



Whitchurch Key Facts

Located in the northeast of Shropshire, Whitchurch is spread over an area of around 10,800 hectares (12th largest in the county)

It is the 6th most densely populated place plan area in Shropshire, with 1.4 persons per hectare and a population of around 16,000 residents. This means it has the 7th largest population out of all place plan areas.

Between 2002 and 2020, the population grew by 21.5%. There were over 2,700 births in the Whitchurch area between 2001 and 2019, accounting for 5.1% of all live births in Shropshire. During the latest period (2019), there were 133 births, 5.1% of all births across Shropshire for that year.

Whitchurch has a lower life expectancy for both males (79.3 years) and females (83.1 years), compared to Shropshire (80.5 and 84.1 years respectively).

Whitchurch has a similar population age structure to Shropshire (2020):

- 16.0% aged 0-15, similar to 16.3% in Shropshire
- 58.9% of working age (16-64), similar to 58.7% in Shropshire
- 25.1% aged 65+, similar to 25.0% in Shropshire
- Average age of residents is 45 years old, the same as Shropshire

3rd highest deprivation score among all 18 place plan areas, meaning it is more deprived than Shropshire overall.

Whitchurch's median gross household income is £30,395, below the Shropshire average of £32,808 and 3rd

Health and Wellbeing Index Overview and Detailed Domains

The Health and Wellbeing Index (HWI) is our way to summarise the large amount of local and national data used for each place plan area (PPA). The data is placed into different themes to give an overall score for health and wellbeing for each PPA. The three overarching themes are Healthy People, Healthy Economy and Health Environment (“Healthies”) and can be seen in the diagram below.

As more data is gathered in future such as school attainment levels, it will feed into these themes and the overall score for each plan each.

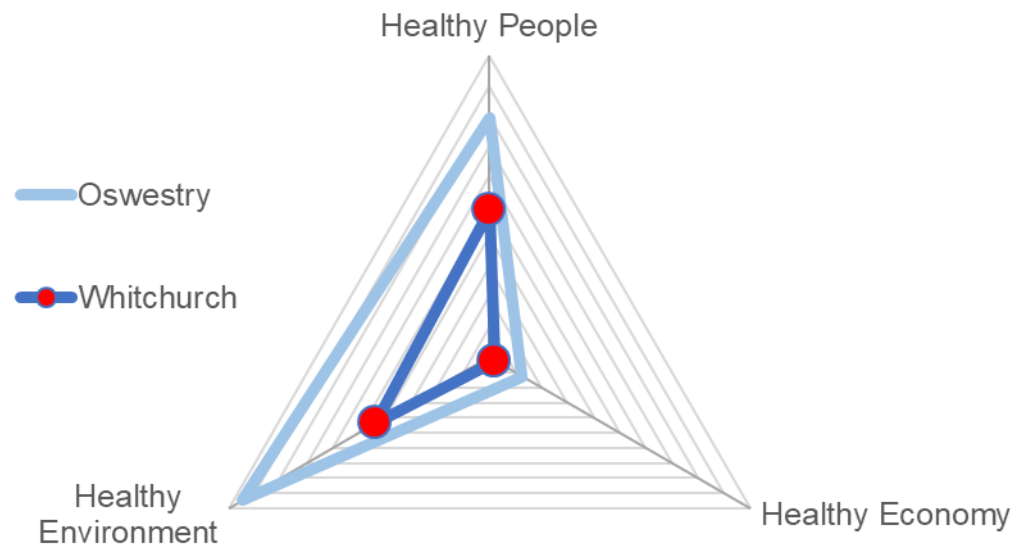
Health and Wellbeing Index Overview	Healthy and Wellbeing Index Detailed Domains
Healthy People	Education and Learning Access
	Health
	Relationships and Trust
Healthy Economy	Equality
	Economy, Work and Employment
	Cost of Living Vulnerability
Healthy Environment	Transport, Mobility and Connectivity
	Housing and Occupancy
	Environment

The diagram on the next page shows the Health and Wellbeing Index scores for the 3 “Healthies” for Bishop’s Castle and how they compare to Shropshire as a whole.

The second diagram includes the detailed themes to provide a richer picture of the Health and Wellbeing status compared to Shropshire:

- Healthy People includes Education and Learning Access, Health and Relationships and Trust.
- Healthy Environment includes Transport, Mobility and Connectivity, Housing and Occupancy and Environment.
- Healthy Economy includes Equality, Economy, Work and Employment and Cost of Living Vulnerability.

Whitchurch Health and Wellbeing Index Overview



The Health and Wellbeing Index Overview for Whitchurch is worse than the Shropshire average for each of the “Healthies”

- People
- Environment
- Economy

Whitchurch Health and Wellbeing Index Detail

This diagram tells us where Whitchurch is **better** or **worse** in the specific themes within the three “Healthies”.

Better:

Environment

Education and Learning Access

Economy, Work and Employment

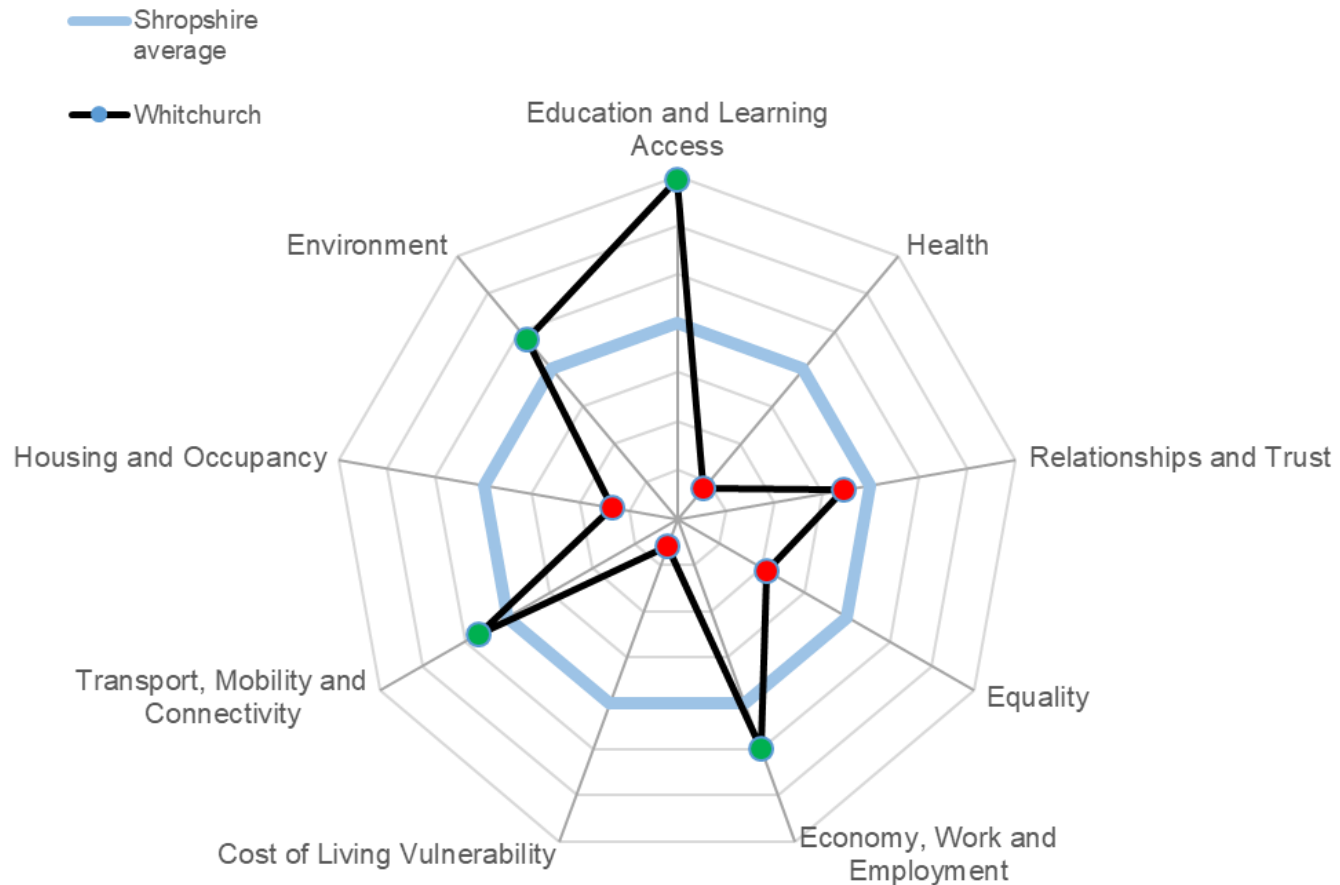
Transport, Mobility and Connectivity

Worse:

Housing and Occupancy Health

Relationships and Trust Equality

Cost of Living Vulnerability



Whitchurch Health and Wellbeing Index Detail

Rank of Whitchurch compared to Shropshire's 18 Place Plan Areas (1 = best, 18 = worst)



Top Strengths:

Education and Learning Access
e.g. Average Journey time to Further Education

Economy, Work and Employment
e.g. Median Income

Transport, Mobility and Connectivity
e.g. Local Geographical barriers

Top Challenges:

Health
e.g. Life Expectancy

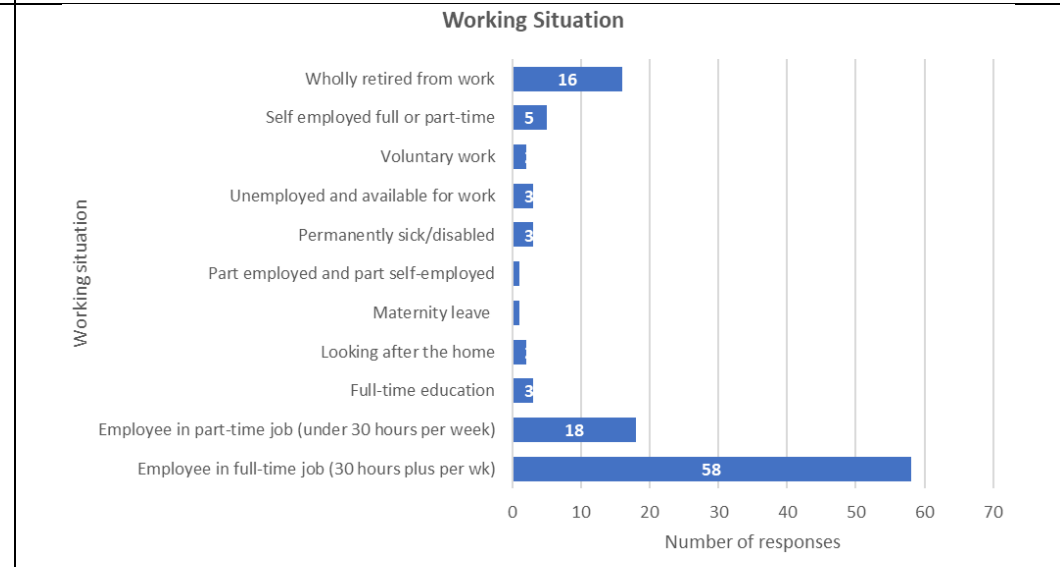
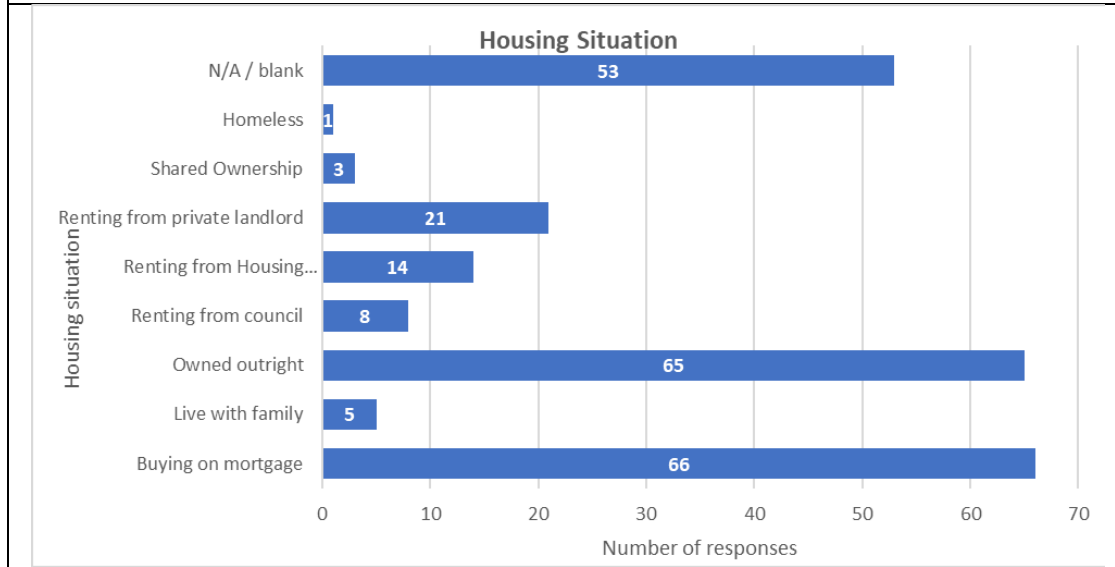
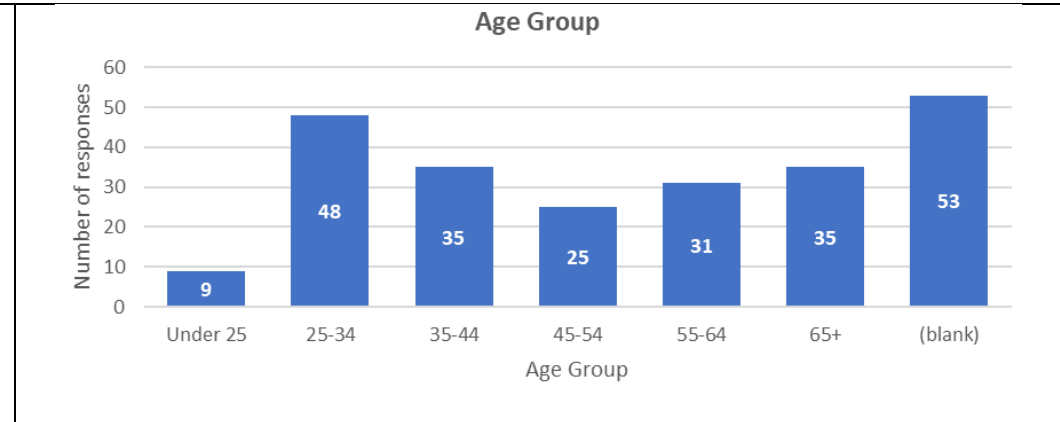
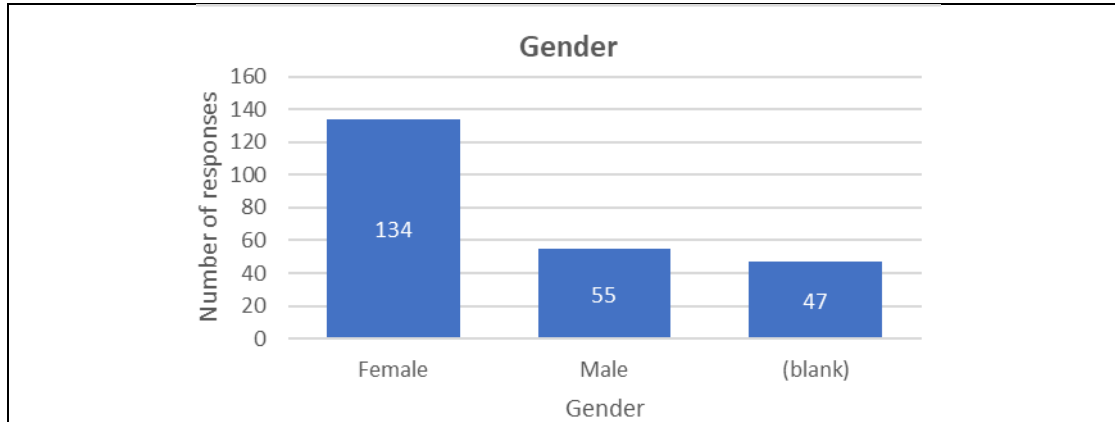
Relationships and Trust
e.g. Crime Rate

Cost of Living Vulnerability
e.g. Fuel Poverty

Housing and Occupancy
e.g. Affordability

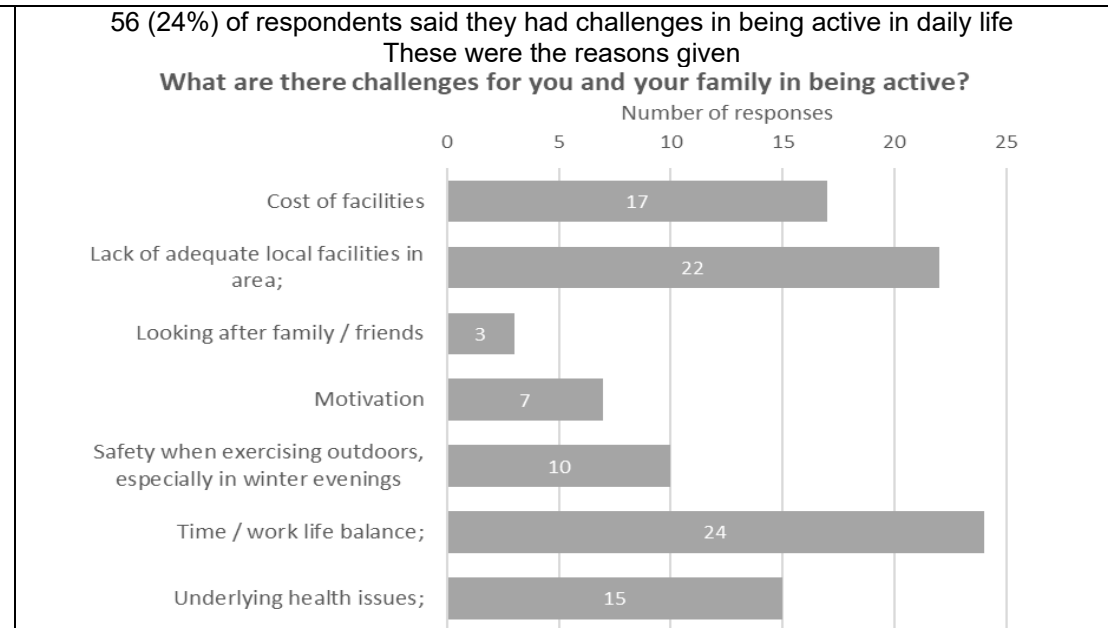
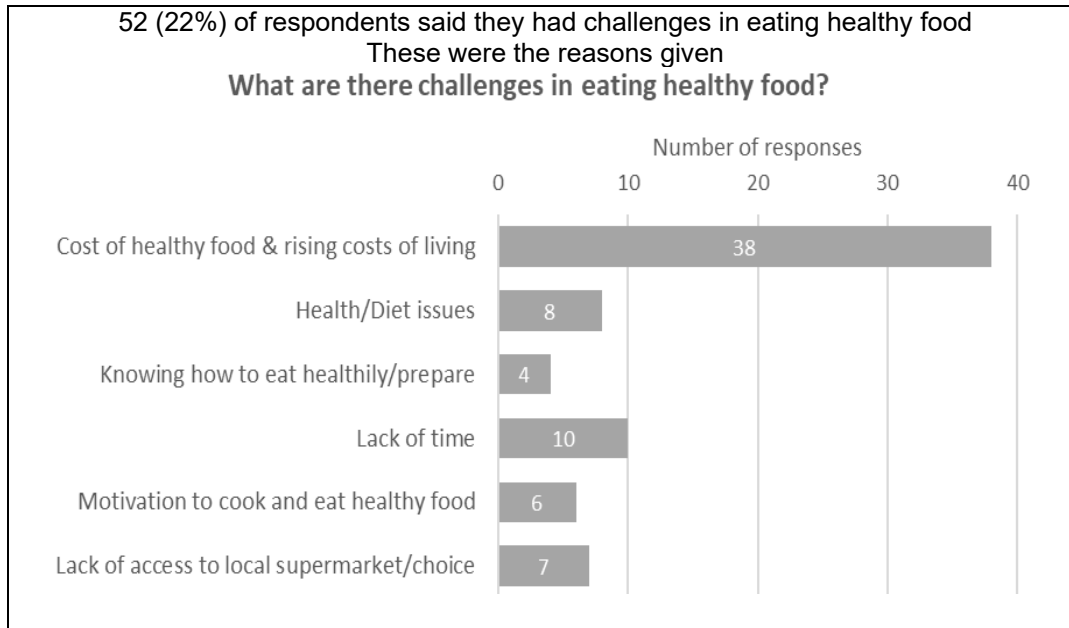
Whitchurch PPA Residents Survey Results Overview

- 236 survey results from the Whitchurch area - 179 responses completed in person, 57 completed online

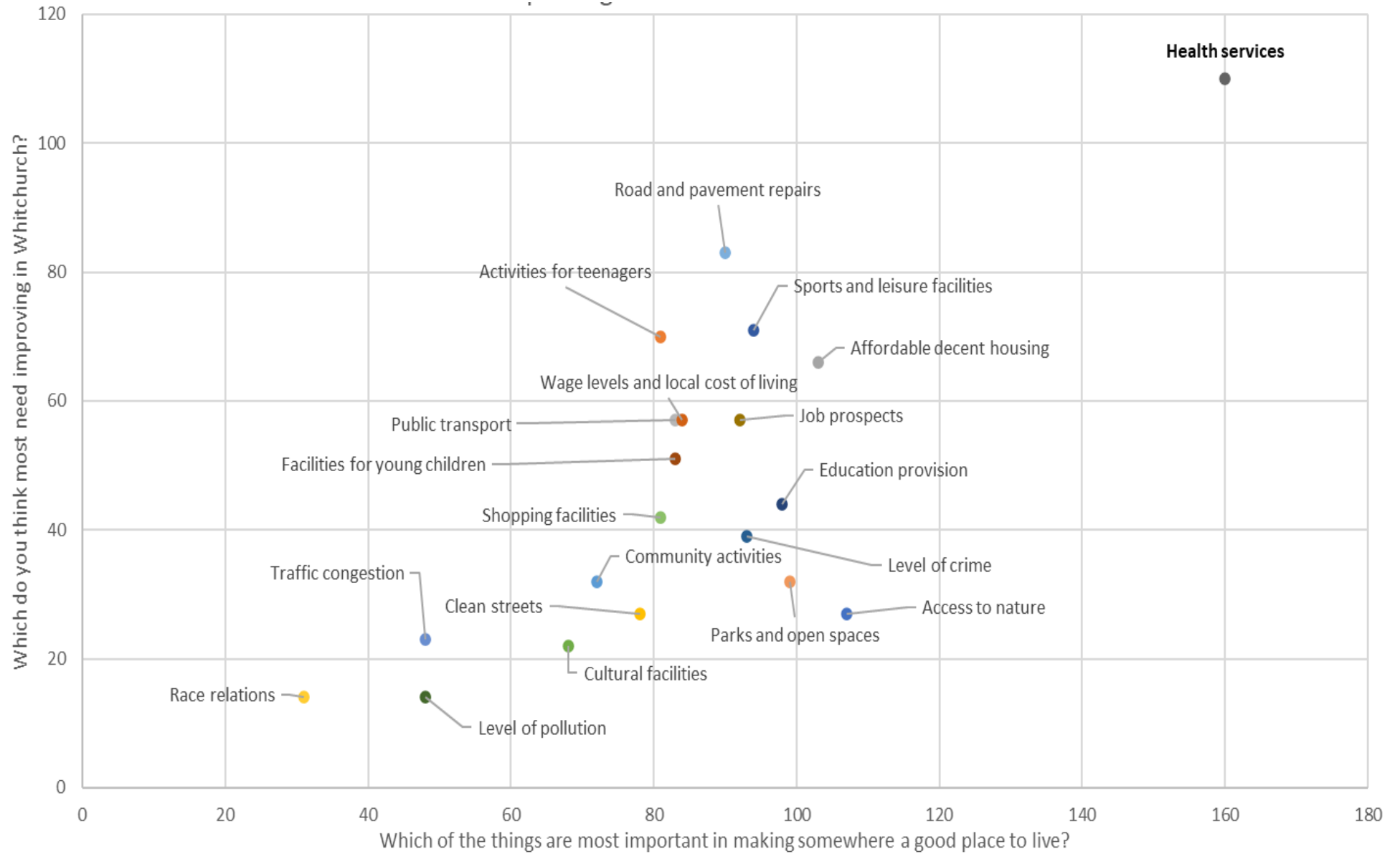


Do you agree or disagree that:	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Don't know	Total answered
you can influence decisions affecting your local area?	3 (3%)	8(7%)	26(22%)	13(11%)	17(15%)	24(21%)	19(16%)	6(5%)	116
your local area is a place where people from different backgrounds get on well together?	4(3%)	45(39%)	25(22%)	26(22%)	14(12%)	1(1%)	1(1%)	(0%)	116
that there's a problem with people not treating each other with respect and consideration?	2 (2%)	12 (10%)	34 (29%)	29 (25%)	17 (15%)	18 (16%)	4 (3%)	0 (0%)	116

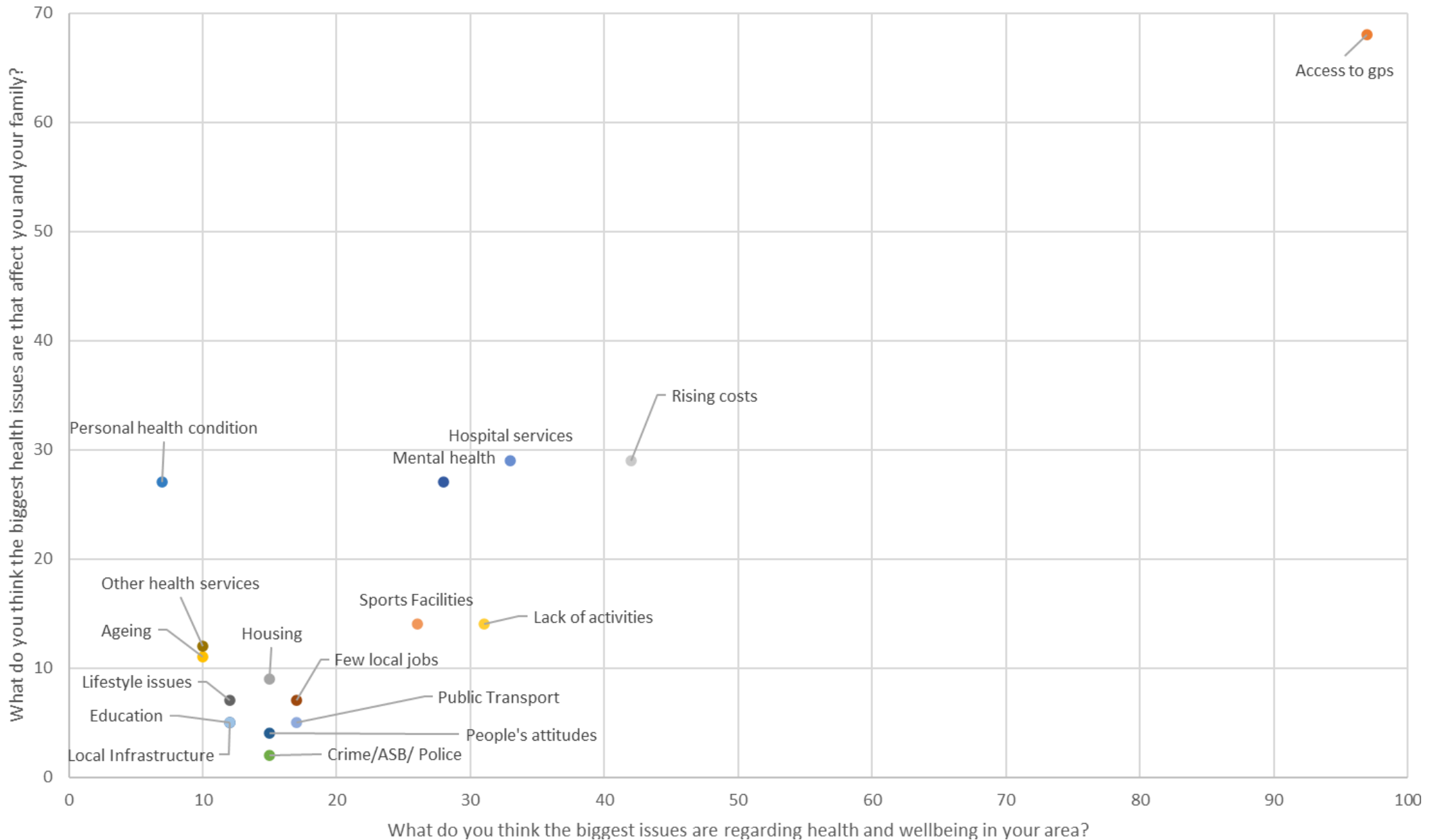
Overall, about how often....	At least once a week	Between once a week and once a month	Less than once a week but at least once a month	Less than once a month	I have not given any unpaid help at all over the last 12 months	Don't know	Total answered
Over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)? Please only include work that is unpaid and not for your family.	23(20%)	4(3%)	11(9%)	24(21%)	47(41%)	7(6%)	116
Have you given unpaid help as a neighbour?	16(14%)	10(9%)	16(14%)	45(39%)	27(23%)	2(2%)	116



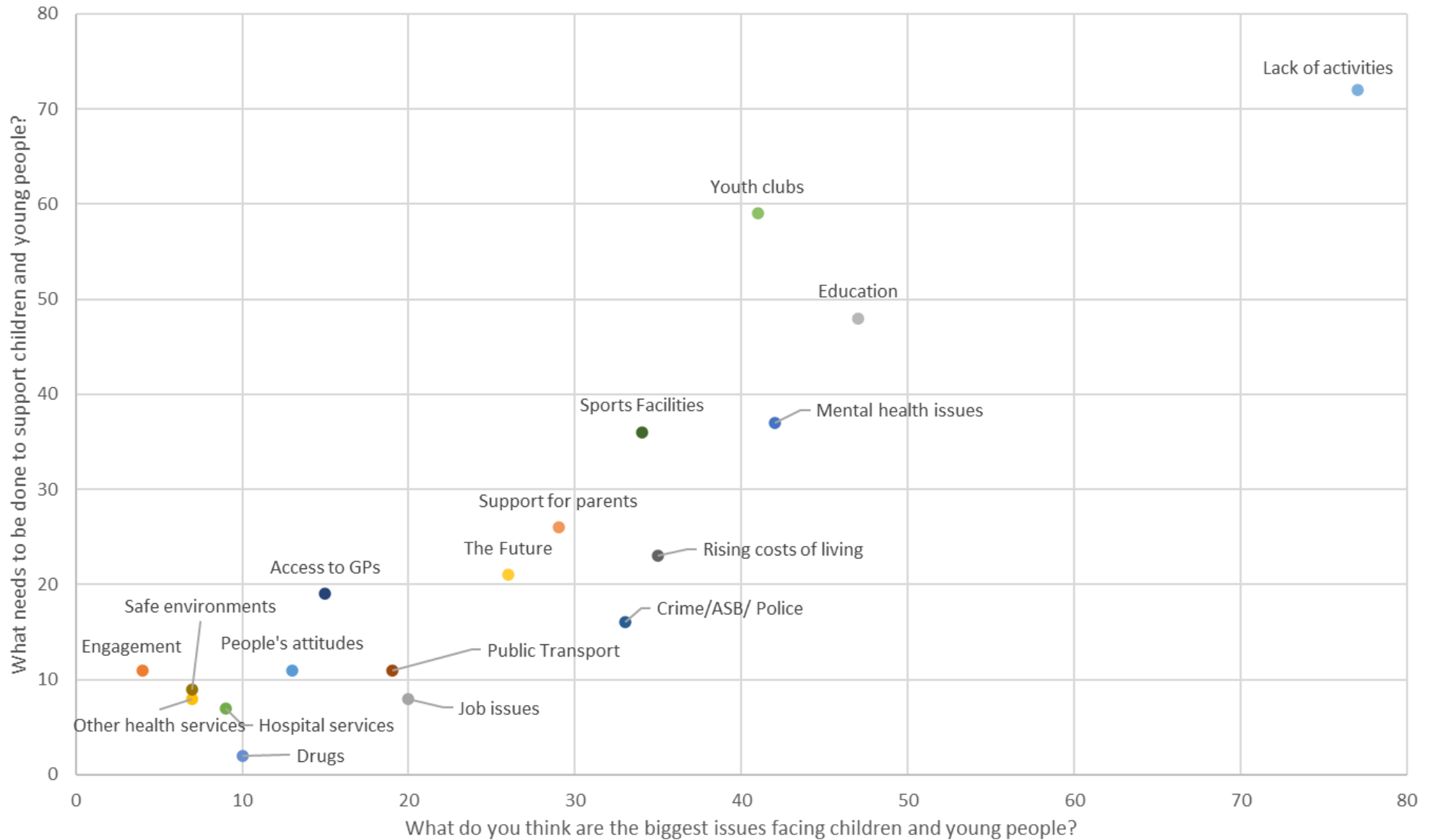
What makes a good place to live Vs What needs improving in Whitchurch



Biggest health and wellbeing issues in Whitchurch area Vs personally and for family



Biggest issues facing Children and Young People vs What needs to be done



Focus Theme 1 – Health and Access to Health Services

- Ranked 2nd worst place plan area for health in the Health and Wellbeing Index Overview.
- Health Services was both the most important theme for making an area a good place to live and for what can be improved by residents.
- Access to GP services was the most frequent issue followed by issues accessing hospital services for both community and personal/family level for residents. However, they were ranked low for issues facing children and young people.
- Mental Health Services was in the top 5 responses for issues in the community and on a personal/family and for issues facing children and young people.
- Personal health conditions were important for biggest health issues affecting you and your family. The GP quality outcomes framework revealed that the Whitchurch PPA had higher prevalence of several diseases.
- Wider health indicators also show higher rates of year 6 children being very overweight (National Childhood Measurement Programme) and higher rates of mothers smoking at the time of delivery.
- Whilst over two thirds of respondents said they did not face challenges being active in their daily life, some of the ones who did face challenges mentioned lack of local facilities in area as the second common reason, behind time / work life balance.

"There is only one GP practice that is already oversaturated to serve the whole area that's still growing"

"Whitchurch cottage hospital is a brilliant facility but the A&E there should be open daily"

"A person's health also has a knock-on effect of job opportunities, although there is supposed to be equal opportunities for all, this doesn't always seem the case. The support for businesses willing to hire people with hidden disabilities isn't there which I feel is unfair! "

Focus Theme 2 - Housing and Cost of Living

- Rated 15th out of 18 for “housing and occupancy” and 16th out of 18 for “cost of living vulnerability” in the Health and Wellbeing Index Overview. This has been reflected in the resident survey results.
- Rising cost of living was the 2nd biggest issue in the community and personally/family and was also high for issues affecting children and younger people.
- Affordable decent housing was in the top 5 for making an area a good place to live and for what can be improved by residents.
- In the 2011 census, Whitchurch PPA had the joint 3rd highest percentage of households with an occupancy rating of -1 (3.5%) and the joint 2nd highest percentage of households with an occupancy rating of -2 (0.9%). This suggests that a household's accommodation has fewer bedrooms than required.
- Whitchurch PPA has a median house affordability ratio of 7.32 (third lowest), which means house prices are over 7 times that of the median gross household income (£30,395). This is similar to Shropshire overall which has a median house affordability ratio of 7.36. Therefore, it was slightly cheaper to buy in the Whitchurch PPA compared to Shropshire overall in the year end up to August 2021.
- 6th highest percentage of households without central heating at 3.7% compared to 3.3% in Shropshire.
- In September 2021, Whitchurch PPA had the 3rd highest percentage for the number of people claiming benefits for the principal reason that they are unemployed (claimant count) at 4.1% compared to Shropshire at 3.3% (DWP data).

“House prices and rent prices go up huge amounts every year but the wages people are on doesn't go up by enough to cover this extra expense. I am lucky enough to have affordable housing scheme where we brought half the house and rent the rest which helped us get onto the ladder. I think we need more opportunities like this and more options for rent to keep the prices affordable.”

“better council housing - there's so many family struggle inadequate housing from either poor maintenance or overcrowding”

Focus Theme 3 – Children and Young People and Family Support

- Lack of activities was ranked highest with youth clubs second highest for the biggest issues facing and what needs to be done to support children and young people.
- Activities for Teenagers was 4th for what most needs improving and makes a place good to live overall.
- There were a lot of comments made around the lack of youth clubs (2nd highest), youth workers, swimming, and sports facilities and that more are needed. Residents also mentioned that boredom led to unsociable / criminal behaviour and there needs to be safe places for children and young people to go to hang out.
- Education was ranked third highest for the biggest issues facing, and what needs to be done to support children and young people.
- Mental Health Services was in the top 4 responses for biggest issues facing, and what needs to be done to support children and young people.
- Drugs was the least mentioned issues facing, and what needs to be done to support children and young people.
- Rising cost of living and support for parents were also mentioned frequently, 6th and 7th respectively.

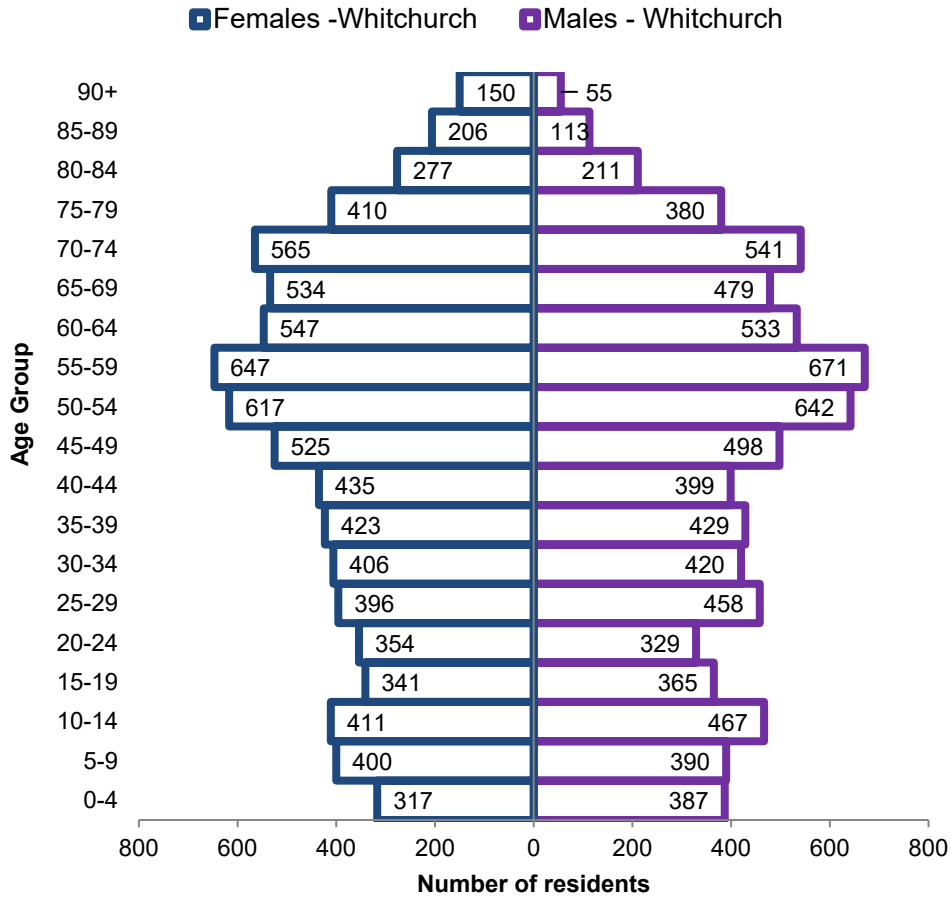
“Youth services and access to activities with financial aid to do so.” “More outdoor activity facilities “

“More facilities such as a swimming pool and youth club activities”

“Facilities lacking since closure of Centre North East in Whitchurch.”

2020 Mid Year Population Estimate Pyramids

Population: Whitchurch, 2020



Population: compared to Shropshire, 2020

