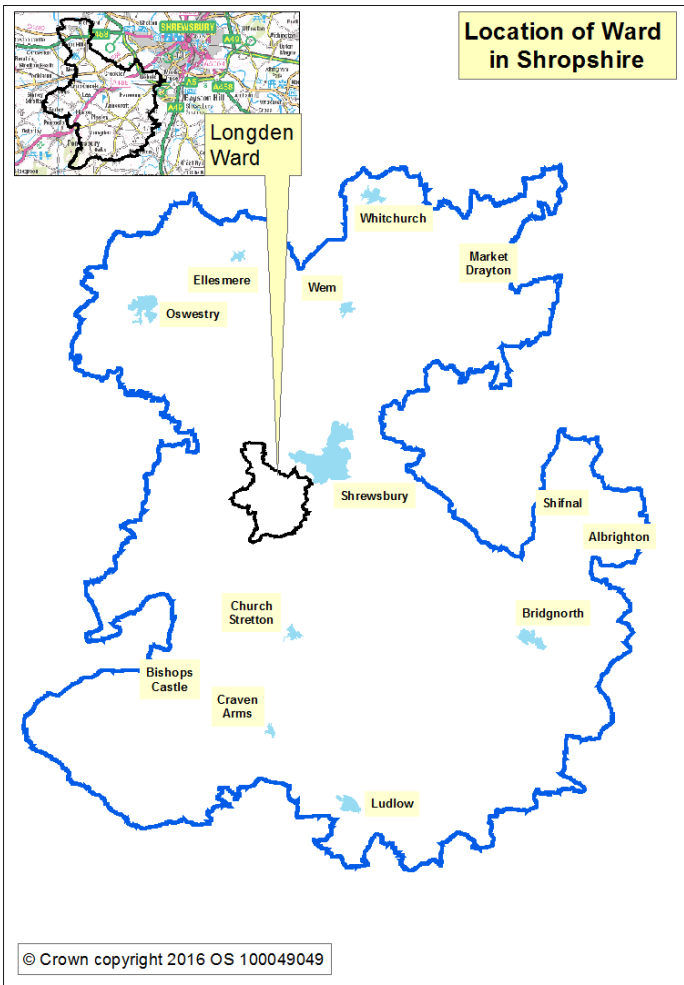


# Longden Ward



**Key Facts**

- Total Population **3,997 (2015)**
- Area **4,198** hectares
- Population Density **1.0** (Shropshire average **0.96**)
- Average Age **43.5**
- Total Households **1,649**
- Total Dwellings **1,691**

Source: 2011 Census, Office for National Statistics © Crown Copyright 2016

**Ward Councillor - Roger Evans**  
**Liberal Democrat**  
[roger.evans@shropshire.gov.uk](mailto:roger.evans@shropshire.gov.uk)

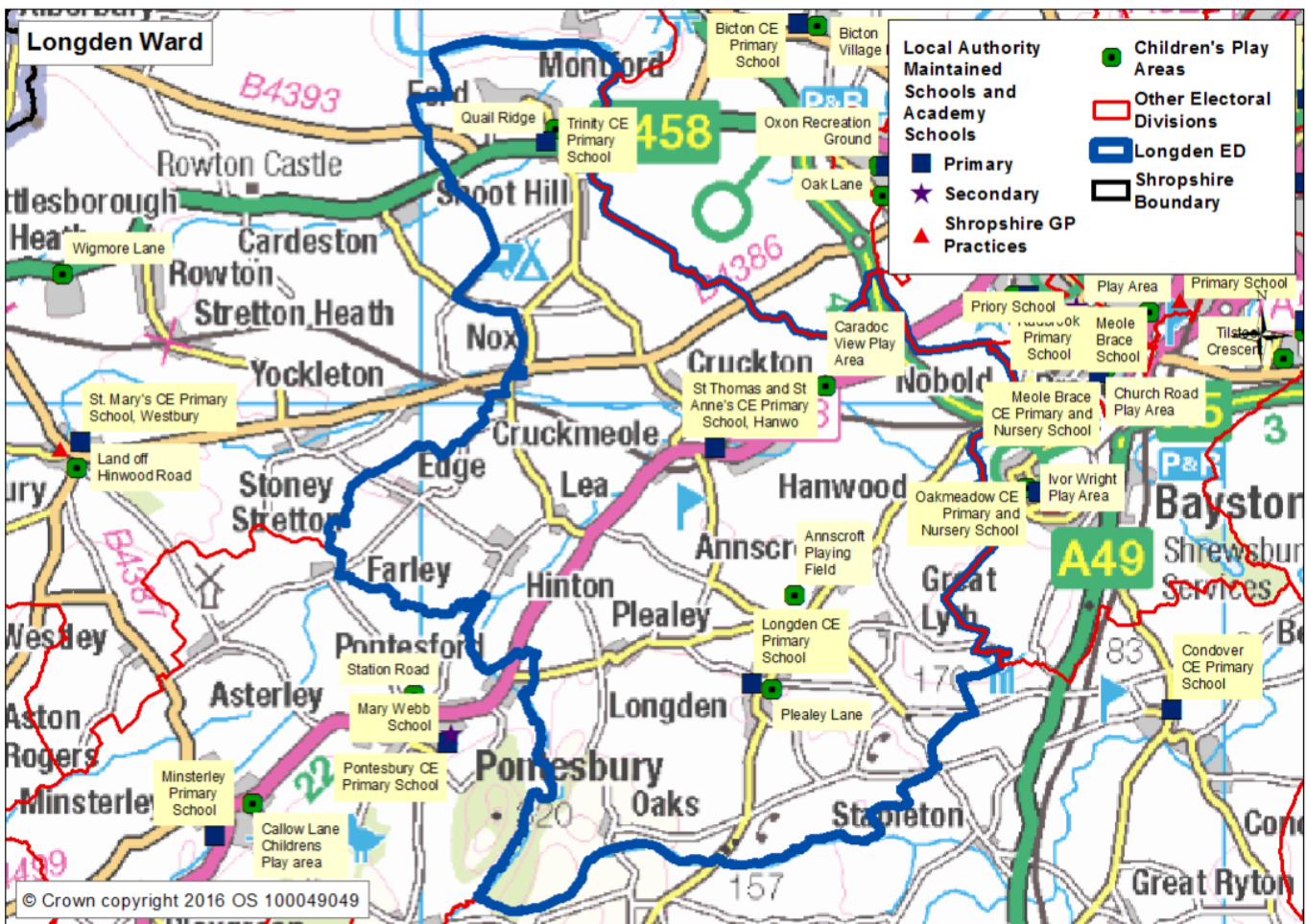


**Election Results - May 2017**

Name	Party	Votes
<b>Roger Evans</b>	<b>Lib Dem</b>	<b>986</b>
Edward Higginbottom	UKIP	65
Catherine Roberts	Cons	560

**Parliamentary Constituency** - Shrewsbury & Atcham  
**MP** - Daniel Kawczynski, Conservative

# Population and Diversity



Longden Ward is located to the west of Shrewsbury. The ward is predominantly rural in nature and contains a mixture of housing in terms of age and type and it sparsely populated consisting of small settlements. The A488 runs through the ward and provides access to Shrewsbury which is well served for shops and other amenities.

For more information and interactive maps please visit Shropshire Council website :

[www.shropshire.gov.uk/maps](http://www.shropshire.gov.uk/maps)

For further information please visit : [www.shropshire.gov.uk/facts-and-figures](http://www.shropshire.gov.uk/facts-and-figures)

Email [research@shropshire.gov.uk](mailto:research@shropshire.gov.uk)

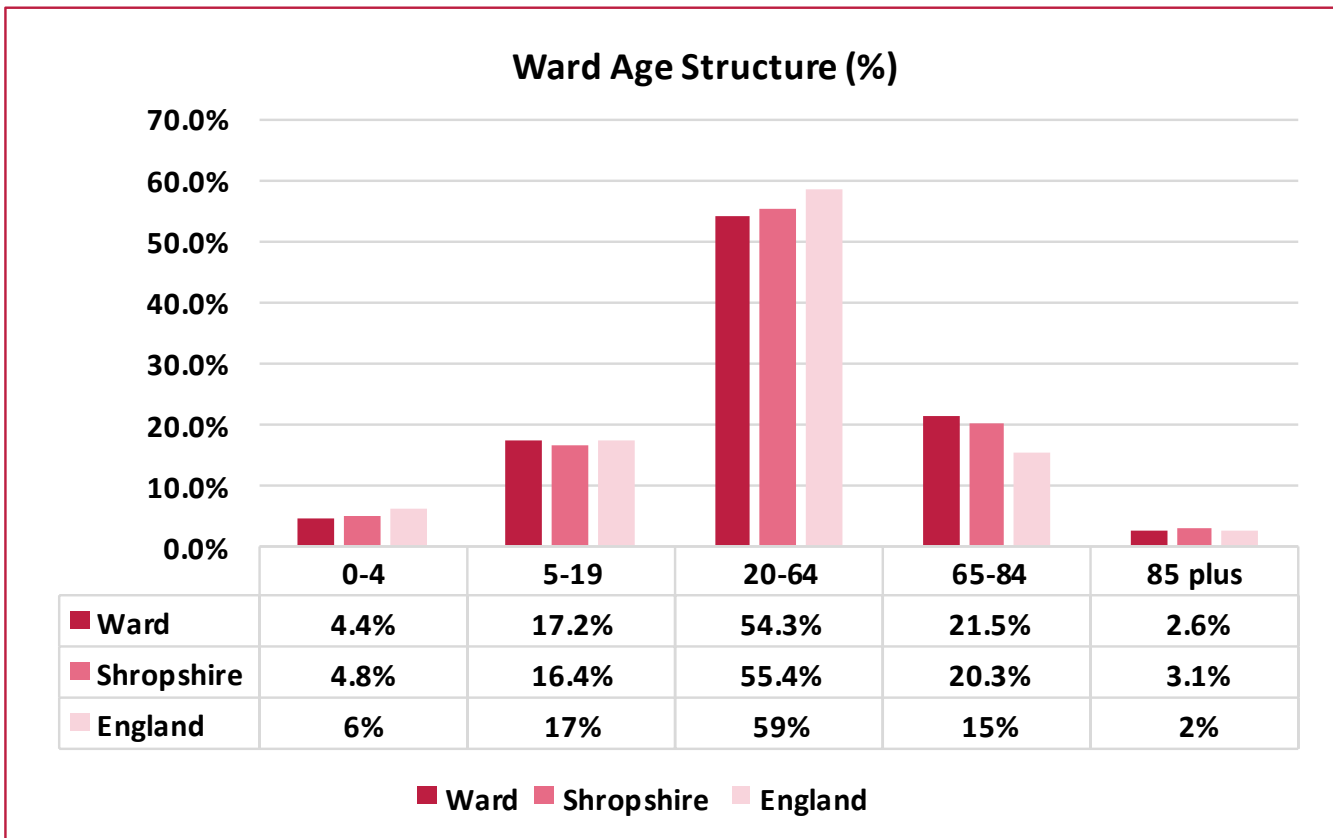
Other useful websites:

[www.nomisweb.co.uk](http://www.nomisweb.co.uk)

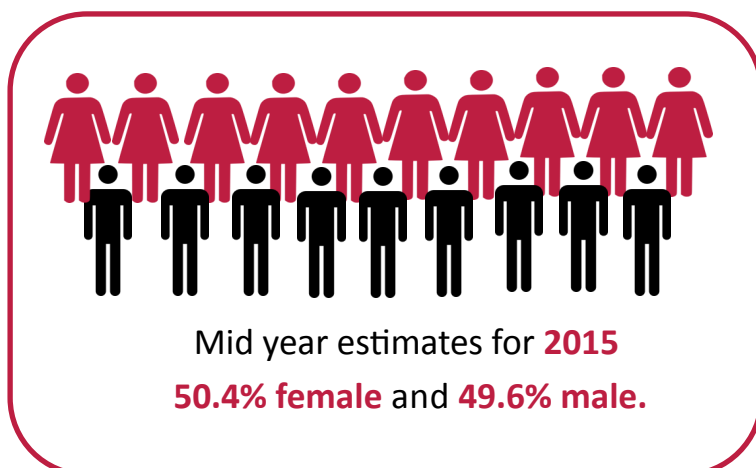
[www.ONS.gov.uk](http://www.ONS.gov.uk)

# Population and Diversity

## Age Structure



Source: Office of National Statistic (ONS) Mid Year Estimates, 2015 - Ward Level Mid Year Population Estimates, Experimental Statistics 2016.

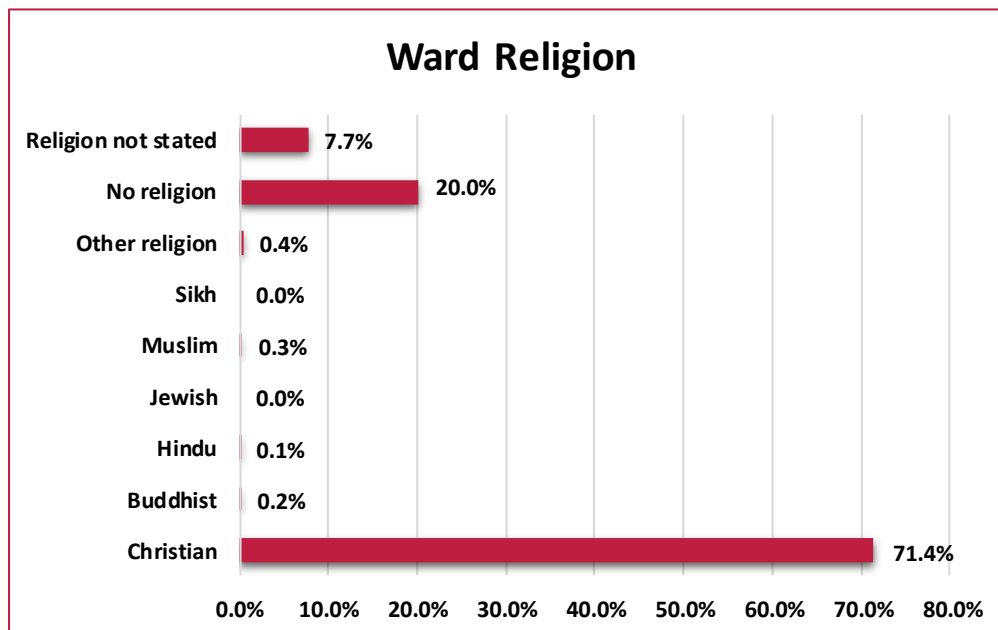


Longden has fewer **people aged 0-4**, compared to both **Shropshire** and **England** but more **5-19** year olds

Longden has a **higher rate of older people**, aged **65-84** compared to both Shropshire and England.

# Population and Diversity

## Religion



71.4% of people were Christian. 20% had no religion. Levels of other religions were low and similar to Shropshire, and overall were lower than national levels.

Source: 2011 Census, Key Statistics, Office for National Statistics (ONS).

	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No religion	Religion not stated
Shropshire	68.7%	0.3%	0.1%	0.0%	0.3%	0.1%	0.4%	22.8%	7.3%
England	59.4%	0.5%	1.5%	0.5%	5.0%	0.8%	0.4%	24.7%	7.2%

## Ethnicity

96.4% of People were White British, higher than both Shropshire and England.

Fewer people from minority groups compared to both England and Shropshire. Slightly higher percentage of other ethnic groups than for Shropshire as a whole.

Area	White	White: British	Mixed/multiple	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	BME Total
Longden	98.5%	96.4%	0.8%	0.4%	0.0%	0.4%	1.6%
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%

For further information on population or other Census data please visit:

<https://www.nomisweb.co.uk/>

<https://shropshire.gov.uk/facts-and-figures>

<https://www.ons.gov.uk/>

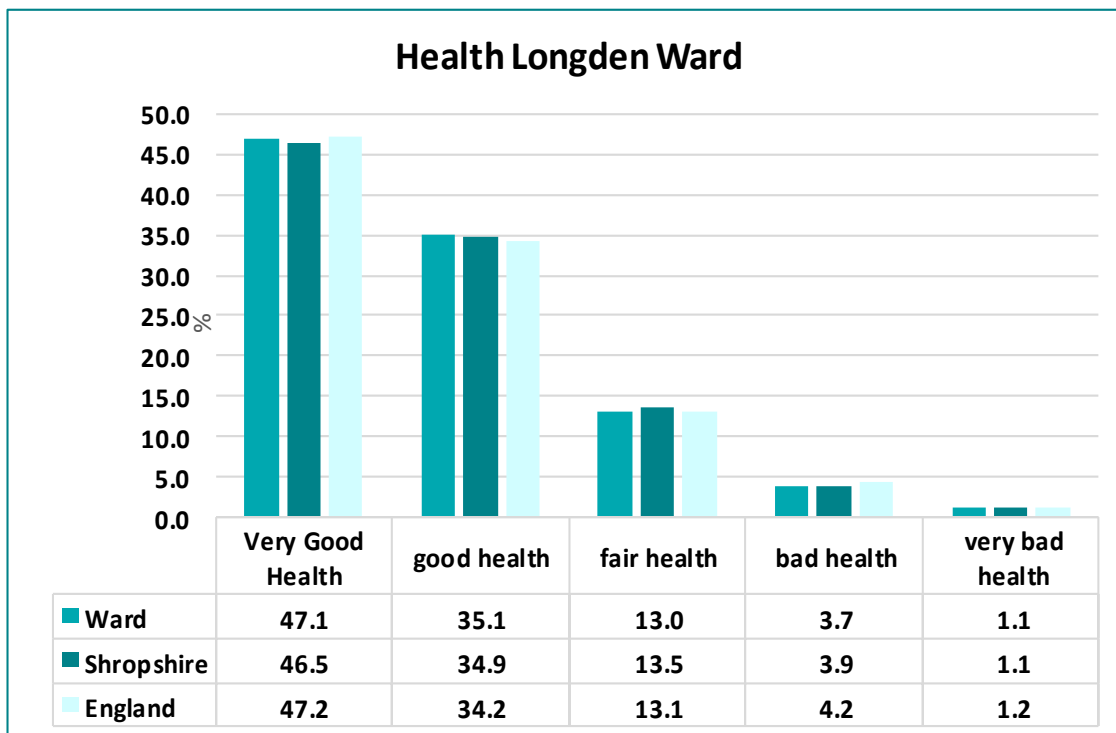
# Health

## Long Term Limiting Illness

**7.7 %** of People had a **Long Term Health Problem or Disability** which Limited their Life a lot. **Lower** than the **Shropshire average of 8.4%**.

Source: 2011 Census, Key Statistics, Office of National Statistics (ONS).

## Health Condition



At the time of the 2011 Census, **82%** of residents in Longden Ward, said that they felt they were in **very good or good health**. This was **higher** than the Shropshire and England **average of 81%**.

## Provision of Social Care

	Provide 1 to 19 hours unpaid care a week	Provides 20 to 49 hours unpaid care a week	Provides 50 or more hours unpaid care a week
Longden	8.7%	1.2%	2.5%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

**8.7%** of people provided in Longden Ward **unpaid care for 1-19** hours per week, this was **similar** to **Shropshire as a whole**.

# Qualifications and Jobs

## Qualifications

Qualifications	Ward	Shropshire	England and Wales
Level 1	14	15.4	15.2
Level 2	18.5	19.4	17.2
Level 3	14.7	14.7	14.5
Level 4/5	35	29.4	29.7
Other qualifications	6.5	7.1	8.6
No qualifications	11.3	14	15

According to the Census 2011, **35%** of residents had a level 4 qualification or above, greater than Shropshire average of **29.4%**. There were fewer residents with low level qualifications than for Shropshire as a whole. **11.3%** had no qualifications compared to Shropshire figure of **14.0%**.

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>

## Economic Activity

The employment status of Longden residents at the time of the 2011 Census showed **80.0%** of residents were economically active (this includes people who are both employed and actively seeking employment), this was comparable to the Shropshire figure of **80.1%**. Of those who were economically active **75.9%** were in employment, **16.5%** were self-employed and **4.1%** were unemployed. This is compared with **75.8%**, **13.5%** and **5.4%** respectively for Shropshire.

**20.0%** of residents were economically inactive (these are people who are not seeking a job, and include those who are retired, full time students, looking after family or long term sick). This figure was similar to the Shropshire level of **19.9%**.

## Unemployment

The Jobseeker's Allowance (JSA) is payable to people under pensionable age who are available for, and actively seeking work. In October 2016 **0.9%** of resident people aged 16-64, were claiming JSA, this was slightly lower than the Shropshire figure of **1.1%** and **1.8%** for Great Britain.

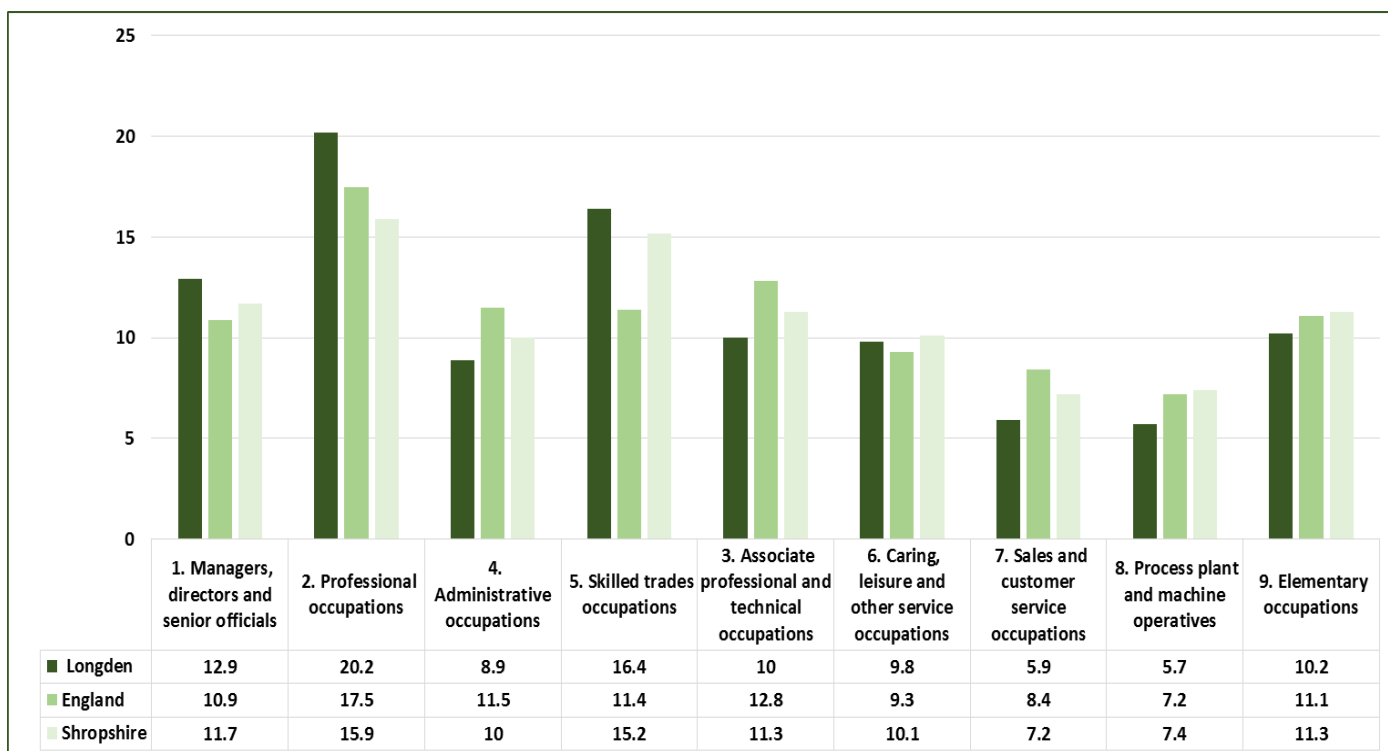
For more information please visit:

<https://www.nomisweb.co.uk/>

<https://www.nomisweb.co.uk/reports/lmp/la/contents.aspx>

# Qualifications and Jobs

## Employment by Occupation



## Businesses and Employment

- **900** jobs in the ward
- **184 businesses** (Source: Mint 2015)

- **20.2 %** of residents were employed in Professional occupations (greater than for Shropshire as a whole **15.9%**)
- Fewer people work in process plant and machine operative roles, **5.7%** compared to **7.4%** for Shropshire

## Travel to Work

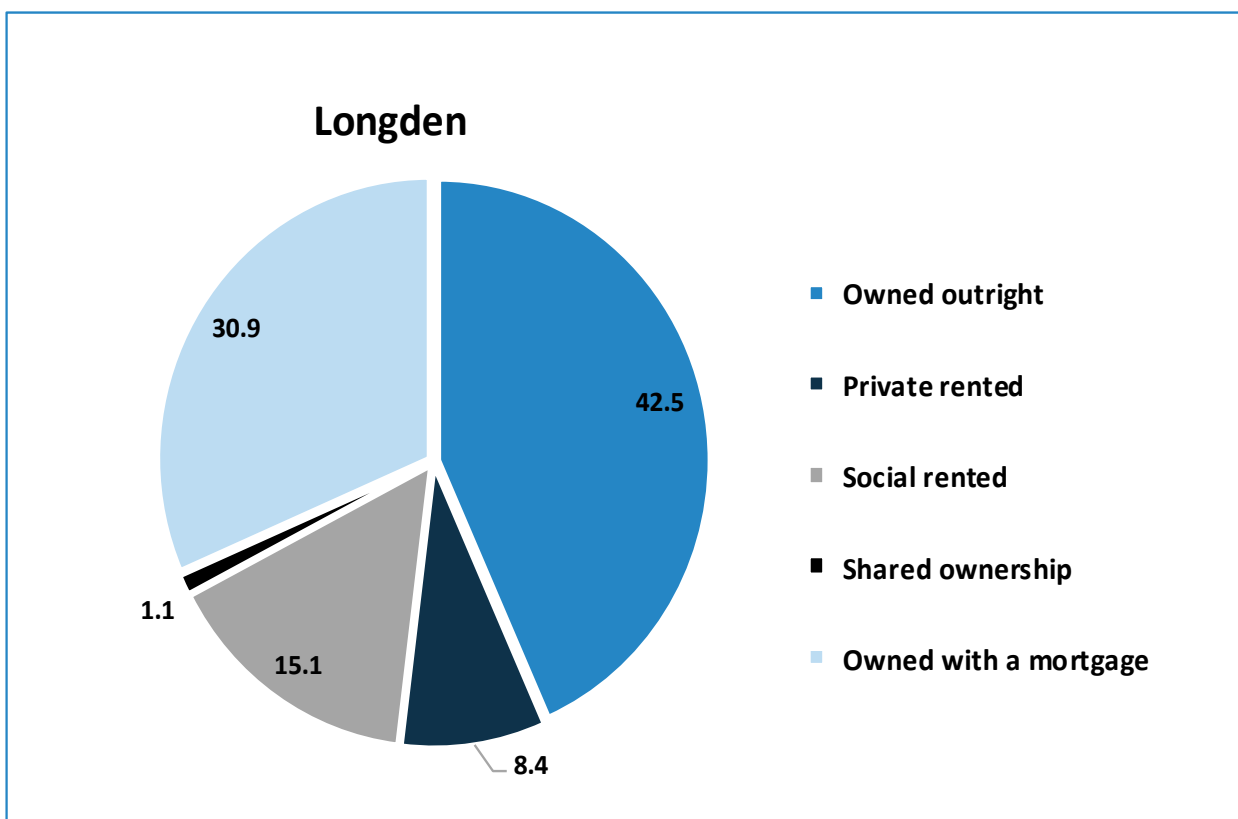
- **15%** of residents were self employed
- **7.5%** work from home (compared to **5.6%** for Shropshire)
- **51%** use the car as main travel mode to work
- **2.5%** used public transport

# Housing

**1,691 Dwellings and 1,649 Households**

**3 Communal Establishment with 58 residents**

## Housing Tenure



Source: 2011 Census, Key Statistics, Office for National Statistics, © Crown Copyright 2017.

The largest proportion (**42.5%**) of houses in Longden Ward were owned outright. This was higher than Shropshire (**38.6%**). **15.1%** of households were social rented housing, this was greater than for Shropshire as a whole (**13.5%**) but fewer than for England (**17.7%**). Fewer households in Longden Ward were private rented (**8.4%**) compared to **15%** for Shropshire.

## Housing Type

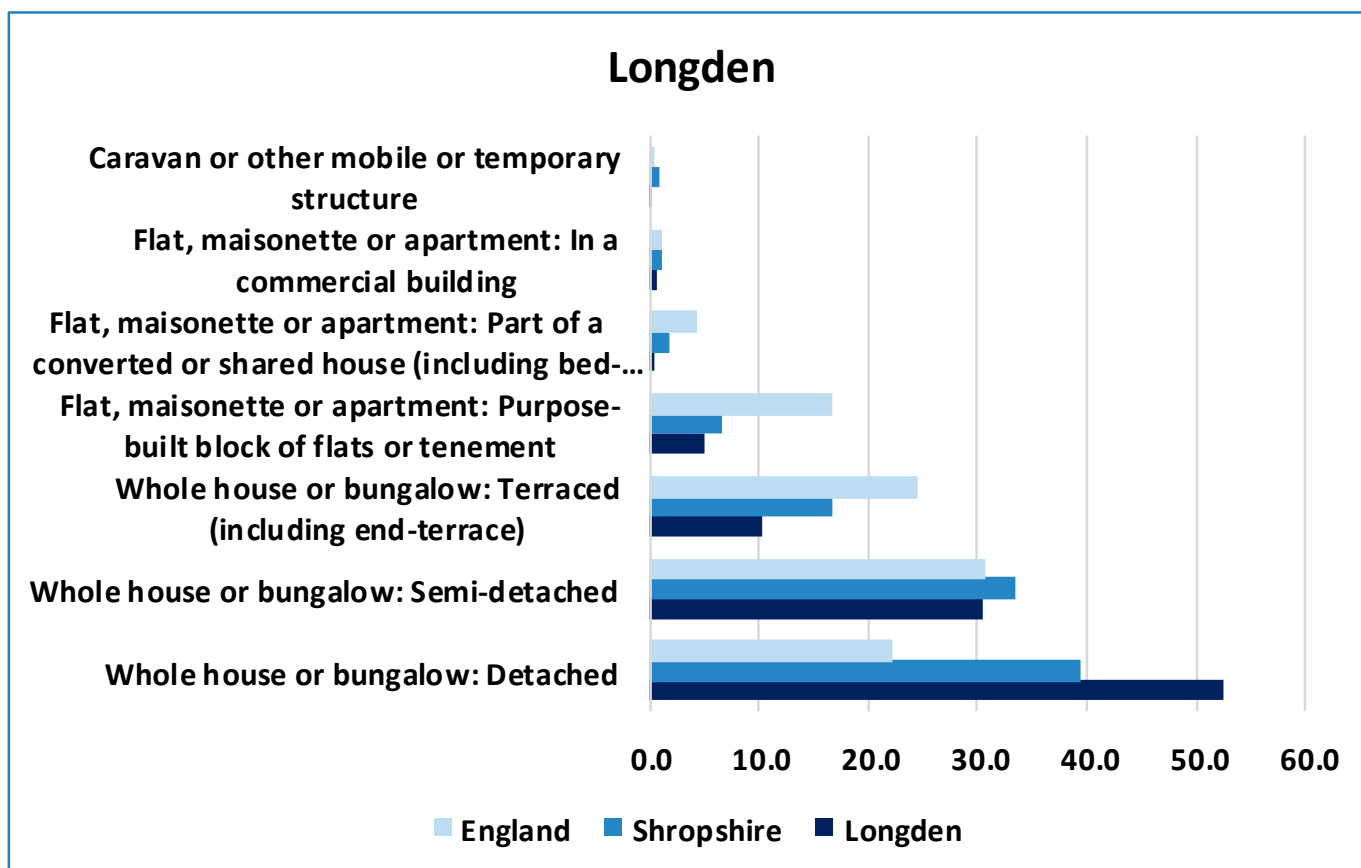
A greater number of Longden household spaces were detached properties (**52.6%**) compared to Shropshire as a whole (**39.5%**).

Fewer household spaces were semi-detached (**30.5%**) compared to Shropshire as a whole (**33.4%**).

Fewer household spaces were terraced (including end-terrace), (**10.3%**) compared to Shropshire (**16.8%**).

# Housing

## Housing Type



## Housing Composition

**26%** of households were One Person Households lower than the Shropshire average (**28.9%**) and England (**30.2%**).

**4.1%** of households were Lone Parent with dependent children lower than the Shropshire average (**5.2%**) and England (**7.1%**).

**13.5%** of households were One Person Pensioner aged 65 and over, lower than the Shropshire average of (**13.9%**) but greater than England (**12.4%**).

**16.7%** of households were married couples with dependent children greater than the Shropshire average of (**14.9%**) and England (**12.3%**).

**3.5%** of households were co-habiting couples with dependent children lower than the Shropshire average of (**4.2%**) and England (**4.1%**).

# Community Safety

Crime levels in Shropshire are **very low compared to national levels**. Crime and ASB are **low** in Longden Ward. Relative to the rest of Shropshire, Longden had the **30th highest crime rate** per 1,000 population of all **63** Shropshire Wards.

Crime per 1000 Population in Longden Ward was **38.5**, **lower than Shropshire average of 44.9** and **lower than England and Wales 78.4**.

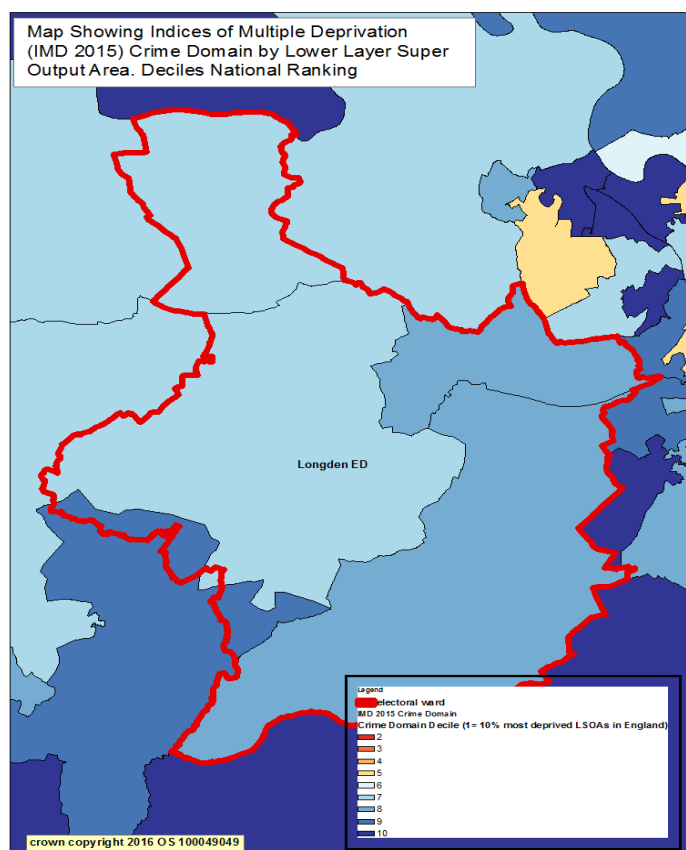
Source: Police Recorded Crime Data and Crime in England and Wales Statistical Bulletin, ONS, July 2016, year end 2016

## IMD 2015 Crime Domain

The **Crime Domain measures** the **risk** of personal or material **victimisation** at local level.

The indicators:

- The rate of **violence** per 1,000 at risk population
- The rate of **burglary** per 1,000 at risk properties
- The rate of **theft** per 1,000 at risk population
- The rate of **criminal damage** per 1,000 at risk population



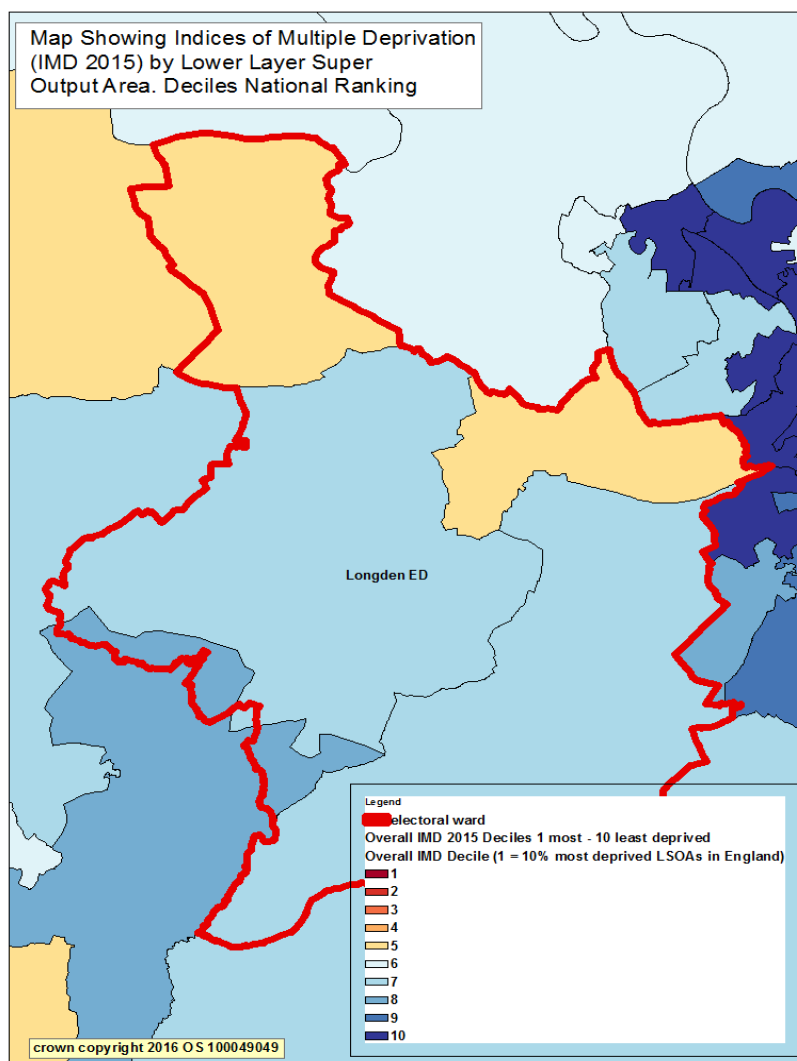
Longden Ward has **low levels** of **crime** compared to national rankings.

When looking at the five lower super output areas (LSOAs) which cover the ward. Crime rates fall within **deciles 7, 8 and 9** (decile one being the highest, decile 10 being the lowest) when compared with national levels.

# Index of Multiple Deprivation (IMD 2015)

Index of Multiple Deprivation (IMD 2015) 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 are 5 Lower layer Super Output Areas (LLSOA) which partially cover Longden Ward.

These areas fall into the 5<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> least deprived deciles nationally. The largest areas fall into the 7<sup>th</sup> decile.

Source: IMD 2015, Department for Communities and Local Government, Crown Copyright, 2016.