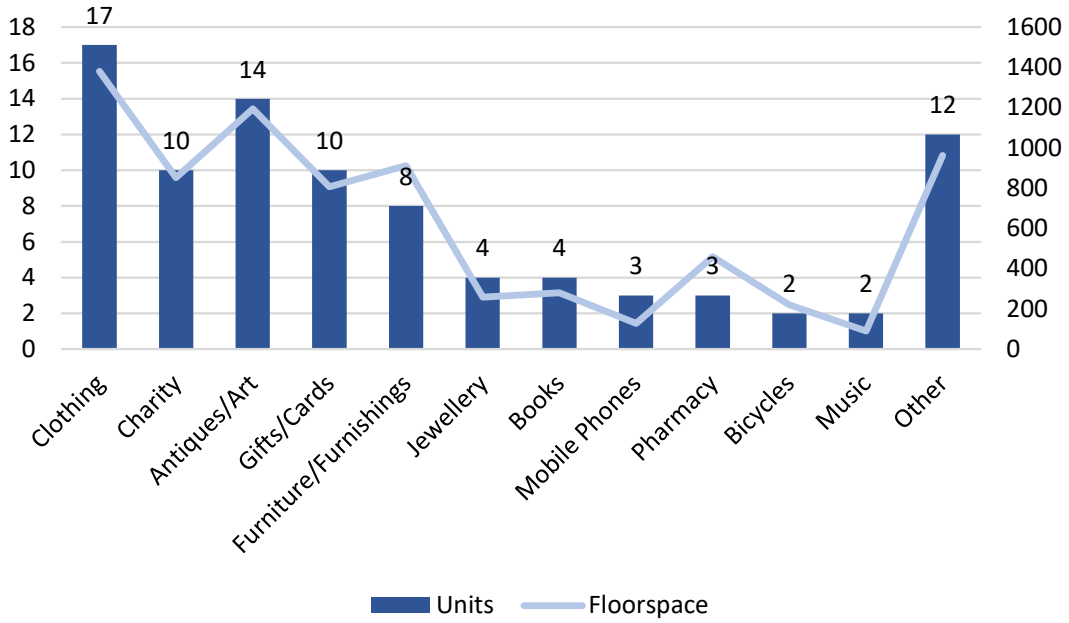
Within the town there are 17 clothes /shoe shops which is the equivalent of a fifth of all comparison units. The shops cater for men, women and children, and include small up-market boutiques as well as larger mass market outlets. Although most stores are independent, there are a number of chains, including Joules, White Stuff and Fat Face. Ludlow has more clothes shops than Oswestry, which is a significantly larger town. There was one fewer clothes shop in Ludlow in 2023 than there was in 2022.

Around one in ten outlets is a charity store, with ten units trading. Most of these are national charities (Oxfam, Blue Cross, Cancer Research UK) but more local charities are also represented (Hope House, Severn Hospice, Ludlow Cat Rescue). Three of the charity shops are on King Street. The number of charity stores in Ludlow increased by one in 2023.

Also very well represented in Ludlow are antiques shops and art galleries, of which there are 14. These account for 16% of all comparison units and comparison retail floor space. The presence of these stores adds to the town's tourism appeal. Two new antique stores opened in the town between the 2021 and 2022 audits but there was no change in 2023. There are 10 shops selling gifts and/or cards with no change since 2022.

Eight stores sell home furnishings and furniture (including carpets). Four jewellery stores operate within the town as well as four book shops, three mobile phone stores and three pharmacies. As well as a dress agency, a jewellery store and a home furnishing store closed between the 2022 and 2023 audits.

Chart 15: Breakdown of Comparison Retail by Type, 2023



Amongst the national chains represented in Ludlow (outside the clothing and charity sectors) are Boots, WH Smith and Timpson. There is an absence of discounters within Ludlow's main shopping streets.

Convenience Retail

There are 20 convenience stores within the main shopping area of Ludlow with a combined floor space of around 5,300m^2. Convenience accounts for 19% of floor space against a share of just 8% of units, meaning that the average size of units in this classification is about twice the size of the overall average for businesses within Ludlow town centre. The reason for this is the presence of some large supermarkets within the principal shopping zone. The three supermarkets that are in the town account for almost 70% of convenience store floor space.

There are five fewer convenience outlets in Ludlow now than there were in 2019 with three closures taking place in 2023.

Map 7: Location of Ludlow's Main Convenience Stores

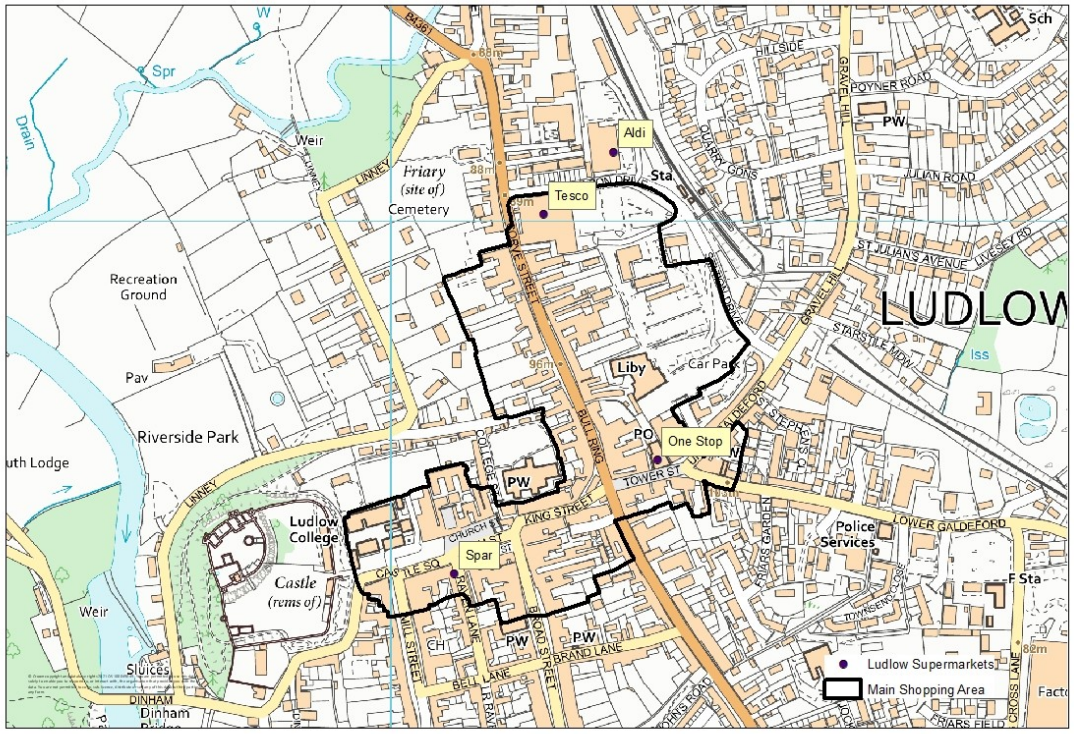
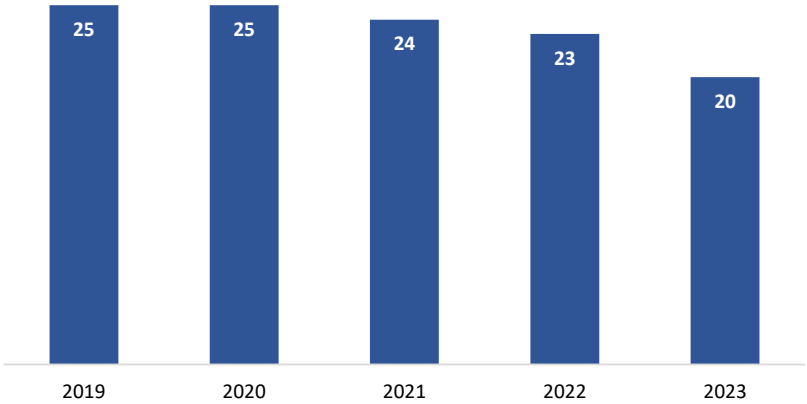


Chart 16: Number of Convenience Retail Outlets, 2019-2023



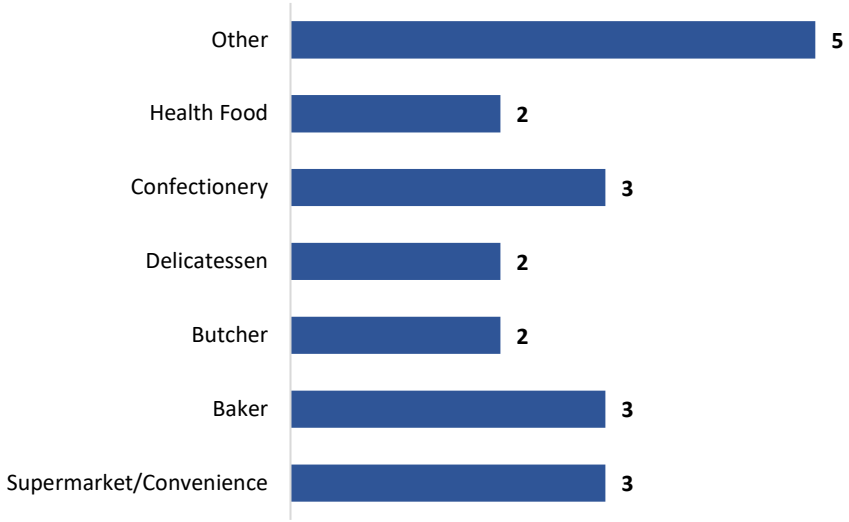
At the time of the audit, Tesco, Spar and One Stop Community Stores are in the survey boundary.

By way of contrast, the main supermarkets serving both Whitchurch and Market Drayton are outside the main shopping centres.

As shown in the adjacent map, Ludlow is also home to an Aldi but this is just outside the main shopping area.

As well as the main supermarkets, the town centre is also home to a number of specialist food stores, many of which are positioned at the premium end of the market. There are three bakeries, two butchers, three confectioners, two delicatessen, two health food stores, an off-licence, a fishmonger, a greengrocer, a cheesemonger and a market. Over the last year, a butcher, a baker and a delicatessen closed.

Chart 17: Number of Convenience Stores by Type, 2023



With the exception of the supermarkets, most operators in the convenience retail category are independent, although the chains Thorntons and Holland & Barrett are present.

Restaurants & Takeaways

There are 26 restaurants and takeaways in Ludlow town centre, which is the equivalent of 11% of all commercial units. This category accounts for a slightly lower proportion of gross floor space (9%).

There was no change in the number of operators in this sector in 2023. 2020 was a difficult year for the hospitality industry given restrictions related to the Covid-19 pandemic with the number declining from 26 to 23. However, the sector appears to have recovered with the number of operators back up to pre-pandemic levels.

The number of units and floor space allocated to restaurants and takeaways is slightly lower in Ludlow than in other similar sized Shropshire towns. A number of the town's public houses as well as the main hotel also offer restaurant/café facilities.

Chart 18: Number of Restaurant/Takeaway Units, 2019-2023

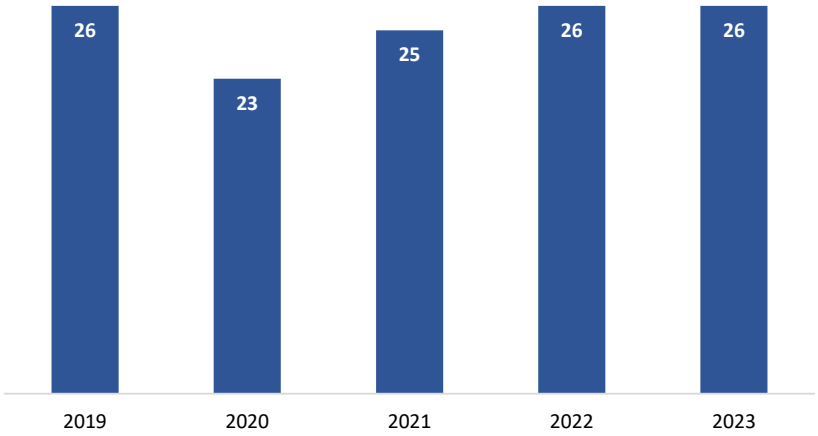
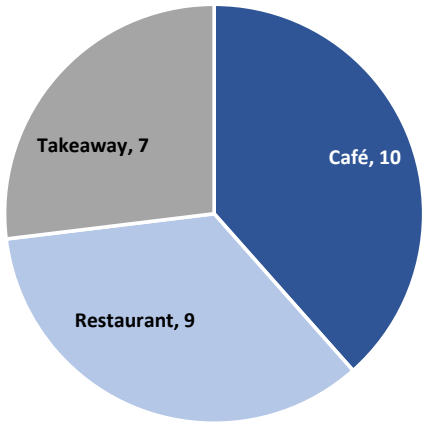


Chart 19: Breakdown of Restaurant/Takeaway Units by Type, 2023



The 26 units are split between cafés (38%), restaurants (35%) and takeaways (27%). Over the last year, the number of cafés fell by one, but this loss was offset by the opening of a new restaurant. There was no other change in the sector between the 2022 and 2023 audits.

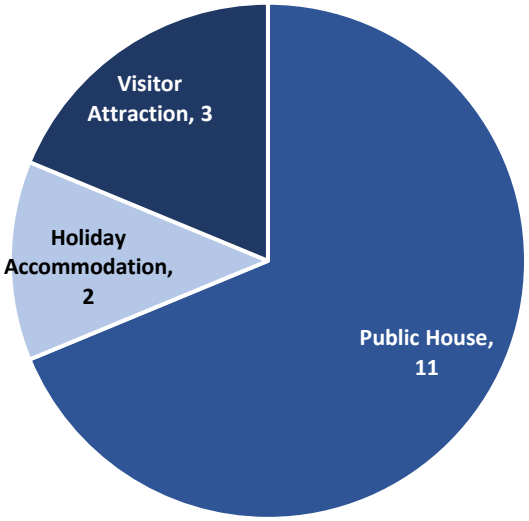
The range of cuisines on offer by Ludlow restaurants includes Thai, Chinese, Indian, Italian and modern British. In terms of takeaways, there is a range of Indian, Chinese, pizza, kebab and fish and chip outlets.

Although most outlets in this category in Ludlow are independent, there is a Costa Coffee shop.

Tourism & Leisure

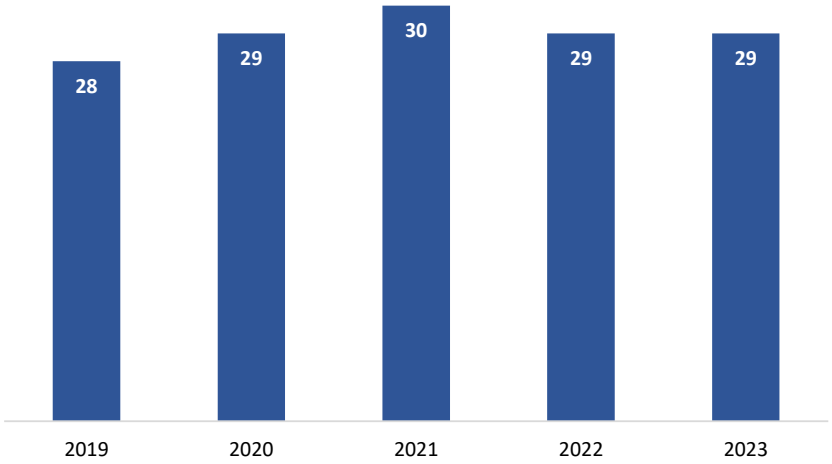
Also within the hospitality sector, there are 11 public houses and bars. These take up approximately 1,800m^2 gross floor space, the equivalent of 6% of all floor space in the town. One public house re-opened in 2022. In addition, Ludlow accommodates a number of other tourism and leisure facilities, including an hotel and a B&B/ guesthouse. Visitor accommodation capacity has reduced since 2020 with the closure of a B&B, although some of the public houses may also offer accommodation. There are three visitor attractions (Ludlow Museum, Ludlow Library & Museum Resource Centre and Ludlow Assembly Rooms). The Castle, which is a major asset to the town, is just outside the main shopping boundary. There was no change in the tourism and leisure offer between 2022 and 2023.

Chart 20: Ludlow Town Centre Tourism & Leisure Offer, 2023



Finance/Business Services

Chart 21 : Number of Retail Services Providers, 2019-2023



There are 29 providers of finance/business/professional services in Ludlow accounting for around 2,500m^2 of gross floor space. The sector represents 12% of all commercial units in Ludlow as well as 9% of floor space.

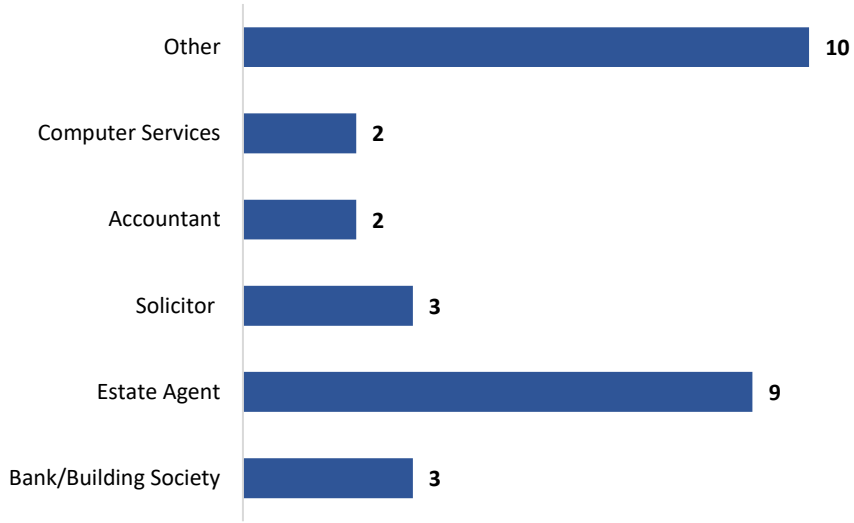
There has been no change in the number of operators in this classification since 2022.

Within the finance and business services classification, there are three banks/building societies, including branches of Lloyds, Nat West and Nationwide. There are also nine estate agents, three solicitors, two accountants and two companies offering computer services.

There is also an insurance broker, and interior designer, a recruitment agency, a web designer, a property management company, a media agency and a surveyor.

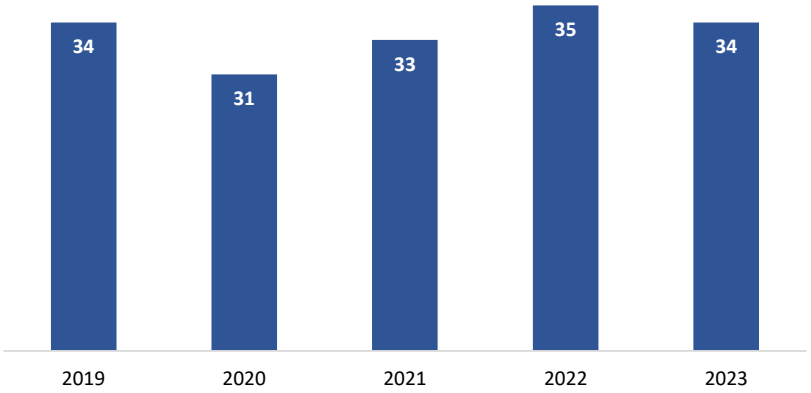
The mix of businesses operating in the finance/business services sector was unchanged in 2022 compared with 2023.

Chart 22 : Number of Finance/Business Service Providers by Type, 2023



Retail Services

Chart 23 : Number of Retail Services Providers, 2019-2023

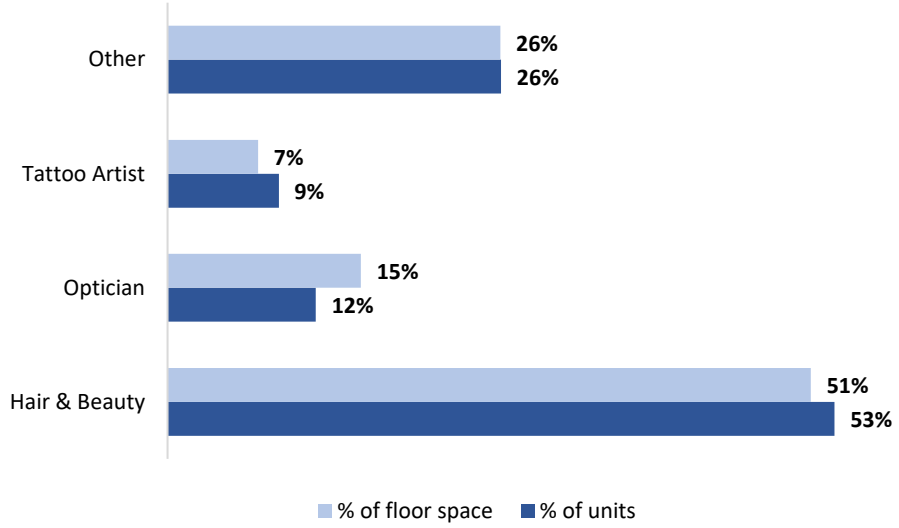


There are 34 retail service businesses operating in Ludlow town centre, with these accounting for just over 2,100m^2 of gross floor space. The number of retail services businesses in Ludlow reduced by three between 2019 and 2020, rose slightly in 2021 and 2022 before declining by one unit in 2023. Retail services businesses account for 14% of the commercial offer in Ludlow in unit terms and for 8% of floor space.

Although the range of services provided is wide, a very high number of operators are in the barber and hair/beauty salon classification, with these together representing 53% of units and 51% of floor space. There are 13 hair dressers/beauty salons and five barbers.

In addition, there are four opticians (including the chains Specsavers and Vision Express) and three tattoo artists. A new Specsavers opened in 2023, and there are now two branches of the chain in the town. Other operators include a funeral director, a dry cleaner, a bookmaker, a travel agent, a key cutter and a photographer. Between the 2022 and 2023 audits, Coral bookmakers ceased trading in the town.

Chart 24: Breakdown of Retail Services by Type, 2023



Health

There are no health care practitioners located within the main shopping zone in Ludlow.

Vacant Units

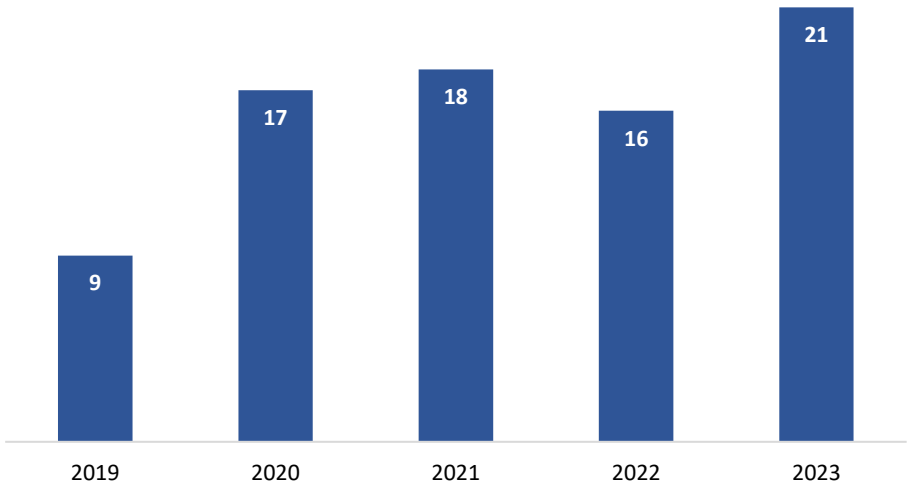
At the time of the audit in 2023, there were 21 vacant units in Ludlow, which is 9% of all commercial outlets in the town. Vacancies therefore represent a much lower share of all commercial space than the national average, which stood at 13.9% in the second quarter of 2023 according to BRC (data relating to high streets only). The vacancy rate is also lower than the Shropshire average (11%).

The units do, however, account for a disproportionately large share of floor space (12%) due to the presence of three large premises (the former Budgens supermarket and the former HSBC and Barclays banks).

While the vacancy rate is low, the number has increased significantly since the 2019 audit, when there were just nine empty units. Vacancies doubled in 2020 and then rose by a further one in 2021 before declining by two in 2022. The number rose again in 2023 with an additional five empty units recorded compared with 2022.

One of the premises classed as vacant in 2021 has been repurposed as a residential home.

Chart 25: Number of Vacant Premises, 2019-2023



There are five vacant units on Bull Ring, four on King Street, three on Broad Street and Corve Street, two on High Street and Market Street and one each on Old Street and Upper Galdeford.

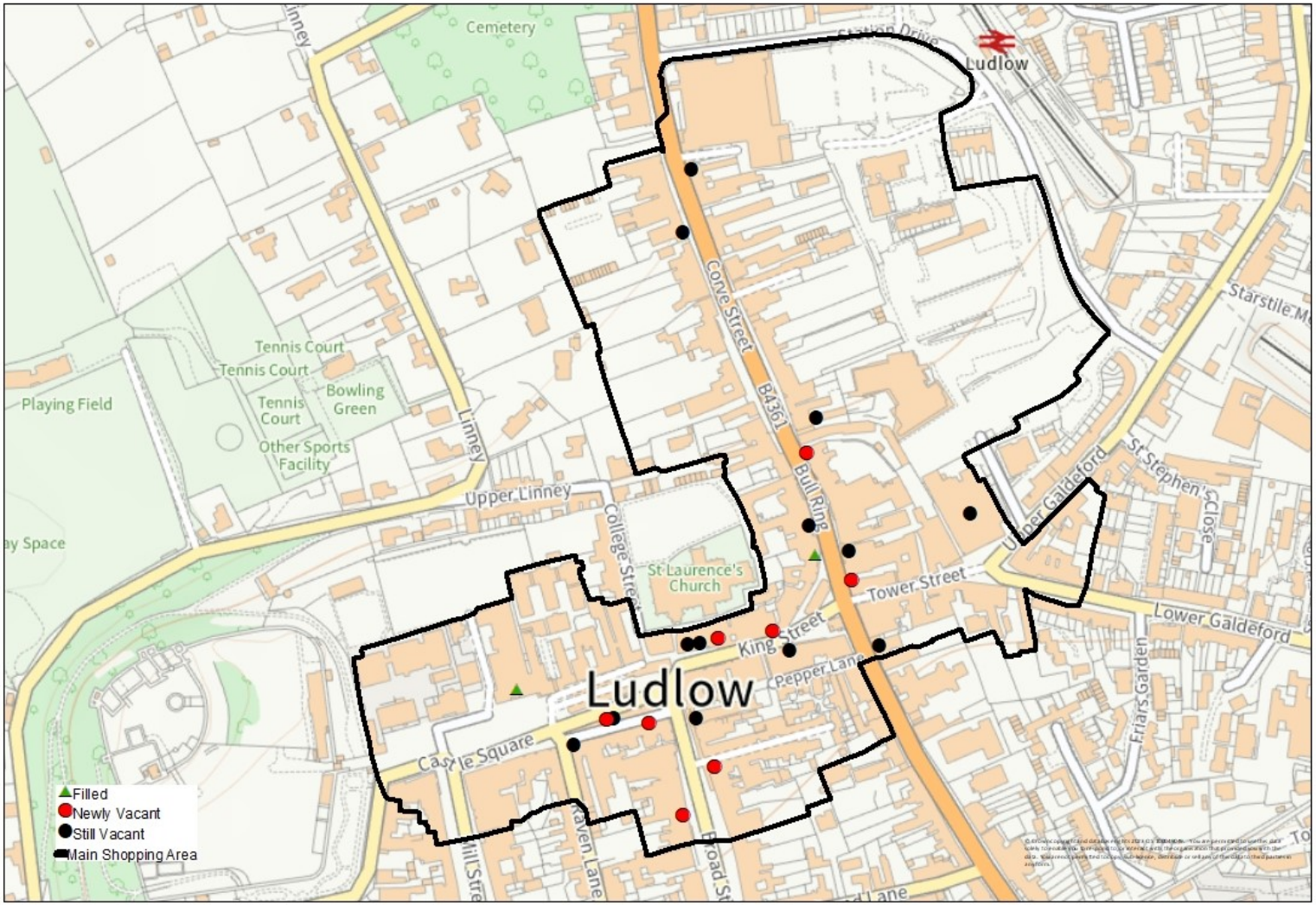
More than a third of all vacant units in Ludlow in 2023 had become unoccupied since the 2022 audit (8 units). Almost a quarter of vacant premises have been empty since 2020 (four units), and there is one unit that has been vacant since at least 2019.

Map 8: Location of Vacant Commercial Premises, 2023



Of the 16 premises which were vacant in 2022, 13 were still unoccupied in 2023 and just two had been filled. One has been reclassified as a residential premise. Eight new premises became vacant between the 2022 and 2023 audits, taking the total number of vacant units to 21.

Map 9: Change in Location of Vacant Commercial Premises,2022-2023



Residential Premises

Although the town centre contains concentrations of commercial enterprises, there is also a significant amount of residential property within the main shopping centre. In total, 394 residential premises are located within the scope of the audit, of which the majority are flats (274 or 69%). These are largely located above retail or other commercial outlets. There are 91 terraced houses in the area, which is the equivalent of more than a fifth of all housing stock in the town centre. There are clusters of terraced housing, in particular around Corve Street. Semi-detached and detached premises each account for 2% of town centre housing stock.

There are also 14 houses offering sheltered accommodation; these are in College Street.

Map 10: Location of Residential Premises in Ludlow Town Centre

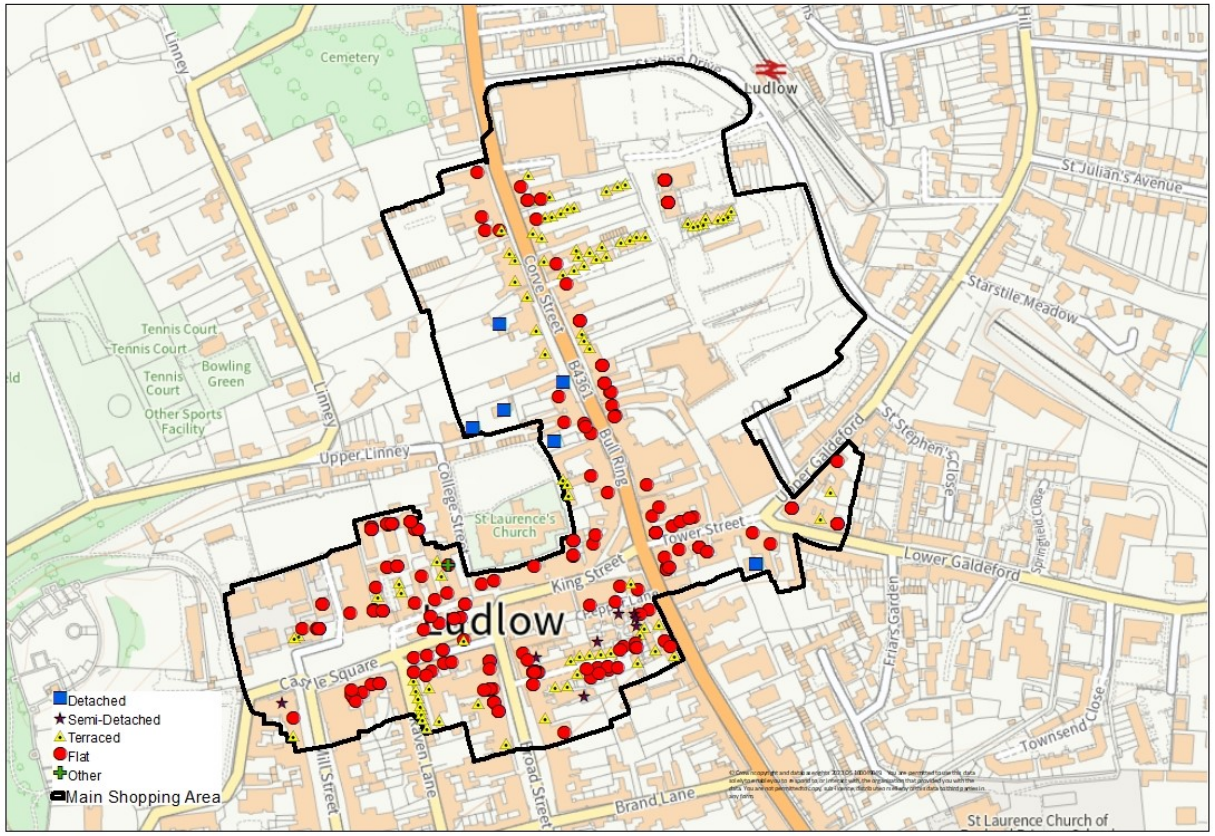


Chart 25: Breakdown of Residential Properties by Type

