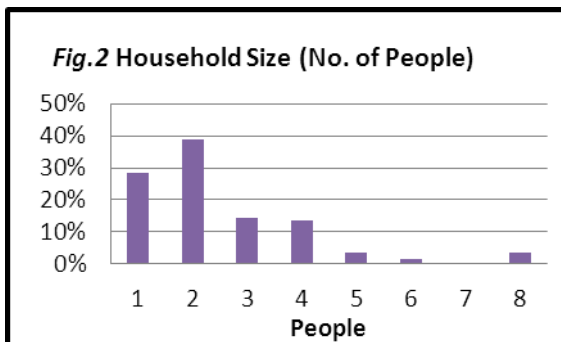
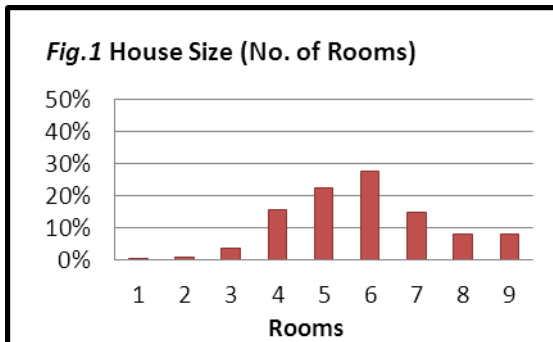
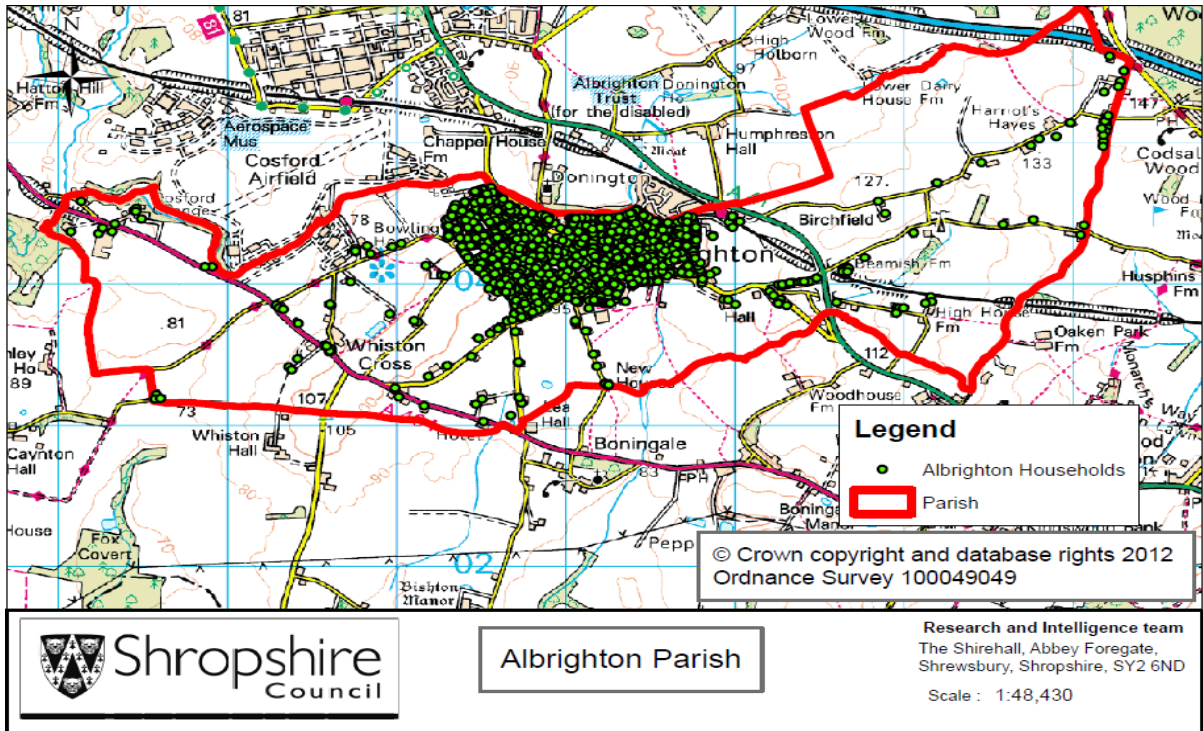


ALBRIGHTON HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local holds in income bracket 2013
Social rent (prices for 3 beds)	16.5%	£282	n/a	n/a
Shared ownership (25% owned)	0.5%	£494	£19,778	63%
Private rent (30th percentile)	13.0%	£595	£28,560	47%
Mortgaged (entry level*)	28.2%	£599	£32,110	47%
Mortgaged (median)		£821	£43,971	33%
Owned outright	41.8%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 47% of households in Albrighton can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive

housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

Albrighton Parish Council, along with neighbouring Parish Councils, has completed a Neighbourhood Community-Led Plan (2013). The Plan identified that there is a requirement for more affordable housing; smaller one or two bedroom properties, including smaller properties appropriate for the elderly and housing for first-time buyers.

ALBRIGHTON ECONOMY

Social Demographic Information (Albrighton Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	728	16.8	17.4
16-29	547	12.6	15.4
30-44	769	17.8	18.1
45-64	1,179	27.3	28.4
65+	1,103	25.5	20.7
Working Age (16-64)	2,495	57.7	62.0
Total	4,326		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Albrighton parish has the third smallest working age population of all the key Shropshire Place Plan parishes. The parish has a larger than average older population, with 25.5% of the total parish population aged 65 and above (compared to the Shropshire average of 20.7%).

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Albrighton and Cosford LSOAs % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	0.0	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	7.9	11.4
4 : Construction (F)	4.2	5.3
5 : Motor trades (Part G)	1.1	2.7
6 : Wholesale (Part G)	3.9	4.1
7 : Retail (Part G)	24.4	11.2
8 : Transport & storage (inc postal) (H)	0.7	3.8
9 : Accommodation & food services (I)	7.2	6.9
10 : Information & communication (J)	0.6	2.0
11 : Financial & insurance (K)	#	1.6
12 : Property (L)	0.5	1.5
13 : Professional, scientific & technical (M)	3.6	5.0
14 : Business administration & support services (N)	1.5	4.8
15 : Public administration & defence (O)	#	5.5
16 : Education (P)	5.8	9.5
17 : Health (Q)	9.5	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	4.5	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Shropshire Strategic Housing Market Assessment 2014 update
Appendix 3: Shropshire's 18 towns – local housing markets

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Albrighton and Cosford LSOAs	75	No change	18.7	22.7	50.7	26.7
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

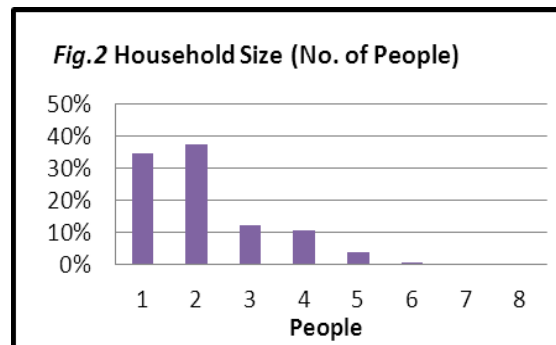
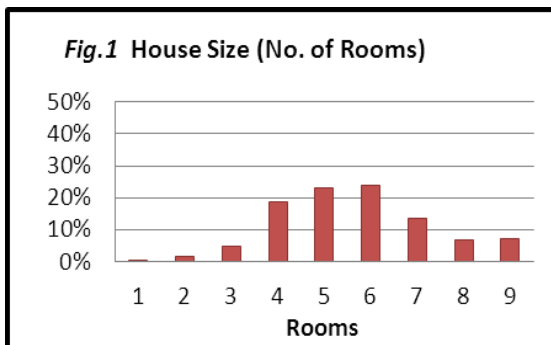
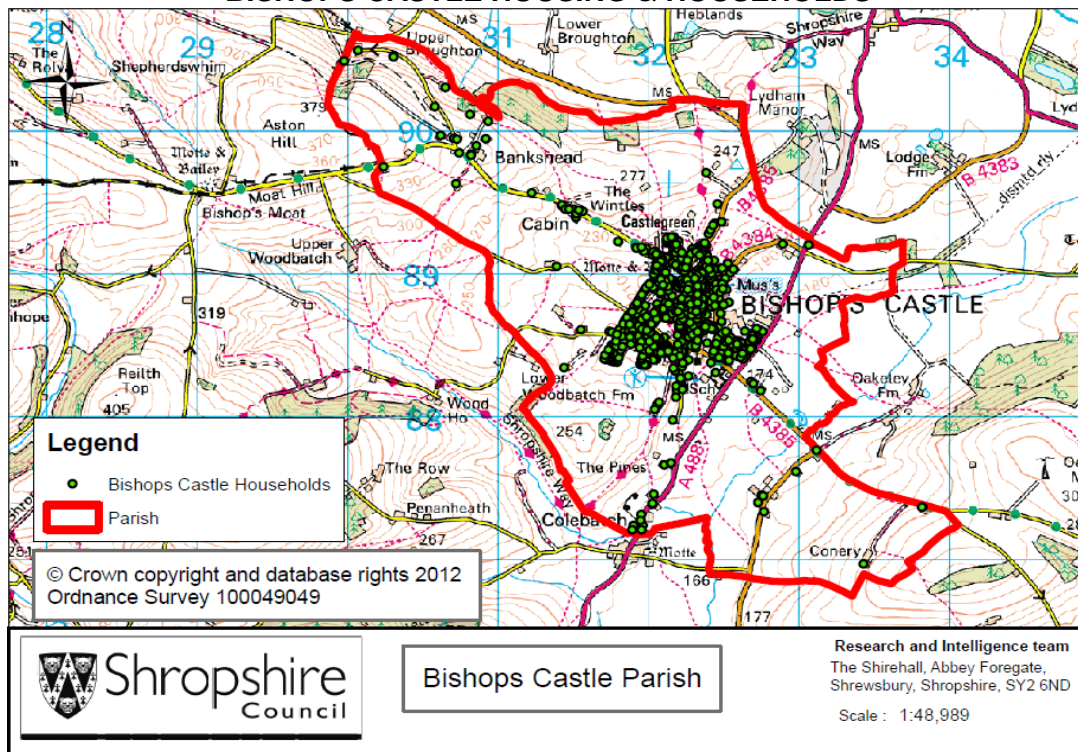
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

A larger percentage of households in the parish have no car or van (17.4%) than the Shropshire average (15.8%). Albrighton has a larger percentage of people aged 16-74 who use public transport to travel to work compared to Shropshire (3.3% and 2.2% respectively); this is mainly due to a larger percentage of people using the train (2.5% compared to 0.8% in Shropshire). The train station at Albrighton is managed by London Midland and has direct trains to stations including Shrewsbury and Birmingham New Street. In terms of personal transport, more people use a bicycle to travel to work (4.3%) than in Shropshire (2.0%), however fewer people walk to work (5.5% compared to 8.9% in Shropshire).

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.
Train station information: London Midland, Copyright © Govia 2013.

BISHOPS CASTLE HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local holds in income bracket 2013
Social rent (prices for 3 beds)	16.8%	£315	n/a	n/a
Shared ownership (25% owned)	0.8%	£611	£24,430	34%
Private rent (30th percentile)	20.3%	£395	£18,960	41%
Mortgaged (entry level*)	19.0%	£693	£37,118	18%
Mortgaged (median)		£1,014	£54,286	8%
Owned outright	43.1%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 18% of households in Bishops Castle can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive

housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

Bishops Castle's Town Plan was published in 2004 and therefore up-to-date, detailed information on housing demand and need is not currently available. However the town Council are currently in the process of reviewing their Town Plan and therefore more information will be available at a later date.

BISHOP'S CASTLE ECONOMY

Social Demographic Information (Bishop's Castle Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	273	14.4	17.4
16-29	293	15.5	15.4
30-44	317	16.7	18.1
45-64	523	27.6	28.4
65+	487	25.7	20.7
Working Age (16-64)	1,133	59.9	62.0
Total	1,893		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Bishop's Castle parish has the second smallest population of 0-15 year olds of all the key Shropshire Place Plan parishes. Over half of the population is aged 45 and above, with the percentage of people aged 65 and above (25.7%) being higher than the Shropshire average (20.7%).

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Bishop's Castle (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	0.0	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	22.7	11.4
4 : Construction (F)	3.3	5.3
5 : Motor trades (Part G)	2.2	2.7
6 : Wholesale (Part G)	6.1	4.1
7 : Retail (Part G)	12.4	11.2
8 : Transport & storage (inc postal) (H)	#	3.8
9 : Accommodation & food services (I)	6.5	6.9
10 : Information & communication (J)	2.4	2.0
11 : Financial & insurance (K)	#	1.6
12 : Property (L)	1.1	1.5
13 : Professional, scientific & technical (M)	3.3	5.0
14 : Business administration & support services (N)	1.8	4.8
15 : Public administration & defence (O)	#	5.5
16 : Education (P)	#	9.5
17 : Health (Q)	32.9	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	1.3	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Shropshire Strategic Housing Market Assessment 2014 update
 Appendix 3: Shropshire's 18 towns – local housing markets

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Bishop's Castle (Market Town)	24	-7.69	25.0	25.0	54.2	20.8
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

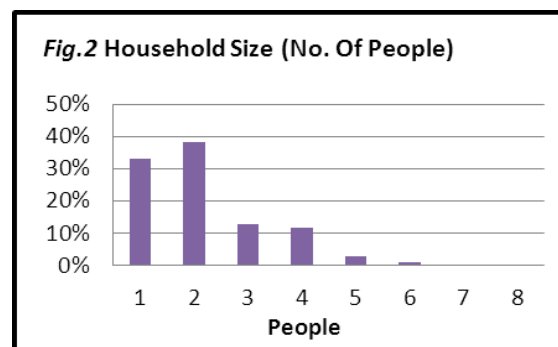
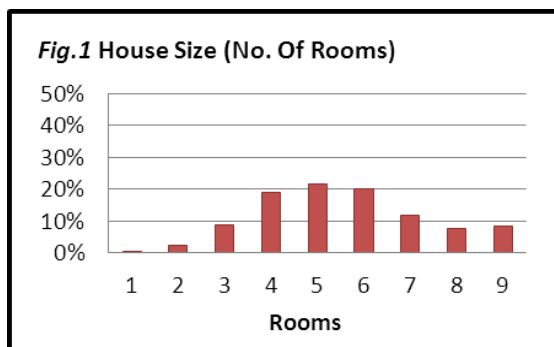
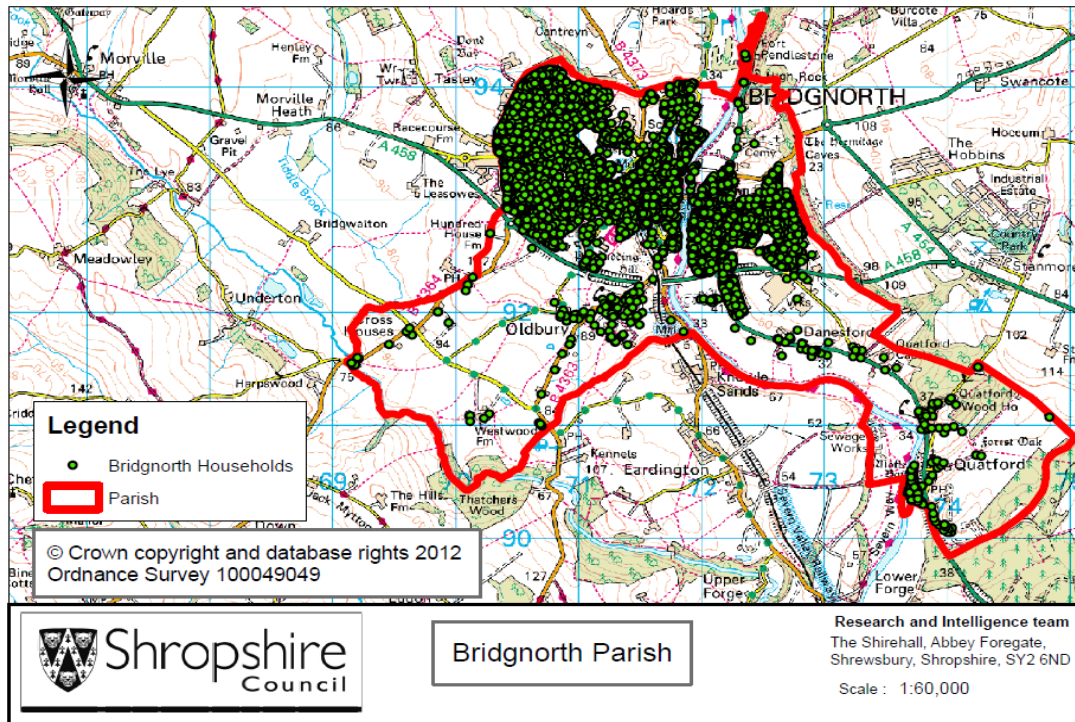
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Over three-fifths of households in the parish are either without a car or van (16.2%) or are single-car or van households (48.2%), a larger percentage than the Shropshire average. Less people in the parish aged 16-74 travel using public transport or motor vehicles than the Shropshire average; correspondingly, a much larger percentage of people walk to work (16.2% compared to 8.9% in Shropshire) or work either mainly at or from home (6.6% compared to 5.6% in Shropshire).

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

BRIDGNORTH HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local holds in income bracket 2013
Social rent (prices for 3 beds)	11.9%	£282	n/a	n/a
Shared ownership (25% owned)	0.3%	£534	£21,351	65%
Private rent (30th percentile)	16.7%	£475	£22,800	58%
Mortgaged (entry level*)	31.8%	£659	£35,286	40%
Mortgaged (median)		£887	£47,500	22%
Owned outright	39.3%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 40% of households in Bridgnorth can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

Bridgnorth's Town Plan (2011) highlighted the need for more starter homes and affordable homes to buy and rent in the locality.

BRIDGNORTH ECONOMY

Social Demographic Information (Bridgnorth Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	1,839	15.2	17.4
16-29	1,625	13.5	15.4
30-44	2,304	19.1	18.1
45-64	3,513	29.1	28.4
65+	2,798	23.2	20.7
Working Age (16-64)	7,442	61.6	62.0
Total	12,079		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Bridgnorth has a Working Age population rate that is only slightly smaller than the Shropshire average (61.6% compared to 62.0%). The percentage of the parish aged 30 and above is larger than the county average; however the percentage of 16-29 year olds (13.5%) is below the county average (15.4%).

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Bridgnorth Urban Area % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	21.2	11.4
4 : Construction (F)	3.7	5.3
5 : Motor trades (Part G)	3.4	2.7
6 : Wholesale (Part G)	3.1	4.1
7 : Retail (Part G)	11.8	11.2
8 : Transport & storage (inc postal) (H)	1.4	3.8
9 : Accommodation & food services (I)	8.8	6.9
10 : Information & communication (J)	2.1	2.0
11 : Financial & insurance (K)	2.5	1.6
12 : Property (L)	1.8	1.5
13 : Professional, scientific & technical (M)	4.9	5.0
14 : Business administration & support services (N)	4.6	4.8
15 : Public administration & defence (O)	4.4	5.5
16 : Education (P)	9.3	9.5
17 : Health (Q)	10.5	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	5.4	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Shropshire Strategic Housing Market Assessment 2014 update
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Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Bridgnorth Urban Area	183	-2.66	20.2	25.1	45.9	29.0
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

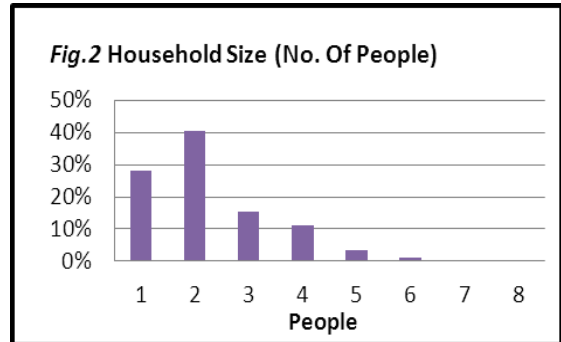
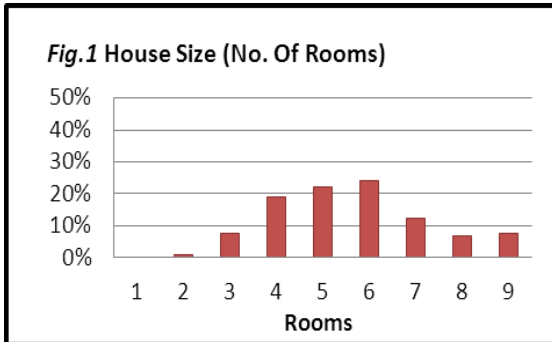
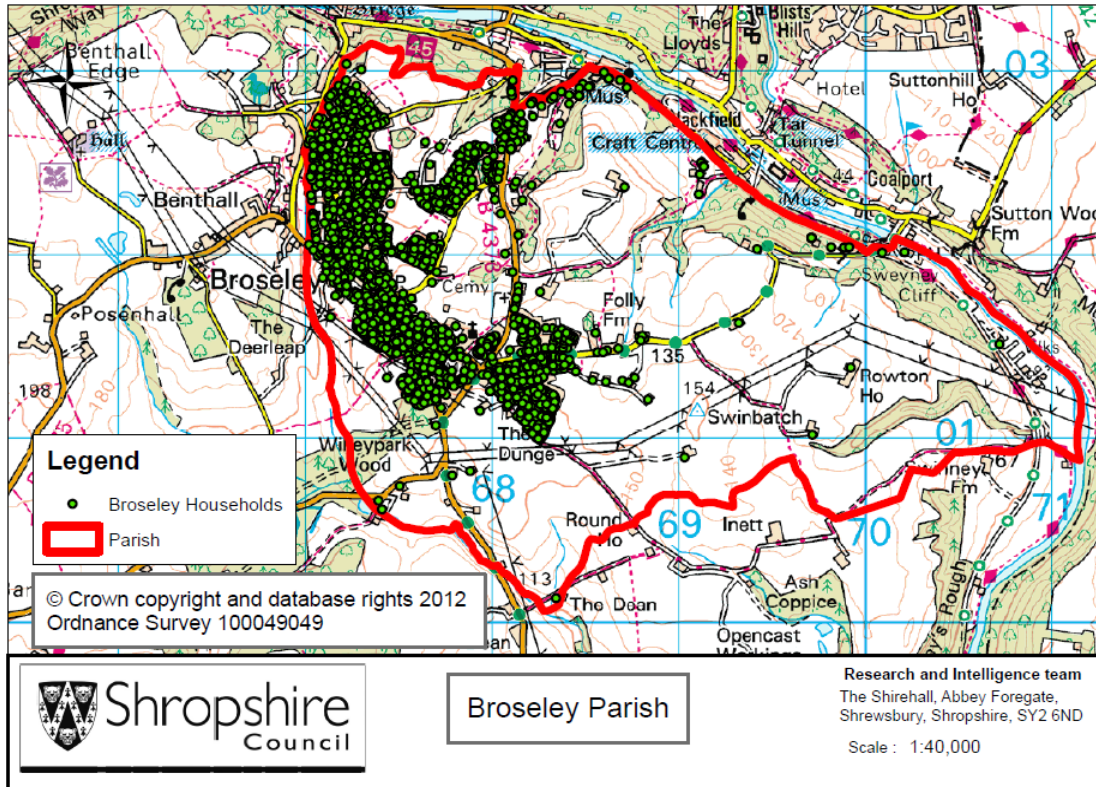
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

A larger percentage of households in the parish have no car or van (17.9%) than the Shropshire average (15.8%). Less people aged 16-74 use public transport in their journey to work compared to the Shropshire average (1.6% compared to 2.2%) and the percentage of people using motor vehicles is the same as the County average (48.1%), however a much larger percentage of people travel to work on foot (11.9% compared to 8.9% in Shropshire).

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

BROSELEY HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local hholds in income bracket 2013
Social rent (prices for 3 beds)	19.1%	£282	n/a	n/a
Shared ownership (25% owned)	0.9%	£481	£19,245	54%
Private rent (30th percentile)	12.5%	£525	£25,200	47%
Mortgaged (entry level*)	31.1%	£570	£30,519	38%
Mortgaged (median)		£799	£42,818	23%
Owned outright	36.4%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 38% of households in Broseley can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive housing

options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

In response to the Place Plan Review 2012/13, Broseley Town Council indicated that there was an urgent need for more low cost rented housing and housing for the elderly and vulnerable people. Broseley are currently in the process of completing a Neighbourhood Community-Led Plan which contains specific housing policies.

BROSELEY ECONOMY

Social Demographic Information (Broseley Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	830	16.8	17.4
16-29	693	14.1	15.4
30-44	911	18.5	18.1
45-64	1,535	31.1	28.4
65+	960	19.5	20.7
Working Age (16-64)	3,139	63.7	62.0
Total	4,929		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Broseley's Working Age population rate is the joint highest of all of the key Shropshire Place Plan parishes, at 63.7%. This can mainly be attributed to a much higher percentage aged 45-64 years old (31.1%) compared with the Shropshire average (28.4%).

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Broseley % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	6.6	1.6
3 : Manufacturing (C)	23.7	11.4
4 : Construction (F)	4.1	5.3
5 : Motor trades (Part G)	1.9	2.7
6 : Wholesale (Part G)	19.8	4.1
7 : Retail (Part G)	6.6	11.2
8 : Transport & storage (inc postal) (H)	0.8	3.8
9 : Accommodation & food services (I)	6.5	6.9
10 : Information & communication (J)	1.6	2.0
11 : Financial & insurance (K)	#	1.6
12 : Property (L)	1.5	1.5
13 : Professional, scientific & technical (M)	3.2	5.0
14 : Business administration & support services (N)	2.0	4.8
15 : Public administration & defence (O)	0.0	5.5
16 : Education (P)	9.0	9.5
17 : Health (Q)	8.1	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	3.9	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

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Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Broseley (Market Town)	80	-13.98	21.2	31.2	47.5	21.2
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

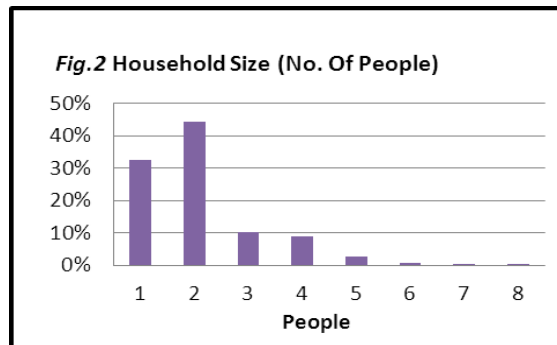
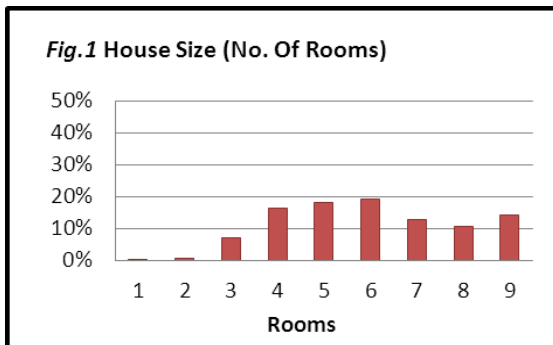
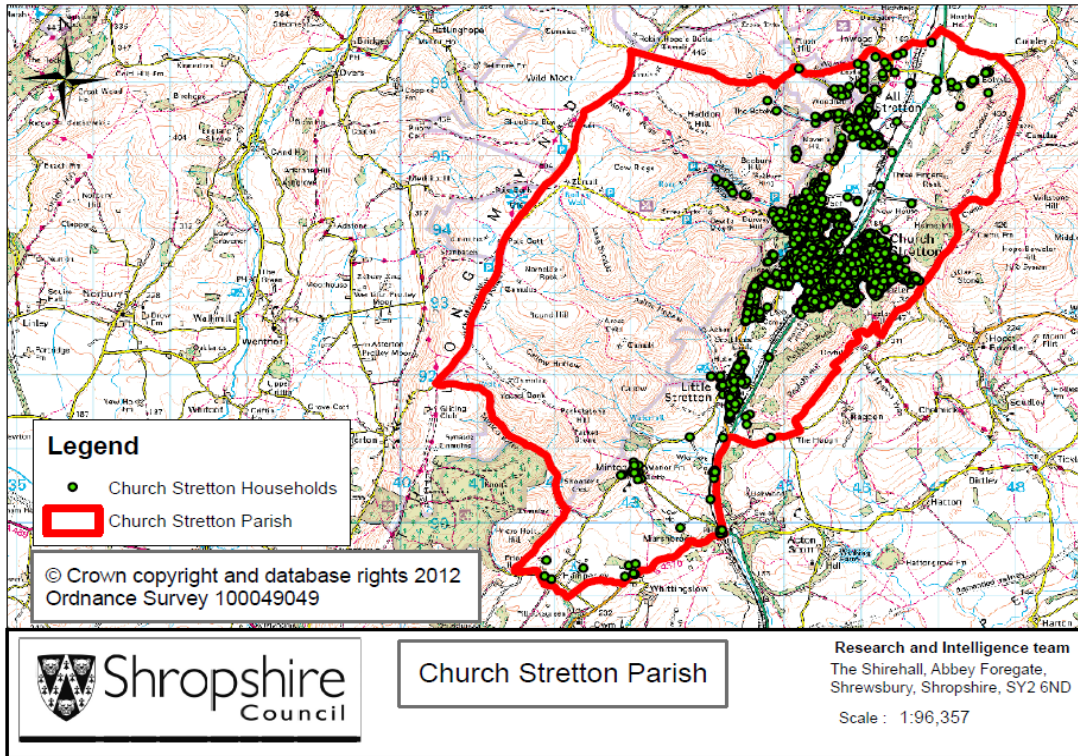
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Slightly more households in the parish have at least one car or van than the Shropshire average; 15.6% have no car or van compared to 15.8% in Shropshire. Over half of 16-74 year olds in the parish (52.2%, compared to 48.1% in Shropshire) use a motor vehicle to travel to work; in particular, a larger percentage of people than the Shropshire average are a driver or passenger in a car or van.

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

CHURCH STRETTON HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local holds in income bracket 2013
Social rent (prices for 3 beds)	10.3%	£315	n/a	n/a
Shared ownership (25% owned)	1.1%	£710	£28,384	41%
Private rent (30th percentile)	12.2%	£467	£22,416	54%
Mortgaged (entry level*)	22.0%	£626	£33,521	34%
Mortgaged (median)		£1,178	£63,107	19%
Owned outright	54.5%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 34% of households in Church Stretton can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive

housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

In response to the Place Plan Review 2012/13, Church Stretton Town Council indicated that there is a requirement for more rental property for young professionals and families, including key workers and care workers. The Town Council are currently reviewing their Town Plan for the period 2013 – 2018 and therefore further locally defined information on housing demand and need will be available at a later date.

CHURCH STRETTON ECONOMY

Social Demographic Information (Church Stretton Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	593	12.7	17.4
16-29	484	10.4	15.4
30-44	584	12.5	18.1
45-64	1,361	29.1	28.4
65+	1,649	35.3	20.7
Working Age (16-64)	2,429	52.0	62.0
Total	4,671		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Church Stretton has a significantly higher percentage of population aged 65+ than the County average (35.3% compared to 20.7%). By comparison, the parish has the lowest percentages of 0-15 year olds and Working Age population of all the key Shropshire Place Plan parishes.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Church Stretton (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	0.0	1.6
3 : Manufacturing (C)	10.2	11.4
4 : Construction (F)	5.0	5.3
5 : Motor trades (Part G)	#	2.7
6 : Wholesale (Part G)	#	4.1
7 : Retail (Part G)	14.7	11.2
8 : Transport & storage (inc postal) (H)	#	3.8
9 : Accommodation & food services (I)	7.9	6.9
10 : Information & communication (J)	3.2	2.0
11 : Financial & insurance (K)	1.0	1.6
12 : Property (L)	1.3	1.5
13 : Professional, scientific & technical (M)	10.8	5.0
14 : Business administration & support services (N)	2.7	4.8
15 : Public administration & defence (O)	#	5.5
16 : Education (P)	#	9.5
17 : Health (Q)	14.0	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	11.8	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

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Appendix 3: Shropshire's 18 towns – local housing markets

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Church Stretton (Market Town)	46	12.20	28.3	19.6	52.2	28.3
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

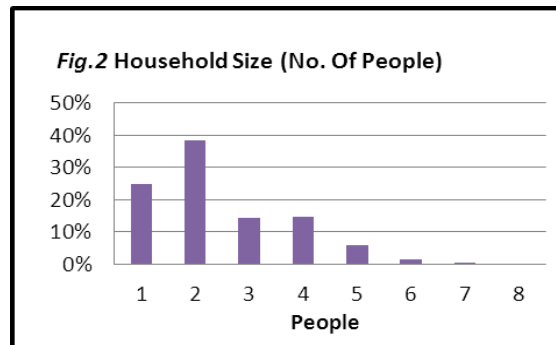
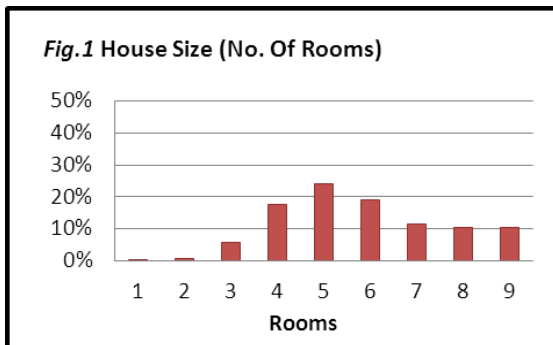
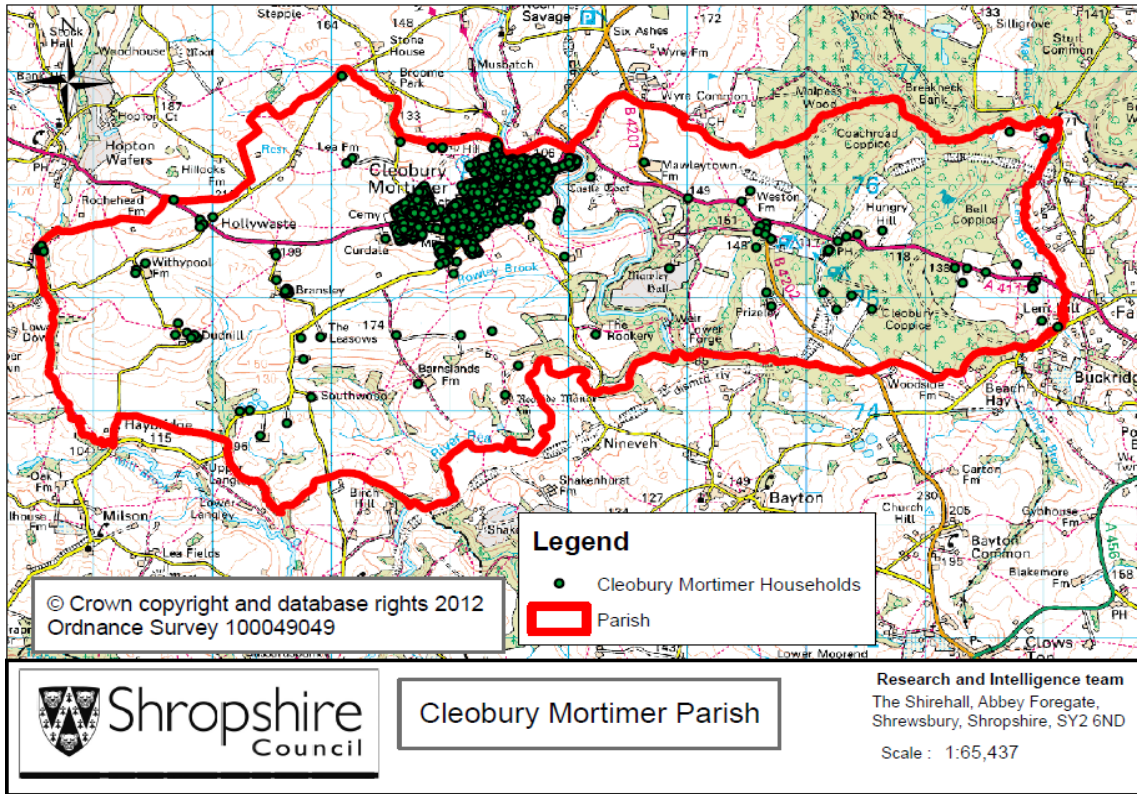
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

A much larger percentage of households in the parish have no car or van in comparison to the Shropshire average (18.8% compared to 15.8%). A smaller percentage of people aged 16-74 use a motor vehicle to travel to work (36.5%) than the Shropshire average (48.1%), however a much larger percentage than the county average work at or mainly from home (8.8% compared to 5.6%) or walk to work (10.5% compared to 8.9%). Arriva Trains Wales manage the railway station in Church Stretton, which has direct routes to stations including Shrewsbury and Hereford.

*Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.
Train station information: Arriva Trains Wales, © Copyright 2013.*

CLEOBURY MORTIMER HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local holds in income bracket 2013
Social rent (prices for 3 beds)	15.5%	£315	n/a	n/a
Shared ownership (25% owned)	1.4%	£504	£20,144	61%
Private rent (30th percentile)	14.2%	£475	£22,800	55%
Mortgaged (entry level*)	29.6%	£595	£31,893	49%
Mortgaged (median)		£836	£44,786	38%
Owned outright	39.2%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 49% of households in Clebury Mortimer can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less

expensive housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

In response to the Place Plan Review 2012/13, Cleobury Mortimer Parish Council indicated that there is a demand for more two bedroom bungalows in the locality. The Parish Council are currently in the process of completing their Plan and therefore more information on housing demand and need will be available at a later date.

CLEOBURY MORTIMER ECONOMY

Social Demographic Information (Cleobury Mortimer Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	610	20.1	17.4
16-29	444	14.6	15.4
30-44	513	16.9	18.1
45-64	855	28.2	28.4
65+	614	20.2	20.7
Working Age (16-64)	1,812	59.7	62.0
Total	3,036		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Just over a fifth of Cleobury Mortimer's population is aged 0-15 (20.1%), a larger percentage than the Shropshire average (17.4%). All of the age groups aged 16+ have smaller percentages than the County average.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Cleobury Mortimer (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	17.0	11.4
4 : Construction (F)	8.5	5.3
5 : Motor trades (Part G)	#	2.7
6 : Wholesale (Part G)	6.6	4.1
7 : Retail (Part G)	10.2	11.2
8 : Transport & storage (inc postal) (H)	#	3.8
9 : Accommodation & food services (I)	9.8	6.9
10 : Information & communication (J)	1.6	2.0
11 : Financial & insurance (K)	1.7	1.6
12 : Property (L)	2.1	1.5
13 : Professional, scientific & technical (M)	6.4	5.0
14 : Business administration & support services (N)	#	4.8
15 : Public administration & defence (O)	#	5.5
16 : Education (P)	#	9.5
17 : Health (Q)	5.6	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	8.4	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Shropshire Strategic Housing Market Assessment 2014 update
Appendix 3: Shropshire's 18 towns – local housing markets

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Cleobury Mortimer (Market Town)	50	-10.71	20.0	16.0	68.0	16.0
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

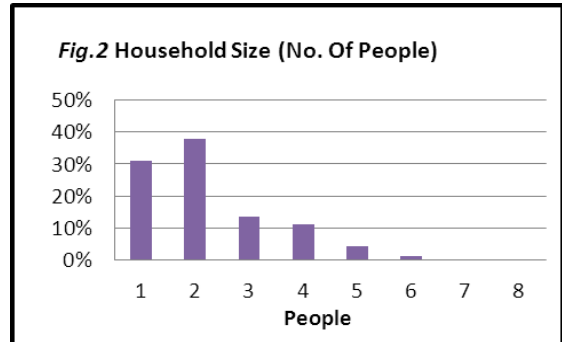
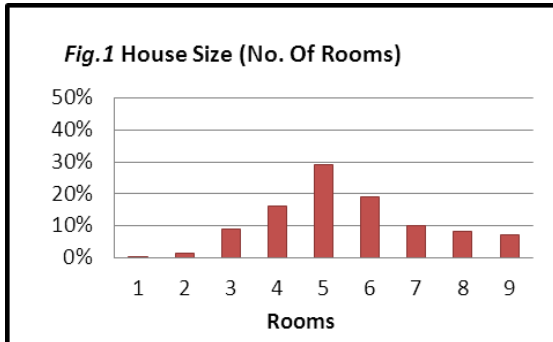
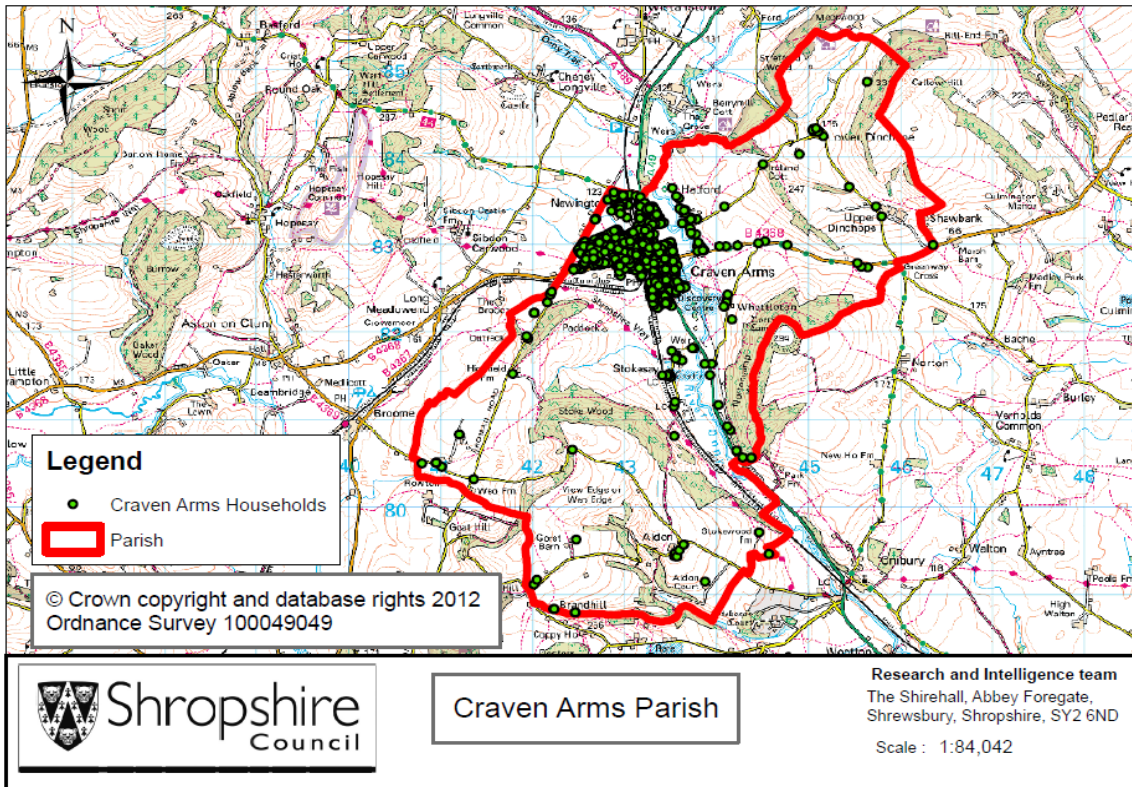
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

In Cleobury Mortimer parish, fewer households have no car or van (12.6%) compared to the County average (15.8%) and the percentage of households with multiple cars or vans is greater than the Shropshire average. However, the number of 16-74 year olds using a motor vehicle to travel to work is slightly lower than the Shropshire average; a higher percentage of people work mainly at or from home (6.3% compared to 5.6% in Shropshire) and a higher percentage walk to work (9.3% compared to 8.9% in Shropshire).

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

Craven Arms Housing & Households



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local hholds in income bracket 2013
Social rent (prices for 3 beds)	22.6%	£315	n/a	n/a
Shared ownership (25% owned)	2.2%	£409	£16,373	61%
Private rent (30th percentile)	16.5%	£510	£24,480	42%
Mortgaged (entry level*)	24.3%	£475	£25,460	42%
Mortgaged (median)		£679	£36,371	23%
Owned outright	34.4%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012.

Only 42% of households in Craven Arms can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive

housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

Craven Arms' Town Plan was published in 2005 and therefore up-to-date, detailed information on housing demand and need is not currently available.

CRAVEN ARMS ECONOMY

Social Demographic Information (Craven Arms Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	470	18.1	17.4
16-29	404	15.6	15.4
30-44	501	19.3	18.1
45-64	657	25.3	28.4
65+	563	21.7	20.7
Working Age (16-64)	1,562	60.2	62.0
Total	2,595		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Although Craven Arms has a smaller Working Age population than the County average (60.2% compared to 62.0%) and a slightly higher population aged 65+ (21.7% compared to 20.7%), the age groups aged 44 and under are higher than the Shropshire average.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Craven Arms (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	20.5	11.4
4 : Construction (F)	5.5	5.3
5 : Motor trades (Part G)	#	2.7
6 : Wholesale (Part G)	6.8	4.1
7 : Retail (Part G)	11.5	11.2
8 : Transport & storage (inc postal) (H)	#	3.8
9 : Accommodation & food services (I)	2.6	6.9
10 : Information & communication (J)	#	2.0
11 : Financial & insurance (K)	0.5	1.6
12 : Property (L)	13.5	1.5
13 : Professional, scientific & technical (M)	2.9	5.0
14 : Business administration & support services (N)	#	4.8
15 : Public administration & defence (O)	3.1	5.5
16 : Education (P)	#	9.5
17 : Health (Q)	11.0	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	5.2	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Craven Arms (Market Town)	57	-8.06	19.3	40.4	42.1	17.5
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

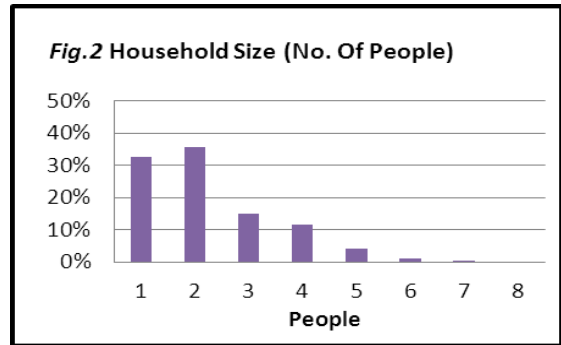
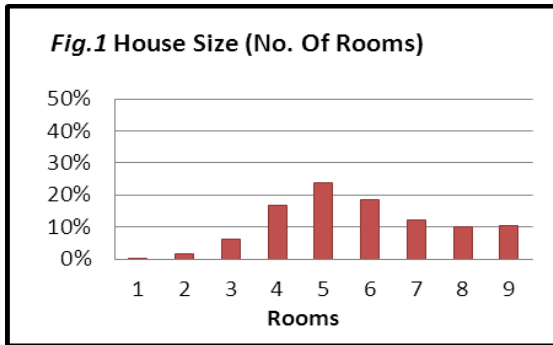
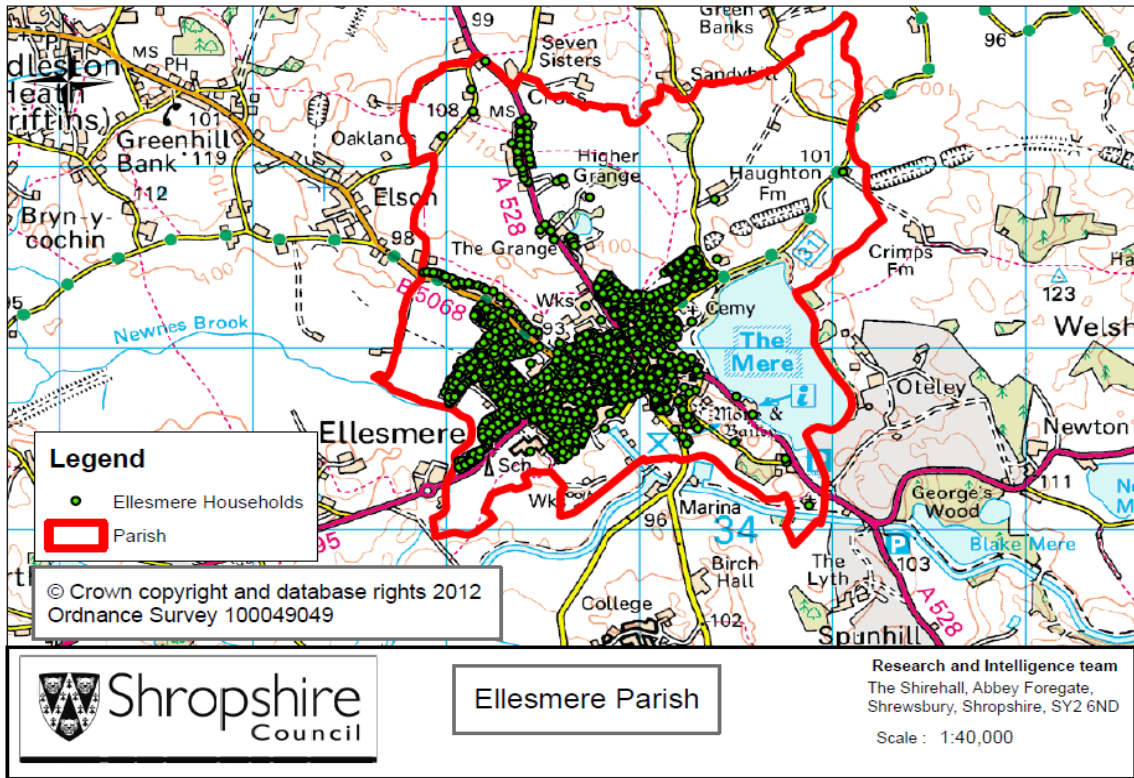
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Around two-thirds of households in Craven Arms have either no car or van (19.9%) or one car or van (46.1%); this is a much higher proportion than the Shropshire average. Larger percentages of people aged 16-74 in Craven Arms travel to work by train (1.1%) or walk to work (14.6%) than the Shropshire average (0.8% and 8.9% respectively). The railway station in Craven Arms is managed by Arriva Trains Wales and there are direct trains to stations including Shrewsbury and Hereford.

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.
 Train station information: Arriva Trains Wales, © Copyright 2013.

ELLESMERE HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local holds in income bracket 2013
Social rent (prices for 3 beds)	13.2%	£261	n/a	n/a
Shared ownership (25% owned)	0.9%	£403	£16,115	62%
Private rent (30th percentile)	19.4%	£450	£21,600	52%
Mortgaged (entry level*)	28.2%	£481	£25,786	43%
Mortgaged (median)		£669	£35,829	28%
Owned outright	38.3%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 43% of households in Ellesmere can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive

housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

In response to the Place Plan Review 2012/13, Ellesmere Town Council indicated that there is a demand for rented properties and shared ownership accommodation. In terms of house size/ type, they identified a lack of 3 bedroom houses and affordable sheltered accommodation for the elderly.

ELLESMERE ECONOMY

Social Demographic Information (Ellesmere Urban Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	690	18.0	17.4
16-29	535	14.0	15.4
30-44	714	18.6	18.1
45-64	1,038	27.1	28.4
65+	858	22.4	20.7
Working Age (16-64)	2,287	59.6	62.0
Total	3,835		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

The lower than average Working Age population (59.6% compared to 62.0% in Shropshire) can be attributed in part to larger percentages of the parish population aged 0-15 and 65+ than in Shropshire as a whole.

**Business, Employer Types and Unemployment
 Business Register and Employment Survey, 2011**

Industry	Ellesmere (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	0.0	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	#	11.4
4 : Construction (F)	0.9	5.3
5 : Motor trades (Part G)	0.5	2.7
6 : Wholesale (Part G)	2.3	4.1
7 : Retail (Part G)	21.2	11.2
8 : Transport & storage (inc postal) (H)	0.7	3.8
9 : Accommodation & food services (I)	7.2	6.9
10 : Information & communication (J)	0.7	2.0
11 : Financial & insurance (K)	#	1.6
12 : Property (L)	1.1	1.5
13 : Professional, scientific & technical (M)	6.0	5.0
14 : Business administration & support services (N)	1.3	4.8
15 : Public administration & defence (O)	2.8	5.5
16 : Education (P)	16.3	9.5
17 : Health (Q)	9.2	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	2.5	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Ellesmere (Market Town)	73	-12.05	19.2	21.9	61.6	16.4
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

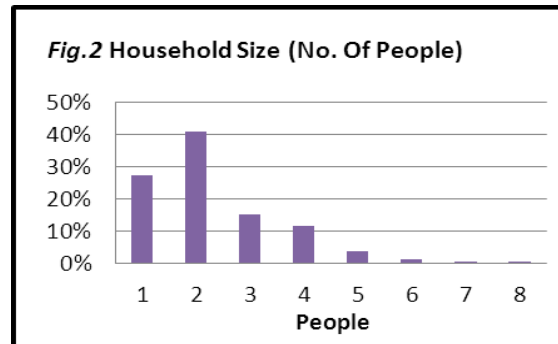
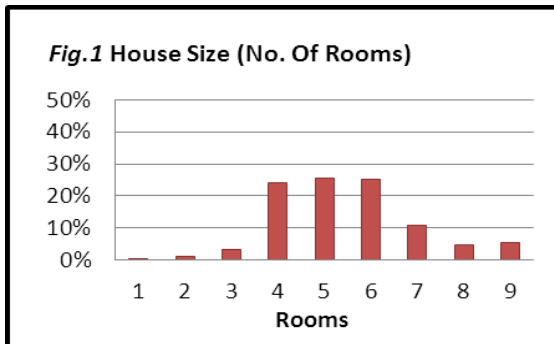
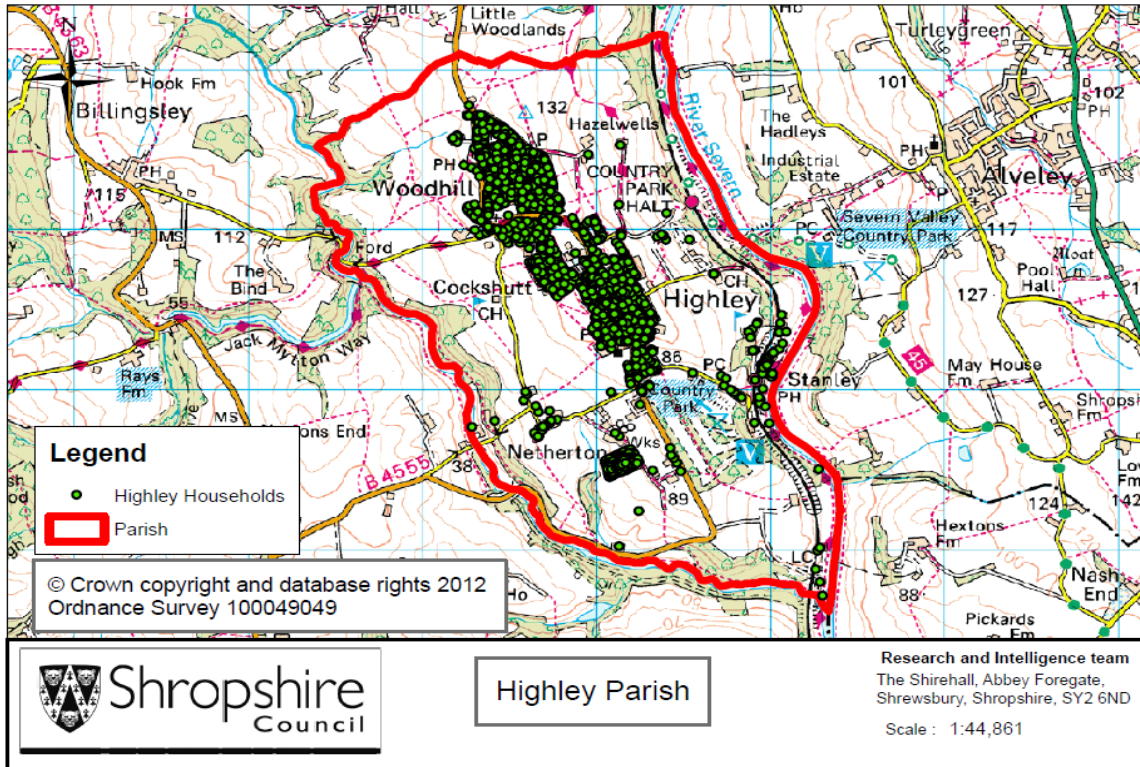
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

More than three-fifths of households in the parish have either no car or van (17.6%) or one car or van (49.3%), a higher proportion than the Shropshire average. A larger percentage of people aged 16-74 compared to the Shropshire average use non-motorised transport to get to work; 2.4% use a bicycle (2.0% in Shropshire) and 11.0% walk to work (8.9% in Shropshire).

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

HIGHLEY HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011	Monthly cost	Household income required to afford at today's prices	% local hholds in income bracket 2013
Social rent (prices for 3 beds)	15.3%	£282	n/a	n/a
Shared ownership (25% owned)	0.3%	£403	£16,115	60%
Private rent (30th percentile)	15.2%	£422	£20,232	48%
Mortgaged (entry level*)	29.7%	£488	£26,152	40%
Mortgaged (median)		£669	£35,829	22%
Owned outright	39.5%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 40% of households in Highley can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive housing

options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

Highley Parish Plan (2012) highlighted the need for affordable housing, small family houses and housing for the elderly. In addition to this information, the Parish Council, in response to the Place Plan Review 2012/13, indicated that there is a demand for extra care facilities and rented housing suitable for the elderly.

HIGHLEY ECONOMY

Social Demographic Information (Highley Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	646	17.9	17.4
16-29	526	14.6	15.4
30-44	599	16.6	18.1
45-64	1,042	28.9	28.4
65+	792	22.0	20.7
Working Age (16-64)	2,167	60.1	62.0
Total	3,605		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Highley has a lower percentage of population of Working Age (60.1%) than Shropshire (62.0%); the population age groups that have higher rates than the Shropshire average are the 0-15 age group and the 45-64 and 65+ age groups.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Highley (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	0.0	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	28.4	11.4
4 : Construction (F)	1.9	5.3
5 : Motor trades (Part G)	#	2.7
6 : Wholesale (Part G)	#	4.1
7 : Retail (Part G)	16.0	11.2
8 : Transport & storage (inc postal) (H)	#	3.8
9 : Accommodation & food services (I)	#	6.9
10 : Information & communication (J)	#	2.0
11 : Financial & insurance (K)	#	1.6
12 : Property (L)	0.0	1.5
13 : Professional, scientific & technical (M)	3.0	5.0
14 : Business administration & support services (N)	#	4.8
15 : Public administration & defence (O)	#	5.5
16 : Education (P)	#	9.5
17 : Health (Q)	#	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	7.8	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Highley (Market Town)	85	-1.16	27.1	23.5	60.0	16.5
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

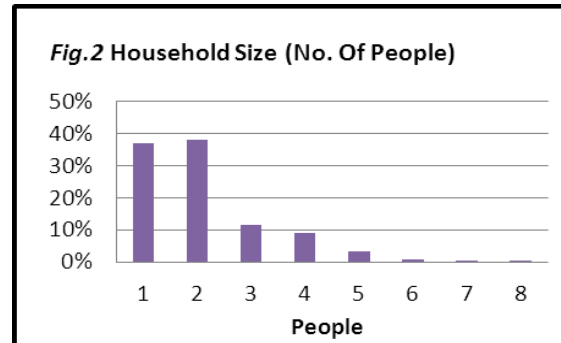
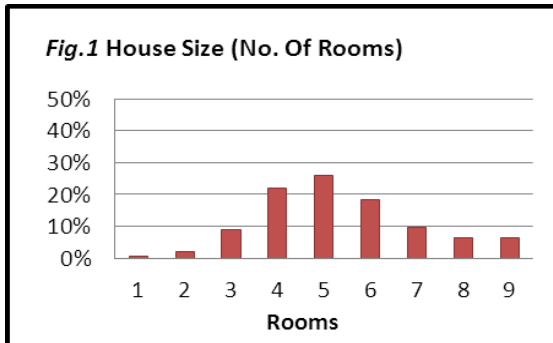
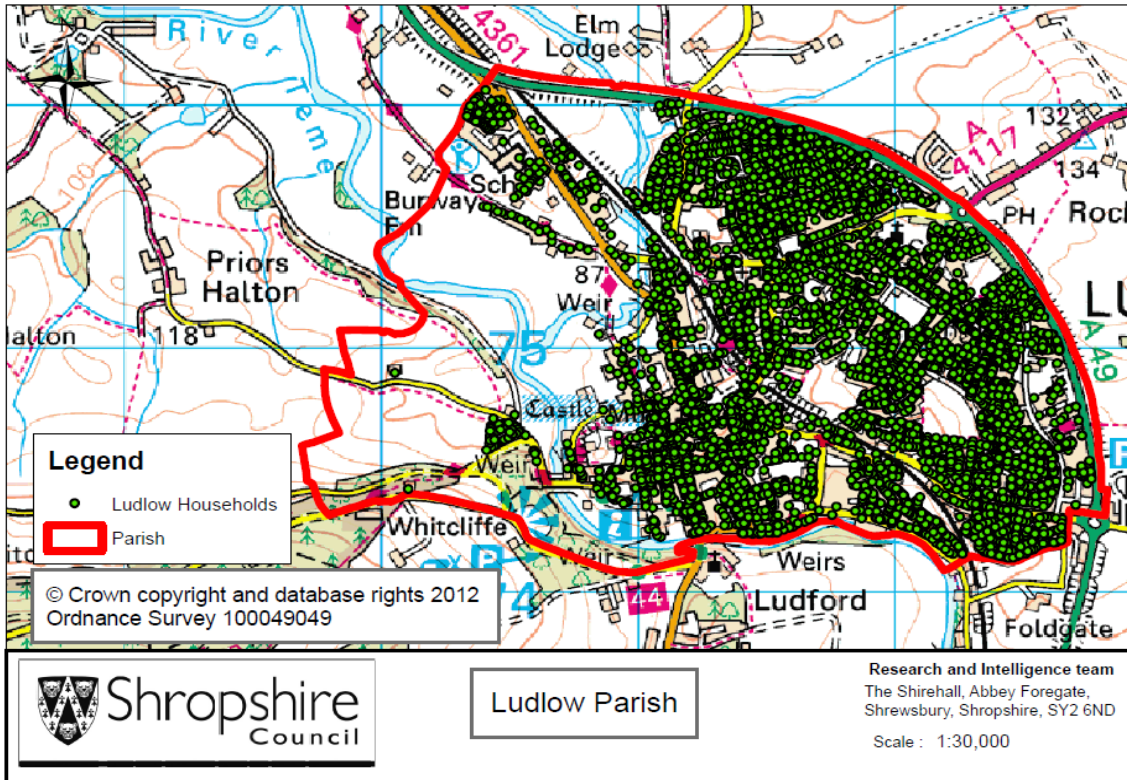
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Just over three-fifths of households in the parish have either no car or van (16.8%) or one car or van (44.3%), a higher proportion than the Shropshire average. A larger percentage of 16-74 year olds use a motor vehicle to travel to work than the County average (50.2% compared to 48.1%). Correspondingly, a slightly smaller percentage than the County average use public transport in general (2.1% compared to 2.2%), however 1.8% of people aged 16-74 travel by bus, mini bus or coach compared to a Shropshire average of 1.3%.

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

LUDLOW HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local hholds in income bracket 2013
Social rent (prices for 3 beds)	17.5%	£315	n/a	n/a
Shared ownership (25% owned)	1.1%	£461	£18,421	49%
Private rent (30th percentile)	16.1%	£475	£22,800	41%
Mortgaged (entry level*)	22.5%	£557	£29,857	32%
Mortgaged (median)		£765	£40,986	19%
Owned outright	42.8%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 32% of households in Ludlow can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive housing

options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

Ludlow's Plan 2010-2015, highlighted the need for more affordable dwellings to rent and buy for local people. It also stated that provision of independent and residential care facilities for the elderly was required in order to meet the demand of the town's ageing population. In addition to this information, Ludlow Town Council, in response to the Place Plan Review 2012/13, indicated that there is a demand for rented property and 2/3 bedroom houses in the town.

LUDLOW ECONOMY

Social Demographic Information

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	1,663	16.2	17.4
16-29	1,452	14.1	15.4
30-44	1,711	16.7	18.1
45-64	2,775	27.0	28.4
65+	2,665	26.0	20.7
Working Age (16-64)	5,938	57.8	62.0
Total	10,266		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Over a quarter of the population of Ludlow is aged 65+ (26.0%); the rate for this age group is considerably larger than the County average (20.7%) and therefore all of the other age groups aged 64 and under are smaller than the Shropshire average.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Ludlow Urban Area % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	3.4	1.6
3 : Manufacturing (C)	9.9	11.4
4 : Construction (F)	4.5	5.3
5 : Motor trades (Part G)	3.7	2.7
6 : Wholesale (Part G)	6.0	4.1
7 : Retail (Part G)	14.7	11.2
8 : Transport & storage (inc postal) (H)	1.5	3.8
9 : Accommodation & food services (I)	8.4	6.9
10 : Information & communication (J)	#	2.0
11 : Financial & insurance (K)	4.6	1.6
12 : Property (L)	1.2	1.5
13 : Professional, scientific & technical (M)	4.5	5.0
14 : Business administration & support services (N)	2.2	4.8
15 : Public administration & defence (O)	3.6	5.5
16 : Education (P)	7.8	9.5
17 : Health (Q)	14.4	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	7.9	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Ludlow Urban Area	203	-6.02	28.1	26.1	51.7	22.2
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

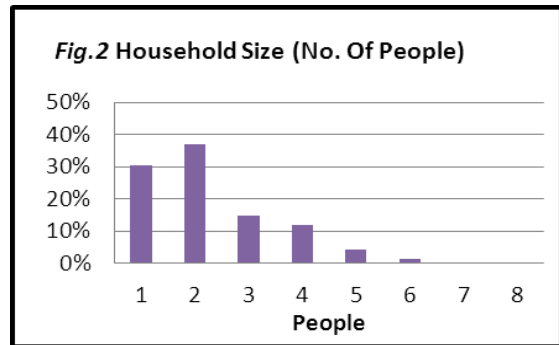
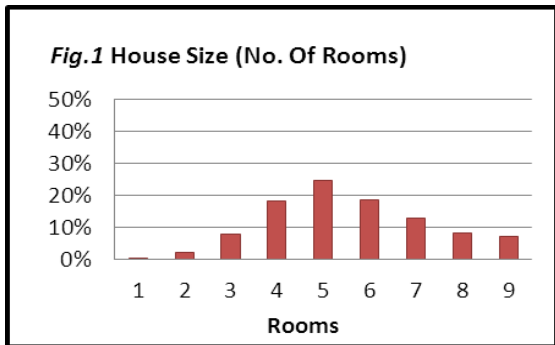
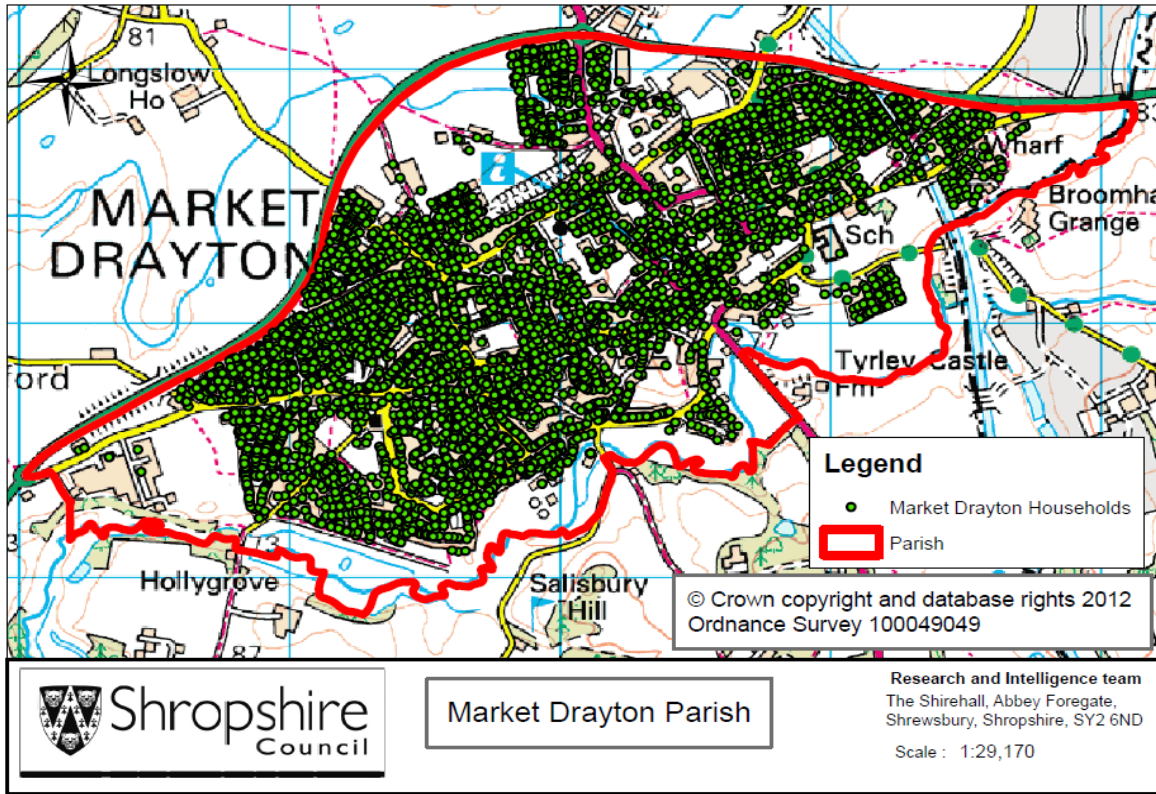
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Over a quarter of households in Ludlow parish (25.1%) have no car or van; this is considerably greater than the Shropshire average (15.8%). Nearly half of households (48.1%) have one car or van; the proportion of households with multiple cars or vans is smaller than the Shropshire average. When looking at journeys to work, the number of people aged 16-74 who take the train is slightly higher than the Shropshire average (1.0% compared to 0.8%), however a smaller number of people use overall public transport to travel to work (1.6% compared to 2.2% in Shropshire). A significantly higher percentage of people walk to work (15.9%) than the County average (8.9%). The train station at Ludlow is managed by Arriva Trains Wales and there are direct trains to stations including Shrewsbury and Hereford.

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.
 Train station information: Arriva Trains Wales, © Copyright 2013.

MARKET DRAYTON HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local hholds in income bracket 2013
Social rent (prices for 3 beds)	15.6%	£261	n/a	n/a
Shared ownership (25% owned)	0.8%	£430	£17,214	68%
Private rent (30th percentile)	15.8%	£475	£22,800	51%
Mortgaged (entry level*)	32.4%	£541	£28,968	41%
Mortgaged (median)		£715	£38,271	26%
Owned outright	35.4%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 41% of households in Market Drayton can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive

housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

The Market Drayton's Community-led Town Plan (2011) highlighted the need for more affordable housing in the area, with 67% of non-home owners stating that they would buy if more affordable housing was available. The Town Plan also highlighted the need for more starter homes and retirement housing facilities. This information was reiterated in the Towns Council's response to the Place Plan Review 2012/13, which stated that there is a need for limited housing development to meet the needs of local young families and an ageing population.

MARKET DRAYTON ECONOMY

Social Demographic Information (Market Drayton Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	2,220	18.9	17.4
16-29	1,921	16.3	15.4
30-44	2,317	19.7	18.1
45-64	3,019	25.6	28.4
65+	2,296	19.5	20.7
Working Age (16-64)	7,257	61.6	62.0
Total	11,773		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Market Drayton's Working Age population is similar to the Shropshire average (61.6% compared to 62.0%) and it has a higher proportion of people aged 0-44 than the Shropshire average.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Market Drayton Urban Area % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	28.5	11.4
4 : Construction (F)	3.8	5.3
5 : Motor trades (Part G)	1.9	2.7
6 : Wholesale (Part G)	3.3	4.1
7 : Retail (Part G)	14.3	11.2
8 : Transport & storage (inc postal) (H)	11.0	3.8
9 : Accommodation & food services (I)	4.3	6.9
10 : Information & communication (J)	0.9	2.0
11 : Financial & insurance (K)	1.8	1.6
12 : Property (L)	#	1.5
13 : Professional, scientific & technical (M)	3.2	5.0
14 : Business administration & support services (N)	7.5	4.8
15 : Public administration & defence (O)	1.4	5.5
16 : Education (P)	6.6	9.5
17 : Health (Q)	6.5	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	4.3	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Market Drayton Urban Area	237	-5.58	21.9	23.6	58.2	18.1
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

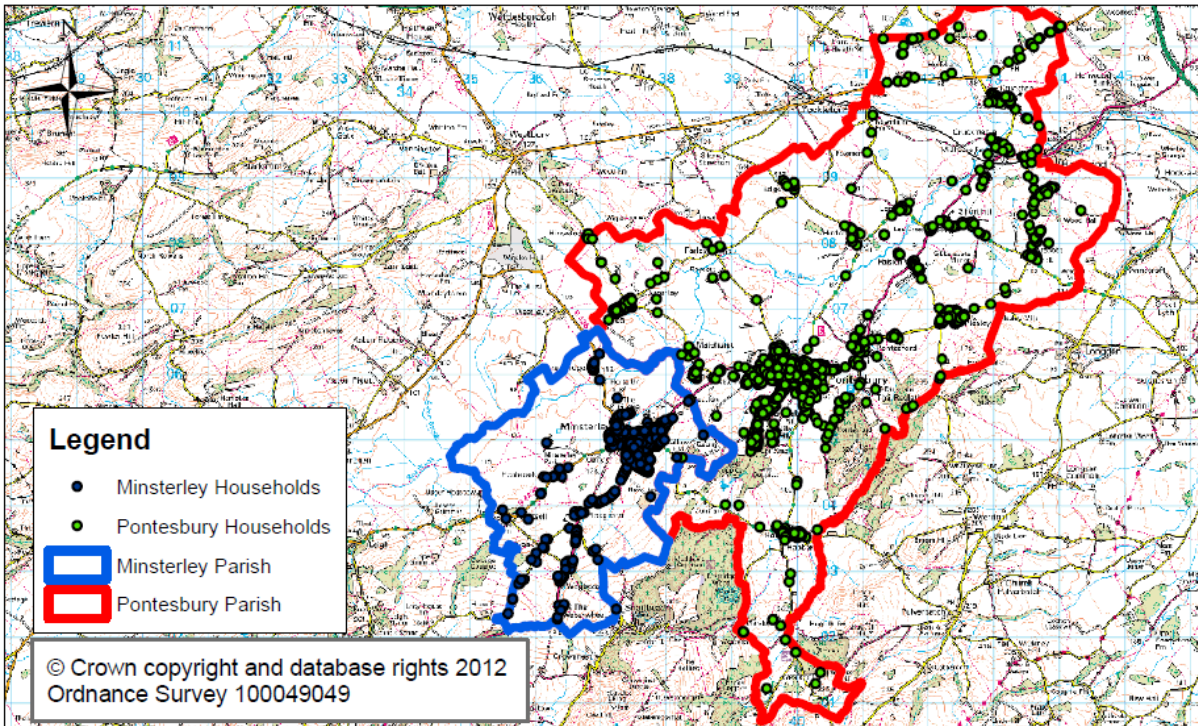
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.


Transport and the Journey to Work (2011 Census)

Over a fifth of households in Market Drayton parish have no car (20.8%), a greater percentage than the County average (15.8%). The percentage of 16-74 year olds who use a motor vehicle to travel to work is slightly higher than the Shropshire average (48.9% compared to 48.1%), however the parish also has higher percentages of people travelling to work by bicycle (2.4% compared to 2.0% in Shropshire) and walking to work (9.4% compared to 8.9% in Shropshire).

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

MINSTERLEY & PONTESBURY HOUSING & HOUSEHOLDS

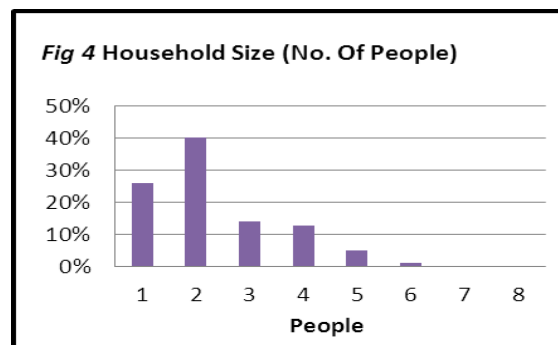
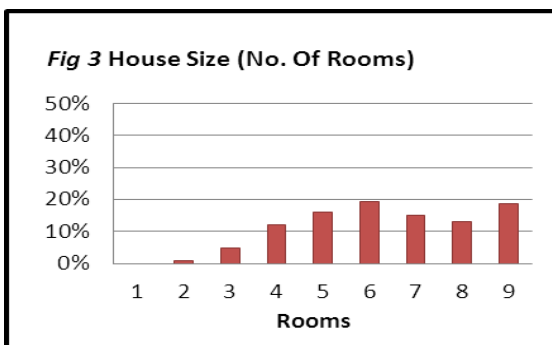
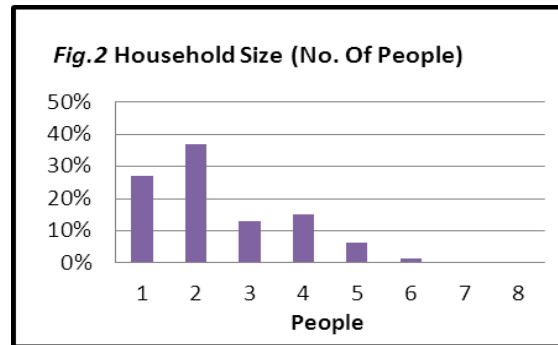
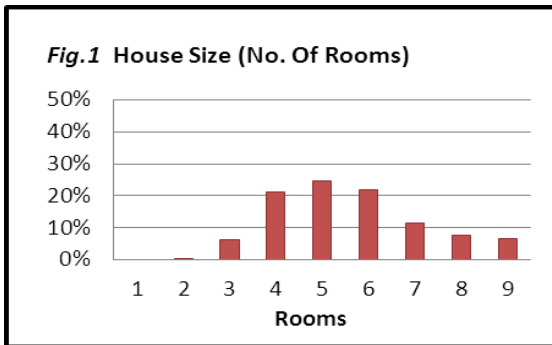




Shropshire
Council

Minsterley Parish &
Pontesbury Parish

Research and Intelligence team
 The Shirehall, Abbey Foregate,
 Shrewsbury, Shropshire, SY2 6ND
 Scale : 1:125,000



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local households in income bracket 2013
Social rent (prices for 3 beds)	13.1%	£274	n/a	n/a
Shared ownership (25% owned)	0.5%	£521	£20,859	60%
Private rent (30th percentile)	11.6%	£495	£23,760	50%
Mortgaged (entry level*)	30.8%	£627	£33,599	33%
Mortgaged (median)		£865	£46,346	14%
Owned outright	44.0%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 33% of households in Minsterley & Pontesbury can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive housing options, but there is a severe shortage of supply. An increasing number of households are renting privately

Locally identified housing demand & need

Up-to-date, detailed information on housing demand and need is not currently available for the Minsterley area.

In response to the Place Plan Review 2012/13, Pontesbury Parish Council indicated that there is a demand for small two bed shared ownership properties, with priority given to local people. No further up-to-date, detailed information is available in the Town Plan, but will be included in any future community-led plans

MINSTERLEY & PONTESBURY ECONOMY

Social Demographic Information (Minsterley Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	354	19.9	17.4
16-29	290	16.3	15.4
30-44	302	17.0	18.1
45-64	480	27.0	28.4
65+	351	19.8	20.7
Working Age (16-64)	1,072	60.3	62.0
Total	1,777		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Almost a fifth (19.9%) of Minsterley's population is aged 0-15 and a higher percentage of the population are aged 16-29 than in Shropshire (16.3% compared to 15.4%); all of the other age groups have a lower percentage than the Shropshire average.

Social Demographic Information (Pontesbury Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	560	17.4	17.4
16-29	437	13.5	15.4
30-44	474	14.7	18.1
45-64	997	30.9	28.4
65+	759	23.5	20.7
Working Age (16-64)	1,908	59.1	62.0
Total	3,227		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Pontesbury has a larger percentage of people aged 45 and above than the Shropshire average and a correspondingly smaller Working Age population (59.1% compared to 62.0%).

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Minsterley (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	#	11.4
4 : Construction (F)	1.6	5.3
5 : Motor trades (Part G)	#	2.7
6 : Wholesale (Part G)	2.3	4.1
7 : Retail (Part G)	3.9	11.2

Shropshire Strategic Housing Market Assessment 2014 update
Appendix 3: Shropshire's 18 towns – local housing markets

8 : Transport & storage (inc postal) (H)	#	3.8
9 : Accommodation & food services (I)	1.0	6.9
10 : Information & communication (J)	0.2	2.0
11 : Financial & insurance (K)	#	1.6
12 : Property (L)	#	1.5
13 : Professional, scientific & technical (M)	11.5	5.0
14 : Business administration & support services (N)	#	4.8
15 : Public administration & defence (O)	#	5.5
16 : Education (P)	#	9.5
17 : Health (Q)	7.0	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	0.0	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Business, Employer Types and Unemployment
Business Register and Employment Survey, 2011

Industry	Pontesbury (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	0.0	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	#	11.4
4 : Construction (F)	5.0	5.3
5 : Motor trades (Part G)	#	2.7
6 : Wholesale (Part G)	#	4.1
7 : Retail (Part G)	10.0	11.2
8 : Transport & storage (inc postal) (H)	2.3	3.8
9 : Accommodation & food services (I)	5.6	6.9
10 : Information & communication (J)	#	2.0
11 : Financial & insurance (K)	#	1.6
12 : Property (L)	#	1.5
13 : Professional, scientific & technical (M)	1.5	5.0
14 : Business administration & support services (N)	#	4.8
15 : Public administration & defence (O)	#	5.5
16 : Education (P)	#	9.5
17 : Health (Q)	31.2	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	5.5	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

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Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Shropshire Strategic Housing Market Assessment 2014 update
Appendix 3: Shropshire's 18 towns – local housing markets

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Minsterley (Market Town)	32	-8.57	15.6	25.0	59.4	15.6
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Pontesbury (Market Town)	13	No change	23.1	38.5	38.5	23.1
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

In Minsterley parish, the percentage of households with multiple cars or vans is greater than the Shropshire average. Over half of people aged 16-74 use a motor vehicle to travel to work (51.5%), this is greater than the Shropshire average (48.1%).

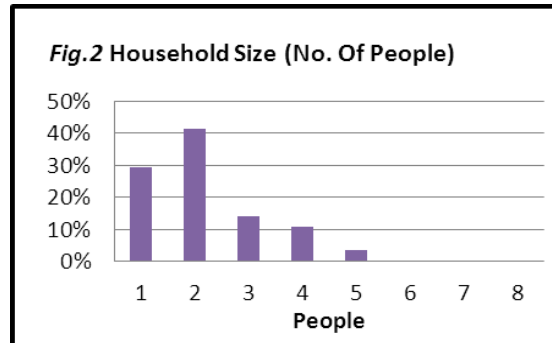
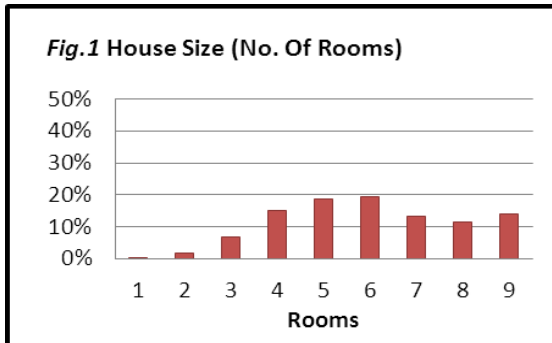
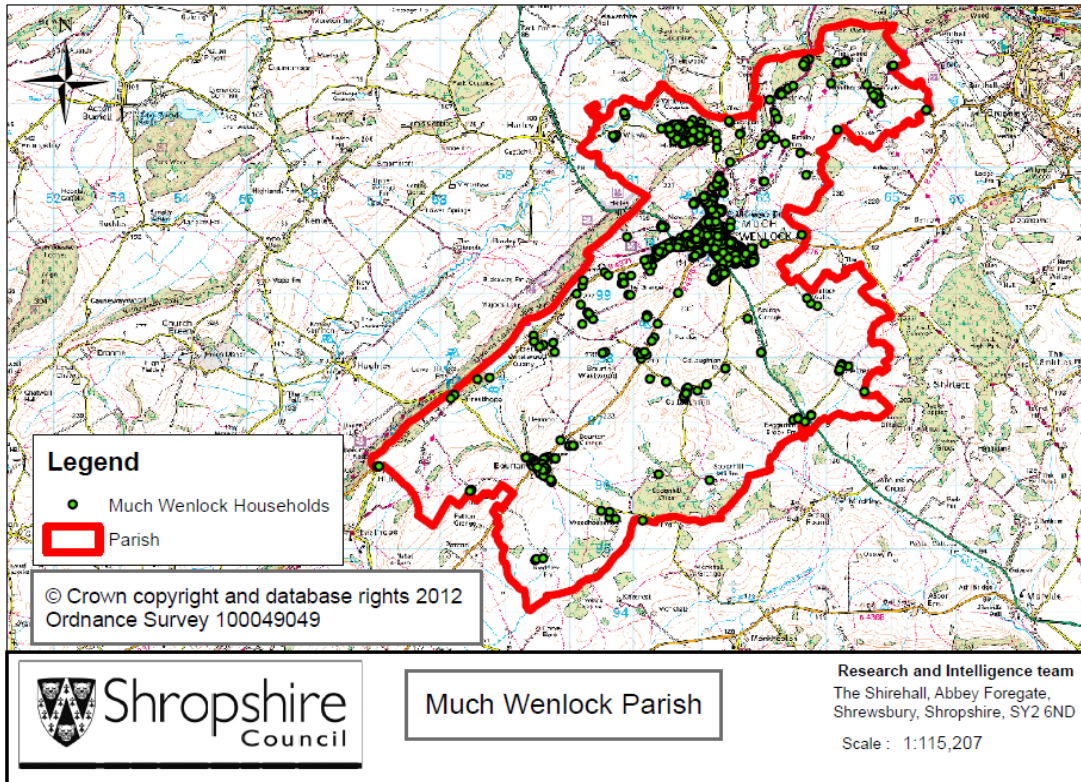
Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Pontesbury parish has more households with multiple cars or vans than the Shropshire average and correspondingly smaller percentages of no car or van or single car or van households. Compared to the County, more people aged 16-74 use a motor vehicle to travel to work (49.4% in Pontesbury compared to 48.1% in Shropshire). There is also a larger proportion of the 16-74 year old population who work mainly at or from home (7.5% compared with 5.6% in Shropshire).

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

MUCH WENLOCK HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local holds in income bracket 2013
Social rent (prices for 3 beds)	16.3%	£282	n/a	n/a
Shared ownership (25% owned)	0.6%	£687	£27,469	62%
Private rent (30th percentile)	17.9%	£664	£31,848	53%
Mortgaged (entry level*)	22.6%	£785	£42,044	40%
Mortgaged (median)		£1,140	£61,071	26%
Owned outright	42.6%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 40% of households in Much Wenlock can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive

housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

Much Wenlock Town Council have completed a Neighbourhood Plan, which identified the need to provided housing which suits the needs of an ageing population; young first time buyers; and young families. The Neighbourhood Plan also identified a need for more affordable homes, particularly social rented, which can provide homes for lower income families.

MUCH WENLOCK ECONOMY

Social Demographic Information (Much Wenlock Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	437	15.2	17.4
16-29	310	10.8	15.4
30-44	450	15.6	18.1
45-64	897	31.2	28.4
65+	783	27.2	20.7
Working Age (16-64)	1,657	57.6	62.0
Total	2,877		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Over half of the population of Much Wenlock is aged 45 and above; 31.2% aged 45-64 and 27.2% aged 65+. This is a considerably higher percentage than in Shropshire and all of the age groups aged 44 and under have correspondingly lower percentages.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Much Wenlock (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	8.1	11.4
4 : Construction (F)	2.6	5.3
5 : Motor trades (Part G)	2.1	2.7
6 : Wholesale (Part G)	2.9	4.1
7 : Retail (Part G)	11.4	11.2
8 : Transport & storage (inc postal) (H)	4.0	3.8
9 : Accommodation & food services (I)	14.7	6.9
10 : Information & communication (J)	2.4	2.0
11 : Financial & insurance (K)	#	1.6
12 : Property (L)	#	1.5
13 : Professional, scientific & technical (M)	8.4	5.0
14 : Business administration & support services (N)	1.0	4.8
15 : Public administration & defence (O)	#	5.5
16 : Education (P)	21.9	9.5
17 : Health (Q)	13.5	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	3.5	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

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Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Much Wenlock (Market Town)	40	11.11	27.5	17.5	55.0	27.5
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

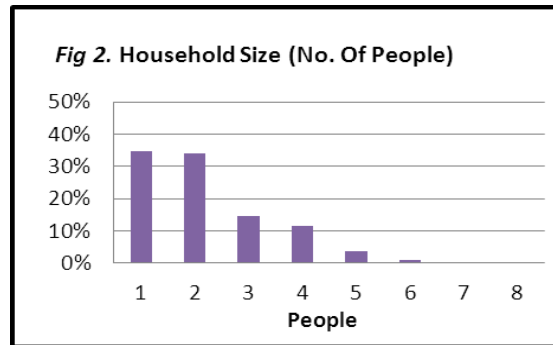
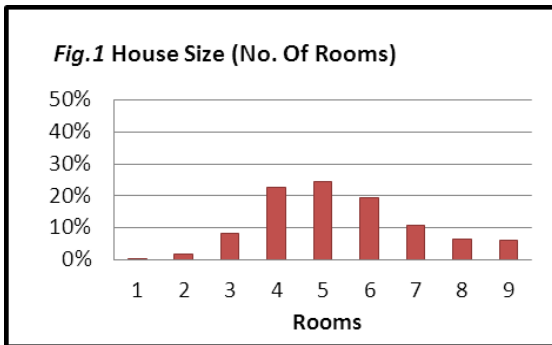
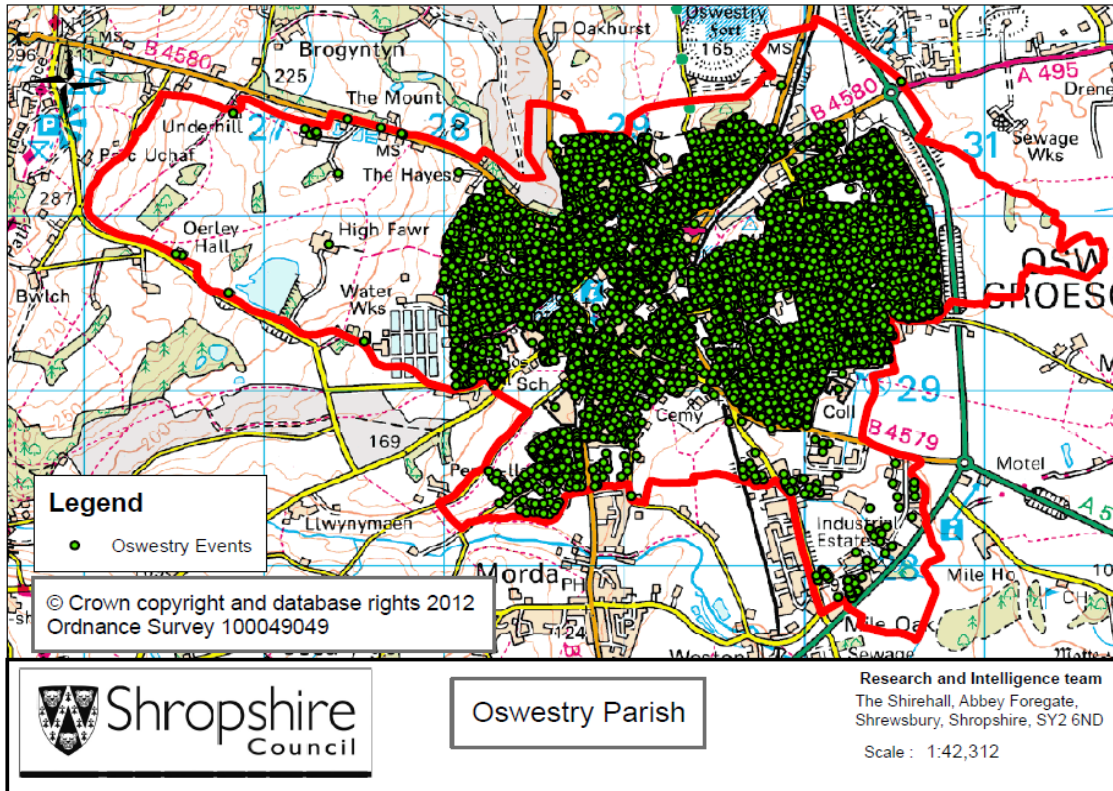
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Much Wenlock parish has a higher percentage of households with multiple cars or vans than the Shropshire average. However, the percentage of 16-74 year olds using a motor vehicle to travel to work (46.6%) is lower than the County average (48.1%). Much Wenlock, in comparison to Shropshire as a whole, has a higher percentage of people who work mainly at or from home (6.4% compared to 5.6%).

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

OSWESTRY HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local hholds in income bracket 2013
Social rent (prices for 3 beds)	17.0%	£261	n/a	n/a
Shared ownership (25% owned)	0.5%	£396	£15,858	63%
Private rent (30th percentile)	18.4%	£450	£21,600	53%
Mortgaged (entry level*)	31.5%	£491	£26,274	45%
Mortgaged (median)		£659	£35,286	27%
Owned outright	32.7%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 45% of households in Oswestry can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive housing

options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

Oswestry's Town Plan was published in 2006 and therefore up-to-date, detailed information on housing demand and need is not currently available. However the Town Council are currently in the process of reviewing their Town Plan and therefore more information will be available at a later date.

OSWESTRY ECONOMY

Social Demographic Information (Oswestry Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	3,010	17.6	17.4
16-29	3,072	18.0	15.4
30-44	3,521	20.6	18.1
45-64	4,264	24.9	28.4
65+	3,238	18.9	20.7
Working Age (16-64)	10,857	63.5	62.0
Total	17,105		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Oswestry has a larger Working Age population than the Shropshire average (63.5% compared to 62.0%) and all of its age groups between 0-44 years old have larger percentages than the Shropshire average.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Oswestry Urban Area % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	12.6	11.4
4 : Construction (F)	3.0	5.3
5 : Motor trades (Part G)	2.8	2.7
6 : Wholesale (Part G)	4.3	4.1
7 : Retail (Part G)	21.2	11.2
8 : Transport & storage (inc postal) (H)	6.0	3.8
9 : Accommodation & food services (I)	7.5	6.9
10 : Information & communication (J)	1.0	2.0
11 : Financial & insurance (K)	2.4	1.6
12 : Property (L)	0.9	1.5
13 : Professional, scientific & technical (M)	5.2	5.0
14 : Business administration & support services (N)	5.3	4.8
15 : Public administration & defence (O)	3.2	5.5
16 : Education (P)	8.7	9.5
17 : Health (Q)	9.5	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	5.5	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Shropshire Strategic Housing Market Assessment 2014 update
Appendix 3: Shropshire's 18 towns – local housing markets

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Oswestry Urban Area	548	-1.26	27.2	28.5	54.2	17.3
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

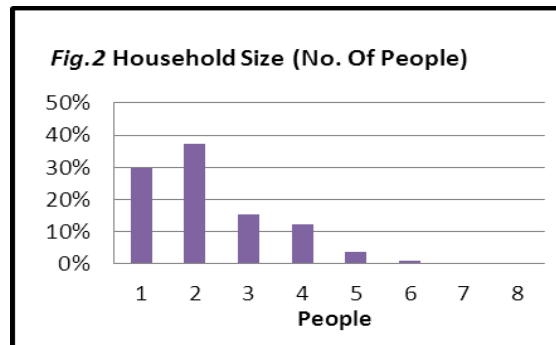
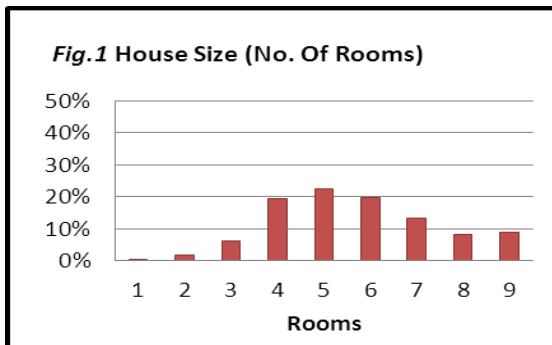
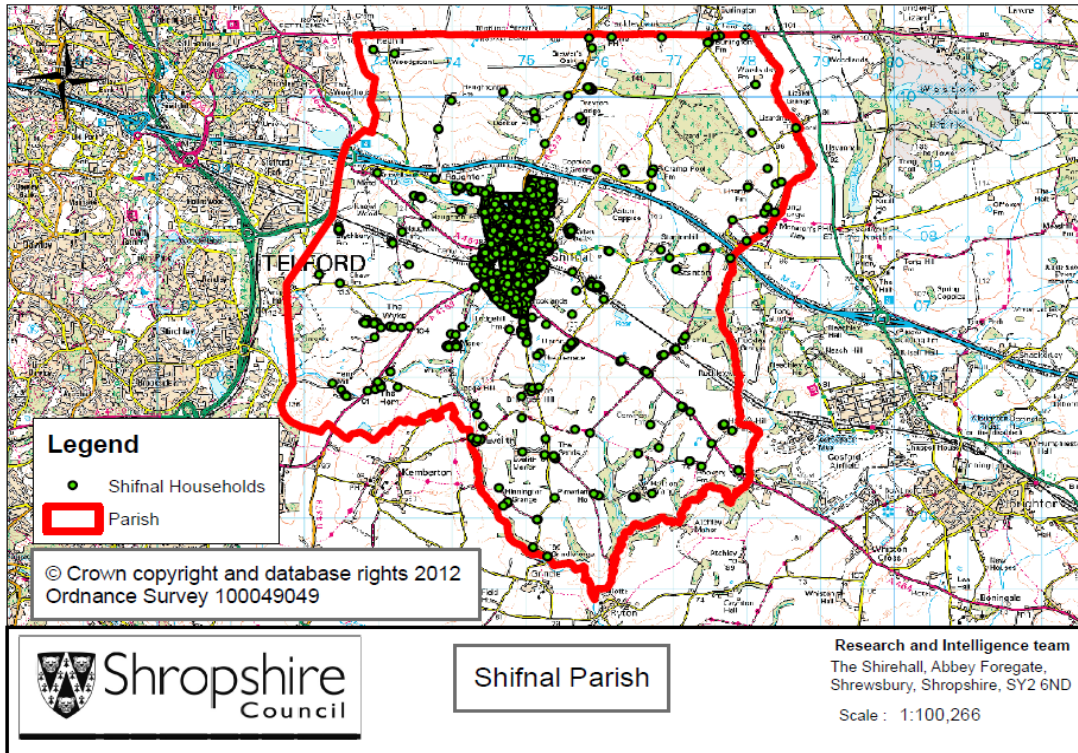
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Oswestry parish has more households with no car or van (23.7%) or a single car or van (46.5%) than the Shropshire average. Less people aged 16-74, compared to the Shropshire average, use motor vehicles or public transport to travel to work, however a much larger percentage of people walk to work (12.4% compared to 8.9% in Shropshire).

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.

SHIFNAL HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011 census	Monthly cost	Household income required to afford at today's prices	% local holds in income bracket 2013
Social rent (prices for 3 beds)	18.7%	£282	£	%
Shared ownership (25% owned)	0.5%	£492	£19,669	65%
Private rent (30th percentile)	15.7%	£550	£26,400	58%
Mortgaged (entry level*)	32.0%	£608	£32,571	41%
Mortgaged (median)		£816	£43,700	34%
Owned outright	33.2%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 41% of households in Shifnal can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive housing

options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

Shifnal's Town Plan (2009) highlighted the need for housing for both families homes with three or more bedrooms and sheltered housing for the elderly. In addition, Shifnal Town Council, in response to the Place Plan Review 2012/13, indicated that there is a demand for 1 bedroom properties; starter homes; bungalows for disabled and elderly and 2/3 bedroom family homes to rent.

SHIFNAL ECONOMY

Social Demographic Information (Shifnal Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	1,089	16.1	17.4
16-29	998	14.7	15.4
30-44	1,282	18.9	18.1
45-64	2,009	29.6	28.4
65+	1,398	20.6	20.7
Working Age (16-64)	4,289	63.3	62.0
Total	6,776		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Shifnal has a larger Working Age population (63.3%) than the Shropshire average (62.0%); this is due to the parish having a larger percentage of people aged between 30-64 when compared to the County.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Shifnal (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	6.0	11.4
4 : Construction (F)	9.2	5.3
5 : Motor trades (Part G)	1.8	2.7
6 : Wholesale (Part G)	3.5	4.1
7 : Retail (Part G)	6.8	11.2
8 : Transport & storage (inc postal) (H)	2.4	3.8
9 : Accommodation & food services (I)	14.8	6.9
10 : Information & communication (J)	1.5	2.0
11 : Financial & insurance (K)	#	1.6
12 : Property (L)	1.0	1.5
13 : Professional, scientific & technical (M)	7.5	5.0
14 : Business administration & support services (N)	6.9	4.8
15 : Public administration & defence (O)	#	5.5
16 : Education (P)	20.3	9.5
17 : Health (Q)	5.2	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	11.0	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Shifnal (Market Town)	108	-0.92	29.6	23.1	54.6	22.2
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

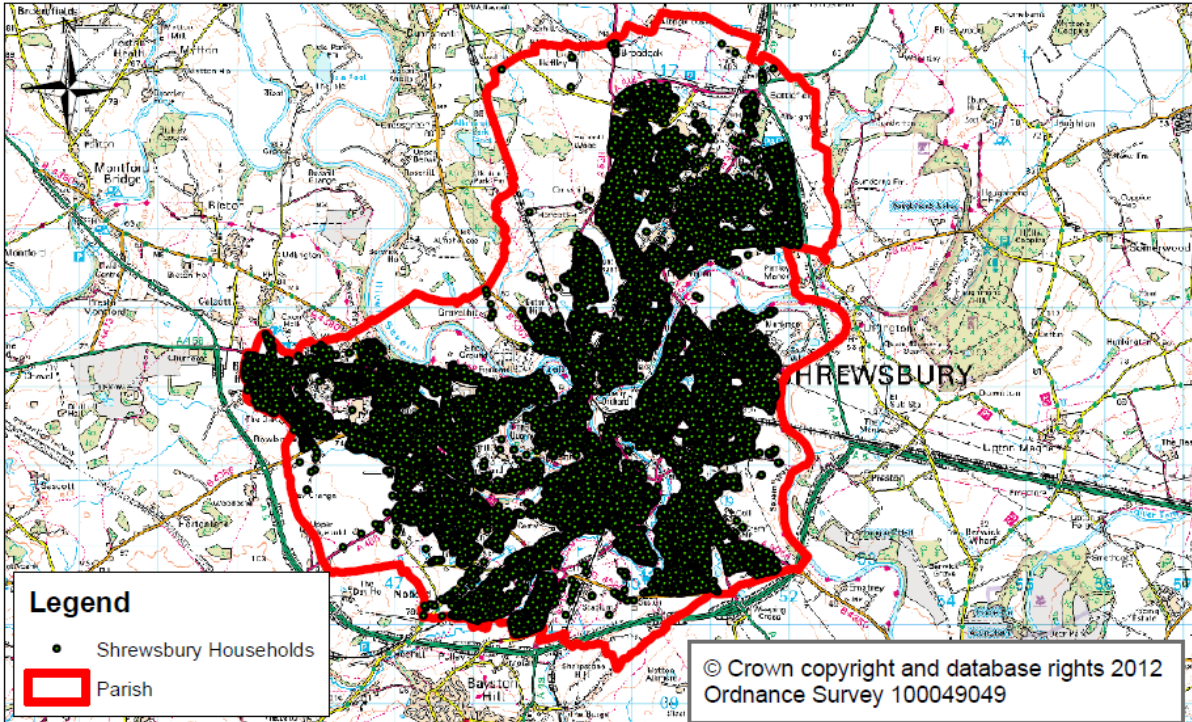
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.


Transport and the Journey to Work (2011 Census)

In Shifnal parish, 16.4% of households have no car or van and 43.6% are single car or van households; these are higher proportions than the Shropshire average. More people aged 16-74 travel to work by motor vehicle (51.3%) than in Shropshire (48.1%) and more people use a form of public transport (3.8% compared to 2.2% in Shropshire). In particular, a much larger proportion of people use the train to travel to work (2.5%) than the County average (0.8%). The train station at Shifnal is managed by London Midland and has direct trains to stations including Shrewsbury and Birmingham New Street.

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.
 Train station information: London Midland, Copyright © Govia 2013.

SHREWSBURY HOUSING & HOUSEHOLDS



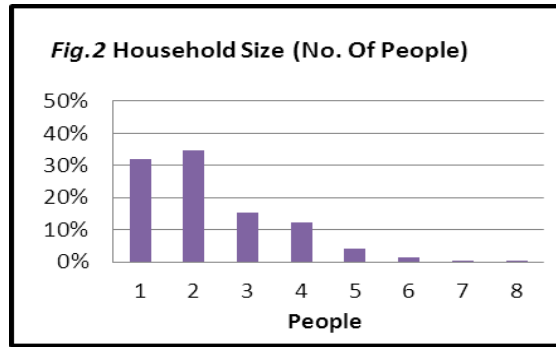
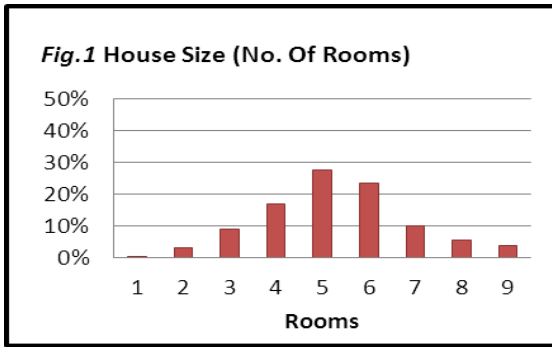


Shropshire Council

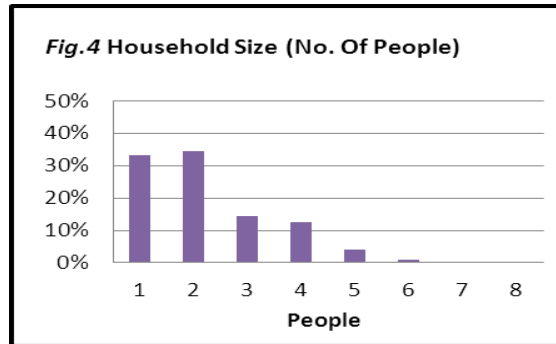
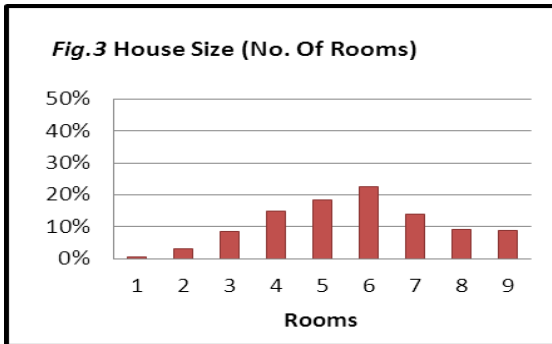
Shrewsbury Area

Research and Intelligence team
 The Shirehall, Abbey Foregate,
 Shrewsbury, Shropshire, SY2 6ND
 Scale : 1:103,300

North of the River



South of the River



Source: 2011 Census, Household Size.

Housing affordability in Shrewsbury North

	% housing in this tenure 2011 census**	Monthly cost	Household income required to afford at today's prices	% local hholds in income bracket 2013
Social rent (prices for 3 beds)	16.1%	£274	n/a	n/a
Shared ownership (25% owned)	0.6%	£412	£16,481	71%
Private rent (30th percentile)	16.6%	£525	£25,200	46%
Mortgaged (entry level*)	33.3%	£552	£29,586	35%
Mortgaged (median)		£684	£36,643	26%
Owned outright	33.4%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

**all Shrewsbury – north & south of the river

Only 35% of households in Shrewsbury North can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Housing affordability in Shrewsbury South

	% housing in this tenure 2011 census**	Monthly cost	Household income required to afford at today's prices	% local hholds in income bracket 2013
Social rent (prices for 3 beds)	16.1%	£274	n/a	n/a
Shared ownership (25% owned)	0.6%	£525	£20,985	54%
Private rent (30th percentile)	16.6%	£495	£23,760	53%
Mortgaged (entry level*)	33.3%	£603	£32,300	45%
Mortgaged (median)		£872	£46,686	23%
Owned outright	33.4%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012**all Shrewsbury – north & south of the river

Only 45% of households in Shrewsbury South can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

In response to the Place Plan Review 2012/13, Shrewsbury Town Council indicated that there is a need to a better, more varied mix of housing types and additional 1/ 2 bedroom properties for both the young and the elderly population. No further up-to-date, detailed information is available in the Town Plan, but will be included in any future community-led plans.

SHREWSBURY ECONOMY

Social Demographic Information (Shrewsbury Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	13,049	18.2	17.4
16-29	12,588	17.6	15.4
30-44	14,248	19.9	18.1
45-64	18,847	26.3	28.4
65+	12,983	18.1	20.7
Working Age (16-64)	45,683	63.7	62.0
Total	71,715		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Shrewsbury has the equal largest Working Age population of all of the key Place Plan parishes in Shropshire (63.7%). All of the age groups between 0-44 have larger percentages than the Shropshire average.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Shrewsbury Market Town LSOAs % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	0.0	0.2
2 : Mining, quarrying & utilities (B,D and E)	2.0	1.6
3 : Manufacturing (C)	6.5	11.4
4 : Construction (F)	2.5	5.3
5 : Motor trades (Part G)	2.3	2.7
6 : Wholesale (Part G)	2.5	4.1
7 : Retail (Part G)	12.9	11.2
8 : Transport & storage (inc postal) (H)	2.8	3.8
9 : Accommodation & food services (I)	6.1	6.9
10 : Information & communication (J)	2.2	2.0
11 : Financial & insurance (K)	1.9	1.6
12 : Property (L)	1.4	1.5
13 : Professional, scientific & technical (M)	5.4	5.0
14 : Business administration & support services (N)	4.1	4.8
15 : Public administration & defence (O)	9.6	5.5
16 : Education (P)	7.6	9.5
17 : Health (Q)	24.8	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	5.3	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Shrewsbury Market Town LSOAs	1,277	-0.78	23.0	28.0	55.0	17.0
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

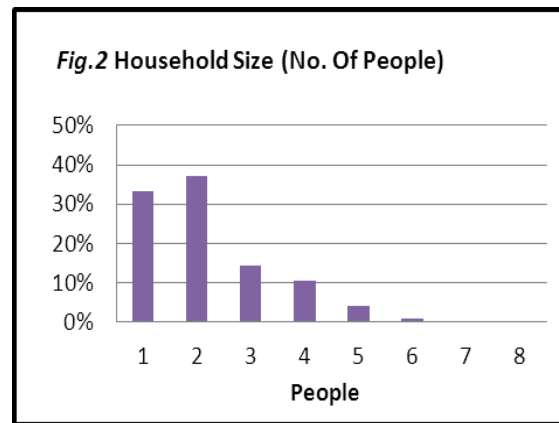
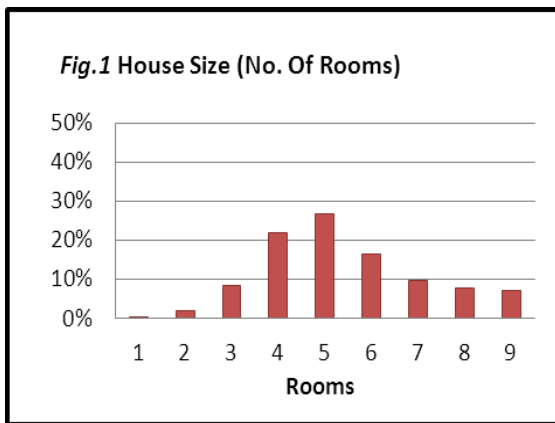
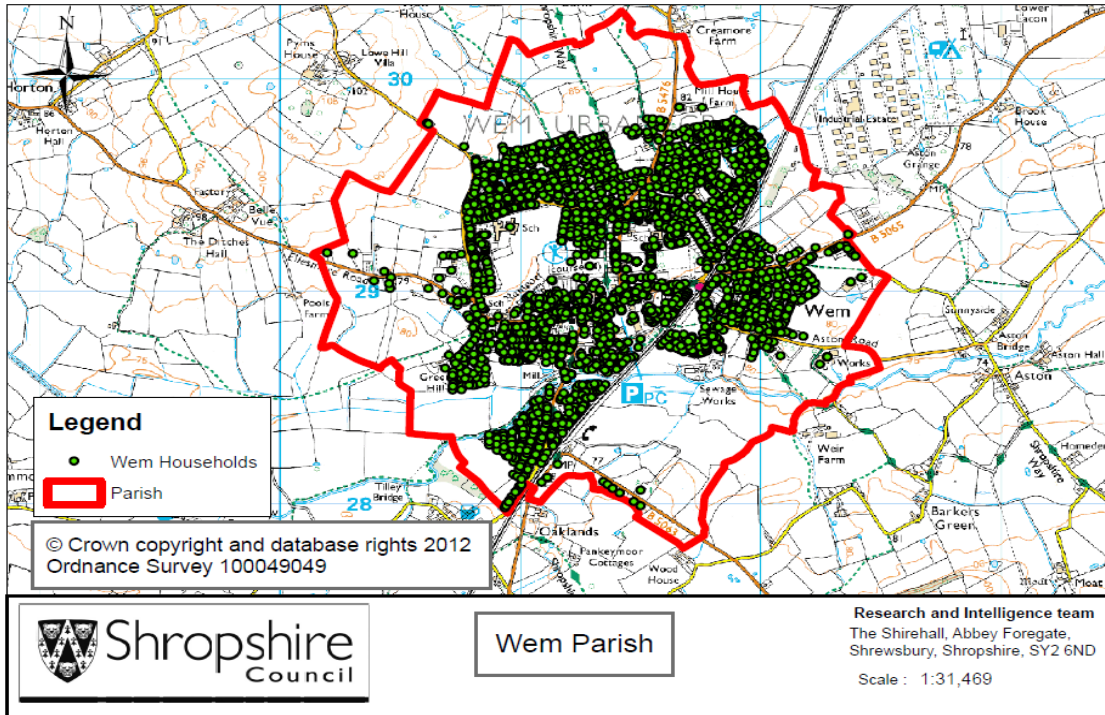
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Over a fifth of households in Shrewsbury parish (22.4%) do not have a car or van, a much larger proportion than the County average (15.8%). Of the remaining households, the majority are single car or van households (46.3%, compared to 42.2% in Shropshire). When travelling to work, a much larger percentage of 16-74 year olds than the County average use public transport, in particular the train (1.1%) or the bus, mini bus or coach (2.5%). The train station at Shrewsbury is managed by Arriva Trains Wales and has direct trains to stations including Manchester Piccadilly and Birmingham New Street. A fairly large proportion of people aged 16-74 also use non-motorised transport, with 4.0% using a bicycle and 11.4% walking to work.

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.
 Train station information: Arriva Trains Wales, © Copyright 2013.

WEM HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011	Monthly cost	Household income required to afford at today's prices	% local holds in income bracket 2013
Social rent (prices for 3 beds)	13.7%	£261	n/a	n/a
Shared ownership (25% owned)	0.6%	£449	£17,946	60%
Private rent (30th percentile)	16.3%	£475	£22,800	44%
Mortgaged (entry level*)	30.5%	£554	£29,654	36%
Mortgaged (median)		£745	£39,900	22%
Owned outright	38.8%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 36% of households in Wem can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive housing

options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

In response to the Place Plan Review 2012/13, Wem Town Council indicated that there is a need for sheltered accommodation in the locality. No further up-to-date, detailed information is available in the Town Plan, but will be included in any future community-led plans.

WEM ECONOMY

Social Demographic Information (Wem Urban)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	1,012	17.2	17.4
16-29	971	16.5	15.4
30-44	1,032	17.6	18.1
45-64	1,458	24.8	28.4
65+	1,397	23.8	20.7
Working Age (16-64)	3,461	59.0	62.0
Total	5,870		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Wem has a larger 16-29 year old population than the Shropshire average (16.5% compared to 15.4%); however the other age groups that contribute to the Working Age population have smaller percentages than in Shropshire.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Wem (Market Town) % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	1.2	11.4
4 : Construction (F)	5.7	5.3
5 : Motor trades (Part G)	3.3	2.7
6 : Wholesale (Part G)	2.4	4.1
7 : Retail (Part G)	9.1	11.2
8 : Transport & storage (inc postal) (H)	3.4	3.8
9 : Accommodation & food services (I)	6.2	6.9
10 : Information & communication (J)	#	2.0
11 : Financial & insurance (K)	#	1.6
12 : Property (L)	#	1.5
13 : Professional, scientific & technical (M)	6.7	5.0
14 : Business administration & support services (N)	2.5	4.8
15 : Public administration & defence (O)	7.3	5.5
16 : Education (P)	22.9	9.5
17 : Health (Q)	15.8	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	3.1	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Wem (Market Town)	100	-2.91	28.0	25.0	57.0	18.0
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

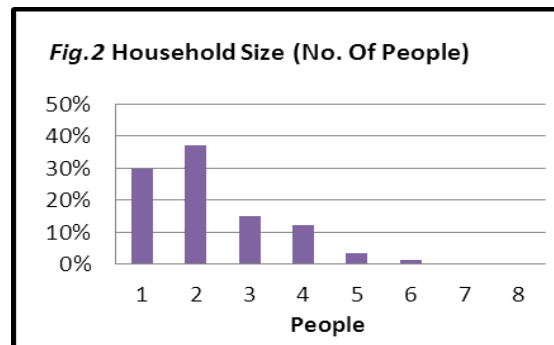
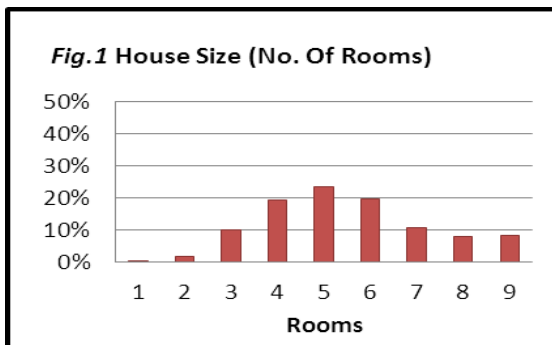
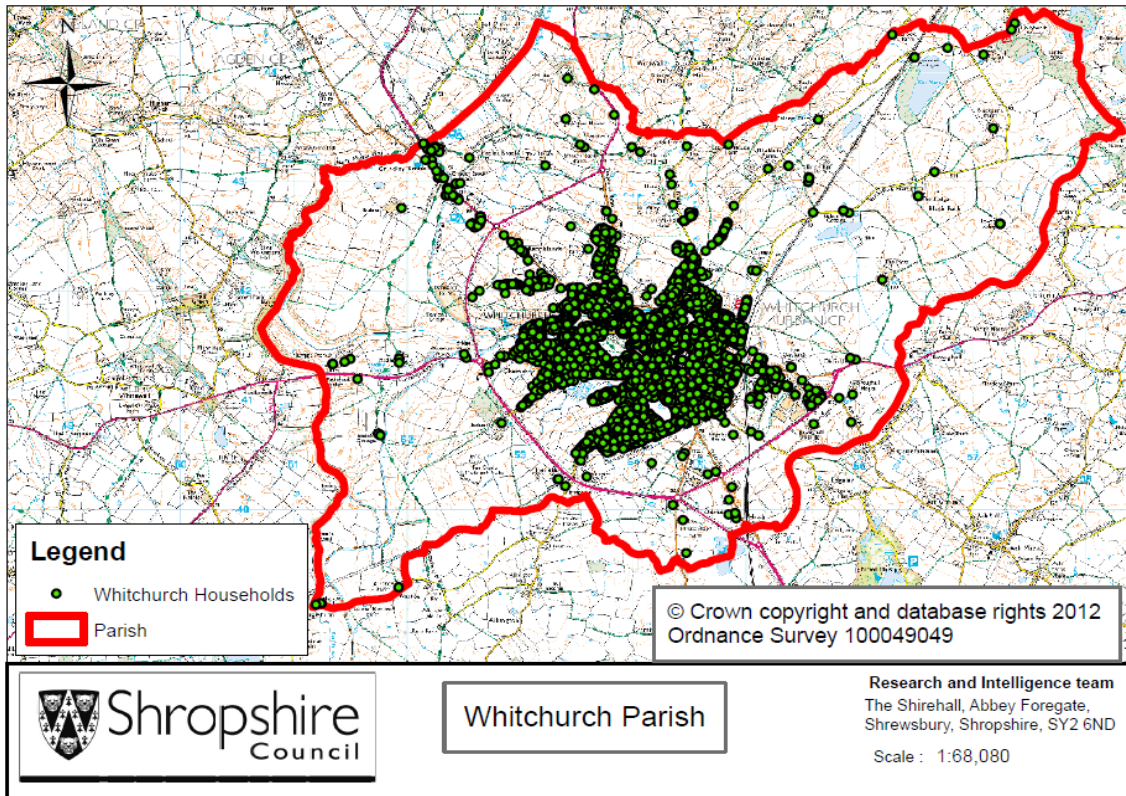
Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Over a fifth of households in the parish (20.4%) do not have a car or van, a much larger proportion than the County average (15.8%). Of the remaining households, the majority of households are single car or van households (47.4%). Larger proportions of people aged 16-74 compared to the Shropshire average use the train to travel to work (1.2% compared to 0.8%); a larger proportion of people compared to the County average also use a bicycle (2.7% compared to 2.0%) or walk to work (9.8% compared to 8.9%). Wem has a train station that is managed by Arriva Trains Wales, with direct links to stations including Shrewsbury and Crewe.

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.
 Train station information: Arriva Trains Wales, © Copyright 2013.

WHITCHURCH HOUSING & HOUSEHOLDS



Source: 2011 Census, Household Size.

Housing affordability

	% housing in this tenure 2011	Monthly cost	Household income required to afford at today's prices	% local hholds in income bracket 2013
Social rent (prices for 3 beds)	15.4%	£261	n/a	n/a
Shared ownership (25% owned)	0.9%	£428	£17,139	62%
Private rent (30th percentile)	20.2%	£450	£21,600	55%
Mortgaged (entry level*)	30.7%	£470	£25,148	46%
Mortgaged (median)		£712	£38,136	24%
Owned outright	32.8%	£0	n/a	n/a

*entry level defined as the 15th percentile. The median is the 50th percentile; based on Land Registry data 2009-2012

Only 46% of households in Whitchurch can afford to buy an entry-level home at today's prices. Affordable housing (social rent and shared ownership) are the less expensive

housing options, but there is a severe shortage of supply. An increasing number of households are renting privately.

Locally identified housing demand & need

Whitchurch's Town and Parish Plan (2011) highlighted a substantial need for starter homes (94% of respondents); sheltered housing to support the elderly and people in difficulty (89%) and bungalows (81%). It also highlighted a need for 2-3 bed family homes (88%) and larger 3-5 bed houses (68%). In terms of tenure, a significant demand for both social and private rented housing was also highlighted.

WHITCHURCH ECONOMY

Social Demographic Information (Whitchurch Urban Parish)

Age	No.	Percentage (%)	Shropshire comparison (%)
0-15	1,791	18.1	17.4
16-29	1,647	16.7	15.4
30-44	1,970	20.0	18.1
45-64	2,543	25.8	28.4
65+	1,920	19.5	20.7
Working Age (16-64)	6,160	62.4	62.0
Total	9,871		

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013

Whitchurch's Working Age population (62.4%) is slightly higher than the Shropshire average (62.0%). All of the age groups between 0-44 have larger percentages than the Shropshire average.

Business, Employer Types and Unemployment Business Register and Employment Survey, 2011

Industry	Whitchurch Urban Area % of Employees	Shropshire % of Employees
1 : Agriculture, forestry & fishing (A)	#	0.2
2 : Mining, quarrying & utilities (B,D and E)	#	1.6
3 : Manufacturing (C)	6.8	11.4
4 : Construction (F)	4.1	5.3
5 : Motor trades (Part G)	1.9	2.7
6 : Wholesale (Part G)	8.9	4.1
7 : Retail (Part G)	17.4	11.2
8 : Transport & storage (inc postal) (H)	#	3.8
9 : Accommodation & food services (I)	6.7	6.9
10 : Information & communication (J)	#	2.0
11 : Financial & insurance (K)	1.7	1.6
12 : Property (L)	1.1	1.5
13 : Professional, scientific & technical (M)	4.4	5.0
14 : Business administration & support services (N)	1.4	4.8
15 : Public administration & defence (O)	2.2	5.5
16 : Education (P)	8.6	9.5
17 : Health (Q)	17.9	17.4
18 : Arts, entertainment, recreation & other services (R,S,T and U)	5.2	5.6
Column Total	100.0	100.0

Source: Business Register and Employment Survey 2011, Office for National Statistics, © Crown Copyright 2013.

= figures have been subject to hard and soft suppression to avoid disclosure.

Please note: Employees exclude voluntary workers, self-employed and working owners who are not paid via PAYE (Nomis, Office for National Statistics, © Crown Copyright 2013).

Claimant Count (April 2013)

	Claimant Count		Duration	Age of Claimants		
	Total No. JSA Claimants	% change over previous month	% Claiming for over 12 months	% Aged 24 and under	% Aged 25-49	% Aged 50 plus
Whitchurch Urban Area	234	-2.09	19.7	26.5	53.8	19.7
Shropshire	4,670	-3.21	22.9	26.6	53.5	19.9
West Midlands	160,278	-2.31	30.1	27.3	56.2	16.4
Great Britain	1,474,428	-2.95	28.0	26.4	56.6	17.0

Source: JSA Claimant Count, Office for National Statistics, © Crown Copyright 2013.

Transport and the Journey to Work (2011 Census)

Over a fifth of households in the parish (20.6%) do not have a car or van, a much larger proportion than the County average (15.8%). Of the remaining households, the majority of households are single car or van households (44.6%). 48.9% of 16-74 year olds in the parish use a motor vehicle to travel to work, a slightly higher percentage than in Shropshire (48.1%). The percentage of people who walk to work (11.9%) is also higher than the Shropshire average (8.9%). Whitchurch has a station that is managed by Arriva Trains Wales and has trains running to stations including Shrewsbury and Crewe.

Source: 2011 Census, Office for National Statistics, © Crown Copyright 2013.
 Train station information: Arriva Trains Wales, © Copyright 2013.