

Ludlow should race ahead, not die a slow death

We were surprised and concerned to read the story on the frontpage of the Ludlow Advertiser on 27 July. The [article and headline](#) suggested that businesses in Ludlow Town Council had suffered during the Ludlow10 race that evening. We do not understand where Juliet Diamond, the main source for the article, got her information from.

We are the proprietors of four pubs and restaurants in the centre of Ludlow, as well as bed and breakfast accommodation. We know that our trade on that evening was as good as usual and for some of us, rather better. We know from other landlords that they did not lose trade that night. [1]

The Ludlow10 race created a tremendous atmosphere in the town. It drew in more than three hundred runners, along with hundreds more supporters and well-wishers. Our town centre streets are often quiet in the evening. On that Saturday, they were buzzing.

We were not involved in any survey that Ms Diamond conducted. We do not know who she represents. But we do know that events like Ludlow10 promote our town and bring people into Ludlow who spend money. If the residents of Ludlow want a town where they have a choice of where to eat and drink, and where people have jobs, we need to attract visitors.

There were some minor difficulties in the planning and running of Ludlow10. Lessons will have been learnt. We would welcome the race back next year. Events like this are good for our town.

Cedric Bosi, Proprietor, The Church and The Charlton Arms

Gary Seymour and Karl Heber-Smith, Proprietors, The Rose and Crown

Jane and Tim Vaughan, Proprietors, The Queens [2]

[1] [On Facebook](#), Adam Tutt, landlord of the Blue Boar and Chang Thai, said: “I feel saddened that the [Ludlow Advertiser] [article](#) infers our opinions without asking us. This town should not be wrapped in mothballs to die a slow death. It needs vitality and life for all residences and business based on consideration, understanding and empathy.”

[2] Also [on Facebook](#), The Queens said: “The Queens would like to make it clear that at no time has the management discussed the effect of the recent 'Ludlow10' race... with Mrs Juliet Diamond... We therefore have no understanding of how she can have any knowledge of any financial implications of the race on our business. We would like to make it clear that we encourage any event that brings people into the town as we are reliant on these events for our livelihood.”