



# LUDLOW MARKET TOWN PROFILE

Spring 2021



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# Market Town Profile

## Ludlow



Ludlow's recorded history begins in 1086 when the impressive castle was first developed, as one of a line of castles along the Marches to keep out the Welsh. The local Norman overlords, the De Lacy family, who decided to situate Ludlow Castle also decided to develop a new settlement. Ludlow was a planned town, and was developed around a grid network of streets, adapted to fit the local topography. The wide main streets were intersected by narrow side streets, with the flow of people drawn to the centre for the market, church and castle. The area of settlement was probably the wide market place to the east of the castle gates. As the town continued to grow, it joined the ancient north-south road, now called Corve Street to the north and Old Street to the south. Mill Street and Broad Street were added later.

Ludlow today, is a thriving medieval market town and an architectural gem with many Georgian and black and white buildings. The Castle which stands at the heart of the town is the most famous attraction. The historic town centre is situated on a cliff above the River Teme and is surrounded by the beautiful countryside of south Shropshire and the Welsh Marches.

Ludlow is renowned for its quality food and local producers with a farmers markets selling local produce and independent butchers, bakers, delicatessens and food shops. It is also home to many high quality restaurants and hosts the famous Food Festival each September. Industries

### Area Quick Statistics

**1,329 hectares**

**5,173 households**

**11,000 people**

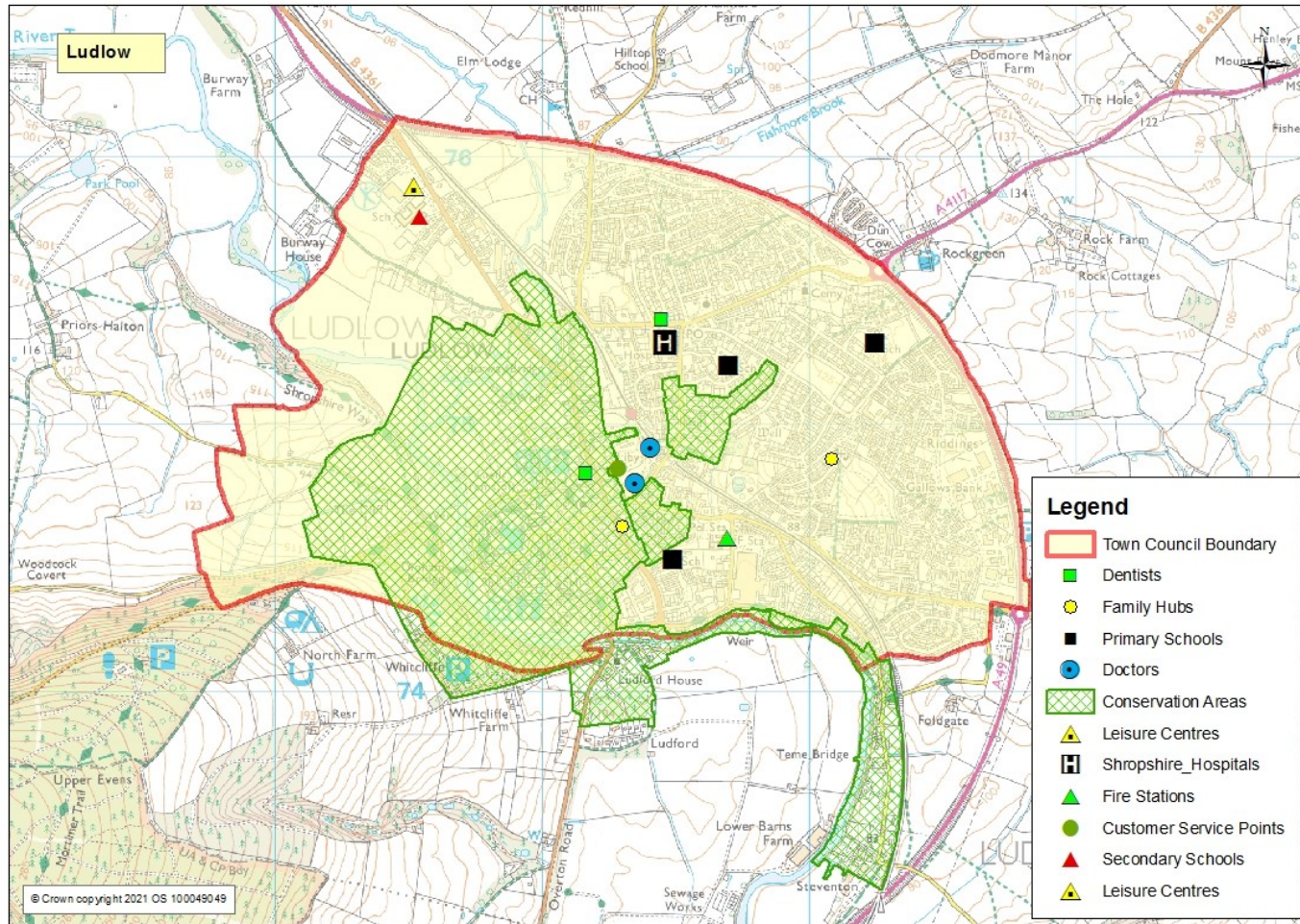
**8.2 people per hectare**

**5,521 dwellings**

**48 is the average age**

This town profile has been produced by the Information, Intelligence and Insight team of Shropshire Council. Whilst every effort has been made to ensure the accuracy of the information supplied herein, Shropshire Council cannot be held responsible for any errors or omissions.

## Ludlow Town Council Area Key Assets



The information in this market town is predominantly focussed on the town council area of Ludlow. Due to the nature of national statistical data it is not always possible to fully replicate these boundaries. Statistics quoted in this profile will use the best fit to the town council area. If these are not available the next best fit is the use of Lower Super Output Areas. These small area figures are part of a national dataset which comprises of 32,000 areas of which there are 192 in Shropshire and 8 which cover most of the town council area.

## Local Politics and Influences

Ludlow is represented by a local town council that is responsible for the management of a range of services including; Henley Road Cemetery, markets and street trading, allotments, public toilets, civic events and amenity areas - See the council website for full details of services.

<http://www.ludlow.gov.uk>

Ludlow Town Council area has 7 wards (Bringwood, Clee View, Corve, Gallows Bank, Hayton, Rockspring and Whitcliffe wards) these are represented by 15 members.

A mayor is elected each year – the mayor for 2020/21 is Mr Tim Gill.

**Shropshire Council** is responsible for many services including; education, environment, highways, licencing, planning, social care, trading standards and waste collection. Details of all services can be found at <https://shropshire.gov.uk/>

There are 3 Shropshire Council wards covering the town council area. Elections are held on a 4 year cycle with the next elections due May 2021.

Ward councillors are -

Ludlow East – Tracey Huffer.

Ludlow North – Andy Boddington.

Ludlow South – Vivienne Parry.

### Member of Parliament

Ludlow is part of the Ludlow parliamentary ward which is represented by the Rt Hon Philip Dunne MP <http://www.philipdunne.com/>

### Other Representative Groups

**Ludlow Chamber of Trade and Commerce**, <https://www.theludlowguide.co.uk/ludlow-chamber>

Membership organisation for local businesses that works towards furthering and improving the trade and commercial interests of Ludlow and the neighbouring district.

**Ludlow Civic Society**, <http://www.ludlowcivicsociety.org/>

Aims to conserve and protect the town from adverse developments by liaising with planning committees and local authorities.

## Community Assets

Ludlow has a number of public services which operate from the town. There are also a number of facilities which can be used for hire.

### Public Services

**Ludlow Fire Station**, 11 Weeping Cross Ln, Ludlow SY8 1JH <https://www.shropshirefire.gov.uk/stations/ludlow-fire-station>

A lecture room is available for hire.

**Ludlow Library**, 7-9 Parkway Ln, Ludlow SY8 2PG - <https://shropshire.gov.uk/libraries/find-a-library/>

**Ludlow Police Station**, Lower Galdeford, Ludlow SY8 1SA.

**Ludlow Town Council**, Mill St, Ludlow SY8 1AZ - <http://www.ludlow.gov.uk/>

### Community Facilities

**Helena Lane Community Centre**, 20 Hamlet Rd, Ludlow SY8 2NP <https://shropshire.gov.uk/helena-lane/about-us/>

Helena Lane is a day care centre providing a service to adults with learning disabilities and older people. The centre is home to Vision Technology Training Services, The Royal Voluntary Service, Age UK and People2People.

The NHS and social services also use the building for various clinics. A number of rooms are available to hire for meetings, groups, clinics and activities. The entire building is wheelchair friendly.

**Ludlow Assembly Rooms**, Mill St, Ludlow SY8 1AZ - <https://ludlowassemblyrooms.co.uk/>

A community arts and cinema that hosts a range of performances and events.

**Ludlow Mascall Centre**, Lower Galdeford, Ludlow SY8 1RZ <http://www.ludlowmascallcentre.co.uk/>

The centre is available for Conferences and Meetings, Education and Training, Community Activities, Events and Functions.

**Ludlow Youth Centre**, Ludlow Youth Centre, Lower Galdeford, Ludlow SY8 1RT <http://www.ludlow.gov.uk/>

Services and facilities include; youth club, careers advice, coffee bar; pool tables, computers & internet, playstation, plasma TV, games, craft and cooking resources and band practice room.

**Rockspring Community Centre**, Sandford Road, Ludlow, Shropshire SY8 1SX - <https://furniturescheme.co.uk/centres/rockspring-community-centre/>

The centre hosts a range of activities and events. A large hall and 2 meeting rooms are available for hire.

# Demographics

Shropshire Town and Parish	1981 Census	1991 Census	2001 Census	2011 Census
Ludlow	7,496	9,011	9,548	10,266

Source: Census data

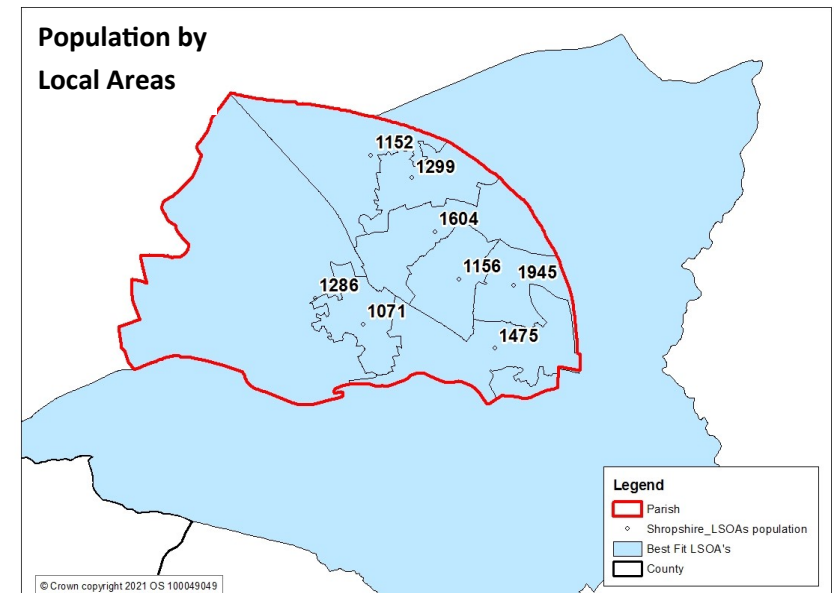
Ludlow is the fifth largest town in Shropshire by population. The latest population of Ludlow is 11,000 (Mid Year Population Estimates, ONS, 2015) covering 1,329 hectares. Ludlow’s population density was 8.2 people per hectare, making it 6th most densely populated of all Shropshire Market Towns. Ludlow’s population consists of 49% male and 51 % female. Ludlow Town Council population has increased since 1981 from 7,946 to 10,266 in 2011. This is an increase of 36% in 30 years.

## Population Forecast

Built up Area Geography Ludlow	Census Day 27th March 2011	2016	2026
Population	10,500	10,700	12,200
Dwellings	5,300	5,400	6,200
Households	5,000	5,000	5,800

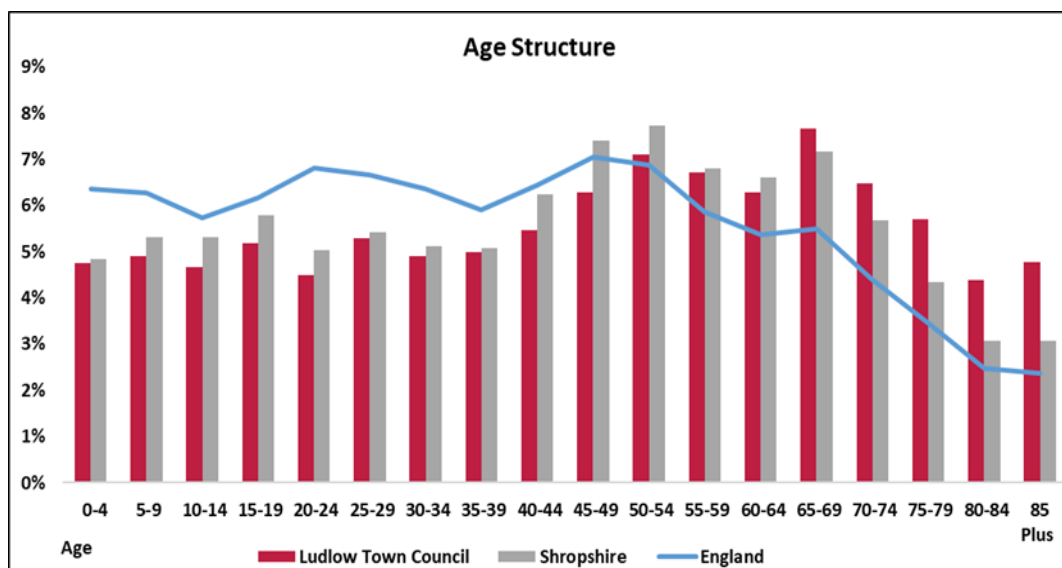
Note: the population, dwellings and household figures are based on a wider area than the parish council area. Population forecasts are based on developments of new housing.

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## Age Structure

- The age structure in Ludlow shows that there is a higher age profile in the town when compared to Shropshire.
- Most of the age bands under the age of 64 show a lower percentage than for Shropshire.
- Ludlow has a higher rate of people in the age bands over the age of 65.
- Ludlow has an older profile when compared to England. There are more people aged 85 and over compared to Shropshire and England.
- Ludlow has a lower proportion of young people aged 0 to 24 than Shropshire



Source: Office of National Statistic (ONS) Mid Year Estimates, 2019 - Ward Level Mid Year Population Estimates, 2019.

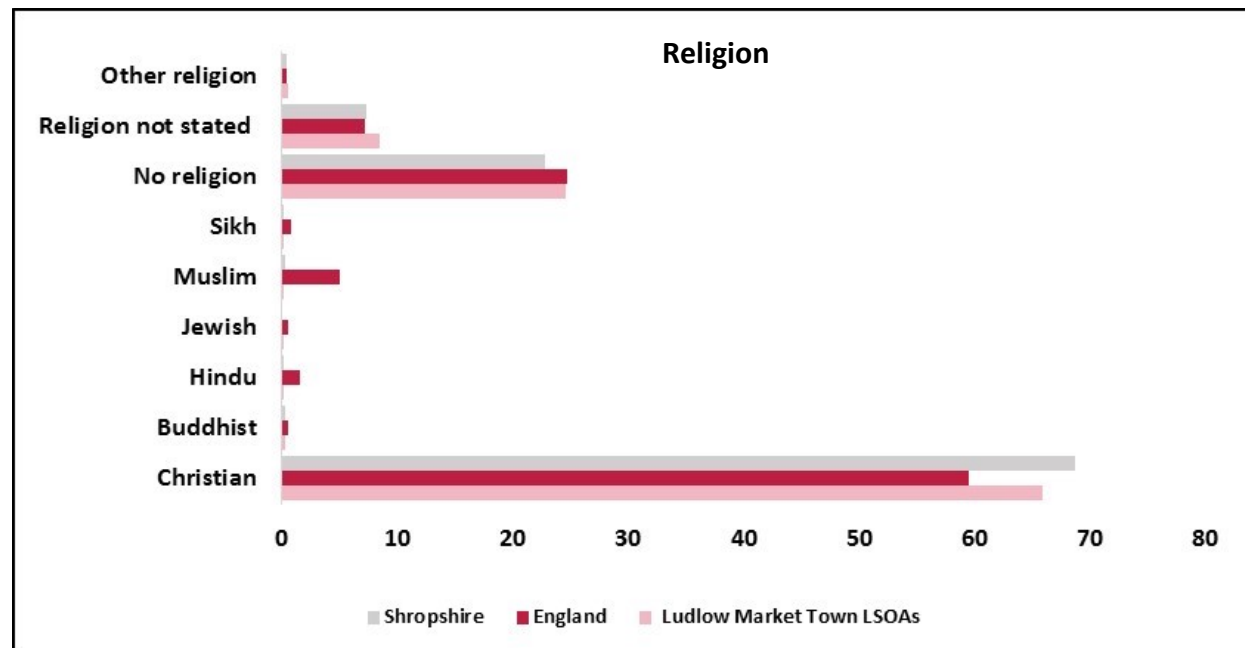
6,000 Ludlow residents are of traditional working age (16-64) which is the equivalent of 55.0% of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

Place	Working age as % of population
Albrighton	53.8
Bishop's Castle	52.6
Bridgnorth	55.8
Broseley	58.0
Church Stretton	47.7
Cleobury Mortimer	59.6
Craven Arms	57.2
Ellesmere	56.8
Highley	56.2
<b>Ludlow</b>	<b>55.0</b>
Market Drayton	59.0
Much Wenlock	51.6
Oswestry	61.1
Shifnal	60.7
Shrewsbury	61.4
Wem	57.5
Whitchurch	59.6
Shropshire	58.9
West Midlands	61.7
Great Britain	62.5

## Ethnicity and Religion

The total BME (black minority ethnic group) in Ludlow was 1.6% or 174 of the total population at the time of the 2011 Census. The largest group was mixed/multiple ethnic groups 0.7%. Ethnicity levels in Ludlow are similar to Shropshire but significantly lower than England.

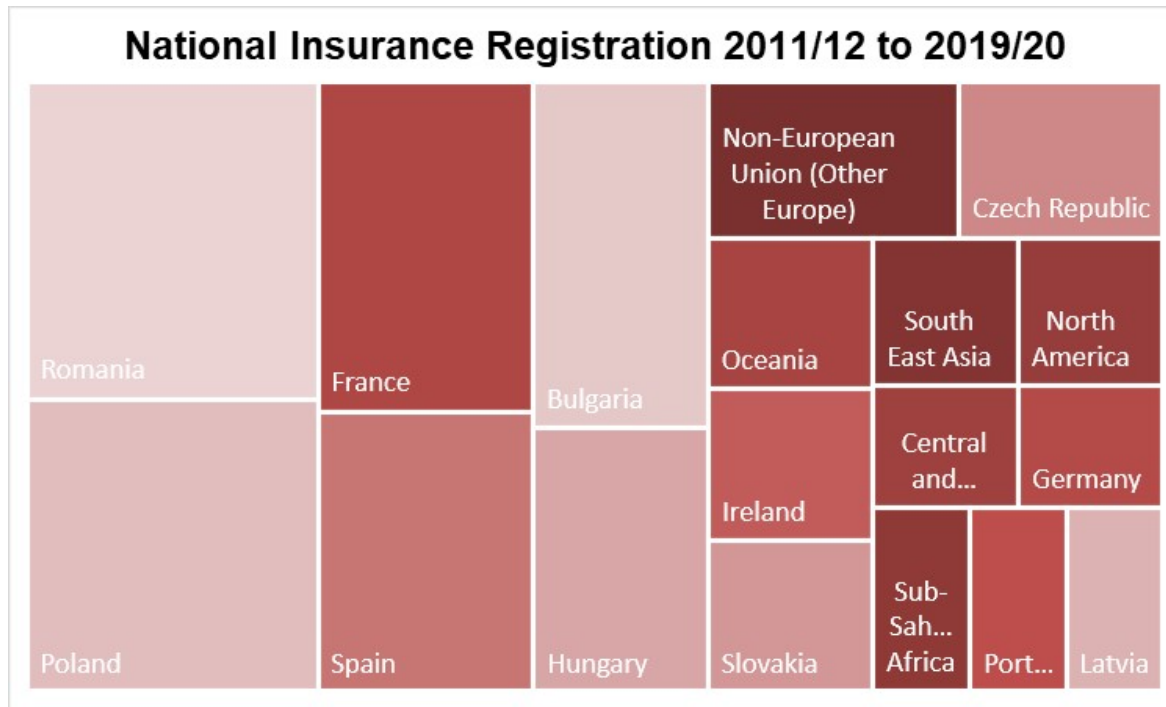
Area	White	White: British	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	Total BME
Ludlow	98.4%	95.6%	0.7%	0.6%	0.2%	0.1%	1.6%
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%



In 2011, more than two-thirds of the Ludlow population affiliated themselves with a religion. This percentage is similar to Shropshire and England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (65.8% of the population or 98% of those expressing any religious affiliation).

Source: 2011 Census

## Ethnicity



Source: Department for Work and Pensions - Stat-Xplore

The latest ethnicity data is taken from the 2011 census. The next census is due in 2021 with the results likely to be published from 2023. To help provide an indication of changes to ethnicity data the number National Insurance registrations to adult overseas nationals entering the UK are shown. These numbers should only be used as an indication of population changes. A registration does not mean that a national has made permanent residence or has remained in the area.

The numbers shown are based on Middle Layer Super Output Areas. These areas are larger than the lower layers described in the population map.

There is one middle layers that covers the Ludlow town centre. This layer extends further than the 8 lower level layers that cover the town council area and extends to the surrounding rural hinterland.

Where registrations, in a year are less than 5 from any nation the numbers are withheld to prevent identification of individuals. Therefore small numbers of other nationality registrations will have been made. The total number of overseas NI registrations from 2011/12 to 2019/20 in Ludlow was 195.

The number of national insurance registrations comes from a broader range of oversea nationals than most market towns and includes 24 from Poland, 26 from Romania, 17 from Spain, and 20 from France.

## Ethnicity and Religion

Ludlow is home to a number of churches and chapels which reflect the majority of the population who have a Christian faith.

**St Laurence's Church**, College Street, Ludlow, Shropshire, SY8 1AN - <http://www.stlaurences.org.uk/>

The parish church of Ludlow. A church has existed on the site from 1199 with the current church dating back 550 years. The tower of the church can be seen across the town. Regular services are held along with various events, exhibitions and recitals.

**Ludlow Baptist Church**, Sandford Rd, Ludlow SY8 1SX - Sunday Morning Worship takes place at 10.30 am every week.

**Ludlow Elim Church**, Smithfield Car Park, Ludlow, SY8 1RT. <http://www.ludlowelim.co.uk/>

Modern church based in the former St Johns ambulance hall.

**Ludlow Methodist Church**, 52 Broad St, Ludlow SY8 1NH, <http://www.ludlowmethodistchurch.org/>

The Broad Street Chapel was built in 1879 and underwent renovations in 2005 to provide the current church.

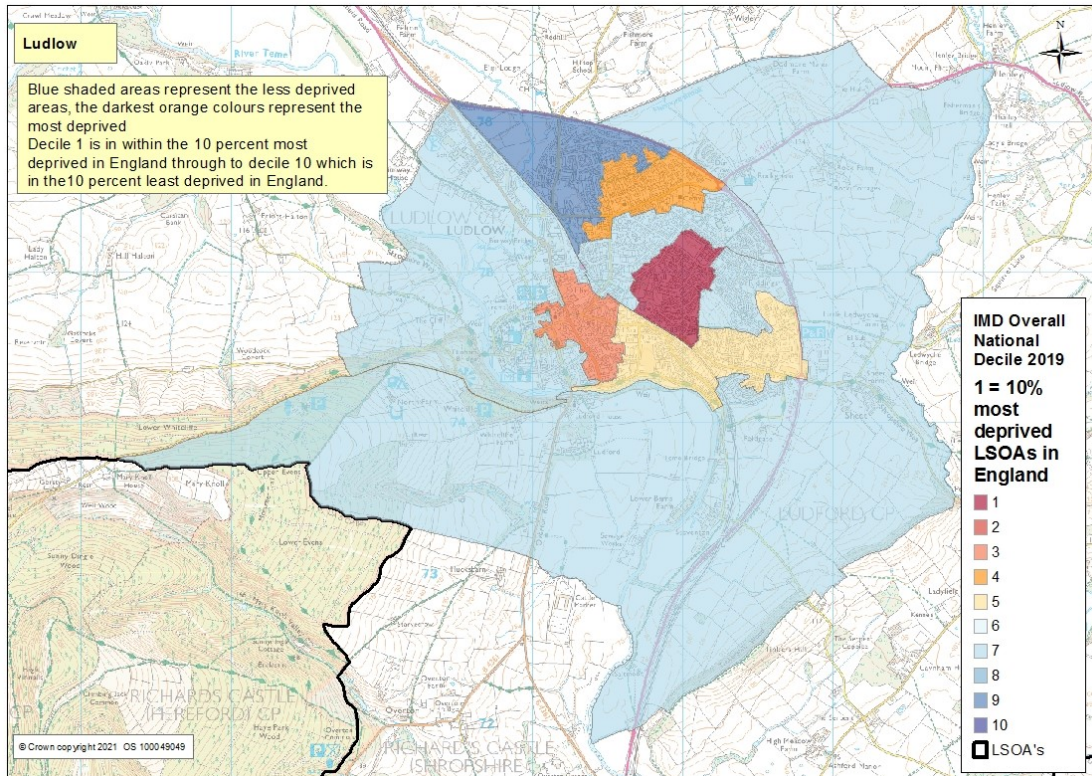
**Ludlow Quaker Friends Meeting House**, St Marys Lane, Ludlow, SY8 1DZ. <http://www.smquakers.org.uk/ludlow-home/>

Weekly meetings are held every Sunday morning.

**St Peter's Church**, Henley Road, Ludlow SY8 1QZ. <http://cornmill.freeshell.org/stpetersludlow/>

Catholic church of Ludlow.

## Multiple Deprivation



Source: Index of Multiple Deprivation (IMD), Department of Communities and Local Government, crown copyright 2019

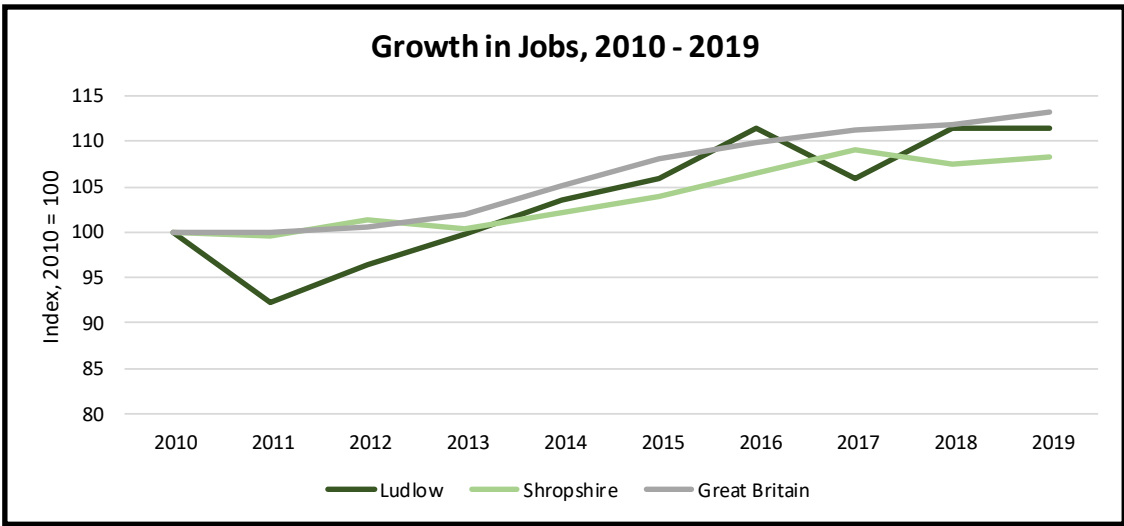
The Index of Multiple Deprivation (IMD 2019) is designed to identify areas where communities lack resources and are in need. To do this, seven factors are considered, which are:

- Income deprivation
- Employment deprivation
- Health deprivation and disability
- Education deprivation
- Barriers to housing and services
- Crime
- Living environment deprivation

Ludlow has one area of deprivation within the most deprived 10% nationally. This area is located in Ludlow East electoral division and encompasses the Sandpits area. There is also one area within the 30% most deprived nationally this area falls into Ludlow North division. There is also an area falling into the 40% most deprived nationally in the north east of the town. <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

# Economy

Ludlow is the third largest employment centre in Shropshire and is the main location of businesses and jobs in the south of the County. 332 businesses have registered offices in Ludlow (Source: FAME (Bureau van Dijk), February 2021) which is around 2% of the Shropshire total and approximately 5,000 people are employed in the town (4.0% of the Shropshire total).



Over the last nine years, the number of jobs in Ludlow has risen by 11.5%, or by more than 500 jobs, which is the equivalent of an average increase of 56 jobs per annum. In comparison, the number of jobs in Shropshire rose by 8.3% over the same period while national job growth reached 13.2%. Growth in Ludlow therefore surpassed county growth and was just shy of job growth achieved nationally.

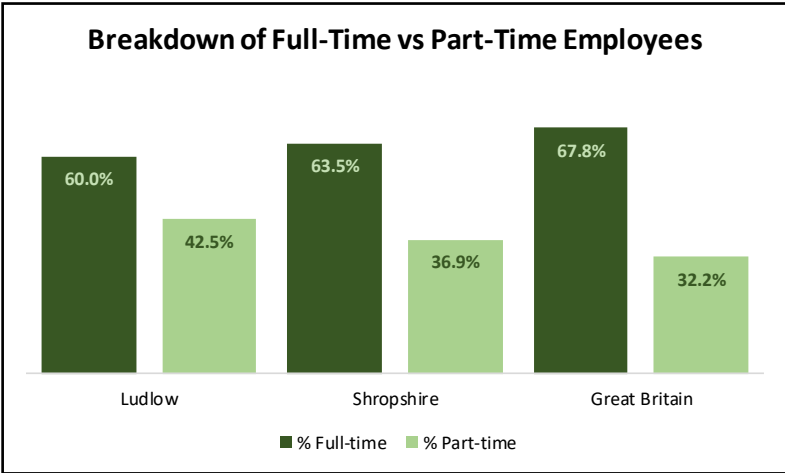
In addition, there are approximately 500 business proprietors/sole traders based in the town, taking overall employment levels to 5,500.

## Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally, and its prevalence is even more pronounced in Ludlow as illustrated in the chart opposite. Full-time employment accounted for 60% of employment in 2019 in Ludlow compared with 64% in Shropshire and 68% in Great Britain.

Source: Business Register and Employment Survey, Office of National Statistics, Crown Copyright 2021

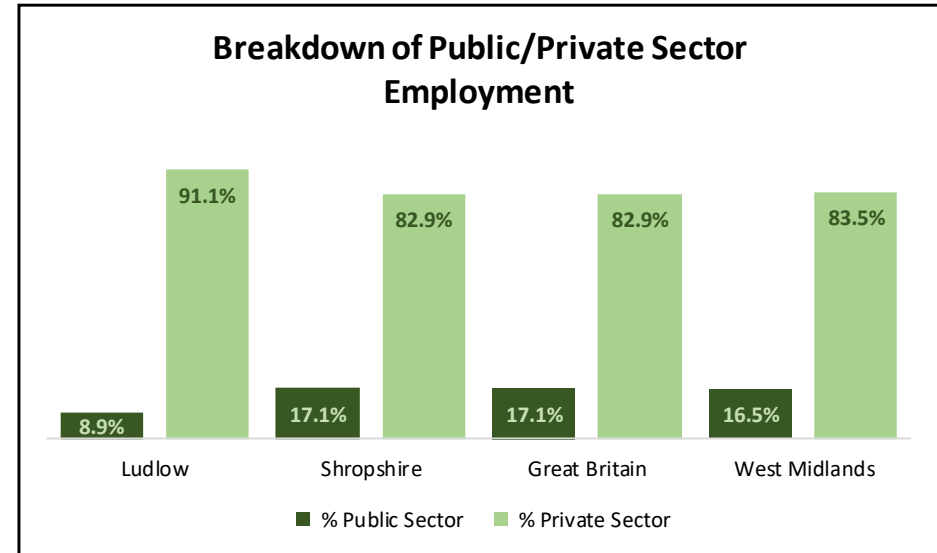
Note: Numbers may not add up due to rounding



## Public/Private Sector

Across Shropshire, the number of public sector jobs has fallen by 4,700 since 2010 (-18.2%) while the number of private sector jobs has risen by 17,800 (+20.9%). The share of all the jobs attributable to the public sector has declined from 23.3% in 2010 to 17.1% by 2019. Employment in the public sector has been largely stable since 2015, with the rapid decline in public service based employment occurring during the first half of the 2010's.

In Ludlow, public sector jobs account for less than 10% of all employment, notably less than the Shropshire average. Public sector employment has fallen in the town since 2015 (-9.1%) while the number of private sector jobs has risen by +9.2%.



## Employment Sectors

The four largest employment sectors in Ludlow are retail, accommodation & food services, professional, scientific & technical and health. Together these account for 48.7% of employment within the town. Retail is typically over-represented in towns, and accounts for 15.6% of Ludlow employment compared with 9.5% in Shropshire. Professional, scientific & technical is the third largest sector, accounting for a 13.6% share of employment, compared with 7.2% across Shropshire. Just under one in ten jobs in Ludlow is in accommodation & food services, which is a similar proportion to the Shropshire average. Health meanwhile, despite being the fourth largest sector, is under-represented, accounting for 9.7% of jobs against 15.1% for the whole of Shropshire. Other sectors accounting for more than 5% of jobs include manufacturing, education, arts, entertainment and recreation, business administration as well as wholesale.

## INFORMATION, INTELLIGENCE & INSIGHT TEAM

Employment Sector	Ludlow	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	0.3%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	2.3%	1.3%	1.3%	1.3%
Manufacturing	7.8%	9.9%	11.6%	8.0%
Construction	2.7%	6.0%	4.4%	4.9%
Motor trades	4.5%	3.0%	2.5%	1.9%
Wholesale	6.3%	4.4%	4.9%	3.9%
Retail	15.6%	9.5%	8.5%	9.2%
Transport & Storage	1.2%	3.8%	6.0%	4.9%
Accommodation and Food Services	9.7%	9.9%	7.3%	7.6%
Information & communication	1.2%	2.0%	2.6%	4.3%
Financial & insurance	1.9%	1.2%	2.4%	3.5%
Property	1.4%	1.9%	1.7%	1.7%
Professional, scientific & technical	13.6%	7.2%	6.4%	8.7%
Business Administration & Support	6.8%	4.8%	9.4%	8.8%
Public administration & defence	1.2%	4.0%	3.7%	4.4%
Education	6.8%	8.3%	8.8%	8.6%
Health	9.7%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	6.8%	4.8%	4.3%	4.5%

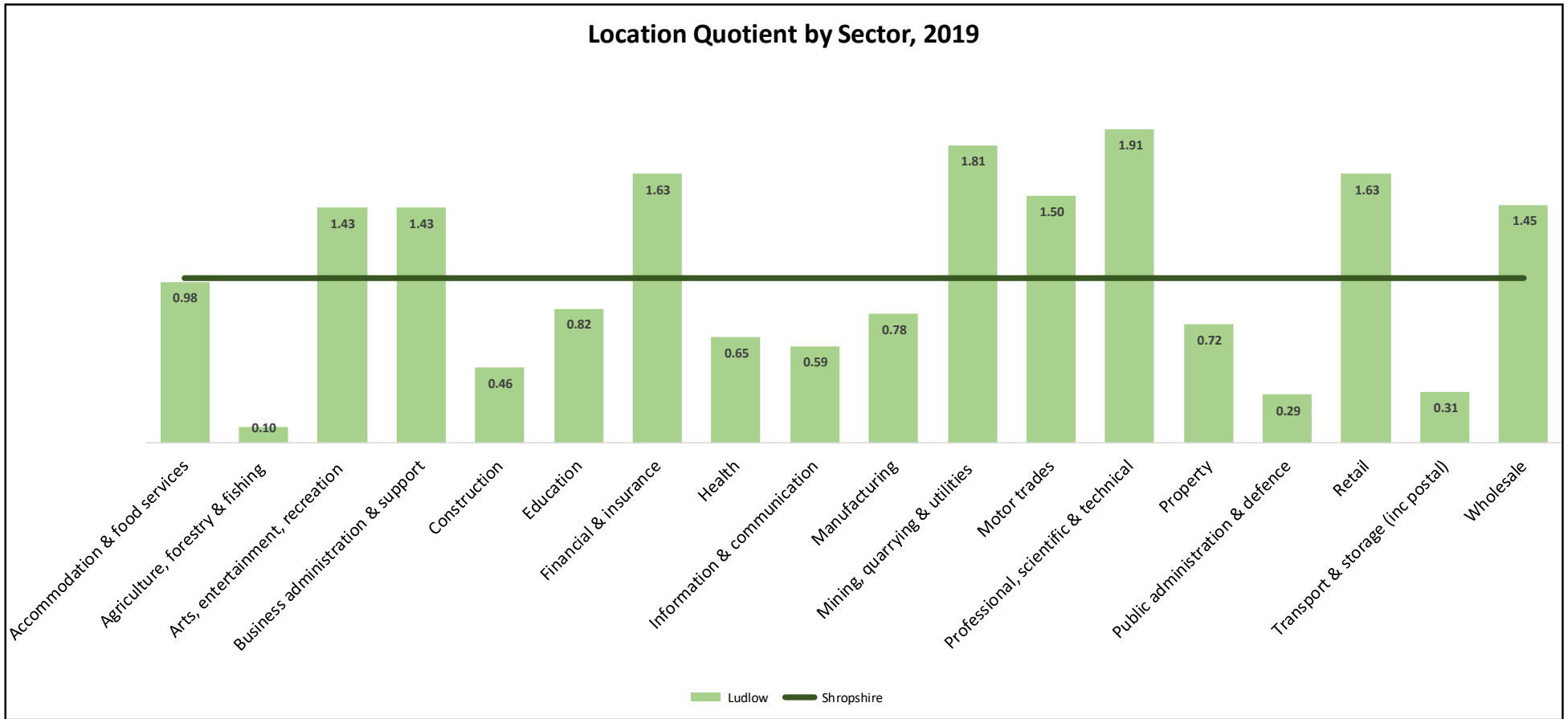
The adjacent table shows the breakdown of employment sectors in Ludlow alongside the comparable breakdowns for Shropshire, the West Midlands and for Great Britain.

It shows that agriculture, mining & quarrying, construction, motor trades, transport & storage, information & communication, finance & insurance, property and public administration and defence employ relatively few people in Ludlow (16.7% of the total), with none of these sectors accounting for as much as 5% of total employment.

The chart on the following page shows the relative importance of each sector in Ludlow according to its location quotient. This measures each sector in relation to the Shropshire average, with any score over 1 reflecting a sector that is more important than the Shropshire average, and any score under 1 reflecting a sector that has less importance.

The following sectors are over-represented in Ludlow compared with Shropshire: arts, entertainment & recreation, business administration & support, financial & insurance, mining & quarrying, motor trades, professional, scientific & technical, retail and wholesale.

Source: Business Register and Employment Survey, Office for National Statistics, Crown Copyright 2021



Source: Business Register and Employment Survey, Office for National Statistics, Crown Copyright 2021

Note: Excludes land-based agriculture

## Main Employers

Employers	Number of Employees
Jubilee care Ltd	119
Hendra Healthcare	41
Alexandra House	41
Care of Excellence	41
Bikold Ltd	37
Quality Community care	34
Ludlow Brewing	32
Ludford Parts Ltd	29
Goldrool Ltd	25
Castle Lodge Buttery	25
Dinham Hall Ltd	25

Source: FAME (Bureau Van Dijk), February 2021

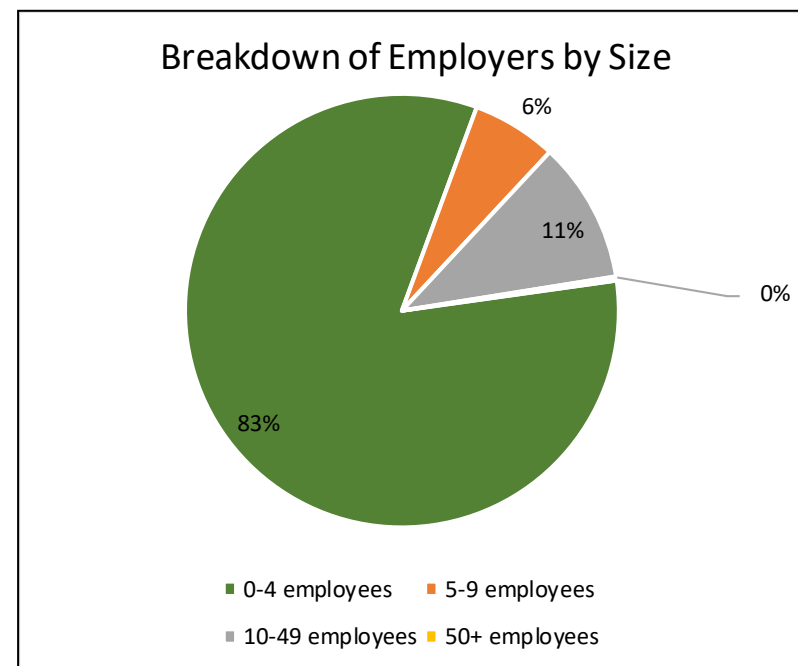
Note: Information based on company accounts returned to Companies House. May include businesses that are registered in the town but which do not necessarily trade there. Excludes branch businesses which have their HQ elsewhere in the UK.

Note: 0-4 employee category includes all companies where employment levels are unknown.

The following organisations are identified by the business directory FAME as being the largest employers in Ludlow. This suggests that there are only 11 employers with a workforce of 25 or more within the town centre boundary.

Large employers which are not included within the adjacent table include national retail stores, of which there are several in Ludlow. The largest retailers in the town include Tesco and Aldi.

More than four-fifths of businesses in Ludlow employ less than 5 people. An additional 6% employ between 5 and 9. Just one in ten have a workforce of 10 or more.

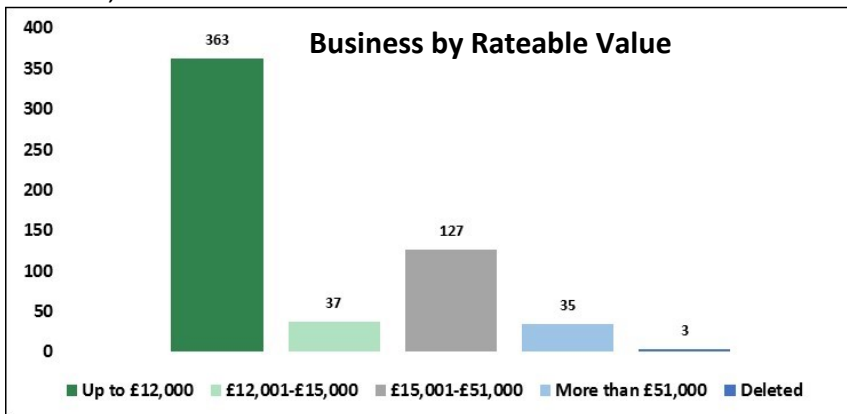


## Business Rates

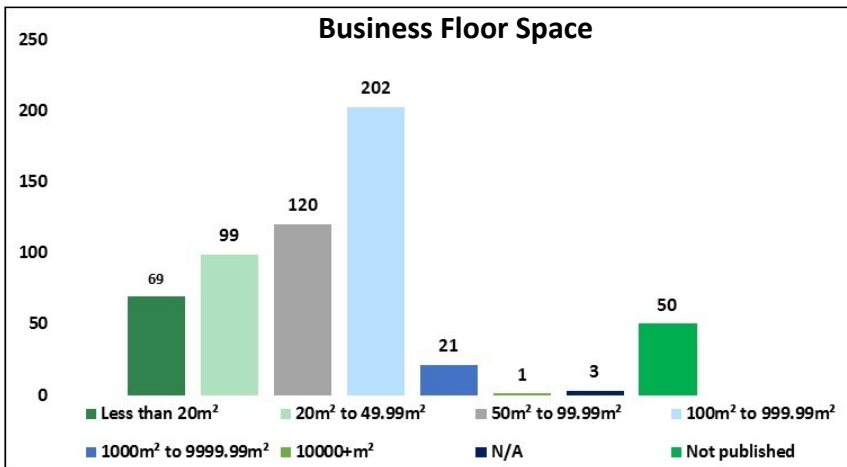
565 establishments have a rateable value in Ludlow and the combined rateable value of these organisations is £10.2 million. This is the equivalent of 4.4% of the total rateable value of all businesses in Shropshire.

363 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 35 (6.2%) have a rateable value of more than £51,000.

288 businesses have a floor space of less than 100m<sup>2</sup>, while just 22 have floor space of more than 1,000m<sup>2</sup>. The largest organisation covers more than 15,000m<sup>2</sup>.



Source: Valuation Office Agency

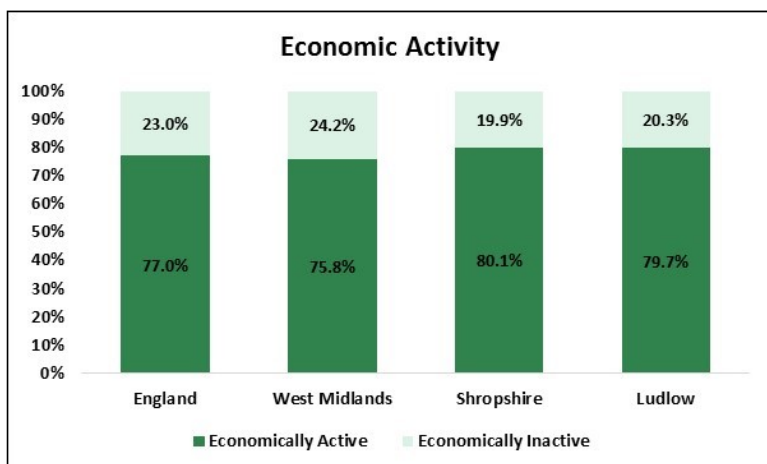


Count of Classification	Ludlow
Commercial	452
Education Training and Culture	14
Industrial	58
Leisure	12
Miscellaneous	29
Utilities	0
Total	565

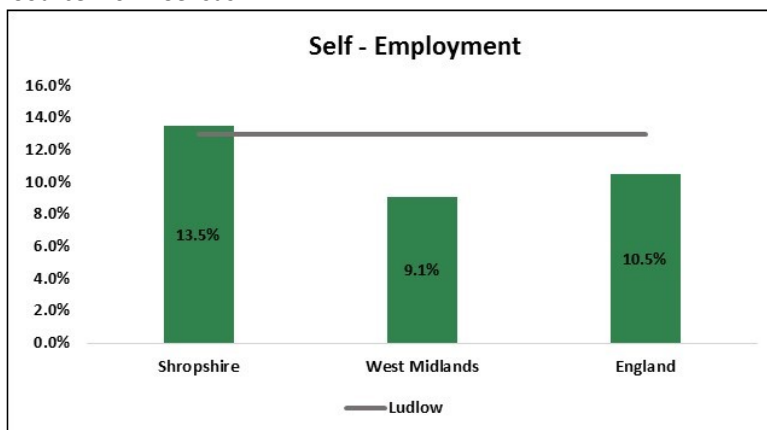
The majority of organisations on the Ludlow business rates list are classed as commercial—primarily retail outlets and offices. These account for 80% of the total. Industrial is the second largest classification, accounting for 10.3% of the total.

## Economic Activity

The status of Ludlow residents aged 16-64 at the time of the 2011 Census showed 79.7% of residents were economically active, which includes people who are both employed and actively seeking employment. This is very slightly lower than the Shropshire figure of 80.1%. Economic activity rates in Ludlow (and Shropshire) compare favourably with those in England (77%) and the West Midlands (75.8%).



Source: 2011 Census



Of those who were economically active, 74.7% were in employment while 5.1% were unemployed. This compares with 75.8% and 4.3% for Shropshire as a whole and with 71.2% and 5.8% for England. At the time of the Census, therefore, unemployment was a slightly more pronounced issue in Ludlow in relation to Shropshire but compared favourably with the national average.

Of the 4,717 Ludlow residents in employment, the majority are employees (82.6%) while the remainder are self-employed. 66.9% of employees work full-time compared with 71.2% of the self-employed.

Employment Breakdown	Ludlow
In Employment Total	4,717
Of which Employee: Total	3,897
Of which Employee: Part-time	1,290
Of which Employee: Full-time	2,607
Of which: Self-employed: Total	820
Of which Self-employed: Part-time	236
Of which Self-employed: Full-time	584

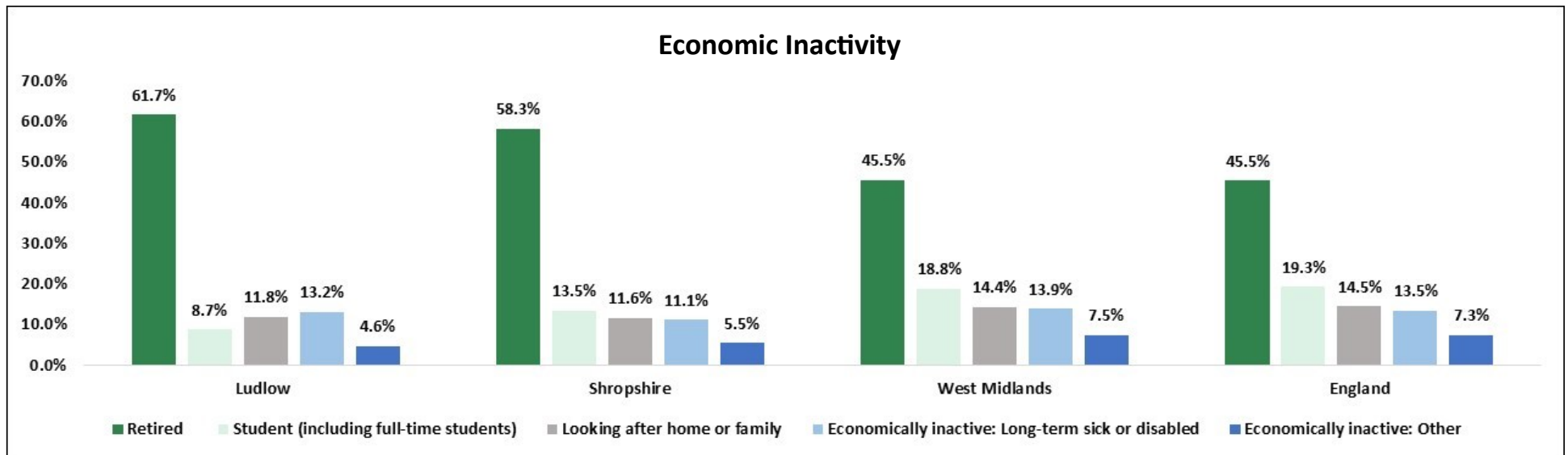
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County's market towns, especially the main employment centres. However, in Ludlow the percentage is only slightly lower than the average for the County at 13%.

## Economic Inactivity

1,280 Ludlow residents aged 16-64 were economically inactive in 2011, which represents just over a fifth of the age cohort. These people – representing those who are neither working nor seeking employment – include those who are retired, full time students, those looking after family or the long term sick. The proportion of the Ludlow population which does not participate in the labour market is on a par with the average for Shropshire.

The following chart shows the breakdown of the economically inactive population in Ludlow, Shropshire, the West Midlands and England according to the reason why they do not participate in the labour market. These figures relate to the 16-74 population rather than to 16 to 64 year olds.

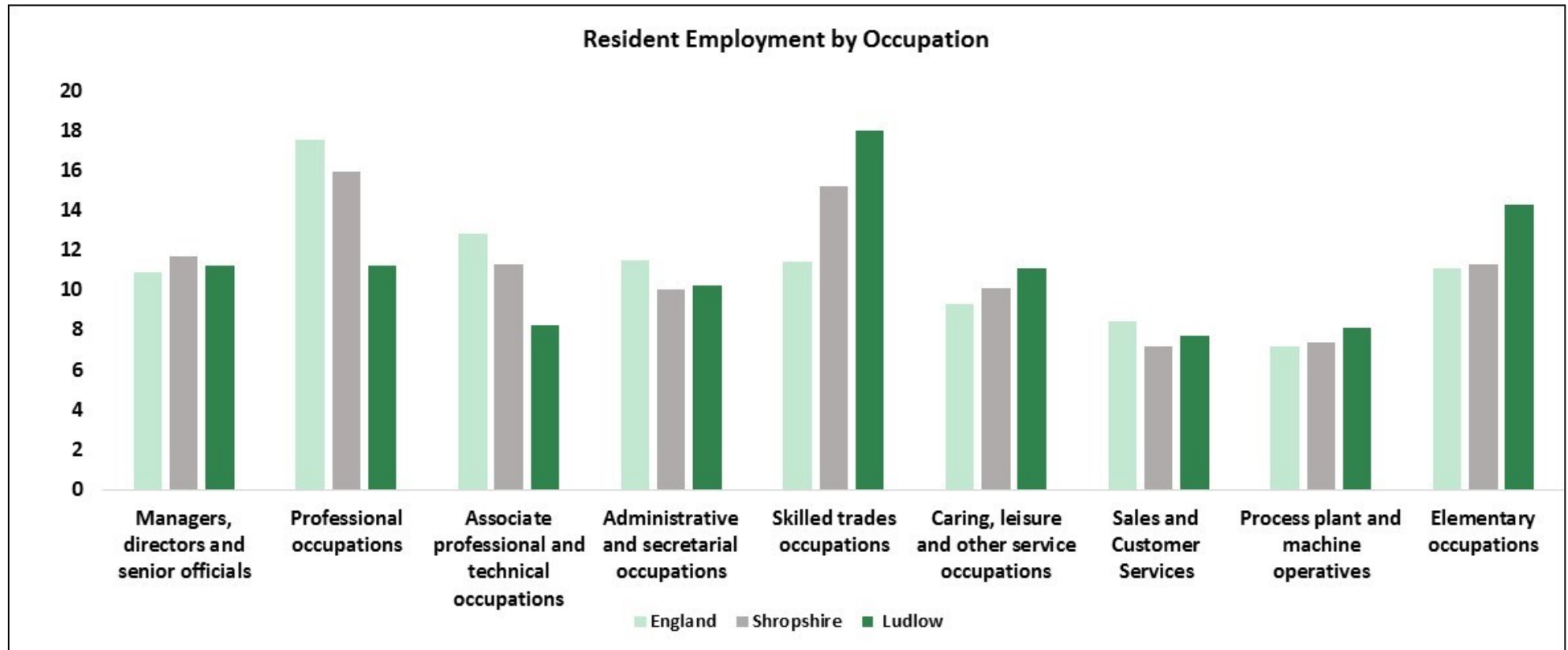
It is apparent that a higher proportion of economically inactive Ludlow residents are inactive because they are retired than is the case across Shropshire and significantly more are retired compared with the West Midlands and England. Compared with Shropshire, a significantly lower proportion are students.



Source: 2011 Census

## Employment by Occupation

The percentage of Ludlow residents working in Standard Occupational Classifications (SOC) groups 1 to 3, the professions is low, with 30.6% of residents in work employed as managers, directors and senior officials, in professional occupations or in associate professional and technical occupations compared with 38.9% in Shropshire. 11.2% work as managers, 11.2% in professional occupations and 8.2% in associate professional occupations. A higher proportion are employed in lower level occupations, including elementary occupations (14.3% compared with 11.3% for Shropshire) and process, plant and machine operatives (8.1% compared with 7.4% for Shropshire). A high proportion of Ludlow residents work in skilled trades occupations at 18% of the total ( 15.2% for Shropshire).



Source: 2011 Census

## Qualifications

According to the Census 2011, 23.9% of residents had a level 4 qualification or above, less than the Shropshire average of 29.4%. In total 17.4% of people had no qualification. This is higher than the Shropshire average (14.0%). The qualification profile of Ludlow residents reflects the type of employment that is prevalent amongst the working population, with fewer working in managerial or professional occupations and more in elementary occupations.

Qualifications	Ludlow	Shropshire	England and Wales
Level 1	17.0	15.4	15.2
Level 2	20.2	19.4	17.2
Level 3	15.1	14.7	14.5
Level 4/5	23.9	29.4	29.7
Other qualifications	6.5	7.1	8.6
No qualifications	17.4	14.0	15.0

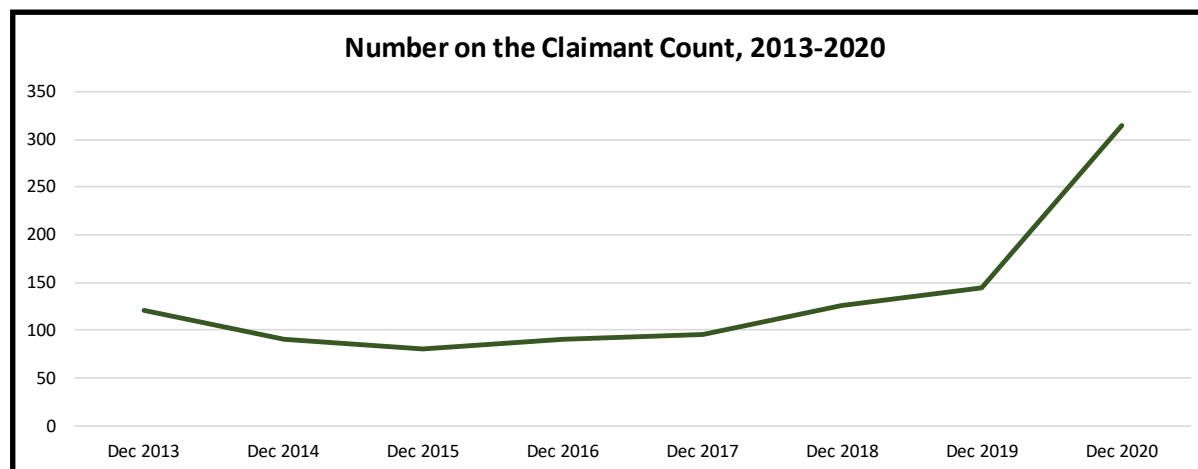
Source: 2011 Census, ONS, Highest Level of Qualification Population aged 16-64.

For further information on qualification levels and definitions visit Office of National Statistics (ONS)

<http://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/qualificationsandlabourmarketparticipationinenglandandwales/2014-06-18#background-notes>

## Unemployment

The claimant count is the main measure of people who are under pensionable age who are available for and actively seeking work and who are claiming out-of-work benefits (mostly Universal Credit but also Jobseekers Allowance). The chart below shows the number claiming this benefit in Ludlow between December 2013 and December 2020.



Source: Department of Work and Pensions/ONS

## Universal Credit

The following table shows the number of people claiming Universal Credit in Ludlow in January 2021. It includes those who are out-of-work (and hence on the claimant count shown above), and also those who are on low incomes and entitled to in work benefits. The table also shows the number of households on universal credit in the town.

	Number
People on Universal Credit (Jan 21)	793
Households on Universal Credit (Nov 20)	654

In December 2020, 315 Ludlow residents were on the claimant count, which is almost four times higher than the 80 who were on the count in December 2015. The claimant rate in Ludlow (the percentage of the 16-64 population which is claiming) is slightly higher than the average for Shropshire (5.3% compared with 4.4%). However, the rate is lower than in Great Britain (6.2%) and the West Midlands (7.2%). Claimant numbers everywhere were elevated throughout 2020 due to the coronavirus pandemic.

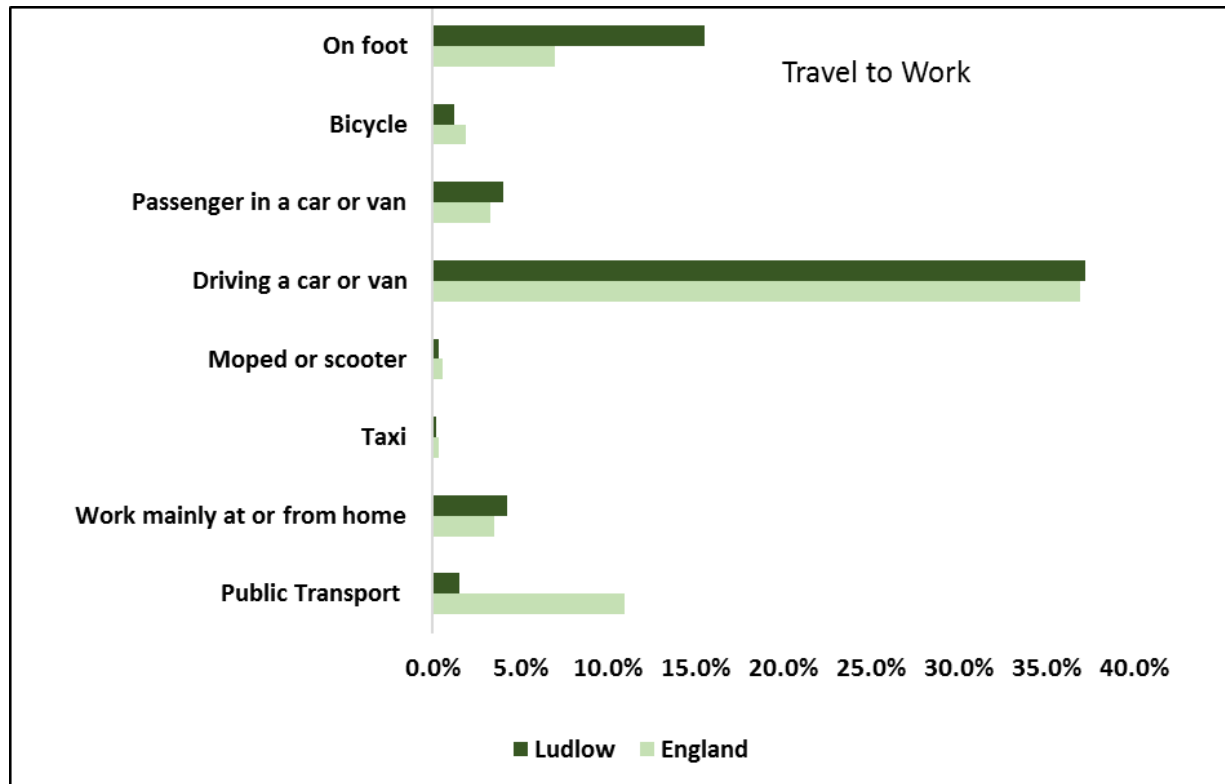
## State Pension

In Shropshire there were 75,688, people claiming state pension in August 2020. This is slightly lower than 76,250 in February 2017, which is attributed to changes in retirement age.

Claimants in Ludlow total 3,200 or 4.2% of the state pension claimants in the county.

## Travel and Commuting

The most commonly used method of transport to work for Ludlow residents who work was to travel by car or van. 37% of workers drove to work, while an additional 4% were a passenger in a car or van. More Ludlow residents work primarily from home than is the case nationally (4% compared with 3%), but this is less than the Shropshire average of 6%. A relatively high number walk to work (15% compared with 9% for Shropshire and 7% for England). There were considerably fewer people travelling by public transport than is the case nationally. This is a pattern familiar to many rural areas

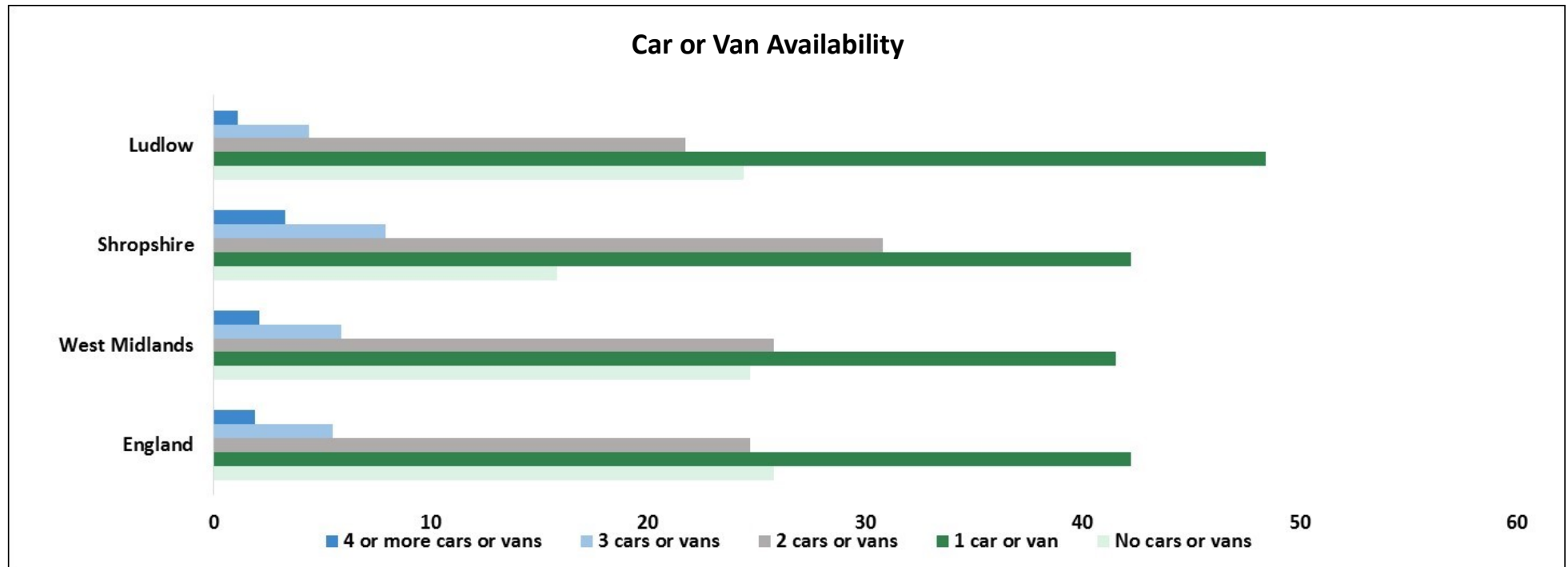


Source: 2011 Census

## Car or Van Availability

Car ownership is high in Shropshire, which is typical of a rural area. Just 15.8% of households in the County do not have a car or van compared with a 25.8% of households nationally according to the 2011 Census. The proportion of households without a car in Ludlow is much closer to the national average, at 24.4%.

48.4% of households have one car, 21.7% have two cars while 5.5% have three or more. The total number of cars and vans owned by Ludlow households stood at 5,699 in 2011.

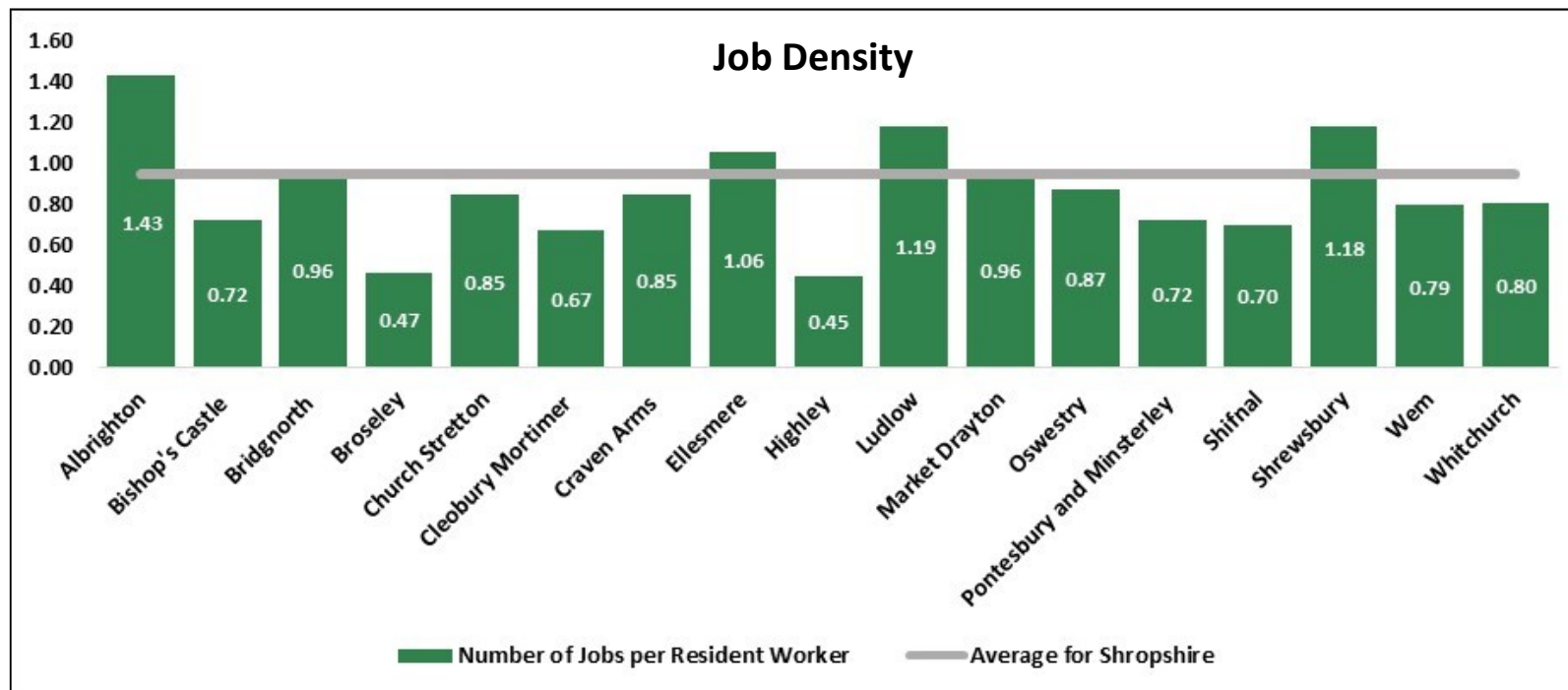


Source: 2011 Census

## Commuting Patterns

Ludlow (place plan area) supports a higher level of employment self-containment than any other Shropshire market town with the exceptions of Shrewsbury and Oswestry, both of which are much larger localities. Relatively limited access to employment outside the immediate local area clearly influences this. 44.2% of all Ludlow jobs are filled by Ludlow residents while 52.4% of working people who live in Ludlow also work there, which gives an overall level of self-containment of 47.9%. The differential between the number of resident workers and the number of jobs is relatively small, with net in-commuting across the Ludlow place plan border standing at 724. This equates with 1,856 people living in Ludlow but working elsewhere and 2,580 people working in Ludlow but living elsewhere.

Job density in Ludlow is comparatively high with 1.19 jobs per resident worker compared with 0.95 in Shropshire. As illustrated in the chart below, the only other towns where the number of jobs exceeds the resident workforce are Albrighton, Ellesmere and Shrewsbury.



Source: Census 2011

Note: Data relates to Mid Super Output Areas (MSOA) aligned as closely as possible to Shropshire place plan areas

## Origins and Destination of Workforce

Other than Ludlow, the rest of Shropshire is the main source of workers for Ludlow jobs, with significant numbers also commuting into the town from Herefordshire. Likewise, a significant proportion of Ludlow resident workers who are not employed in Ludlow work elsewhere in Shropshire, with significant numbers also crossing the border to work in Herefordshire.

Main Origins of Ludlow Workforce	Number	%
Ludlow	2,043	44.2%
Rest of Shropshire	1,554	33.6%
Herefordshire	601	13.0%
Telford and Wrekin	74	1.6%
Malvern Hills	104	2.2%
Wyre Forest	40	0.9%
Powys	86	1.9%
Other	121	2.6%

Source: Census 2011

Note: Data relates to Mid Super Output Areas (MSOA) aligned as closely as possible to Shropshire place plan areas this covers a wider geographic area than the Parish. This results in a higher workforce number than quoted in the economic activity table and commuting patterns data.

Main Destinations for Ludlow Resident Workers	Number	%
Ludlow	2,043	52.4%
Rest of Shropshire	948	24.3%
Herefordshire	410	10.5%
Telford & Wrekin	68	1.7%
Malvern Hills	79	2.0%
Worcester	36	0.9%
Wyre Forest	50	1.3%
Powys	41	1.1%
Other	224	5.7%

Note: Data relates to Mid Super Output Areas (MSOA) aligned as closely as possible to Shropshire place plan areas

## Household Income

Source: CACI, 2020, Paycheck Income Data, Shropshire

Market Town	Households	15k or less	15k - 30k	30k - 50k	50k - 80k	80k +
Albrighton	2,285	17%	29%	26%	18%	10%
Bishop's Castle	708	23%	33%	24%	14%	6%
Bridgnorth	5,911	16%	28%	26%	19%	11%
Broseley	2,568	18%	29%	26%	18%	10%
Church Stretton	2,374	16%	28%	26%	19%	10%
Cleobury Mortimer	1,506	15%	26%	27%	20%	12%
Craven Arms Town Council	1,380	24%	32%	24%	14%	6%
Ellesmere	2,263	21%	31%	25%	16%	8%
Highley Parish Council	1,710	21%	31%	25%	16%	7%
Ludlow	5,436	21%	32%	25%	15%	7%
Market Drayton	5,549	21%	31%	25%	16%	7%
Minsterley	810	20%	30%	25%	17%	8%
Much Wenlock	1,537	15%	27%	26%	20%	12%
Oswestry	8,387	23%	31%	24%	15%	7%
Pontesbury	1,589	13%	26%	27%	21%	13%
Shifnal	4,116	17%	27%	26%	19%	11%
Shrewsbury	34,187	18%	28%	26%	18%	10%
Wem	2,937	22%	33%	25%	14%	6%
Whitchurch	4,638	21%	31%	25%	16%	7%

Note: the methodology to calculate the number of households is based on commercial and credit data rather than census information.

Household income table for Shropshire shows that 21% or 1,155 households in Ludlow earn less than £15,000 per year. At the other end of the scale 7% of households had an income exceeding £80,000 per annum. Household income rates in Ludlow are lower than the Shropshire average.

## Retail Economy

Retail accounts for 15.6% of total employment in Ludlow, which makes it the largest employment sector in the town. Only in Oswestry and Whitchurch does retail hold a higher share of overall employment. 6.7% of all retail employment across the whole of Shropshire is absorbed by Ludlow.

## Retail Sector

Retail plays an important role in the economy of Ludlow. Providing everyday amenities and shopping for local residents and serving as a shopping hub for the hinterland of the market town. The retail sector also assists in attracting visitors to the town by offering a mix of independent and national stores. Ludlow market takes place in the main square in front of the castle, operating four days a week throughout the year and hosting many specialty events.

**High Street Shopping,** Ludlow offers many independent traders within the historic buildings of the town centre. Shops can mainly be found along Castle Square, High Street, King Street, Tower Street, Broad Street and Corve Street. The town centre is also home to a number of fine restaurants, cafes and public houses, some of which date back to the 14<sup>th</sup> century. Services within the town include banks and Post Office facilities.

**Supermarkets,** The main national supermarkets within the town are Tesco and Aldi. In addition there are convenience stores including Spar and One Stop.

## Markets

**Ludlow Market,** <http://www.ludlowmarket.co.uk/>

Markets have been held in Ludlow for over 900 years. The market hosts many speciality markets to celebrate local produce and crafts throughout the year.

**Ludlow Livestock Market,** The Ox Pasture, Overton Rd, Ludford, Ludlow SY8 4AA [http://www.mccartneys.co.uk/Livestock\\_Auctions/](http://www.mccartneys.co.uk/Livestock_Auctions/)

The market moved to its current site in 1995 and holds weekly auctions – see website for details of sale dates and special livestock events.

## Tourism & Leisure

Ludlow is a key market town in the South of Shropshire 28 miles south of Shrewsbury and 23 miles north of Hereford. Ludlow Castle and grounds are a key attraction in the town along with many fine buildings 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 is an ideal base for walking and cycling with its close proximity to the Shropshire Hills and the Clee Hills.

Approximately 900 people are employed in the tourism sector in Ludlow, of which 59% are employed in accommodation and food services and the remainder in arts, entertainment, recreation and other services. This is the equivalent of 16.6% of the total Ludlow workforce which represents a higher share than for Shropshire as a whole (14.7%). 4.6% of total employment in the tourism sector in Shropshire is provided by Ludlow.

### Visitors Attractions

An ideal starting place for information on places to visit is the -

**Ludlow Visitor Information Centre**, Ludlow Assembly Rooms, 1 Mill St, Ludlow SY8 1AZ—<https://www.visitshropshirehills.co.uk/>

Places to visit in Ludlow include:

**Ludlow Castle and Grounds**, Castle Sq, Ludlow SY8 1AY <http://www.ludlowcastle.com/>

Building of the castle started in 1066, built on high ground next to the rivers Teme and Corve. Major restoration projects have taken place in recent years. The Castle and its grounds are a key visitor attraction for the town and is also used to host a number of events.

**Ludlow Museum**, 1 High St, Ludlow SY8 1BS <http://www.ludlow.gov.uk>

Home to a range of fossils and local artefacts the museum depicts the history of the town.

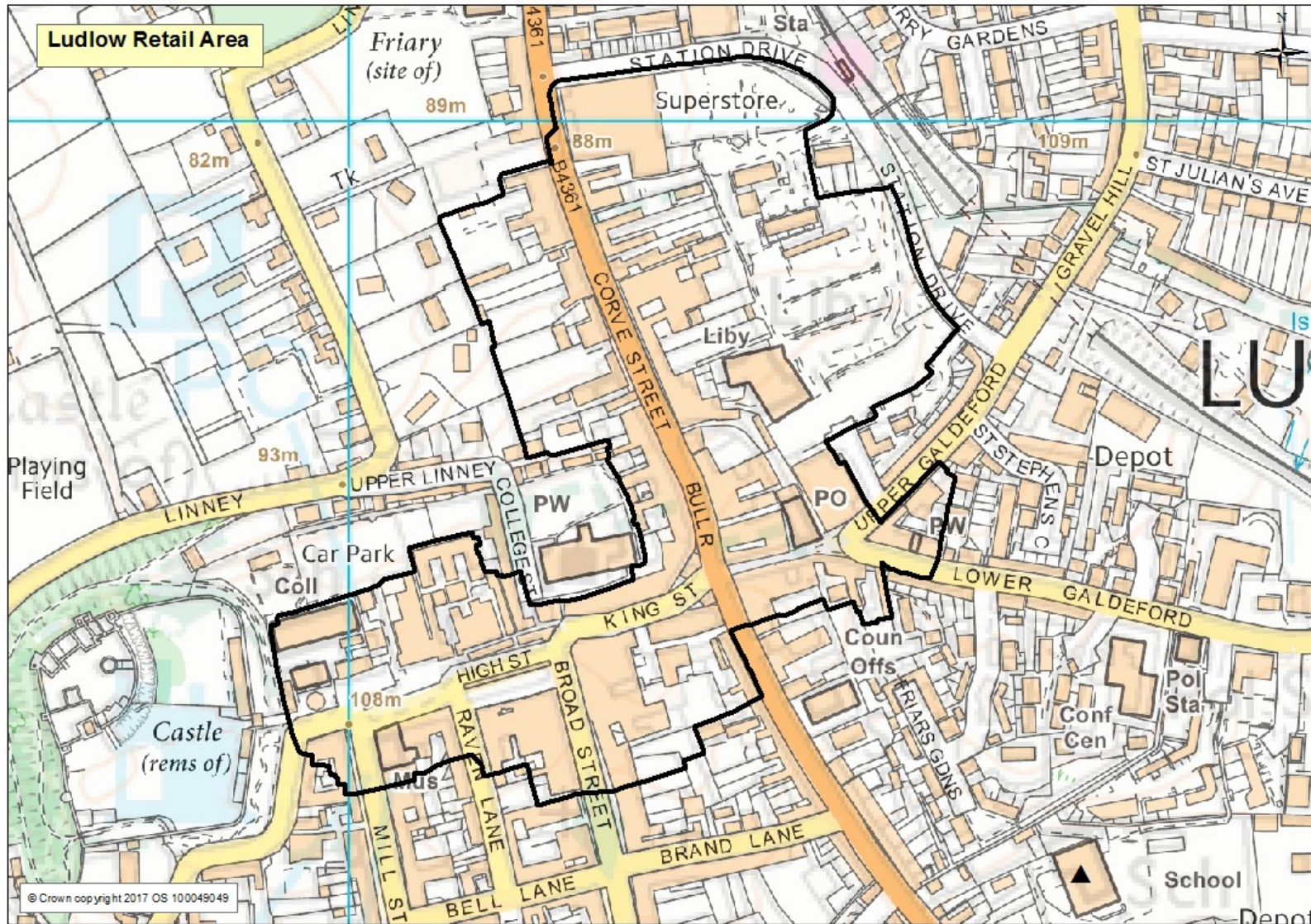
**Ludlow Brewing Company**, The Railway Shed, Station Dr, Ludlow SY8 2PQ <http://www.theludlowbrewingcompany.co.uk/>

A producer of artisan ales this working brewery has a visitor centre which can arrange tours of the site.

**Ludlow Food Centre and Ludlow Kitchen**, Bromfield, Ludlow SY8 2JR <http://www.ludlowfoodcentre.co.uk/>

Located near the town centre along the A49 the food centre is home to food producers and retailers of local and handmade food including; meat, dairy products, jams and bread.

## Main Retail Area



## Events

Ludlow hosts a number of events throughout the year. Key annual events are listed here but it is worth visiting the town council website for details of all events.

**Ludlow Food Festival**, Ludlow Castle, Castle Sq, Ludlow SY8 1AY <http://www.foodfestival.co.uk/>

Held in September each year the 23<sup>rd</sup> festival took place in 2017. Over 180 exhibitors, a range of cooking demonstrations within the castle grounds plus a number of events throughout the town.

**Ludlow Spring Festival**, Ludlow Castle, Castle Sq, Ludlow SY8 1AY <http://www.ludlowspringfestival.co.uk/>

An annual weekend event in May showcasing food and real ales along with live music and classic car show.

**Magnalonga**, <http://www.magnalonga.co.uk/>

A food event with a difference. Held in August this 8 mile food walking tour takes in local food and drink producers.

**Ludlow Christmas Lights**, held in late November the Christmas lights switch on is accompanied by choirs and events in Castle Square.

## Sports, Leisure & Culture

Ludlow has an active range of sporting, leisure and social clubs. If you are looking for particular activities the Community Directory is a good starting place –

<https://www.shropshire.gov.uk/libraries/community-directory/>

The following list highlights some of the cultural, sporting groups and facilities in the Ludlow area.

**Ludlow Assembly Rooms**, Mill St, Ludlow SY8 1AZ <https://ludlowassemblyrooms.co.uk/>

A community arts and cinema that hosts a range of performances and events.

**Ludlow Cricket Club**, Burway Ln, Ludlow SY8 1DT <http://ludlow.play-cricket.com/>

Senior teams and junior coaching sessions with 10 qualified coaches.

**Ludlow Football Club**, Bromfield Rd, Ludlow SY8 2BN.

Senior and junior teams.

**Ludlow Golf Club**, Bromfield, Ludlow SY8 2BT - <http://www.ludlowgolfclub.com/>

Heathland golf course founded in 1889.

**Ludlow Racing Club**, Bromfield, Ludlow SY8 2BT <http://www.ludlowracecourse.co.uk/>

Regular horse racing days and events.

**Ludlow Rugby Club**, Ludlow SY8 1EE, <http://www.pitchero.com/clubs/ludlowrfc>

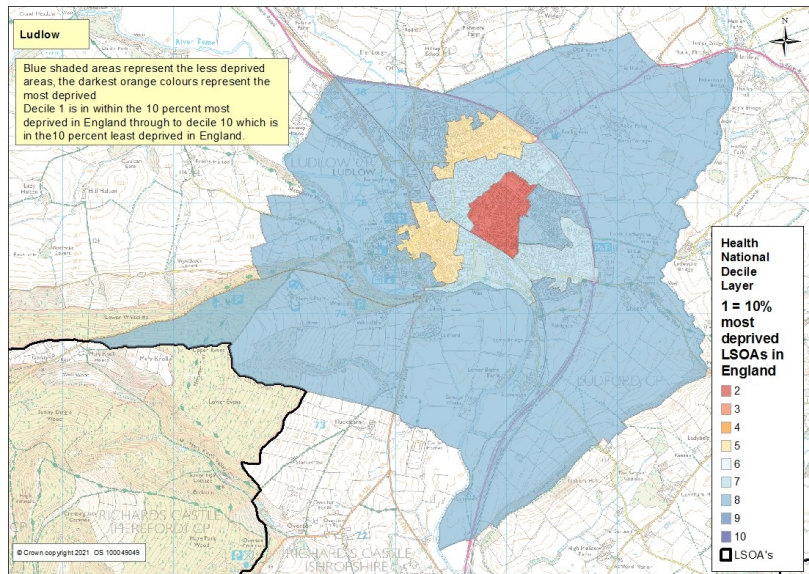
Senior and junior teams.

**Teme Leisure**, Bromfield Rd, Ludlow SY8 1DR - <http://www.teme-leisure.co.uk/>

Facilities include; 25m, 6 lane Swimming Pool with Water Slide, Diving Plunge Pool and Two Leisure Pools with Water Features, 55 Station Fitness Suite with Air Conditioning, 2 x Exercise Studio, Sports Hall and Spa with Saunarium, Salt Inhalation Room, Sauna and Spa Pool.

# Health

Residents of Shropshire generally enjoy better health than across England as a whole with a healthy life expectancy being higher than average. Life expectancy in Shropshire is also higher than the national average. Life expectancy for births in Shropshire between 2016-18 are 80.5 for males and 83.5 for females. This compares to an average of 79.3 and 82.9 for England. Despite this there are areas in Shropshire where health inequalities may exist. The index of deprivation, shown on the following map, highlight the areas where there are higher degrees of deprivation. The life expectancy variation between the least and most deprived health areas in Shropshire is equivalent to 4.2 years for men and 3.3 for women.



This domain measures the following:

- Years of potential life lost
- Comparative illness and disability ratio
- Acute morbidity
- Mood and anxiety disorders

Ludlow has one area of health deprivation within the most deprived 20% nationally. This area is located in Ludlow East division and covers the Sandpits Estate area.

Source: Index of Multiple Deprivation (IMD), Department of Communities and Local Government, crown copyright 2019

Of the **10,939** residents of Ludlow in the last census reporting on their health conditions:

**1080** reported that their day-to-day activities were limited a lot.

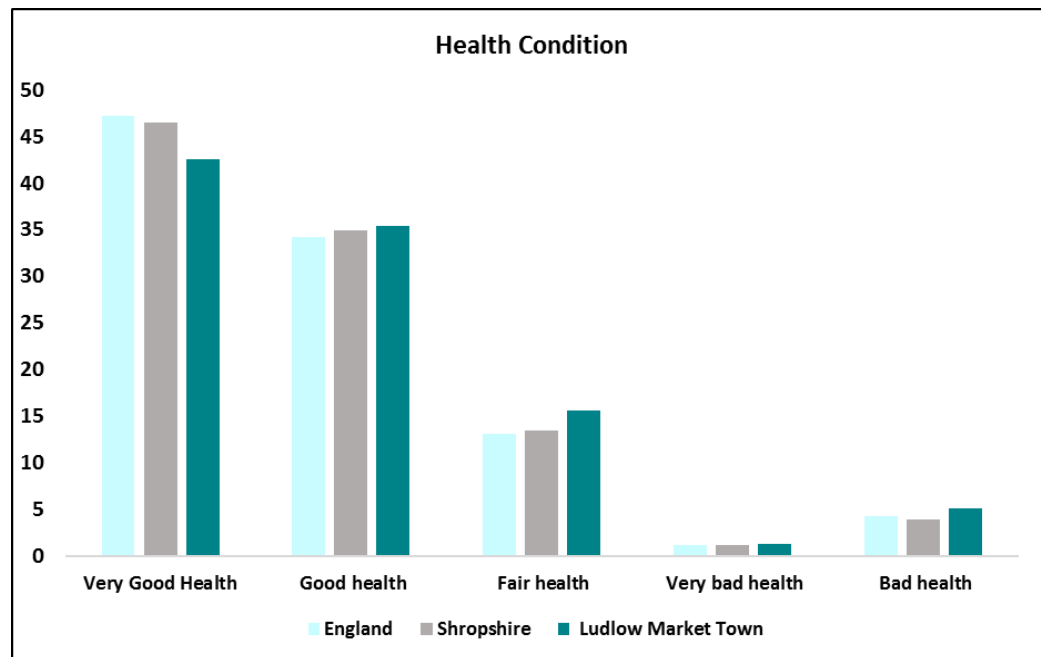
**1383** reported that their day-to-day activities were limited a little.

**8,476** reported that their day-to-day activities were not limited.

The rate of people expressing that their day-to-day activities were limited a lot was **9.9%** which is higher than the rate for Shropshire **8.4%** and England **8.3%**.

## Health Conditions

At the time of the 2011 Census, 78% of residents in Ludlow, said that they felt they were in very good or good health. This was lower than the Shropshire and England average of 81%. In contrast 5.1% of people said their health was bad and 1.3% said their health was very bad.



Source: 2011 Census

## Health Economy

Approximately 600 people are employed in the health sector in Ludlow (13.1% of total employment) which is low compared with the Shropshire average of 14.7%. Notwithstanding this, it is the second largest employment sector in the town.

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Ludlow	6.8%	1.4%	3.8%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

6.8% of people in Ludlow provided unpaid care for 1-19 hours per week, this was slightly lower than Shropshire as a whole. Ludlow also had slightly more people providing care for 50 or more hours per week 3.8% compared to 2.4% for Shropshire and England.

## Health Facilities

Ludlow has local access to a range of health facilities including chemists, doctors, dentists and a minor injuries unit. Check with the NHS for latest opening times and which services should be used.

Health Services available in or near Ludlow include:

## Hospitals

**Accident & Emergency**, 21.4 miles to the nearest Accident and Emergency service is provided at - The County Hospital Stonebow Road, Hereford, Herefordshire, HR1 2BN or 23.8 miles to The Royal Shrewsbury Hospital Mytton Oak Road, Shrewsbury, SY3 8XQ.

**Minor Injuries Unit Minor Injuries Unit**, the nearest minor injuries unit is at Ludlow Hospital Northgate, Ludlow, Shropshire, WV16 4EU

## Doctors

**Ludlow Portcullis**, Portcullis Lane , Ludlow, Shropshire, SY8 1GT <http://www.portcullis-surgery.co.uk/>

**Station Drive Surgery**, Station Drive , Ludlow, Shropshire, SY8 2AB <https://stationdrivesurgery.co.uk/>

## Dentists

**Corve Street Dental Practice**, Suite 2B, Palmers House, 7 Corve Street , Ludlow, Shropshire, SY8 1DB.

**MyDentist**, Castle View House, New Road , Ludlow, SY8 2LS <https://www.mydentist.co.uk/dentists/practices/england/west-midlands/ludlow/castle-view-house>

## Pharmacies

**Boots**, 34 Bull Ring, Ludlow, SY8 1AA.

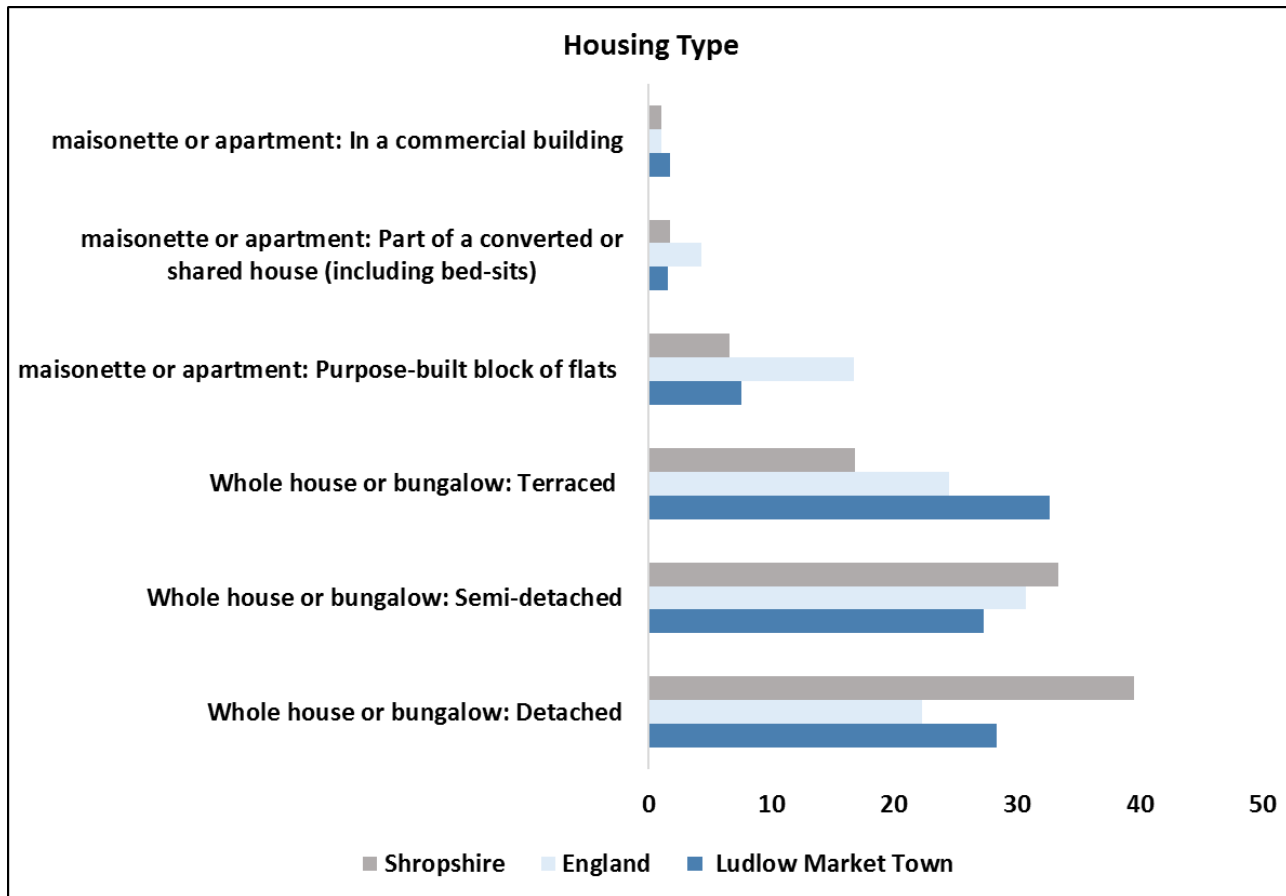
**Lloyds Pharmacy**, 116-119 Lower Galdeford, Ludlow, SY8 1RU.

**Murrays Pharmacy**, 49 Bull Ring, Ludlow, SY8 1AB.

# Housing

Fewer Ludlow household spaces were detached properties (28.4%) compared to Shropshire as a whole (39.5%).

A larger percentage of household spaces were terrace (32.7%) compared to Shropshire as a whole (16.8%). This is the largest housing type in Ludlow, in Shropshire the largest housing type was detached and nationally the largest type was semi-detached.



There were a slightly greater proportion of household spaces which were flat, maisonette, or apartment: purpose built block of flats, (7.6%) compared to Shropshire (6.6%). There were also a greater number of maisonette or apartments in commercial buildings (1.8%) compared to (1.1%) for Shropshire and England.

Source: 2011 Census

## Residential Nursing Homes

The following care providers, residential and nursing homes are within or close to Ludlow Town. Please check with the Care Quality Commission for the latest details of providers and their care ratings -<http://www.cqc.org.uk/>

Care Providers in Ludlow include:

**Alexandra House** Poyner Road, Ludlow SY8 1QT .

Care home for 22 residents with old age, physical disability or sensory impairment - CQC Rating Good June 2017 .

**Barchester Hagley Place Care Home**, Foldgate Ln, Ludlow SY8 1LS <https://www.barchester.com/home/hagley-place-care-home>

Purpose built residential and nursing home for older people - CQC Rating Good January 2020.

**Churchill House Residential and Nursing Home**, Bromfield Rd, Ludlow SY8 1EL <http://www.churchillhouseludlow.co.uk/>

Care provider for up to 62 residents including older people, physically disabled and dementia care – CQC Rating Good Nov 2019.

**Four Rivers Nursing Home**, Bromfield Rd, Ludlow SY8 1DW.

Accommodation for people who require nursing or personal care – CQC Rating Good April 2019.

**Hendra House**, 15 Sandpits Rd, Ludlow SY8 1HH - <http://www.hendrahouse.co.uk/>

Residential care - CQC Rating Outstanding Oct 2017.

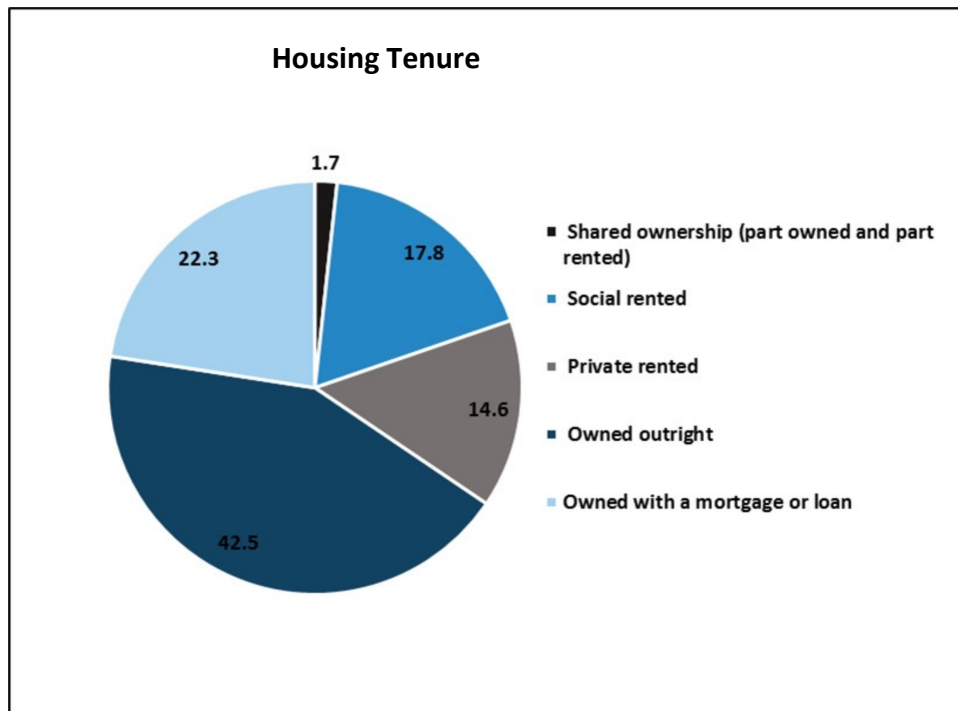
Also available in the Ludlow area:

**Outcome Care and Support**, 16 Ludlow Eco Park, Eco Park Road, Ludlow, SY8 1FF.

Providers of a range of care services in the home - CQC Rating Good Aug 2019.

## Housing Composition

- 36.5% of households were One Person Households greater than the Shropshire average (28.9%) and England (30.2%).
- 5.5% of households were Lone Parent with dependent children higher than the Shropshire average (5.2%) and lower than England (7.1%).
- 18.1% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%).
- 11.6% of households were married couples with dependent children lower than the Shropshire average of (15.3) and England (15.3).



Source: 2011 Census

In Ludlow , at the time of the 2011 Census, there were 5,173 households, 5,521 dwellings and 30 Communal Establishments housing 141 people. The largest proportion (42.5%) of houses in Ludlow were owned outright, greater than the Shropshire figure of 39%. 17.8% of households were social rented housing, this was greater than for Shropshire as a whole (13.5%) but similar to England (17.7%).

There were a similar number of houses privately rented 14.4% compared to 15% for Shropshire and 14% for England. In Ludlow there are 825 registered social landlord (RSL) homes. These homes are owned by a range of RSL's.

## Housing

Uses town council boundaries	Sales 2020	Median Gross Household Income	Median House Price	Median Affordability Ratio	Lower Quartile Gross Household Income	Lower Quartile House Price	Lower Quartile Affordability Ratio
Albrighton	52	£32,252	£250,000	7.8	£18,701	£185,250	9.9
Bishop's Castle	24	£26,663	£256,500	9.6	£15,701	£172,500	11.0
Bridgnorth	148	£33,596	£221,000	6.6	£19,216	£170,000	8.8
Broseley	37	£32,187	£195,000	6.1	£18,277	£161,000	8.8
Church Stretton	70	£33,396	£320,000	9.6	£19,220	£198,250	10.3
Clebury Mortimer	31	£36,028	£185,000	5.1	£20,691	£114,500	5.5
Craven Arms	23	£26,872	£175,000	6.5	£15,391	£153,750	10.0
Ellesmere Urban	73	£28,943	£178,000	6.1	£16,630	£156,000	9.4
Highley	51	£28,869	£172,000	6.0	£16,716	£151,875	9.1
<b>Ludlow</b>	<b>121</b>	<b>£28,487</b>	<b>£230,000</b>	<b>8.1</b>	<b>£16,559</b>	<b>£160,000</b>	<b>9.7</b>
Market Drayton	157	£29,144	£180,000	6.2	£16,761	£145,000	8.7
Much Wenlock	32	£35,467	£238,475	6.7	£20,282	£191,863	9.5
Oswestry	222	£27,730	£151,000	5.4	£15,944	£125,000	7.8
Shifnal	139	£34,191	£239,995	7.0	£19,268	£198,725	10.3
Shrewsbury	932	£32,548	£203,500	6.3	£18,525	£159,713	8.6
Wem Urban	83	£27,362	£187,500	6.9	£16,007	£135,250	8.4
Whitchurch Urban	144	£28,931	£179,775	6.2	£16,668	£135,000	8.1
<b>Shropshire</b>	<b>3,626</b>	<b>£33,337</b>	<b>£222,500</b>	<b>6.7</b>	<b>£19,089</b>	<b>£163,625</b>	<b>8.6</b>

The table shows affordability ratios for housing in Shropshire. The income data relates to Shropshire Place Plan areas which are a slightly broader geography than market towns, and take account of hinterlands. The table shows that in Ludlow a household with a median household income of (£28,487) would need 8.1 times this income to afford a median priced house (£230,000) as of year end 2020. This is higher than a ratio of 6.7 for Shropshire.

## Housing Developments

Shropshire’s Core Strategy (March 2011) sets out the strategic vision and objectives to guide development and growth for the period 2006-2026. This includes a vision for Ludlow.

Detailed proposals to deliver the strategic vision within the Core Strategy are contained within the Site Allocations and Management of Development (SAMDev) document which together with the Core Strategy forms Shropshire’s Local Plan for 2006-2026.

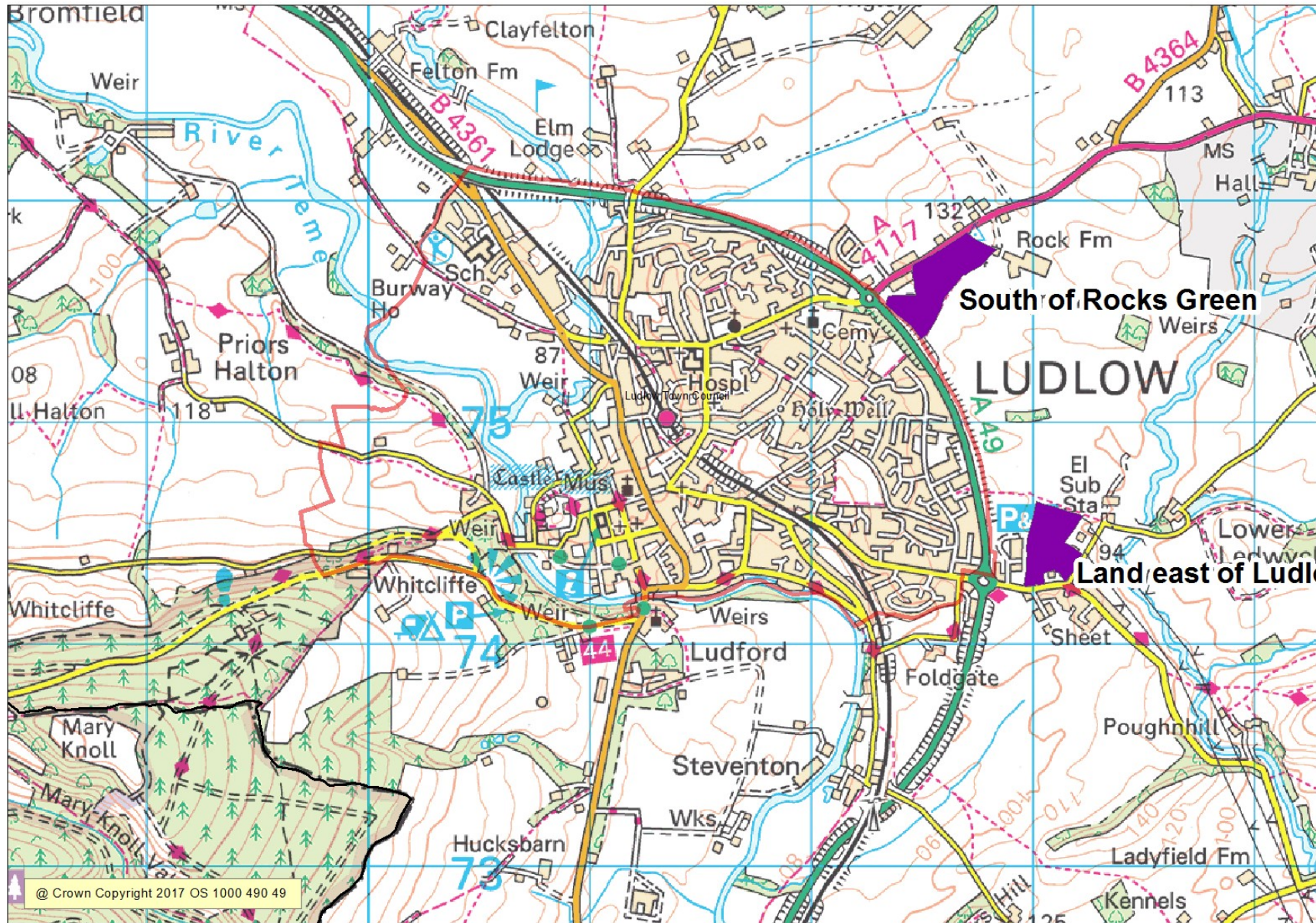
Consultations on the Local Plan Review Preferred Scale and Distribution of Growth for the period to 2036 were presented to Cabinet on 18th October 2017.

The following table shows progress and expectations with current site allocations:

Housing Allocations	Provision	Already Completed	Expected Build Out Rate									
			2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-32
Land South of Rocks Green	200					36	36	36	36	36	20	
Land East of Eco Park	80											

Additional Development may take place as new planning permissions are granted above the housing allocations,

## Proposed Development Sites



## Education

Market Town	Number school age children 4-15	Free School Meals (FSM) eligible	English as an additional Language (EAL)
Albrighton	407	34	4
Bishops Castle	189	28	9
Bridgnorth	1258	69	29
Broseley	547	34	4
Church Stretton	389	33	9
Cleobury Mortimer	373	37	6
Craven Arms	299	45	22
Ellesmere	495	57	43
Highley	384	43	10
<b>Ludlow</b>	<b>992</b>	<b>122</b>	<b>19</b>
Market Drayton	1531	215	66
Much Wenlock	334	32	9
Oswestry	1986	226	188
Shifnal	819	55	16
Shrewsbury	8771	1001	390
Wem	777	71	61
Whitchurch	973	122	83
<b>Total</b>	<b>21108</b>	<b>2266</b>	<b>979</b>

Ludlow is a key educational centre for the south of Shropshire. Pupils are mainly drawn from the Ludlow Town area but schools also attracts pupils from surrounding rural areas and other towns.

The town council area has two primary schools, one infants, one junior, a secondary school and a college.

The percentage of children living in the town parish area who are eligible for free school meals is 12.3%. This is higher than the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 1.9%. This is lower than the rate for Shropshire which is 4.64%

The number of school aged children shown is the number resident in the market town. This figure may differ from the total number of pupils at school in the area due to children attending schools within or outside of their school catchment areas.

## Primary Schools

**Ludlow Infant and Nursery**, Sandpits Road, Ludlow, SY8 1HG - <http://www.ludlow-inf.shropshire.sch.uk/>

Net capacity of 210 with an approved annual admission of 70 pupils. The school has 177 pupils on roll (Jan 2017). The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 17.3%, lower than the national average of 25.4%. The percentage of pupils whose first language is not English is very low 4.5% compared to 20% nationally. Ofsted Rating: Good - October 2012.

**Ludlow Juniors**, Clee View, Ludlow, SY8 1HX <http://www.ludlowjuniorschool.co.uk/>

Net capacity of 300 with an approved annual admission of 75 pupils. The school has 244 pupils on roll (Jan 2017). Ofsted Rating: Requires Improvement – December 2014.

**St Laurence C of E Primary School**, Jockey Field, Ludlow SY8 1TP - <http://st-laurenceprimary.com/>

Net capacity of 210 with an approved annual admission of 30 pupils. The school has 193 pupils on roll (Jan 2017). The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 22.3%, lower than the national average of 25.4%. The percentage of pupils whose first language is not English is very low 4.8% compared to 20% nationally. Ofsted Rating: Good – September 2014.

**Bishop Hooper C of E Primary School**, Ashford Carbonel, Ludlow SY8 4BX <http://www.bishophooper.co.uk/>

Net capacity of 105 with an approved annual admission of 15 pupils. The school has 86 pupils on roll (Jan 2017). The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 12%, lower than the national average of 25.4%. The percentage of pupils whose first language is not English is very low 0% compared to 20% nationally. Ofsted Rating: Good – February 2013.

## Secondary Schools

**Ludlow Church of England School**, The Burway, Bromfield Rd, Ludlow SY8 1GJ <http://www.ludlowschool.com/>

Net capacity of 870 with an approved annual admission of 174 pupils. The school has 630 pupils on roll (Jan 2017).

Ofsted Rating: Good – September 2015.

## Further Education College

**Ludlow College**, Castle Square, Ludlow SY8 1GD - <http://www.ludlow-college.ac.uk/> based in 3 sites within the town centre the college provides a range of full and part time courses.

## Transport and Infrastructure

Ludlow is a rural market town situated close to its one main road, the A49 which heads north to Shrewsbury (29 miles) and south to Hereford (23 miles). The A456 is 5 miles south of the town centre and provides travel east to Kidderminster.

### Railway

Ludlow has a railway station which provides direct links north to Shrewsbury and Manchester, whilst south towards Hereford and Cardiff.

### Airports –

The nearest main international airports to Ludlow are:

**Birmingham Airport**, Marston Green, Birmingham, B26 3QJ – 60 miles East of Ludlow.

**East Midlands Airport**, Castle Donington, Derby DE74 2SA – 91 miles North East of Ludlow.

**Bristol Airport** BS48 3DY - 91 miles South of Ludlow.

Light aircraft facilities are available at:

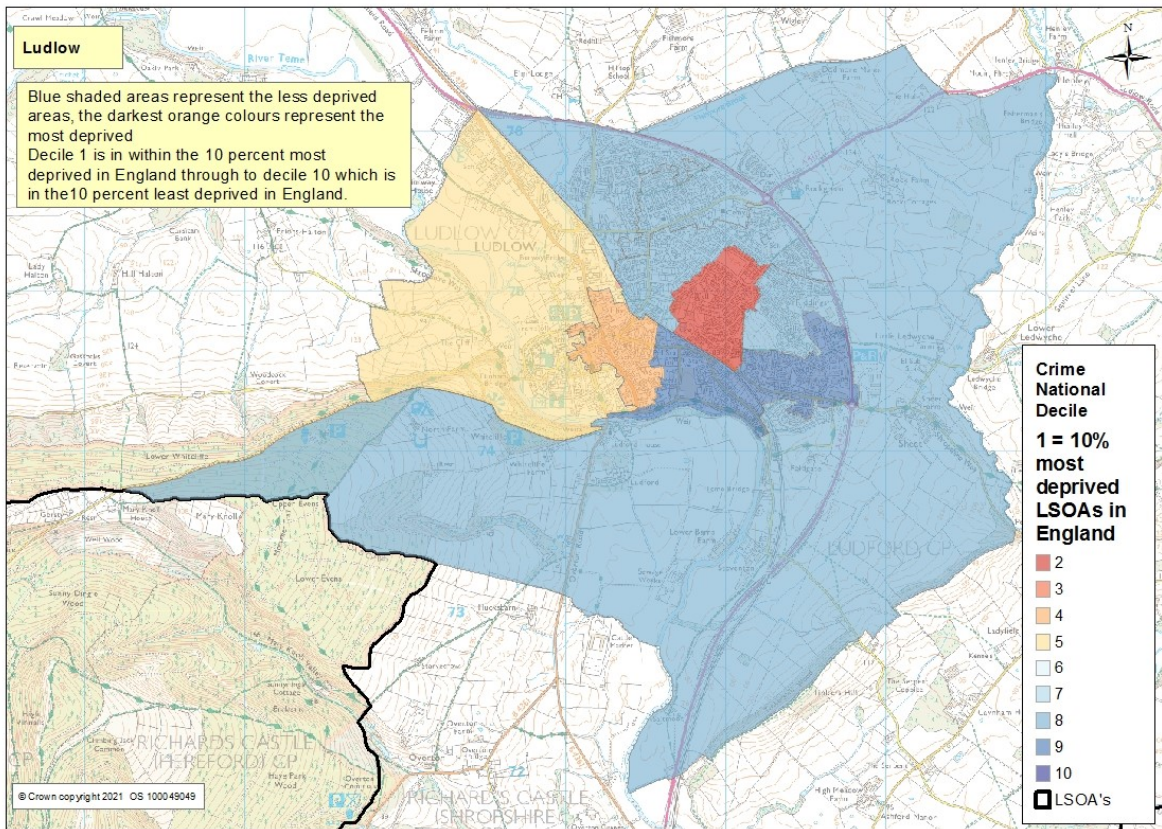
**Milson Airstrip**, Little Down Farm, Milson, Kidderminster, DY14 0BD <http://www.milsonairstrip.co.uk/index.html> 10 miles east of Ludlow.

### Broadband

Digital connectivity is viewed as an increasingly important factor for business success, and nowadays broadband speed is a vital consideration when businesses are looking to relocate.

Superfast broadband is being rolled out across Shropshire, and nearly all premises in Ludlow have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. Just 5 premises (0.1% of the total) are expected to have speeds that fall below this threshold. All premises in Ludlow (and throughout most of Shropshire) are supplied by just one infrastructure provider.

# Community Safety



The Crime Domain comprises four underlying indicators, each one accounting for a proportion of the total Crime domain score. They are weighted as:

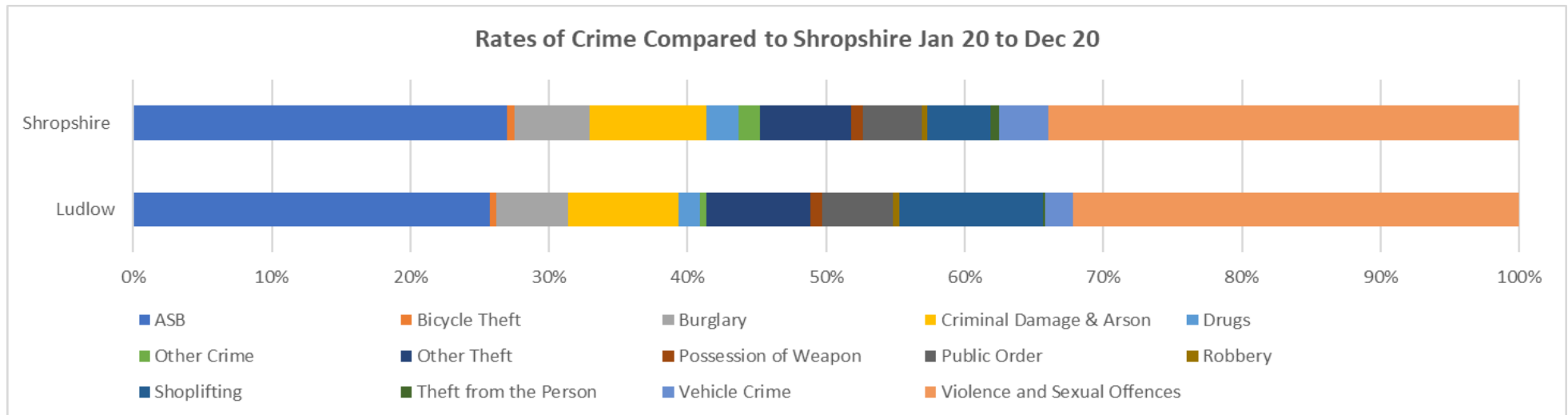
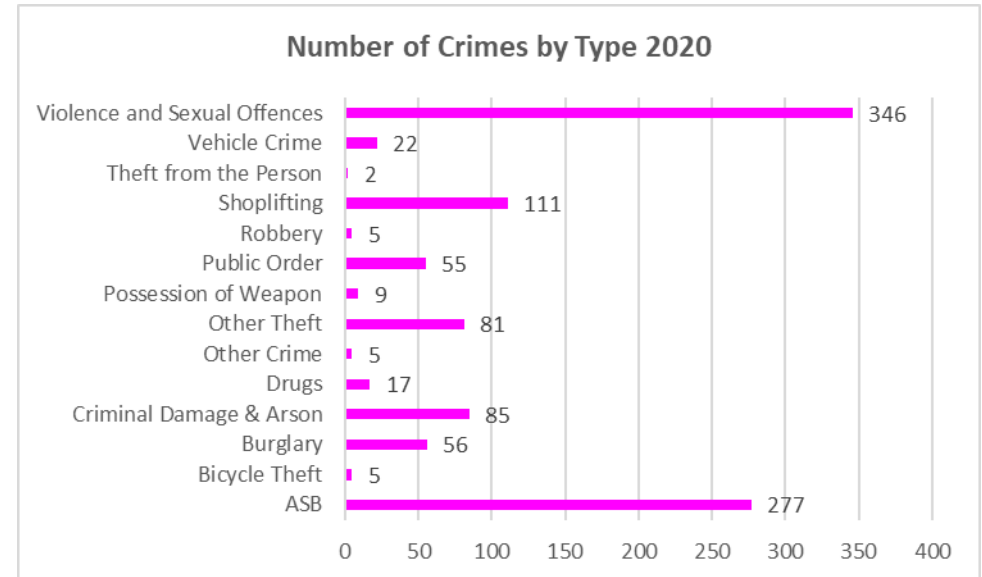
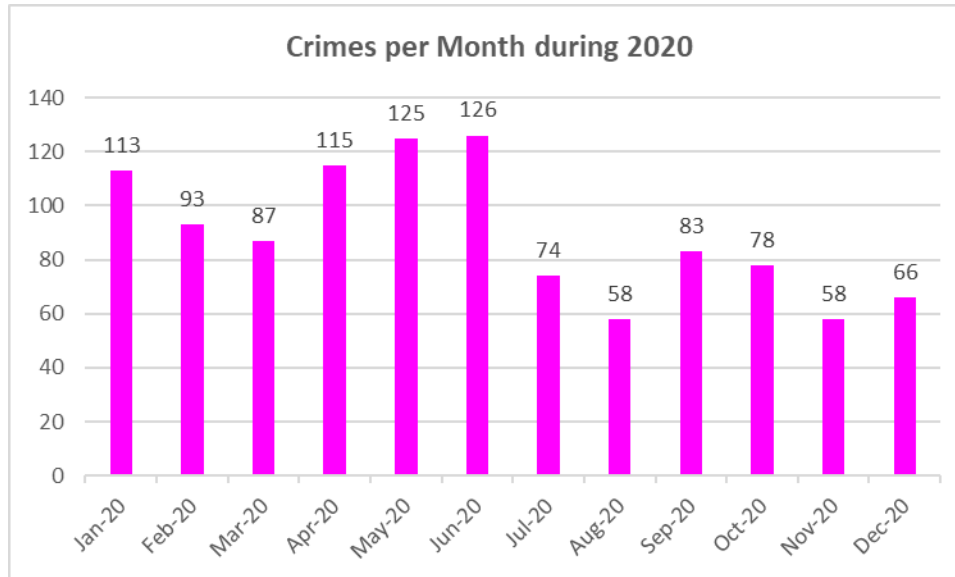
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

In Ludlow one LSOA located in the centre was ranked within the 20% most deprived nationally. One area east of the town centre was ranked within the 40% most deprived nationally. As you would expect crime reduces the further away from the centre. As with any town the town centre often has higher levels of crime especially due to the night time economy and retail crime.

Source: Index of Multiple Deprivation (IMD), Department of Communities and Local Government, crown copyright 2019

# Crime - Ludlow

Source: <https://www.police.uk/>



Overall levels of crime in Shropshire are low. Town centres generally experience higher rates of crime through anti-social behaviour and shoplifting. Latest crime data and more precise details of localities and investigations can be found by using the police crime map at <https://www.police.uk/>

## Additional Information

### Produced and designed by the Information, Intelligence and Insight team of Shropshire Council

Whilst every effort has been made to ensure the accuracy of the information contained within this profile, Shropshire Council can not accept any responsibility for errors or omissions. The inclusion of associations, organisations or facilities in this profile should not be taken as an endorsement by Shropshire Council of the services offered.

### Easy ways to get in touch

- Telephone - **0345 678 9000**
- Email - **[commissioning.support@shropshire.gov.uk](mailto:commissioning.support@shropshire.gov.uk)**

### Find out more information on Shropshire

For more information on Shropshire including ward profiles, population data, Shropshire Snapshots, economic data and reports - visit our webpages at: <https://new.shropshire.gov.uk/information-intelligence-and-insight/facts-and-figures/>