

# BROSELEY MARKET TOWN PROFILE

Spring 2021



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Information Reporting Insight  
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# Market Town Profile

## Broseley

There has been a settlement at Broseley since before the Domesday register. Originally a small agricultural area it became a thriving area during the industrial revolution. Located along the southern bank of the River Severn the famous Iron Bridge was built to link Broseley to Coalbrookdale. The town of Ironbridge grew around the bridge and is now better known than Broseley.

During its industrial past Broseley was a centre for ironmaking, pottery and clay pipes. The industrial past can now be seen at the Pipework and Tile museums which form part of the Ironbridge Gorge Museum Trust.

During the 19<sup>th</sup> century the population was higher than today. Population numbers started to decline as industry moved away from the area. Houses in Broseley were built along narrow lanes known locally as jitties and provide a unique layout to the town.

Broseley today remains part of Shropshire and falls within the Bridgnorth district whereas nearby Ironbridge is now part of the new town development area of Telford.

### Area Quick Statistics

**3,272 hectares**

**2,419 households**

**5,700 people**

**1.8 people per hectare**

**2,529 dwellings**

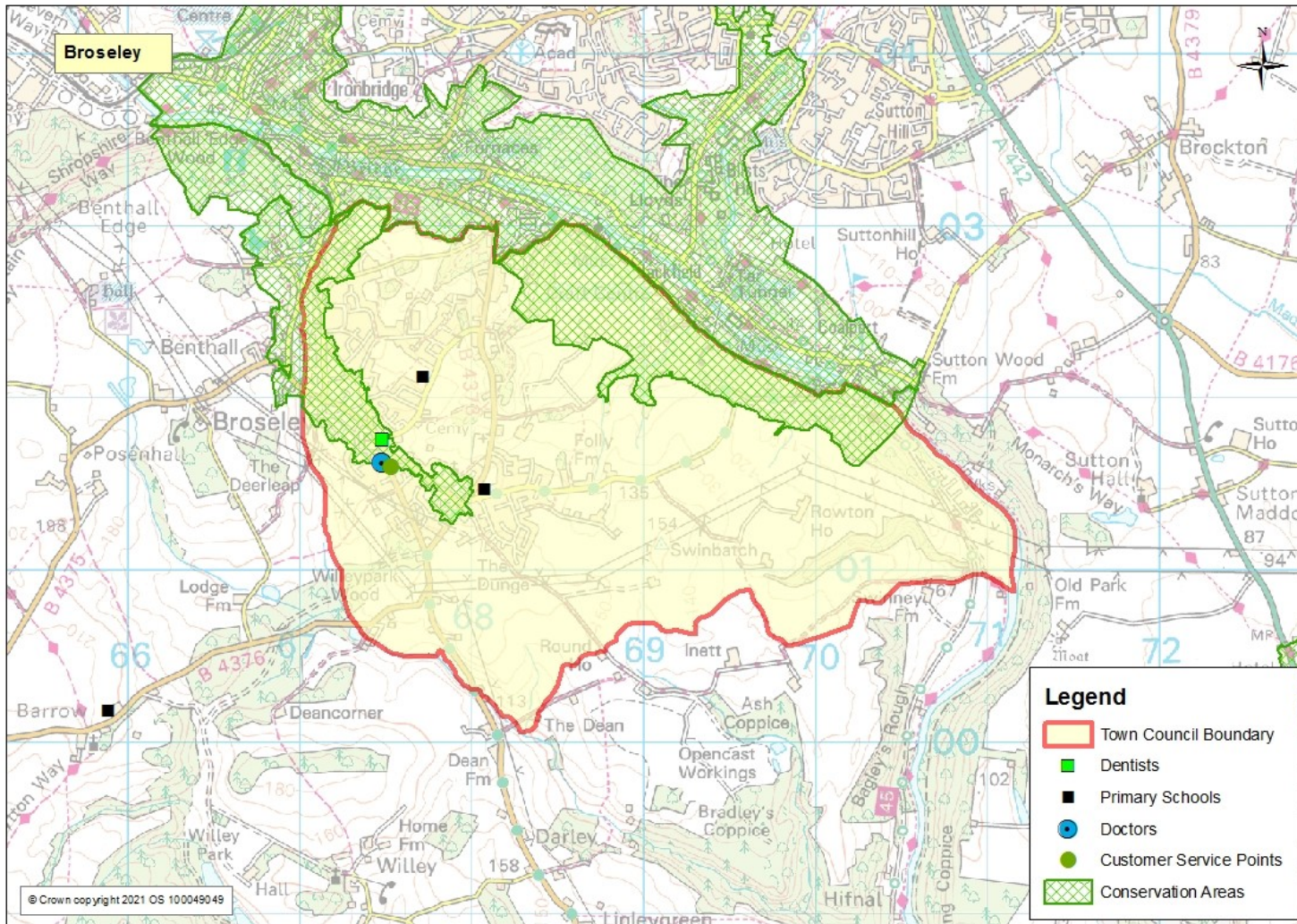
**45 is the average age**

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.

## Broseley Town Council Area Key Assets

The information in this market town is predominantly focussed on the town council area of Broseley. 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 4 which cover most of the town council area.



## Local Politics

Broseley is represented by a local town council that is responsible for the management of a range of services including; Cemeteries, Broseley Library, some of the street lighting, bus shelter and the Birchwood Centre. See the council website for full details of services.

<https://www.broseley-tc.gov.uk/>

Broseley Town Council area has 3 wards (Broseley East, Broseley West and Broseley Wood.) These are currently represented by 10 members.

A mayor is elected each year – the mayor for 2020/21 is Tarlochen Singh-Mohr.

**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 is 1 Shropshire Council ward covering the town council area. Elections are held on a 4 year cycle with the next elections due May 2025. The ward councillor is -

Broseley Ward - Cllr Caroline Bagnall

## Member of Parliament

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

## Community Assets

Broseley 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

**Broseley Library**, 20 Bridgnorth Rd, Broseley TF12 5EQ <https://shropshire.gov.uk/libraries/find-a-library/church-stretton-library/>

**Broseley Town Council**, Bridgnorth Rd, Broseley TF12 5EL <https://www.broseley-tc.gov.uk/>

### Community Facilities

**Birchmeadow Centre**, Birchmeadow Road, Broseley TF12 5LP <http://www.birchmeadow.org.uk/>

Room and Hall hire for drama, music, training, workshops, parties and meetings.

**Victoria Hall**, High Street Broseley, TF12 5EX.

Home to a number of groups and activities the building comprises a hall, lounge, bar and kitchen.

# Demographics

Shropshire Town and Parish Council	1981 Census	1991 Census	2001 Census	2011 Census
Broseley	4,693	4,858	4,912	4,929

Source: Census data

Broseley is the ninth largest town in Shropshire by population. The latest population of Broseley is 5,600 (Mid Year Population Estimates, ONS, 2015) covering 3,272 hectares. Broseley’s population density was 1.7 people per hectare, making it the twelfth most densely populated of all Shropshire Market Towns. Broseley’s population consists of 49% male and 51 % female. Broseley Town Council population has increased since 1981 from 4,693 to 4,929. This is an increase of 5% in 30 years.

## Population Forecast

Built up Area Geography Broseley	Census Day 27th March 2011	2016	2026
Population	5,300	5,400	5,700
Dwellings	2,400	2,400	2,600
Households	2,300	2,300	2,500

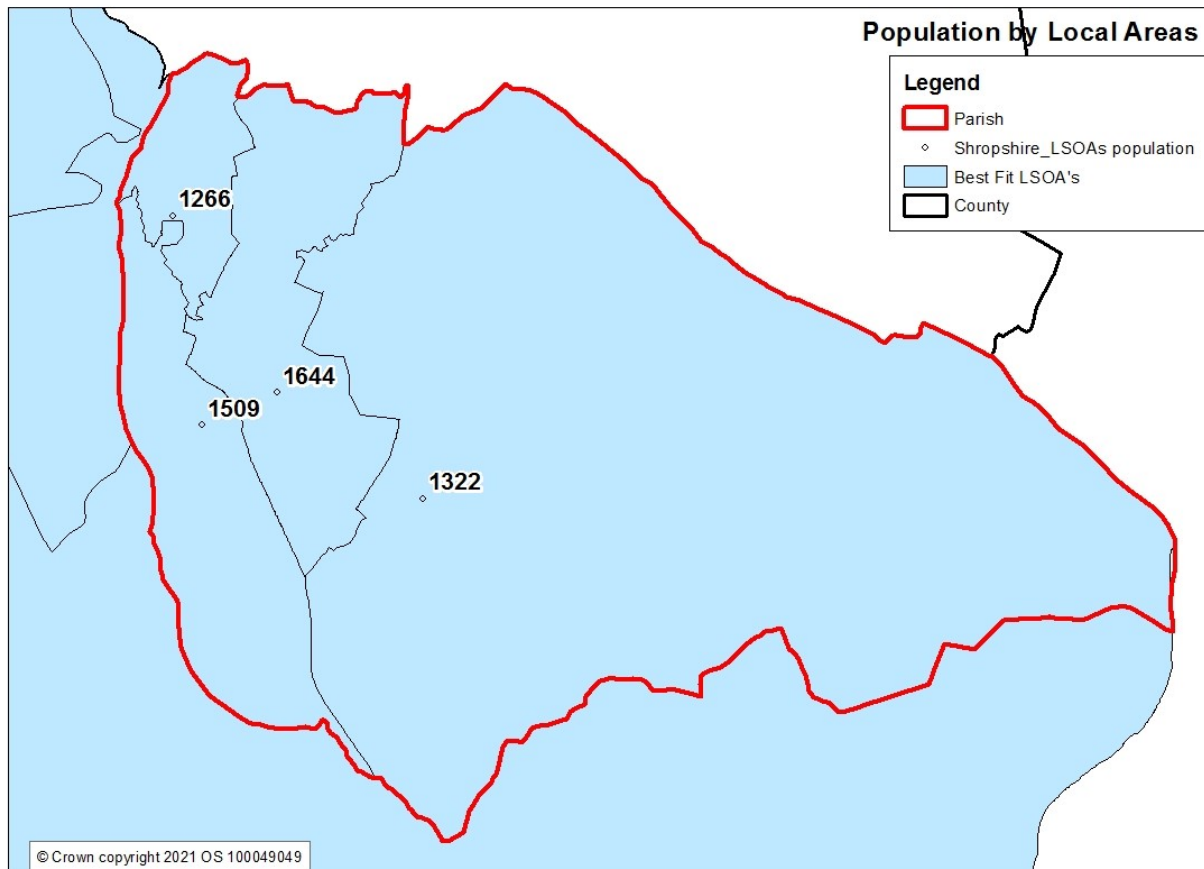
Note: the population, dwellings and household figures are based on a wider area than the parish council area. Population forecasts are based on developments of new housing.

The population of Broseley area is forecast to rise from 5,300 in 2011 to 5,700 in 2026. This is a rise of 9% over this period. The largest part of this increase is expected between 2016 and 2026, when the population is forecast to rise by around 300 people or 7%.

The number of dwellings is also forecast to increase from 2,400 in 2011 to 2,600 in 2026. This is an increase of 8%. Similarly the largest part of this growth is forecast to happen between 2016 and 2026. The number of households are forecast to increase by 8% between 2011 and 2026, in a similar manner to dwellings.

## Population by Local Areas

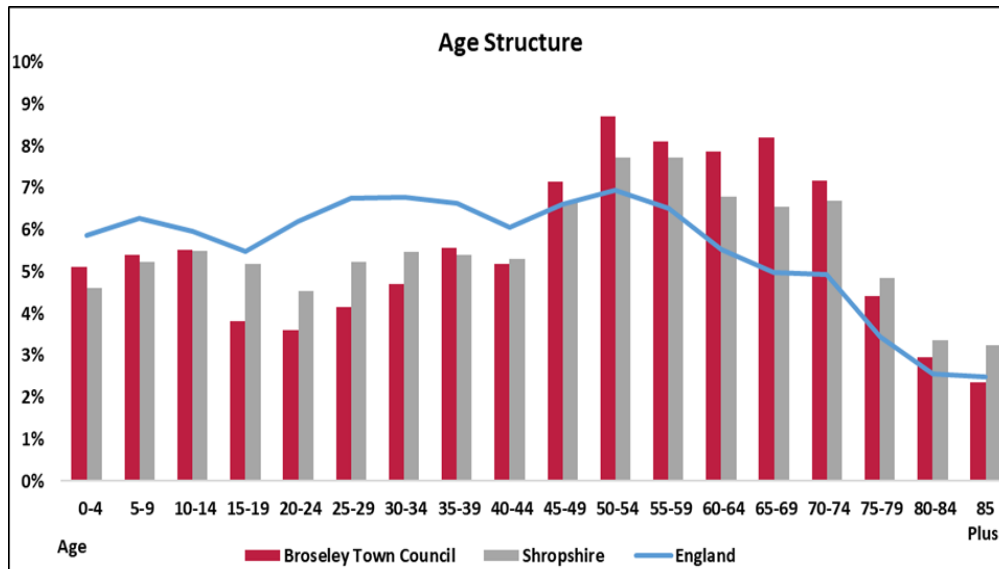
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## Age Structure

- The age structure in Broseley shows that there is an older age profile in the town when compared to Shropshire.
- All of the age bands between the ages of 45 and 74 show a higher percentage than for Shropshire.
- The age bands 75 to 85 plus show slightly fewer people compared to Shropshire.
- There were slightly more children aged 0-4 than Shropshire, but fewer people in the age bands ranging from 5 to 34.
- There were fewer younger people and more older people compared to England.
- There is a higher rate of people aged over 65 than in England.



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

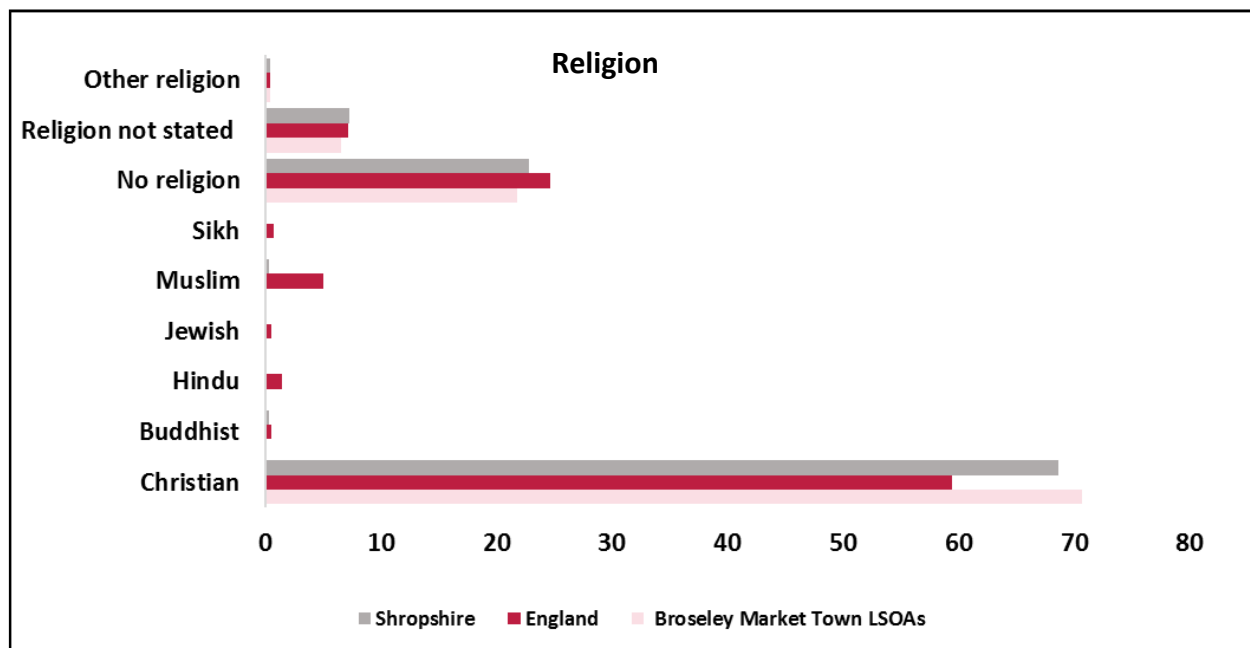
3,300 Broseley residents are of traditional working age (16-64) which is the equivalent of 58% of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

Place	Working age as % of population
Albrighton	53.8
Bishop's Castle	52.6
Bridgnorth	55.8
<b>Broseley</b>	<b>58.0</b>
Church Stretton	47.7
Cleobury 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 Broseley was 1.0% or 45 of the total population at the time of the 2011 Census. The largest group was Asian/Asian British, 0.4% and Mixed/multiple ethnic groups, 0.4%. Ethnicity levels in Broseley are lower than Shropshire and significantly lower than England.

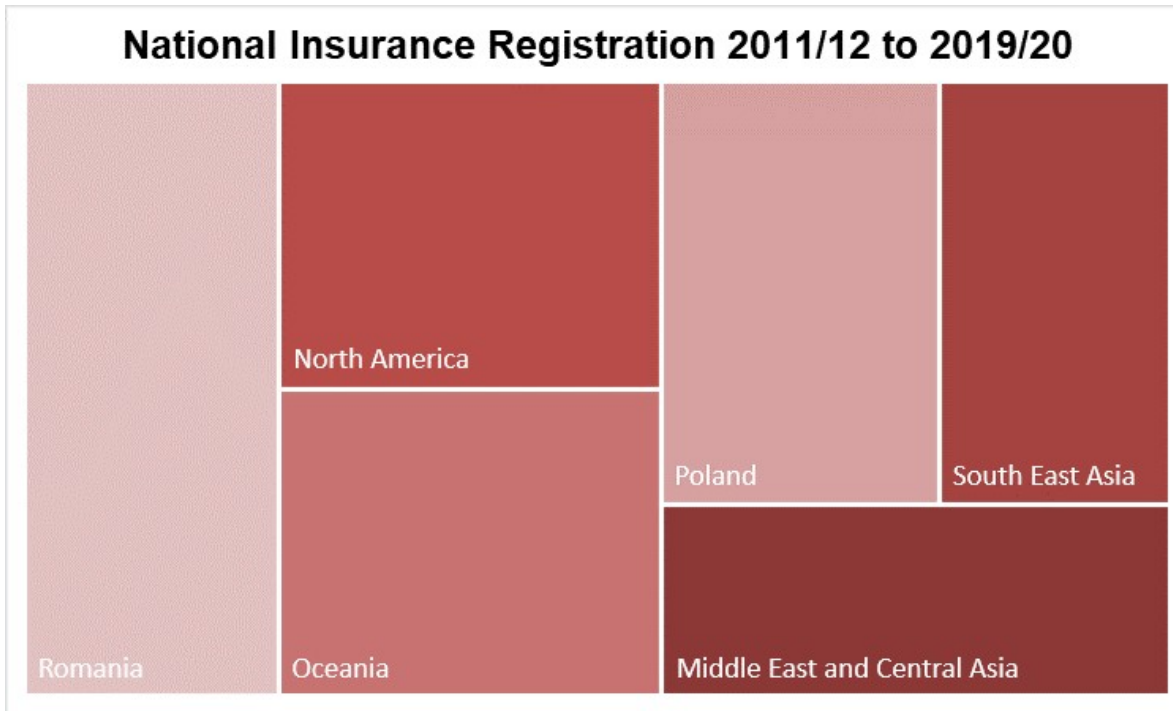
Area	White	White: British	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	Total BME
Broseley	99.2%	97.6%	0.4%	0.4%	0%	0%	1.0%
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%



In 2011, more than two-thirds (71.6%) of the Broseley population affiliated themselves with a religion. This percentage is marginally higher than for Shropshire or England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (70.7% of the population or 99.0% of those expressing any religious affiliation). Other religions represented in Broseley include Muslim and Buddhist, however these levels are extremely low and far less than national levels.

Source: 2011 Census

## Ethnicity



Source: Department for Work and Pensions - Stat-Xplore

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 of 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. These areas are larger than the lower layers described in the population map.

There is one middle layer that covers the town of Broseley. These layers do extend further than the 4 lower level layers that cover the town and extends to also cover Much Wenlock, Astley Abbots and Brockton.

Where registrations are less than 5, from any nation, the numbers are withheld to prevent identification of individuals. Therefore small numbers of other nationalities will have made registrations. The total number of overseas NI registrations from 2011 to 2020 in Broseley, Much Wenlock and surrounding areas were 36 of which 8 were from Romania, 6 from Oceania, Poland and North America.

## Ethnicity and Religion

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

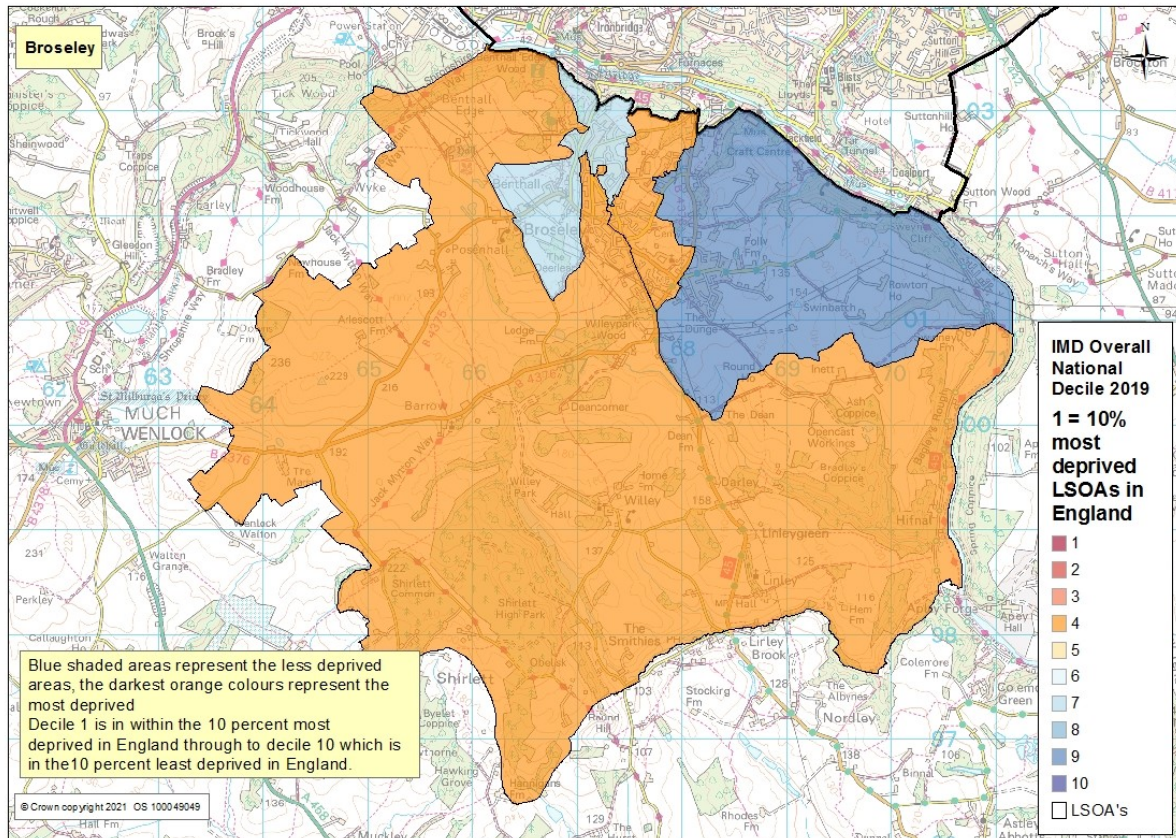
**All Saint's Church**, 10 Beech Dr, Broseley TF12 5FA <http://www.broseleyparishes.org.uk/>

Re-built in 1845 the current Church replaced St Leonards which was previously on the site. The tower is 93 feet in height and is a feature of the Gorge skyline. The church holds regular weekday and Sunday services. All Saints hosts a bell ringing club and provides facilities for community use.

**Broseley Methodist Church**, Duke Street, Broseley TF12 5LU <https://telfordmethodistcircuit.org.uk/broseley/>

Part of the Telford circuit the church holds regular Sunday prayer sessions.

## Multiple Deprivation



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

The Index of Multiple Deprivation (IMD 2019) is designed to identify areas where communities lack resources and are in need. To do this, seven factors are considered, which are:

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

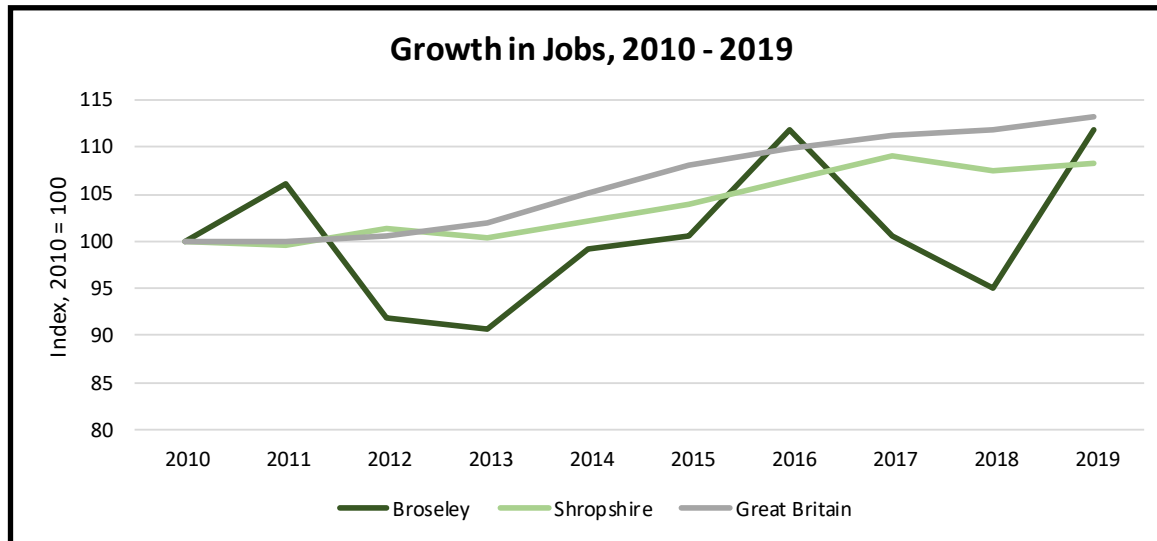
There two areas of deprivation in Broseley which falls into the 40% most deprived deciles nationally. The other 2 LLSOA's fall into the 7th and 9th decile.

For more information on IMD see:

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

# Economy

Broseley is the equal fourteenth largest employment centre in Shropshire (with Much Wenlock) and is one of the main locations of businesses and jobs in the east of the County. 148 businesses have registered offices in Broseley (Source: FAME (Bureau van Dijk), February 2021) which is less than 1% of the Shropshire total and approximately 1,000 people are employed in the town (0.8% of the Shropshire total).

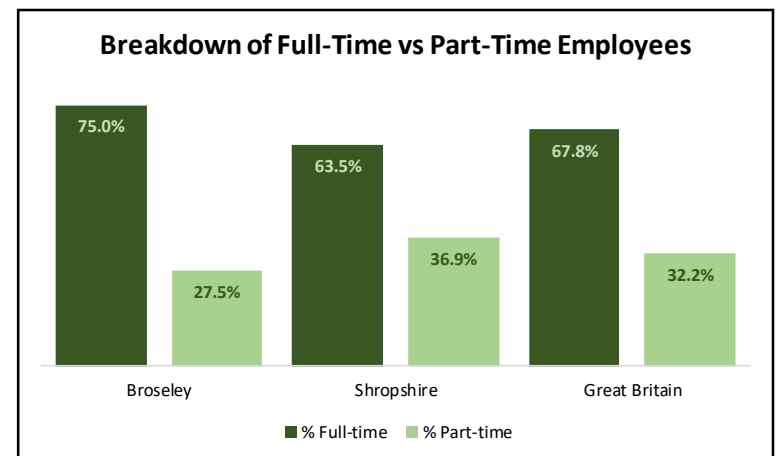


Over the last nine years, the number of jobs in Broseley has risen by 11.7%. In comparison, the number of jobs in Shropshire rose by 8.2% over the same period. However, while job growth in the county (and nationally) has been steady, the number of jobs supported by the Broseley economy has fluctuated. There was a strong rise in 2019, when an additional 150 jobs were created.

In addition, there are 125 business proprietors/sole traders based in the town, which takes overall employment levels to 1,125.

## Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally. However, in Broseley the reverse is true as illustrated in the chart opposite. Full-time employment accounted for three quarters of all employment in



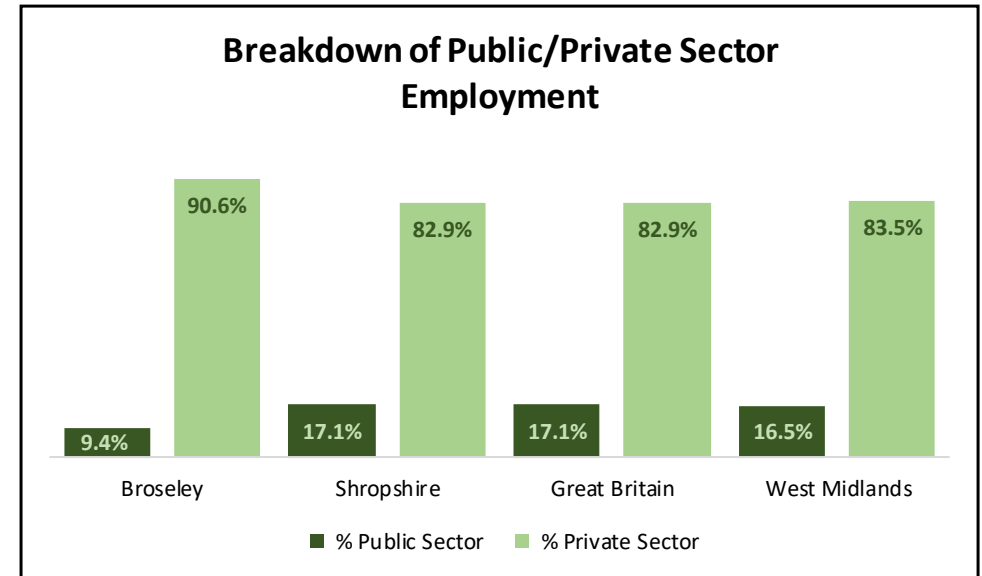
Source: Business Register and Employment Survey, Office of National Statistics, Crown Copyright 2021

Note: Numbers 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 Broseley, public sector jobs account for around a tenth of all employment, substantially less than the Shropshire average. Public sector employment has actually increased in the town since 2015 (+22.8%) while the number of private sector jobs has risen by +12.3%.



## Employment Sectors

The four largest employment sectors in Broseley are manufacturing, wholesale, education and retail. Together these account for 67.6% of employment within the town. Manufacturing is an especially important employment sector, providing more than a third of jobs (39.2%) compared with 9.9% in Shropshire. Education accounts for 11.8% of jobs (8.3% in Shropshire), with wholesale and retail accounting for 9.8% and 6.6% respectively. Other sectors accounting for more than 5% of jobs include accommodation and food services.

## INFORMATION, INTELLIGENCE & INSIGHT

Employment Sector	Broseley	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	0.5%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	0.5%	1.3%	1.3%	1.3%
Manufacturing	39.2%	9.9%	11.6%	8.0%
Construction	3.4%	6.0%	4.4%	4.9%
Motor trades	1.5%	3.0%	2.5%	1.9%
Wholesale	9.8%	4.4%	4.9%	3.9%
Retail	6.9%	9.5%	8.5%	9.2%
Transport & Storage	1.5%	3.8%	6.0%	4.9%
Accommodation and Food Services	5.9%	9.9%	7.3%	7.6%
Information & communication	1.0%	2.0%	2.6%	4.3%
Financial & insurance	0.0%	1.2%	2.4%	3.5%
Property	4.9%	1.9%	1.7%	1.7%
Professional, scientific & technical	3.9%	7.2%	6.4%	8.7%
Business Administration & Support	2.0%	4.8%	9.4%	8.8%
Public administration & defence	0.0%	4.0%	3.7%	4.4%
Education	11.8%	8.3%	8.8%	8.6%
Health	4.4%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	2.9%	4.8%	4.3%	4.5%

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

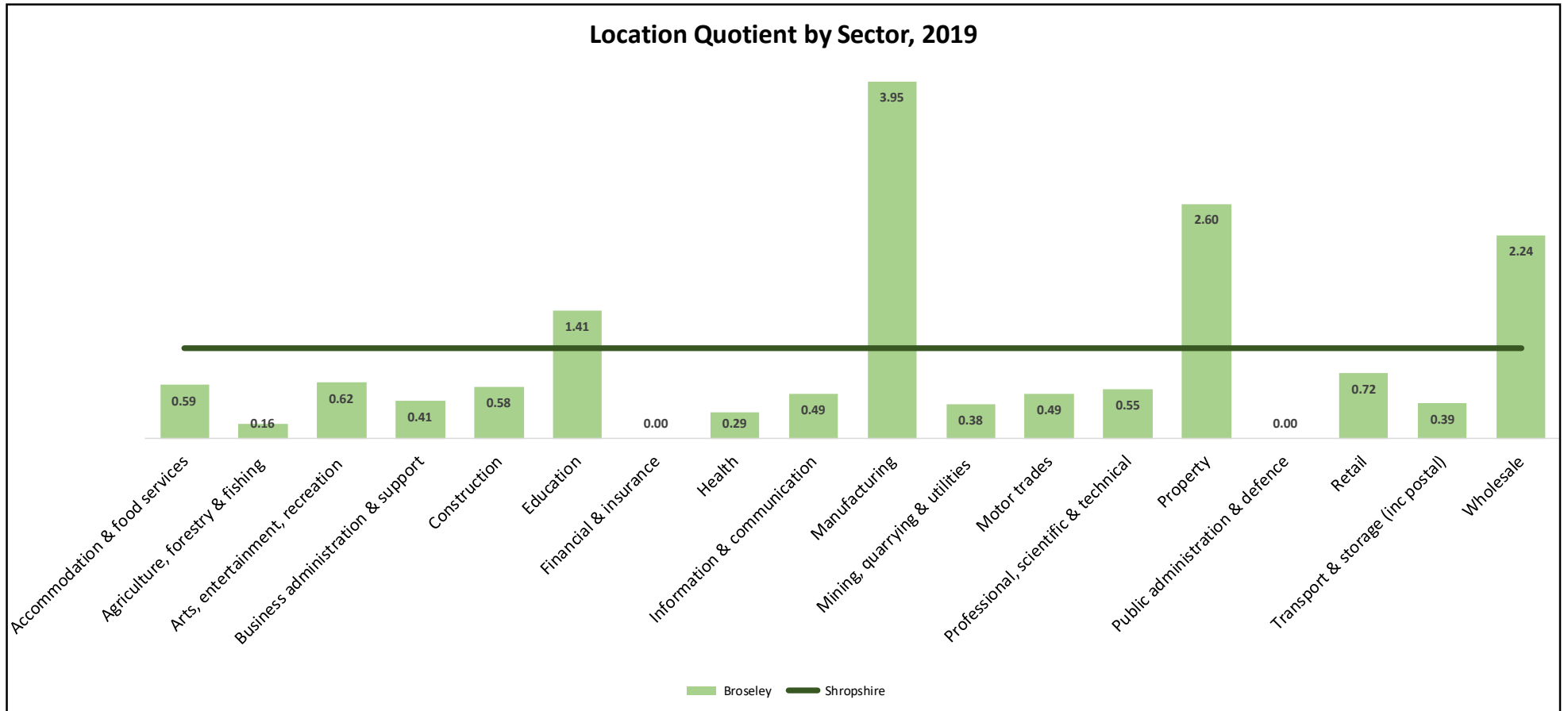
It shows that agriculture, mining & quarrying, construction, motor trades, transport & storage, information & communication, finance & insurance, property, professional, scientific & technical, business administration & support, public administration and defence, health and arts, entertainment & recreation employ relatively few people in Broseley (17.6% 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 Broseley 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 manufacturing, education and wholesale, property has above average significance in Broseley in relation to the rest of Shropshire. Health in particular is very much under-represented.

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





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

Note: Excludes land-based agriculture

## Main Employers

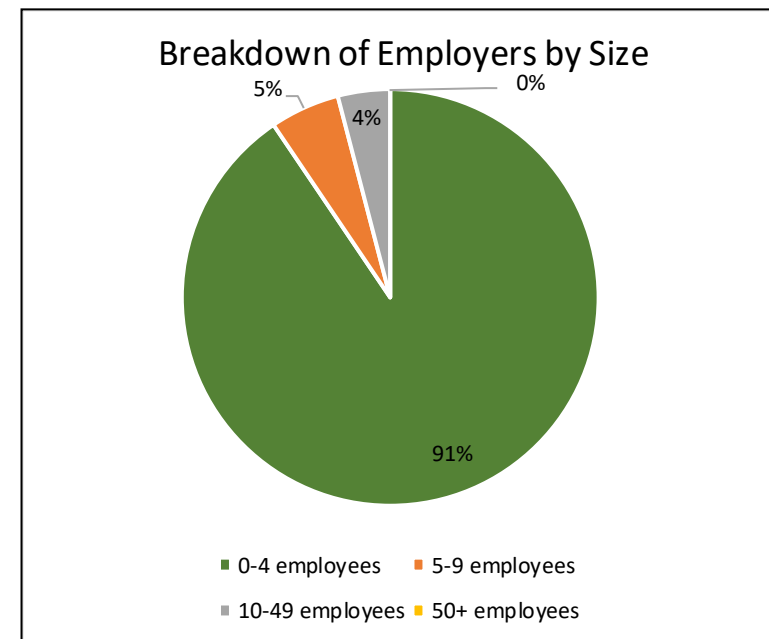
The following organisations are identified by the business directory FAME as being the largest employers in Broseley. This suggests that there are six employers with a workforce of 10 or more. Large employers which are not included within the below table include national retail stores.

	Number of employees
Catherine's Bakery	36
JCE & Sons	28
Lady Forester Hospital Trust	18
Hills DIY Supplier	18
Harwood Shropshire Ltd	12
The Butchers Kitchen	10

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.

More than nine out of 10 businesses in Broseley employ less than 5 people. An additional 5% employ between 5 and 9. Only 4% have a workforce of 10 or more, with no employers supporting a workforce of 50+.

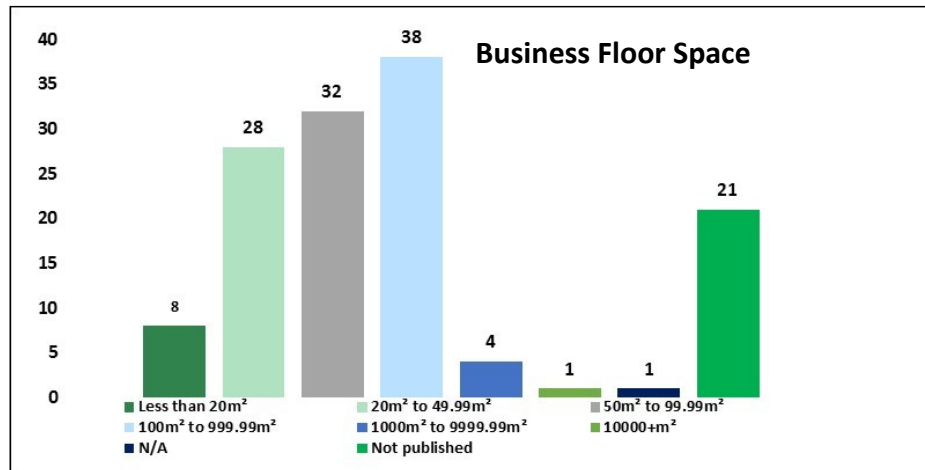
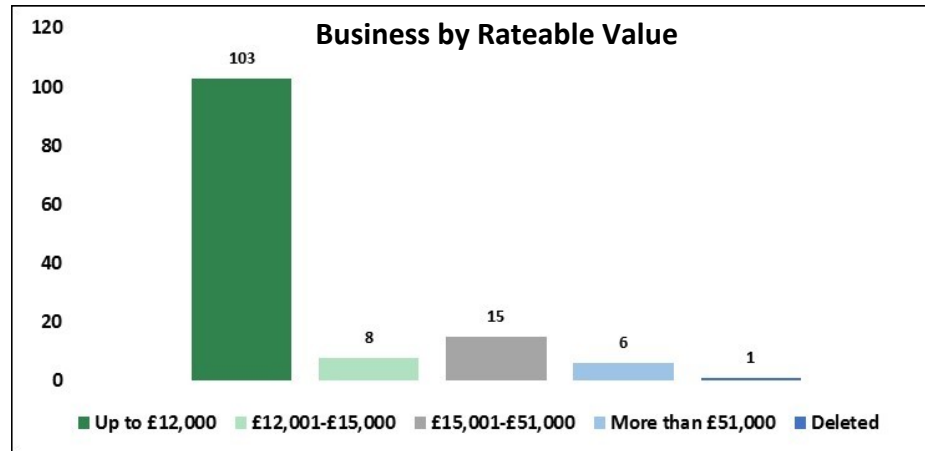


Note: 0-4 employee category includes all companies where employment levels are unknown.

## Business Rates

133 establishments have a rateable value in Broseley and the combined rateable value of these organisations is £2.1 million. This is the equivalent of around 1% of the total rateable value of all businesses in Shropshire.

103 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 6 (4.5%) have a rateable value of more than £51,000.



The majority of organisations on the Broseley business rates list are classed as commercial—primarily retail outlets and offices. These account for 63.9% of the total. Industrial is the second largest classification, accounting for 20.3% of the total.

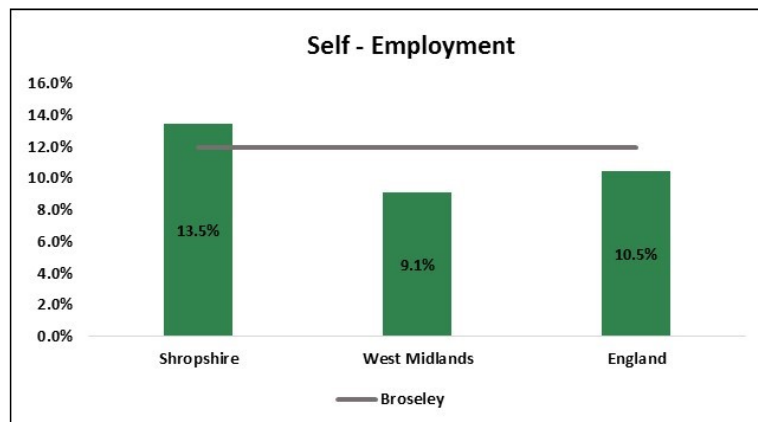
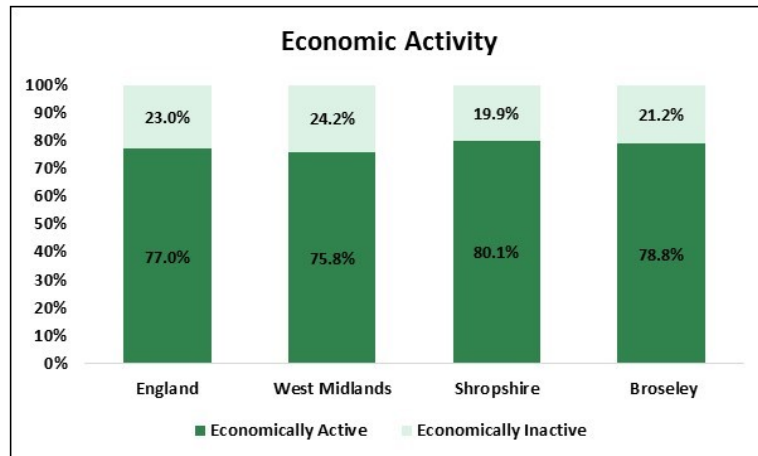
Count of Classification	Broseley
Commercial	85
Education Training and Culture	8
Industrial	27
Leisure	6
Miscellaneous	6
Utilities	1
<b>Total</b>	<b>133</b>

68 businesses have a floor space of less than 100m<sup>2</sup>, while just 5 have floor space of more than 1,000m<sup>2</sup>. The largest organisation covers more than 11,000m<sup>2</sup>.

Source: Valuation Office Agency

## Economic Activity

The status of Broseley residents aged 16-64 at the time of the 2011 Census showed 78.8% of residents were economically active, which includes people who are both employed and actively seeking employment. This is slightly lower than the Shropshire figure of 80.1%. Economic activity rates in Broseley (and Shropshire) do, however, compare favourably with those in England (77%) and the West Midlands (75.8%).



Source: 2011 Census

Of those who were economically active, 74.4% were in employment while 4.4% 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 at a comparable level in Broseley as it was in Shropshire and was lower than the national average.

Of the 2,681 Broseley residents in employment, the majority are employees (83.9%) while the remainder are self-employed. 71.9% of employees work full-time compared with 74.3% of the self-employed

Employment Breakdown	Broseley
In Employment Total	2,681
Of which Employee: Total	2,249
Of which Employee: Part-time	631
Of which Employee: Full-time	1,618
Of which: Self-employed: Total	432
Of which Self-employed: Part-time	111
Of which Self-employed: Full-time	321

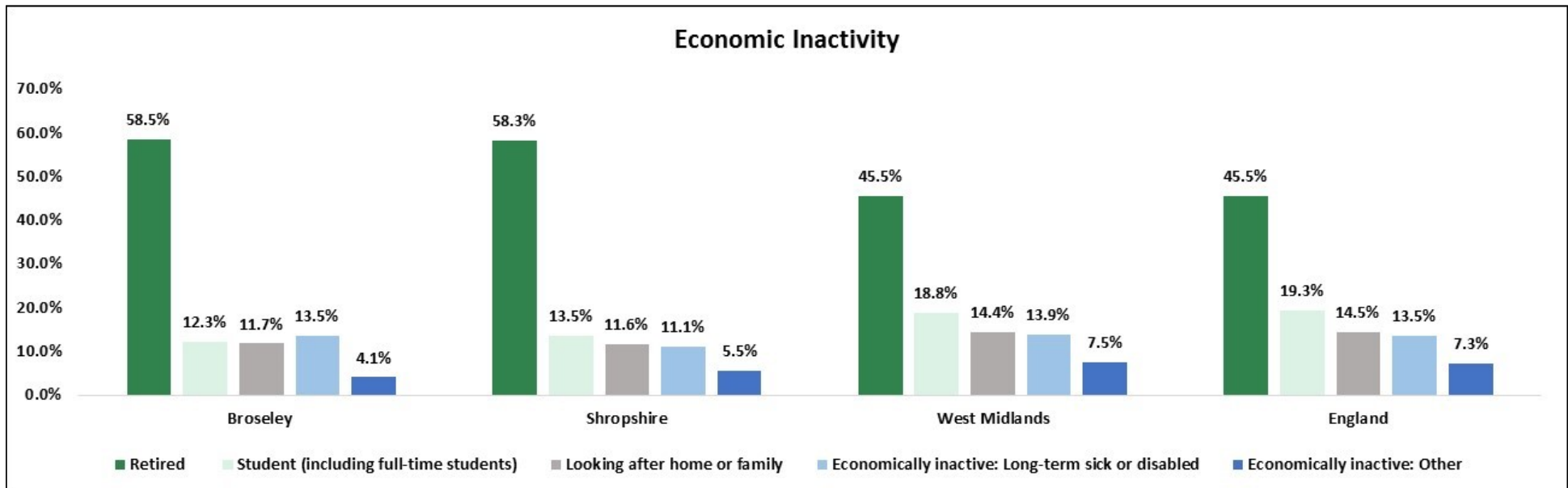
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County's market towns, especially the main employment centres. In Broseley, the percentage is slightly lower than the average for the County at 12.8%. This is, however, still notably higher than the regional and national averages.

## Economic Inactivity

763 Broseley residents aged 16-64 were economically inactive in 2011, which represents just over 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 Broseley population which does not participate in the labour market is higher than the average for Shropshire.

The following chart shows the breakdown of the economically inactive population in Broseley, 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.

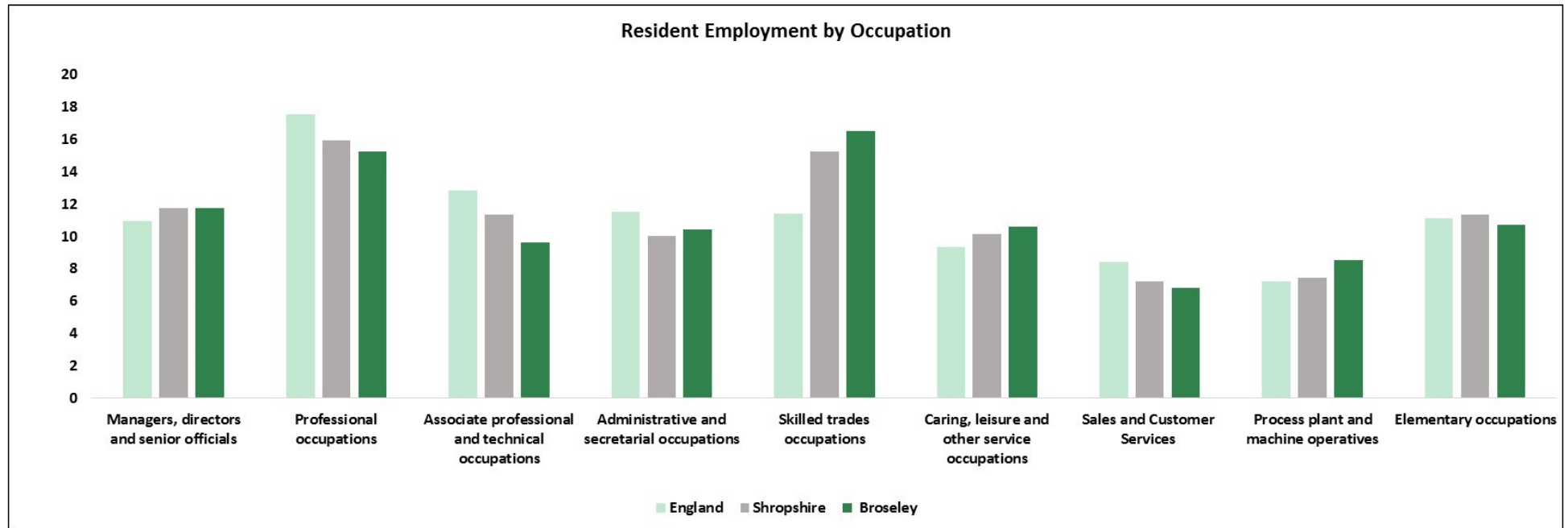
It is apparent that a higher proportion of economically inactive Broseley residents are inactive because they are retired than is the case in the West Midlands and England. The proportion is similar to the County average. Compared with Shropshire, a slightly lower proportion are students while a slightly higher proportion are long-term sick or disabled.



Source: 2011 Census

## Employment by Occupation

Broseley supports slightly lower numbers working in the Standard Occupational Classifications (SOC) 1 to 3 the professions compared with the Shropshire average, with 36.5% of residents in work employed as managers, directors and senior officials, in professional occupations or in associate professional and technical occupations (38.9% in Shropshire). 11.7% work as managers, 15.2% in professional occupations and 9.6% in associate professional occupations. A similar proportion are employed in lower level occupations, including elementary occupations (10.7% compared with 11.3% for Shropshire) and process, plant and machine operatives (8.5% compared with 7.4% for Shropshire).



Source: 2011 Census

## Qualifications

According to the Census 2011, 27.4% of residents had a level 4 qualification or above, more than the Shropshire average of 29.4%. In total 17% of people had no qualification. This is higher than the Shropshire average (14.0%).

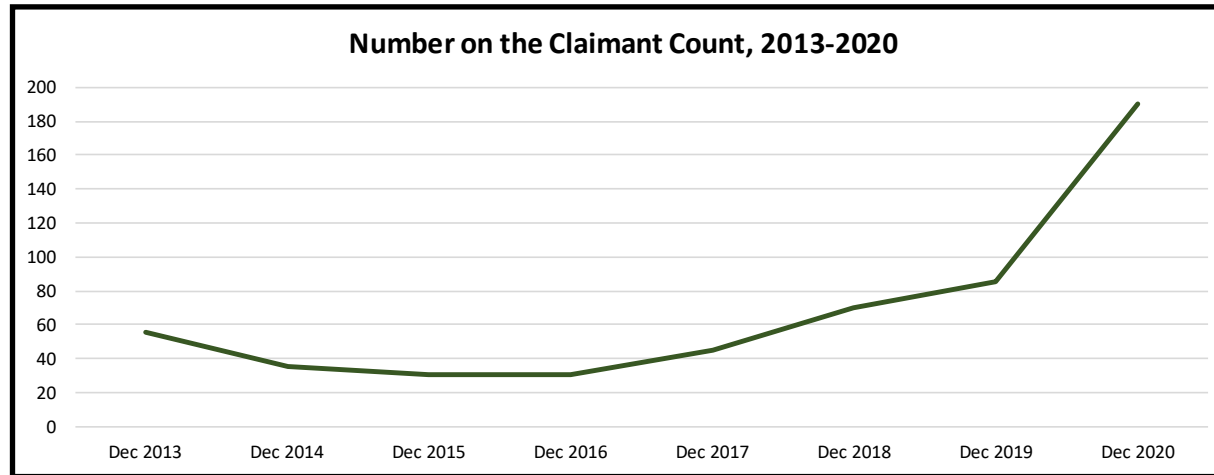
Qualifications	Broseley	Shropshire	England and Wales
Level 1	15.6	15.4	15.2
Level 2	18.8	19.4	17.2
Level 3	14.6	14.7	14.5
Level 4/5	27.4	29.4	29.7
Other qualifications	6.6	7.1	8.6
No qualifications	17.0	14.0	15.0

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 Broseley 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 Broseley 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)	519
Households on Universal Credit (Nov 20)	401

In December 2020, 190 Broseley residents were on the claimant count, which is more than six times higher than the 30 who were on the count in December 2015 and 2016. The claimant rate in Broseley (the percentage of the 16-64 population which is claiming) is higher than the average for Shropshire (5.8% compared with 4.4%). This rate is slightly lower than the Great Britain rate (6.2%) and is also lower than in the West Midlands (7.2%). Claimant numbers everywhere were elevated throughout 2020 due to the coronavirus pandemic.

## State Pension

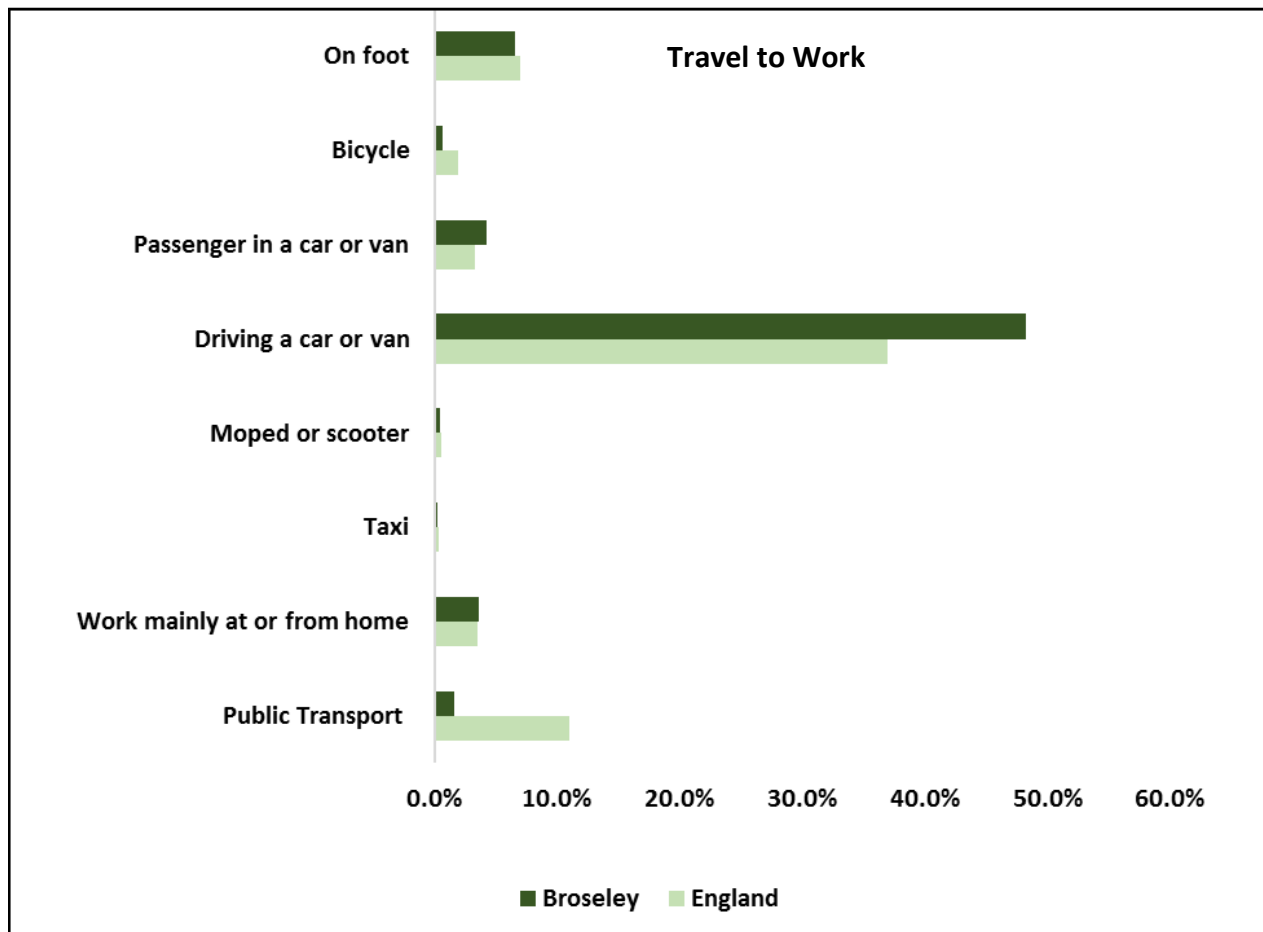
In Shropshire there were 75,688, people claiming state pension in August 2020. This is slightly lower than 76,250 in February 2017, which is attributed to changes in retirement age.

Claimants in Broseley total 1,618 or 2.1% of the state pension claimants in the county.



## Travel and Commuting

The most commonly used method of transport to work for Broseley residents who work was to travel by car or van. 48% of workers drove to work, while an additional 4% were a passenger in a car or van. More Broseley residents work primarily from home than is the case nationally (4% compared with 3%), but this is less than the Shropshire average of 6%. 7% walk to work (compared with 9% for Shropshire and 7% for England). There were considerably fewer people travelling by public transport than is the case nationally. This is a pattern familiar to many rural areas .

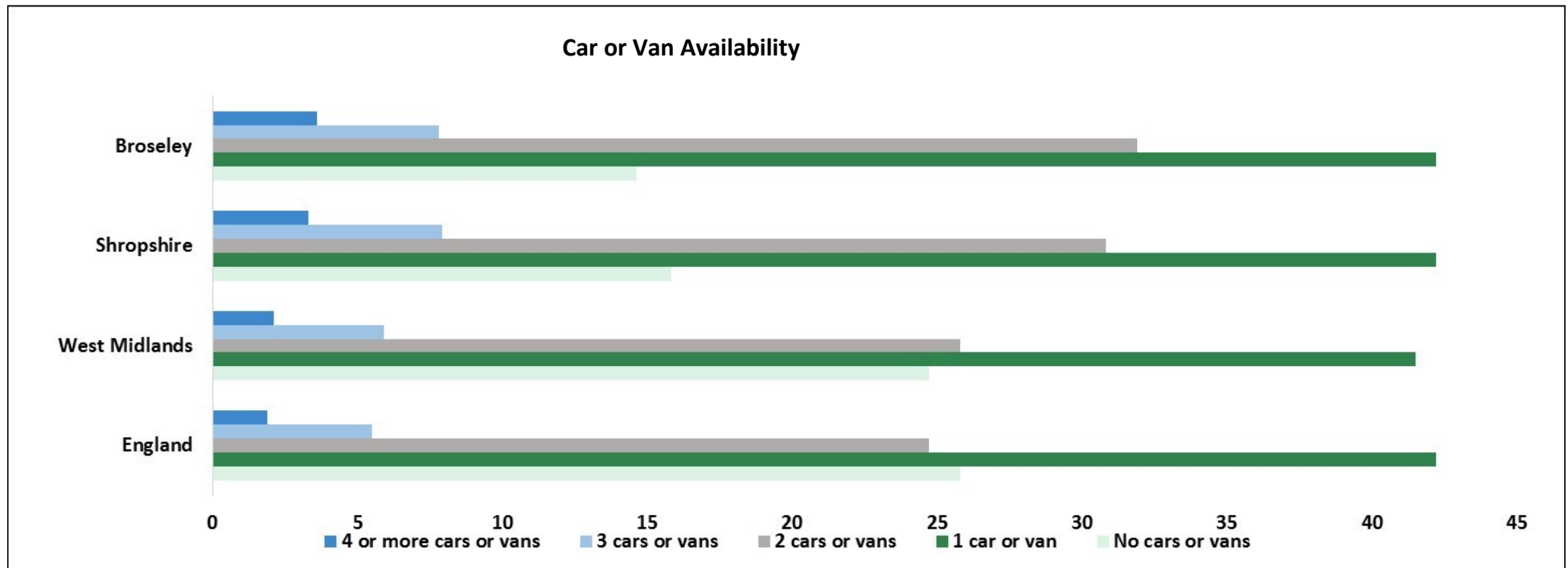


Source: 2011 Census

## 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 slightly lower than it is in Shropshire, at 14.6%.

42.2% of households have one car, 31.9% have two cars while 11.4% have three or more. The total number of cars and vans owned by Broseley households stood at 3,522 in 2011.

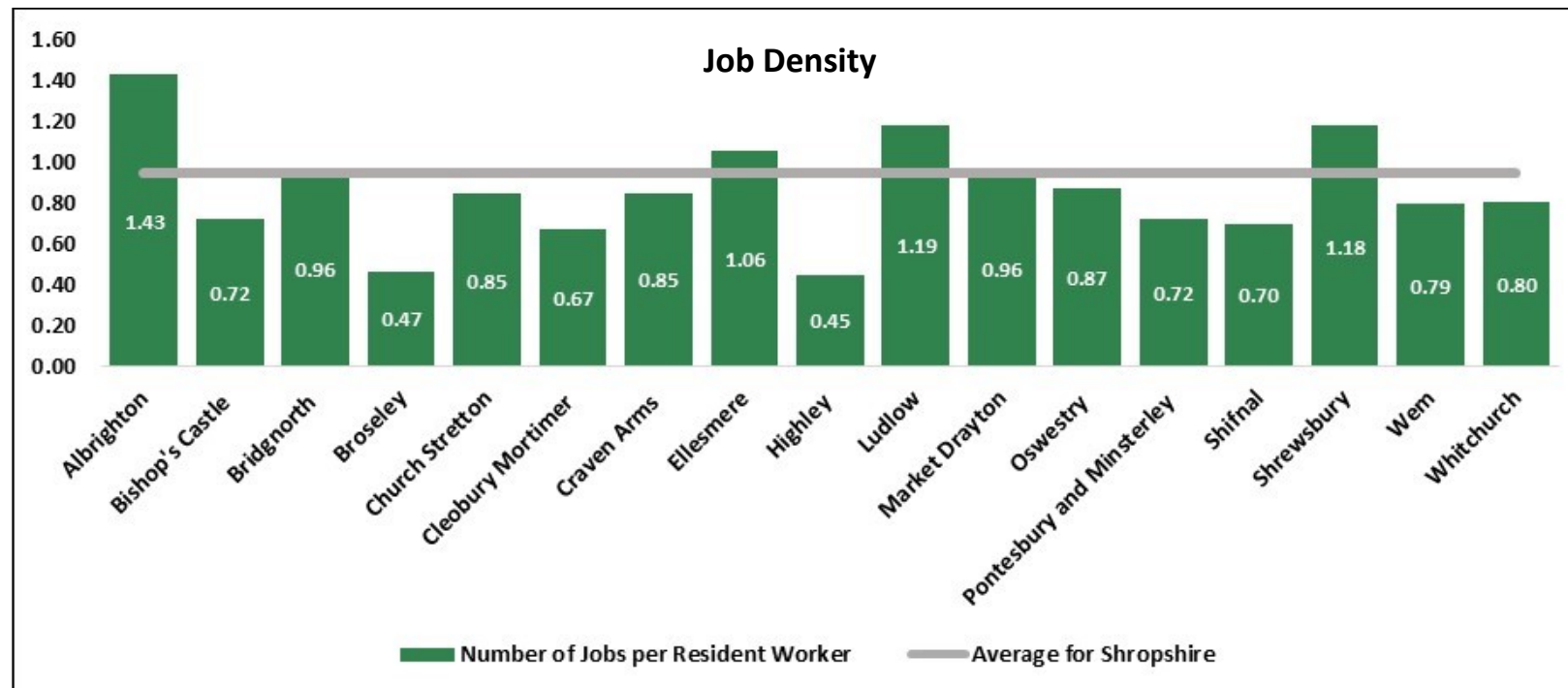


Source: 2011 Census

## Commuting Patterns

Broseley/Much Wenlock\* (place plan areas) supports a relatively low level of employment self-containment. Easy access to employment in the West Midlands conurbation clearly influences this. 39.0% of all Broseley/Much Wenlock jobs are filled by Broseley/Much Wenlock residents while just 18.2% of working people who live in Broseley/Much Wenlock also work there. This gives an overall level of self-containment of 24.8%. The differential between the number of resident workers and the number of jobs is considerable therefore, with net commuting across the Broseley/Much Wenlock place plan border standing at 2,294. This equates with 3,515 people living in Broseley/Much Wenlock but working elsewhere and 1,221 people working in Broseley/Much Wenlock but living elsewhere.

Job density in Broseley/Much Wenlock is amongst the lowest in the County with 0.47 jobs per resident worker compared with 0.95 in Shropshire. Only in Highley is the ratio of jobs to workers lower than this. As illustrated in the chart below, the only Shropshire towns where the number of jobs exceeds the resident workforce are Albrighton, Ellesmere, Ludlow and Shrewsbury.



\*Data is not available separately for Broseley and Much Wenlock as one MSOA covers both settlements.

## Origins and Destination of Workforce

Other than Broseley/Much Wenlock, the rest of Shropshire is the main source of workers for Broseley/Much Wenlock jobs, with significant numbers also commuting into the town from Telford and Wrekin. Likewise, a significant proportion of Broseley/Much Wenlock resident workers who are not employed in Broseley/Much Wenlock work elsewhere in Shropshire or in Telford & Wrekin. Smaller numbers also work in Wolverhampton, Dudley, Birmingham, South Staffordshire and Sandwell.

Main Origins of Broseley Workforce	Number	%
Broseley & Much Wenlock	780	39.0%
Rest of Shropshire	664	33.2%
Telford and Wrekin	391	19.5%
Other	166	8.3%

Source: Census 2011

Note: Data relates to Mid Super Output Areas (MSOA) aligned as closely as possible to Shropshire place plan areas this covers a wider geographic area than the Parish. This results in a higher workforce number than quoted in the economic activity table.

Main Destinations for Broseley Resident Workers	Number	%
Broseley & Much Wenlock	780	18.2%
Rest of Shropshire	1263	29.4%
Telford and Wrekin	1,380	32.1%
South Staffordshire	59	1.4%
Birmingham	74	1.7%
Dudley	133	3.1%
Sandwell	53	1.2%
Wolverhampton	197	4.6%
Other	356	8.3%

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 18% or 465 households in Broseley earn less than £15,000 per year. At the other end of the scale 10% of households had an income exceeding £80,000 per annum. Household income rates in Broseley are higher than the Shropshire average.

## Retail Economy

Retail accounts for 6.9% of total employment in Broseley, which makes it the fourth largest sector in the town. 0.6% of all retail employment across the whole of Shropshire is absorbed by Broseley.

Retail helps support the local economy of Broseley by providing everyday amenities and shopping for local residents.

**High Street Shopping**, the High Street area is home to a number of independent traders offering fresh produce, gifts and post office services. Broseley shopping area also provides cafes, bars and restaurants.

**Supermarkets**, there is no major superstore within the town however there is a Spar convenience store in the High Street along with a Co-op Store and petrol station near to the centre. Major superstores are located in nearby Telford.

**Markets**, arts and crafts markets are held in the Victoria Hall.

## Main Retail Area



## Tourism & Leisure

Approximately 100 people are employed in the tourism sector in Broseley, of which around 60 are employed in accommodation and food services and 40 in arts, entertainment, recreation and other services. This is the equivalent of 8.8% of the total Broseley workforce which represents a lower share than for Shropshire as a whole (14.7%). Less than 1% of total employment in the tourism sector in Shropshire is provided by Broseley.

Broseley is a small market town situated by the River Severn. Broseley's rich industrial past attracts visitors from across the world to see its museums which form part of the 10 museums of the Ironbridge Gorge Museum Trust.

### Visitors Attractions

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

**Visitor Information Service Point**, Visitor website - <https://www.visitbroseley.co.uk/>

Places to see in Broseley include:

**Benthall Hall**, The Avenue, Broseley TF12 5RX - 2 miles - Benthall Hall is a 16th century National Trust property with several walks across the fields from Broseley.

**Broseley Clay Tobacco Pipe Works Museum**, Duke St, Broseley TF12 5LX <https://www.ironbridge.org.uk/explore/broseley-pipeworks/>

This former works was abandoned in 1957 and now provides an insight into the history of clay pipe making in Broseley. Check the website for opening times.

**Buildwas Abbey**, Benthall Hall, The Avenue, Broseley TF12 5RX. <https://www.english-heritage.org.uk/visit/places/buildwas-abbey/>

4 miles from Broseley Centre view the Impressive ruins of a Cistercian abbey, including its unusually unaltered 12th century church and beautiful vaulted chapter house with tiled-floor.

**Jackfield Tile Museum**, Salthouse Rd, Telford TF8 7LJ - <https://www.ironbridge.org.uk/explore/jackfield-tile-museum>

Jackfield was once the heart of British tile manufacturing. The museum houses classic examples of tile production and showcases tiles used in churches, pubs and other locations.



## INFORMATION, INTELLIGENCE & INSIGHT

**Maws Craft Centre**, Ferry Rd, Jackfield, Telford TF8 7LS - [www.mawscraftcentre.co.uk](http://www.mawscraftcentre.co.uk)

Maws is an art, craft & design centre in the refurbished Victorian tile factory of Maw & Co. The centre comprises independently run studios housing a mix of arts, design & crafts specialists, holistic therapists, a hair salon, a tearoom, antique & vintage shops, the Gorge Parish Council office, and small businesses. The courtyard is used to host events including open air concerts, World Heritage Site events, outdoor art exhibitions and seasonal fairs.

**Ironbridge**, visit the famous Iron Bridge only 2.5 miles from the centre of Broseley along with the remaining world heritage museums of the Gorge. <https://www.ironbridge.org.uk/explore/>

## Events

**Broseley Festival**, <https://www.broseleyfestival1.co.uk/> - annual 2 day music festival held each year – visit the website for latest news

## Sports, Leisure & Culture

Broseley 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 – [www.shropshire.gov.uk/libraries/community-directory](http://www.shropshire.gov.uk/libraries/community-directory)

The following list highlights some of the cultural, sporting groups and facilities in the Broseley area

**Birchmeadow Centre**, Birchmeadow Road, Broseley TF12 5LP <http://www.birchmeadow.org.uk/>

Hosts cinema, live theatre and music events,

**Broseley Amateur Dramatic Society (BROADS)** Birchmeadow Road, Broseley TF12 5LP – <https://www.broseleybroads.co.uk/>

Theatre and youth theatre group who perform several plays and a pantomime every year.

**Broseley Bridge Club**, Broseley Social Club, Bank House, High Street, Broseley, TF12 5EZ – <http://www.bridgewebs.com/broseley/>

Games held every Wednesday

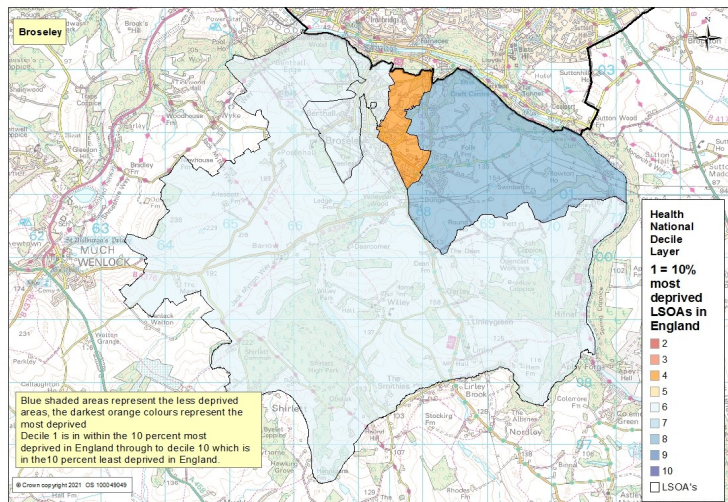
**Broseley Cricket Club**, Woodlands Road, Broseley, TF12 5PU. <https://broseley.play-cricket.com/>

**Broseley Bowls and Social Club**, Bank House, High Street, Broseley TF12 5EZ, [www.broseleysocialclub.co.uk](http://www.broseleysocialclub.co.uk)

**Broseley Tennis Club**, Duke St, Broseley TF12 5LX - [www.broseleytennisclub.co.uk](http://www.broseleytennisclub.co.uk)

# Health

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 on 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

Broseley has low levels of health deprivation compared to national levels. All areas fall into the 8th and 6th decile nationally. The most deprived area, decile 4, is located to the east of Broseley centre..

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

Of the **5609** residents of Broseley in the last census reporting on their health conditions:

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

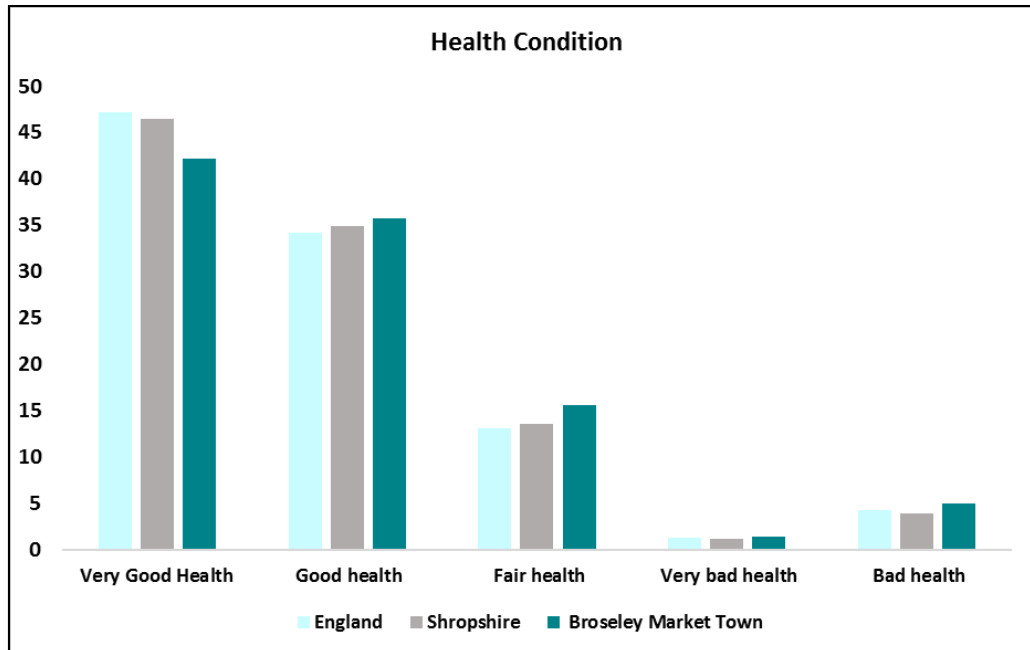
**622** reported that their day-to-day activities were limited a little

**4411** 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 **11%** which is higher than the rate for Shropshire **8.4%** and England **8.3%**.

## Health Conditions

At the time of the 2011 Census, 78% of residents in Broseley, 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 5% of people said their health was bad and 1.4% said their health was very bad.



Source: 2011 Census

## Health Economy

Approximately 50 people are employed in the health sector in Broseley (4.8% of total employment) which is low compared to the Shropshire average of 14.7%..

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Broseley	8.1%	1.6%	3.2%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

8.1% of people provided in Broseley provided unpaid care for 1-19 hours per week, this was slightly lower than Shropshire as a whole. Broseley had more people providing care for 50 or more hours per week 3.2% compared to 2.4% for Shropshire and England.

## Health Facilities

Broseley has local access to a range of health facilities including chemists, doctors and dentists.

### Hospitals

**Accident & Emergency**, 7 miles to the nearest Accident and Emergency service provided at Princess Royal Hospital, Apley Castle, Grainger Drive, Telford, Shropshire, TF1 6TF.

**Minor Injuries Unit**, 5.7 miles to the minor injuries unit at Northgate , Bridgnorth, Shropshire, WV16 4EU.

### Doctors

**Broseley Medical Centre**, Bridgnorth Road, Broseley, TF12 5EL

### Dentists

**Broseley Dental Practice**, 79 High Street, Broseley, TF12 5ET.

### Pharmacies

**Rowlands Pharmacy**, 80 High Street, Broseley, TF12 5ET <https://www.rowlandsparmacy.co.uk/>

### Residential Nursing Homes

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

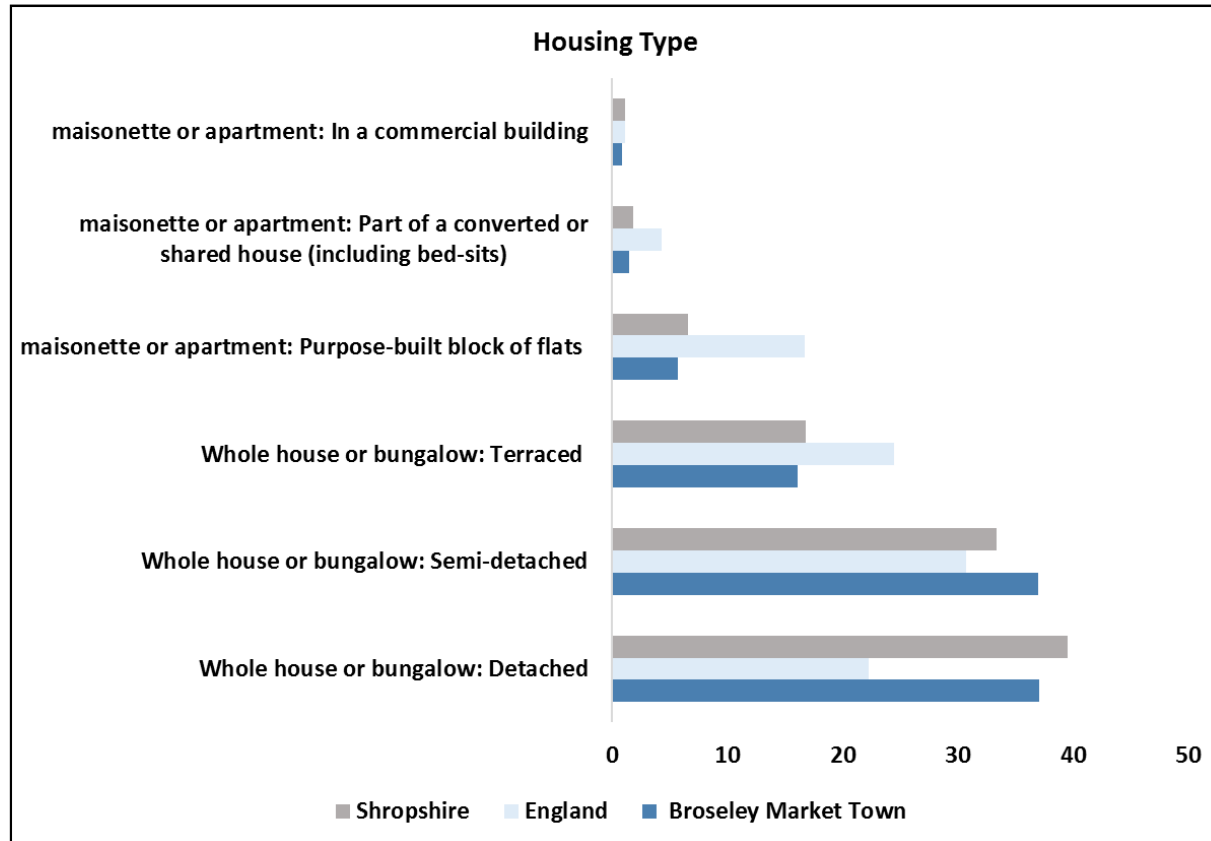
Care Providers in Broseley include:

**Lady Forester Residential and Day Care Centre**, Church Street, Broseley, TF12 5DB - <http://www.theladyforestercentre.org.uk/>

[Lady Forester Centre/Home.html](http://www.theladyforestercentre.org.uk/Lady_Forester_Centre/Home.html)

CQC Rating Good (May 2019).

# Housing



Source: 2011 Census

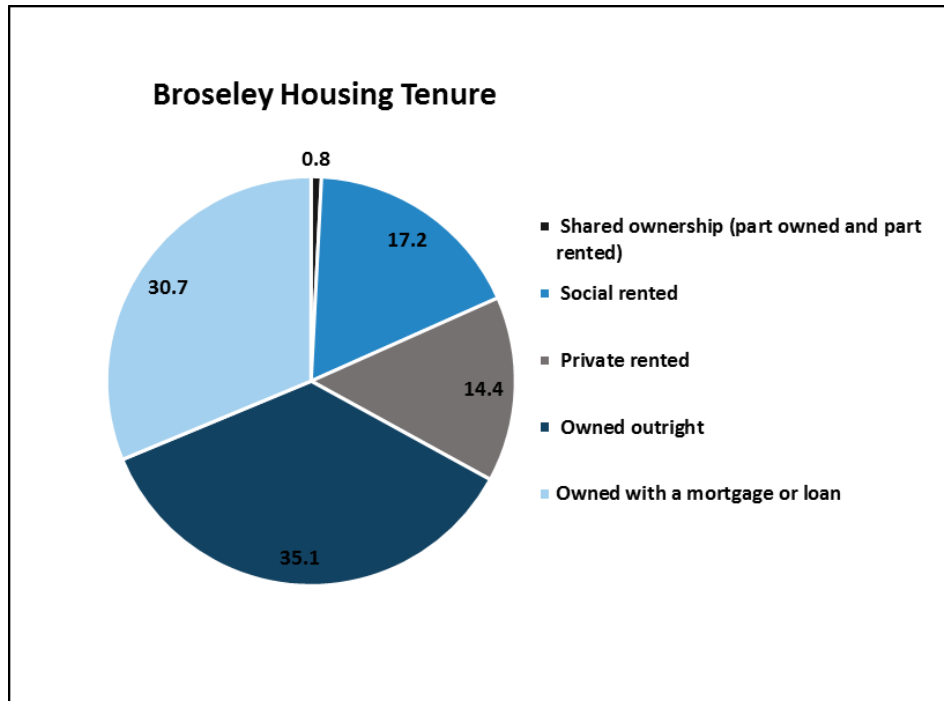
Fewer Broseley household spaces were detached properties (37.1%) compared to Shropshire as a whole (39.5%).

A higher percentage of household spaces were semi-detached (37%) compared to Shropshire as a whole (33.4%). This is the largest housing type in Broseley as is the case nationally. In Shropshire the largest housing type was detached.

There were a similar number of terrace houses to Shropshire but less than England.

## Housing Composition

- 26.7% of households were One Person Households greater than the Shropshire average (28.9%) and England (30.2%).
- 5.9% of households were Lone Parent with dependent children higher than the Shropshire average (5.2%) and similar to England (7.1%).
- 13.6% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%).
- 15.1% of households were married couples with dependent children lower than the Shropshire average of (15.3) and England (15.3).



Source: 2011 Census

In Broseley, at the time of the 2011 Census, there were 2,419 households, 2,529 dwellings and 5 Communal Establishments housing 26 people. The largest proportion (35.1%) of houses in Broseley were owned outright, less than the Shropshire figure of 39%. 17.2% of households were social rented housing, this was greater than for Shropshire as a whole (13.5%) but fewer than for England (17.7%).

There were slightly more houses privately rented 14.4% compared to 15% for Shropshire and 14% for England. In Broseley there are 396 registered social landlord (RSL) homes. These homes are owned by a range of RSL's.

## 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
Bridgnorth	148	£33,596	£221,000	6.6	£19,216	£170,000	8.8
<b>Broseley</b>	<b>37</b>	<b>£32,187</b>	<b>£195,000</b>	<b>6.1</b>	<b>£18,277</b>	<b>£161,000</b>	<b>8.8</b>
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 Broseley a household with a median household income of (£32,187) would need 6.1 times this income to afford a median priced house (£195,000) as of year end 2020. This is lower than a 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.

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 were presented to Cabinet on 18th October 2017.

There are currently no allocated housing sites in Broseley.



# Education

Market Town	Number school age children 4-15	Free School Meals (FSM) eligible	English as an additional Language (EAL)
Albrighton	407	34	4
Bishops Castle	189	28	9
Bridgnorth	1258	69	29
<b>Broseley</b>	<b>547</b>	<b>34</b>	<b>4</b>
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>

The town of Broseley offers local educational facilities for primary school age children. Pupils are mainly drawn from the local catchment area but schools also attracts pupils from the surrounding hinterland areas.

The town council area has two primary schools. There is no secondary school provision within the town with pupils falling within the Much Wenlock catchment area. Broseley’s close proximity to Telford is also an option for secondary and further education.

The percentage of children living in the town parish area who are eligible for free school meals is 6.2%. This is higher than the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 0.7%. This is lower than the rate for Shropshire which 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.

## Primary Schools

**Broseley C of E primary School**, Dark Lane, Broseley TF12 5LW - <http://www.broseleyprimary.co.uk/>

Net approved capacity of 252 with an approved annual admission of 36 pupils. The school has 225 pupils on roll (Jan 2017).

The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 13.3%, lower than the national average of 24.9%.

The percentage of pupils whose first language is not English is very low 1% compared to 20.8% nationally.

Ofsted Rating: Good - May 2014.

**John Wilkinson Primary**, Coalport Rd, Broseley TF12 5AN - <http://www.johnwilkinsonprimary.co.uk/>

Net approved capacity of 175 with an approved annual admission of 25 pupils. The school has 180 pupils on roll (Jan 2017).

The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 12.8%, lower than the national average of 24.9%.

The percentage of pupils whose first language is not English is very low 0% compared to 20.8% nationally.

Ofsted Rating: Outstanding - May 2011.

## Secondary Schools

Broseley does not have its own secondary school. Broseley falls within the catchment area for The William Brookes School in Much Wenlock. Other secondary schools are also located nearby in the Telford area.

## Further Education College

There are no college facilities within Broseley. The nearest Post 16 education facilities are located in Telford.

## Transport and Infrastructure

Broseley is located 3 miles to the west of the A442 which provides access north to Telford Town Centre and the M54 (9 miles) and south to Bridgnorth (6 miles)

The nearest railway station to Broseley town centre is Telford Central (8 miles).

### Airports

The nearest main international airports to Broseley are:

**Birmingham International Airport**, Birmingham B26 3QJ – 48 miles east of Broseley.

**East Midlands**, Castle Donnington, Derby DE74 2SA – 67 miles east of Broseley.

### Light Aircraft

**Wolverhampton Halfpenny Green Airport**, Bobbington House, Six Ashes Rd, Bobbington, Stourbridge DY7 5BY.

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

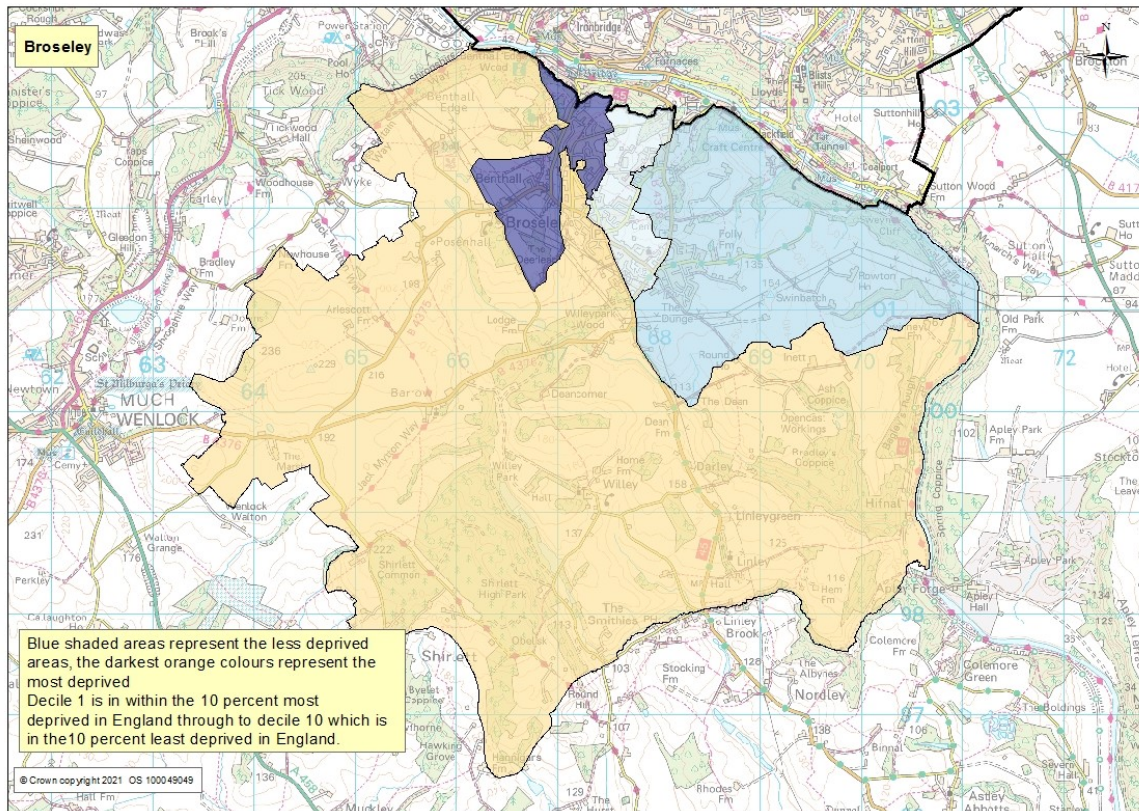
15 miles from Broseley the airport provides facilities for general aviation operators including: aircraft and helicopter flying schools and several private aircraft operators.

### 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 Broseley have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. 28 premises (1.2% of the total) are expected to have speeds that fall below this threshold. All premises in Broseley (and throughout most of Shropshire) are supplied by just one infrastructure provider.

# Community Safety



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

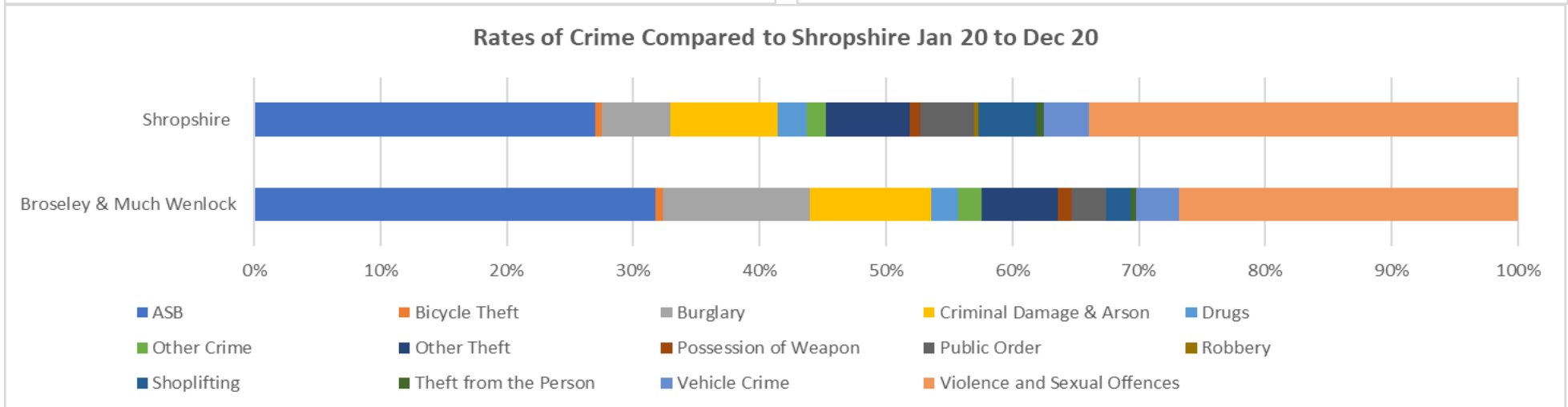
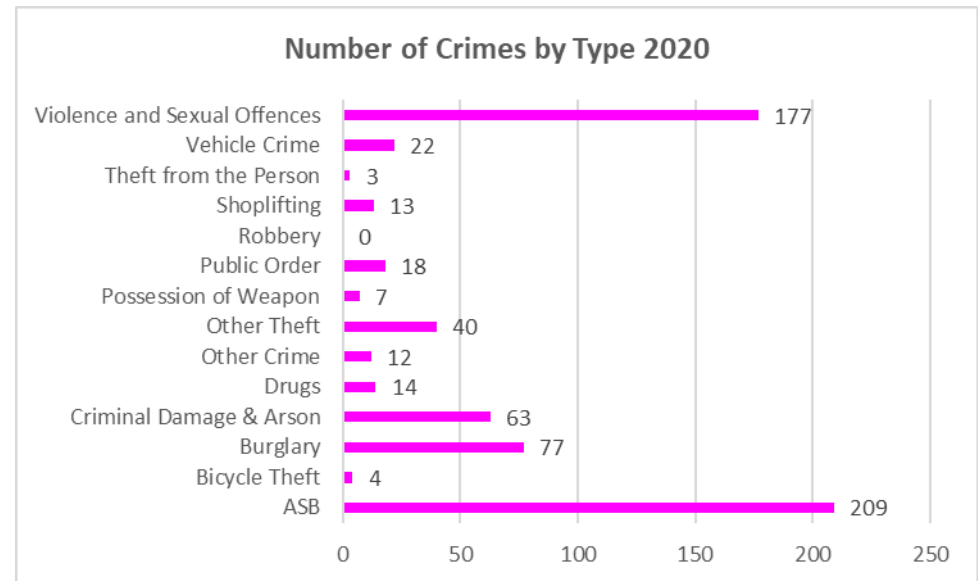
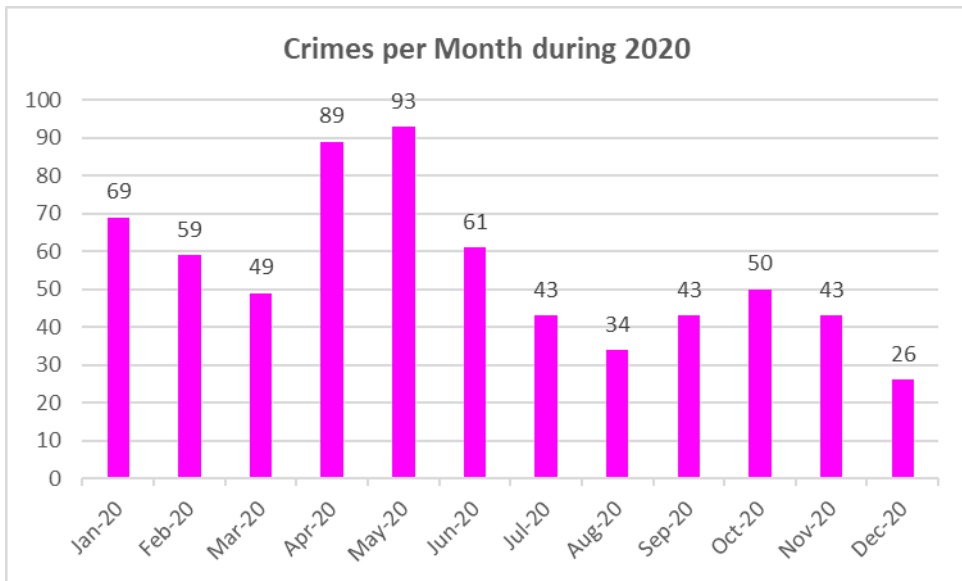
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

Broseley has low levels of crime deprivation with on area falling into decile 4 and other areas into decile 10, 7 and 6

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

# Crime—Broseley and Much Wenlock

Source: <https://www.police.uk/>



Overall levels of crime in Shropshire are low. Town centres generally experience higher rates of crime through anti-social behaviour and shoplifting. 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/>