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# CRAVEN ARMS MARKET TOWN PROFILE

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Spring 2021



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# Market Town Profile

## Craven Arms



Craven Arms is a small market town situated in the South Shropshire hills on the A49. It is located south of Church Stretton and north of Ludlow. Craven Arms developed as a small rural settlement and is a relatively new town (for Shropshire), being only a small village "Newton" on a map of 1695. The arrival of the railway line led to the growth of the town in the 19<sup>th</sup> century. The Craven Arms Hotel which is located at the Junction of the A49 and B4368 was built around 1800 to provide accommodation to travellers. As the town grew it adopted the name of the hotel for the town.

### Area Quick Statistics

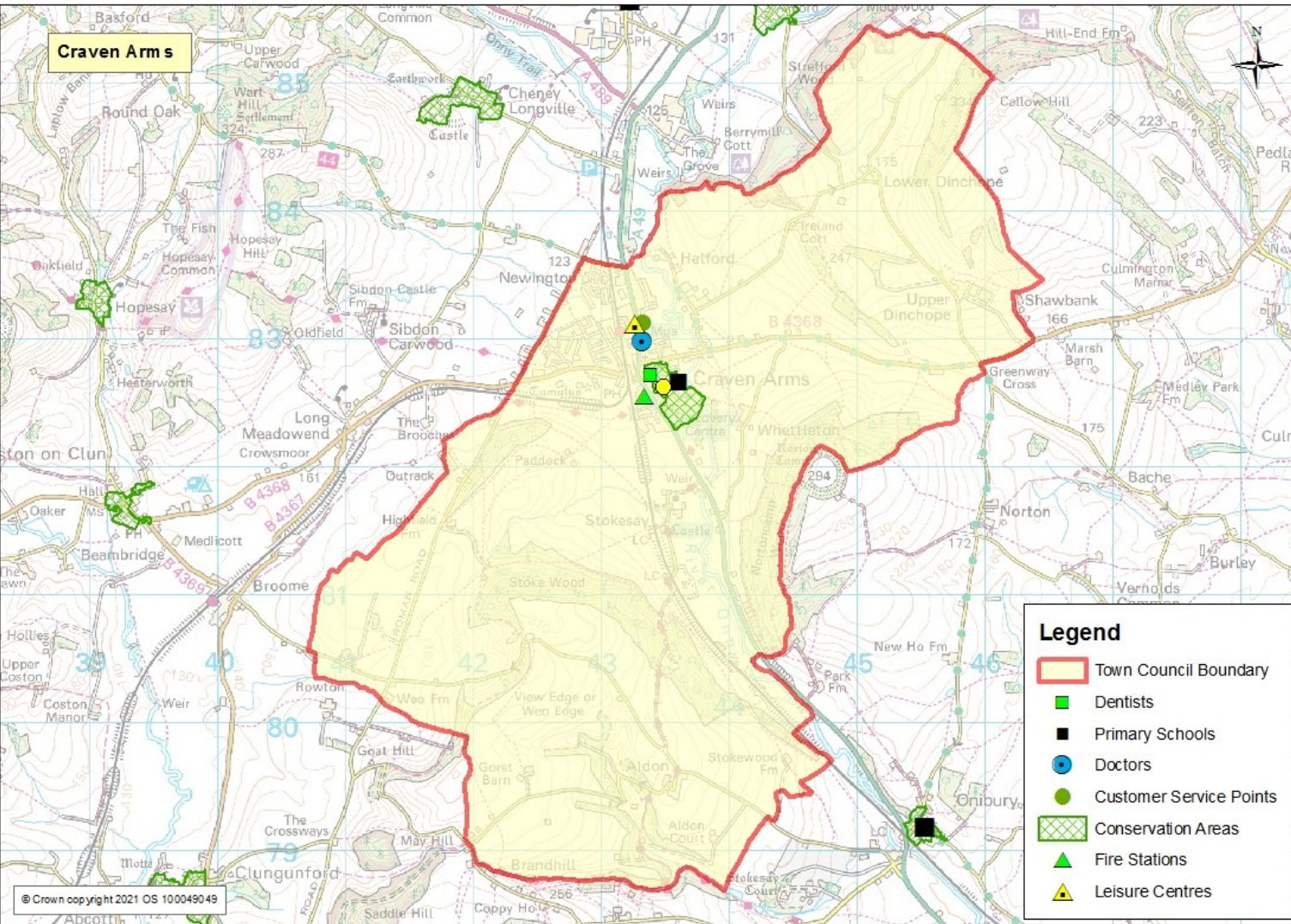
<b>3147 hectares</b>	<b>1,284 households</b>	<b>3,000 people</b>
<b>0.9 people per hectare</b>	<b>1353 dwellings</b>	<b>44 is the average age</b>

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.



## Craven Arms Town Council Area Key Assets

The information in this market town is predominantly focussed on the town council area of Craven Arms. 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 2 which cover most of the town council area.

## Local Politics

Craven Arms is represented by a local town council that is responsible for the management of a range of services including; provision of grants to support local services and groups, some street lighting, grounds maintenance, bus shelter, Christmas lights.

See the council website for full details of services. <https://www.hugofox.com/community/craven-arms-town-council-12589/town-council/>

Craven Arms Town Council is represented by 11 members.

**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/>

The Shropshire Council ward covering the town council area is Church Stretton and Craven Arms ward. Elections are held on a 4 year cycle with the next elections due May 2021.

Ward councillors are - Lee Chapman and David Evans.

## Local Politics

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

# Community Assets

Craven Arms 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 and Community Facilities

**Craven Arms Community Centre**, Newington Way, Craven Arms SY7 9PS - The centre is home to the local library, customer services point and provides a range of facilities for to hire; Sports Hall, events room, training/catering kitchen, as well as three smaller meeting rooms and a small office. <https://haloleisure.org.uk/centres/shropshire/craven-arms-community-centre>

**Craven Arms Library**, Craven Arms Community Centre, Newington Way, Craven Arms, Shropshire, SY7 9PS - <https://www.shropshire.gov.uk/libraries/find-a-library/craven-arms-library/>

**Craven Arms Fire Station**, Ludlow Rd, Craven Arms SY7 9QL - [www.shropshirefire.gov.uk/stations/craven-arms-fire-station](http://www.shropshirefire.gov.uk/stations/craven-arms-fire-station)

There is also a lecture room available for public use, view website for booking details.

**Craven Arms Community Recycling Centre**, Long Lane, Craven Arms, Shropshire, SY7 8DU

<https://shropshire.gov.uk/recycling-and-rubbish/household-recycling-centres/your-nearest-hrc/craven-arms-household-recycling-centre/>

# Demographics

Shropshire Town and Parish Council	1981 Census	1991 Census	2001 Census	2011 Census
Craven Arms	1,368	1,892	2,289	2,595

Source: Census data

Craven Arms is the seventeenth largest town in Shropshire by population. The latest population of Craven Arms is 3,000 (Mid Year Population Estimates, ONS, 2015) covering 3,127 hectares. Craven Arms population density was 0.9 people per hectare, making it the seventeenth most densely populated of all Shropshire Market Towns. Craven Arm’s population consists of 51% male and 49 % female. Craven Arms Town Council population has increased since 1981 from 1,368 to 2,595. This is an increase of 90% in 30 years. (note Town Council boundaries can change over time causing changes in population).

## Population Forecast

Built up Area Geography Craven Arms	Census Day 27th March 2011	2016	2026
Population	2,600	2,600	3,600
Dwellings	1,200	1,200	1,700
Households	1,100	1,100	1,600

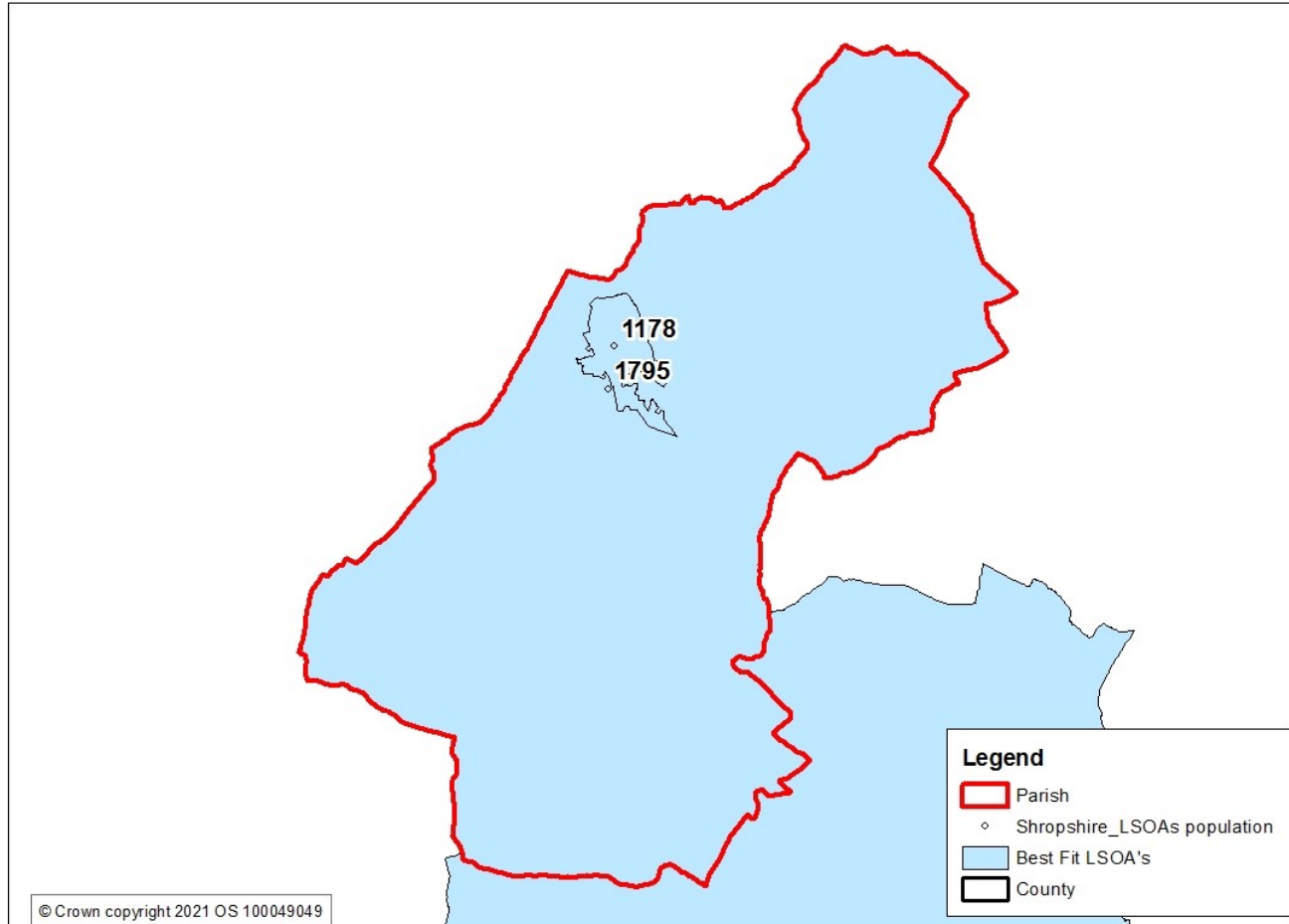
Note: the population, dwellings and household figures are based on a smaller area than the parish council area. Population forecasts are based on developments of new housing.

The population of Craven Arms area is forecast to rise from 2,600, in 2011 to 3,600 in 2026. This is a rise of 38% over this period. The largest part of this increase is expected between 2011 and 2026, when the population is forecast to rise by around 1,000 people or 38%.

The number of dwellings is also forecast to increase from 1,200 in 2011 to 1,700 in 2026. This is an increase of 38%. Similarly the largest part of this growth is forecast to happen between 2011 and 2016.

The number of households are forecast to increase by 38% between 2011 and 2026, in a similar manner to dwellings.

## Population by Local Areas

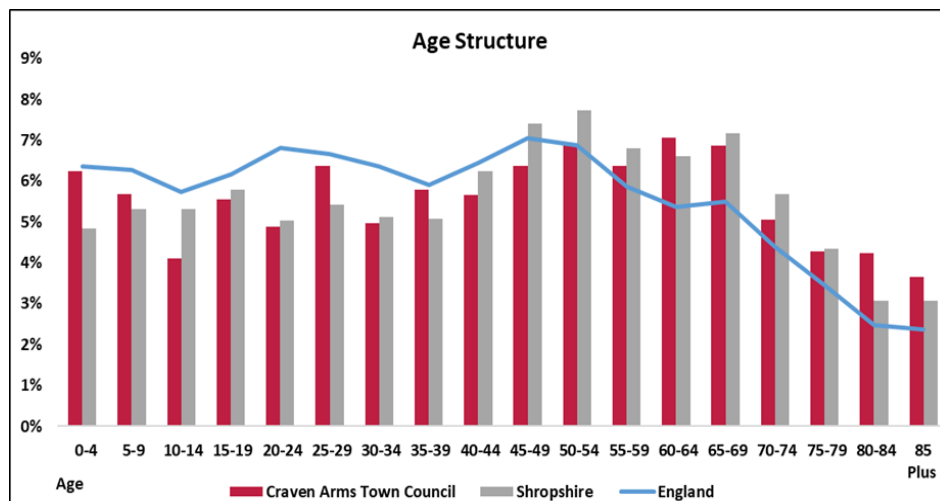


The information in this market town is predominantly focussed on the town council area of Broseley. Due to the nature of national statistical data it is not always possible to fully replicate these boundaries. Statistics quoted in this profile will use the best fit to the town council area. If these are not available the next best fit is the use of Lower Super Output Areas (LSOA's). These small area figures are part of a national dataset which comprises of 32,000 areas of which there are 192 in Shropshire and 2 which cover most of the town council area. The population of each area is shown in the adjacent map.



## Age Structure

- Craven Arms has a slightly younger population profile to Shropshire
- There are a greater number of children aged 0-4 and 5-9 compared to Shropshire.
- Craven Arms has fewer people aged between 10 and 24 years compared to Shropshire.
- There were a greater proportion of people aged 25-29 and 35-39 compared to Shropshire, these levels were similar to English averages.
- There were lower amounts of the population between age 40 and 79 with the exception of the 60-64 age group which had levels higher than Shropshire.
- Craven Arms had a greater proportion of older people aged 80 plus.



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

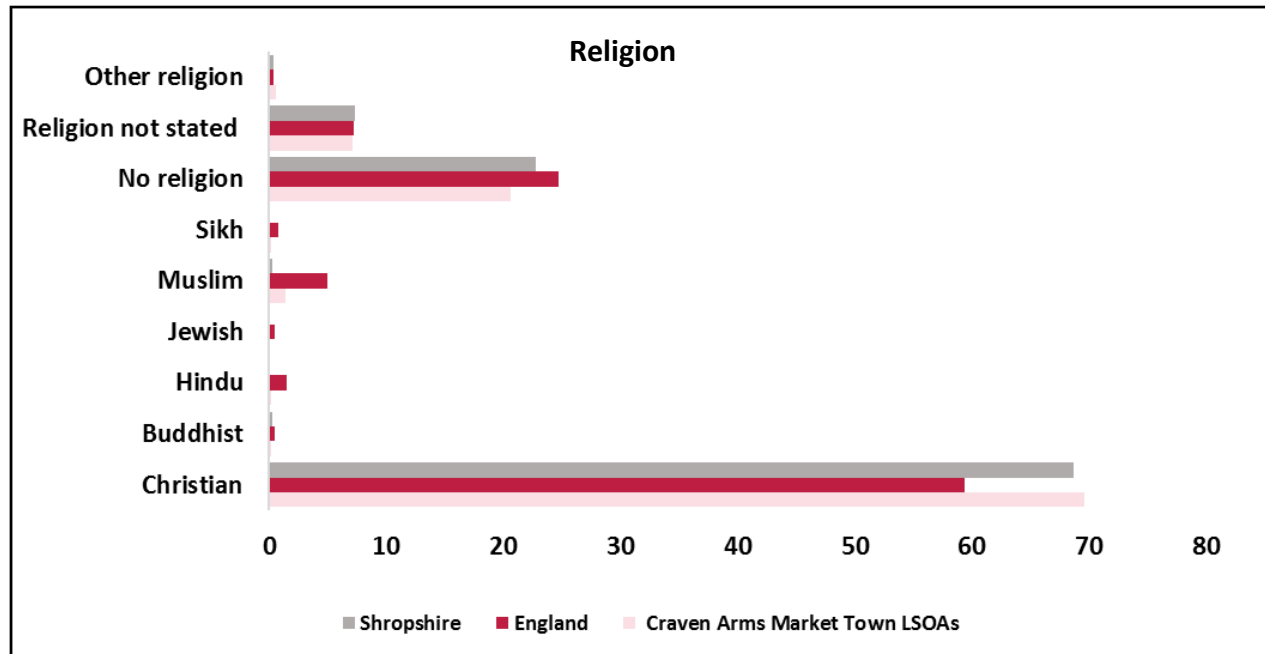
1,700 Craven Arms residents are of traditional working age (16-64) which is the equivalent of 57.2% of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

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
<b>Craven Arms</b>	<b>57.2</b>
Ellesmere	56.8
Highley	56.2
Ludlow	55.0
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 Craven Arms was 2.8% or 80 of the total population at the time of the 2011 Census. The largest group was Asian/Asian British, 1.7%, this is the highest percentage in all Shropshire towns for this group. Ethnicity levels in Craven Arms are higher than 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
Craven Arms	97.2%	92.9%	0.7%	1.7%	0.3%	0.1%	2.8%
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%

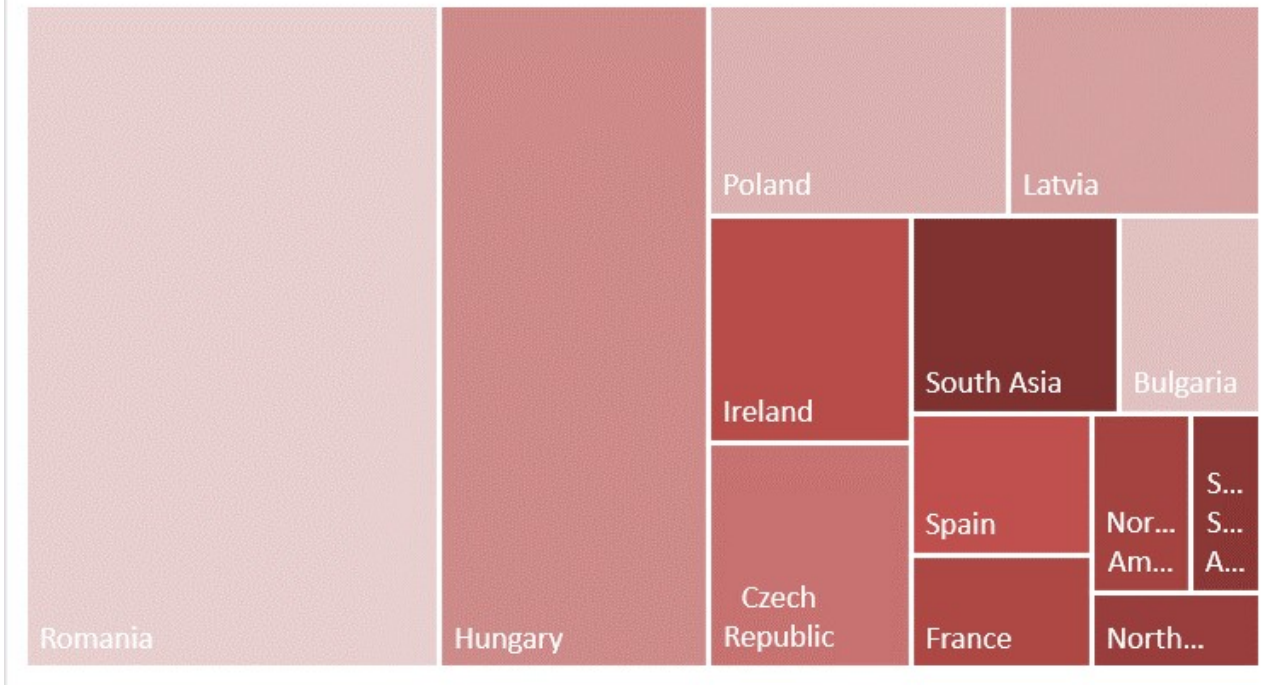


In 2011, 72% of the Craven Arms population affiliated themselves with a religion. This percentage is marginally higher than for Shropshire or England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (69.6% of the population or 96.0% of those expressing any religious affiliation). People classifying themselves as Muslim is relatively high in Craven Arms at 1.4% this is greater than in any other Shropshire town and greater than Shropshire as a whole 0.3%. There were also slightly higher levels of Hindu and Sikh, 0.2% compared to 0.1% for Shropshire. There were also more people classed as other religion.

Source: 2011 Census

## Ethnicity

### National Insurance Registration 2011/12 to 2019/20



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 layer that covers Craven Arms . These layers do extend further than the 2 lower level layers that cover the town and extends to also cover the rural areas of Bromfield, Bitterley, Holdgate and Silvington.

Where registrations are less than 5, from any nation, the numbers are withheld to prevent identification of individuals. Therefore small numbers of other nationalities will have made registrations. The total number of overseas NI registrations from 2011/12—2019/20 in Craven Arms and surrounds was 322.

The majority of NI registrations from this period has been from 70 Hungarian and 108 Romanian nationals.

## Ethnicity and Religion

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

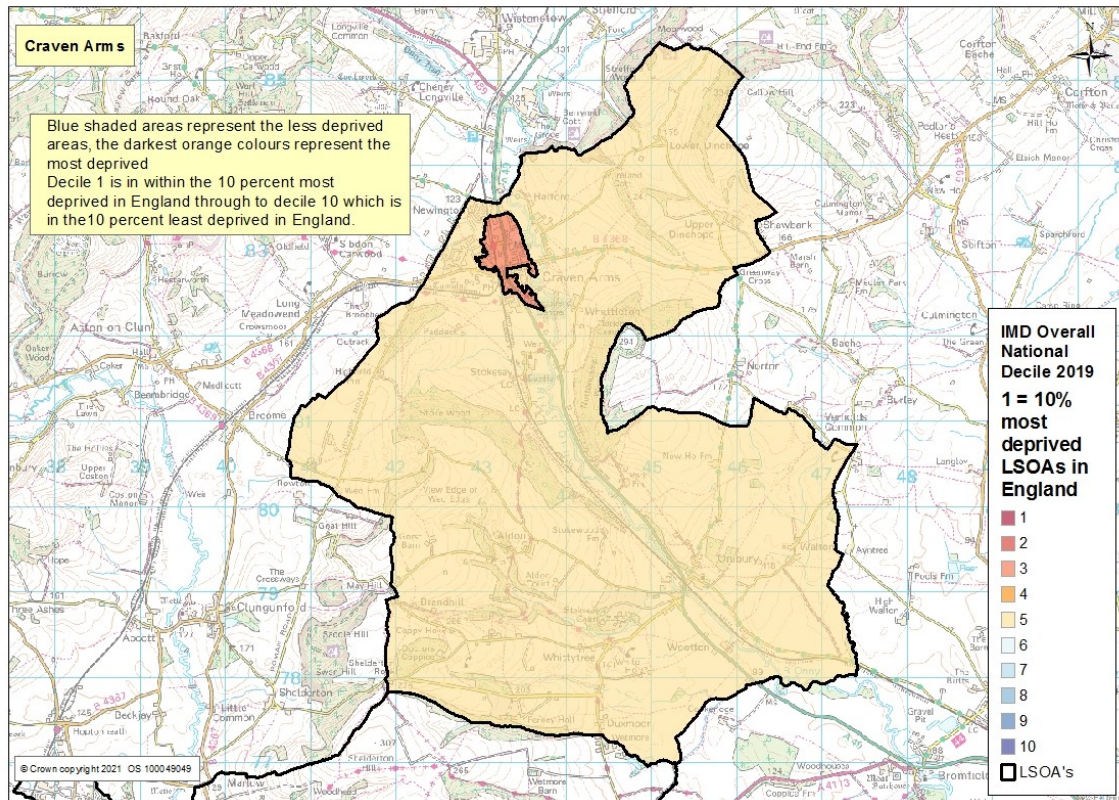
**Craven Arms Methodist Centre**, 10 Corvedale Rd, Craven Arms SY7 9ND

**The Pilgrim Centre**, Dale St, Craven Arms SY7 9NY <https://www.shropshireandmarches.org.uk/find-a-chapel/central-area/craven-arms/> the chapel is part of the Central Area of the Shropshire and Marches Methodist Circuit.

**St Andrew's Church**, Market St, Craven Arms SY7 9NW <http://www.standrewscc.org.uk/>



## 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

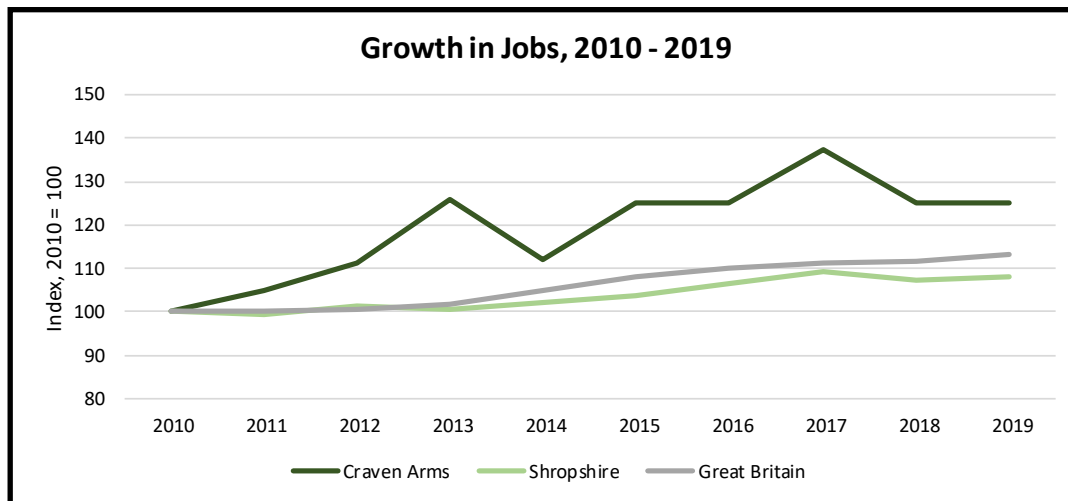
There is one area of deprivation in Craven Arms which falls into the 30% most deprived deciles nationally. This area falls into Church Stretton and Craven Arms Electoral Division. The other LLSOA falls into the 5th decile.

For more information on IMD see:

<https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

# Economy

Craven Arms is the equal eleventh largest employment centre in Shropshire (alongside Albrighton) and is one of the main locations of businesses and jobs in the south of the County, albeit notably smaller than Ludlow and slightly smaller than Church Stretton. Just 90 businesses have registered offices in Craven Arms (Source: FAME (Bureau van Dijk), February 2021) which is less than 1% of the Shropshire total and approximately 1,300 people are employed in the town (1.0% of the Shropshire total).

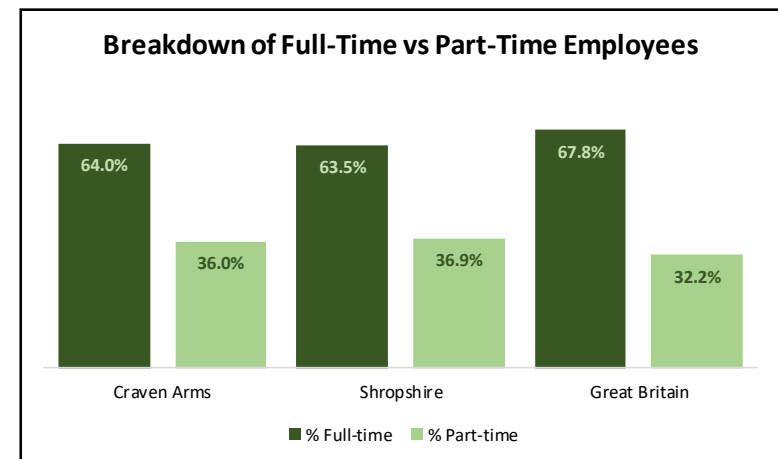


Over the last nine years, the number of jobs in Craven Arms has risen by 25.0%, or by some 250 jobs, which is the equivalent of an average increase of 28 jobs per annum. In comparison, the number of jobs in Shropshire rose by 8.3% over the same period while national growth stood at 13.2%. Craven Arms has been the fastest growing employment centre in Shropshire since 2010 (along with Albrighton).

In addition, there are a small number of business proprietors/sole traders based in the town.

## Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally, as illustrated in the chart opposite. The split between part-time and full-time employment in Craven Arms is in line with the Shropshire average.



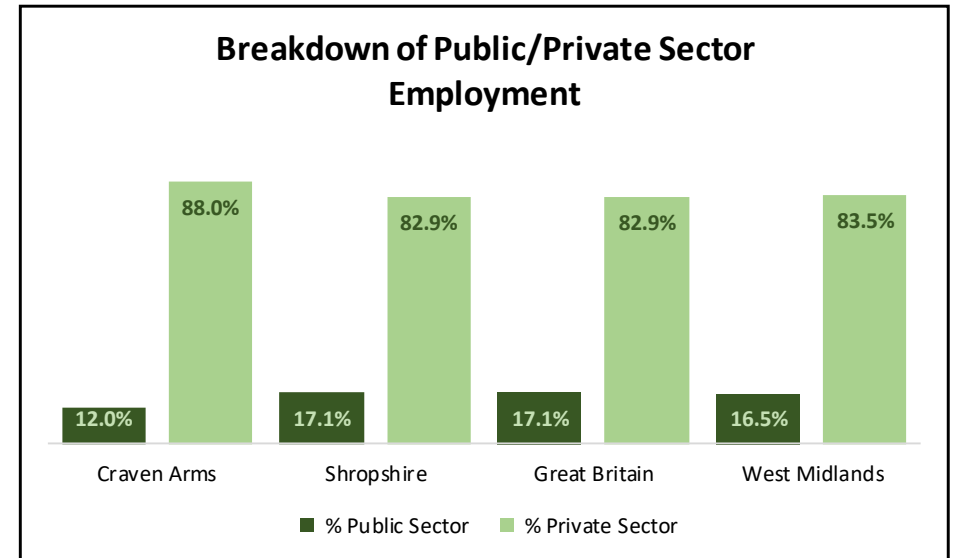
Source: Business Register and Employment Survey, Office of National Statistics, Crown Copyright 2021

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 Craven Arms, public sector jobs account for 12.0% of all employment, notably less than the Shropshire average. Public sector employment has fallen by more than a fifth in the town since 2015 (-20.8%) while the number of private sector jobs has risen by +3.0%.



## Employment Sectors

The four largest employment sectors in Craven Arms are property, manufacturing, accommodation & food services and health. Together these account for 52.4% of employment within the town. Employment in property is particularly strong, at 14.2% compared with less than 2% for Shropshire as a whole. 8% of all property employment across Shropshire is located in Craven Arms. Employment in manufacturing accounts for 21.7% of the total – again much higher than is the case for Shropshire (9.9%). 8.7% of jobs are in accommodation & food services (9.9% for Shropshire). Health accounts for 7.9% of jobs. Other sectors accounting for more than 5% of jobs include transport & storage, professional, scientific & technical, education and arts, entertainment and leisure.

## INFORMATION, INTELLIGENCE & INSIGHT

Employment Sector	Craven Arms	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	0.4%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	0.4%	1.3%	1.3%	1.3%
Manufacturing	21.7%	9.9%	11.6%	8.0%
Construction	4.7%	6.0%	4.4%	4.9%
Motor trades	1.2%	3.0%	2.5%	1.9%
Wholesale	3.1%	4.4%	4.9%	3.9%
Retail	3.9%	9.5%	8.5%	9.2%
Transport & Storage	7.1%	3.8%	6.0%	4.9%
Accommodation and Food Services	8.7%	9.9%	7.3%	7.6%
Information & communication	3.9%	2.0%	2.6%	4.3%
Financial & insurance	0.0%	1.2%	2.4%	3.5%
Property	14.2%	1.9%	1.7%	1.7%
Professional, scientific & technical	7.1%	7.2%	6.4%	8.7%
Business Administration & Support	2.0%	4.8%	9.4%	8.8%
Public administration & defence	2.0%	4.0%	3.7%	4.4%
Education	6.3%	8.3%	8.8%	8.6%
Health	7.9%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	5.5%	4.8%	4.3%	4.5%

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

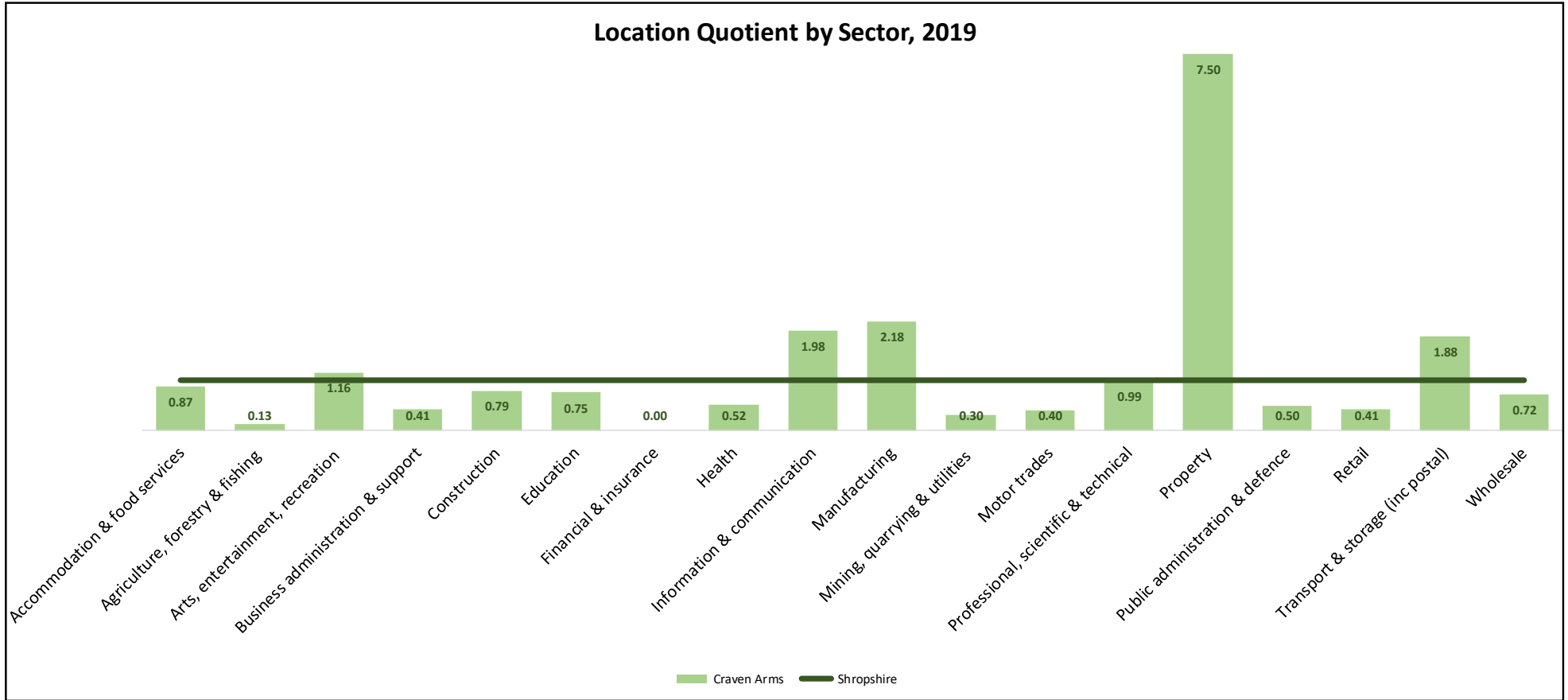
It shows that agriculture, mining & quarrying, construction, motor trades, wholesale, retail, information & communication, finance & insurance, business administration & support and public administration and defence employ relatively few people in Craven Arms (21.7% of the total), with none of these sectors accounting for as much as 5% of total employment.

The chart on the following page shows the relative importance of each sector in Craven Arms 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.

Craven Arms supports a very large concentration of employment in property, which has a location quotient of 7.5. Other sectors that are over-represented include manufacturing, transport & storage and information & communication.

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

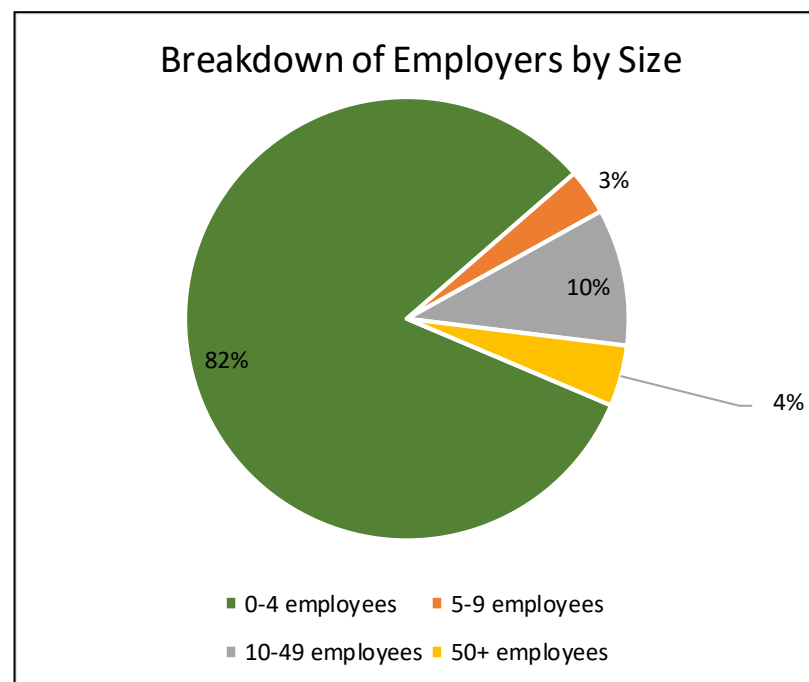
The following organisations are identified by the business directory FAME as being the largest employers in Craven Arms. This suggests that there are 12 employers with a workforce of more than 10 within the town centre boundary.

Employers	Number of Employers	Turnover (£000s)
Ihsan Holdings Ltd	103	60,730
Delves & Co Limited	90	17,164
DJP Poultry	70	n.a
Balfours Ltd	64	n,a
Igloo Vision	48	8,370
Danby Registrars	40	n.a
Kennedy Grinding Ltd	39	n.a
Tough Furniture Ltd.	32	n.a
Grow, Cook, Learn	20	513
The Rural Services Partnership	14	n.a
Compcare Compressed Air	12	n.a
Jim Price Machinery Ltd	11	n.a

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.

More than four-fifths of businesses in Craven Arms employ less than 5 people. An additional 3% employ between 5 and 9. Less than 5% have a workforce of 50 or more.



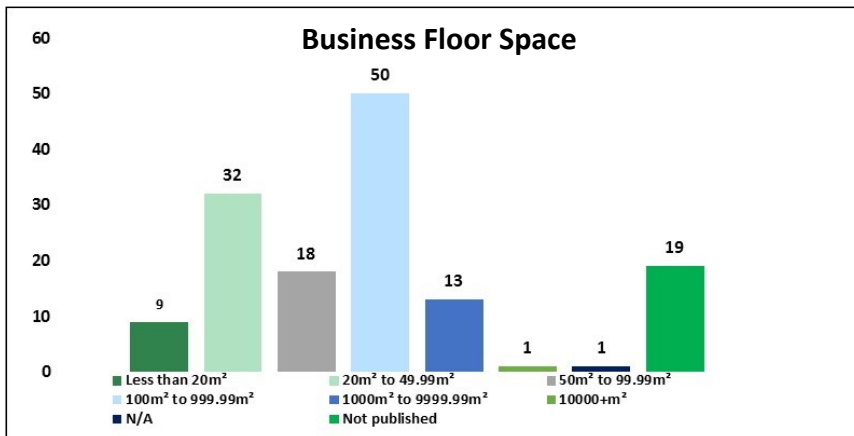
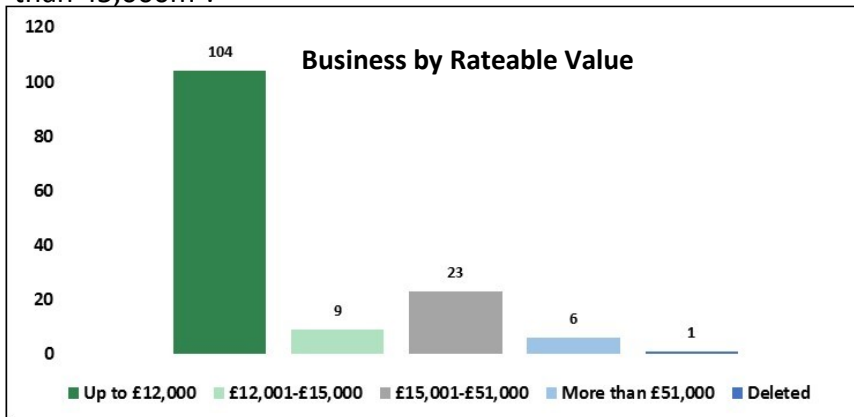
Note: 0-4 employee category includes all companies where employment levels are unknown.

## Business Rates

143 establishments have a rateable value in Craven Arms and the combined rateable value of these organisations is £2.8 million. This is the equivalent of 1.2% of the total rateable value of all businesses in Shropshire.

104 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 6 (4.2%) have a rateable value of more than £51,000.

59 businesses have a floor space of less than 100m<sup>2</sup>, while just 14 have floor space of more than 1,000m<sup>2</sup>. The largest organisation covers more than 45,000m<sup>2</sup>.



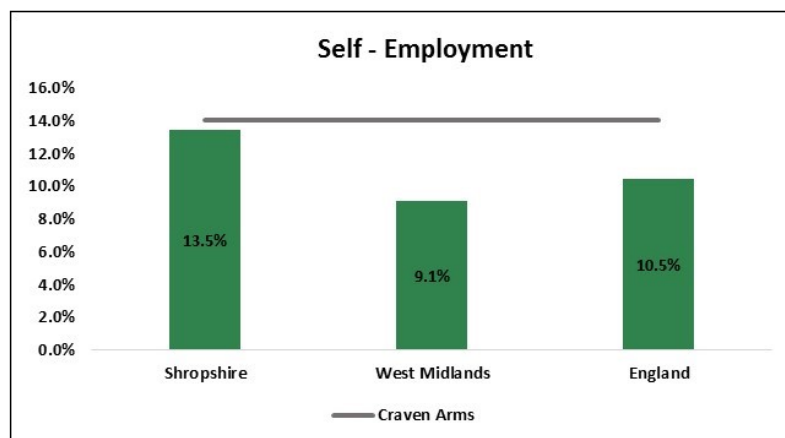
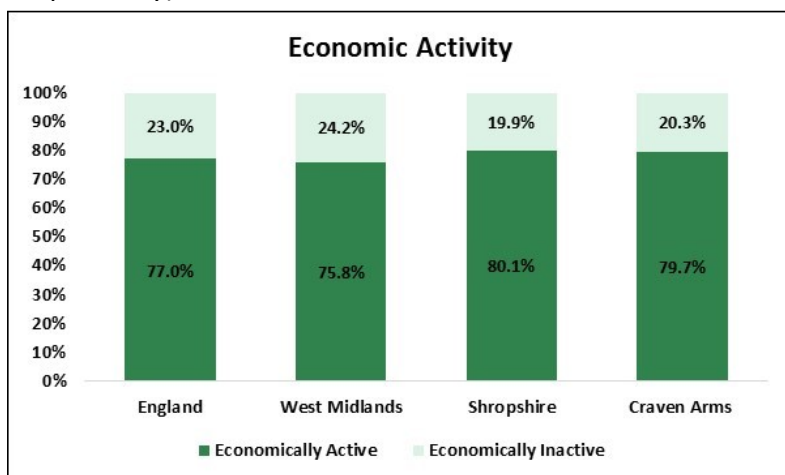
Source: Valuation Office Agency

Count of Classification	Craven Arms
Commercial	102
Education Training and Culture	4
Industrial	24
Leisure	2
Miscellaneous	10
Utilities	1
Total	143

The majority of organisations on the Craven Arms business rates list are classed as commercial—primarily retail outlets and offices. These account for 71.3% of the total. Industrial is the second largest classification, accounting for 16.8% of the total.

## Economic Activity

The status of Craven Arms 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 in Craven Arms is significantly higher than the national and regional averages (77% and 75.8% respectively).



Source: 2011 Census

Of those who were economically active, 75.5% were in employment while 4.2% 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 less significant than in England and on a par with the Shropshire average.

Of the 1,306 Wem residents in employment, the majority are employees (81.3%) while the remainder are self-employed. 70.0% of employees work full-time compared with 77.0% of the self-employed.

Employment Breakdown	Craven Arms
In Employment Total	8016
Of which Employee: Total	7011
Of which Employee: Part-time	2116
Of which Employee: Full-time	4895
Of which: Self-employed: Total	1005
Of which Self-employed: Part-time	247
Of which Self-employed: Full-time	758

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 Craven Arms the self-employment rate at the time of the Census stood at 14.1% - slightly higher than the Shropshire average.

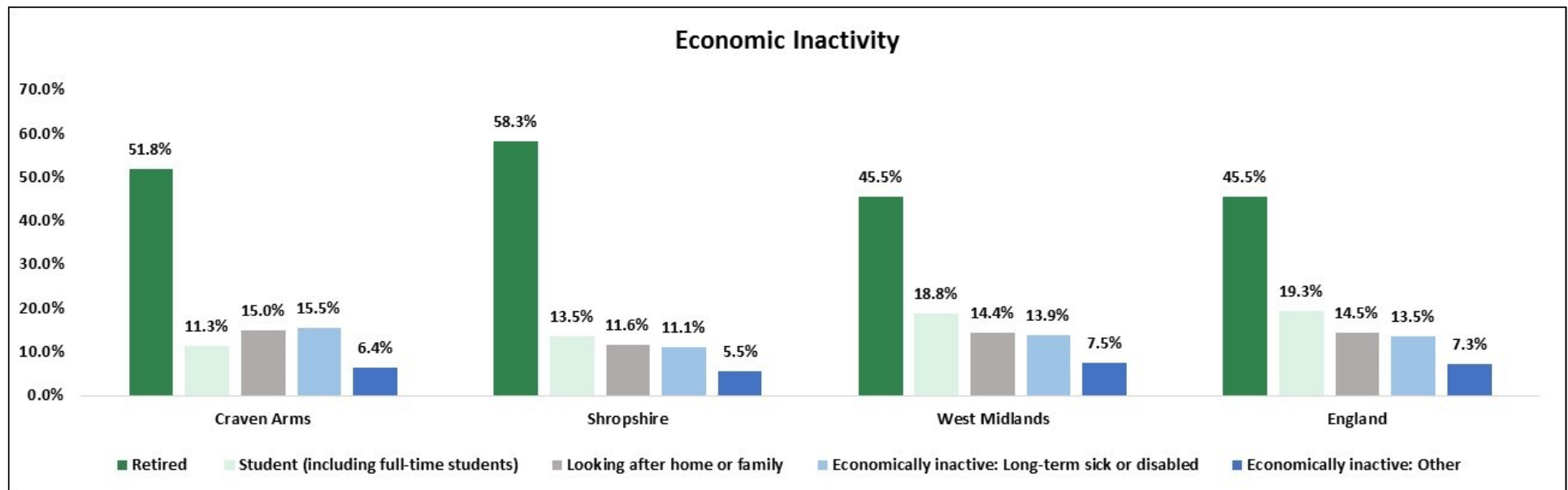


## Economic Inactivity

352 Craven Arms residents aged 16-64 were economically inactive in 2011, which represents 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 Craven Arms 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 Craven Arms, 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.

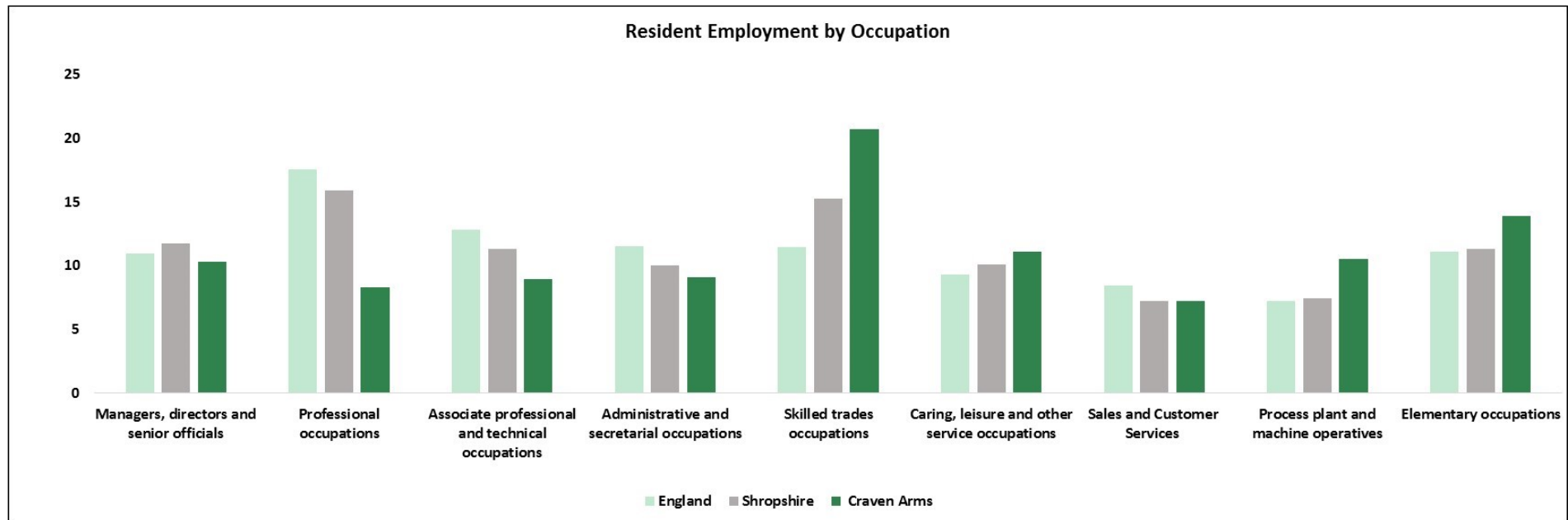
It is apparent that a lower proportion of economically inactive Craven Arms residents are inactive because they are retired than is the case across Shropshire. The proportion of retired people remains high compared with the West Midlands and England, however. In comparison with Shropshire, more people of inactive due to a long-term illness or disability or because they are looking after a family.



Source: 2011 Census

## Employment by Occupation

Craven Arms supports relatively low numbers working in the Standard Occupational Classifications (SOC) 1 to 3 the , with 27.5% 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. 10.3% work as managers, 8.3% in professional occupations and 8.9% in associate professional occupations. A higher proportion are employed in lower level occupations, including elementary occupations (13.9% compared with 11.3% for Shropshire) and process, plant and machine operatives (10.5% compared with 7.4% for Shropshire). A very high proportion are employed in skilled trades occupations (20.7% compared with 12.2% for Shropshire).



Source: 2011 Census

## Qualifications

According to the Census 2011, 21.2% of residents had a level 4 qualification or above, notably lower than the Shropshire average of 29.4%. In total 18% of people had no qualification. This is higher than the Shropshire average (14.0%). The qualification profile of Craven Arms 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.

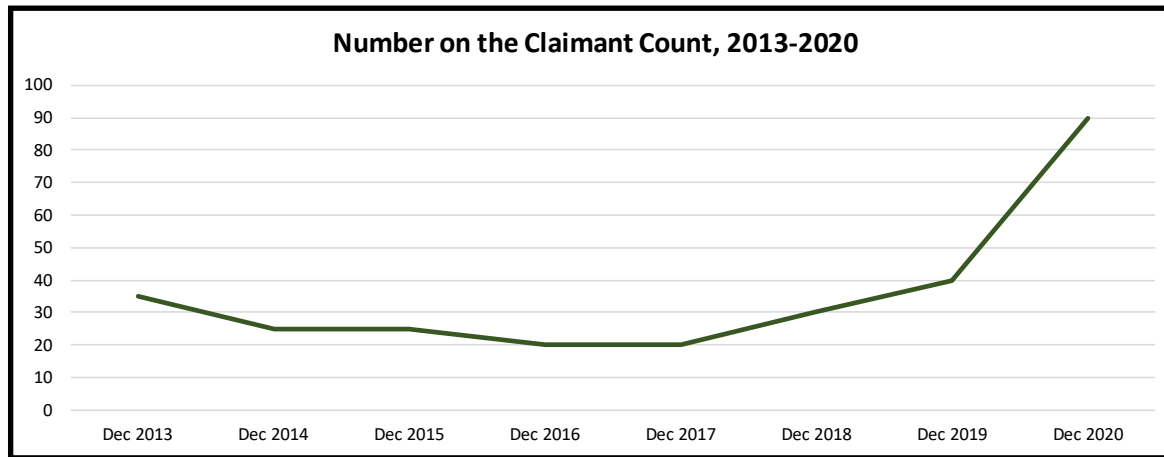
Qualifications	Craven Arms	Shropshire	England and Wales
Level 1	18.8	15.4	15.2
Level 2	19.0	19.4	17.2
Level 3	14.8	14.7	14.5
Level 4/5	21.2	29.4	29.7
Other qualifications	8.2	7.1	8.6
No qualifications	18.0	14.0	15.0

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 Craven Arms 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 Craven Arms 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)	234
Households on Universal Credit (Nov 20)	188

In December 2020, 90 Cleobury Mortimer residents were on the claimant count, which is more than four times higher than the 20 who were on the count in December 2017. The claimant rate in Craven Arms (the percentage of the 16-64 population which is claiming) is higher than the average for Shropshire (5.3% compared with 4.4%). This rate is lower than for either Great Britain (6.2%) or the West Midlands (7.2%). Claimant numbers everywhere were elevated throughout 2020 due to the coronavirus pandemic.

## State Pension

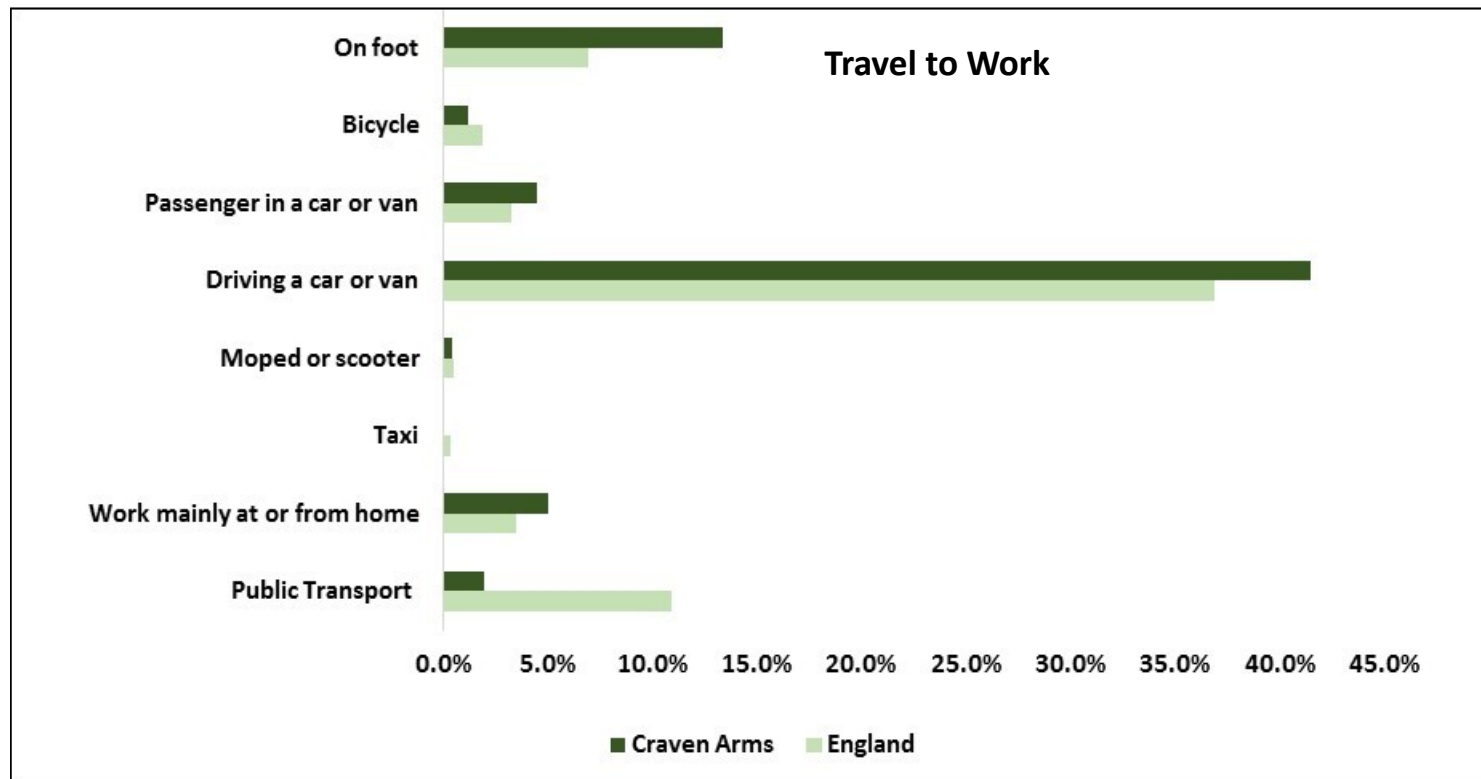
In Shropshire there were 75,688, people claiming state pension in August 2020. This is slightly lower than 76,250 in February 2017, which is attributed to changes in retirement age.

Claimants in Craven Arms total 710 or 0.9% of the state pension claimants in the county.



## Travel and Commuting

The most commonly used method of transport to work for Craven Arms residents who work was to travel by car or van. 41% of workers drove to work, while an additional 5% were a passenger in a car or van. A higher proportion of Craven Arms residents work primarily from home than is the case nationally at 5% (3% nationally) although this is lower than the Shropshire average of 6%. A relatively high number walk to work (13% 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

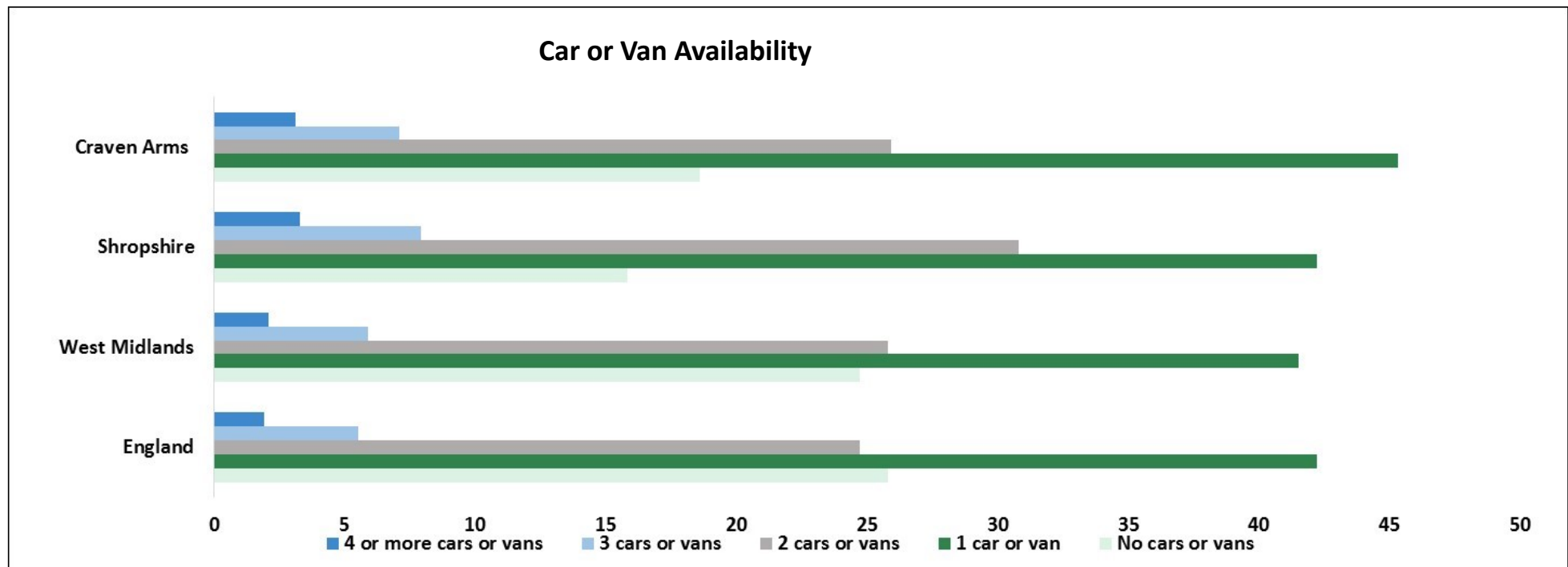


Source: 2011 Census

## 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 Craven Arms stands at 18.6%.

45.3% of households have one car, 25.9% have two cars while 10.2% have three or more. The total number of cars and vans owned by Craven Arms households stood at 1,697 in 2011.

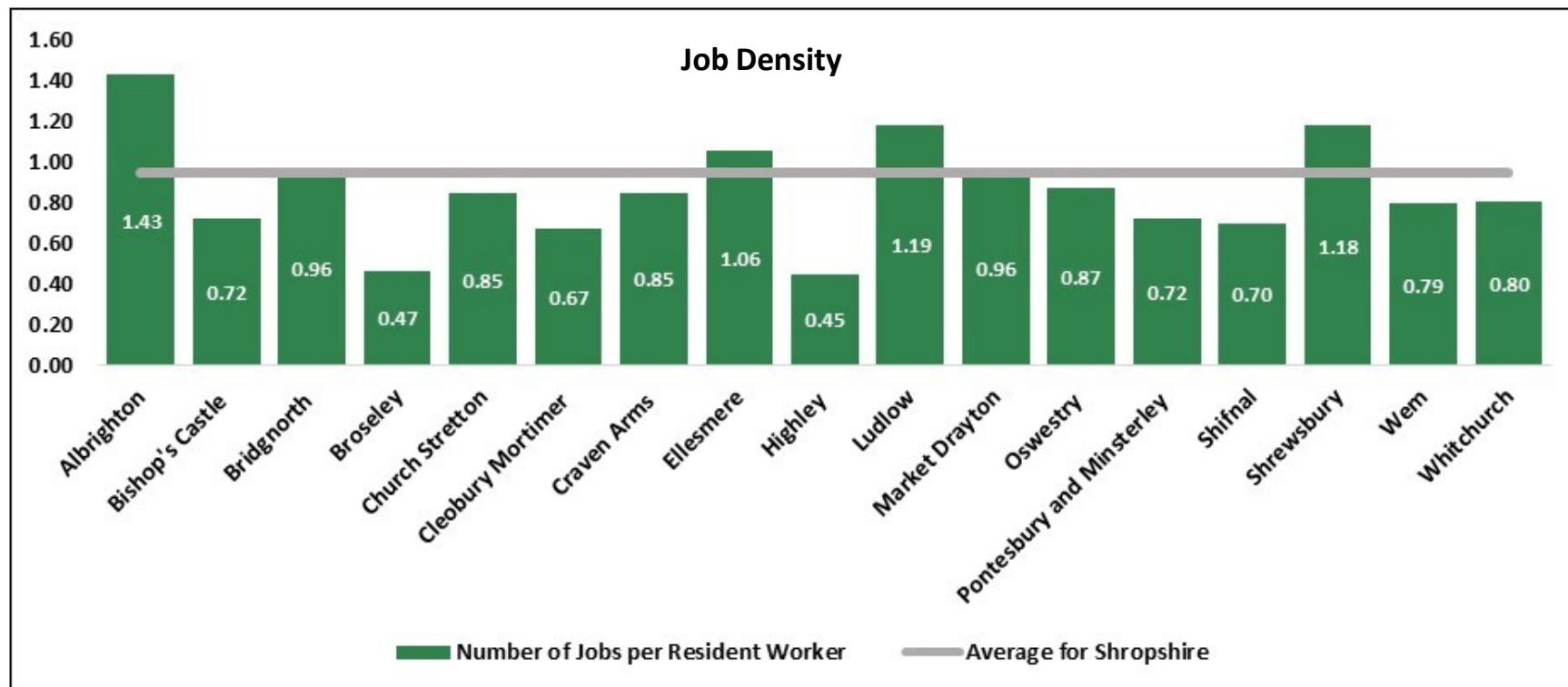


Source: 2011 Census

## Commuting Patterns

Craven Arms (place plan area) supports a lower level of employment self-containment than the largest market towns in Shropshire. Relatively close proximity to Ludlow means that the town’s residents have reasonably easy access to the county’s main employment centre in the south of the county. 31.7% of all Craven Arms jobs are filled by Craven Arms residents while 27.0% of working people who live in Craven Arms also work there, which gives an overall level of self-containment of 29.1%. The differential between the number of resident workers and the number of jobs is relatively small, with net out-commuting across the Craven Arms place plan border standing at 337. This equates with 1,656 people living in Craven Arms but working elsewhere and 1,319 people working in Craven Arms but living elsewhere.

Job density in Craven Arms is just below the county average with 0.85 jobs per resident worker compared with 0.95 in Shropshire. As illustrated in the chart below, the only towns where the number of jobs exceeds the resident workforce are Albrighton, Ellesmere, Ludlow 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 Craven Arms, the rest of Shropshire is the main source of workers for Craven Arms jobs. Small numbers commute in from Herefordshire, Telford and Wrekin, Wrexham and Powys. Likewise, a significant proportion of Craven Arms resident workers who are not employed in Craven Arms work elsewhere in Shropshire.

Main Origins of Craven Arms Workforce	Number	%
Craven Arms	611	31.7%
Rest of Shropshire	996	51.6%
Herefordshire	100	5.2%
Telford and Wrekin	38	2.0%
Powys	47	2.4%
Other	138	7.2%

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.

Main Destinations for Craven Arms Resident Workers	Number	%
Craven Arms	611	27.0%
Rest of Shropshire	1,124	49.6%
Herefordshire	130	5.7%
Telford and Wrekin	79	3.5%
Malvern Hills	38	1.7%
Other	285	12.6%

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 17% or 390 households in Craven Arms earn less than £15,000 per year. At the other end of the scale 10% of households had an income exceeding £80,000 per annum. Household income rates in Craven Arms are lower than the Shropshire average.



## Retail Economy

Retail accounts for 3.9% of total employment in Craven Arms, which is exceptionally low. 0.4% of all retail employment across the whole of Shropshire is absorbed by Craven Arms.

Retail plays an important role in the economy of Craven Arms. Providing everyday amenities and shopping for local residents

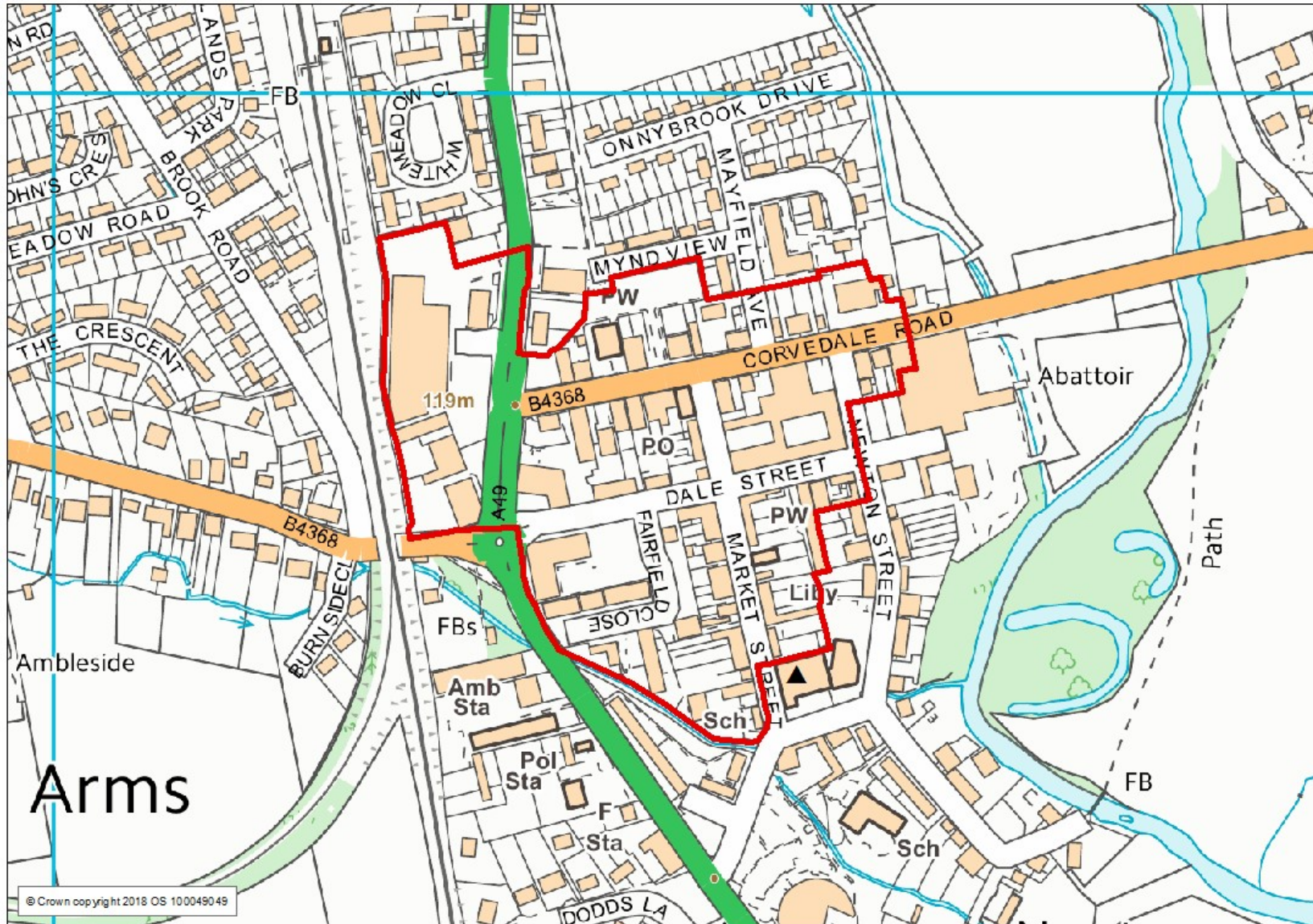
**High Street Shopping,** Craven Arms shopping facilities are located along Shrewsbury Road (A49), Dale Street and Corvedale Road. There are independent traders offering a range of fresh produce everyday items along with a number of eating and drinking establishments.

**Supermarkets,** The main supermarket in Craven Arms is Tuffins which is Shropshire's largest independent retailer.

## Markets

**Craven Arms Farmers Market,** held monthly on the first Saturday of the month at the Shropshire Hills Discovery Centre. A wide range of local produce and artisan products including; local apple juice, bread & cakes, free range meat, preserves, honey and fruit & veg.

## Main Retail Area



## Tourism & Leisure

Approximately 200 people are employed in the tourism sector in Craven Arms, of which 61% are employed in accommodation and food services and the remainder in arts, entertainment, recreation and other services. This is the equivalent of 14.2% of the total Craven Arms workforce which represents a slightly lower share than for Shropshire as a whole (14.7%). 1.0% of total employment in the tourism sector in Shropshire is provided by Craven Arms.

Craven Arms is a visitor destination, being home or near to a number of attractions, and being central for visitors to the area of outstanding natural beauty. It describes itself as the "Gateway to the Marches". Surrounded by hills, Craven Arms is a good starting point for many long distance and shorter circular walks.

### Visitors Attractions

Places to visit in Craven Arms include:

**Shropshire Hills Discovery Centre**, School Road, Craven Arms, Shropshire SY7 9RS - [www.shropshirehillsdiscoverycentre.co.uk](http://www.shropshirehillsdiscoverycentre.co.uk)

The award winning visitor attraction, voted as the Going Places, 'Midlands Family Attraction of the Year 2017'. Take a stroll in the meadows, relax in the cafe and learn about the Shropshire Hills landscape and history, including visitor information on the best places to visit, eat and stay.

**The Land of the Lost Content**, Market St, Craven Arms SY7 9NW - [www.lolc.co.uk](http://www.lolc.co.uk) - museum housing a collection of pop culture ephemera, obscure and ordinary objects from the pre-digital era.

**Mickey Millers Playbarn**, Watling St, Craven Arms SY7 8DX - [www.mickeymillers.com](http://www.mickeymillers.com) - Playbarn for a 'fun for all the family' softplay area.

**Stokesay Castle**, Craven Arms, Ludlow SY7 9AH – <http://www.english-heritage.org.uk/visit/places/stokesay-castle/>

Visit the fine English Heritage medieval fortified manor, chapel, garden and moat walk.

## Sports, Leisure & Culture

Craven Arms 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://shropshire.gov.uk/libraries/community-directory/>

The following list highlights some of the cultural, sporting groups and facilities in the Craven Arms area

**Craven Arms Community Centre**, Newington Way, Craven Arms, SY7 9PS <https://furniturescheme.co.uk/centres/casca-centre/>

The centre is a key focal point for activities in the town. The sports hall offers badminton courts, five a side football and basketball. Contact the centre for details of other activities and facilities.

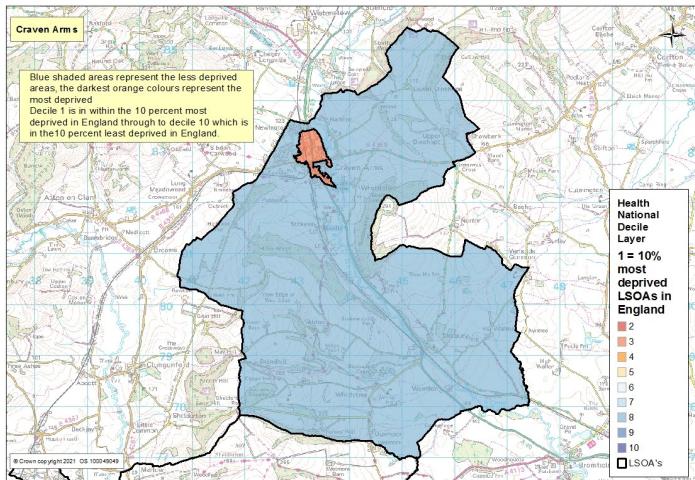
**Craven Arms Bowling Club**, 2 Ludlow Rd, Craven Arms SY7 9QL.

**Craven Arms Football Club**, Craven Arms Community Centre, Newington Way, Craven Arms, SY7 9PS – weekly training sessions are held on a Thursday evening.



# 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

In Craven Arms one areas fall into decile 3 or the 30% most deprived LLSOA's in England, and one area falls into decile 8, the 80% most deprived decile in England.

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

Of the **2,892** residents of Craven Arms in the last census reporting on their health conditions:

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

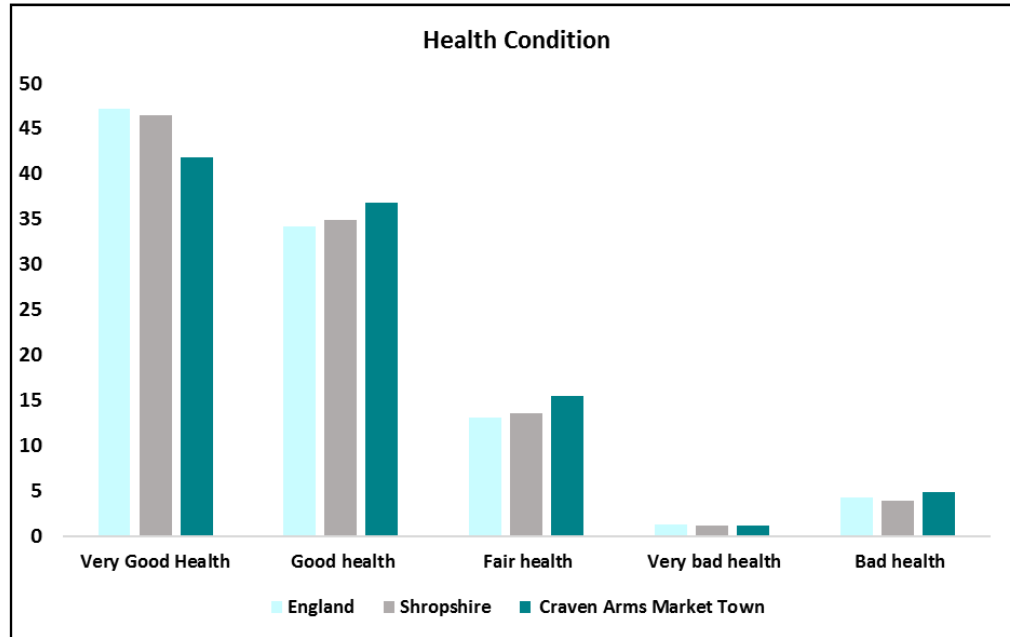
**343** reported that their day-to-day activities were limited a little

**2283** 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 **9.2%** which is higher than the rate for Shropshire **8.4%** and England **8.3%**.

## Health Conditions

At the time of the 2011 Census, 79% of residents in Craven Arms said that they felt they were in very good or good health. This was similar to the Shropshire and England average of 81%. In contrast 4.8% of people said their health was bad and 1.1% said their health was very bad.



Source: 2011 Census

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Craven Arms	6.3%	1.3%	2.7%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

6.3% of people in Craven Arms provided unpaid care for 1-19 hours per week, this was slightly lower than Shropshire as a whole. Craven Arms also had slightly more people providing care for 50 or more hours per week 2.7% compared to 2.4% for Shropshire and England Shropshire and England.

## Health Economy

Approximately 100 people are employed in the health sector in Craven Arms (8.4% of total employment) which is low compared with the Shropshire average of 14.7%. Notwithstanding this, it is the third largest employment sector in the town.



## Health Facilities

Craven Arms 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 Craven Arms include:

### Hospitals

**Accident & Emergency**, 18.7 miles to the nearest Accident and Emergency service provided at Royal Shrewsbury Hospital, Mytton Oak Road, Shrewsbury, Shropshire, SY3 8XQ

**Minor Injuries Unit**, 6.8 miles to the nearest minor injuries unit at Ludlow Community Hospital Gravel Hill, Ludlow, Shropshire, SY8 1QX.

### Doctors

**Craven Arms Medical Practice**, 20 Shrewsbury Road, Craven Arms, Shropshire, SY7 9PY - 3931 registered patients.

### Dentists

**Craven Arms Dental Practice**, The Gateway, Shrewsbury Road , Craven Arms, Shropshire, SY7 9QJ.

### Pharmacies

**Lunts Pharmacy**, Drovers' House, Auction Yard, Craven Arms, SY7 9BZ.

## Residential Nursing Homes

The following care providers, residential and nursing homes are within or close to Craven Arms 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 Craven Arms include:

## INFORMATION, INTELLIGENCE & INSIGHT

**Kevindale Cavendale Broome**, Craven Arms SY7 0NT - CQC inspection – Rating Good March 2017.

Sunnydale 32 Shrewsbury Rd, Craven Arms SY7 9PY - <http://www.malverngroup.co.uk/facilities/sunnydale>

CQC inspection – Rating Good Sept 2017.

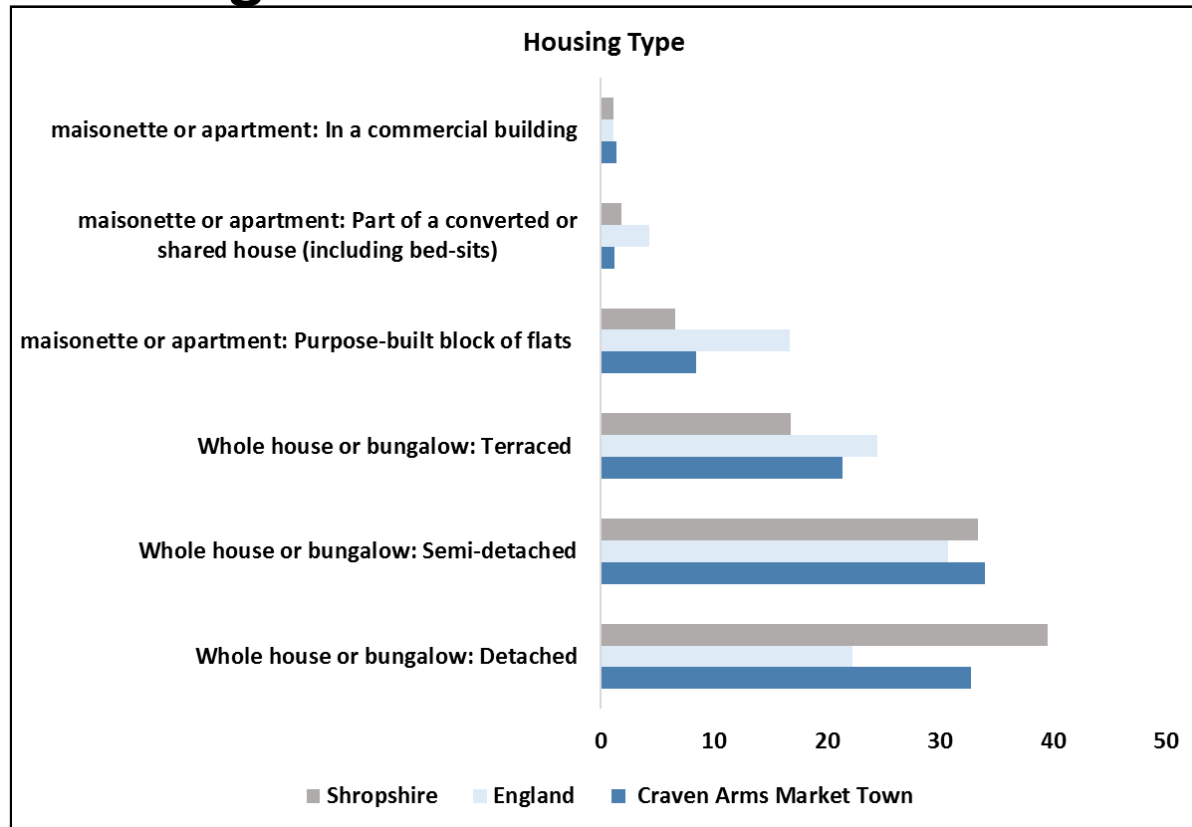
Also available in the Craven Arms area:

**New Dawn Care Agency Ltd**, The Old Shippon, Onibury, Craven Arms, SY7 9AW - <http://www.newdawn care.com/>

Personal home care agency.

CQC inspection – Rating Good Oct 2016:

# Housing



Source: 2011 Census

A lower number of Craven Arms household spaces were detached properties (32.7%) compared to Shropshire as a whole (39.5%). This was the largest housing type in the town.

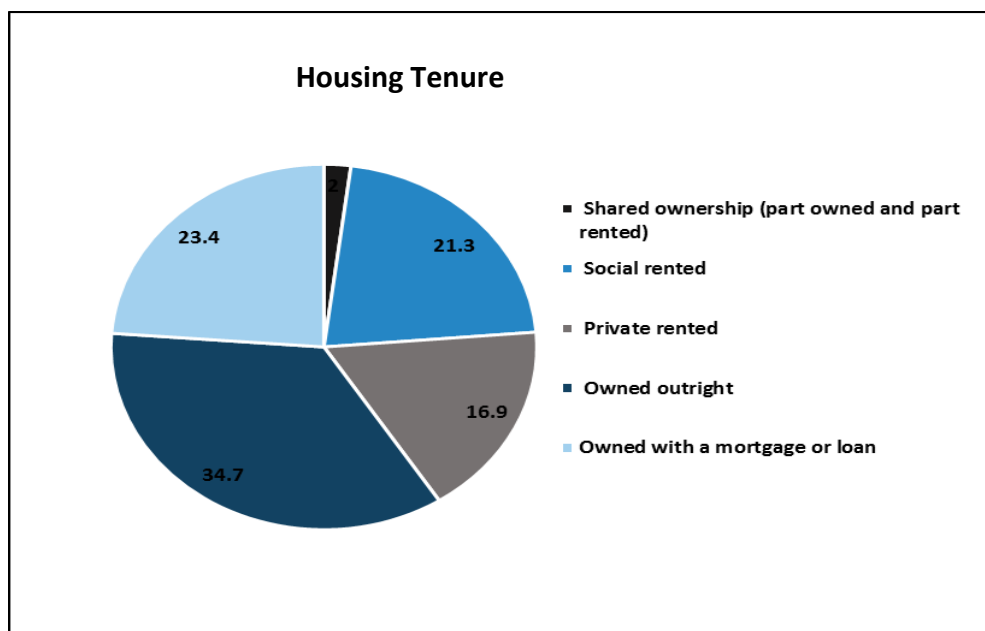
Semi-detached houses are the largest housing type in Craven Arms, accounting for 34% of all houses similar to Shropshire with 33.4%.

There were a greater proportion of household spaces which were flat, maisonette, or apartment in a commercial building, (2.7%) compared to Shropshire (1.1%).

There were a greater number of terrace housing compared to Shropshire as a whole, 21.4% compared to 16.8% for Shropshire.

## Housing Composition

- 30.5% of households were One Person Households greater than the Shropshire average (28.9%) and similar to the England (30.2%).
- 6.0% of households were Lone Parent with dependent children higher than the Shropshire average (5.2%) and lower than England (7.1%).
- 14.9% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%).
- 13.6% of households were married couples with dependent children less than the Shropshire average of (15.3) and England (15.3).



Source: 2011 Census

In Craven Arms, at the time of the 2011 Census, there were 1,284 households, 1,353 dwellings and 4 Communal Establishments housing 6 people. The largest proportion (34.7%) of houses in Craven Arms were owned outright, similar to the Shropshire figure of 39%. 21.3% of households were social rented housing, this was greater than for Shropshire as a whole (13.5%) and greater than England (17.7%).

There were slightly more houses privately rented 16.9% compared to 15% for Shropshire and 14% for England. In Craven Arms there are 241 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
Cleobury Mortimer	31	£36,028	£185,000	5.1	£20,691	£114,500	5.5
<b>Craven Arms</b>	<b>23</b>	<b>£26,872</b>	<b>£175,000</b>	<b>6.5</b>	<b>£15,391</b>	<b>£153,750</b>	<b>10.0</b>
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
Ludlow	121	£28,487	£230,000	8.1	£16,559	£160,000	9.7
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 Craven Arms a household with a median household income of (£26,872) would need 6.5 times this income to afford a median priced house (£175,000) as of year end 2020. This is lower 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 Craven Arms.

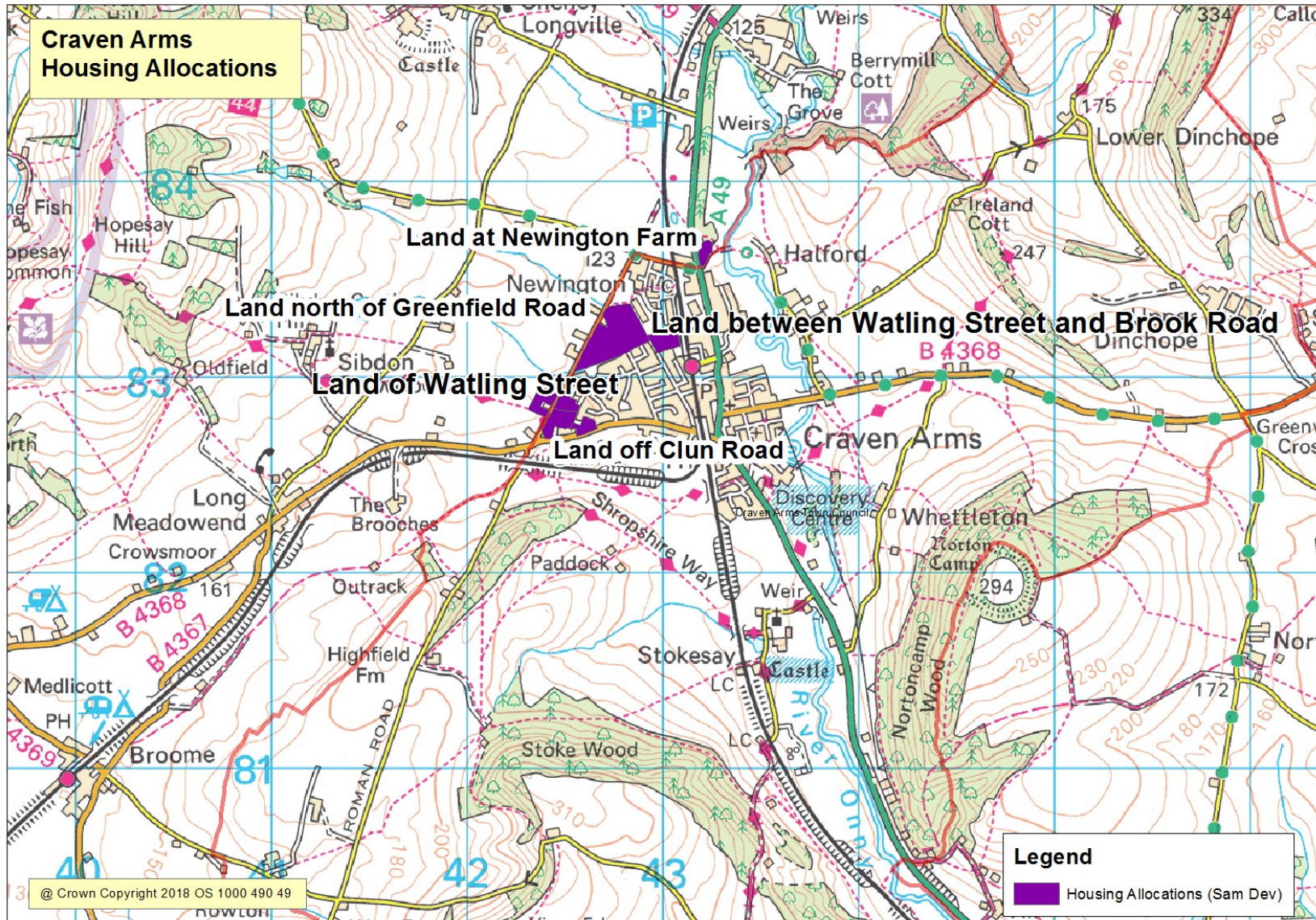
Detailed proposals to deliver the strategic vision within the Core Strategy are contained within the Site Allocations and Management of Development (SAMDev) document which together with the Core Strategy forms Shropshire’s Local Plan for 2006-2026.

Consultations on the Local Plan Review Preferred Scale and Distribution of Growth for the period to 2036 are due to be 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-	2018-19	2019-20	2020-21	2021-	2022-23	2023-24	2024-25	2025-26	2026-32
Land at Newington Farm Stead	5	0	0	0	0	0	5	0	0	0	0	0
Land of Clun Road	25	0	0	0	0	0	25	0	0	0	0	0
Land North of Greenfield Road/Watling Street	60	0	0	10	25	25	0	0	0	0	0	0
Land between Watling Street and Brook Road, Craven Arms	235	0	0	0	0	20	20	36	36	36	36	51
Land off Watling Street, Craven Arms	25	25	0	0	0	0	0	0	0	0	0	0
Windfall	52	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A



# Proposed Development Sites



## Education

Market Town	Number school age children	Free School Meals (FSM)	English as an additional Language
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
<b>Craven Arms</b>	<b>299</b>	<b>45</b>	<b>22</b>
Ellesmere	495	57	43
Highley	384	43	10
Ludlow	992	122	19
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
Total	21108	2266	979

Craven Arms is a key local educational centre for the town and surrounding areas. Pupils are mainly drawn from the Craven Arms Town area but schools also attracts pupils from the surrounding hinterland areas.

The town council area has one primary schools and nearby rural primary schools. The nearest secondary school is in Church Stretton.

The percentage of children living in the town parish area who are eligible for free school meals is 15%. This is higher than the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 7.3%. This is higher than the rate in Shropshire where the overall rate is 4.64%

## INFORMATION, INTELLIGENCE & INSIGHT

Craven Arms provides a primary schools to meet local needs. The nearest secondary schools are based in Ludlow (7 miles) and Church Stretton (9 miles). There is one primary school within the town centre area and two primary schools on the outskirts of the town.

### Primary Schools

**Stokesay Primary School**, 7 Newton St, Craven Arms SY7 9PQ - <http://www.stokesay.shropshire.sch.uk/>

Net capacity of 210 with an approved annual admission of 30 pupils. The school has 120 pupils on roll (Jan 2017).

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 31.7%, higher than the national average of 25.4%.

The percentage of pupils whose first language is not English is 12.7% lower than the national average of 20.5%.

Ofsted Rating: Requires improvement - September 2017.

### Nearby Primary Schools

**Wistanstow Primary School**, Wistanstow, Craven Arms SY7 8DQ <http://www.wistanstowprimary.co.uk/>

2 miles north of Craven Arms town centre.

Net capacity of 84 with an approved annual admission of 12 pupils. The school has 56 pupils on roll (Jan 2017).

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 8.9%, lower than the national average of 25.4%.

The percentage of pupils whose first language is not English is very low at 0%, compared to the national average of 20.5%.

Ofsted Rating: Good - Feb 2015

**Onny C of E Primary School**, Back Lane Craven Arms SY7 9AW – 3 miles south of Craven Arms town centre.

Net capacity of 105 with an approved annual admission of 15 pupils. The school has 65 pupils on roll (Jan 2017).

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 13.8%, lower than the national average of 25.4%.

The percentage of pupils whose first language is not English is very low at 0%, compared to the national average of 20.5%.

Ofsted Rating: Good - Feb 2015.

## Further Education College

Further education provision is available in nearby Ludlow

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



# Transport and Infrastructure

Craven Arms is a small market town situated along the A49 which heads north to Shrewsbury (21 miles) and south to Ludlow (9 miles) Hereford (33miles).

## Railways

Craven Arms 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 Craven Arms are:

**Birmingham Airport**, Marston Green, Birmingham, B26 3QJ – 70 miles East of Craven Arms

**East Midlands Airport**, Castle Donington, Derby DE74 2SA – 88 miles North East of Craven Arms

**Manchester Airport**, Manchester M90 1QX – 88 miles north of Craven Arms

## Light aircraft

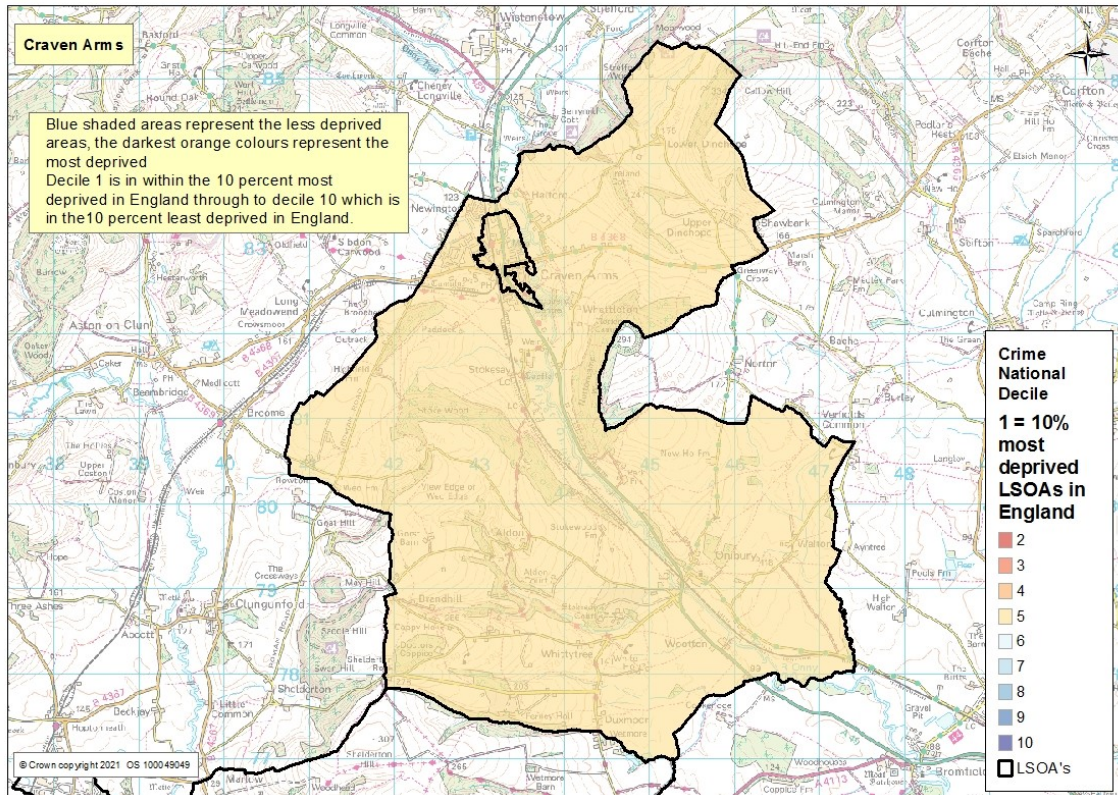
**Milson Airstrip**, Little Down Farm, Milson, Kidderminster, DY14 0BD <http://www.milsonairstrip.co.uk/index.html> 17 miles south east of Craven Arms

## 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 Craven Arms have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. Just 6 premises (0.4% of the total) are expected to have speeds that fall below this threshold. Nearly all premises in Craven Arms (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%

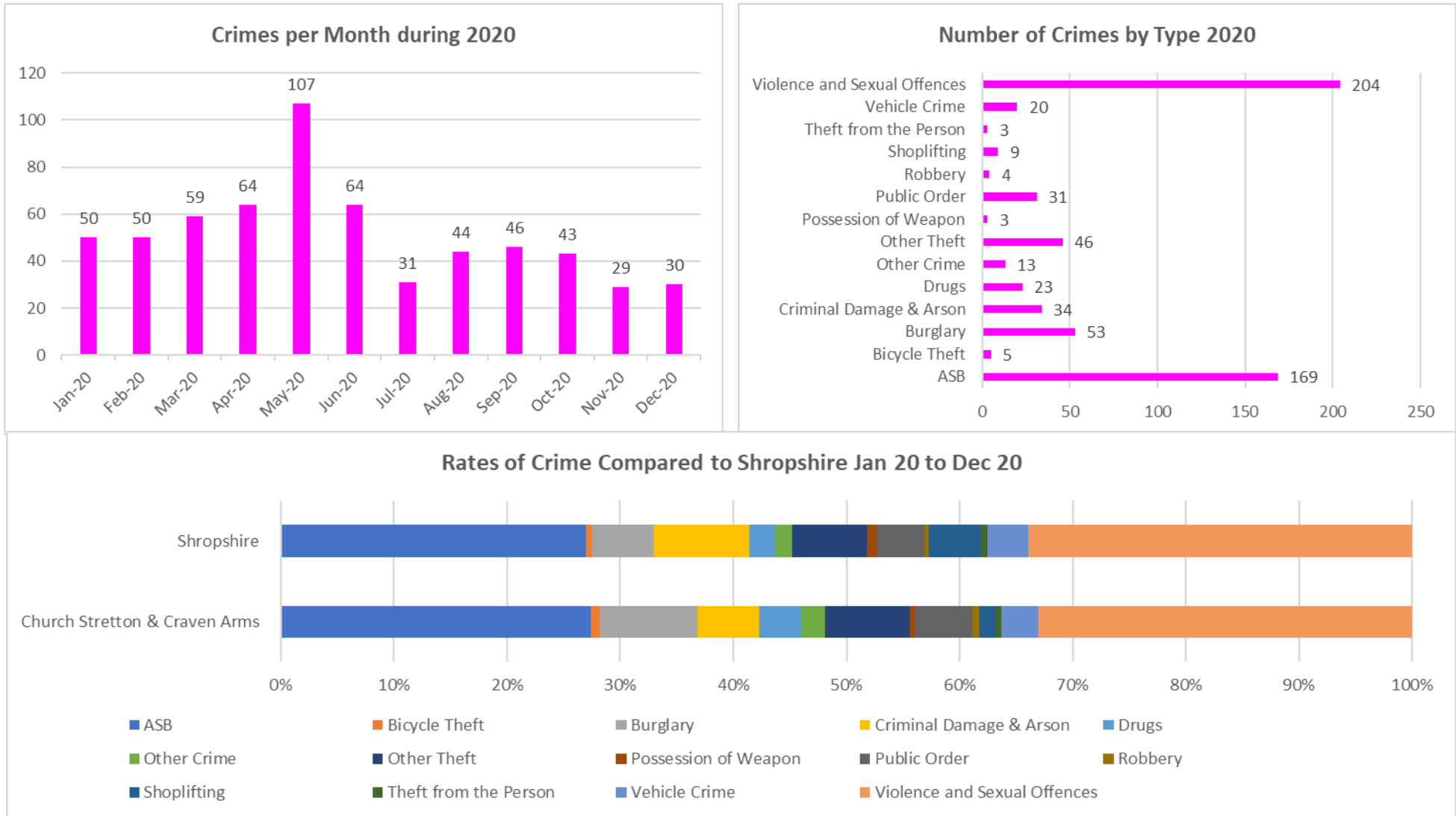
Crime levels are relatively low in Craven Arms, All areas fall into the 5th most deprived decile nationally.

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



# Crime - Church Stretton and Craven Arms

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. Church Stretton and Craven Arms share the same policing area. 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/>