



ELLESMERE MARKET TOWN PROFILE

Spring 2021



Contents

Section	Page
Introduction	3
Local Politics	5
Demographics	7
Economy	13
Tourism & Leisure	29
Health	31
Housing & Household	34
Education	39
Transport & Infrastructure	42
Community Safety	43
Additional Information	45

Market Town Profile

Ellesmere

Ellesmere is situated in North Shropshire and was first settled by ancient Britons. The area has 9 meres (glacial lakes) with the town being situated next to the 'mere' one of the largest in England outside of the Lake District. A castle was built in the 11th century of which only earthworks now remain.

The mere contains an artificial island, constructed in 1812 from the soil dug out to make the gardens at Ellesmere House. It was later named *Moscow Island*, as Napoleon's defeat in Russia also took place in that year. The mere has a visitors' centre and is popular with birdwatchers

Area Quick Statistics

2055 hectares

1927 households

4,900 people

2.4 people per hectare

2,012 dwellings

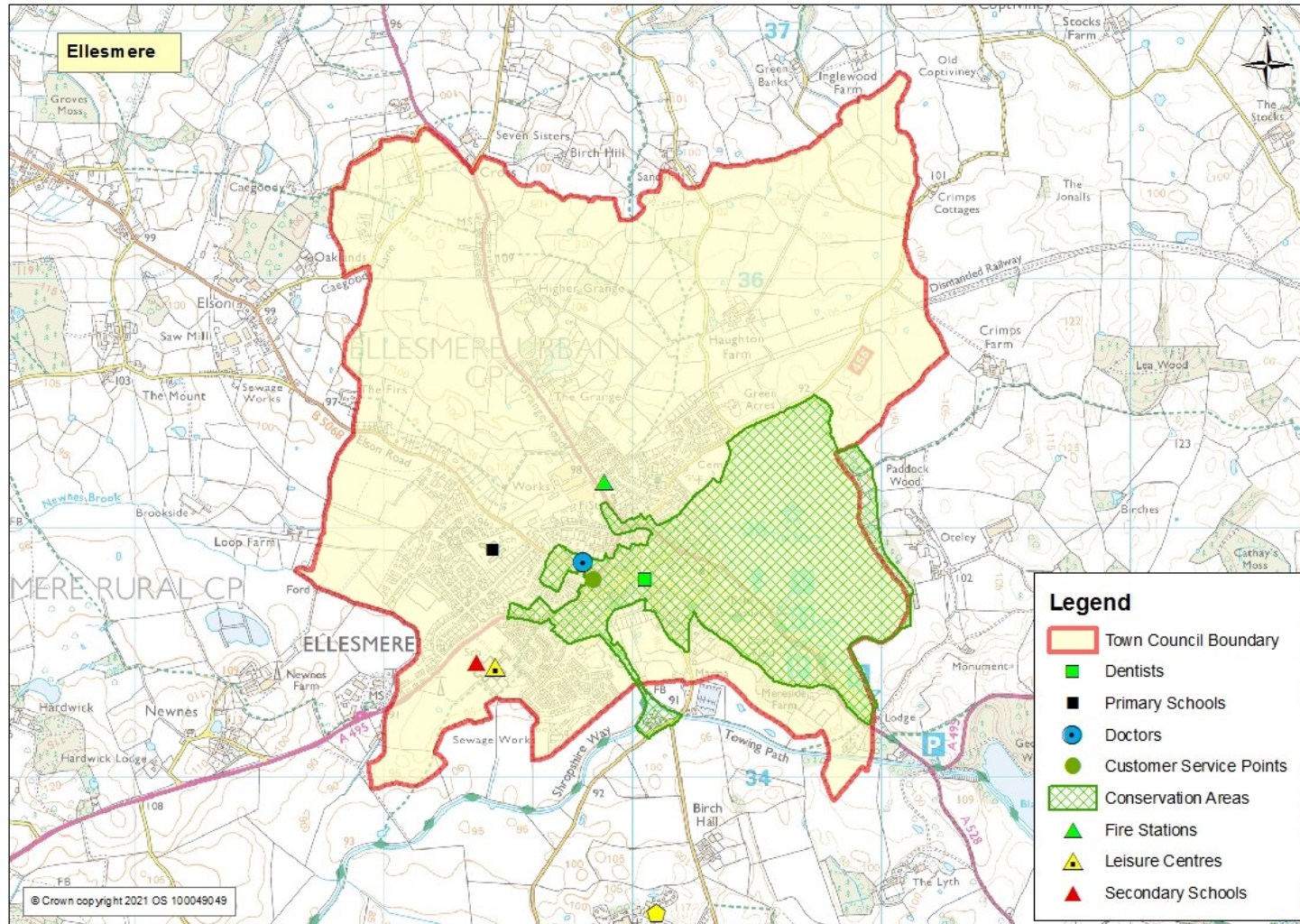
45 is the average age

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.

Ellesmere Town Council Area Key Assets

The information in this market town is predominantly focussed on the town council area of Ellesmere. 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 3 which cover most of the town council area.



Local Politics and Influences

Ellesmere is represented by a local town council that is responsible for the management of a range of services including; Grounds Maintenance, Public Toilets, management of local grants and street lights. See the council website for full details of services.

<https://www.ellesmere-tc.gov.uk/>

Ellesmere Town Council area is currently represented by 11 members.

A mayor is elected each year – the mayor for 2020/21 is Councillor Paul Goulbourne.

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 is 1 Shropshire Council ward covering the town council area. Elections are held on a 4 year cycle with the next elections due May 2025. Ward councillors are -

Ellesmere Urban – Councillor Geoff Elner.

Member of Parliament

Ellesmere is part of the North Shropshire parliamentary ward which is represented by the Rt Hon Owen Paterson MP.

<https://www.owenpaterson.org/>

Community Assets

Ellesmere 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

Ellesmere Town Council, Ellesmere Town Hall, 1-3 Willow Street, Ellesmere, SY12 0AL <https://www.ellesmere-tc.gov.uk/>

Ellesmere Library, Our Space, Trimpley Street, Ellesmere, Shropshire, SY12 0AE

Ellesmere Library is managed and staffed by Bethphage <https://www.shropshire.gov.uk/libraries/find-a-library/ellesmere-library/>

Ellesmere Fire Station, Grange Rd, Ellesmere SY12 0AU <https://www.shropshirefire.gov.uk/stations/ellesmere-fire-station> There is a meeting room available for public use, with whiteboard and kitchen facilities. The room has seating for around 12 people and has facilities for people with disabilities.

Community Facilities

Our Space, Trimpley Street, Ellesmere, Shropshire, SY12 0AE – Our Space is a Community Centre and Library facility in Ellesmere and is managed by Bethphage, a Shropshire based charity and specialist provider of support for adults with learning disabilities. Room hire is available with a range of spaces, from 1-1 meeting rooms to large multipurpose areas, along with a kitchen. <https://bethphage.co.uk/>

Demographics

Shropshire Town and Parish Council	1981 Census	1991 Census	2001 Census	2011 Census
Ellesmere	2,474	2,967	3,367	3,835

Source: Census data

Ellesmere is the twelfth largest town in Shropshire by population. The latest population of Ellesmere is 4,700 (Mid Year Population Estimates, ONS, 2015) covering 2055 hectares. Ellesmere's population density was 2.1 people per hectare, making it the tenth most densely populated of all Shropshire Market Towns. Ellesmere's population consists of 49% male and 51% female. Ellesmere's Town Council population has increased since 1981 from 2,474 to 3,835. This is an increase of 55% in 30 years.

Population Forecast

Built up Area Geography Ellesmere	Census Day 27th March 2011	2016	2026
Population	3,700	4,100	5,400
Dwellings	1,700	1,900	2,500
Households	1,600	1,800	2,400

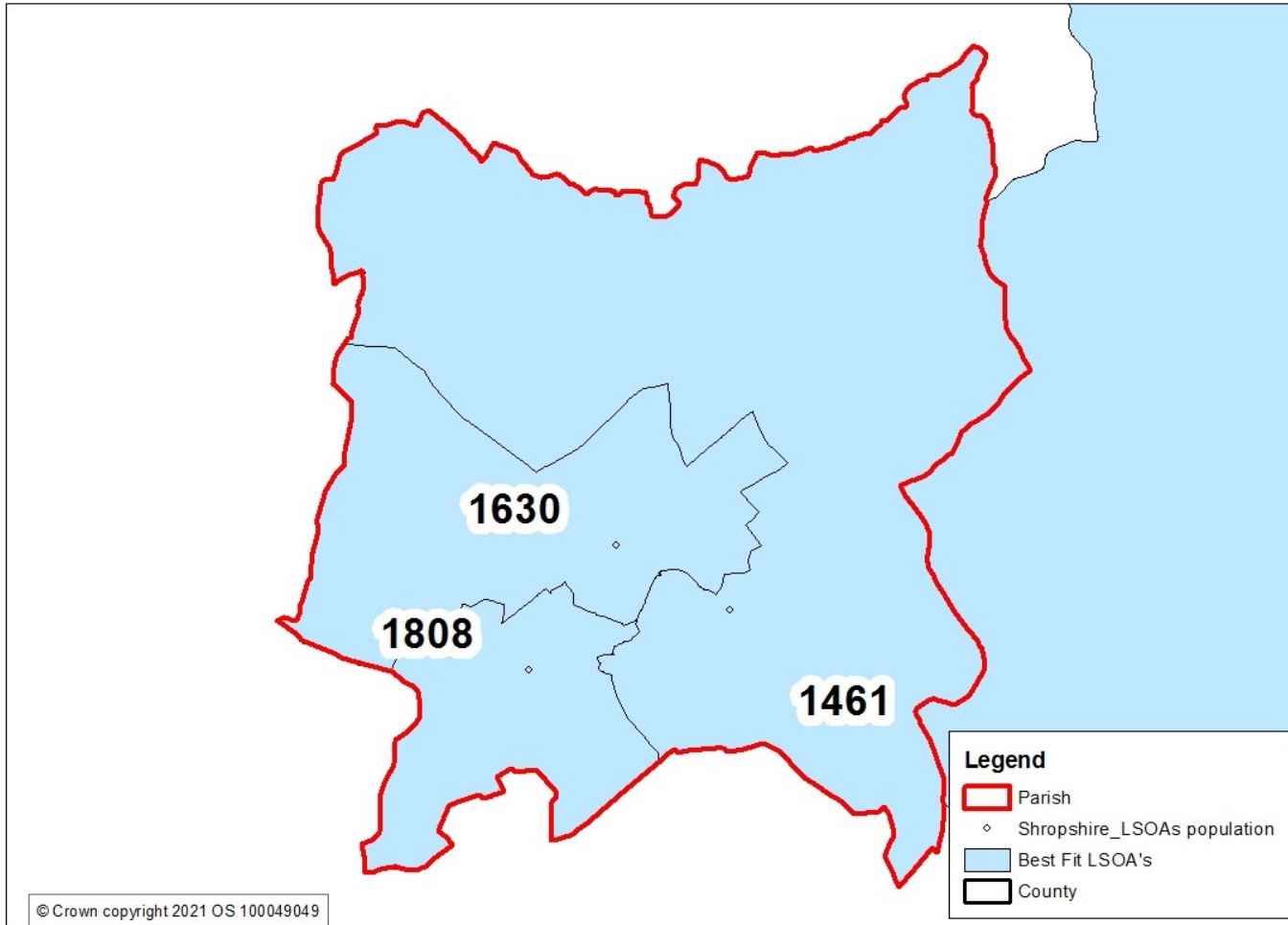
Note: the population, dwellings and household figures are based on a different area than the parish council area. Population forecasts are based on developments of new housing.

The population of Ellesmere area is forecast to rise from 3,700, in 2011 to 5,400 in 2026. This is a rise of 48% over this period. The largest part of this increase is expected between 2016 and 2026, when the population is forecast to rise by just around 1300 people or 32%.

The number of dwellings is also forecast to increase from 1,700 in 2011 to 2,500 in 2026. This is an increase of 45%. Similarly the largest part of this growth is forecast to happen between 2016 and 2026.

The number of households are forecast to increase by 49% between 2011 and 2026, in a similar manner to dwellings.

Population by Local Areas

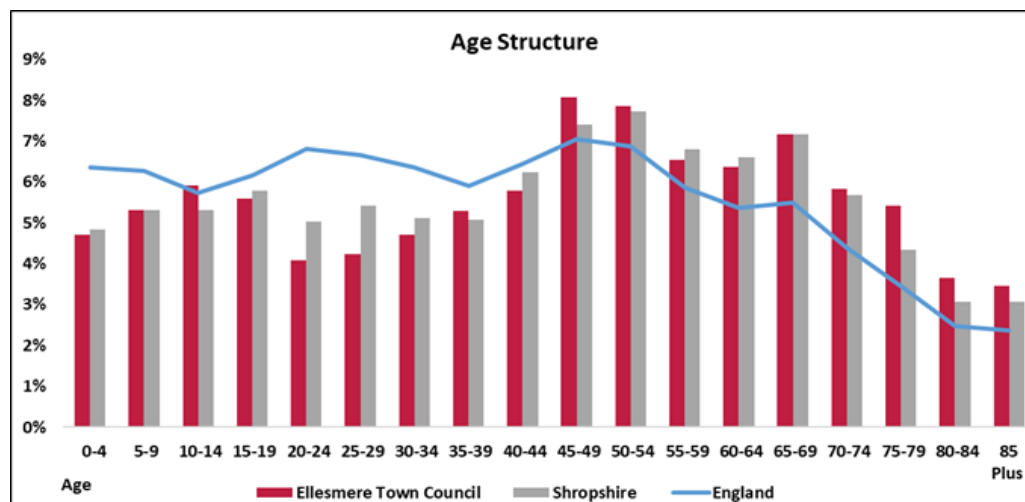


The information in this market town is predominantly focussed on the town council area of Ellesmere. Due to the nature of national statistical data it is not always possible to fully replicate these boundaries. Statistics quoted in this profile will use the best fit to the town council area. If these 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 3 which cover most of the town council area.

The smallest area by population extends past the parish boundary to Breaden Heath.

Age Structure

- The age structure in Ellesmere shows that there is an older age profile in the town when compared to Shropshire and England.
- The age bands over the age of 75 show a higher percentage than for Shropshire and England.
- There are slightly less people between the ages of 55 and 65
- There are fewer people under the age of 34 with the exception of the 10-14 age group.
- There are slightly more people between the ages of 35 and 54 with the exception of the 40-44 age group.
- There are a similar number of children under 10 to Shropshire as a whole but far fewer than national proportions.

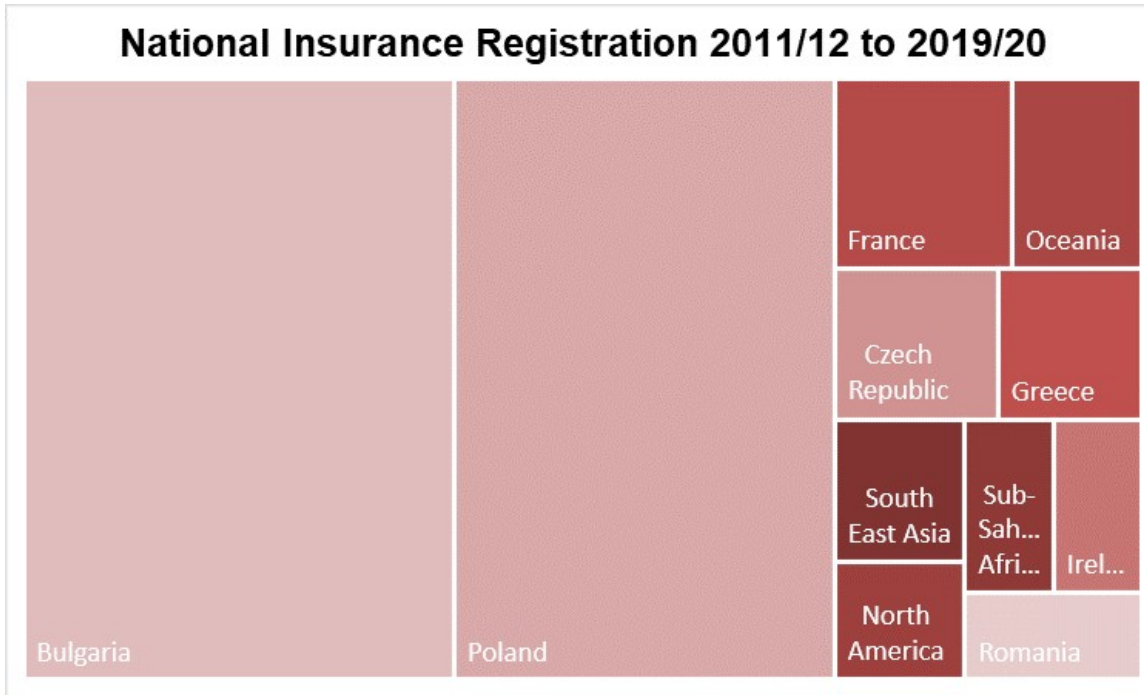


Source: Office of National Statistic (ONS) Mid Year Estimates, 2019 - Ward Level Mid Year Population Estimates, 2019.

2,800 Ellesmere residents are of traditional working age (16-64) which is the equivalent of 56.8% 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
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



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 of 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 the area of Ellesmere, which extends beyond the parish boundary taking in surrounding hinterlands as far as Breaden Heath to the east, Hordley and Bagley to the south, Welsh Frankton and Dudleston Heath towards the west. The total number of registrations made during this period has been 218, which included 74 Polish and 84 Bulgarian nationals.

Ethnicity and Religion

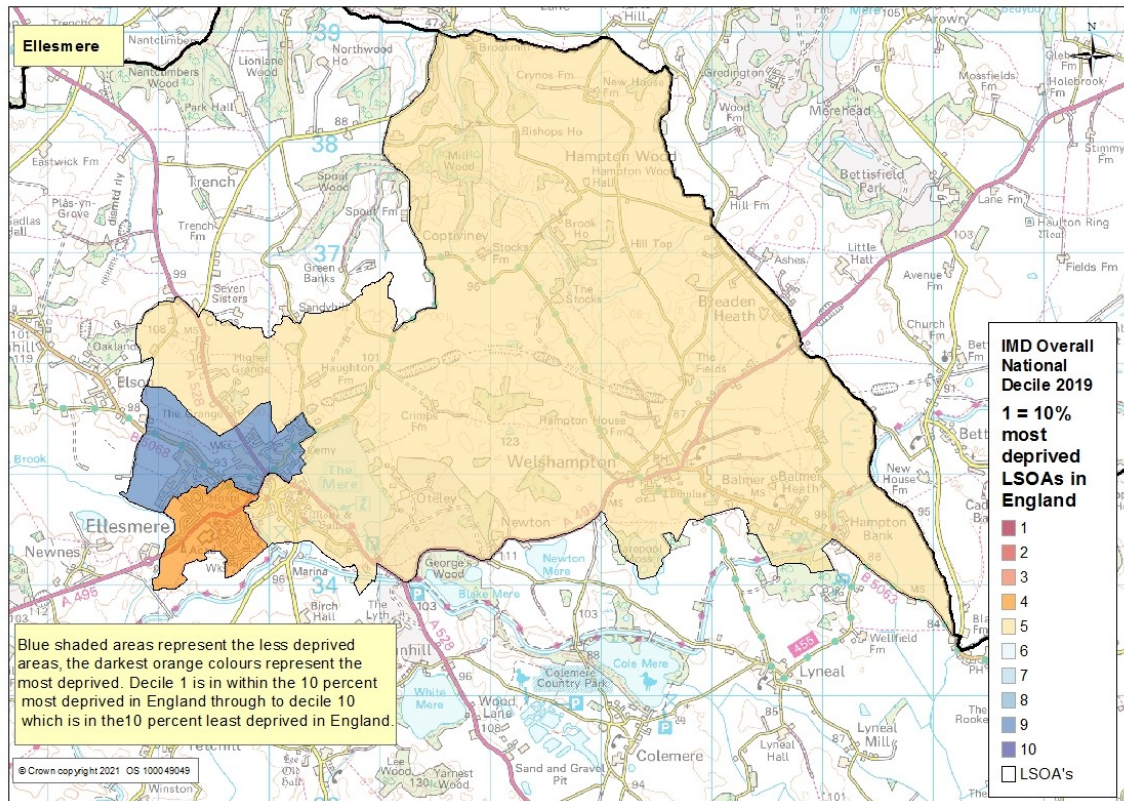
Ellesmere is home to a number of churches and chapels which reflect the majority of the population who have a Christian faith.

Ellesmere Methodist Chapel, Trimpley St, Ellesmere SY12 0AE <https://www.shropshireandmarches.org.uk/find-a-chapel/northern-area/ellesmere/>

St Mary's Church, Church Hill, Ellesmere SY12 0HB - <http://www.ellesmere.org.uk/> - worship has taken place on the site for more than 1000 years. The current church has been developed in phases since the 13th century. Today the church remains active in the community with regular services and home to the local bell ringers.

Cellar Church, 1 Scotland St, Ellesmere SY12 0DE - <http://www.cellarchurch.co.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

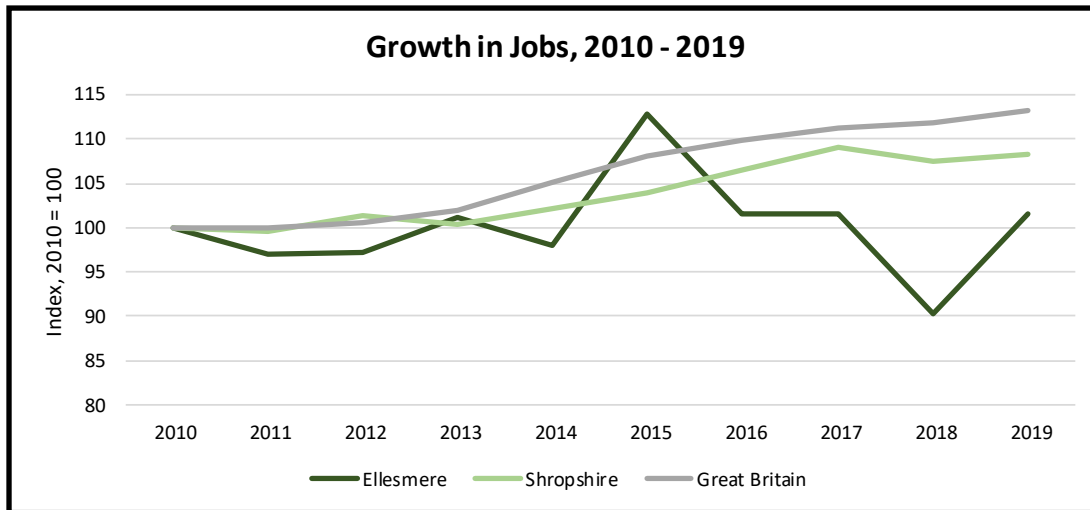
Ellesmere has two areas covering the Town Council area which fall into decile 4 and decile 5 or the 40% or 50% most deprived LLSOA's nationally. The area north of the centre is less deprived, falling into the 8th decile nationally.

For more information on IMD see:

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

Economy

Ellesmere is the thirteenth largest employment centre in Shropshire and is one of the main locations of businesses and jobs in the north of the County, albeit notably smaller than Oswestry, Market Drayton and Whitchurch. 99 businesses have registered offices in Ellesmere (Source: Fame (Bureau van Dijk), February 2021) which is less than 1% of the Shropshire total and approximately 1,100 people are employed in the town (0.9% of the Shropshire total).



Over the last nine years, the number of jobs in Ellesmere has risen by just 1.5%, or by around 20 jobs. In comparison, the number of jobs in Shropshire rose by 8.3% over the same period while growth in the number of jobs nationally was recorded at 13.2%. There was a large dip in the number of jobs in Ellesmere between 2015 and 2018, with some recovery in 2019.

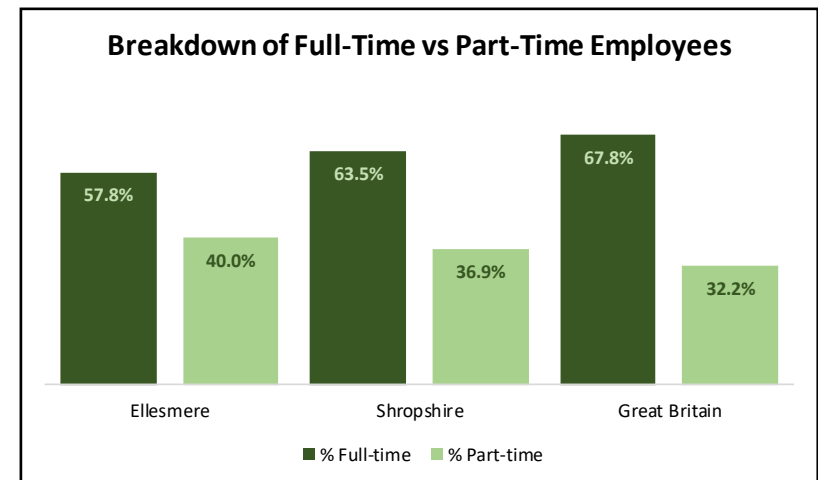
In addition, there are approximately 125 business proprietors/sole traders based in the town, taking overall employment levels to 1,250.

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 Ellesmere as illustrated in the chart opposite. 40% of all Ellesmere employment was part-time in 2019, compared with 37% in Shropshire and 32% nationally.

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

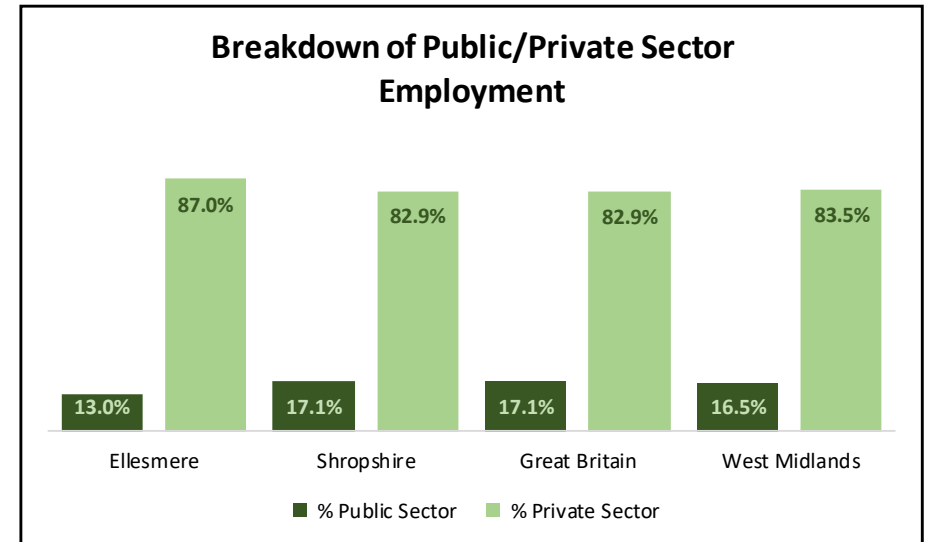
Note: Numbers may not add up due to rounding



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 Ellesmere, public sector jobs account for 13.0% of all employment, notably less than the Shropshire average. Public sector employment has fallen significantly in the town since 2015 (-44.4%) while the number of private sector jobs has risen by +3.1%.



Employment Sectors

The five largest employment sectors in Ellesmere are manufacturing, education, health, retail and accommodation and food services. Together these account for 77.7% of employment within the town. Manufacturing accounts for one in four jobs compared with one in ten county-wide. Retail accounts for 15.5% of jobs, as does accommodation & food services. In Shropshire, these sectors account for 9.5% and 9.9% of employment respectively. Education and health both account for 10.9% of employment in Ellesmere. Other sectors accounting for more than 5% of jobs include professional, scientific and technical.

INFORMATION, INTELLIGENCE & INSIGHT

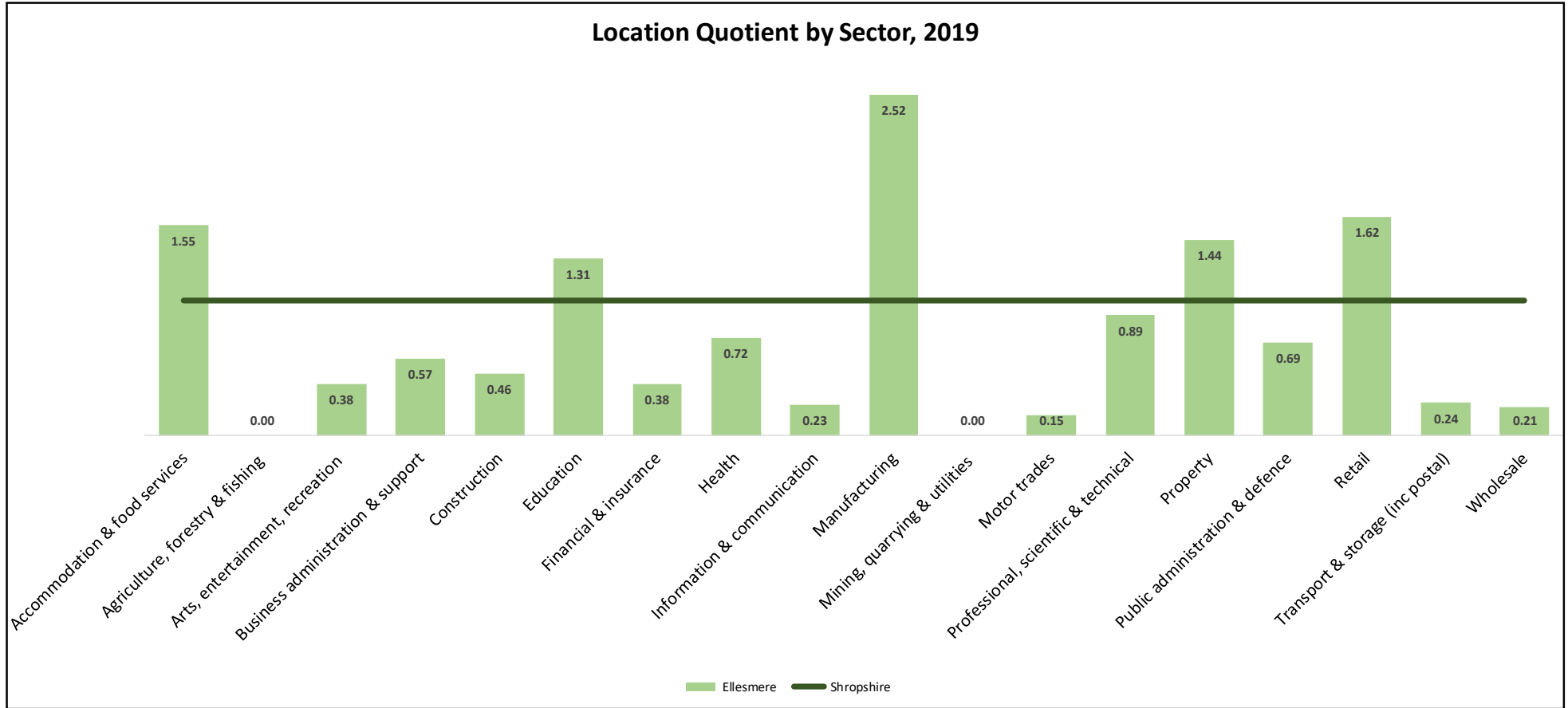
Employment Sector	Ellesmere	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	0.0%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	0.0%	1.3%	1.3%	1.3%
Manufacturing	25.0%	9.9%	11.6%	8.0%
Construction	2.7%	6.0%	4.4%	4.9%
Motor trades	0.5%	3.0%	2.5%	1.9%
Wholesale	0.9%	4.4%	4.9%	3.9%
Retail	15.5%	9.5%	8.5%	9.2%
Transport & Storage	0.9%	3.8%	6.0%	4.9%
Accommodation and Food Services	15.5%	9.9%	7.3%	7.6%
Information & communication	0.5%	2.0%	2.6%	4.3%
Financial & insurance	0.5%	1.2%	2.4%	3.5%
Property	2.7%	1.9%	1.7%	1.7%
Professional, scientific & technical	6.4%	7.2%	6.4%	8.7%
Business Administration & Support	2.7%	4.8%	9.4%	8.8%
Public administration & defence	2.7%	4.0%	3.7%	4.4%
Education	10.9%	8.3%	8.8%	8.6%
Health	10.9%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	1.8%	4.8%	4.3%	4.5%

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

It shows that agriculture, mining & quarrying, construction, motor trades, wholesale, transport & storage, information & communication, finance & insurance, property, business administration & support, public administration and defence and arts, entertainment & recreation employ relatively few people in Ellesmere (15.9% 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 Ellesmere 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.

Ellesmere has significant clusters of employment in manufacturing, retail, accommodation & food services and education. The only other sector that is over-represented in the town is property.



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 Ellesmere. This suggests that there are ten employers with a workforce of 10 or more within the town centre boundary.

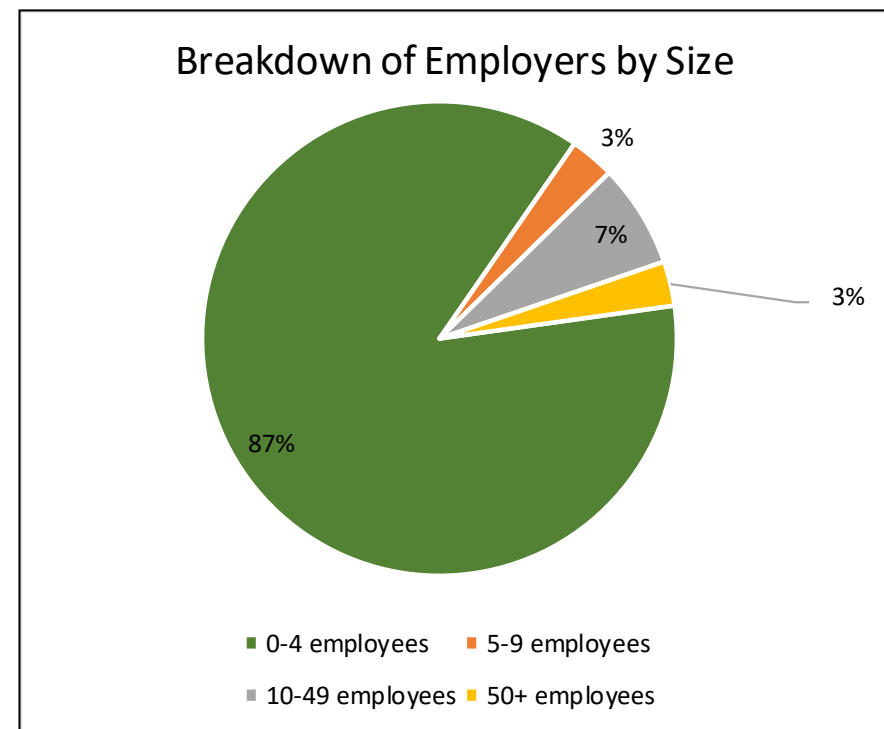
Large employers which are not included within the below table include national retail stores, of which Tesco is the largest in Ellesmere.

Employers	Number of Employees	Turnover (£'000s)
Fullwood Limited	213	44,315
Fabdec Holdings Limited	113	13,013
Lakelands Academy	83	3,731
The Boathouse	20	n.a
Princes LHS Ltd	17	n.a
Ginger & Co Coffee Ltd	16	n.a
JC Dyke Supplies Ltd	15	n.a
Blakemere Veterinary Centre	15	n.a
Ellesmere Hotel Ltd	10	n.a
SLST Hospitality Ltd	10	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 Ellesmere employ less than 5 people. An additional 3% employ between 5 and 9. 3% have a workforce of 50 or more.

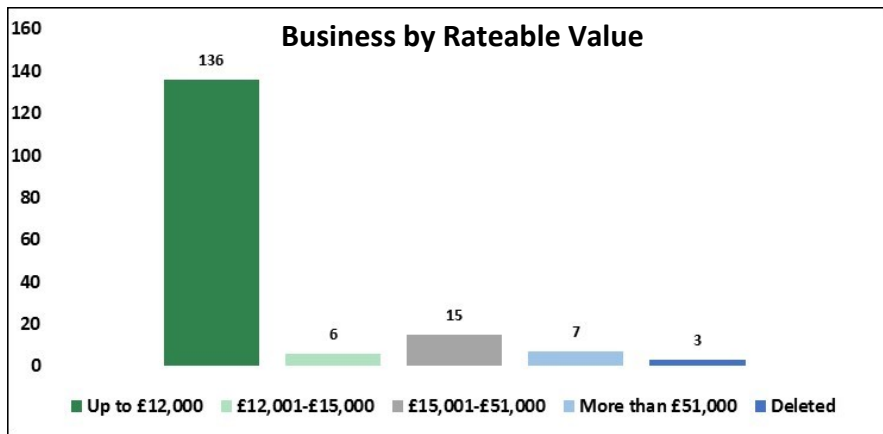


Note: 0-4 employee category includes all companies where employment levels are unknown.

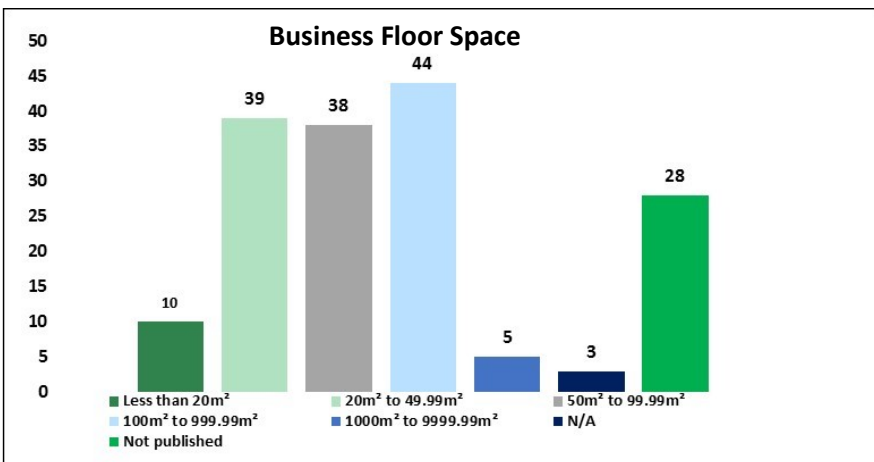
Business Rates

167 establishments have a rateable value in Ellesmere 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.

136 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 7 (4.2%) have a rateable value of more than £51,000.



Source: Valuation Office Agency



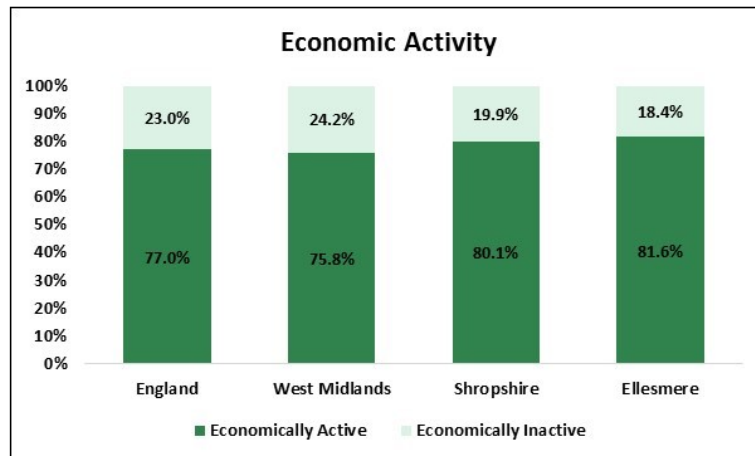
The majority of organisations on the Ellesmere business rates list are classed as commercial—primarily retail outlets and offices. These account for 79.0% of the total. Miscellaneous is the second largest classification, accounting for 7.2% of the total.

Count of Classification	Ellesmere
Commercial	132
Education Training and Culture	5
Industrial	8
Leisure	6
Miscellaneous	12
Utilities	4
Total	167

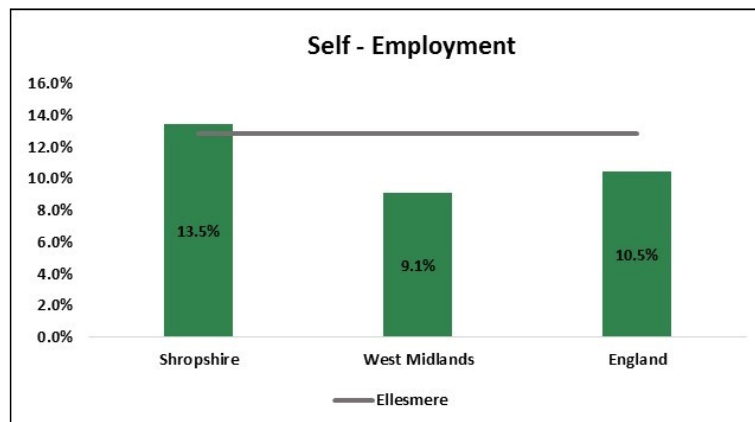
87 businesses have a floor space of less than 100m², while just five have floor space of more than 1,000m². The two largest organisations cover more than 6,000m².

Economic Activity

The status of Ellesmere residents aged 16-64 at the time of the 2011 Census showed 81.6% of residents were economically active, which includes people who are both employed and actively seeking employment. This is higher than the Shropshire figure of 80.1%. Economic activity in Ellesmere is also significantly higher than the national and regional averages (77% and 75.8% respectively).



Source: 2011 Census



Of those who were economically active, 76.0% were in employment while 5.5% 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 greater issue in Ellesmere in relation to Shropshire with the rate more or less on a par with the national average.

Of the 1,970 Ellesmere residents in employment, the majority are employees (83.0%) while the remainder are self-employed. 68.3% of employees work full – time compared with 75.7% of the self-employed.

Employment Breakdown	Ellesmere
In Employment Total	1,970
Of which Employee: Total	1,636
Of which Employee: Part-time	518
Of which Employee: Full-time	1,118
Of which Self-employed: Total	334
Of which Self-employed: Part-time	81
Of which Self-employed: Full-time	253

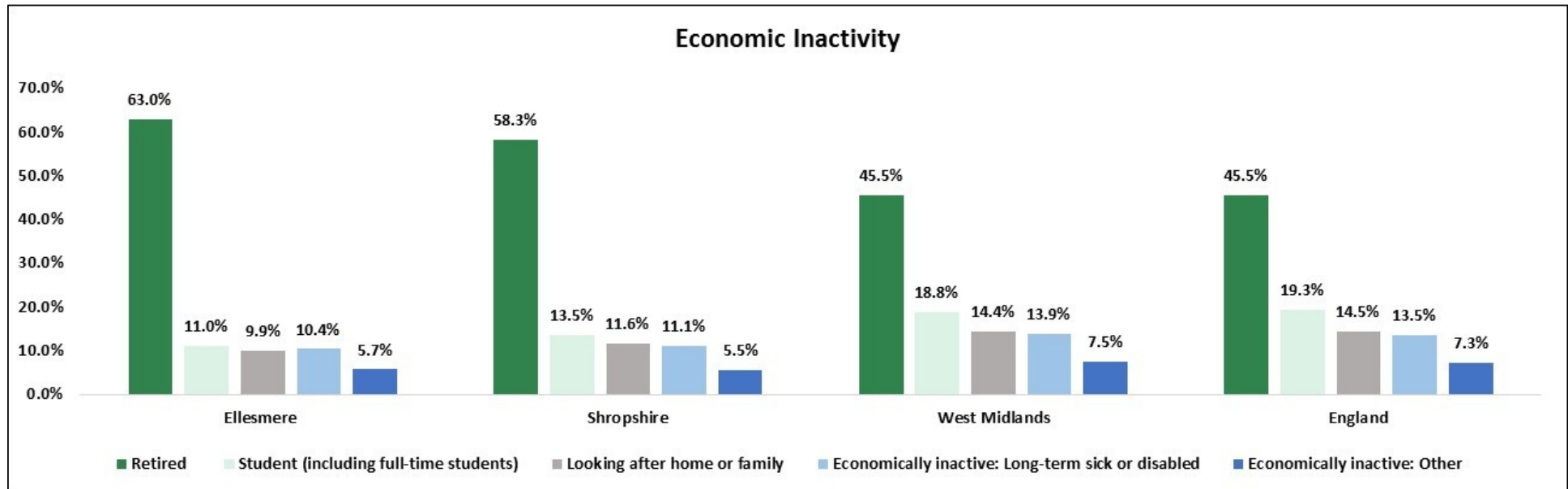
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County’s market towns, especially the main employment centres. This is the case in Ellesmere, where the self-employment rate at the time of the Census stood at 12.9%. This proportion is notably higher than the regional or national average.

Economic Inactivity

478 Ellesmere 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 Ellesmere population which does not participate in the labour market is lower than the average for Shropshire.

The following chart shows the breakdown of the economically inactive population in Ellesmere, 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.

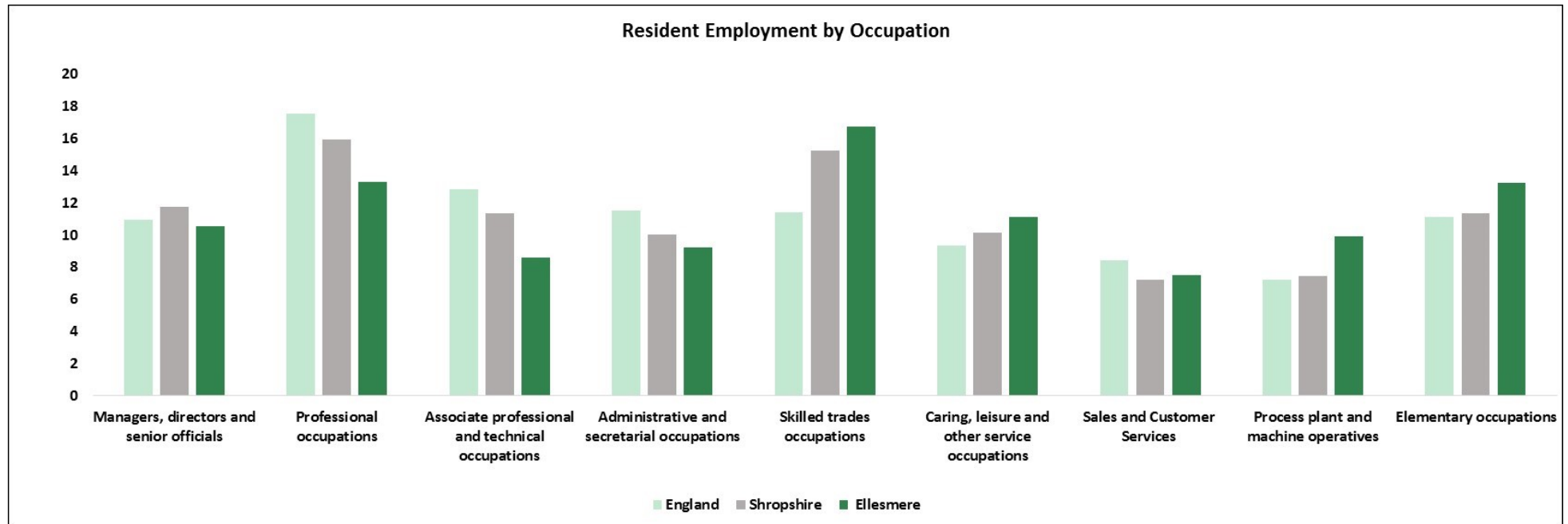
It is apparent that a notably higher proportion of economically inactive Ellesmere residents are inactive because they are retired than is the case across Shropshire which itself supports significantly more retired people compared with the West Midlands and England.



Source: 2011 Census

Employment by Occupation

Ellesmere supports relatively low numbers working in the Standard Occupational Classification (SOC) 1 to 3 professions, with 32.4% 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. 10.5% work as managers, 13.3% in professional occupations and 8.6% in associate professional occupations. A higher proportion are employed in lower level occupations, including elementary occupations (13.2% compared with 11.3% for Shropshire) and process, plant and machine operatives (9.9% compared with 7.4% for Shropshire). More people are also employed in caring, leisure and other service occupations (11.1% compared with 10.1% Countywide) and in skilled trades occupations (16.7% compared with 15.2%).



Source: 2011 Census

Qualifications

According to the Census 2011, 26.9% of residents had a level 4 qualification or above, notably lower than the Shropshire average of 29.4%. In total 16.5% of people had no qualification. This is higher than the Shropshire average (14.0%). The qualification profile of Ellesmere 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	Ellesmere	Shropshire	England and Wales
Level 1	17.6	15.4	15.2
Level 2	18.8	19.4	17.2
Level 3	12.5	14.7	14.5
Level 4/5	26.9	29.4	29.7
Other qualifications	7.8	7.1	8.6
No qualifications	16.5	14.0	15.0

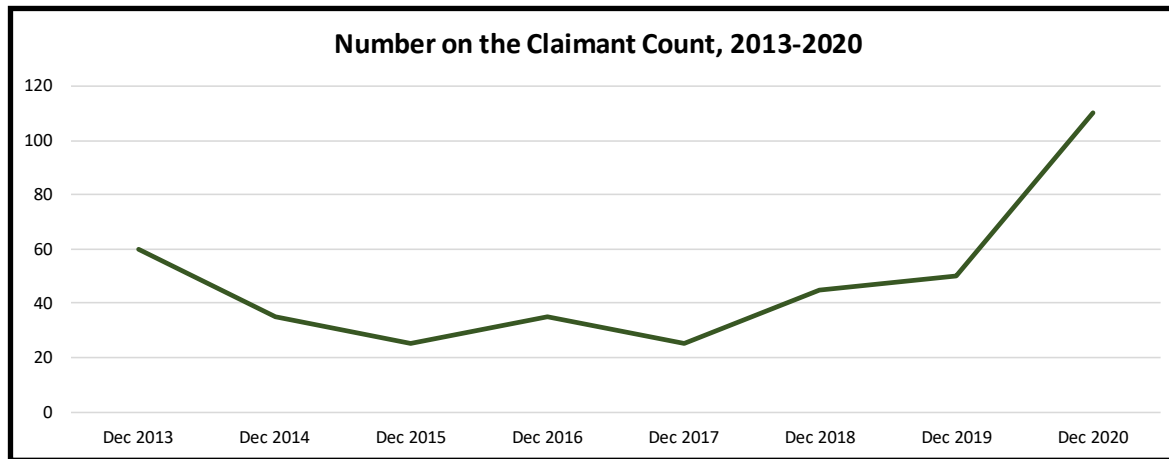
Source: 2011 Census, ONS, Highest Level of Qualification Population aged 16-64.

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 Ellesmere between December 2013 and December 2020.



Source: Department of Work and Pensions/ONS

In December 2020, 100 Ellesmere residents were on the claimant count, which is more than four times higher than the 25 who were on the count in December 2017. The claimant rate in Ellesmere town (the percentage of the 16-64 population which is claiming) is lower than the average for Shropshire (3.9% compared with 4.4%). This rate is also 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.

Universal Credit

The following table shows the number of people claiming Universal Credit in Ellesmere 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)	317
Households on Universal Credit (Nov 20)	254

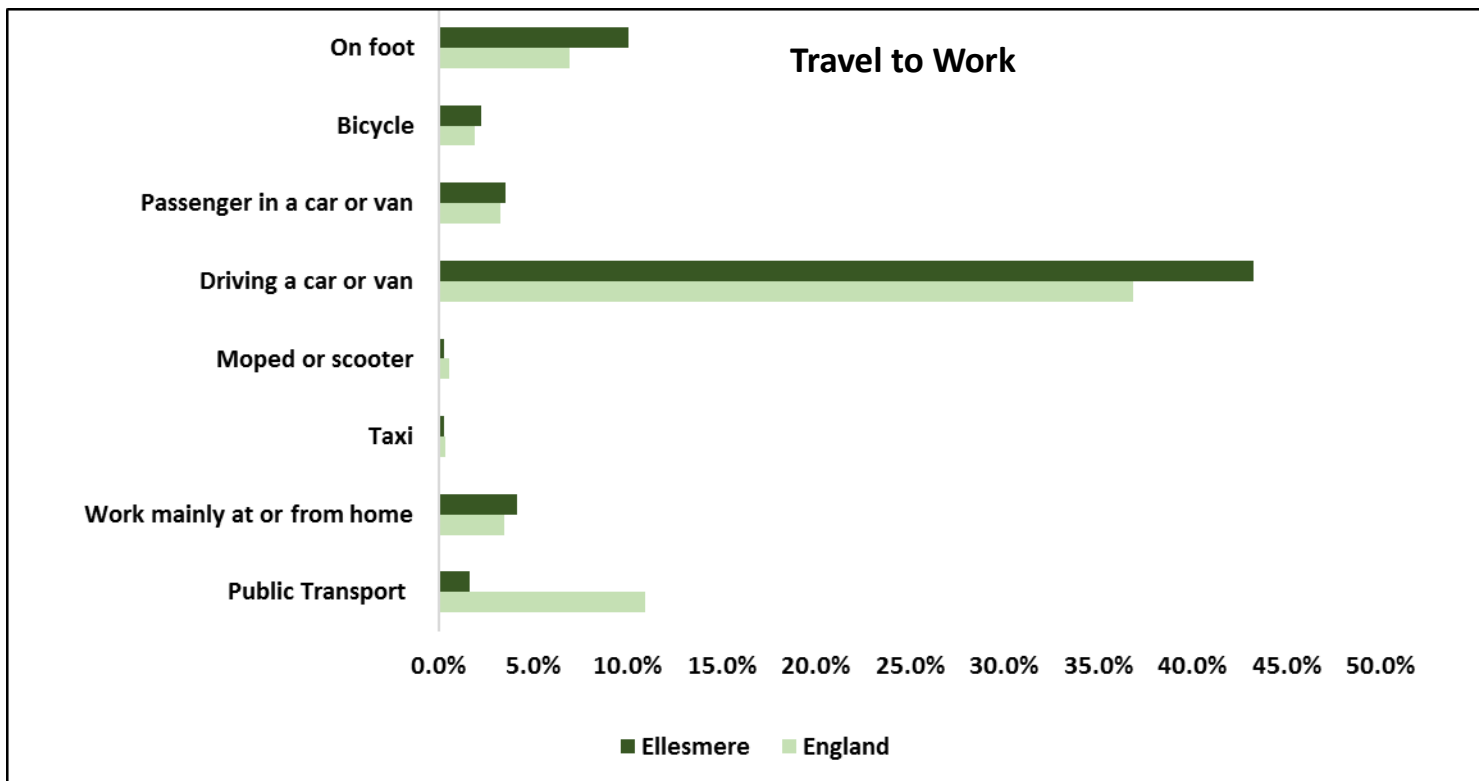
State Pension

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 Ellesmere total 1,208 or 1.6% of the state pension claimants in the county.

Travel and Commuting

The most commonly used method of transport to work for Ellesmere residents who work was to travel by car or van. 43% of workers drove to work, while an additional 4% were a passenger in a car or van. A slightly higher proportion of Ellesmere residents work primarily from home than is the case nationally at 4% which is lower than the Shropshire average of 6%. A relatively high number walk to work (10% 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 .

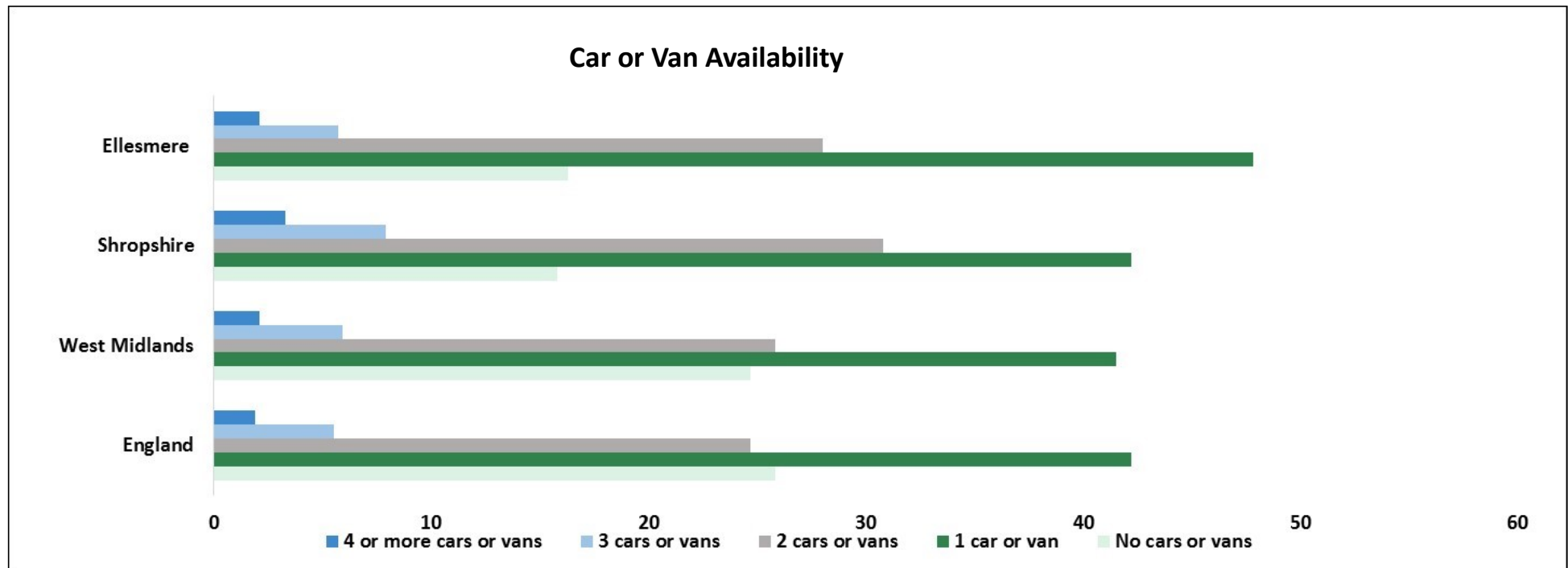


Source: 2011 Census

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 Ellesmere stands at 16.3%.

47.8% of households have one car, 28.0% have two cars while 7.8% have three or more. The total number of cars and vans owned by Ellesmere households stood at 2,502 in 2011.

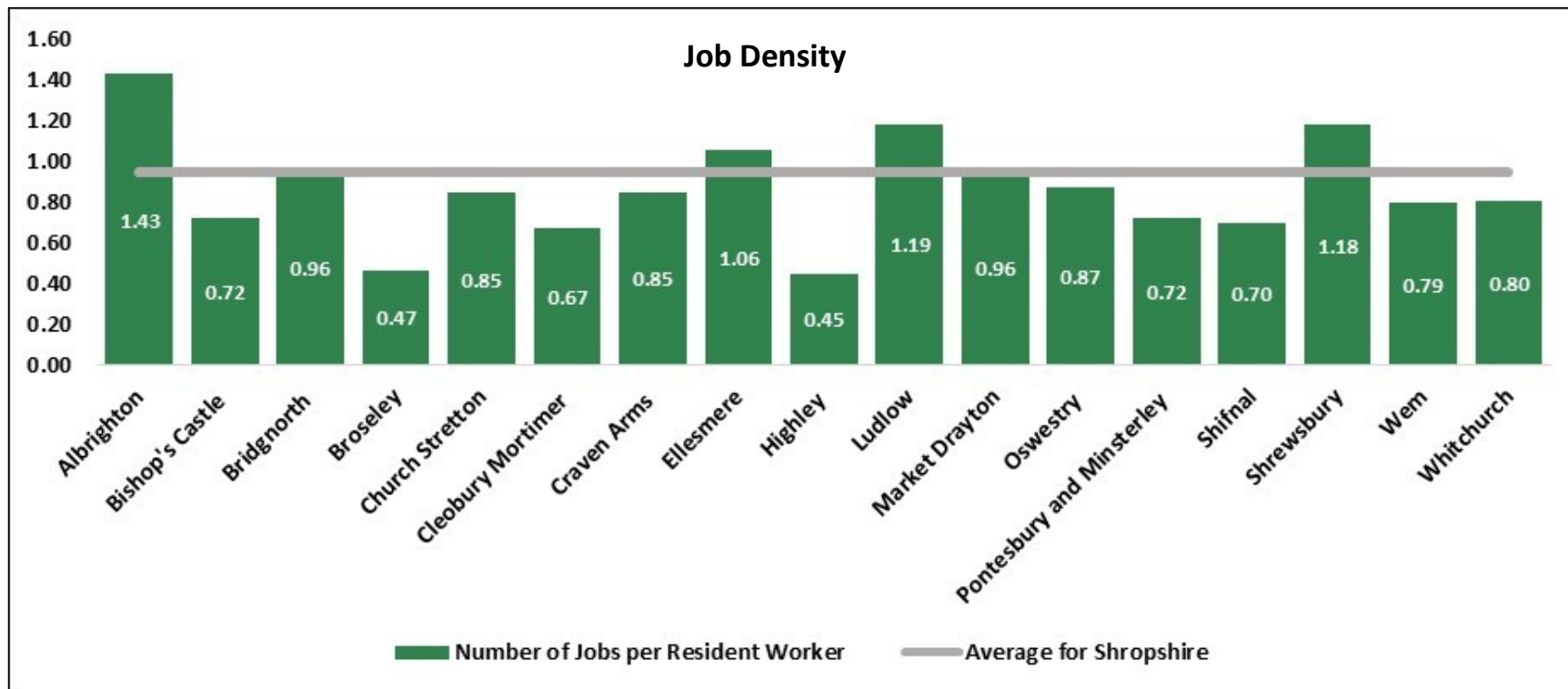


Source: 2011 Census

Commuting Patterns

Ellesmere (place plan area) supports a lower level of employment self-containment than the largest market towns in Shropshire but in relation to its size, self-containment is reasonably high. 32.0% of all Ellesmere jobs are filled by Ellesmere residents while 33.8% of working people who live in Ellesmere also work there, which gives an overall level of self-containment of 32.9%. The differential between the number of resident workers and the number of jobs is small in Ellesmere, with net in-commuting across the Ellesmere place plan border standing at 149. This equates with 1,784 people living in Ellesmere but working elsewhere and 1,933 people working in Ellesmere but living elsewhere.

Job density in Ellesmere is high with 1.06 jobs per resident worker compared with 0.95 in Shropshire. As illustrated in the chart below, the only other towns in the county where the number of jobs exceeds the resident workforce are Albrighton, 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 Ellesmere, the rest of Shropshire is the main source of workers for Ellesmere jobs. Small numbers commute in from Telford and Wrekin and Wrexham. Likewise, a significant proportion of Ellesmere resident workers who are not employed in Ellesmere work elsewhere in Shropshire.

Main Origins of Ellesmere Workforce	Numbers	%
Ellesmere	910	32.0%
Rest of Shropshire	1070	37.6%
Wrexham	502	17.7%
Telford & Wrekin	66	2.3%
Other	295	10.3%

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 Ellesmere Resident Workers	Number	%
Ellesmere	910	33.8%
Rest of Shropshire	1,051	39.0%
Wrexham	320	11.9%
Telford and Wrekin	79	2.9%
Cheshire West and Chester	62	2.3%
Other	272	10.1%

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 479 households in Ellesmere earn less than £15,000 per year. At the other end of the scale 8% of households had an income exceeding £80,000 per annum. Household income rates in Ellesmere are lower than the Shropshire average.

Retail Economy

Retail accounts for 15.5% of total employment in Ellesmere, which makes it the second largest employment sector in the town. 1.4% of all retail employment across the whole of Shropshire is absorbed by Ellesmere.

Retail plays an important role in the economy of Ellesmere. Providing everyday amenities and shopping for local residents and serving as a shopping hub for the hinterland of the market town.

High Street Shopping, The retail sector also assists in attracting visitors to the town by offering a mix of independent and national stores. Ellesmere has a range of independent traders providing fresh produce, gifts and household items. There are a range of services including banking and Post Office. Ellesmere has a number of cafés, pubs and restaurants for residents and visitors.

Supermarkets, There is a large Tesco's situated on the outskirts of the town centre along with a Co-op and Londis convenience stores situated within the town centre.

Markets

Ellesmere Market, Market hall, Scotland Street, Ellesmere, Shropshire, SY12 0EG <http://www.ellesmeremarkethall.co.uk/>

A market has been held in Ellesmere since the 1300's. The current market hall was built in 1879 and continues to hold a market every Tuesday.

Main Retail Area



Tourism & Leisure

Approximately 200 people are employed in the tourism sector in Ellesmere, of which the majority are employed in accommodation and food services with a small number employed in arts, entertainment, recreation and other services. This is the equivalent of 17.3% of the total Ellesmere workforce which represents a higher share than for Shropshire as a whole (14.7%). 1.0% of total employment in the tourism sector in Shropshire is provided by Ellesmere.

Visitors Attractions

Ellesmere is a popular destination with visitors attracted to its natural lakes, wildlife, tranquil walks and the nearby canal network.

An ideal starting place for information on places to visit and things to do in Ellesmere is the -

Meres Visitor Centre, The Mere, Ellesmere SY12 0PA - <https://www.ellesmere.info/>

Places to see in Ellesmere include:

The Meres, the visitor centre attracts around 250,000 visitors a year. Hire a rowing boat or take a ride in a steam boat to view the scale of this glacial lake. The Visitor Centre offers a range of facilities and attractions including; promenade, gardens, Boathouse Restaurant, Cremorne Gardens, adventure play area, formal flower beds, specimen trees, lawns and seating, and a circular garden walk.

Ellesmere Sculpture trail - www.ellesmeresculpture.co.uk

Located next to the Meres visitors centre the Ellesmere Sculpture Trail is made up of sculptures set in the unique and beautiful landscape of Ellesmere. The pieces are created by international contemporary artists.

Llangollen Canal, located close to the town centre the canal is popular with boaters and offers a marina and overnight moorings.

Events

Ellesmere hosts a number of events throughout the year. Key annual events are listed here but it is worth visiting the Ellesmere website for details of events. <https://www.ellesmere.info/>

Ellesmere Carnival, A large parade of the Town streets with bands, floats, old vehicles and people dressed in costume. The parade continues to the Mere where there are various stalls, refreshments and entertainment. <https://www.ellesmere.info/>

INFORMATION, INTELLIGENCE & INSIGHT

Ellesmere Food and Drinks Festival, <http://www.ellesmerefoodfestival.co.uk/> held over two days in June the Festival is held at the Market Hall and the Town Hall and is free to visit and open from 10am until 4pm. The show includes a variety of produce, from fruit, vegetables, cheeses, meat products, ice cream, wines, beer, homemade chocolates and preserves all from local and regional producers.

Ellesmere Summer Festival, The three day summer festival is usually held in August and celebrates the works of local crafters and artists. Events are spread throughout the town and at the canal wharf and the historic canal workshops. <https://www.ellesmere.info/>

Ellesmere Winter Festival, Held in late November the annual switch on of the Tree of Lights is accompanied by Carols. Santa arrives in Ellesmere on a Narrow Boat before being paraded through the Town with a Lantern Parade. <https://www.ellesmere.info/>

Sports, Leisure & Culture

Ellesmere 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 Ellesmere area:

Lakelands Sports Centre, Lakelands Academy, Oswestry Road, Ellesmere, SY12 0EA – school facilities are available for community use. Contact school for details <http://www.lakelandsacademy.org.uk/> Facilities include - Sports Halls, Health and Fitness Suites, Grass Pitches, Synthetic Turf Pitches and Tennis Courts.

Ellesmere Swimming Centre, Elson Road, Ellesmere, SY12 9EU - community run pool based at Ellesmere Primary School

Ellesmere Bowling Club, 1 Church Hill, Ellesmere SY12 0HB - www.ellesmerebowlingclub.org.uk
18th century bowling club based on the grounds of Ellesmere castle.

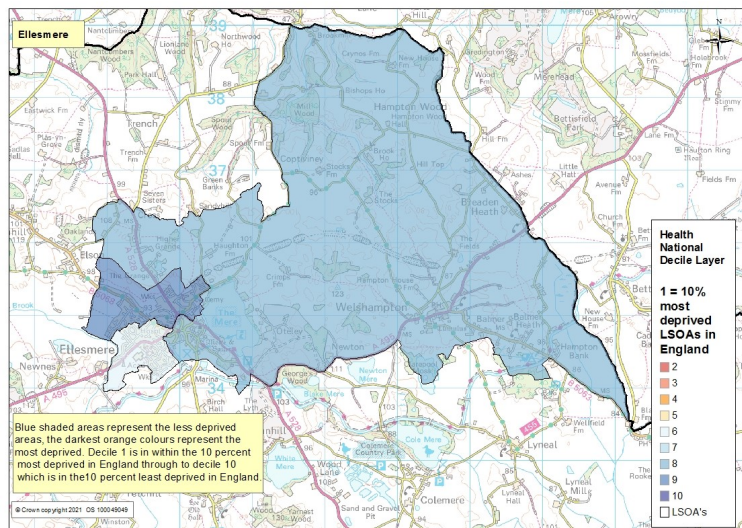
Ellesmere Rovers Football Club, Beech Grove, Ellesmere SY12 0BT <http://www.pitchero.com/clubs/ellesmererangers>
Senior, youth, junior and veterans team.

Ellesmere Amateur Dramatic Society, perform two plays and one pantomime a year at Ellesmere Town Hall. They welcome new members who would like to be involved either on stage, or behind the scenes.

Shropshire Sailing Club, Whitemere, Spunhill, Near Ellesmere, SY12 0HU – <http://www.shropshiresailingclub.co.uk/>
Founded in 1950 the Shropshire Sailing Club is a family club that meets on Wednesdays from Mid-April to September, Saturdays from April to October, and Sundays from March to December.

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

Ellesmere health deprivation levels are low, all areas in the town fall into deciles 9, 8 and 6.

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

Of the **4,356** residents of Ellesmere in the last census reporting on their health conditions:

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

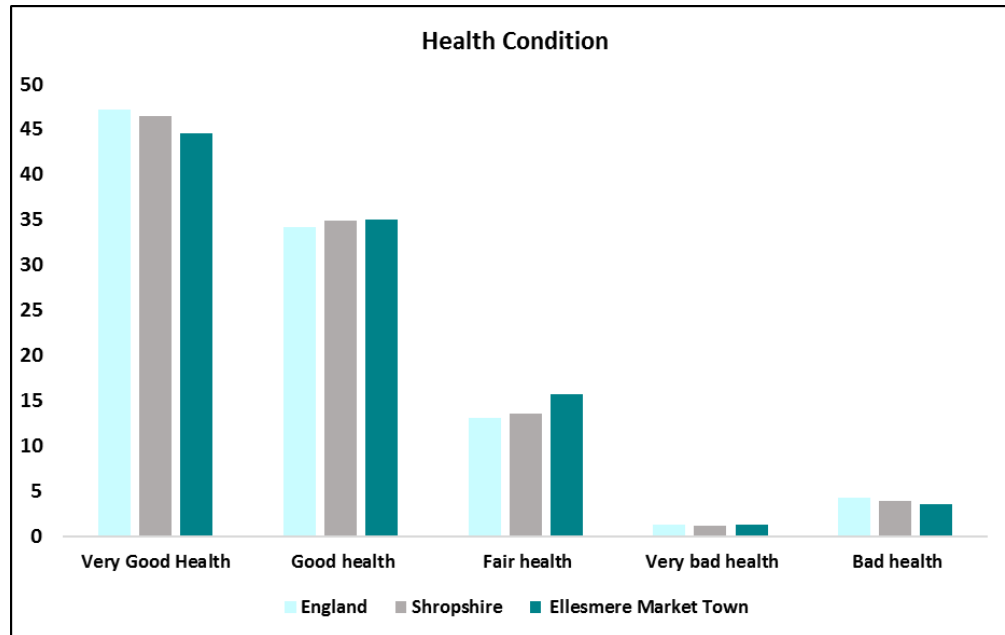
476 reported that their day-to-day activities were limited a little.

3511 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 **8.5%** which is similar to the rate for Shropshire **8.4%** and England **8.3%**.

Health Conditions

At the time of the 2011 Census, 80% of residents in Ellesmere, 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 3.5% of people said their health was bad and 1.2% said their health was very bad.



Source: 2011 Census

Health Economy

Approximately 100 people are employed in the health sector in Ellesmere (6% of total employment) which is low compared with the Shropshire average of 14.7%.

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Ellesmere	7.1%	1.2%	2.9%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

7.1% of people in Ellesmere provided unpaid care for 1-19 hours per week, this was slightly lower than Shropshire as a whole. Ellesmere also had slightly more people providing care for 50 or more hours per week 2.9% compared to 2.4% for Shropshire and England.

Health Facilities

Ellesmere has local access to a range of health facilities including chemists, doctors and dentists.

Hospitals

Accident & Emergency, 14.4 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 Oswestry Health Centre, Thomas Savin Road, Off Gobowen Road, Oswestry, Shropshire, SY11 1GA.

Doctors

Ellesmere Medical Practice, Trimpey Street, Ellesmere, Shropshire, SY12 0DB – 7674 registered patients.

Dentists

Ellesmere Dental Practice, 18 High Street, Ellesmere, Shropshire, SY12 0EP.

Pharmacies

Ellesmere Pharmacy, 18 Scotland Street, Ellesmere, Shropshire, SY12 0ED.

Rowlands Pharmacy, 5 Cross Street, Ellesmere, Shropshire, SY12 0AW.

Residential Nursing Homes

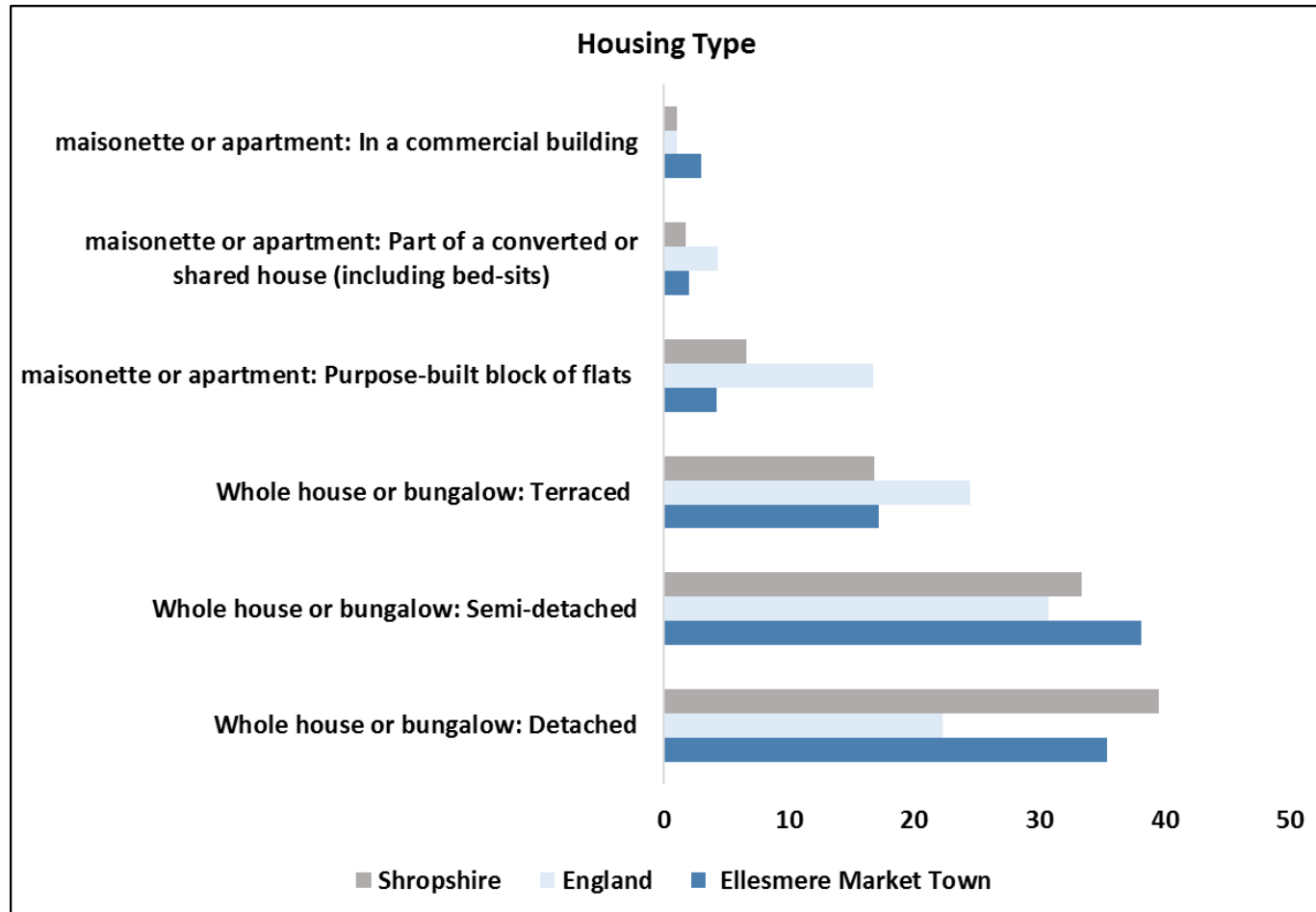
The following care providers, residential and nursing homes are within or close to Ellesmere Town. Please check with the Care Quality Commission for the latest details of providers and their care ratings - <http://www.cqc.org.uk/>

Care Providers in Ellesmere town include:

Ellesmere House, Church Hill, Ellesmere SY12 0HB

CQC Rating - Good March 2017.

Housing



Source: 2011 Census

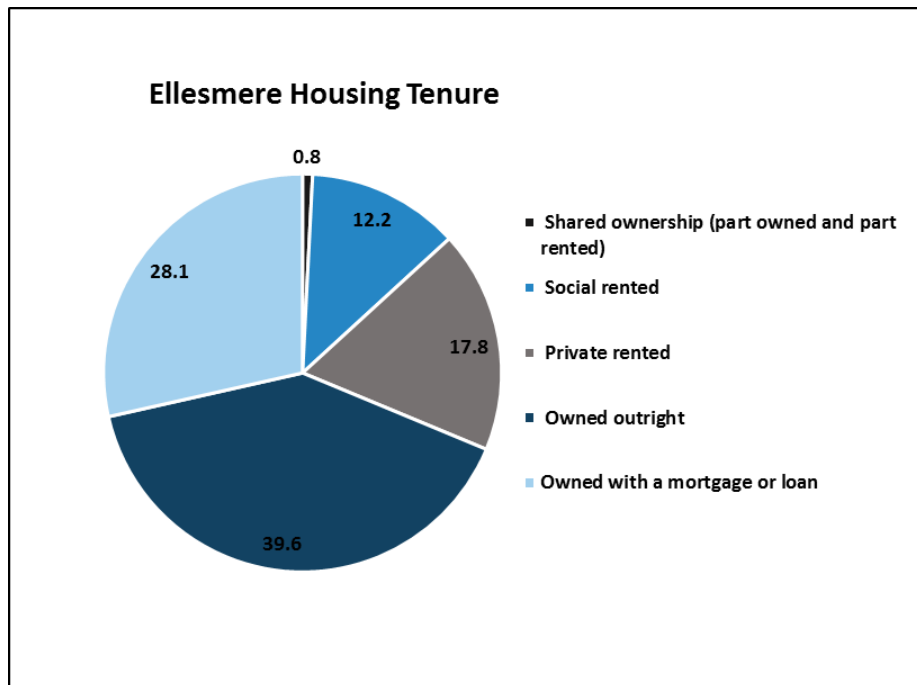
Fewer Ellesmere household spaces were detached properties (35.4%) compared to Shropshire as a whole (39.5%).

A larger percentage of household spaces were semi-detached (38.2%) compared to Shropshire as a whole (33.4%). This is the largest housing type in Ellesmere as is the case nationally. In Shropshire the largest housing type was detached.

There were a greater proportion of household spaces which were flat, maisonette, or apartment in a commercial building, (3.1%) compared to Shropshire (1.1%).

Housing Composition

- 31.4% of households were One Person Households greater than the Shropshire average (28.9%) and England (30.2%).
- 6.1% of households were Lone Parent with dependent children higher than the Shropshire average (5.2%) and similar to England (7.1%).
- 17.3% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%).
- 15.2% of households were married couples with dependent children similar to the Shropshire average of (15.3) and England (15.3).



Source: 2011 Census

In Ellesmere, at the time of the 2011 Census, there were 1,927 households, 2,012 dwellings and 7 Communal Establishments housing 40 people. The largest proportion (39.6%) of houses in Ellesmere were owned outright, similar to the Shropshire figure of 39%. 12.2% of households were social rented housing, this was less than for Shropshire as a whole (13.5%) and fewer than for England (17.7%).

There were slightly more houses privately rented 17.8% compared to 15% for Shropshire and 14% for England. In Ellesmere there are 228 registered social landlord (RSL) homes. These homes are owned by a range of RSL's including Meres and Mosses (part of Connexus Group).

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
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
Shropshire	3,626	£33,337	£222,500	6.7	£19,089	£163,625	8.6

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 Ellesmere a household with a median household income of (£28,973) would need 6.1 times this income to afford a median priced house (£178,000) as of year end 2020. This is higher than a ratio of 6.1 for Shropshire.

Source: Shropshire/England House Price Figures—ONS House Price Datasets, CACI Paycheck Data, DCLG Land Registry Price Paid Data. Year end 2020

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 Ellesmere.

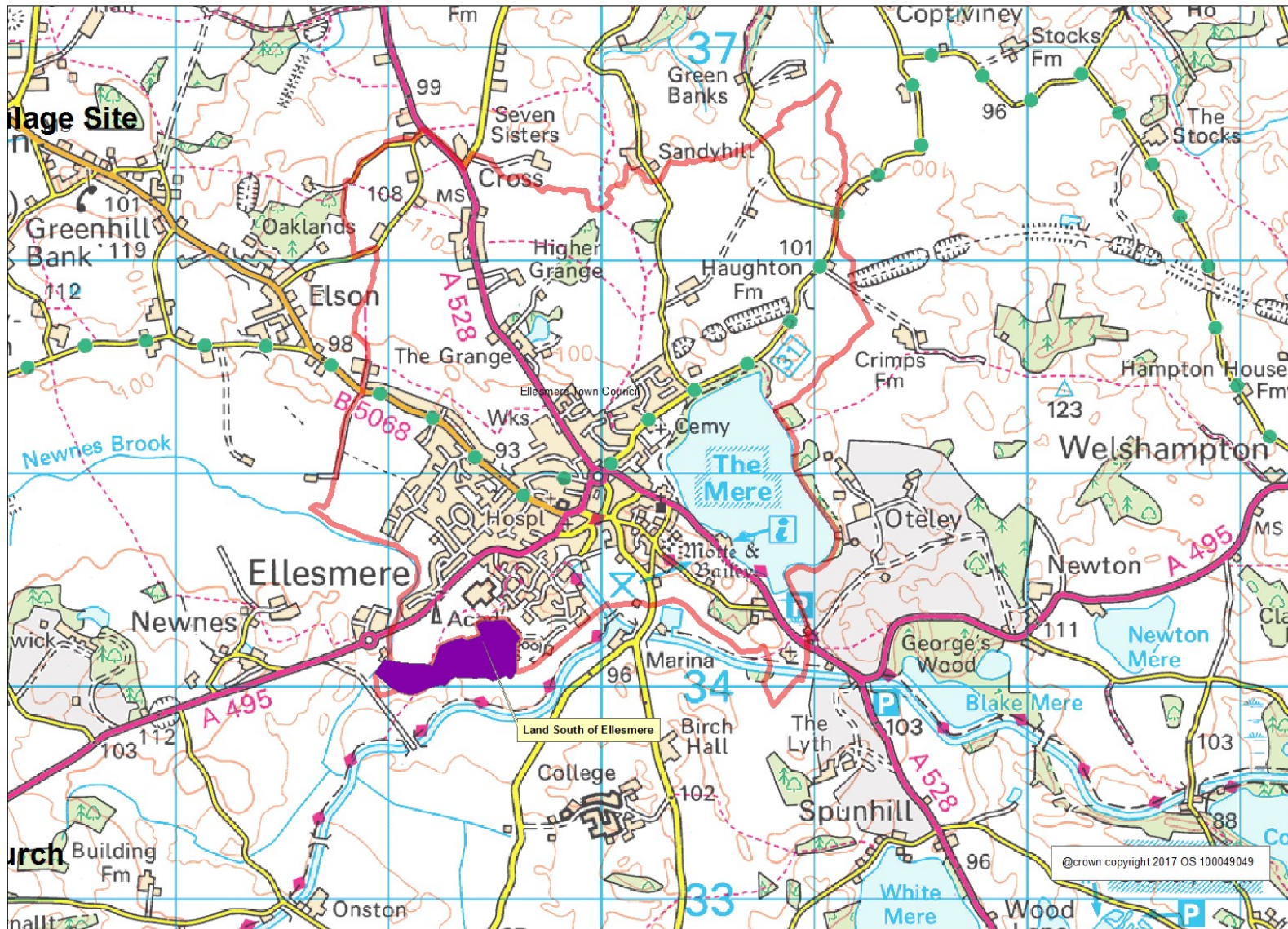
Detailed proposals to deliver the strategic vision within the Core Strategy are contained within the Site Allocations and Management of Development (SAMDev) document which together with the Core Strategy forms Shropshire’s Local Plan for 2006-2026.

Consultations on the Local Plan Review Preferred Scale and Distribution of Growth for the period to 2036 was 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 Ellesmere	250	0	0	15	37	37	37	37	37	37	13	0
Windfall Sites	352	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 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
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

Ellesmere is a key local educational centre with pupils mainly drawn from Ellesmere Town area but schools also attracts pupils from the surrounding hinterland areas.

The town council area has one primary, one secondary and an independent school.

The percentage of children living in the town parish area who are eligible for free school meals is 11.5%. This is similar to the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 8.7%. This is higher than the overall rate of 4.64% in Shropshire.

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.

INFORMATION, INTELLIGENCE & INSIGHT

Ellesmere provides educational facilities for pupils which are mainly drawn from the Ellesmere Town area but schools also attracts pupils from the surrounding hinterland areas.

The town council area has a primary and secondary school.

Primary Schools

Ellesmere Lakelands Primary School, Elson Rd, Ellesmere SY12 0BE - <http://ellesmereprimaryschool.org.uk/>

Net capacity of 420 with an approved annual admission of 60 pupils. The school has 335 pupils on roll (Jan 2017).

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 17.6%, lower than the national average of 24.7%.

The percentage of pupils whose first language is not English is 8.7% lower than the national average of 20.5%.

Ofsted Rating: Good – May 2016

Nearby rural schools include:

Criftins C of E Primary School and Welshampton C of E Primary School

Secondary Schools

Lakelands Academy School, Oswestry Rd, Ellesmere SY12 0EA - <http://www.lakelandsacademy.org.uk/>

Net capacity of 580 with an approved annual admission of 116 pupils. The school has 519 pupils on roll (Jan 2017).

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 24.1%, lower than the national average of 29.1%.

The percentage of pupils whose first language is not English is 3.3% lower than the national average of 15.7%.

Ofsted Rating: Good - Feb 2016

Further Education College

There are no college facilities within Ellesmere Town however facilities are available in nearby Oswestry

North Shropshire College, Oswestry Campus, Shrewsbury Rd, Oswestry SY11 4QB - <http://www.nsc.ac.uk/>

Provider of Further Education services offering learning opportunities, including Apprenticeships, full-time programmes and part-time opportunities, ranging from professional qualifications through to degree level. Facilities at Oswestry include;

- Four hair and beauty salons meeting the latest professional standards.
- Dedicated art studio, with ceramics and photography facilities.
- Six computer classrooms plus graphics/multimedia workshop with a suite of Apple Macs.
- Professional teaching kitchen and Scholars restaurant.
- High-quality sports pitch, training pitch and Multi-Use Games Area.
- Construction Centre.
- Two fully-equipped Science laboratories.

Independent Schools

Ellesmere College SY12 9AB - <https://www.ellesmere.com/about-us/> - independent education from year 3 to sixth form.

Transport and Infrastructure

Ellesmere is located on the A495 which links Oswestry (10 miles) and Whitchurch (12 miles) . Local roads provide access north to Wrexham and south to Shrewsbury.

Ellesmere is situated alongside the canal network with the Shropshire Union Llangollen Canal Branch passing the town.

Airports

The nearest main international airports to Ellesmere are

Manchester Airport, Manchester M90 1QX – 60 miles north of Ellesmere.

Liverpool Airport, Speke Hall Ave, Speke, Liverpool L24 1YD- 52 miles north of Ellesmere.

Light aircraft facilities are available at:

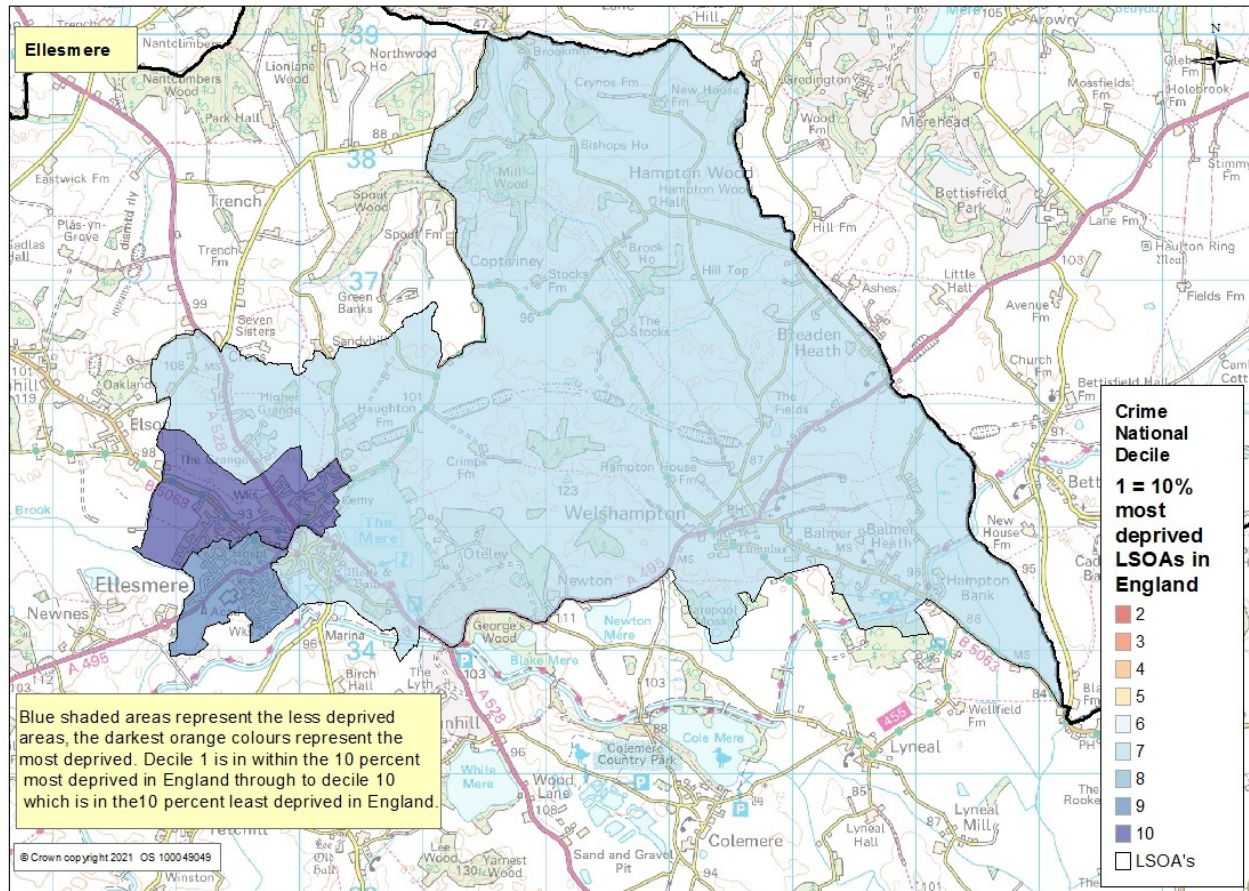
Shropshire Aero Club, Sleaf Airfield, Harmer Hill, Shrewsbury SY4 3HE <http://www.shropshireaeroclub.co.uk/> - 13 miles south of Ellesmere the airport provides facilities for general aviation operators.

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 all premises in Ellesmere have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. All premises in Ellesmere (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:

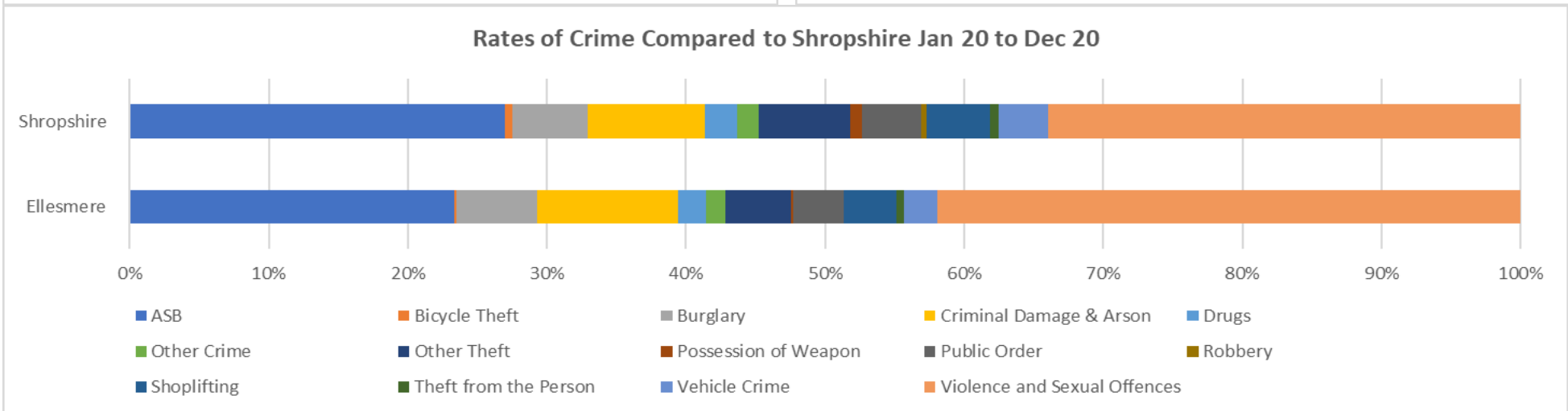
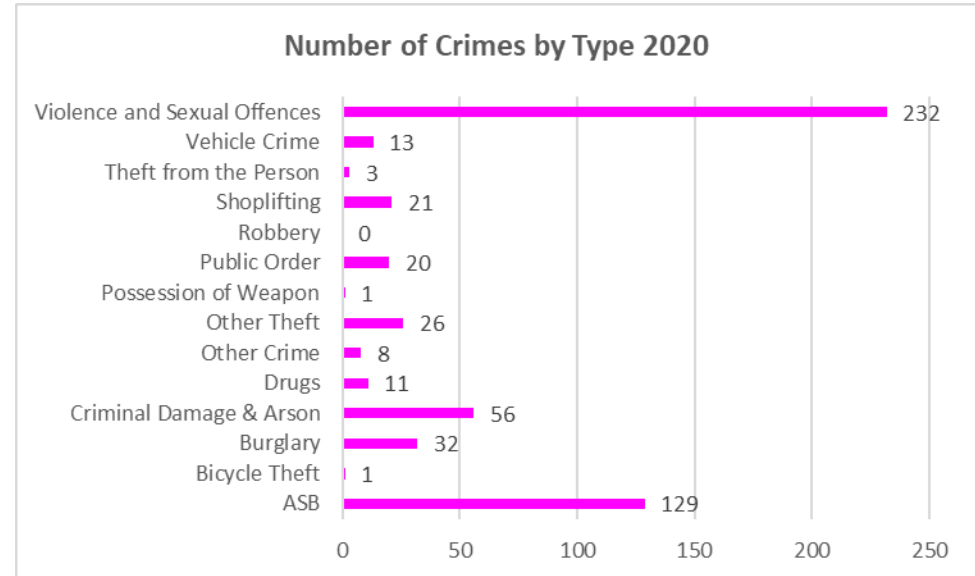
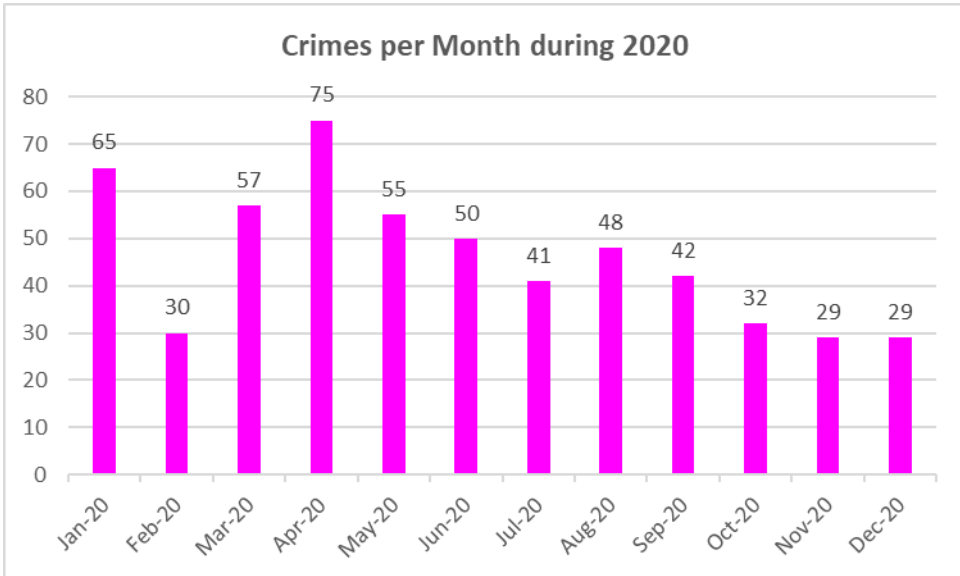
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

Crime levels are low in Ellesmere, All areas fall into the 7th or 9th and 10th most deprived decile nationally.

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

Crime—Ellesmere Town and Rural

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**

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/>