



# BRIDGNORTH MARKET TOWN PROFILE

Spring 2021



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# Market Town Profile

## Bridgnorth

Bridgnorth is named after a bridge over the River Severn. Earliest historical reference to the town is 895, recorded that the Danes created a camp at Cwatbridge. The town itself was not created until 1101 when the 3rd Earl of Shrewsbury Roger de Belleme constructed a castle and church on the site of the modern day town.

Bridgnorth was once one of the busiest river ports in Europe, but nowadays, the Severn, clear and unpolluted, is quiet haven for anglers, walkers and wildlife. The introduction of the railways led to the decline in river trade. The river divides the town into High Town and Low Town, each linked by ancient donkey steps and the Bridgnorth Cliff Railway. The Railway opened in 1892 and it the steepest inland funicular railway in England.

Today Bridgnorth town is an attractive market town with a mix of independent stores, many pubs and places to eat. Bridgnorth was named the winner of the Great British High Street in 2016 for large market towns.

### Area Quick Statistics

**1068 hectares**

**5,501 households**

**12,300 people**

**11.5 people per hectare**

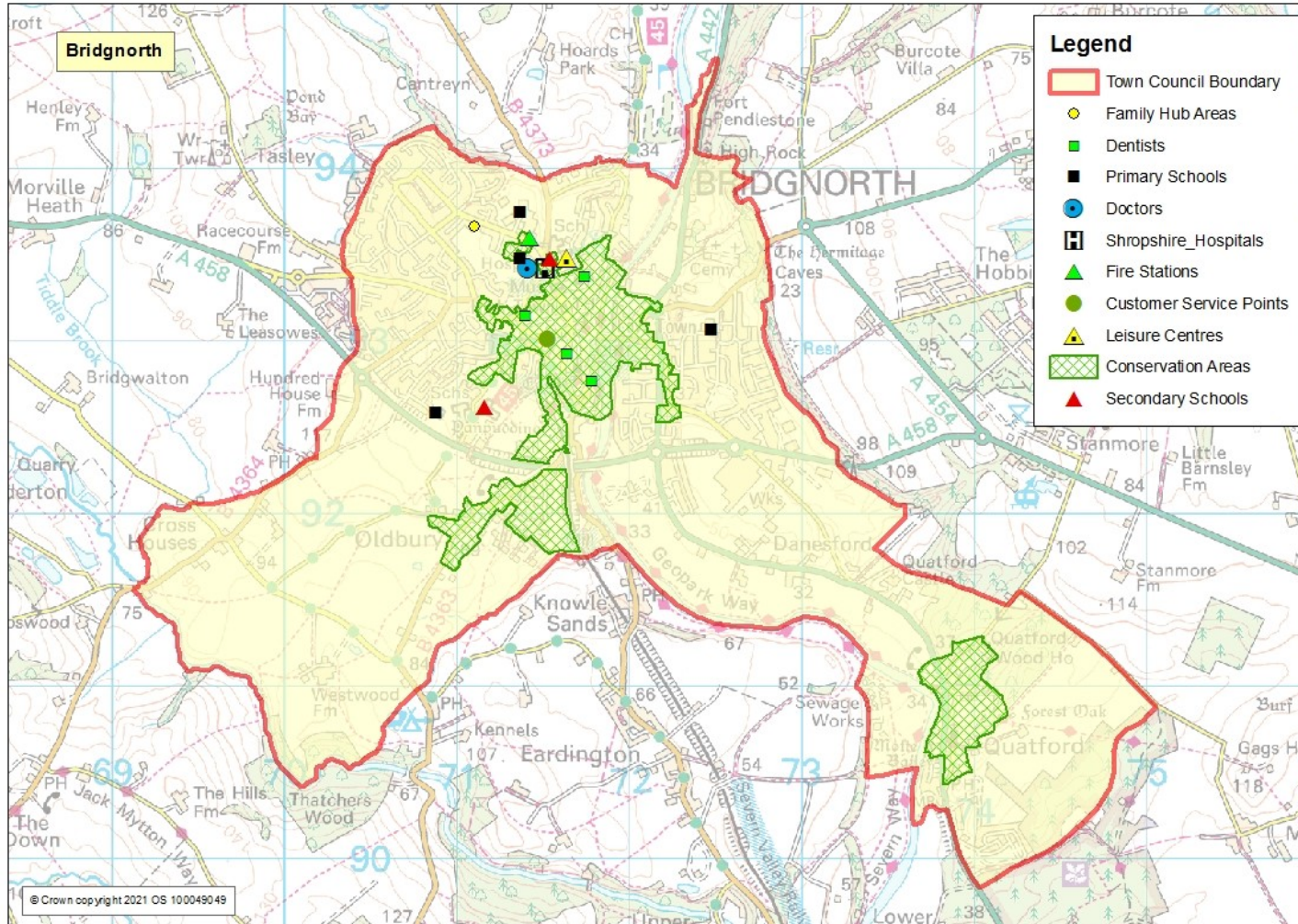
**5,760 dwellings**

**Average Age 48**

This town profile has been produced by the Information, Intelligence and Insight team of Shropshire Council. Whilst every effort has been made to ensure the accuracy of the information supplied herein, Shropshire Council cannot be held responsible for any errors or omissions.



# Council Area Key Assets



Information on this market town is predominantly focussed on the town council area of Bridgnorth. Due to the nature of national statistical data it is not always possible to fully replicate these boundaries. Statistics quoted in this profile will use the best fit to the town council area. If these are not available the next best fit is the use of Lower Super Output Areas. These small area figures are part of a national dataset which comprises of 32,000 areas of which there are 192 in Shropshire and 8 which cover most of the town council area.

## Local Politics

Bridgnorth is represented by a local town council that is responsible for the management of a range of services including; the cemetery, town hall, allotments, some streetlights, community halls and the castle grounds. See the council website for full details of services.

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

Bridgnorth Town Council area has four wards (Castle Ward, East Ward, West Ward, Morfe Ward) these are represented by 16 members.

A mayor is elected each year – the mayor for 2020/21 is Cllr Kirstie Hurst-Knight

**Shropshire Council** is responsible for many services including; education, environment, highways, licencing, planning, social care, trading standards and waste collection. Details of all services can be found at <https://shropshire.gov.uk/>

There are 2 Shropshire Council wards covering the town council area. Elections are held on a 4 year cycle with the next elections due May 2025.

Ward councillors are - :

Bridgnorth East & Astley Abbotts – Councillor Christian Lea and Councillor Kirstie Hurst-Knight

Bridgnorth West and Tasley – Councillor Julia Buckley and Councillor Les Winwood

### Member of Parliament

Bridgnorth is part of the Ludlow parliamentary ward which is represented by the Rt Hon Philip Dunne MP <http://www.philipdunne.com/>

### Other Representative Groups

**Bridgnorth Chamber of Commerce** - <http://www.bridgnorthcofc.co.uk/> - affiliated to Shropshire Chamber of Commerce the local Chamber aims to promote advance and protect the commercial, professional and general interests of Bridgnorth and the local economy.

## Community Assets

Bridgnorth has a number of public services which operate from the town. There are also a number of facilities which can be used for hire.

### Public Services

**Bridgnorth Fire Station**, 21-29 Innage Ln, Bridgnorth WV16 4HL - <https://www.shropshirefire.gov.uk/stations/bridgnorth-fire-station>

**Shropshire Council**, Cantern Brook, Stanley Ln, Bridgnorth WV16 4SF

Street cleansing depot and offices including the Housing Association - Shropshire Town and Rural Housing.

**Bridgnorth Library**, 67 Listley St, Bridgnorth WV16 4AW - <https://shropshire.gov.uk/>

**Bridgnorth Town Council**, College House, 4 St Leonard's Cl, Bridgnorth WV16 4EJ <https://www.bridgnorthtowncouncil.gov.uk/>

**Bridgnorth Household Recycling Centre**, Faraday Drive, Bridgnorth WV15 5BA <https://shropshire.gov.uk/>

### Community Facilities

**Bridgnorth Community Hall**, Severn St, Bridgnorth WV15 6BB - community hall with capacity of 120 people, further details available from the Town Council. - <https://www.bridgnorthtowncouncil.gov.uk/>

**Bridgnorth Fire Station**, 21-29 Innage Ln, Bridgnorth WV16 4HL - <https://www.shropshirefire.gov.uk/stations/bridgnorth-fire-station>

There is a lecture room available for public use with limited parking, for further information please contact the station management team.

**The Bridgnorth Youth Centre**, 45 Innage Ln, Bridgnorth WV16 4HS - <http://www.thebridgeyouthcentre.co.uk/>

The Bridgnorth Youth Centre is presently open every Friday and Tuesday night and is partnered with the Bridgnorth Youth and Schools Project.

**Castle Hall**, West Castle St, Bridgnorth WV16 4AB

Community facility operated by the Town Council which includes a large hall with a stage and dance floor, bar, large fully equipped kitchen available for the use of caterers and a licensed wedding room.

**St James' Hall, Lodge Lane**, The Grove, Bridgnorth, WV15 5DD – main hall, meeting rooms and kitchen available for hire. Visit <http://www.bridgnorthteamministry.org.uk/hall-and-room-hire/st-james-hall/> for details.

# Demographics

Shropshire Town and Parish Councils	1981 Census	1991 Census	2001 Census	2011 Census
Bridgnorth	10,697	11,496	11,742	12,079

Source: Census data

Bridgnorth is the third largest town in Shropshire by population. The latest population of Bridgnorth is 12,200 (Mid Year Population Estimates, ONS, 2015) covering 1068 hectares. Bridgnorth population density was 11.4 people per hectare, making it the fifth most densely populated of all Shropshire Market Towns. Bridgnorth Population consists of 51% female and 49 % male. Bridgnorth Parish Council population has increased since 1981 from 10,697 to 12,079. This is an increase of 13% in 30 years.

## Population Forecast

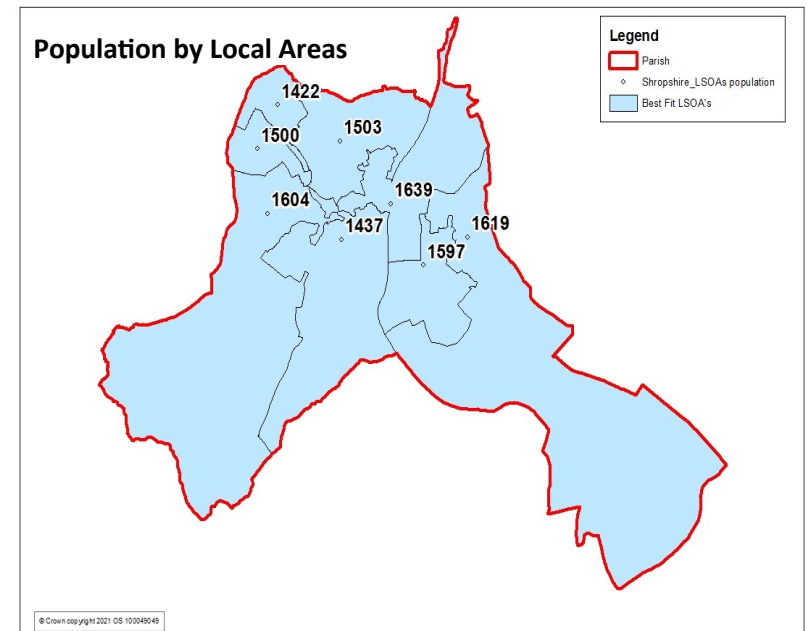
Built up Area Geography Bridgnorth	Census Day 27th March 2011	2016	2026
Population	12,300	12,900	14,500
Dwellings	5,900	6,200	6,900
Households	5,600	5,900	,6,600

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

The population of Bridgnorth area is forecast to rise from 12,300 in 2011 to 14,500 in 2026. This is a rise of 18% over this period. The largest part of this increase is expected between 2016 and 2026, when the population is forecast to rise by just over 1,500 people or 12%.

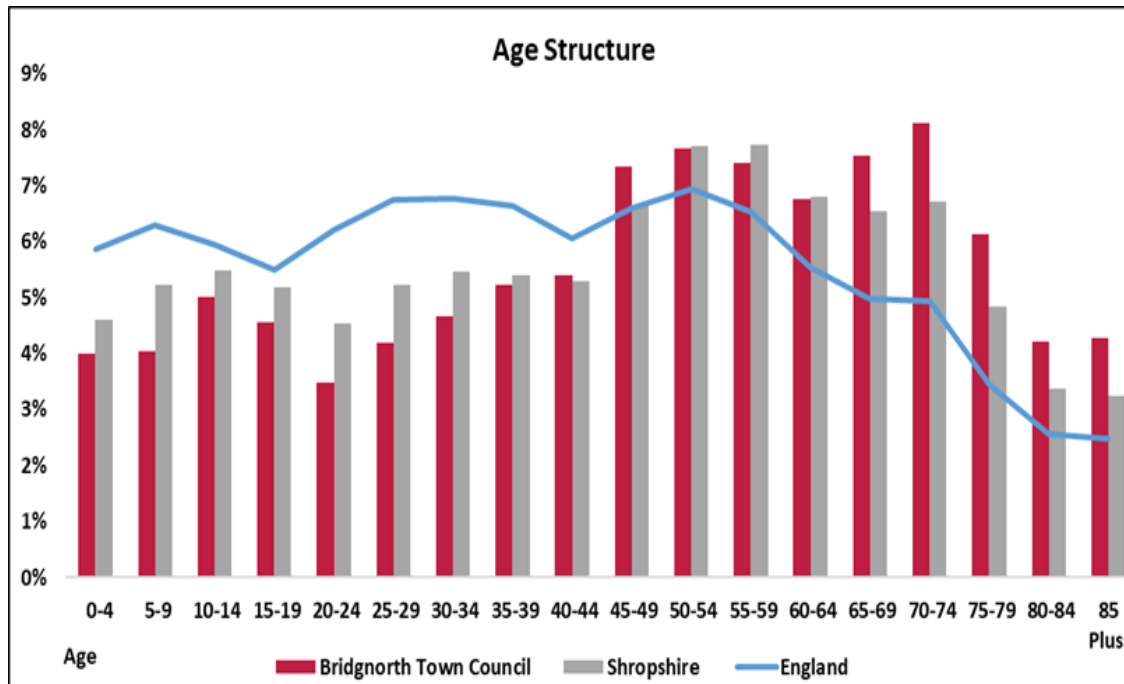
The number of dwellings is also forecast to increase from 5,900 in 2011 to 6,900 in 2026. This is an increase of 17%. Similarly the largest part of this growth is forecast to happen between 2016 and 2026.

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## Age Structure

Compared to Shropshire, Bridgnorth has a higher age profile with all age bands between the ages of 60 and 84 having a higher percentage than average. There are also a greater number of people between the ages of 40 and 49 than average. There are fewer young people and children compared to the Shropshire and national average.



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

6,900 Bridgnorth residents are of traditional working age (16-64) which is the equivalent of 55.8% of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

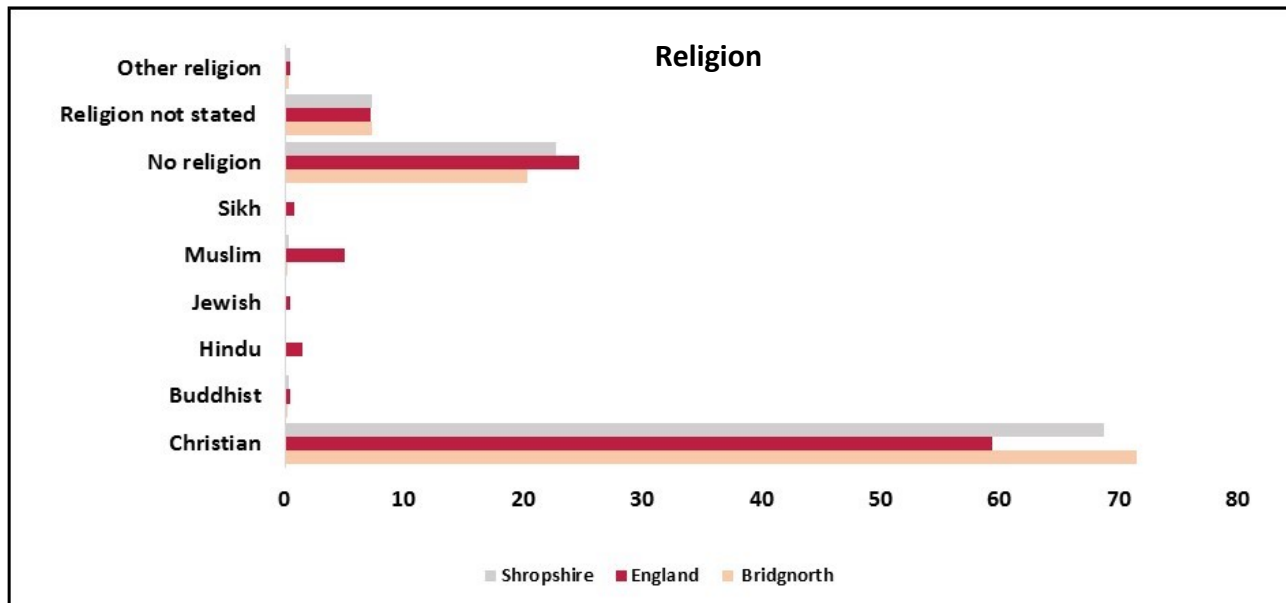
Place	Working Age as % of Population
Albrighton	53.8
Bishop's Castle	52.6
<b>Bridgnorth</b>	<b>55.8</b>
Broseley	58.0
Church Stretton	47.7
Clebury Mortimer	59.6
Craven Arms	57.2
Ellesmere	56.8
Highley	56.2
Ludlow	55.0
Market Drayton	59.0
Much Wenlock	51.6
Oswestry	61.1
Shifnal	60.7
Shrewsbury	61.4
Wem	57.5
Whitchurch	59.6
Shropshire	58.9
West Midlands	61.7
Great Britain	62.5



## Ethnicity and Religion

The total BME (black minority ethnic group) in Bridgnorth was 2.0% or 187 of the total population at the time of the 2011 Census. The largest group was Asian/Asian British, 0.7%. Ethnicity levels in Bridgnorth are similar to Shropshire but significantly lower than England.

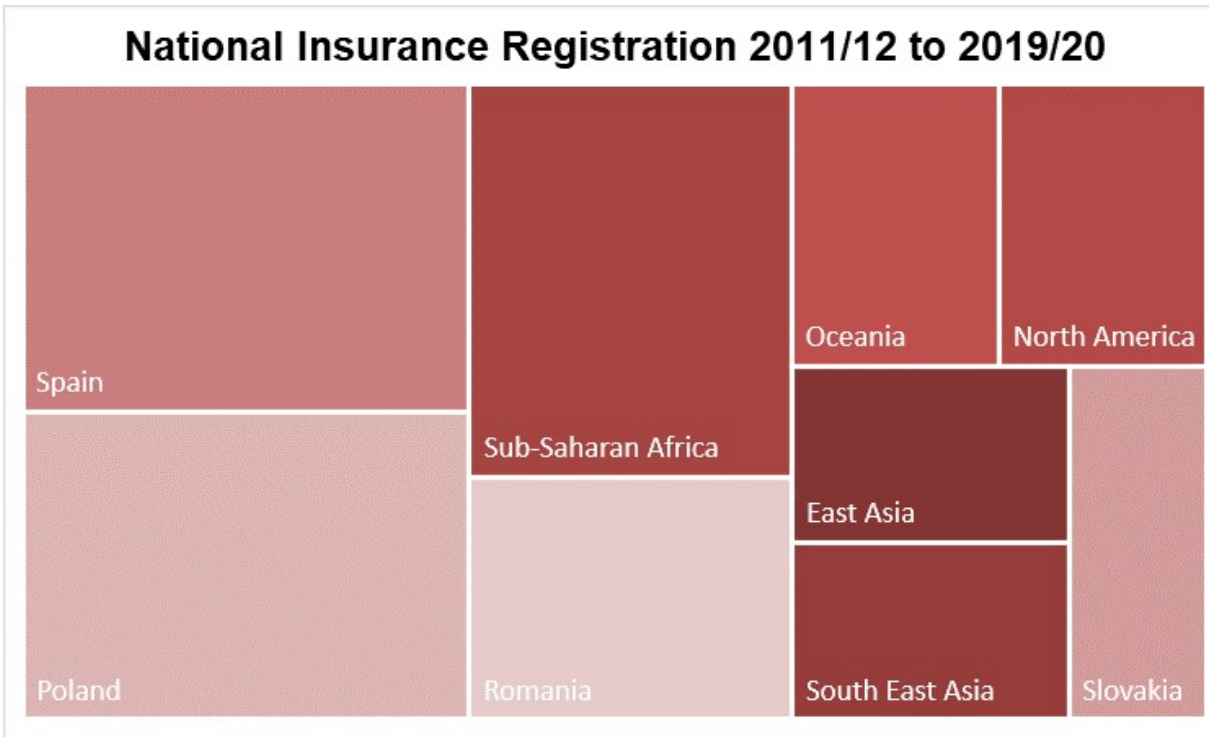
Area	White	White: British	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	Total BME
Bridgnorth	98.5%	98.5%	0.7%	0.7%	0.1%	0.1%	2.0%
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%



In 2011, more than two-thirds of the Bridgnorth population affiliated themselves with a religion. This percentage is marginally lower than for Shropshire or England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (66.2% of the population or 98.7% of those expressing any religious affiliation). Other religions represented in Bridgnorth include Buddhism and Hinduism, however these are very low compared to England.

Source: 2011 Census

## Ethnicity



Source: Department for Work and Pensions - Stat-Xplore

The number of national insurance registrations provided to adult overseas nationals entering the UK within the Bridgnorth area has been low compared to other areas within Shropshire. From 2011 to 2020 there has been 77 registrations. The majority of NI registrations from this period has been from Spanish and Polish nationals which totalled 15 and 14.

The latest ethnicity data is taken from the 2011 census. The next census is due in 2021 with the results likely to be published from 2023. To help provide an indication of changes to ethnicity data the number National Insurance registrations to adult overseas nationals entering the UK are shown. These numbers should only be used as an indication of population changes. A registration does not mean that a national has made permanent residence or has remained in the area.

The numbers shown are based on Middle Layer Super Output Areas. There are two middle layers that cover the Bridgnorth area, these layers cover the same area as the 11 lower super output areas shown on page 7.

## Ethnicity and Religion

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

**Bridgnorth Baptist Church**, West Castle St, Bridgnorth WV16 4AB - <http://www.bridgnorthbaptist.co.uk/>

Weekly services held every Sunday, for details of other events visit the church website.

**St John the Evangelist**, 12 North Gate, Bridgnorth WV16 4ER <http://www.stjohnschurchbridgnorth.org/>

The current Roman Catholic Church of Bridgnorth dates back to 1896 and holds a number of services and activities.

**St Mary's Church**, East Castle St, Bridgnorth WV16 4AF - <http://www.bridgnorthteamministry.org.uk/churches/bridgnorth-st-mary-magdalene/>

St Mary Magdalene was built on the site of the original church in 1792 and was designed by Thomas Telford and consecrated in 1796. The church tower is a familiar landmark on the Bridgnorth skyline.

**The Peoples Hall Evangelical Church**, St Johns St, Bridgnorth WV15 6AG <http://www.peoples-hall.org.uk/>

Based in low town and built in 1908 the church holds regular meetings.

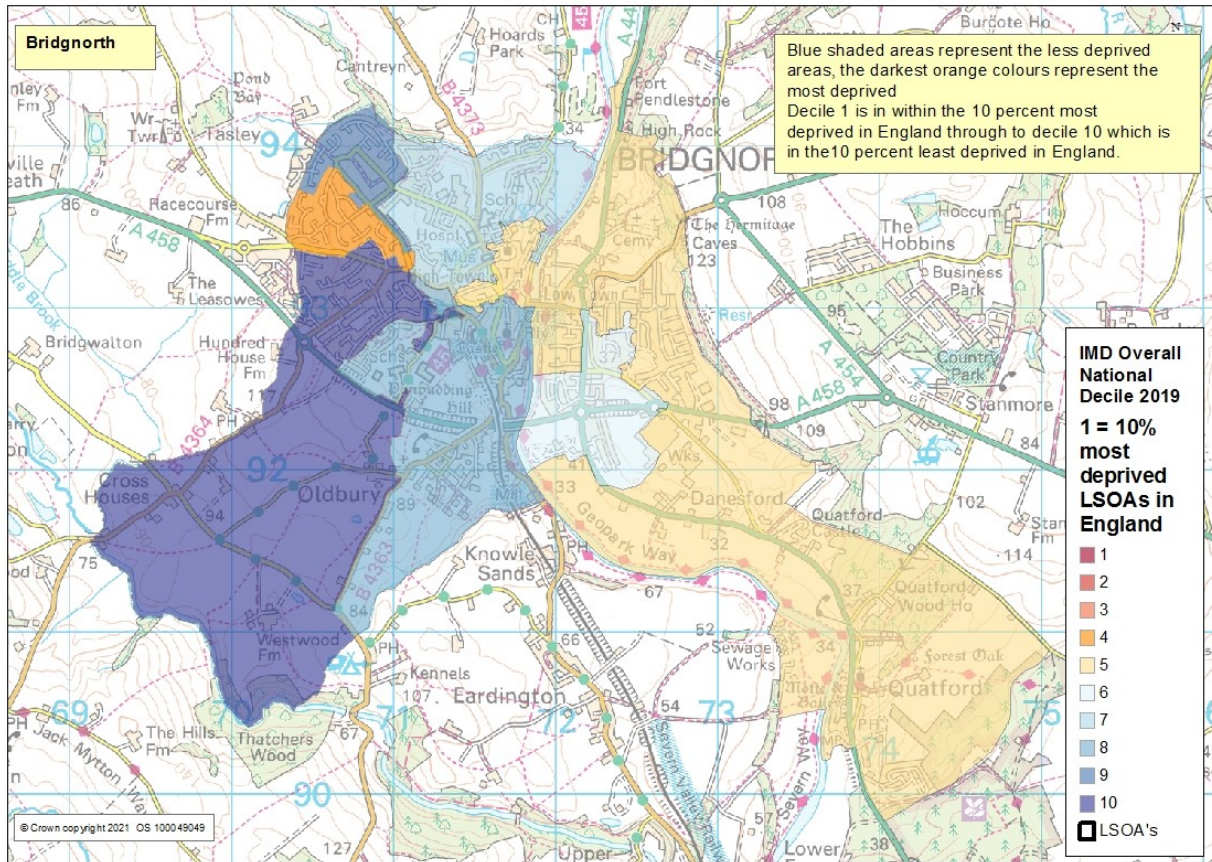
**United reform and Methodist Church**, Cartway, Bridgnorth WV16 4BG - <http://www.bridgnorthurcmeth-cartway.org.uk/>

Established more than 50 years the church offers a range of activities and meetings.

**St Leonard's Church**, 25A St Leonard's Close, Bridgnorth WV16 4EJ

This large church is now redundant as a place of worship. With Norman origins St Leonard's was commandeered as Civil War ammunition store. An unfortunate accident resulted in part of the church being blown up in 1646. Rebuilding started in 1662, and extensive restoration took place in the mid-19th century. Limited opening hours are available to visitors, for details check <https://www.visitchurches.org.uk/visit.html>

## Multiple Deprivation



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

The Index of Multiple Deprivation (IMD 2015) is designed to identify areas where communities lack resources and are in need. To do this, seven factors are considered, which are:

- Income deprivation
- Employment deprivation
- Health deprivation and disability
- Education deprivation
- Barriers to housing and services
- Crime
- Living environment deprivation

Bridgnorth has very low levels of deprivation. All but one of the LLSOA's are within the 10th, 8th, 7th or 6th least deprived deciles nationally. There is one area more deprived than the others, which falls into the 40% (decile 4) most deprived nationally. This area is located in Bridgnorth and Tasley ward, to the west of the town centre in the high town area.

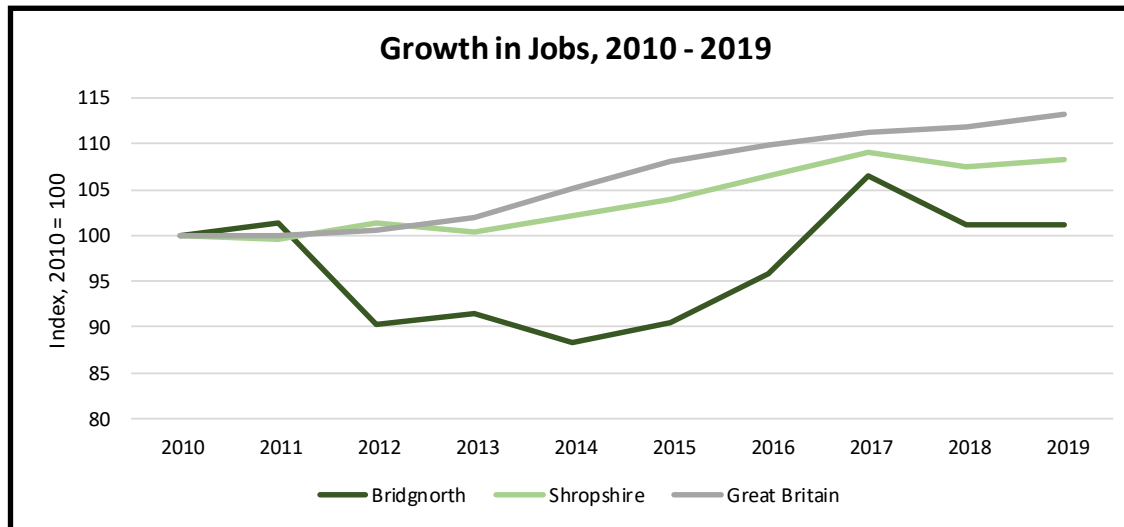
For more information on IMD see:

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



# Economy

Bridgnorth is the equal fourth largest employment centre in Shropshire (with Market Drayton) and is the main location of businesses and jobs in the south east of the County. 869 businesses have registered offices in Bridgnorth (Source: FAME (Bureau van Dijk), February 2021) which is 4% of the Shropshire total and approximately 4,800 people are employed in the town (3.8% of the Shropshire total).

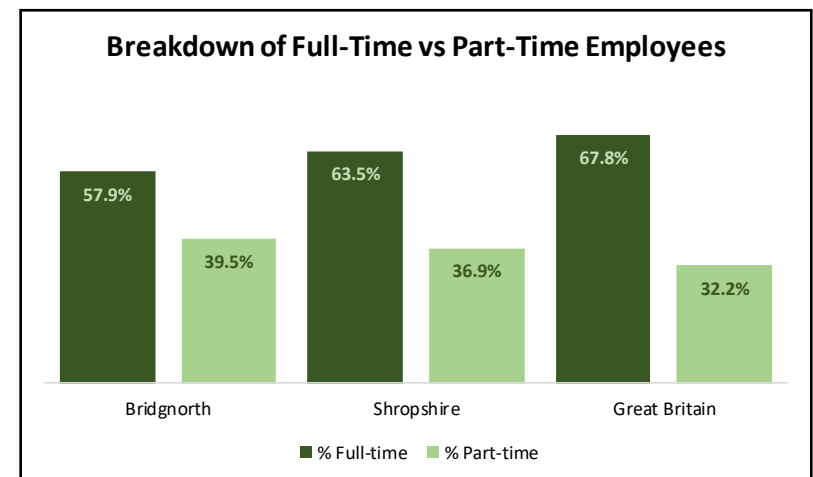


Over the last nine years, the number of jobs in Bridgnorth has fluctuated, but rose by just +1.2% over the period, which is the equivalent of an additional 60 jobs. In comparison, the number of jobs in Shropshire rose by 8.3% over the same period. Nationally, jobs growth was measured at +13.2% between 2010-2019.

In addition, there are 200 business proprietors/sole traders based in the town, which takes overall employment levels to 5,000.

## Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally. The prevalence of part-time working is similar in Bridgnorth to Shropshire as a whole prevalence as illustrated in the chart below. Full-time employment accounted for 65% of the total in Bridgnorth (and Shropshire) compared with 69% nationally.



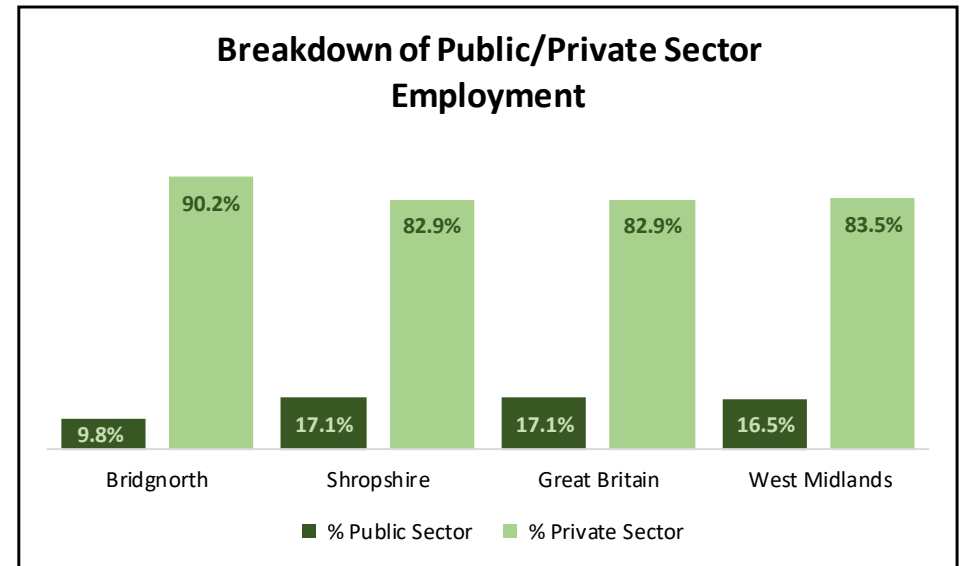
Source: Business Register and Employment Survey, Office of National Statistics, Crown Copyright 2021

Note: Figures may not add up due to rounding

## Public/Private Sector

Across Shropshire, the number of public sector jobs has fallen by 4,700 since 2010 (-18.2%) while the number of private sector jobs has risen by 17,800 (+20.9%). The share of all the jobs attributable to the public sector has declined from 23.3% in 2010 to 17.1% by 2019. Employment in the public sector has been largely stable since 2015, with the rapid decline in public service based employment occurring during the first half of the 2010's.

In Bridgnorth, public sector jobs account for around a tenth of all employment, substantially less than the Shropshire average. Public sector employment has declined slightly in the town since 2015 (-1.7%) while the number of private sector jobs has risen by +8.9%.



## Employment Sectors

The three largest employment sectors in Bridgnorth are manufacturing, retail, accommodation & food services and health. Together these account for 52.2% of employment within the town. Manufacturing is an especially important employment sector, providing 14.9% of jobs in 2019 compared with 9.9% in Shropshire. Retail is typically over-represented in towns, and accounts for 12.8% of Bridgnorth employment compared with 9.5% in Shropshire. Accommodation and food services employment also tends to be concentrated in town centre locations, and accounts for 13.8% of Bridgnorth jobs (9.9% for Shropshire). Health meanwhile, despite being the fourth largest sector, is under-represented, accounting for 10.6% of jobs against 15.1% for the whole of Shropshire. Other sectors accounting for more than 5% of jobs include education, professional and scientific, business administration and support and arts, entertainment and recreation.

## INFORMATION, INTELLIGENCE & INSIGHT TEAM

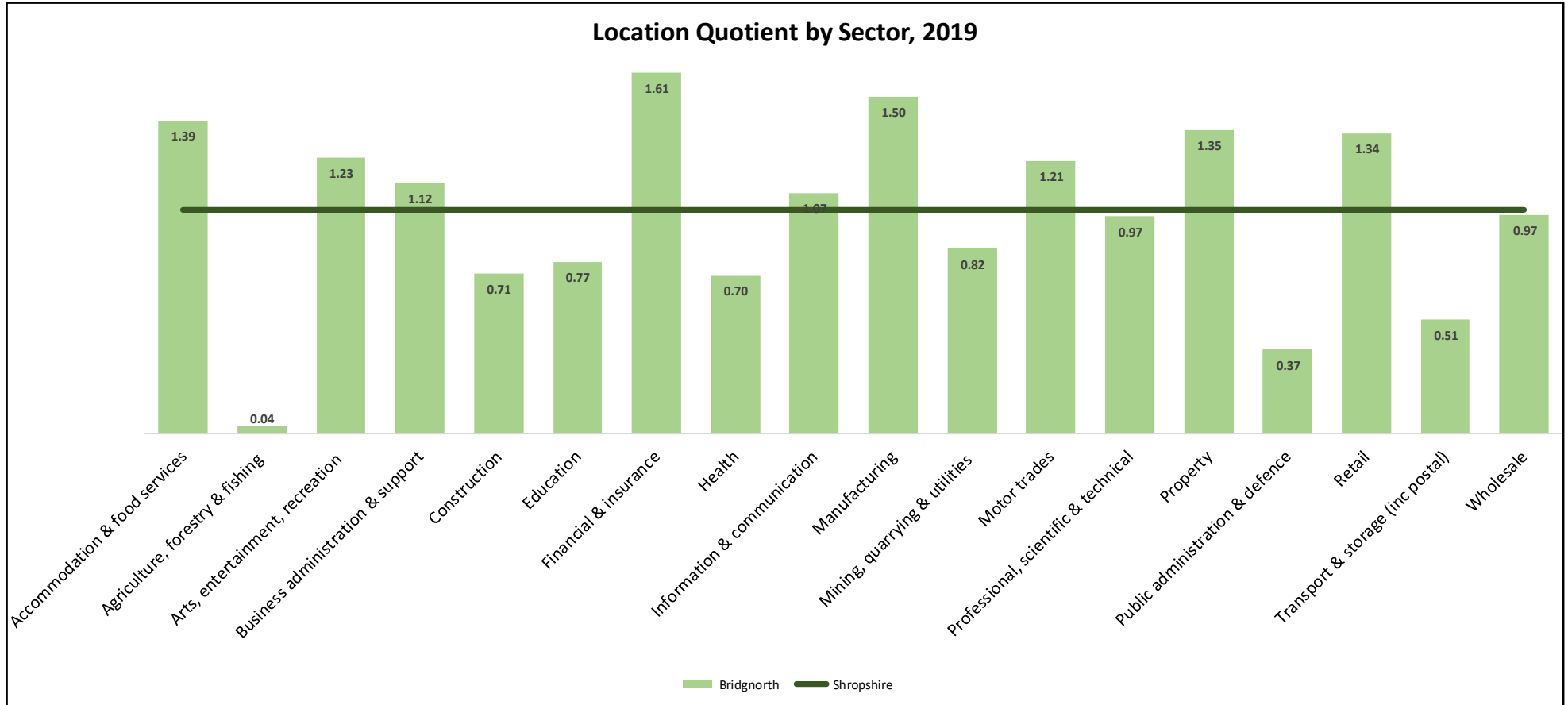
Employment Sector	Bridgnorth	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	0.1%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	1.1%	1.3%	1.3%	1.3%
Manufacturing	14.9%	9.9%	11.6%	8.0%
Construction	4.3%	6.0%	4.4%	4.9%
Motor trades	3.6%	3.0%	2.5%	1.9%
Wholesale	4.3%	4.4%	4.9%	3.9%
Retail	12.8%	9.5%	8.5%	9.2%
Transport & Storage	1.9%	3.8%	6.0%	4.9%
Accommodation and Food Services	13.8%	9.9%	7.3%	7.6%
Information & communication	2.1%	2.0%	2.6%	4.3%
Financial & insurance	1.9%	1.2%	2.4%	3.5%
Property	2.6%	1.9%	1.7%	1.7%
Professional, scientific & technical	6.9%	7.2%	6.4%	8.7%
Business Administration & Support	5.3%	4.8%	9.4%	8.8%
Public administration & defence	1.5%	4.0%	3.7%	4.4%
Education	6.4%	8.3%	8.8%	8.6%
Health	10.6%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	5.9%	4.8%	4.3%	4.5%

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

It shows that agriculture, mining & quarrying, construction, motor trades, wholesale, transport & storage, information & communication, finance & insurance, property and public administration and defence employ relatively few people in Bridgnorth (23.3% of the total), with none of these sectors accounting for as much as 5% of total employment.

The chart on the following page shows the relative importance of each sector in Bridgnorth according to its location quotient. This measures each sector in relation to the Shropshire average, with any score over 1 reflecting a sector that is more important than the Shropshire average, and any score under 1 reflecting a sector that has less importance.

As well as retail, manufacturing and accommodation & food services, finance & insurance, property, business administration and arts, entertainment & recreation have above average significance in Bridgnorth in relation to the rest of Shropshire.



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

Note: Excludes land-based agriculture



## Main Employers

The following organisations are identified by the business directory MINT as being the largest employers in Bridgnorth.

Employers	Number of Employees	Turnover (£'000s)
Lowe and Fletcher Limited	1,021	82,587
Bridgnorth Aluminium Limited	411	216,365
Trusted Schools Partnership	298	30,274
Waterloo Air Products	140	12,010
Umbrella Requirements Ltd	135	16,800
Olphine Holdings Ltd	130	6,754
Craven Dunnill & Co. Limited	97	8,597
Servosteel Ltd	87	11,846
Bridgnorth Endowed School	80	3,327
Richard Beaman Estates	49	n.a
Nock Deighton	49	n.a

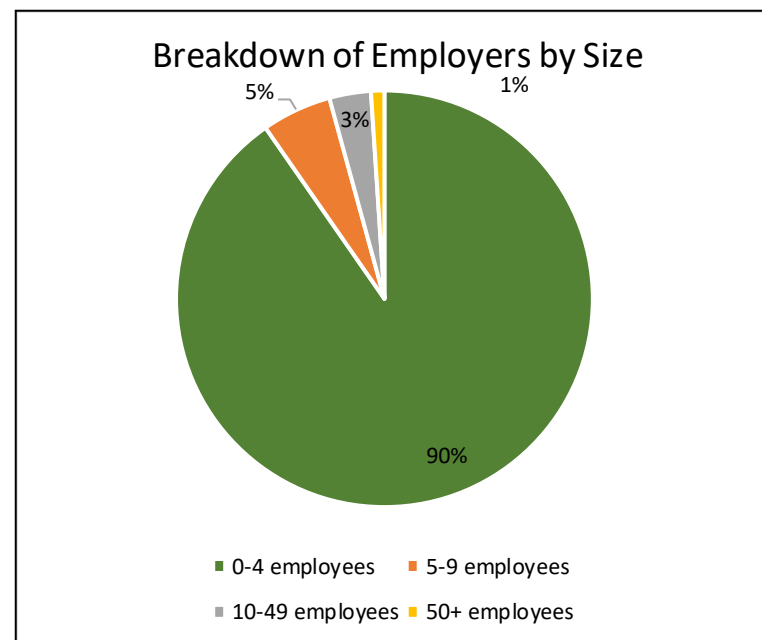
Source: FAME (Bureau Van Dijk), February 2021

Note: Information based on company accounts returned to Companies House. May include businesses that are registered in the town but which do not necessarily trade there. Excludes branch businesses which have their HQ elsewhere in the UK.

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

Large employers which are not included within the above table include national retail stores, of which there are several in Bridgnorth. The largest retailers in the High Town include Sainsbury's, Budgens, Tesco Express, NISA, Topshop (post office, newsagent and corner shop). In Low Town the largest retailers are Aldi, Marks & Spencer and Co-Op.

Nine out of 10 businesses in Bridgnorth employ less than 5 people. An additional 5% employ between 5 and 9. Less than 5% have a workforce of 20 or more.

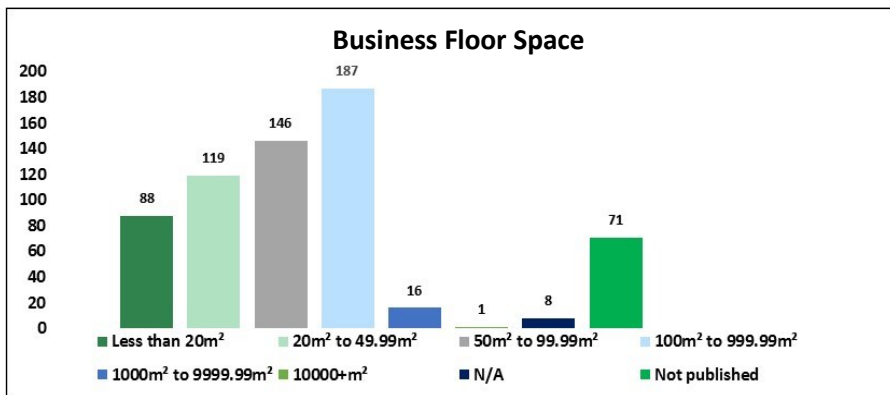
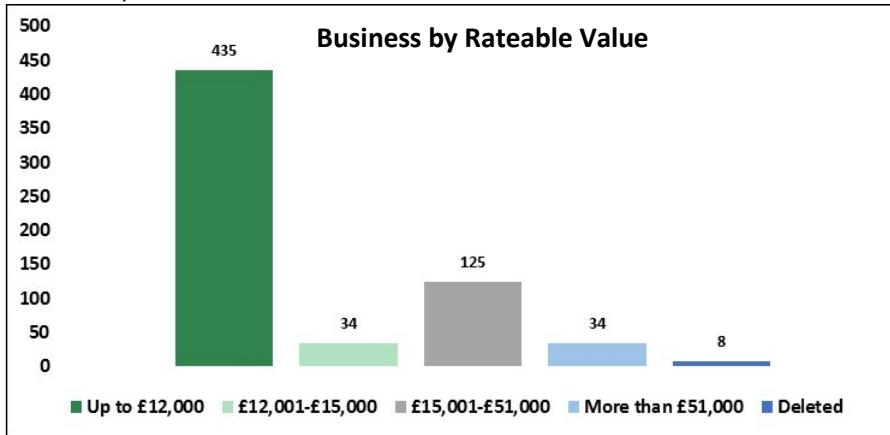


## Business Rates

636 establishments have a rateable value in Bridgnorth and the combined rateable value of these organisations is £10.7 million. This is the equivalent of 4.6% of the total rateable value of all businesses in Shropshire.

435 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 34 (7.8%) have a rateable value of more than £51,000.

353 businesses have a floor space of less than 100m<sup>2</sup>, while just 17 have floor space of more than 1,000m<sup>2</sup>. The largest organisation covers more than 56,000m<sup>2</sup>.



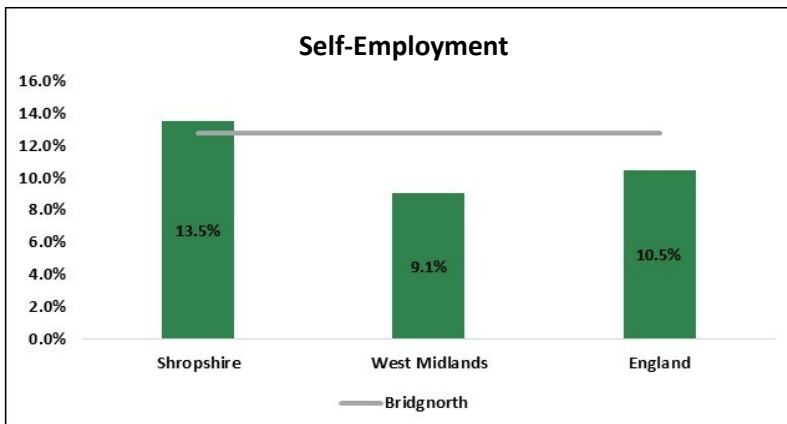
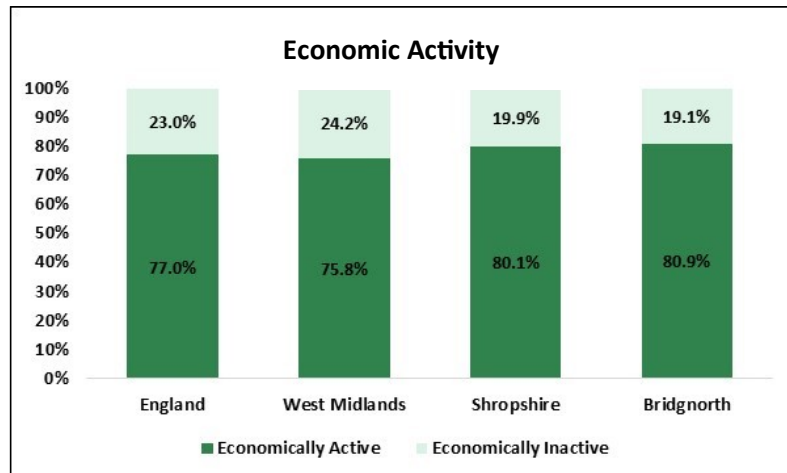
Source: Valuation office Agency

Count of Classification	Bridgnorth
Commercial	523
Education training and culture	13
Industrial	47
Leisure	21
Miscellaneous	30
Utilities	2
Total	636

The majority of organisations on the Bridgnorth business rates list are classed as commercial—primarily retail outlets and offices. These account for 82.2% of the total. Industrial is the second largest classification, accounting for 7.4% of the total.

## Economic Activity

The status of Bridgnorth residents aged 16-64 at the time of the 2011 Census showed 80.9% of residents were economically active, which includes people who are both employed and actively seeking employment. This is very slightly higher than the Shropshire figure of 80.1%. Economic activity rates in Bridgnorth (and Shropshire) compare favourably with those in England (77%) and the West Midlands (75.8%).



Source: 2011 Census

Of those who were economically active, 77.1% were in employment while 3.4% were unemployed. This compares with 75.8% and 4.3% for Shropshire as a whole and with 71.2% and 5.8% for England. At the time of the census, therefore, unemployment was a slightly lesser issue in Bridgnorth not just in relation to Shropshire but also compared with the national average. Of the 5,738 Bridgnorth residents in employment, the majority are employees (83.5%) while the remainder are self-employed. 71% of employees work full-time compared with 73% of the employed.

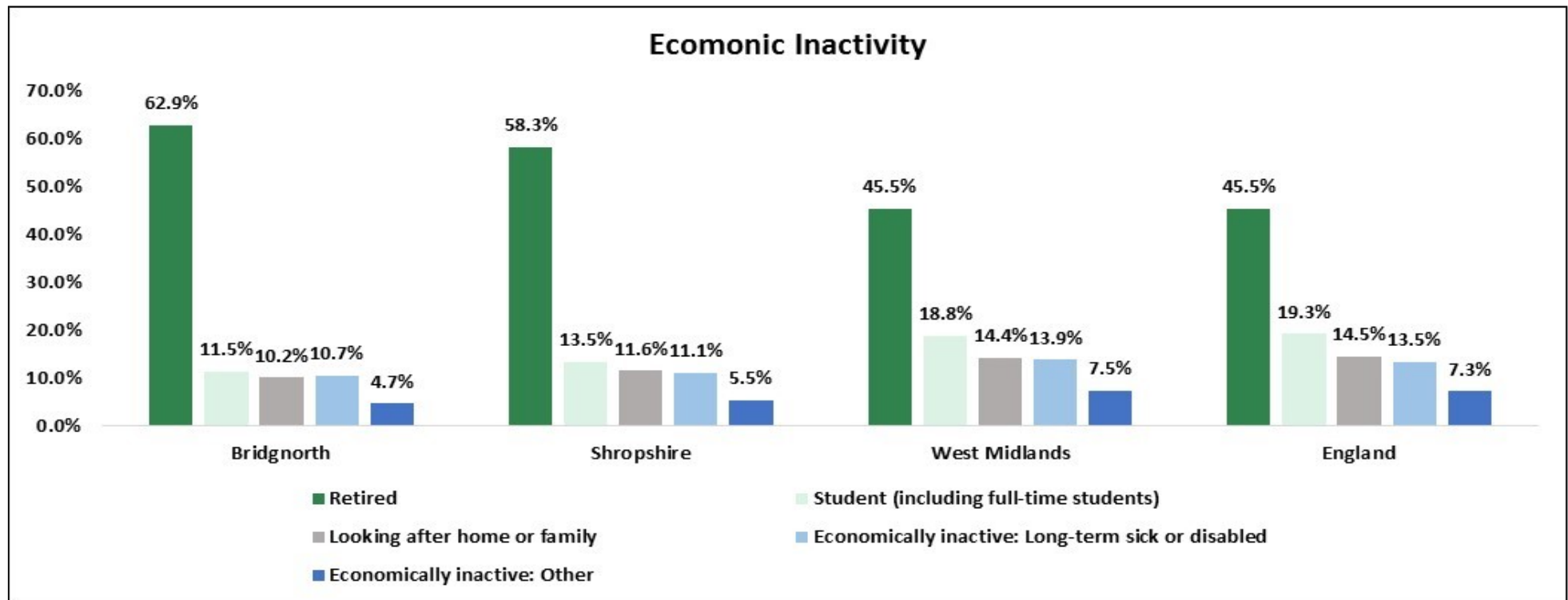
Employment Breakdown	Bridgnorth
In Employment Total	5,738
Of which Employee: Total	4,789
Of which Employee: Part-time	1,378
Of which Employee: Full-time	3,411
Of which: Self-employed: Total	949
Of which Self-employed: Part-time	252
Of which Self-employed: Full-time	697

Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County's market towns, especially the main employment centres. However, in Bridgnorth the percentage is only slightly lower than the average for the County at 12.8%.

## Economic Inactivity

1,424 Bridgnorth residents aged 16-64 were economically inactive in 2011, which represents almost a fifth of the age cohort. These people – representing those who are neither working nor seeking employment – include those who are retired, full time students, those looking after family or the long term sick. The proportion of the Bridgnorth population which does not participate in the labour market is on a par with the average for Shropshire.

The following chart shows the breakdown of the economically inactive population in Bridgnorth, Shropshire, the West Midlands and England according to the reason why they do not participate in the labour market. These figures relate to the 16-74 population rather than to 16 to 64 year olds. It is apparent that a higher proportion of economically inactive Bridgnorth residents are inactive because they are retired than is the case across Shropshire and significantly more are retired compared with the West Midlands and England. Compared with Shropshire, a slightly lower proportion are long-term sick or disabled, students or looking after a home or family.

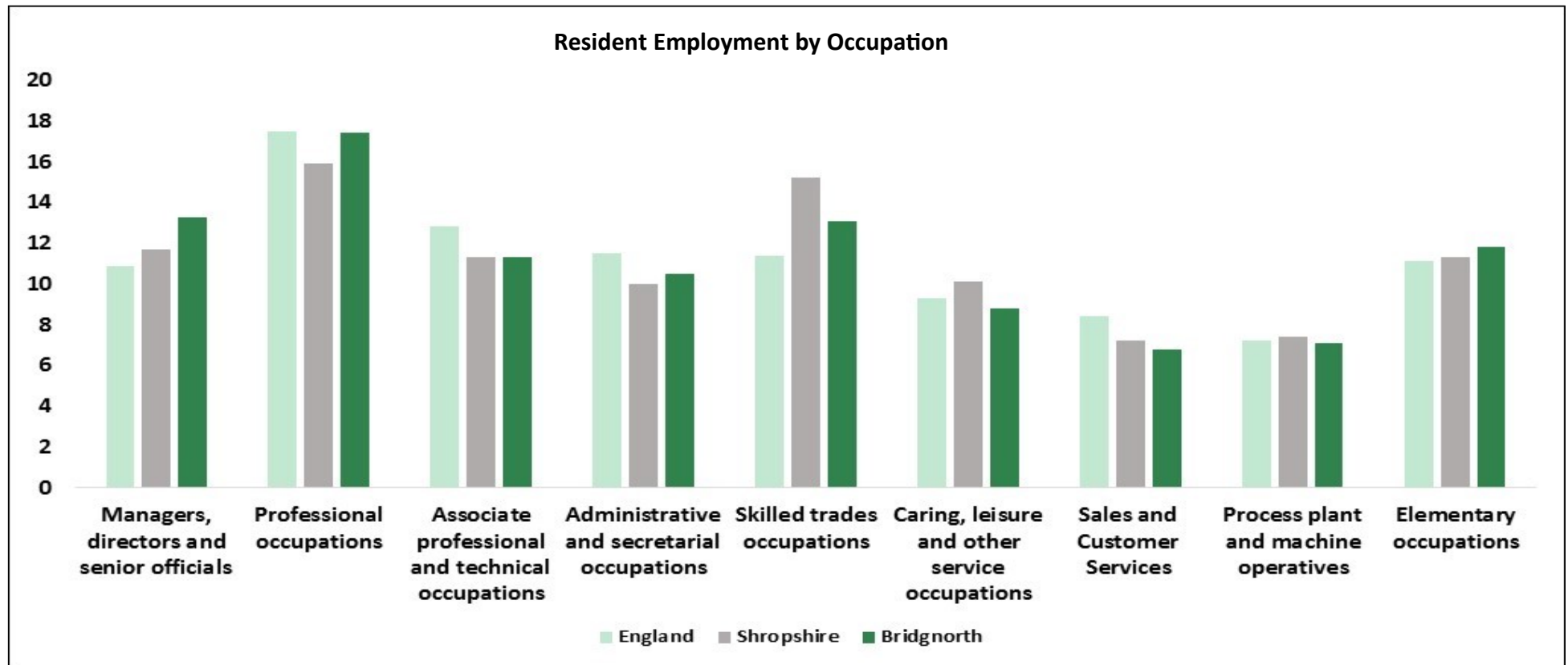


Source: 2011 Census



## Employment by Occupation

Bridgnorth supports relatively high numbers working in SOC 1 to 3 professions, with 42.0% of residents in work employed as managers, directors and senior officials, in professional occupations or in associate professional and technical occupations compared with 38.9% in Shropshire. 13.3% work as managers, 17.4% in professional occupations and 11.3% in associate professional occupations. A similar proportion are employed in lower level occupations, including elementary occupations (11.8% compared with 11.3% for Shropshire) and process, plant and machine operatives (7.1% compared with 7.4% for Shropshire). Fewer Bridgnorth residents work in skilled trades occupations, in caring, leisure and other service roles or in sales and customer service.



Source: 2011 Census

## Qualifications

According to the Census 2011, 31.5% of residents had a level 4 qualification or above, more than the Shropshire average of 29.4%. In total 14.2% of people had no qualification. This is comparable with the Shropshire average (14.0%).

Qualifications	Bridgnorth	Shropshire	England and Wales
Level 1	16.2	15.4	15.2
Level 2	18.2	19.4	17.2
Level 3	14.4	14.7	14.5
Level 4/5	31.5	29.4	29.7
Other qualifications	5.4	7.1	8.6
No qualifications	14.2	14.0	15.0

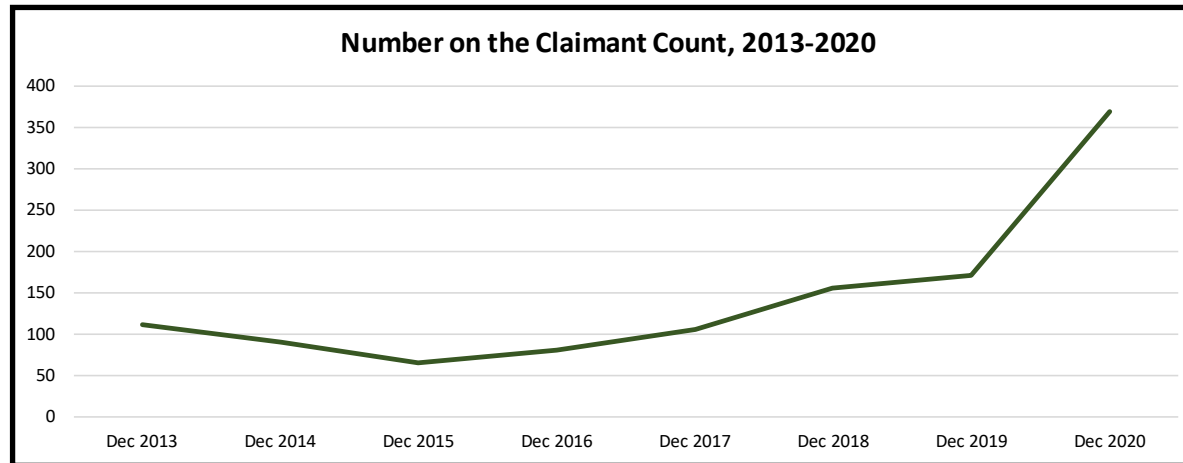
Source: 2011 Census, ONS, Highest Level of Qualification Population aged 16-64.

For further information on qualification levels and definitions visit Office of National Statistics (ONS)

<http://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/qualificationsandlabourmarketparticipationinenglandandwales/2014-06-18#background-notes>

## Unemployment

The claimant count is the main measure of people who are under pensionable age who are available for and actively seeking work and who are claiming out-of-work benefits (mostly Universal Credit but also Jobseekers Allowance). The chart below shows the number claiming this benefit in Bridgnorth between December 2013 and December 2020.



Source: Department of Work and Pensions/ONS

## Universal Credit

The following table shows the number of people claiming Universal Credit in Bridgnorth in January 2021. It includes those who are out-of-work (and hence on the claimant count shown above), and also those who are on low incomes and entitled to in work benefits. The table also shows the number of households on universal credit in the town.

	Number
People on Universal Credit (Jan 21)	795
Households on Universal Credit (Nov 20)	638

In December 2020, 370 Bridgnorth residents were on the claimant count, which is more than five times higher than the 65 who were on the count in December 2015. The claimant rate in Bridgnorth (the percentage of the 16-64 population which is claiming) is higher than the average for Shropshire (5.4% compared with 4.4%). This rate is lower than the Great Britain rate (6.2%) and also lower than in the West Midlands (7.2%). Claimant numbers everywhere were elevated throughout 2020 due to the coronavirus pandemic.

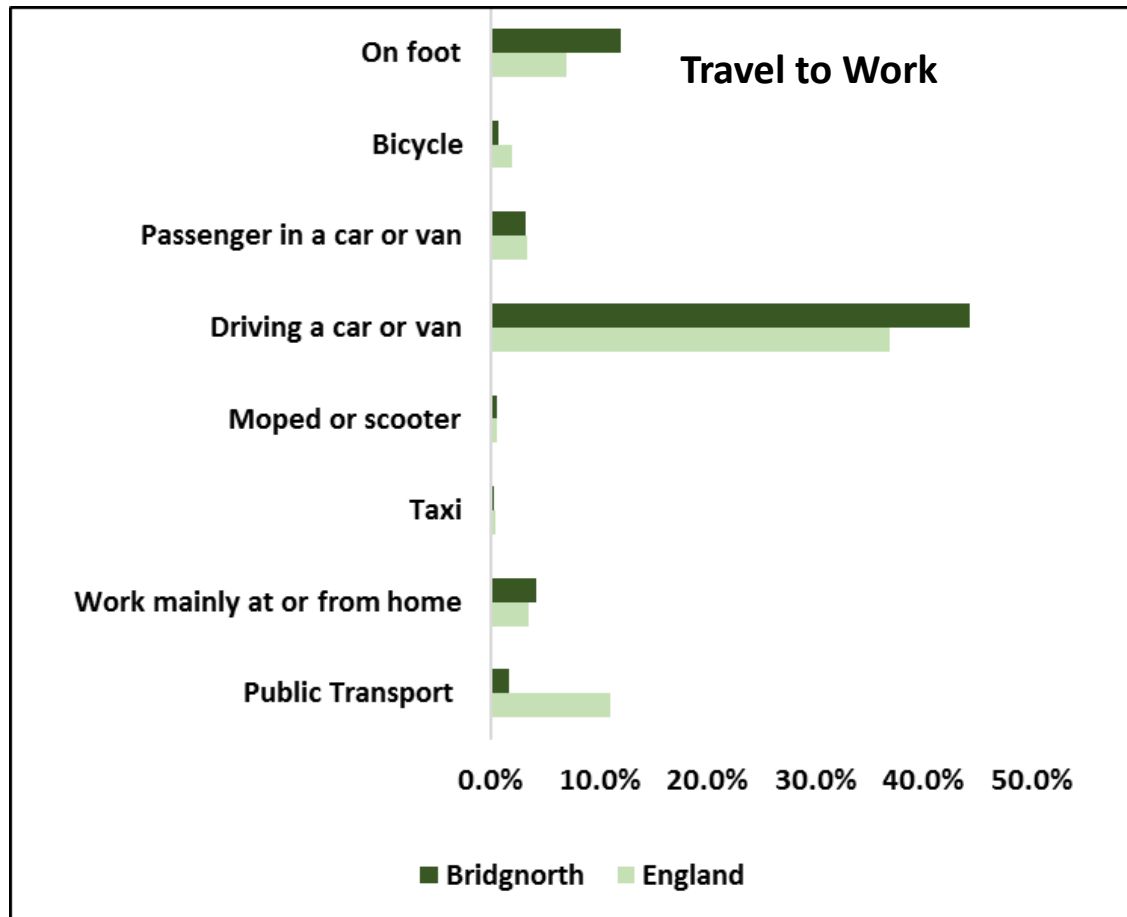
## State Pension

In Shropshire there were 75,688, people claiming state pension in August 2020. This is slightly lower than 76,250 in February 2017, which is attributed to changes in retirement age.

Claimants in Bridgnorth total 3,204 or 4.2% of the state pension claimants in the county.

## Travel and Commuting

Bridgnorth had a greater number of people working from home at 4.0% compared to 3.0% for England. There were also a greater number of people travelling to work on foot at 12% compared to 6.9% for England. Typically for a more rural area, there were considerably fewer people travelling by public transport. The most popular method of transport to work was to travel by car or van accounting for 44% of the economically active (36.9% for England).

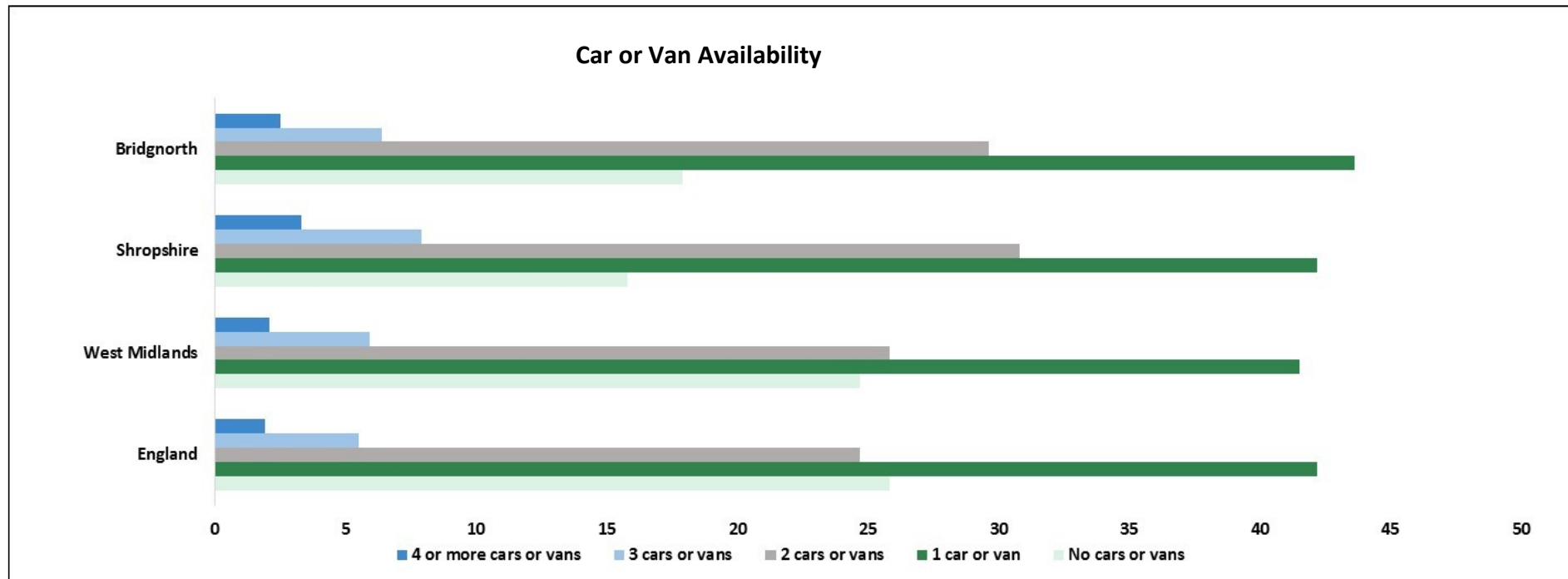


Source: 2011 Census

## Car or Van Availability

Car ownership is high in Shropshire, which is typical of a rural area. Just 15.8% of households in the County do not have a car or van compared with a 25.8% of households nationally according to the 2011 Census. The proportion of households without a car in Bridgnorth is higher than it is in Shropshire, at 17.9%, but this is lower than national rates.

43.6% of households have one car, 29.6% have two cars while 8.9% have three or more. The total number of cars and vans owned by Bridgnorth households stood at 7,330 in 2011.



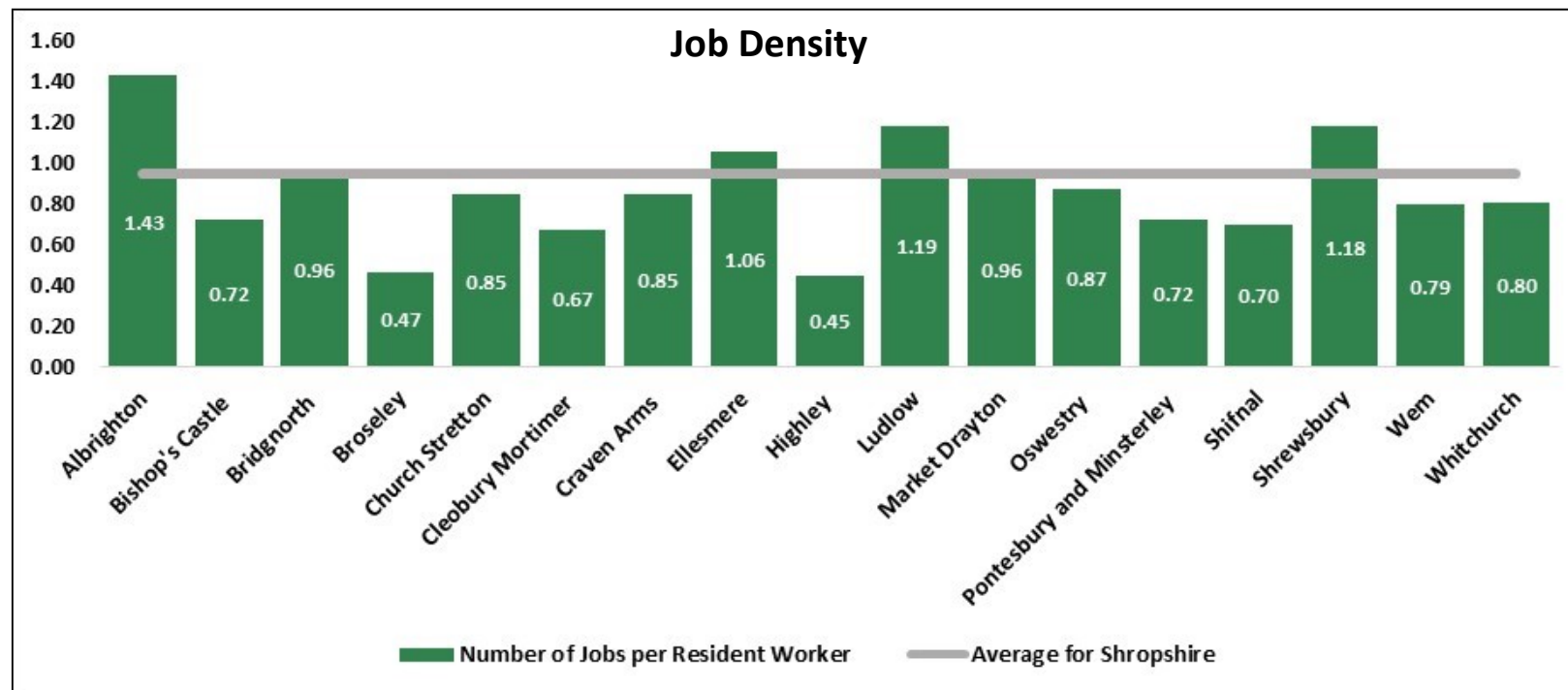
Source: 2011 Census



## Commuting Patterns

Bridgnorth (place plan area) supports a lower level of employment self-containment than any other main Shropshire market town. Easy access to employment in the West Midlands conurbation clearly influences this. 39.6% of all Bridgnorth jobs are filled by Bridgnorth residents while 38.2% of working people who live in Bridgnorth also work there, which gives an overall level of self-containment of 38.9%. Despite a comparatively low level of self-containment, the differential between the number of resident workers and the number of jobs is relatively small, with net commuting across the Bridgnorth place plan border standing at -271. This equates with 4,690 people living in Bridgnorth but working elsewhere and 4,419 people working in Bridgnorth but living elsewhere.

Job density in Bridgnorth is comparable with the County average, with 0.96 jobs per resident worker compared with 0.95 in Shropshire. As illustrated in the chart below, the only towns where the number of jobs exceeds the resident workforce are Albrighton, Ellesmere, Ludlow and Shrewsbury.



Source: Census 2011

Note: Data relates to Mid Super Output Areas (MSOA) aligned as closely as possible to Shropshire place plan areas

## Origins and Destination of Workforce

Other than Bridgnorth, the rest of Shropshire is the main source of workers for Bridgnorth jobs, with significant numbers also commuting into the town from Telford and Wrekin, South Staffordshire, Dudley and Wolverhampton. Likewise, a significant proportion of Bridgnorth resident workers who are not employed in Bridgnorth work elsewhere in Shropshire, with significant numbers also commuting to Telford and Wrekin, Wolverhampton and Dudley.

Main Origins of Bridgnorth Workforce	Number	%
Bridgnorth	2902	39.6%
Rest of Shropshire	1750	23.9%
Telford and Wrekin	567	7.7%
South Staffordshire	307	4.2%
Wyre Forest	185	2.5%
Birmingham	115	1.6%
Dudley	354	4.8%
Sandwell	75	1.0%
Wolverhampton	293	4.0%
Other*	773	10.6%

Source: 2011 Census

\*Includes 357 commuters recorded as from Barnsley, believed to be erroneously coded

Main Destinations for Bridgnorth Resident Workers	Number	%
Bridgnorth	2902	38.2%
Rest of Shropshire	1371	18.1%
Telford and Wrekin	1071	14.1%
South Staffordshire	209	2.8%
Wychavon	51	0.75%
Wyre Forest	224	3.05%
Birmingham	198	2.6%
Dudley	467	6.25%
Sandwell	161	2.1%
Walsall	110	1.45%
Wolverhampton	681	9.05%
Other	147	1.9%

Source: 2011 Census

Note: Data relates to Mid Super Output Areas (MSOA) aligned as closely as possible to Shropshire place plan areas

## Household Income

Source: CACI, 2020, Paycheck Income Data, Shropshire

Market Town	Households	15k or less	15k - 30k	30k - 50k	50k - 80k	80k +
Albrighton	2,285	17%	29%	26%	18%	10%
Bishop's Castle	708	23%	33%	24%	14%	6%
Bridgnorth	5,911	16%	28%	26%	19%	11%
Broseley	2,568	18%	29%	26%	18%	10%
Church Stretton	2,374	16%	28%	26%	19%	10%
Cleobury Mortimer	1,506	15%	26%	27%	20%	12%
Craven Arms Town Council	1,380	24%	32%	24%	14%	6%
Ellesmere	2,263	21%	31%	25%	16%	8%
Highley Parish Council	1,710	21%	31%	25%	16%	7%
Ludlow	5,436	21%	32%	25%	15%	7%
Market Drayton	5,549	21%	31%	25%	16%	7%
Minsterley	810	20%	30%	25%	17%	8%
Much Wenlock	1,537	15%	27%	26%	20%	12%
Oswestry	8,387	23%	31%	24%	15%	7%
Pontesbury	1,589	13%	26%	27%	21%	13%
Shifnal	4,116	17%	27%	26%	19%	11%
Shrewsbury	34,187	18%	28%	26%	18%	10%
Wem	2,937	22%	33%	25%	14%	6%
Whitchurch	4,638	21%	31%	25%	16%	7%

Note: the methodology to calculate the number of households is based on commercial and credit data rather than census information.

Household income table for Shropshire shows that 16% or 972 households in Bridgnorth earn less than £15,000 per year. At the other end of the scale 11% of households had an income exceeding £80,000 per annum. Household income rates in Bridgnorth are higher than the Shropshire average.

## Retail Economy

Retail accounts for 12.8% of total employment in Bridgnorth, which makes it the third largest employment sector in the town. 5.0% of all retail employment across the whole of Shropshire is absorbed by Bridgnorth.

Bridgnorth provides shopping for local residents and serving as a shopping hub for the hinterland of the market town. The retail sector also assists in attracting visitors to the town by offering a mix of independent and national stores. Bridgnorth was named as the 2016 winners of the best market town in the Great British High Street awards. The Charter Market is held under the town hall with other pitches along the High Street, special event markets are also held throughout the year. The town also offers a good range of establishments for eating and drinking.

**High Street Shopping,** Bridgnorth offers a unique High Street shopping experience with shops in both High and Low Town. The main shopping area is located in High Town with shops located predominantly along the High Street. In Low Town shops will be found around the Mill Street and St Johns Road area.

**Supermarkets,** Main supermarket in Bridgnorth is Sainsburys which is located in Whitburn Street, High Town. In addition there is a Marks and Spencer food hall in St Johns Road along with local shops including Budgens, the Co-operative and Tesco

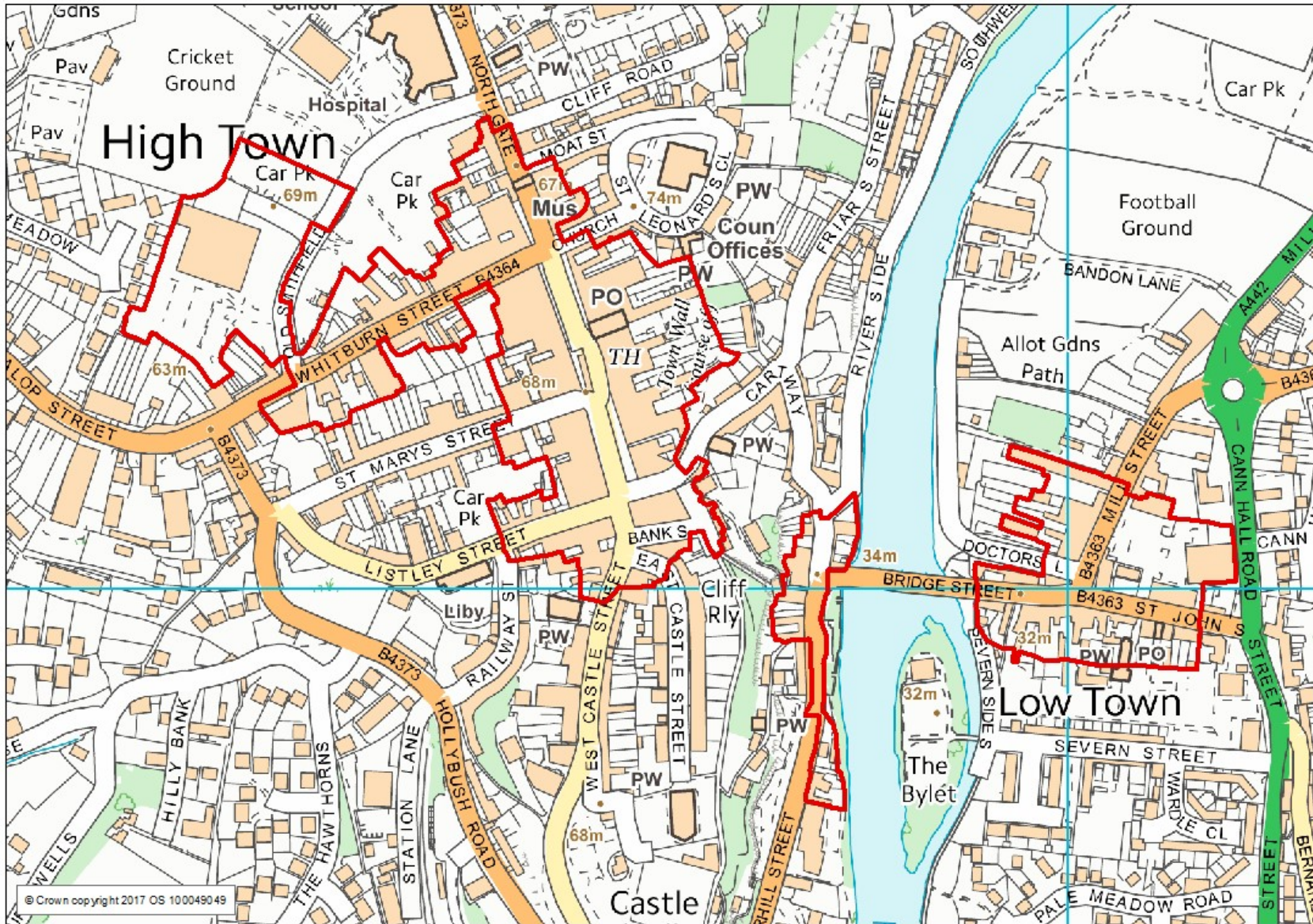
### Markets

**Charter Market,** High Street market is held every Friday and Saturday. A handmade market is also held on a Sunday - <https://www.bridgnorthtowncouncil.gov.uk/council-services/bridgnorth-market/>

**Livestock Market,** Livestock Auction Centre, Wenlock Rd, Tasley, Bridgnorth WV16 4QR - <http://www.nockdeighton.co.uk/> - check the website for details of regular and special sales.



## Main Retail Area





## Tourism & Leisure

Bridgnorth is a key market town in the east of Shropshire close to the West Midlands and Wyre Forest with Wolverhampton and Kidderminster both being around 13 miles away. The River Severn divides High Town from Low Town which sits below the steep cliffs of the valley. The Bridgnorth Cliff Railway provides a link between the two and rises some 111ft. Bridgnorth is steeped in history with the remains of the castle showing its strategic importance. Bridgnorth continues to hold regular markets in the town centre High Street and there is a nearby livestock market which preserves the agricultural links to the town and its hinterland.

Bridgnorth holds a range of annual events and is an ideal base to explore the surrounding borderland areas.

Approximately 900 people are employed in the tourism sector in Bridgnorth, of which around 650 are employed in accommodation and food services and 250 in arts, entertainment, recreation and other services. This is the equivalent of 19.7% of the total Bridgnorth workforce which represents a higher share than for Shropshire as a whole (14.7%). 5.0% of total employment in the tourism sector in Shropshire is provided by Bridgnorth.

### Visitors Attractions

An ideal starting place for information on places to visit is the -

**Bridgnorth Information Centre**, 67 Listley St, Bridgnorth WV16 4AW - <http://www.visitbridgnorth.co.uk/>

Places to see in Bridgnorth include:

**Bridgnorth Castle and Grounds** - West Castle St, Bridgnorth WV16 4AF

Founded in 1101 the castle was used until the civil war when Cromwell ordered its destruction in 1646. Very little remains of the castle with only parts of the great tower, which slant at an angle of 15 degrees. The surrounding gardens include the town's war memorial and provide views along the severn valley.

**Bridgnorth Cliff Railway**, 6A Castle Terrace, Bridgnorth WV16 4AH <http://www.bridgnorthcliff railway.co.uk/>

Originally opened in 1892 the railway rises 111 ft along a track of 210 ft. Originally using water tanks to counterbalance the carriages the railway was converted to electric in 1944. The Winding Hose tearooms can be found at the top of the railway and offer excellent views across the river and low town.

## Visitors Attractions

**Bridgnorth Northgate Museum**, Northgate, Bridgnorth WV16 4ER - <http://www.bridgnorthmuseum.org.uk/>

Opened in 1951 the museum highlights the history of the town. The museum is managed and run by volunteers from the Bridgnorth and District Historical Society.

**Bridgnorth Town Hall**, High Street, Bridgnorth – <https://www.bridgnorthtowncouncil.gov.uk/>

Constructed in 1652 the town hall was built on stilts to provide a covered market which still operates today. The town hall is open throughout the year and shows the history of the town and contains the Council Chamber, former court room and a tea room.

**Severn Valley Country Park**, Chapel Lane, Alveley, Bridgnorth, WV15 6NG - <http://www.shropshiresgreatoutdoors.co.uk/parks-and-sites/>

Situated around 8 miles from the centre of Bridgnorth this 51 acres site offers a number of walking trails, a café and holds events throughout the year.

**Severn Valley Railway** , <http://www.svr.co.uk/>

The Severn Valley Railway Society was formed in 1965 with the aim to purchase a section of the line closed as part of the railway reforms through the Beeching Cuts. The line to Bewdley was opened in 1974 and eventually extended to its southern terminus at Kidderminster in 1984. As well as regular timetabled travel the railway holds numerous special event trips and dining experiences.

**Daniels Watermill**, Eardington, Nr Bridgnorth, WV16 5JL <https://www.danielsmill.co.uk/> the largest fully working waterwheel still powering a corn mill.

## Events

Bridgnorth hosts a number of events throughout the year. Key annual events are listed here but it is worth visiting the town council website for details of all events.

**Bridgnorth Arts Festival** - <http://www.bridgnorthfestival.org.uk/>

Held in August the festival includes live music, films, photography and events in and around the town.

**Bridgnorth Beer Festival** - <https://bridgnorth.camra.org.uk/bridgnorth-beer-festival/>

Held in May a number of events are held in the many public houses of Bridgnorth .

**Bridgnorth Carnival** - see Facebook or Twitter

Held in June a free to attend event with a range of activities and parades.

**Haydn Festival** - <http://englishhaydn.com/>

Established in 1993 this week long festival during June focuses on Joseph Haydn's influence on music.

## Sports, Leisure & Culture

Bridgnorth has an active range of sporting, leisure and social clubs. If you are looking for particular activities the Community Directory is a good starting place – <https://www.shropshire.gov.uk/libraries/community-directory/>

The following list highlights some of the cultural, sporting groups and facilities in the Bridgnorth area:-

**Bridgnorth Bowling Club**, Cricket Meadow, Bridgnorth WV16 4LB - <http://bridgnorthbowlingclub.co.uk/>

Founded in 1596 and one of the oldest bowling clubs in the UK.

**Bridgnorth Cricket & Hockey Club**, Cricket Meadow, Bridgnorth WV16 4LB - <http://www.pitchero.com/clubs/bridgnorthhockeyclub/>

**Bridgnorth Golf Club**, Stanley Lane, Bridgnorth WV16 4SF - <http://www.bridgnorthgolfclub.co.uk/>

18 hole parkland golf course with practice facilities and clubhouse.

**Bridgnorth Rugby Club**, 13 Bridge St, Bridgnorth WV15 5AA - <http://www.pitchero.com/clubs/bridgnorth>

The club has a wide range of teams for seniors, juniors, mini and women. Matches are played close to the clubhouse at Severn Park.

## INFORMATION, INTELLIGENCE & INSIGHT TEAM

**Bridgnorth Town Football Club**, Crown Meadow, Bridgnorth, WV16 4HS <http://www.pitchero.com/clubs/afcbridgnorth>

Members of the west Midlands regional team the club has a senior team, reserves, under 21, under 18 and ladies team.

**Bridgnorth Youth Centre**, 45 Innage Ln, Bridgnorth WV16 4HS - <http://www.thebridgeyouthcentre.co.uk/>

Bridge is presently open every Friday and Tuesday night and is partnered with the Bridgnorth Youth and Schools Project.

**Bylet Bowling Club**, 1 Severn Side S, Bridgnorth WV15 6BA - <http://www.bylet.org.uk/home>

Founded in 1884 the club with two bowling greens occupies an island in the River Severn close to the low town river bridge.

**Theatre on the Steps**, Stoneway Steps, Bridgnorth WV16 4BD - <http://www.theatreonthesteps.co.uk/>

The former Congregational Chapel was converted to a theatre in 1964. The small intimate theatre has a capacity of 180 and is staffed by volunteers. Intervals in the green room provide an opportunity to take a drink with excellent views over low town and the River Severn.

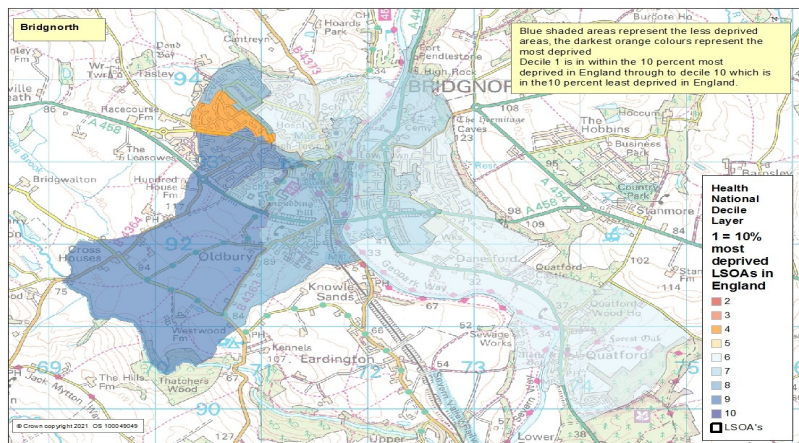
**Worfield Golf Club**, Roughton, Bridgnorth WV15 5HE - <http://www.worfieldgolfclub.co.uk>

Located on the former Wyken estate the course is around 3 miles from the town centre.

# Health

Approximately 500 people are employed in the health sector in Bridgnorth (10.9% of total employment) which is low compared to the Shropshire average of 14.7%. Not with standing this, it is the third largest employment sector in the town.

Residents of Shropshire generally enjoy better health than across England as a whole with a healthy life expectancy being higher than average. Life expectancy in Shropshire is also higher than the national average. Life expectancy for births in Shropshire between 2016 -18 are 80.5 for males and 83.5 for females. This compares to an average of 79.3 and 82.9 for England. Despite this there are areas in Shropshire where health inequalities may exist. The index of deprivation, shown in the following map, highlight the areas where there are higher degrees of deprivation. The life expectancy variation between the least and most deprived health areas in Shropshire is equivalent to 4.2 years for men and 3.3 for women.



This domain measures the following:

- Years of potential life lost
- Comparative illness and disability ratio
- Acute morbidity
- Mood and anxiety disorders

Health deprivation levels are very low in Bridgnorth and most LSOA's are within the least deprived deciles nationally.

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

Of the **12,079** residents of Bridgnorth in the last census reporting on their health conditions:

**1121** reported that their day-to-day activities were limited a lot

**1248** reported that their day-to-day activities were limited a little

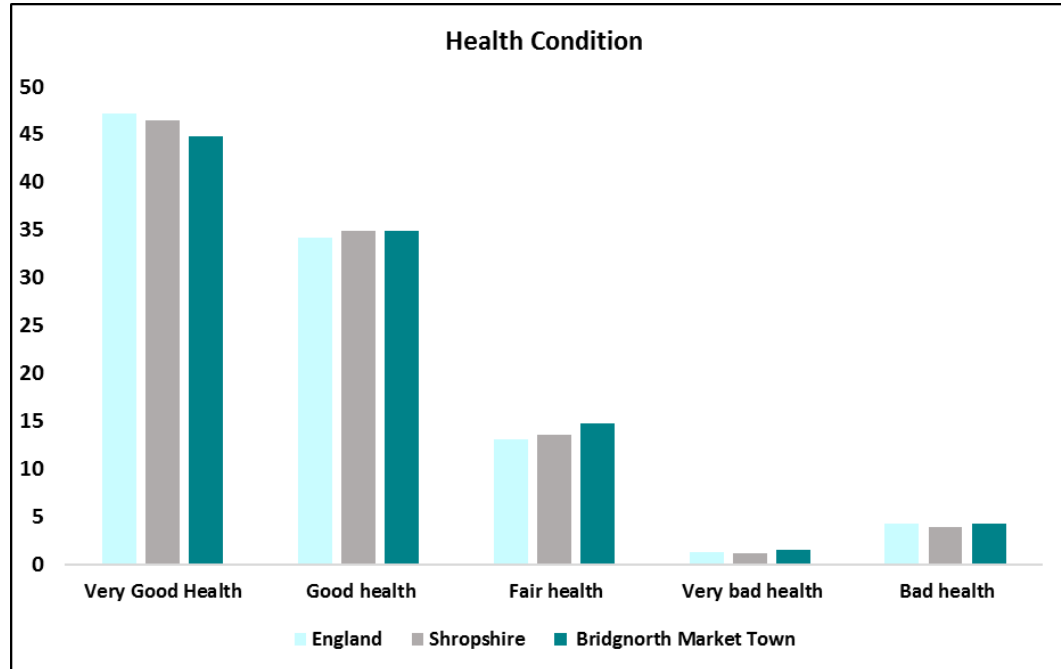
**9710** reported that their day-to-day activities were not limited

The rate of people expressing that their day-to-day activities were limited a lot was **9.3%** which is higher than the rate for Shropshire **8.4%** and England **8.3%**



## Health Conditions

At the time of the 2011 Census, 80% of residents in Bridgnorth, said that they felt they were in very good or good health. This was similar to the Shropshire and England average of 81%. In contrast 4.2% of people said their health was bad and 1.5% said their health was very bad.



Source: 2011 Census

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Bridgnorth	8.2%	1.4%	1.5%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

8.2% of people provided in Bridgnorth provided unpaid care for 1-19 hours per week, this was slightly higher than Shropshire as a whole. Bridgnorth has a similar proportion of people providing care for 50 or more hours per week 2.5% compared to 2.4% for Shropshire and England.

## Health Economy

Approximately 500 people are employed in the health sector in Bridgnorth (10.9% of total employment) which is low compared to the Shropshire average of 14.7%.

## **Health Facilities**

Bridgnorth has local access to a range of health facilities including chemists, doctors, dentists and a minor injuries unit. The nearest accident and emergency services is based in Telford. Check with the NHS for latest opening times and which services should be used.

Health Services available in or near Bridgnorth include:-

### **Hospitals**

**Accident & Emergency**, Apley Castle, Grainger Drive, Telford, Shropshire, TF1 6TF

12.8 miles to the nearest Accident and Emergency service is provided at Princess Royal Hospital.

**Minor Injuries Unit**, Northgate, Bridgnorth, Shropshire, WV16 4EU

The nearest minor injuries unit at Bridgnorth Hospital.

### **Doctors**

**Bridgnorth Medical Centre**, Northgate Health Centre, Northgate, Bridgnorth, Shropshire, WV16 4EN

<http://www.bridgnorthmedicalpractice.co.uk/>

### **Dentists**

**Dental Matters**, Bridgnorth Hospital, Northgate Medical Centre, Bridgnorth, WV16 4EU

**Mydentist**, St Leonards Close , Bridgnorth, Shropshire, WV16 4EJ <https://www.mydentist.co.uk/>

**Pure Dental Care**, 42 West Castle Street, Bridgnorth, WV16 4AD

**Regency House Dental Practice**, Regency House, 7 West Castle Street, Bridgnorth, WV16 4AB

**Smile Design**, The Dental Surgery, Smithfield Centre, Whitburn Street, Bridgnorth, WV16 4QT

### **Pharmacies**

**Boots** 30-31 High St , Bridgnorth, Shropshire, WV16 4DB

**Bridgnorth Pharmacy**, 2 Mill Street, Bridgnorth, Shropshire , Bridgnorth, Shropshire, WV15 5AL

**Murrays Pharmacy**, Northgate Health Centre, Northgate , Bridgnorth, WV16 4EN <https://www.murrays.co.uk/>

## Residential Nursing Homes

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

Care Providers in Bridgnorth include:-

**Danesford Grange Care Home**, Kidderminster Road (A442), Bridgnorth WV15 6QD – <http://www.danesfordgrange.co.uk/>

Latest CQC inspection Dec 2018 – rating Good .

**Innage Grange**, Innage Lane, Bridgnorth WV16 4HN - <https://www.coveragecareservices.co.uk/our-homes/innage-grange>

Residential care provider, latest CQC inspection June 2018 - rating Good .

**Oldbury Grange**, Grange Farm Ct, Oldbury, Bridgnorth WV16 5LW - <http://www.morriscare.co.uk/>

Nursing home located 1 mile from the town centre - latest CQC inspection Nov 2020 - rating Good.

\* Inspection ratings as at March 2021 – source CQC Website

Also available in Bridgnorth:-

**Bridgnorth Homecare Co-Operative**, 4 St Leonard's Cl, Bridgnorth WV16 4EJ - <https://www.bridgnorthhomecare.com/>

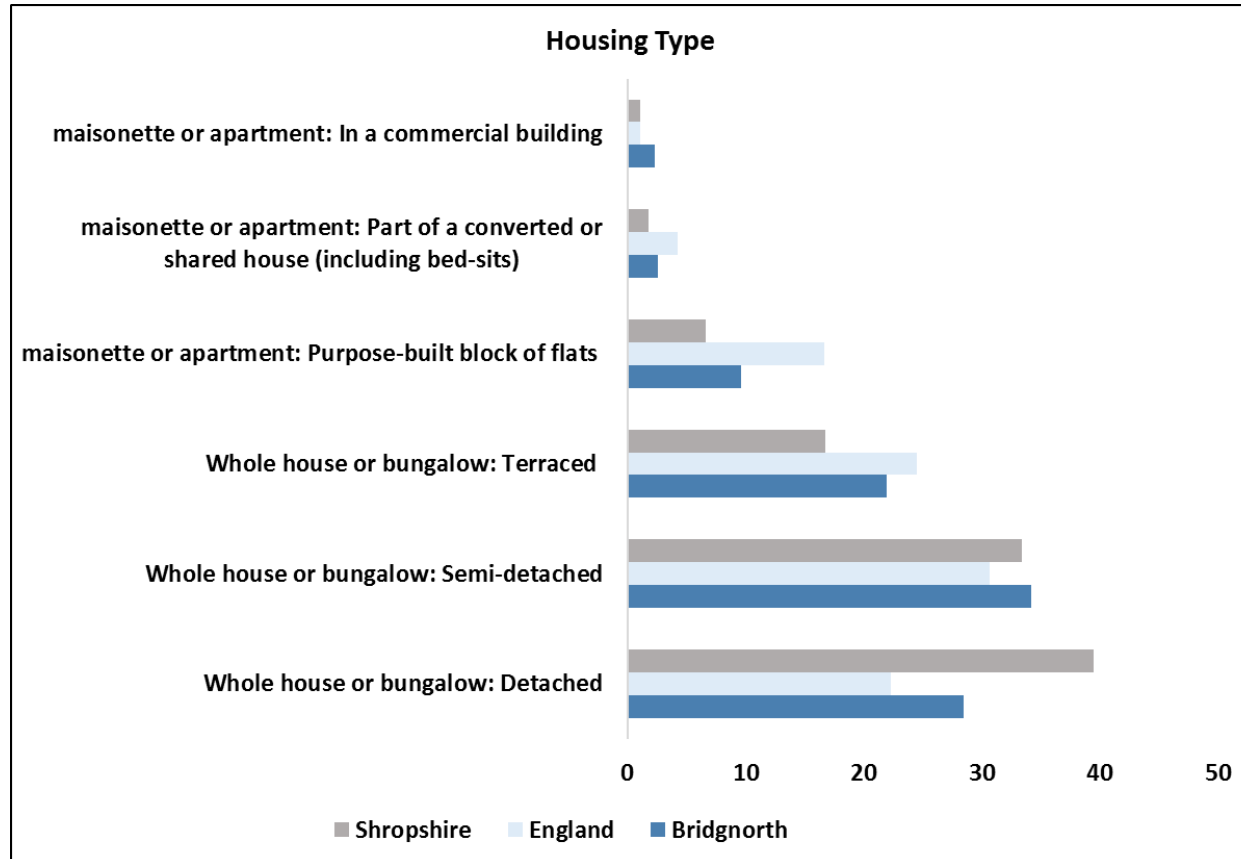
A home care service which aims to help people remain at home by providing assistance with cleaning, shopping and everyday chores. Latest CQC inspection July 2019 - rating Good .

**Your Life (Bridgnorth)** , Talbot Court, Salop Street, Bridgnorth, WV16 5BR -

A home care service for dementia and personal care . Latest CQC inspection Jan 2020 - rating Good .

# Housing & Households

The town has a higher rate of semi detached and terraced properties than in Shropshire. There were fewer detached properties than for Shropshire as a whole.

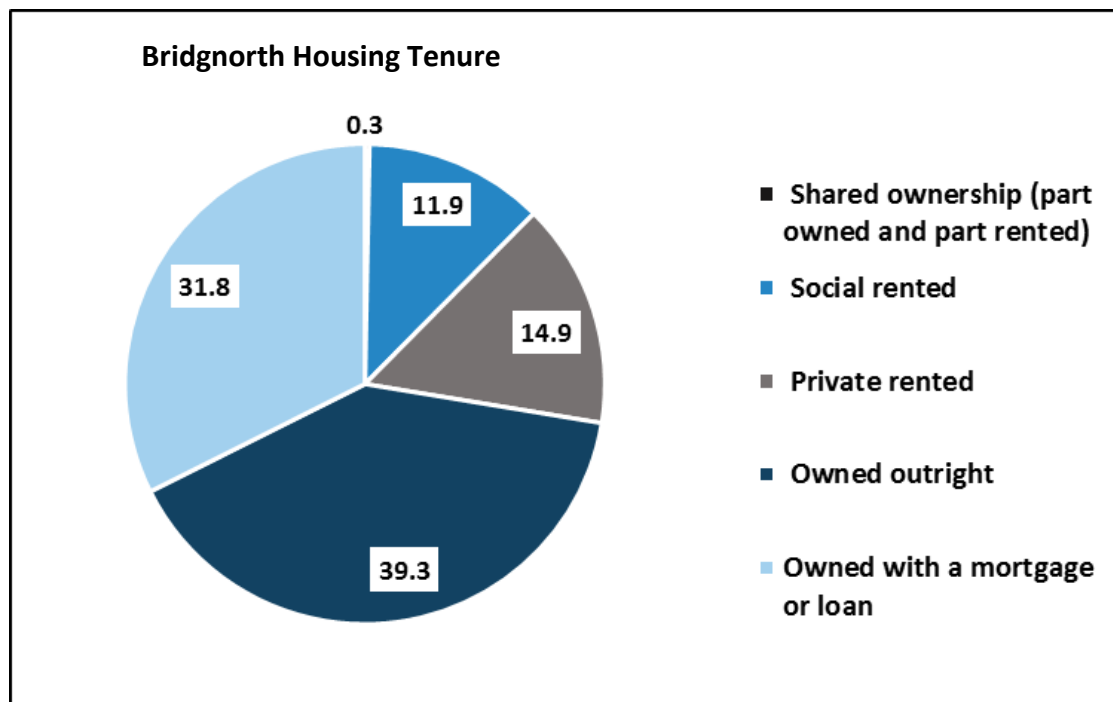


Fewer Bridgnorth household spaces are detached properties (28.5%) compared to Shropshire as a whole (39.5%). A greater percentage of household spaces are semi-detached (34.2%) compared to Shropshire as a whole (33.4%). This is the largest housing type in Bridgnorth as is the case nationally. In Shropshire the largest housing type is detached. There are a greater proportion of household spaces which are terrace (22%) compared to (16.8%) for Shropshire. There were slightly more maisonette or apartments, in commercial buildings (2.3%) compared to (1.1%) for Shropshire

Source: 2011 Census

## Housing Composition

- 33.2% of households were One Person Households greater than the Shropshire average (28.9%) and England (30.2%)
- 7.3% of households were Lone Parent with dependent children higher than the Shropshire average (5.2%) and similar to England (7.1%)
- 15.9% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%)
- 14% of households were married couples with dependent children lower than the Shropshire average of (15.3) and England (15.3)



Source: 2011 Census

In Bridgnorth, at the time of the 2011 Census, there were 5,501 households, 5,760 dwellings and 15 Communal Establishments housing 173 people.

The largest proportion (39.3%) of houses in Bridgnorth which were owned outright, similar to the Shropshire figures of 39%.

11.9% of households were social rented housing, this was less for Shropshire as a whole (13.5%) and for England (17.7%).

There were a similar number of houses privately rented 14.9% compared to 15% for Shropshire and 14% for England. In Bridgnorth there are 538 registered social landlord (RSL) homes. These homes are owned by a range of RSL's but mainly Star Housing.



## Housing

Uses town council boundaries	Sales 2020	Median Gross Household Income	Median House Price	Median Affordability Ratio	Lower Quartile Gross Household Income	Lower Quartile House Price	Lower Quartile Affordability Ratio
Albrighton	52	£32,252	£250,000	7.8	£18,701	£185,250	9.9
Bishop's Castle	24	£26,663	£256,500	9.6	£15,701	£172,500	11.0
<b>Bridgnorth</b>	<b>148</b>	<b>£33,596</b>	<b>£221,000</b>	<b>6.6</b>	<b>£19,216</b>	<b>£170,000</b>	<b>8.8</b>
Broseley	37	£32,187	£195,000	6.1	£18,277	£161,000	8.8
Church Stretton	70	£33,396	£320,000	9.6	£19,220	£198,250	10.3
Cleobury Mortimer	31	£36,028	£185,000	5.1	£20,691	£114,500	5.5
Craven Arms	23	£26,872	£175,000	6.5	£15,391	£153,750	10.0
Ellesmere Urban	73	£28,943	£178,000	6.1	£16,630	£156,000	9.4
Highley	51	£28,869	£172,000	6.0	£16,716	£151,875	9.1
Ludlow	121	£28,487	£230,000	8.1	£16,559	£160,000	9.7
Market Drayton	157	£29,144	£180,000	6.2	£16,761	£145,000	8.7
Much Wenlock	32	£35,467	£238,475	6.7	£20,282	£191,863	9.5
Oswestry	222	£27,730	£151,000	5.4	£15,944	£125,000	7.8
Shifnal	139	£34,191	£239,995	7.0	£19,268	£198,725	10.3
Shrewsbury	932	£32,548	£203,500	6.3	£18,525	£159,713	8.6
Wem Urban	83	£27,362	£187,500	6.9	£16,007	£135,250	8.4
Whitchurch Urban	144	£28,931	£179,775	6.2	£16,668	£135,000	8.1
<b>Shropshire</b>	<b>3,626</b>	<b>£33,337</b>	<b>£222,500</b>	<b>6.7</b>	<b>£19,089</b>	<b>£163,625</b>	<b>8.6</b>

The table shows affordability ratios for housing in Shropshire. The income data relates to Shropshire Place Plan areas which are a slightly broader geography than market towns, and take account of hinterlands. The table shows that in Bridgnorth a household with a median household income of (£33,596) would need 6.6 times this income to afford a median priced house (£221,000) as of year end 2020. This is similar to the ratio of 6.7 for Shropshire.

## Housing Developments

Shropshire’s Core Strategy (March 2011) sets out the strategic vision and objectives to guide development and growth for the period 2006-2026. This includes a vision for Bridgnorth.

Detailed proposals to deliver the strategic vision within the Core Strategy are contained within the Site Allocations and Management of Development (SAMDev) document which together with the Core Strategy forms Shropshire’s Local Plan for 2006-2028.

Consultations on the Local Plan Review Preferred Scale and Distribution of Growth for the period to 2036 are due to be presented to Cabinet on 18th October 2017.

The following table shows progress and expectations with current site allocations:

Housing Allocations	Provision	Already Completed	Expected Build Out Rate									
			2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-28
Land North of Wenlock Road, Tasley, Bridgnorth	200	0	0	0	20	63	63	54	0	0	0	0
Land north of Church Lane, Tasley, Bridgnorth	300	0	0	0	0	0	0	9	63	63	63	102



# Proposed Development Sites





## Education

Market Town	Number school age children	Free School Meals (FSM)	English as an additional Language
Albrighton	407	34	4
Bishops Castle	189	28	9
<b>Bridgnorth</b>	<b>1258</b>	<b>69</b>	<b>29</b>
Broseley	547	34	4
Church Stretton	389	33	9
Cleobury Mortimer	373	37	6
Craven Arms	299	45	22
Ellesmere	495	57	43
Highley	384	43	10
Ludlow	992	122	19
Market Drayton	1531	215	66
Much Wenlock	334	32	9
Oswestry	1986	226	188
Shifnal	819	55	16
Shrewsbury	8771	1001	390
Wem	777	71	61
Whitchurch	973	122	83
<b>Total</b>	<b>21108</b>	<b>2266</b>	<b>979</b>

Bridgnorth is a key educational centre for the east of Shropshire. Pupils are mainly drawn from the Bridgnorth Town area but schools also attracts pupils from the surrounding hinterland areas.

The town council area has four primary schools and two secondary schools.

The percentage of children living in the town parish area who are eligible for free school meals is 5.5%. This is lower than the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 2.3%. This is lower than the rate in Shropshire where the overall rate is 4.64%

The number of school aged children shown is the number resident in the market town. This figure may differ from the total number of pupils at school in the area due to children attending schools within or outside of their school catchment areas.

## INFORMATION, INTELLIGENCE & INSIGHT TEAM

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### Primary Schools

**Castlefields**, Bridgnorth WV16 5DQ - <https://www.castlefieldsprimary.co.uk/>

School capacity of 210 with 210 pupils currently on roll. The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 3.5% lower than the national average of 24.7% . Latest Ofsted rating Nov 2014 – Good.

**St John's Catholic**, Innage Gardens, Bridgnorth, Shropshire, WV16 4HW

School capacity of 210 with 215 pupils currently on roll. This equates to less than one pupil per year which is manageable within the school. The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 2.3% lower than the national average of 24.7%. Latest Ofsted rating May 2013 – Good.

**St Leonards Primary School**, Innage Lane, Bridgnorth, Shropshire, WV16 4HL - <http://bridgnorth-st-leonards.shropshire.sch.uk/>

School capacity 336 with 303 pupils currently on roll. The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 8.9% lower than the national average of 24.7%. Latest Ofsted rating Nov 2014 – Good.

### Secondary Schools

**Bridgnorth Endowed School**, 13 North Gate, Bridgnorth WV16 4ER - <http://bridgnorthendowed.co.uk/>

School capacity 1034 with 665 pupils on roll. 5% of pupils are eligible for Free school meals. Latest Ofsted rating March 2016 – requires Improvement.

**Oldbury Wells Secondary School**, Oldbury Wells, Bridgnorth WV16 5JD - <http://www.oldburywells.co.uk>

School capacity 1021 with 811 pupils on roll. 5.9% of pupils are eligible for Free school meals. Latest Ofsted rating June 2013 – Good.

\*Pupil numbers as at Jan 2017

## Further Education College

There are no college facilities within Bridgnorth Town however both secondary schools do provide sixth form education.

Nearby College Facilities include:

**North Shropshire College**, <http://www.nsc.ac.uk/>

Offers courses at the nearby centre (7 miles) at Shipley, Bridgnorth Rd, Wolverhampton WV6 7EJ. The campus offers a range of specialist full-time courses in animal management, and a range of part-time programmes in IT, Floristry and courses for leisure.

Kidderminster and Wolverhampton Colleges are both around 13 miles from Bridgnorth.

## Independent Schools

There are no independent schools located within Bridgnorth Town. The nearest independent schools are based in Wolverhampton.



# Transport and Infrastructure

## Road Networks

Bridgnorth is a key crossing point of the River Severn.

**The A roads is the A458** providing links west to Shrewsbury (22 miles) and east to Stourbridge (16 miles) and towards Birmingham (29 miles)

**The A442** heads north to Telford (12 miles) and South to Kidderminster (15 miles).

**The A454** provides a direct link east to Wolverhampton (14 miles)

## Railways

Bridgnorth is not located on the main railway network. The Severn Valley Steam railway does provide regular services to Kidderminster where mainline services can be connected to.

The nearest railway station is in Shifnal (11 miles) which provides connections to Shrewsbury and Wolverhampton

## Airports

The nearest main international airports to Bridgnorth are Birmingham and East Midlands.

**Birmingham Airport**, Marston Green, Birmingham, B26 3QJ – 46 miles East of Bridgnorth

**East Midlands Airport**, Castle Donington, Derby DE74 2SA – 66 miles north east of Bridgnorth.

## Light Aircraft

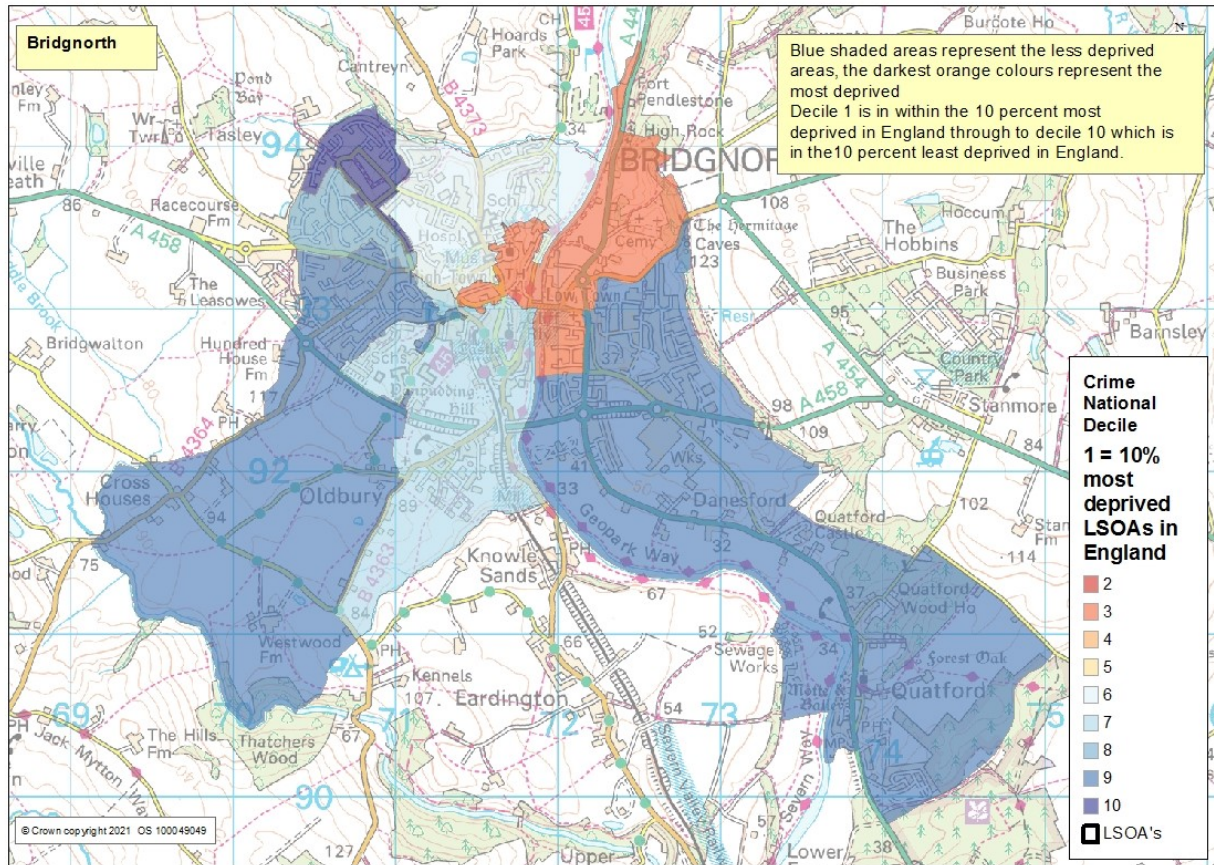
**Wolverhampton Halfpenny Green Airport**, Bobbington House, Six Ashes Rd, Bobbington, Stourbridge DY7 5BY - <http://www.wolverhamptonairport.co.uk/> - 10 miles from Bridgnorth the airport provides facilities for general aviation operators including: aircraft and helicopter flying schools and several private aircraft operators.

## Broadband

Digital connectivity is viewed as an increasingly important factor for business success, and nowadays broadband speed is a vital consideration when businesses are looking to relocate.

Superfast broadband is being rolled out across Shropshire, and nearly all premises in Bridgnorth have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. 43 premises (0.7% of the total) are expected to have speeds that fall below this threshold. All premises in Bridgnorth (and throughout most of Shropshire) are supplied by just one infrastructure provider.

# Community Safety



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

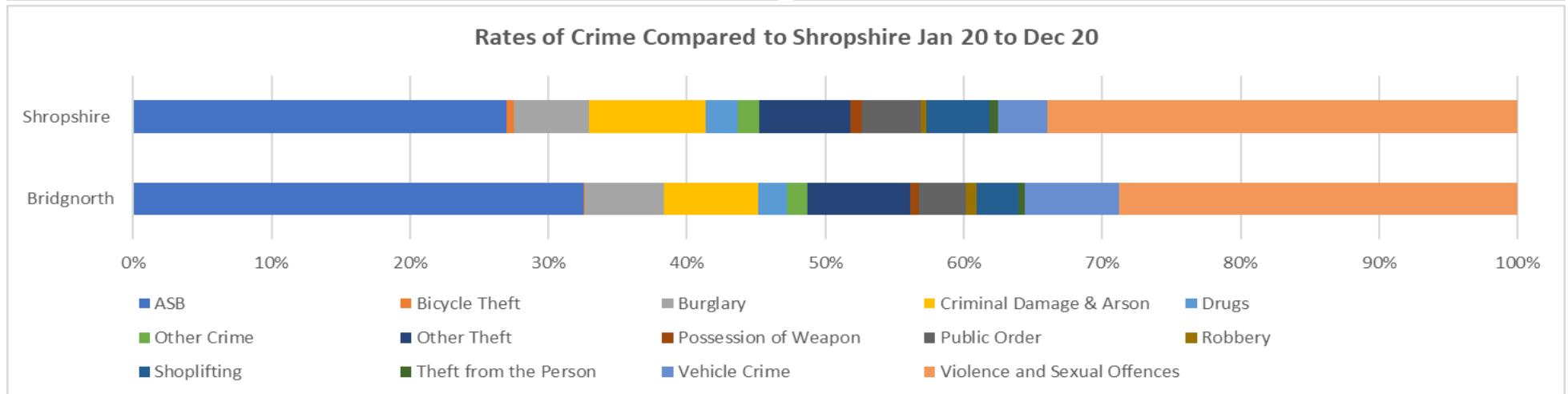
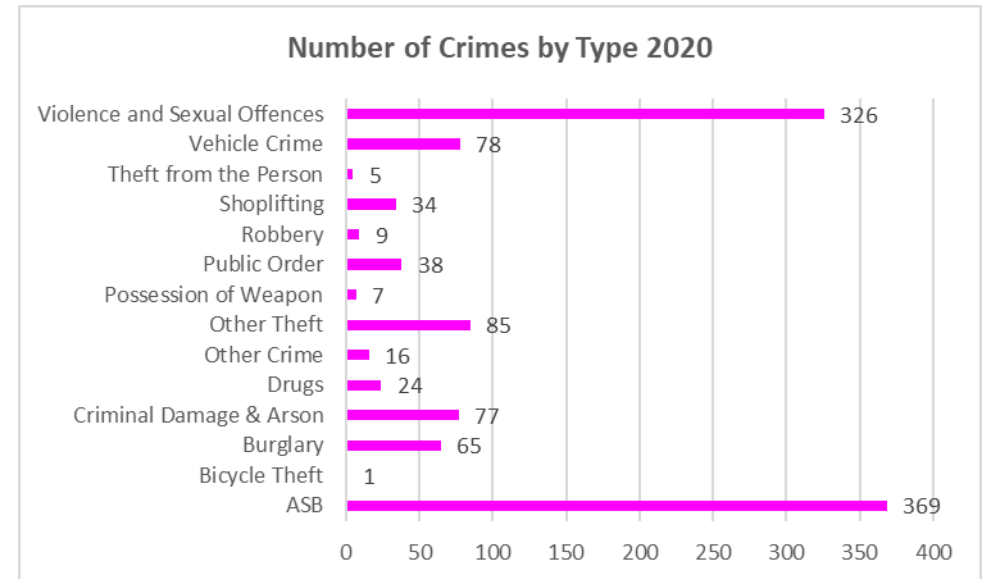
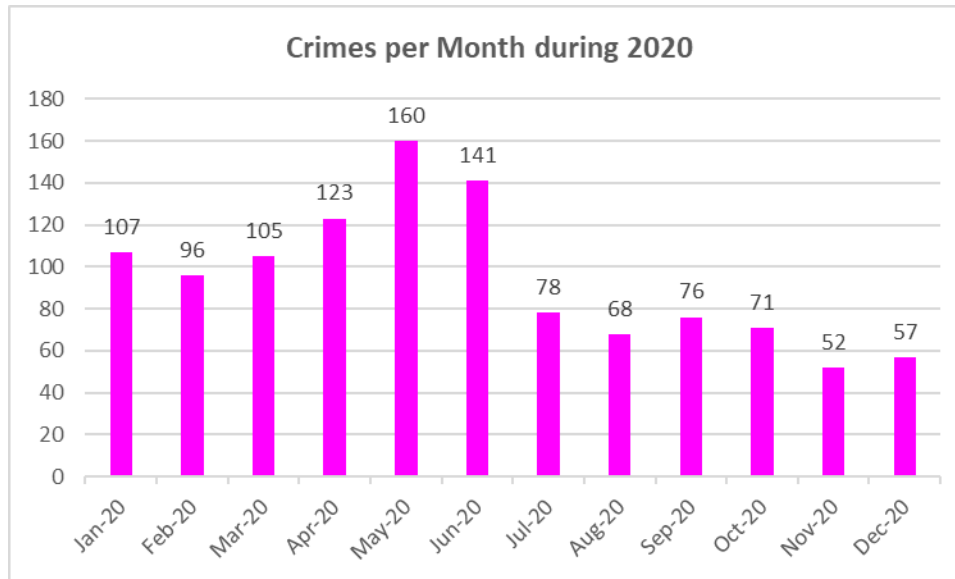
The Crime Domain comprises four underlying indicators, each one accounting for a proportion of the total Crime domain score. They are weighted as:

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

Crime levels are low in Bridgnorth. The area with the highest crime falls into decile 3 i.e the top 30% of all LLSOA's nationally. This area is located within Bridgnorth and Astley Abbots Ward, and encompasses some of the town centre.

As you would expect crime reduces the further away from the centre.

# Crime



Overall levels of crime in Shropshire are low. Town centres generally experience higher rates of crime through anti-social behaviour and shoplifting. Bridgnorth police area extends to cover Claverley, Romsley, Shipley and Worfield. Latest crime data and more precise details of localities and investigations can be found by using the police crime map at <https://www.police.uk/>

## Additional Information

### Produced and designed by the Information, Intelligence and Insight team of Shropshire Council

Whilst every effort has been made to ensure the accuracy of the information contained within this profile, Shropshire Council can not accept any responsibility for errors or omissions. The inclusion of associations, organisations or facilities in this profile should not be taken as an endorsement by Shropshire Council of the services offered.

### Easy ways to get in touch

- Telephone - 0345 678 9000
- Email - [commissioning.support@shropshire.gov.uk](mailto:commissioning.support@shropshire.gov.uk)

### Find out more information on Shropshire

For more information on Shropshire including ward profiles, population data, Shropshire Snapshots, economic data and reports - visit our webpages at: <https://new.shropshire.gov.uk/information-intelligence-and-insight/facts-and-figures/>