

# Shropshire Economic Assessment 2008

**Bridgnorth  
District**

**Economy,  
Labour Market,  
Learning  
and Skills**



**June 2008**

## Bridgnorth

- Bridgnorth has a low population density of only 0.82 people per hectare.

**Table 1: Population Density in Bridgnorth in 2006**

	Population			Area		Density	
	Number	Annual Change 2005 - 2006		Hectares*	Sq. miles	Persons per hectare	Persons per sq. mile
<b>Bridgnorth</b>	51,800	-100	-0.2	63,317	244	0.82	211.9
<b>South Area</b>	94,100	130	0.1	166,043	641	0.57	146.1
<b>Shropshire</b>	289,300	1500	0.5	319,736	1,235	0.90	234.3
<b>West Midlands</b>	5,366,700	16,000	0.3	1,299,800	5,020	4.13	1069.3
<b>England</b>	50,762,900	297,300	0.6	13,042,300	50,357	3.89	1,008.1

Source: Population Estimates Mid-2006 National Statistics. © Crown Copyright 2008

\* A hectare is 10,000 square metres. There are 100 hectares to a square kilometre.

- Population in Bridgnorth since 1991 has increased at a lower rate than in the Shropshire as a whole. The South area as a whole has increased at a similar rate to England.
- Bridgnorth has a higher proportion of people retirement age plus than the West Midlands and England.

**Table 2: Population by Age in Bridgnorth 1991 and 2006**

	Mid Year Population			2006 Mid Year Population by Age		
	1991	2006	Change 1991- 2006	0-15	16- Retirement Age	Retirement Age+
<b>Bridgnorth</b>	50,600	51,800	2.5	8,700	31,100	12,100
<b>South Area</b>	88,900	94,100	6.0	15,800	54,500	23,800
<b>Shropshire</b>	268,700	289,300	7.7	52,700	170,500	66,100
<b>West Midlands</b>	5,229,700	5,366,700	2.6	1,057,500	3,281,800	1,027,400
<b>England</b>	47,875,000	50,762,900	6.0	9,674,000	32,626,700	9,462,300

Source: 2006 Mid Year Estimates, Office for National Statistics, © Crown Copyright 2007

## Travel to Work

In Bridgnorth 21.5% of those employed work from home, this is higher than the national and regional figures. The largest group of people travel less than 2km to work in Shropshire, compared to nationally and regionally where the highest percentage of people travel 2-5km to work. Table 3.

**Table 3. Distances travelled to work in Bridgnorth, 2001.**

	% Work from home	% Travel less than 2 KM	% Travel 2-5 KM	% Travel 5-10KM	% Travel 10- 20KM	% Travel more than 20KM
<b>Bridgnorth</b>	21.5%	30.4%	7.0%	11.9%	17.0%	12.0%
<b>Shropshire</b>	19.9%	26.9%	14.1%	11.8%	13.7%	13.6%
<b>West Midlands</b>	12.8%	20.2%	22.6%	19.3%	14.2%	11.0%
<b>England</b>	13.6%	20.0%	20.2%	18.3%	15.3%	12.6%

Source: Office for National Statistics (Nomis): 2001 Census, © Crown Copyright 2006.

Travel to work information is explored further in Shropshire's Travel to Work Report.

For further information on Shropshire  
<http://www.shropshire.gov.uk/index.nsf>  
The labour market <http://www.nomisweb.co.uk>  
The Economy, Population and Society for the UK <http://www.statistics.gov.uk>  
Local level economic information on Shropshire <http://www.neighbourhood.statistics.gov.uk>  
Tourism Research and Tourism <http://www.staruk.org.uk/>  
Shropshire Tourism <http://www.shropshiretourism.info/shropshire-visitor-attractions/>  
Shropshire Tourism Research Unit <http://www.shropshire.gov.uk/tourism.nsf>

## VAT Stocks 2006

In 2006, there were 2,595 businesses registered for VAT in Bridgnorth District, this figure represents 19% of the total in Shropshire (13,320).

The industrial structure of VAT registered businesses is illustrated in Table 4. The highest concentration in Bridgnorth is found in Real Estate, 23.7%; however this is considerable lower than England.

The next highest is in Wholesale and retail, followed by Agriculture and fishing.

In the South area (Bridgnorth district and South Shropshire) the highest concentration of VAT businesses are within Agriculture and fishing, followed by Real estate.

**Table 4: VAT Stocks at the End of 2006 by Industry**

	Bridgnorth		Shropshire		England		South Area	
	No.	%	No.	%	No.	%	No.	%
AB - Agriculture; fishing	490	18.9	3,045	22.9	94,170	5.6	1,380	26.5
CE - Mining; energy/water	0	0.0	10	0.1	1,235	0.1	0	0.0
D - Manufacturing	200	7.7	875	6.6	134,205	8.0	375	7.2
F - Construction	270	10.4	1,495	11.2	192,945	11.6	505	9.7
G - Wholesale & retail	500	19.3	2,540	19.1	346,280	20.7	925	17.8
H - Hotels & restaurants	215	8.3	960	7.2	116,755	7.0	380	7.3
I - Transport & communication	90	3.5	600	4.5	73,275	4.4	190	3.6
J - Finance	20	0.8	90	0.7	18,815	1.1	30	0.6
K - Real Estate	615	23.7	2,755	20.7	534,640	32.0	1,050	20.2
LO - Public admin; other	165	6.4	760	5.7	131,390	7.9	315	6.0
MN - Education; health	30	1.2	190	1.4	26,640	1.6	60	1.2
<b>Total</b>	<b>2,595</b>	<b>100.0</b>	<b>13,320</b>	<b>100.0</b>	<b>1,670,350</b>	<b>100.0</b>	<b>5,210</b>	<b>100.0</b>

Source: Office for National Statistics (Nomis) VAT Registrations and Deregistrations, © Crown Copyright 2007

### VAT Registrations and Deregistrations 2006

During 2006 there were 220 VAT Registrations and 145 Deregistrations in Bridgnorth giving a net loss of 75. This is not a true representation of business start-ups and closures because a businesses may have crossed the VAT threshold or fallen below it. However, an estimated rate of new business start-ups or closures can be calculated by showing new business registrations or deregistrations during 2006 against the total number of registered businesses at the end of 2005. This figure will only cover businesses which register for VAT, so very small businesses and those exempt will not be included.

During 2006, Bridgnorth had a lower rate of business start-up and a lower closure rate than the West Midlands and the United Kingdom. Table 5. Start up rates in the South Area were greater but still lower than regional and national averages.

**Table 5: New Business Start-up Rates and Business Closure Rates 2006**

	VAT Registrations During 2006	VAT Deregistrations During 2006	VAT Stock at the end of 2006	New Business Start-up Rate 2006	Business Closure Rate 2006
Bridgnorth	220	145	2,595	8.5	5.6
Shropshire	1,035	745	13,320	7.8	5.6
South Area	380	305	5,210	7.3	5.9
West Midlands	14,795	11,845	164,805	9.0	7.2
Great Britain	177,765	139,205	1,892,215	9.4	7.4

Source: Office for National Statistics (Nomis) VAT Registrations and Deregistrations, © Crown Copyright 2007

## Net Change 1980 to 2006<sup>1</sup>

Table 6 shows the net change in VAT registered businesses in Bridgnorth since 1980<sup>1</sup>; as with the County; the down turn in the mid 80's, boom years of the early and late 1980's and recession of the early 1990's can be seen. The net changes in the 1990's were more erratic, a trend continuing into the 2000's.

- In Bridgnorth the actual number of business registered for VAT peaked in 2006 at 2,595.
- The new business start-up rate was highest in 1989 when it reached 11.7%, which is lower than Shropshire at 11.8%. Start up rates have dropped and stabilised at 6.8% comparable to Shropshire but lower than regional and national rates.
- The business closure rate peaked in 1992 when the rate in Bridgnorth was 10.9%, comparable to Shropshire at 9.7% but lower than the West Midlands. Recently the closure rates have become stable in Shropshire, regionally and nationally but rates in Bridgnorth have varied between 6.5% and 7.4% over a 5 year period.

**Table 6. VAT Registrations and Deregistrations in Bridgnorth 1980 – 2006.**

Date	Registrations	Deregistrations	Total Stocks	Net Change
1980	175	185	1,930	-10
1981	150	125	1,915	25
1982	195	175	1,945	20
1983	215	165	1,965	50
1984	205	170	2,015	35
1985	180	190	2,050	-10
1986	195	160	2,040	35
1987	230	170	2,075	60
1988	240	160	2,135	80
1989	260	180	2,215	80
1990	250	205	2,295	45
1991	235	210	2,340	25
1992	190	250	2,285	-60
1993	215	225	2,225	-10
1994	195	180	2,285	15
1995	160	195	2,250	-35
1996	175	160	2,265	15
1997	170	155	2,285	15
1998	190	155	2,320	35
1999	155	150	2,330	5
2000	175	150	2,350	25
2001	175	140	2,390	35
2002	170	145	2,420	25
2003	190	185	2,425	5
2004	175	155	2,445	20
2005	160	165	2,445	-5
2006	220	145	2,440	-75

Source: Office for National Statistics (Nomis) VAT Registrations and Deregistrations, © Crown Copyright 2008

<sup>1</sup> Increases in the VAT registration threshold in 1991 and 1993 mean that only broad comparisons should be made across the period from 1980 to current.

## Average Earnings

- Bridgnorth has lower weekly pay than the West Midlands and England.
- Full-time workers in Bridgnorth work on average a greater number of hours than in the West Midlands and England.

**Table 7. Pay and Hours for Bridgnorth, 2007**

	<b>Male Full Time Workers</b>	<b>Female Full Time Workers</b>	<b>Full Time Workers</b>	<b>Part Time Workers</b>
<b>Weekly Pay – Gross £</b>				
Bridgnorth	£397.1	#	£369.4	#
Shropshire	£429.2	£343.1	£400.2	£144.0
West Midlands	£467.4	£369.7	£430.0	£140.4
England	£505.5	£399.2	£462.0	£143.9
<b>Hourly Pay – Excluding Overtime £</b>				
Bridgnorth	9.02	#	9.02	6.67
Shropshire	10.01	8.87	9.61	6.94
West Midlands	11.10	9.71	10.53	6.99
England	12.11	10.55	11.50	7.29
<b>Hours Worked - Total</b>				
Bridgnorth	40.2	37.0	40.0	22.5
Shropshire	40.0	37.0	39.1	20.0
West Midlands	39.4	37.0	37.6	19.0
England	39.0	37.0	37.5	19.0

Source: Office for National Statistics (Nomis): Annual Survey of Hours and Earnings, © Crown Copyright 2007.  
# Data statistically unreliable.

## Personal Annual Income

The HM Revenue and Customs carry out a personal income survey every year to assess incomes eligible for tax, Table 8. Bridgnorth has a median annual total personal income slightly higher than the West Midlands, and England.

**Table 8. Personal Income, 2004 / 2005**

	Tax Paying Individuals	Median Annual Total Income	Median Tax
Bridgnorth	26,000	£17,500	£2,240
Shropshire	159,000	£15,700	£1,900
West Midlands	2,640,000	£15,900	£1,990
England	25,400,000	£16,600	£2,140

Source: HM Revenue and Customs, © Crown Copyright 2007.

*For more information on Average Earnings in Shropshire*

*Information on Tax and Benefits, Revenue and Customs <http://www.hmrc.gov.uk>*

*The labour market <http://www.nomisweb.co.uk>*

*The Economy, Population and Society for the UK <http://www.statistics.gov.uk>*

*Local information on Shropshire <http://www.neighbourhood.statistics.gov.uk>*

## Labour Market in Bridgnorth

### Annual Population Survey

- Bridgnorth has a high economic activity rate of 83.8%. Table 9. In 2005, there were 29,700 residents of working age living in Bridgnorth, of these 24,900 were economically active.
- Men of working age in Bridgnorth have an economic rate 15% higher than females. This trend is consistent with regional and national figures. However the gap appears to be larger in Bridgnorth and in the south area as a whole.

**Table 9. Economic Activity by Gender, Residence Based, 2006/7.**

	Bridgnorth		South Area		Shropshire		England	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Economic activity rate - working age	24,900	83.8	42,600	79.2	134,600	81.4%	24,120,800	78.6
Economic activity rate males - working age	14,200	91.4	25,100	88.5	74,900	87.3%	13,207,400	83.6
Economic activity rate females - working age	10,700	75.5	17,500	68.8	59,700	75.0%	10,913,400	73.3

Source: Office for National Statistics (Nomis). Annual Population Survey April 2006 - March 2007, © Crown Copyright 2007

- In Bridgnorth people aged between 35 and 49 years have the highest economic activity rates at 92.8%, higher than the figures regionally and nationally. Table 10.
- Bridgnorth has an economic rate of 78.7% for those over 50, this is higher than the national and regional average.

**Table 10. Economic Activity by Age, Residence based, 2006/7.**

	Bridgnorth		South Area		Shropshire		England	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Economic activity rate - 16-19	900	61.4	1,300	48.6	8,200	65.0	1,410,400	54.5
Economic activity rate - 20-24	2,900	92.5	3,600	87.6	11,500	88.4	2,354,400	76.2
Economic activity rate - 25-34	5,300	77.5	7,500	81.3	26,500	87.7	5,339,400	83.9
Economic activity rate - 35-49	9,400	92.8	16,700	89.2	51,800	86.9	9,374,300	85.1
Economic activity rate - 50-retirement age	6,400	78.7	13,500	89.2	36,600	73.3	5,642,400	73.9

Source: Office for National Statistics (Nomis). Annual Population Survey April 2006 - March 2007, © Crown Copyright 2007

- In Bridgnorth 19.6% of residents are employed in manufacturing similar to regionally and nationally. Table 11.
- 44.6% are employed in public admin, education and health, greater than regionally and nationally.

**Table 11. Employment by Industry – Residence based, Bridgnorth, 2006/7.**

Industry	Bridgnorth		South Area		Shropshire		England	
	number	percent	number	percent	number	percent	number	percent
Agriculture and fishing	800	4.3	1,100	3.4	4,100	4.1	285,100	1.6
Energy and water	!	!	!	!	700	0.7	217,000	1.2
Manufacturing	3,600	19.6	5,600	17.4	17,700	17.6	3,118,100	17.1
Construction	2,200	12.0	3,900	12.1	11,100	11.0	1,872,600	10.3
Distribution, hotels and restaurants	5,000	27.2	9,600	29.8	27,600	27.5	4,515,600	24.8
Transport and communications	1,100	6.0	2,000	6.2	6,900	6.9	1,619,300	8.9
Banking, finance and insurance	2,900	15.8	5,400	16.8	15,300	15.2	3,924,100	21.5
Public admin. education and health	8,200	44.6	12,400	38.5	42,300	42.1	6,645,500	36.5
Other services	1,200	6.5	2,800	8.7	8,300	8.3	1,514,600	8.3
Total	18,400	100.0	32,200	100.0	100,500	100.0	18,219,100	100.0

Source: Office for National Statistics (Nomis). Annual Population Survey April 2006 - March 2007, © Crown Copyright 2007

Table 12 shows the occupation of residents in Bridgnorth.

- Bridgnorth has higher percentages of people employed in skilled trades and elementary occupations than regionally and nationally.
- Bridgnorth has low percentages of people employed in sales and customer service occupations and professional occupations. These patterns are similar in the south area as a whole.



**Table 12. Employment by Occupation Residence based, Bridgnorth, 2006/7.**

Variable	Bridgnorth		South Area		Shropshire		England	
	number	percent	Percent		number	percent	number	percent
<b>Managers and senior officials</b>	3,800	15.1	6,400	14.9	17,200	12.8	3,683,200	15.5
<b>Professional occupations</b>	2,300	9.3	4,900	11.3	17,200	12.8	3,109,000	13.1
<b>Associate prof &amp; tech occupations</b>	3,200	12.8	5,400	12.4	17,800	13.2	3,422,600	14.4
<b>Administrative and secretarial occupations</b>	2,900	11.7	4,500	10.5	13,400	10.0	2,865,700	12.0
<b>Skilled trades occupations</b>	4,400	17.7	8,100	18.8	19,200	14.3	2,569,100	10.8
<b>Personal service occupations</b>	1,600	6.5	3,100	7.2	12,400	9.2	1,892,600	7.9
<b>Sales and customer service occupations</b>	900	3.7	1,700	4.0	8,800	6.5	1,802,800	7.6
<b>Process, plant and machine operatives</b>	2,200	8.7	3,500	8.2	12,800	9.6	1,684,000	7.1
<b>Elementary occupations</b>	3,600	14.4	5,400	12.4	14,900	11.1	2,711,300	11.4

Source: Office for National Statistics (Nomis). Annual Population Survey April 2006 - March 2007, © Crown Copyright 2007

### Employment patterns

Bridgnorth has a higher percentage of self employed residents, compared to the West Midlands and England. Table 13.

**Table 13. Bridgnorth Residents Employed and Self Employed, 2006/7**

Area	Employees (16+)		Self Employed (16+)	
	number	percent	number	percent
Bridgnorth	20,400	81.5	4,400	17.7
Shropshire	111,400	83.0	21,300	15.9
South Area	32,700	75.9	9,700	22.5
West Midlands	2,135,000	87.3	291,100	11.9
England	20,480,000	86.0	3,172,400	13.3

Source: Office for National Statistics (Nomis). Annual Population Survey April 2006 - March 2007, © Crown Copyright 2007

- Bridgnorth full-time males make up the majority of the workforce, this is similar to the West Midlands and England. Table 14.
- Females working full-time account for 23.1% of the workforce. There are a higher number of males working part time in Bridgnorth and the South area.

**Table 14. Workforce by Gender and Type, Residence based, 2006/7**

Area	Males Full-time		Males Part-time		Females Full-time		Females Part-time	
	number	%	number	%	number	%	number	%
Bridgnorth	12,100	50.0	1,700	7.0	5,600	23.1	4,700	19.4
Shropshire	64,500	50.2	7,200	5.5	29,800	23.2	27,000	21.0
South Area	21,300	51.7	3,200	7.8	8,300	20.1	8,300	20.1
West Midlands	1,171,600	50.2	118,000	5.1	599,900	25.7	445,400	19.1
England	11,268,000	49.4	1,177,600	5.2	6,086,000	26.7	4,263,600	18.7

Source: Office for National Statistics (Nomis). Annual Population Survey April 2006 - March 2007, © Crown Copyright 2007

*Technical note – Annual Population Survey.*

- *The Annual Population Survey has replaced the LFS and provides information on the labour market.*
- *The APS has a larger sample of 65,000 households, 500,000 people a year to achieve a minimum sample of 500 economically active adults in each local authority district in England.*
- *The APS provides information about individual's circumstances and experiences on a range of subjects including housing, employment and education.*
- *The Economic Activity Rate provides a measure of the proportion of the population who are active, or potentially active members of the labour market, a low activity rate would indicate a high proportion of people who are unavailable for work or training.*
- *Economic activity rates are the number of people of working age who are in employment or unemployed expressed as a percentage of the working age population.*

*For more information on the Labour Market in Shropshire*

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*Information on Tax and Benefits, Revenue and Customs <http://www.hmrc.gov.uk>*

**Annual Business Inquiry, 2006**

- In 2006, there were 16,900 employee jobs located in Bridgnorth and of these 9,300 were occupied by men and 7,600 by women. Table 15.
- Male full-time jobs account for 46% of the total, male part-time 9.0%, female full-time 21.0% and female part-time 24.0%.

**Table 15. Employment Structure by Type of Job, Bridgnorth, 2006**

	Employee Jobs						
	Male Full-time	Male Part-time	Total Male	Female Full-time	Female Part-time	Total Female	Total
<b>Bridgnorth</b>	7,800	1,500	9,300	3,600	4,000	7,600	16,900
<b>South Area</b>	13,300	2,800	16,100	6,600	7,700	14,200	30,300
<b>Shropshire</b>	45,900	9,300	55,200	26,000	29,100	55,100	110,300
<b>West Midlands</b>	1,031,900	180,400	1,212,300	604,900	561,000	1,165,900	2,378,132
<b>Great Britain</b>	11,195,700	2,034,700	13,230,400	6,927,500	6,540,200	13,090,100	26,320,600
	% of Total Employee Jobs						
<b>Bridgnorth</b>	46	9	55	21	24	45	100
<b>South Area</b>	44	9	53	22	25	47	100
<b>Shropshire</b>	41.6	8.4	50.0	23.6	26.4	50.0	100
<b>West Midlands</b>	43.4	7.6	51.0	25.4	23.6	49.0	100
<b>Great Britain</b>	42.5	7.7	50.3	26.3	24.8	49.7	100

*Source: Office for National Statistics (Nomis): Annual Business Inquiry 2005, © Crown Copyright 2007*

## Employment Structure 2006

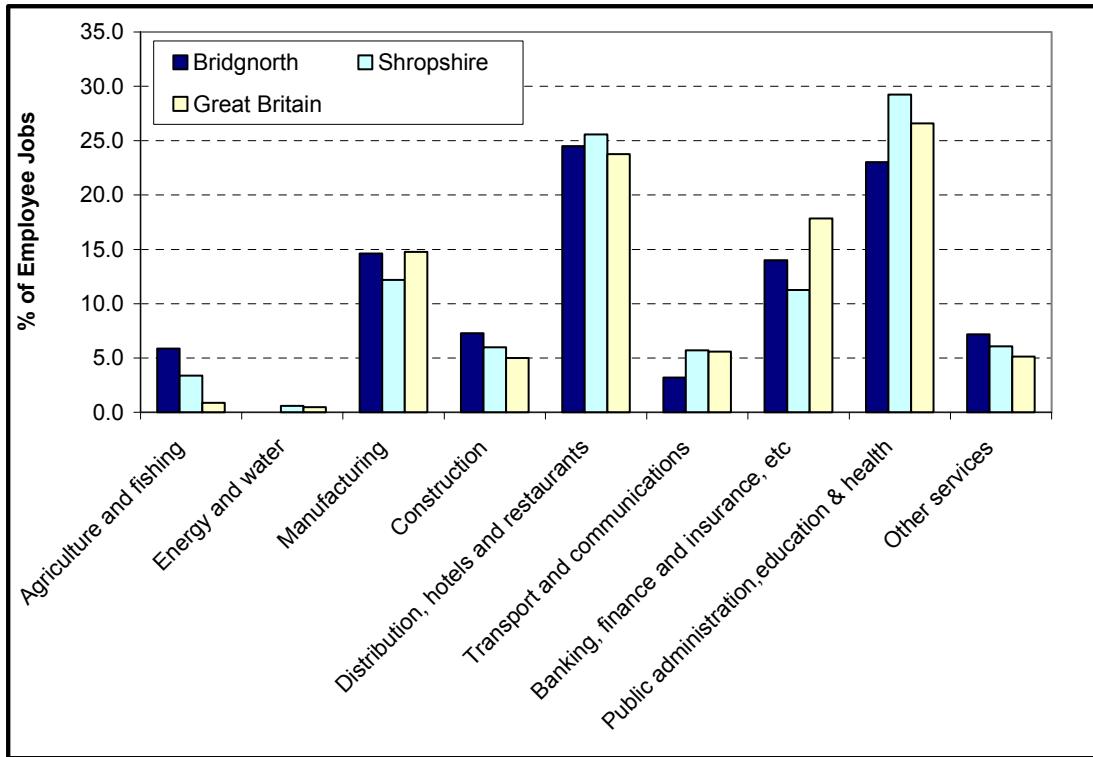
- 72.0% of employee jobs are located in the service sector, sectors 5 to 9, over a fifth of employees work in public administration, education and health. Table 15 and Figure 2.
- Bridgnorth has 5.9% of employees in the agriculture industry, compared to 0.9% in the West Midlands and 0.9 Great Britain. In Bridgnorth and the South Area more people are employed in manufacturing and construction than nationally.

**Table 16. Employment Structure, Bridgnorth, 2006**

Standard Industrial Classification (2003) (SIC)	Bridgnorth	%	South Area	Shropshire	%	Great Britain %
1. Agriculture & fishing	1000	5.9	6.1	3700	3.4	0.9
2. Energy and water	*	*	0.3	700	0.6	0.6
3. Manufacturing	2500	14.6	14.3	13400	12.2	10.9
4. Construction	1200	7.3	6.6	6600	6.0	4.8
5. Distribution, hotels, restaurants	4100	24.5	25.4	28200	25.6	23.5
6. Transport & communications	500	3.2	3.7	6300	5.7	5.9
7. Banking, finance & insurance, etc	2400	14.0	12.9	12400	11.3	21.2
8. Public admin, education & health	3900	23.0	23.5	32300	29.2	26.9
9. Other services	1200	7.2	7.3	6700	6.1	5.3
Total	16900	100.0	100.0	110300	100.0	100.0

.Source: Office for National Statistics (Nomis): Annual Business Inquiry 2006, © Crown Copyright 2007  
*The figures exclude the self-employed and HM Forces. The figures have been rounded to 100 for confidentiality and may not sum due to rounding.*

**Figure 1. Employment Structure in Bridgnorth, 2006.**



Source: Office for National Statistics (Nomis): Annual Business Inquiry 2005, © Crown Copyright 2007

### Size of Workplaces 2006

The Annual Business Inquiry provides information on the size and number of workplaces in Shropshire.

In 2006, the Annual Business Inquiry recorded 2,530 workplaces in Bridgnorth, which employed 16,000 people. The majority of these workplaces fall into the small firms sector; 96.0% (2426) had less than 25 employees and 90.0% had 10 or fewer employees, Table 16.

**Table 17: Number of Workplaces by Size of Workplace, Bridgnorth, 2006**

	Number of Workplaces (Defined by Data Units)					Total
	1 to 10	11 to 24	25 to 49	50 to 99	100+*	
<b>All Industries and Services</b>						
<b>Bridgnorth</b>	2,275	151	64	40	*	2,530
<b>South Area</b>	4,194	299	108	45	29	4,675
<b>Shropshire</b>	11,336	1,014	390	187	140	13,067
<b>West Midlands</b>	167,416	17,021	8,159	4,412	3,394	200,402
<b>England</b>	1,755,389	168,706	78,335	40,337	31,915	2,074,682
	Percentage of Total Workplaces					
<b>Bridgnorth</b>	89.9	6.0	2.5	1.6	*	100.0
<b>South Area</b>	89.7	6.4	2.3	1.0	0.6	100.0
<b>Shropshire</b>	86.8	7.8	3.0	1.4	1.1	100.0
<b>West Midlands</b>	83.5	8.5	4.1	2.2	1.7	100.0
<b>England</b>	84.6	8.1	3.8	1.9	1.5	100.0

\*The 100 – 199 and 200 + groups have been combined with the 50-99 age groups for confidentiality. Source: Office for National Statistics (Nomis), 2006 Annual Business Inquiry, © Crown Copyright 2008. Figures exclude agriculture, the self-employed and HM Forces

Although the majority of workplaces have less than 25 employees, these workplaces account for only 52.5% of the total employees. Table 17. Workplaces with 25+ employees account for 4.1% of the total workplaces and 48.0% of employees.

**Table 18: Number of Employees by Size of Workplace, Bridgnorth, 2006**

All Industries and Services	Size of Workplaces (Defined by Number of Employees)					Total
	1 to 10	11 to 24	25 to 49	50 to 99	100+*	
<b>Bridgnorth</b>	6,000	2,400	2,300	5,400	*	16,000
<b>South Area</b>	11,300	4,800	3,900	3,200	5,500	28,700
<b>Shropshire</b>	31,900	16,400	13,700	12,900	32,300	107,200
<b>West Midlands</b>	471,900	280,200	286,900	303,200	1,019,600	2,361,800
<b>England</b>	4,749,800	2,747,700	2,745,800	2,773,400	9,624,500	22,641,300
	Percentage of Total Employees					
<b>Bridgnorth</b>	37.5	15.0	14.4	33.0	*	100.0
<b>South Area</b>	39.4	16.7	13.6	11.1	19.2	100.0
<b>Shropshire</b>	29.8	15.3	12.8	12.0	30.1	100.0
<b>West Midlands</b>	20.0	11.9	12.1	12.8	43.2	100.0
<b>England</b>	21.0	12.1	12.1	12.2	42.5	100.0

Source: Office for National Statistics (Nomis), 2006 Annual Business Inquiry,

© Crown Copyright 2008. Figures exclude agriculture, the self-employed and HM Forces.

\*The 100 – 199 and 200 + groups have been combined with 50 – 99 for confidentiality.

- The average size of a workplace in Bridgnorth is 6 people, compared to 11.8 in the West Midlands and 11 in England.

#### *Technical note - Annual Business Inquiry*

- *The Annual Business Inquiry is a sample survey of employers carried out by the Office for National Statistics, which gives employment information based on where people work. The figures, which are grossed up to give full results, are referred to as employee jobs.*
- *The survey records employee jobs located in Shropshire by type and industry but it excludes the self-employed and HM Forces.*
- *Figures for people employed in agriculture are provided by the Ministry of Agriculture, Fisheries and Food (MAFF).*
- *The figures have been rounded to 100 for confidentiality; therefore, figures may not sum due to rounding.*
- *The Annual Business Inquiry is a sample survey of businesses, and because of this there are some issues which mean care needs to be taken when viewing the data. Due to it being a sample survey there are some sampling errors which may occur, particularly with the grossing methodologies used to model the data. Approximately 78,000 businesses are surveyed. The sample is drawn following a stratified random design with employment size band (1-9, 10-19, 20-45, 50-99, 100-249 and 250+) region and industry as its dimensions. All businesses over 250 are sampled every year and the remaining size bands are surveyed with a rotation of 50% every year.*
- *Validation carried out on the data for Shropshire has led to some queries about some of the figures produced by the ABI. In particular the consistency of business inclusion at ward level does not seem consistent with know information about the county. There have also been significant changes at ward and district levels in certain industries which do not correspond with know information about the development and business patterns. Some of these issues may be due to the ABI being derived from a sample and modelled on the economy as a country rather than taking in to account individual changes in a county, particularly Shropshire which due to its rural quality does not follow patterns of economy and development as a more urban area does. Errors may also occur if employers do not return forms, fill them incorrectly or inconsistently, or for other reasons, are completely left out of the sample. Business headquarters has also led to inconsistencies in data in how they are recorded.*
- *The Annual Business Inquiry data from Nomis has been combined into nine broad industrial groups, which been defined by amalgamating the Standard Industrial Classification (2003) Divisions. These are similar to the 1992 SIC, the main change is that the head offices are now classified to division 74 where as they used to be classified to the main activity of the business. The Divisions in each group are: Agriculture and fishing 01-05; Energy and water 10-14 & 40-41; Manufacturing 15-37; Construction 45; Distribution, hotels and restaurants 50-55; Transport and communications 60-64; Banking, finance and insurance, etc 65-74; Public administration, education & health 75-85; Other services 90-99.*
- *The district figures for Energy & Water have been combined with Manufacturing for confidentiality.*

## UNEMPLOYMENT

- Unemployment in Bridgnorth is low when compared with the figures for the West Midlands and England.
- In December 2007 the claimant count unemployment rate in Bridgnorth was 1.2% compared to 2.9% in the West Midlands and 2.1% in England. Similarly, male and female unemployment rates in Bridgnorth are lower than the regional and national averages.
- In December 2007 there were 383 people claiming unemployment benefits in Bridgnorth, of which 270 were men and 113 women.

Table 18 shows the numbers and rates of claimant count unemployed in Bridgnorth by gender for December 2007.

**Table 19. Claimant Count Unemployment in Bridgnorth, December 2007**

Districts	Male		Female		Total	
	No.	Rate (%)	No.	Rate (%)	No.	Rate (%)
<b>Bridgnorth</b>	270	1.6%	113	0.8%	383	1.2%
<b>Shropshire</b>	1,705	1.9%	559	0.7%	2,264	1.3%
<b>West Midlands</b>	69,625	4.1%	24,428	1.6%	94,053	2.9%
<b>England</b>	481,282	2.9%	178,626	1.2%	659,908	2.1%
<b>United Kingdom</b>	580,359	3.0%	210,011	1.2%	790,370	2.1%

Source: Office for National Statistics (Nomis): Claimant Count Unemployment, © Crown Copyright 2007

### Changes in Unemployment

- During 2007 the number unemployed in Bridgnorth has fallen by 45 or 10.5% a similar rate to the West Midlands and England. Table 19.
- The number of men unemployed has fallen by 17 or 5.9%.
- Female unemployment has fallen by 28 or 19.9%, this is a higher rate than nationally and regionally.

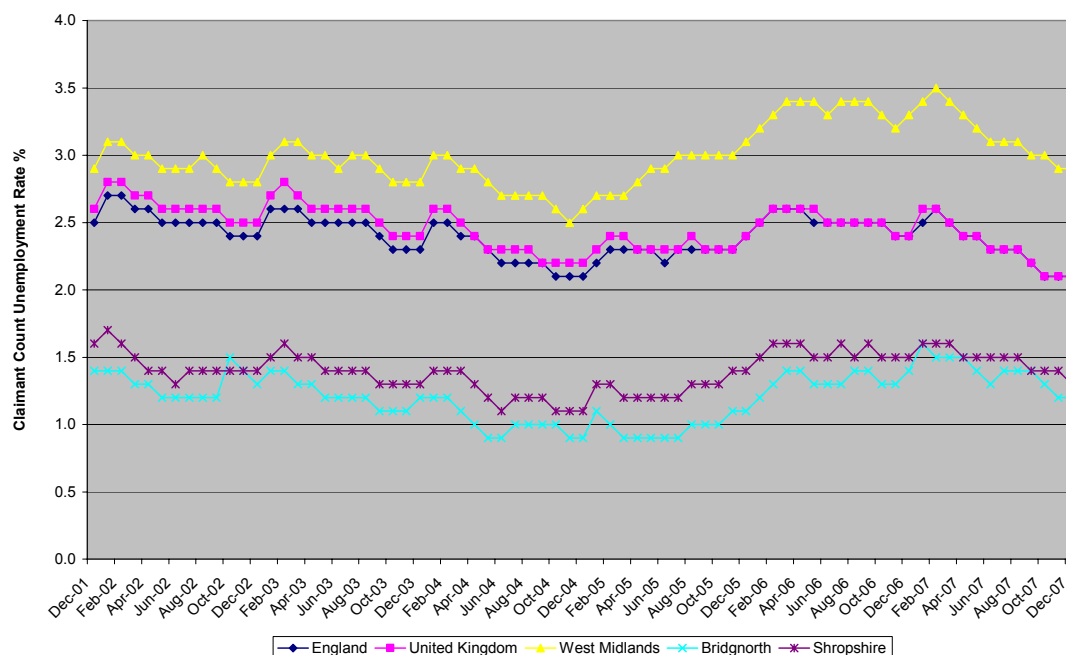
**Table 20. Claimant Count Unemployment Change between December 2006 and December 2007**

District	Male Change		Female Change		Total Change	
	Number	%	Number	%	Number	%
<b>Bridgnorth</b>	17	5.9%	28	19.9%	45	10.5%
<b>Shropshire</b>	150	8.0%	180	24.3%	330	12.7%
<b>West Midlands</b>	10,536	13.1%	2,919	10.7%	13,455	12.5%
<b>England</b>	86,150	15.1%	26,680	13.0%	112,830	14.6%
<b>United Kingdom</b>	101,360	14.9%	31,730	13.1%	133,090	14.4%

Source: Office for National Statistics (Nomis): Claimant Count Unemployment. © Crown Copyright 2007.

The change in unemployment rates in Bridgnorth over a longer period December 2001 to December 2007 is illustrated in Figure 3. Generally, unemployment rises in January, falls between March and June, rises again in July and August and then falls in the months up to December. However in November and December 2005 unemployment continued to rise in Bridgnorth as did national and regional rates.

**Figure 2 Unemployment Claimant Count Rates, December 2001 – December 2007**



Source: Office for National Statistics (Nomis): Claimant Count Unemployment, © Crown Copyright 2006.

### Unemployment Distribution

Unemployment in Bridgnorth accounts for 16.9% of the total unemployed in Shropshire. Table 20.

**Table 21. Distribution of Unemployment in Shropshire, December 2007**

	% of Unemployed					
	Male		Female		Total	
<b>Bridgnorth</b>	270	15.8%	113	20.2%	383	16.9%
<b>North Shropshire</b>	404	23.7%	117	20.9%	521	23.0%
<b>Oswestry</b>	300	17.6%	115	20.6%	415	18.3%
<b>Shrewsbury and Atcham</b>	550	32.3%	145	25.9%	695	30.7%
<b>South Shropshire</b>	181	10.6%	69	12.3%	250	11.0%
<b>Shropshire</b>	1,705	100.0%	559	100.0%	2,264	100.0%

Source: Office for National Statistics (Nomis) © Crown Copyright 2007

### Female Unemployment as a Proportion of Total Unemployment

The proportion of the unemployed who are female is set in Table 21, in Bridgnorth, females make up a higher proportion of the unemployed than the regional and national averages.

**Table 22. Females as a Percentage of the Total Unemployed. December 2007**

District	%of Total Unemployed
Bridgnorth	29.5%
Shropshire	24.7%
West Midlands	26.0%
England	27.1%
United Kingdom	26.6%

Source: Office for National Statistics (Nomis), © Crown Copyright 2007

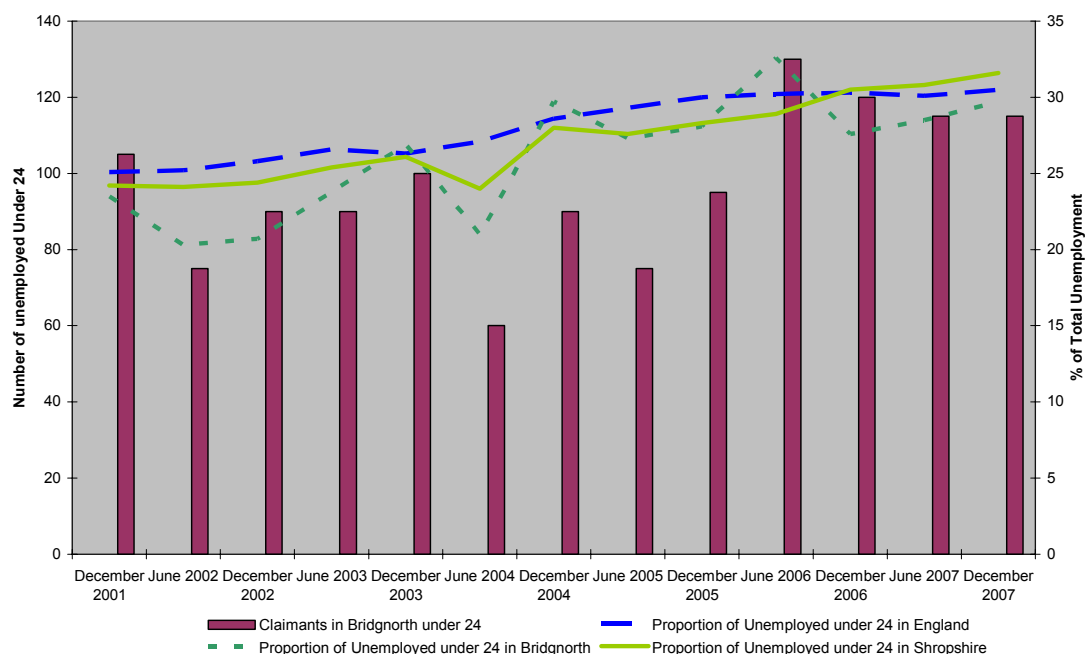


## Youth Unemployment

Figure 4 shows the trend of youth unemployment over the last 5 years. Since 2001 the proportion unemployed in Bridgnorth has been increasing slightly, in 2005 the rates were lower than Shropshire and national rates.

- In December 2007 the number of claimants aged between 16 and 24 years accounted for 29.7% of the total number unemployed in Bridgnorth. The actual number of claimants aged 16 – 24 has decreased by 5 between December 2006 and December 2007.

**Figure 3. Youth Unemployment in Bridgnorth, 2001 – 2007**



Source: Office for National Statistics (Nomis), © Crown Copyright 2007.

## Long Term Unemployment

In December 2007 there were 85 people classified as long term unemployed in Bridgnorth (on the claimant register for 6 months or more), or 22.8% compared to 36.1% in the West Midlands and 30.7% in England, figure 5.

- In Bridgnorth the number of long term unemployed has decreased since December 2006 by 15, the proportion has increased by 2.2%. In the West Midlands the proportion has fallen by 3.1% and in England by 4.1%.

Over the past 5 years long term unemployment in Bridgnorth has been dropping at a higher rate than Shropshire and nationally.

**Figure 4. Long Term Unemployment in Bridgnorth, 2001 – 2007.**



### Occupations

- In Bridgnorth the occupation with the highest number claiming unemployment is Elementary occupation. Table 22.

**Table 23. Claimants Usual Occupation in Bridgnorth December 2007.**

	Bridgnorth	Shropshire
0 : Occupation unknown	0	5
1 : Managers and Senior Officials	30	125
2 : Professional Occupations	15	60
3 : Associate Professional and Technical Occupations	25	110
4 : Administrative and Secretarial Occupations	30	180
5 : Skilled Trades Occupations	45	270
6 : Personal Service Occupations	25	115
7 : Sales and Customer Service occupations	60	395
8 : Process, Plant and Machine Operatives	60	280
9 : Elementary Occupations	90	705
<b>Total</b>	<b>380</b>	<b>2,245</b>

Source: Office for National Statistics (Nomis), © Crown Copyright 2007.

### Vacancies notified to Jobcentres

Information about job vacancies is supplied to Jobcentre Plus by the Department for Work and Pensions. The data should be interpreted carefully to take into account changes made in recent years to procedures for taking and handling vacancies. The Jobcentre Plus vacancies series does not cover all the vacancies in the economy. The proportion of vacancies which are notified by employers varies over time, according to the occupation and industry of the vacancies and also by geographical area. The figures are best used to give an indication of the types of jobs currently available, rather than absolute changes over time.

In Bridgnorth for December 2007 banking, finance and insurance had the highest number of notified vacancies, 21, followed by Distribution, hotels and restaurants, 42 and public administration, education and health 17. Together these make up 74.7% of the total notified vacancies for Bridgnorth. Table 23.

**Table 24. Notified Vacancies by Industry.**

	<b>Bridgnorth</b>	<b>%</b>	<b>Shropshire</b>	<b>%</b>
1 : Agriculture and fishing (SIC A,B)	0	0	3	0.2
2 : Energy and water (SIC C,E)	12	7.4	37	2.1
3 : Manufacturing (SIC D)	6	3.7	48	2.8
4 : Construction (SIC F)	4	2.5	22	1.3
5 : Distribution, hotels and restaurants (SIC G,H)	42	25.9	403	23.3
6 : Transport and communications (SIC I)	5	3.1	18	1.0
7 : Banking, finance and insurance, etc (SIC J,K)	62	38.3	916	52.9
8 : Public administration, education & health (SIC L,M,N)	17	10.5	243	14.0
9 : Other services (SIC O,P,Q)	14	8.6	41	2.4
<b>Total</b>	<b>162</b>	<b>100.0</b>	<b>1,975</b>	<b>100.0</b>

Source: Office for National Statistics (Nomis), © Crown Copyright 2007.

Table 24 indicates that in December 2007 there were most vacancies notified to the Jobcentre in the Elementary occupations sector and the Skilled Trades occupations.

**Table 25. Vacancies by Occupation.**

	<b>Bridgnorth</b>	<b>%</b>	<b>Shropshire</b>	<b>%</b>
1 : Managers and Senior Officials	5	3.1	58	3.4
2 : Professional Occupations	17	10.5	77	4.4
3 : Associate Professional and Technical Occupations	7	4.3	248	14.3
4 : Administrative and Secretarial Occupations	13	8.0	133	7.7
5 : Skilled Trades Occupations	29	17.9	281	16.2
6 : Personal Service Occupations	5	3.1	123	7.1
7 : Sales and Customer Service occupations	22	13.6	238	13.7
8 : Process, Plant and Machine Operatives	9	5.6	204	11.8
9 : Elementary Occupations	55	34.0	369	21.3
<b>Total</b>	<b>162</b>	<b>100.0</b>	<b>1,731</b>	<b>100.0</b>

Source: Office for National Statistics (Nomis), © Crown Copyright 2007.

*For more information on unemployment in Shropshire*

<http://www.shropshire.gov.uk/factsfigures>

Department of Work and Pensions <http://www.dwp.gov.uk/>

The labour market <http://www.nomisweb.co.uk>

The Economy, Population and Society for the UK <http://www.statistics.gov.uk>

Local information on Shropshire <http://www.neighbourhood.statistics.gov.uk>

## Literacy and Numeracy levels in Bridgnorth

### Adults

Adult literacy, numeracy and ICT levels were recorded in the Skills for Life Survey in 2003. Level 1 is comparable with a low level GCSE (D-G), while Level 2 is comparable with a high level GCSE (A\*-C). Entry Level is below a low level GCSE.

- In Bridgnorth only 10% of the population have entry level literacy, this is a lower percentage than the West Midlands and England. Table 25.

**Table 26. Literacy Levels in Bridgnorth.**

Literacy Levels	Total Entry Level		Level 1 Skills		Level 2 Skills	
	Number	Proportion	Number	Proportion	Number	Proportion
<b>Bridgnorth</b>	3,105	10%	14,320	44%	14,880	46%
<b>Shropshire</b>	25,890	9%	126,700	46%	122,700	45%
<b>West Midlands</b>	586,705	18%	1,366,065	42%	1,335,275	41%
<b>England</b>		16%		40%		44%

Source: Department for education and skills, Skills for Life Survey, 2003, © Crown Copyright 2006

- The numeracy levels for Bridgnorth is 47% at entry level, this is the same as in the West Midlands and England. Table 26.

**Table 27. Numeracy Levels in Bridgnorth.**

Numeracy Levels	Total Entry Level		Level 1 Skills		Level 2 Skills	
	Number	Proportion	Number	Proportion	Number	Proportion
<b>Bridgnorth</b>	15,180	47%	10,110	31%	7,020	22%
<b>Shropshire</b>	96,060	35%	102,200	37%	77,050	28%
<b>West Midlands</b>	1,541,445	47%	949,770	29%	796,830	24%
<b>England</b>		46%		28%		25%

Source: Department for education and skills, Skills for Life Survey, 2003, © Crown Copyright 2006

- In Bridgnorth Entry Level for ICT is 55%, similar to regional and national rates. Table 27.

**Table 28. ICT Levels in Bridgnorth**

ICT Skills	Total Entry Level		Level 1 Skills	
	Number	Proportion	Number	Proportion
<b>Bridgnorth</b>	17,700	55%	14,605	45%
<b>Shropshire</b>	158,000	57%	117,320	43%
<b>West Midlands</b>	1,905,495	58%	1,382,550	42%
<b>England</b>		53%		47%

Source: Department for education and skills, Skills for Life Survey, 2003, © Crown Copyright 2006.

### Housing Type

- Bridgnorth has a much higher proportion of detached houses 42.1%, than the West Midlands, 23.8%, or England, 22.5%. Table 28.
- Bridgnorth has a much lower proportion of terraced houses than the West Midlands or England.

**Table 29. Household Type in Bridgnorth, 2001.**

Housing Type	Bridgnorth		Shropshire		West Midlands		England	
	No.	% of Total	No.	% of Total	No.	% of Total	No.	% of Total
<b>Households</b>	21,711	100.0%	117,304	100.0%	2,153,672	100.0%	20,451,427	100.0%
<b>Detached</b>	9,143	42.1%	47,782	40.7%	518,363	24.1%	4,648,476	22.7%
<b>Semi-detached</b>	7,427	34.2%	40,445	34.5%	821,628	38.2%	6,562,542	32.1%
<b>Terraced</b>	3,479	16.0%	18,999	16.25	511,046	23.7%	5,250,702	25.7%
<b>Flats, maisonette or apartment</b>	1,472	6.8%	9,274	7.9%	291,569	13.5%	3,843,340	18.8%
<b>Non-permanent accommodation</b>	190	0.9%	654	0.6	7,454	0.3%	80,369	0.4%

Source: Office for National Statistics, 2001 Census, © Crown Copyright 2006

### Tenure

- Bridgnorth has a lower level of owner occupied dwellings than regionally and nationally.

**Table 30. Tenure of Dwellings in Bridgnorth, 2001.**

Households	Bridgnorth		Shropshire		West Midlands		England	
	No.	%	No.	%	No.	% total	No.	%
<b>Owner Occupied</b>	6,995	59.6%	85,411	72.8%	1,498,066	69.6%	14,054,122	68.7%
<b>Rented</b>	1,952	16.8%	15,938	13.6%	211,962	9.8%	2,456,577	12.0%
<b>Social Housing</b>	2,798	24.0%	15,955	13.6%	443,644	20.6%	3,940,728	19.3%
<b>Total</b>	11,640	100.0%	117,304	100.0%	2,153,672	100.0%	20,451,427	100.0%

Source: Office for National Statistics, 2001 Census, © Crown Copyright 2006

**Table 31. House Prices Average House Prices October - December 2006.**

	Detached	Semi-detached	Terrace	Flat	Overall
<b>Bridgnorth</b>	£288,644	£169,563	£166,354	£141,681	£211,414
<b>Shropshire</b>	£275,307	£170,422	£148,556	£128,119	£200,648
<b>West Midlands</b>	£281,192	£156,345	£128,694	£126,694	£172,534
<b>England and Wales</b>	£313,144	£187,717	£163,749	£189,695	£207,573

Source: HM Land Registry. © Crown Copyright 2007.

Table 30 shows average house prices for the fourth quarter in 2006 for various property types in Bridgnorth.

- Overall House prices in Bridgnorth are around £40,000 higher than national prices.

### Housing Affordability

The Joseph Rowntree Foundation study - Affordability and the intermediate housing market provides information on the difficulties that working households aged 20-39 experience in accessing home ownership. The analysis in the report is based on house prices for two and three bedroom properties 2004, derived from the Survey of Mortgage lenders.

- The average ratio of house price to household gross earned income in Bridgnorth is similar to the West Midlands and but lower than in England. Table 31.

**Table 32. Affordability and the Intermediate Housing Market, 2004.**

Local Authority	Number of Working households	Household Earned Annual Income	Mean House Prices	House Price to Income Ratios
<b>Bridgnorth</b>	4,146	£37,469	£181,450	4.84
<b>Shropshire</b>	29,964	£34,107	£159,684	4.68
<b>West Midlands</b>	496,358	£35,088	£137,624	3.92
<b>England</b>	5,004,758	£38,996	£172,593	4.43

Source: Joseph Rowntree Foundation (October 2005), © Crown Copyright 2007.

### Council Tax Bands

Dwellings are allocated to a council tax band depending on their selling value, with A being the lowest band and H the highest tax band. Council tax is made up of charges for services provided by Shropshire County Council, West Mercia Police Authority, Shropshire and Wrekin Fire Authority, the district council and the town or parish council.

**Table 33. Percentage of Dwellings in Each Council Tax Band.**

Districts	A	B	C	D	E	F	G	H
Bridgnorth	15.9%	21.2%	23.8%	12.7%	10.4%	9.4%	6.0%	0.6%
Shropshire	19.0%	25.7%	20.9%	14.5%	10.7%	5.7%	3.2%	0.3%
West Midlands	31.7%	25.0%	19.2%	11.0%	6.9%	3.7%	2.3%	0.2%
England	25.2%	19.4%	21.6%	15.2%	9.5%	5.0%	3.6%	0.6%

Source: Valuation Office Agency 2005, 19 September 2005, © Crown Copyright 2006.

For more information on housing issue in Shropshire

Social policy, research and development charity <http://www.jrf.org.uk>

House price reports <http://www.odpm.gov.uk/>

House prices <http://www.landregistry.gov.uk/>

Council tax <http://www.voa.gov.uk/>

## Development Trends and Land Markets

**Table 34. Amount of floor space (sqm) developed for employment by type (B1a, B1b, B1c, B2 and B8) 1997 - 2006**

	1997-1998	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006
<b>B1a</b>	99	543	128	930	501	535	427	607	430
<b>B1b</b>	66	0	0	0	0	0	0	35	0
<b>B1c</b>	185	898	5342	670	1292	174	1307	1313	1600
<b>B2</b>	340	3885	1960	1271	485	1447	872	1508	2915
<b>B8</b>	365	1350	0	264	0	480	828	1084	978
<b>Total</b>	<b>1055</b>	<b>6676</b>	<b>7430</b>	<b>3135</b>	<b>2278</b>	<b>2636</b>	<b>3434</b>	<b>4547</b>	<b>5923</b>

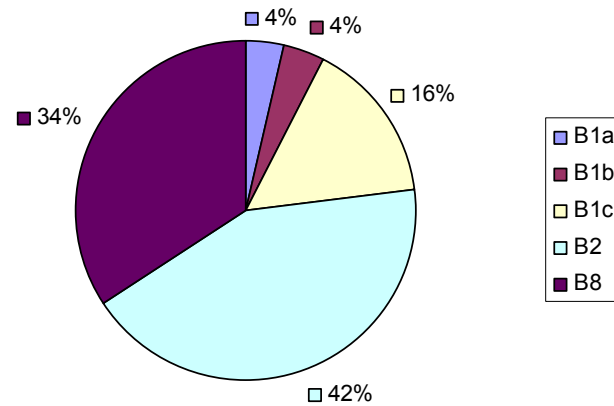
It is permitted development for Use Class Order B1 to change to B8, B8 to change to B1 and for B2 to change to either B1 or B8 where the gross floor space is less than 235 sqm. Due to this we are unable to monitor some of the smaller developments that take place across Shropshire.

It is also permitted development for movement between the B1 Use Class Order regardless of floor space; therefore it is not possible to accurately measure separately the amount of B1a, B1b and B1c it is of more use to look at the B1 Use Class Order as a whole.

**Table 35. Amount of floor space developed for 2006 – 2007 (sqm)**

2006-2007	
Use class order	Floor space sqm
B1a	215
B1b	231
B1c	924
B2	2524
B8	2026
<b>Total</b>	<b>5920</b>

**Figure 5 Class B employment land completions 2006-2007**



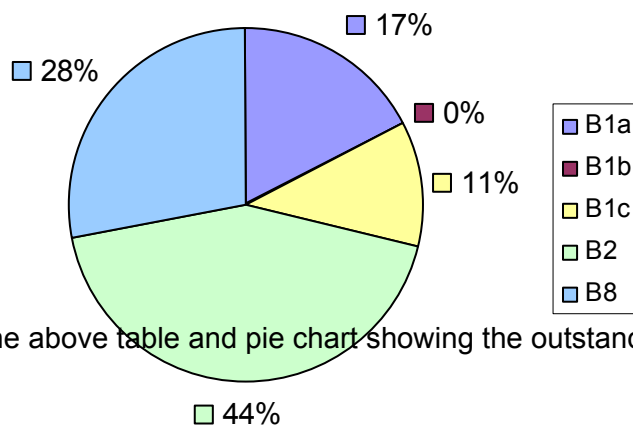
As can be seen from the above pie chart Bridgnorth district's employment land is made up primarily of B2 and B8 industrial land. One of the largest single sites developed during 2006-2007 was for the erection of buildings for industrial training and vocational education at Lamledge Lane, Shifnal which included two industrial units for B2 and B8 use totalling 2516 sqm of floor space.

This includes land which may currently be under construction

**Table 36. Employment land available by type as at 1st April 2007 (site area – hectares)**

	Outstanding Permissions	Allocations
B1a	1.838	1.274
B1b	0.001	0
B1c	0.883	1.164
B2	5.909	1.809
B8	2.882	2.112
<b>Total</b>	<b>11.513</b>	<b>6.359</b>

**Figure 6 Outstanding employment permissions and allocations for B use employment land.**



The above table and pie chart showing the outstanding permissions



show the same trend as the completions with the majority of the employment land being made up of B2 and B8 industrial use.

Of the 11.513 hectares of outstanding employment land, 7.303 hectares of land has full planning permission and 4.21 hectares has outline permission.

Of the permissions with full planning permissions 0.271 hectares was under construction at April 2007.

Further information can be found by viewing the Annual Monitoring Reports by the Planning and Landuse Monitoring Team at:

**<http://www.shropshire.gov.uk/factsfigures/developmenttrends.gov.uk>**