



# HIGHLEY MARKET TOWN PROFILE

Spring 2021



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# Market Town Profile

## Highley

Highley is a large village located in the east of Shropshire, just seven miles south of Bridgnorth town. Highley is a long settlement which is spread over a mile on the B4555 along the River Severn to the west. Highley began as a rural farming community, including an entry in the Domesday Book as Hughli, named after the lord of the manor. Later the area became a significant area for stone quarrying, which provided some of the stone for Worcester Cathedral. Coal mining began in the area in the Middle Ages but the formation of the Highley Mining Company in 1874 saw the expansion of the village. The mine closed in 1969 and is now home to the Severn Valley Country Park.

### Area Quick Statistics

**637 hectares**

**1,583 households**

**3,800 people**

**5.9 people per hectare**

**1,653 dwellings**

**45 is the average age**

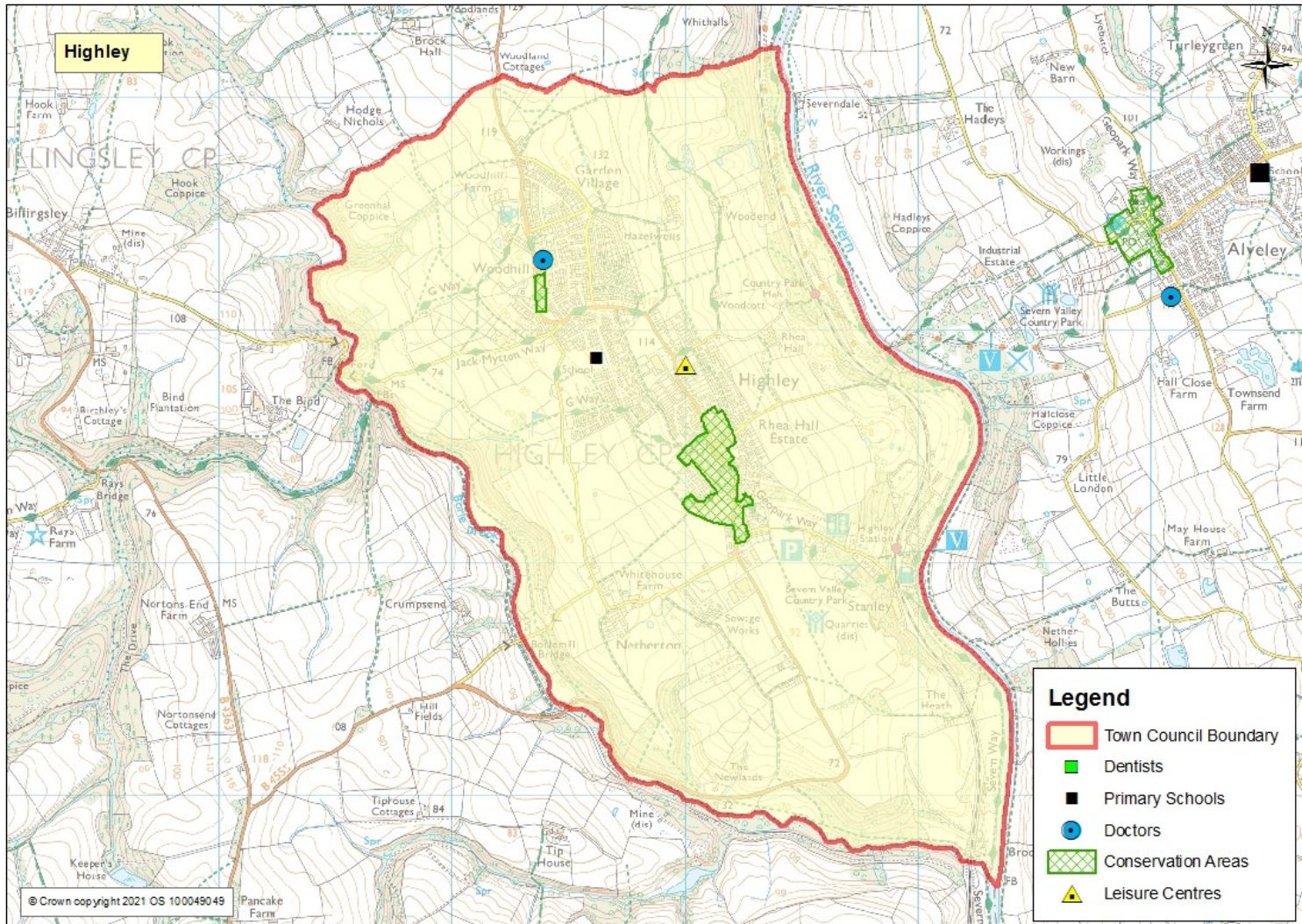
This town profile has been produced by the Information, Intelligence and Insight team of Shropshire Council. Whilst every effort has been made to ensure the accuracy of the information supplied herein, Shropshire Council cannot be held responsible for any errors or omissions.



## Highley Town Council Area Key Assets

The information in this market town is predominantly focussed on the parish council area of Highley. 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 2 which cover



## Local Politics

Highley is represented by a local parish council that is responsible for the management of a range of services including; street lights, floral displays and street furniture. See the council website for full details of services.

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

Highley Town Council area is currently represented by 15 members with elections held every 4 years.

**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 Highley area. Elections are held on a 4 year cycle with the next elections due May 2025. The Ward councillor is -

Highley Division – Councillor Dave Tremellen.

## Member of Parliament

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

# Community Assets

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

## Public Services

**Highley Library**, Severn Centre, Bridgnorth Road, Highley, WV16 6JG. <https://www.shropshire.gov.uk/libraries/find-a-library/highley-library/>

## Community Facilities

**Highley Parish Hall**, Church Street, Highley, WV16 6NA - meeting room, multi-purpose main hall / function room for up to 60 people, kitchen facilities, full disabled access and toilets. Contact St Mary's Church for details. <https://www.stmaryshighley.co.uk/book-now/>

**Severn Centre**, Bridgnorth Road, Highley, WV16 6JG <http://haloleisure.org.uk/centres/shropshire/severn-centre>, conference and community hall facilities.

# Demographics

| Shropshire Town and Parish | 1981 Census | 1991 Census | 2001 Census | 2011 Census |
|----------------------------|-------------|-------------|-------------|-------------|
| Highley                    | 3,022       | 3,299       | 3,298       | 3,605       |

Source: Census data

Highley is the fourteenth largest town in Shropshire by population. The latest population of Highley is 3,600 (Mid Year Population Estimates, ONS, 2015) covering 5,682 hectares. Highley’s population density was 5.7 people per hectare, making it the eighth most densely populated of all Shropshire Market Towns. Highley’s population consists of 49% male and 51 % female. Highley’s Town Council population has increased since 1981 from 3,022 to 3,605. This is an increase of 19% in 30 years. (note Town Council boundaries can change over time causing changes in population).

## Population Forecast

| Built up Area Geography | Census Day | 2016  | 2026  |
|-------------------------|------------|-------|-------|
| Population              | 3,100      | 3,200 | 3,500 |
| Dwellings               | 1,400      | 1,400 | 1,600 |
| Households              | 1,400      | 1,400 | 1,500 |

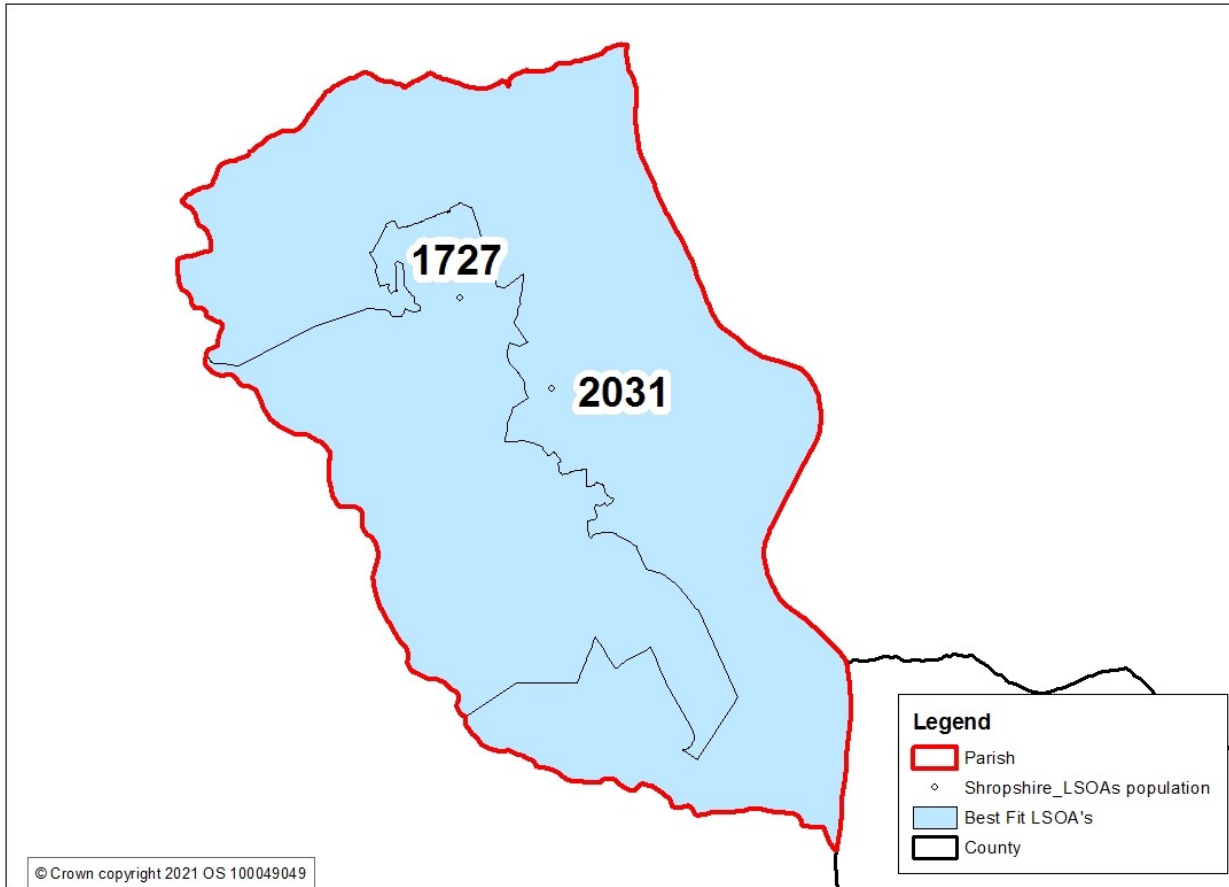
Note: the population, dwellings and household figures are based on a smaller area than the parish council area. Population forecasts are based on developments of new housing.

The population of Highley area is forecast to rise from 3,100, in 2011 to 3,500 in 2026. This is a rise of 11% 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 9%.

The number of dwellings is also forecast to increase from 1,400 in 2011 to 1,600 in 2026. This is an increase of 9%. Similarly the largest part of this growth is forecast to happen between 2016 and 2026.

The number of households are forecast to increase by 10% between 2011 and 2026, in a similar manner to dwellings.

## Population by Local Areas

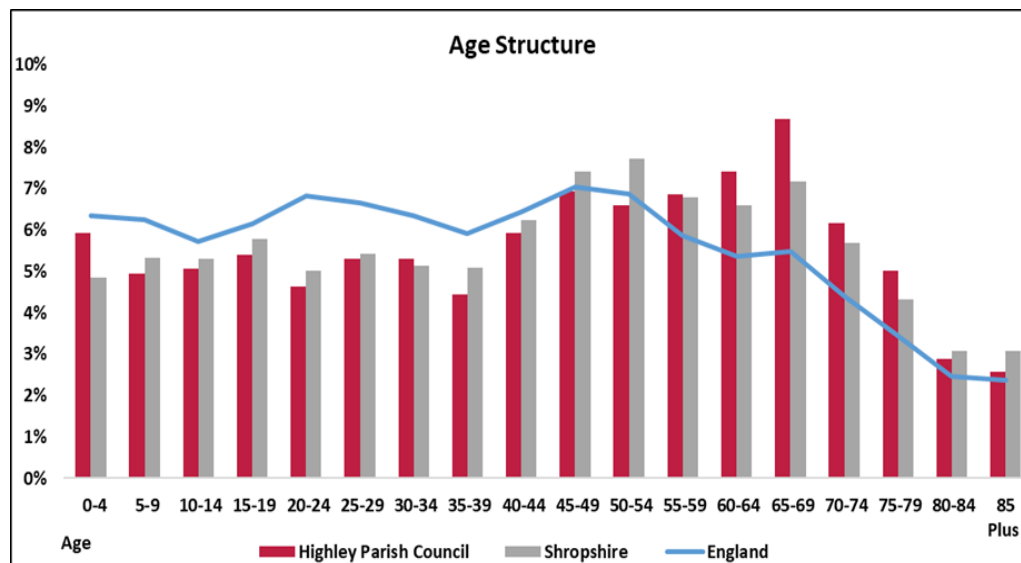


The information in this market town is predominantly focussed on the town council area of Highley. Due to the nature of national statistical data it is not always possible to fully replicate these boundaries. Statistics quoted in this profile will use the best fit to the town council area. If these are not available the next best fit is the use of Lower Super Output Areas (LSOA's). These small area figures are part of a national dataset which comprises of 32,000 areas of which there are 192 in Shropshire and 2 which cover most of the town council area.



## Age Structure

- Highley has an older age profile than Shropshire and England.
- In 2011 there were a greater number of people in all age groups over the age of 55 compared to Shropshire and England. There were however, slightly less people who were very elderly and over the age of 80.
- Highley has fewer young people aged 5 to 19 compared to Shropshire as a whole. There were however, a greater number of children aged 0-4 years in 2011.
- Highley had a similar proportion of people aged 25 to 34. There were less people aged 35 to 54 compared to Shropshire and England proportions.



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

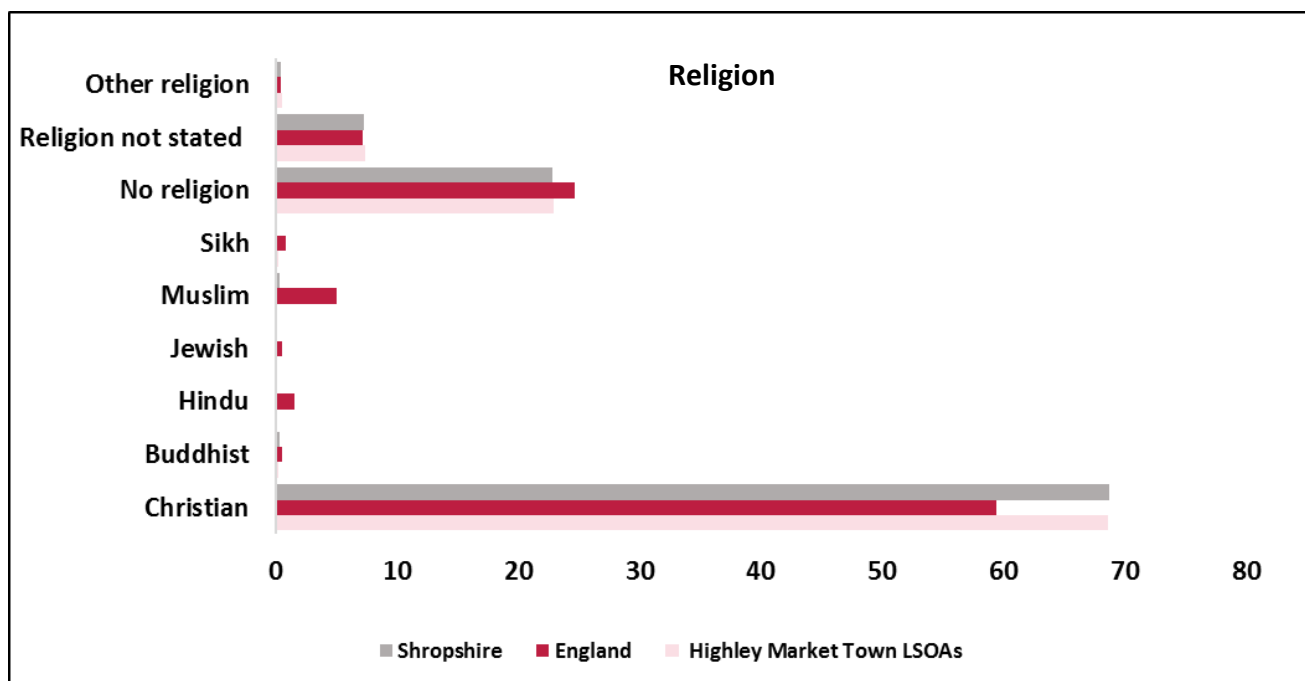
2,100 Highley residents are of traditional working age (16-64) which is the equivalent of 56.2% of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

| Place             | Working age as % of population |
|-------------------|--------------------------------|
| Albrighton        | 53.8                           |
| Bishop's Castle   | 52.6                           |
| Bridgnorth        | 55.8                           |
| Broseley          | 58.0                           |
| Church Stretton   | 47.7                           |
| Cleobury Mortimer | 59.6                           |
| Craven Arms       | 57.2                           |
| Ellesmere         | 56.8                           |
| <b>Highley</b>    | <b>56.2</b>                    |
| 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 Highley was 1.3% or just 47 of the total population at the time of the 2011 Census. The largest group was Asian/Asian British, 0.7%. Ethnicity levels in Highley are low compared to Shropshire and significantly lower than England.

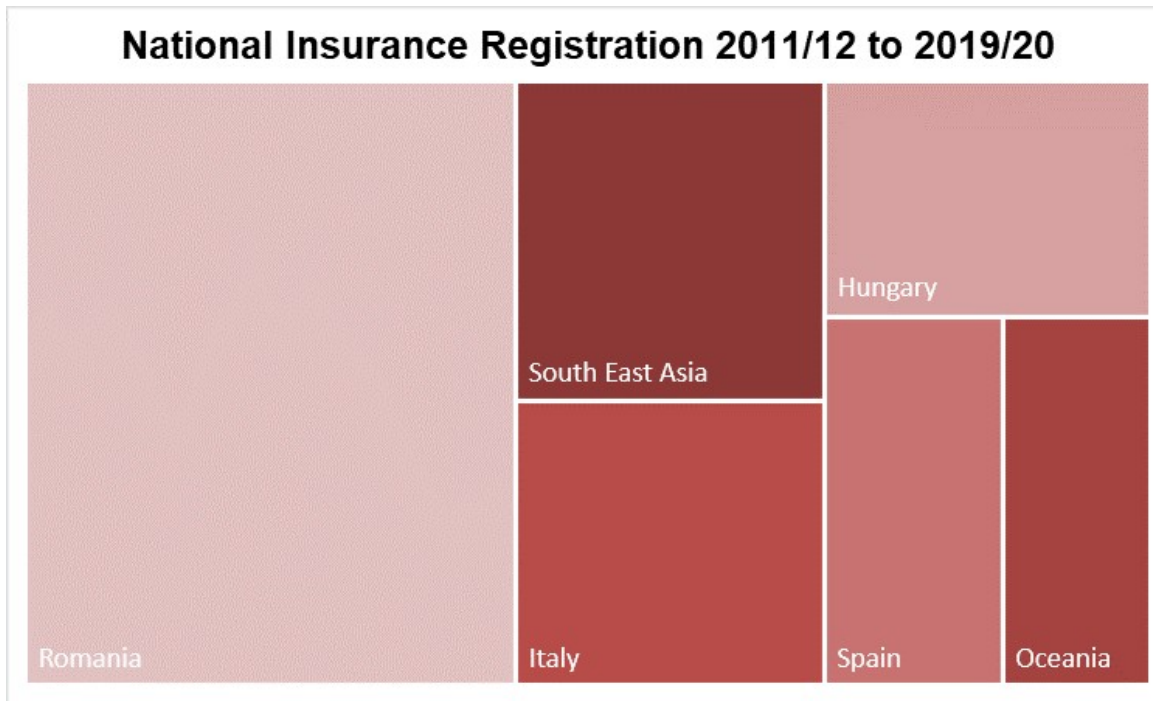
| Area       | White | White: British | Mixed/multiple ethnic groups | Asian/Asian British | Black/African/Caribbean/Black British | Other ethnic group | Total BME |
|------------|-------|----------------|------------------------------|---------------------|---------------------------------------|--------------------|-----------|
| Highley    | 98.7% | 97.8%          | 0.4%                         | 0.7%                | 0.1                                   | 0.1%               | 1.3%      |
| 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, 69.7% of the Highley population affiliated themselves with a religion. This percentage is similar to Shropshire and England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (68.6% of the population or 96% of those expressing any religious affiliation). Other religions e.g. Muslim, Jewish, Hindu have extremely low levels of representation in Highley similar to Shropshire as a whole.

Source: 2011 Census

## Ethnicity and Religion



Source: Department for Work and Pensions - Stat-Xplore

There is one middle layer output area that covers Highley. This layer extends further than the lower level layers that cover the town and extends north to cover the areas of Chelmarsh and Eardington whilst extending west to cover Dittons Prior.

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 2011/12 to 2019/20 in Highley and surrounding hinterland was 62.

The majority of NI registrations from this period has been from 27 Romanian nationals.

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.

## Ethnicity and Religion

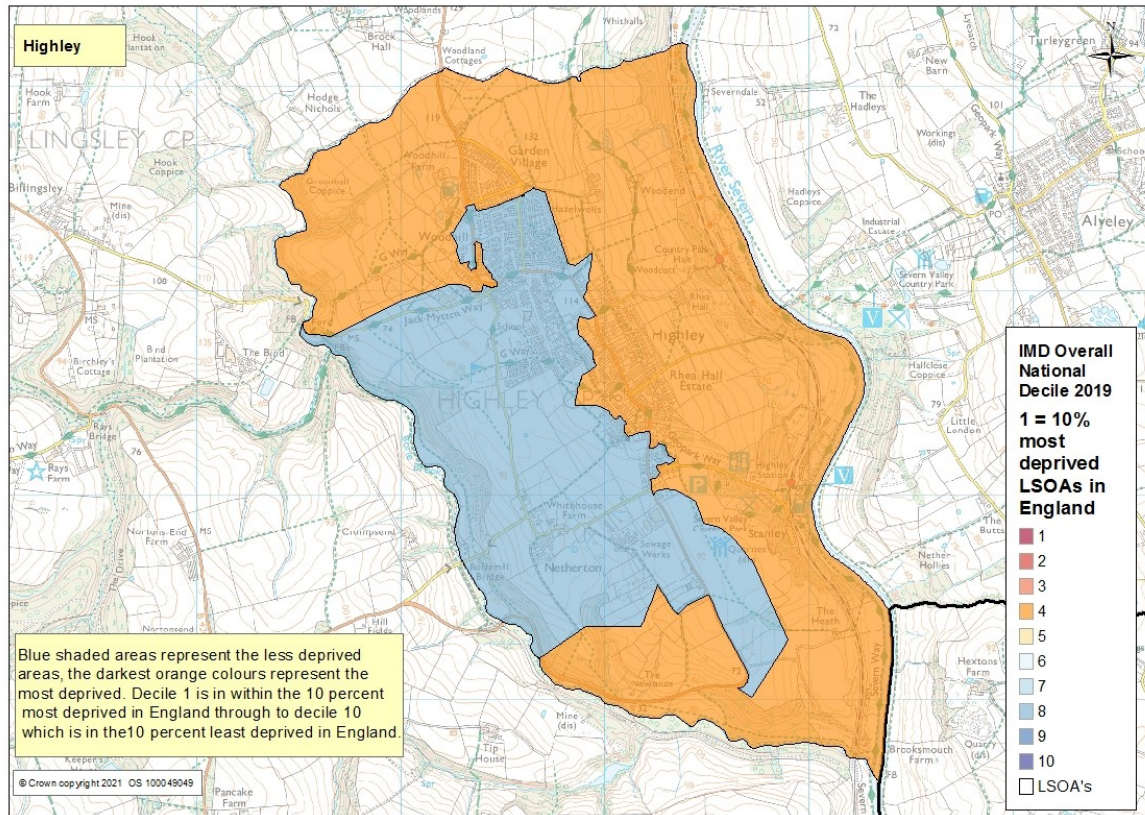
Highley is home to a number of churches which reflect the majority of the population who have a Christian faith

**St Mary's Church**, Highley, Bridgnorth WV16 6ND - <http://www.stmaryshighley.co.uk/> - the oldest building in Highley the church was first constructed around the early 1100's with subsequent developments. The church holds regular services and worship – see website for details.

**Highley Apostolic Church**, Clee View Highley, WV16 6HG - <http://apostolic-church.org/>



## 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

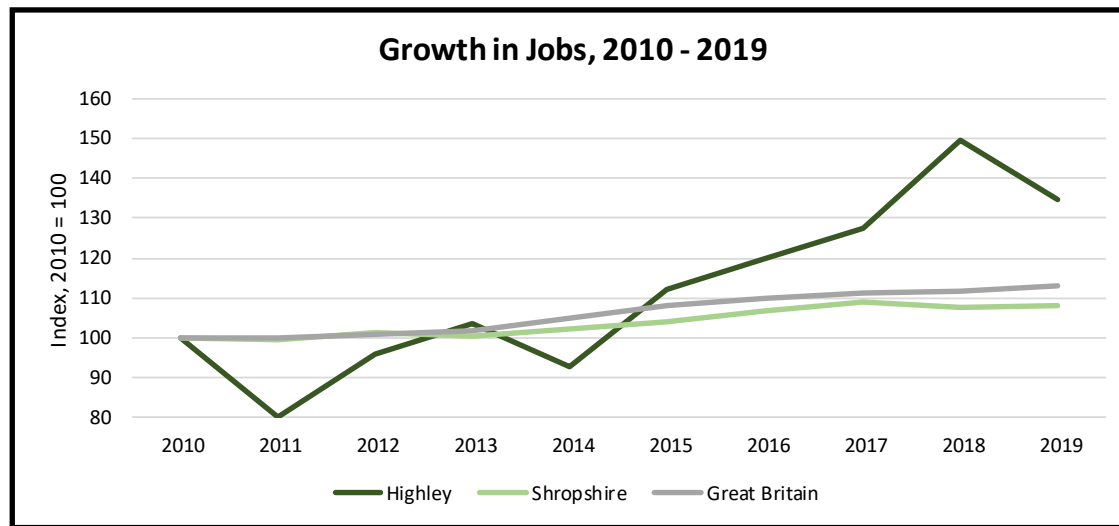
In Highley there is one area falling into the 4th most deprived LLSOA's nationally. Highley historically was a mining area until the late 1960s, often these areas have a level of deprivation following a decline in industry. One area falls into the 8th most deprived nationally.

For more information on IMD see:

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

# Economy

Highley is the eighteenth largest employment centre in Shropshire and is the smallest of Shropshire’s key market towns and settlements. 60 businesses have registered offices in Highley (Source: FAME (Bureau van Dijk), February 2021) which is less than 0.5% of the Shropshire total and approximately 500 people are employed in the town (0.4% of the Shropshire total).

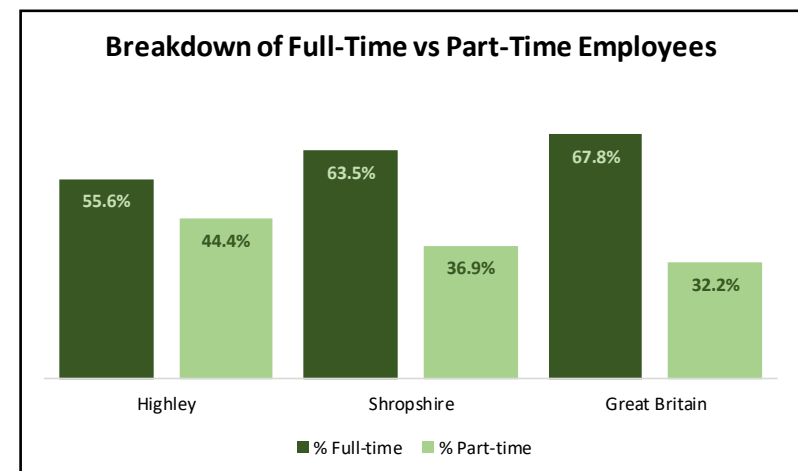


Over the last nine years, the number of jobs in Highley has risen by 34.7%, or by some 100 jobs, which is the equivalent of an average increase of more than 10 jobs per annum. In comparison, the number of jobs in Shropshire rose by 8.3% over the same period while nationally the number of jobs rose by 13.2%. Highley has been amongst the fastest growing employment centres in Shropshire over the last decade.

In addition, there are a small number of business proprietors/sole traders based in the town.

## Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally, and its prevalence is even more pronounced in Highley as illustrated in the chart opposite. 44% of all employment in Highley in 2019 was part-time compared with 37% in Shropshire and 32% in Great Britain.



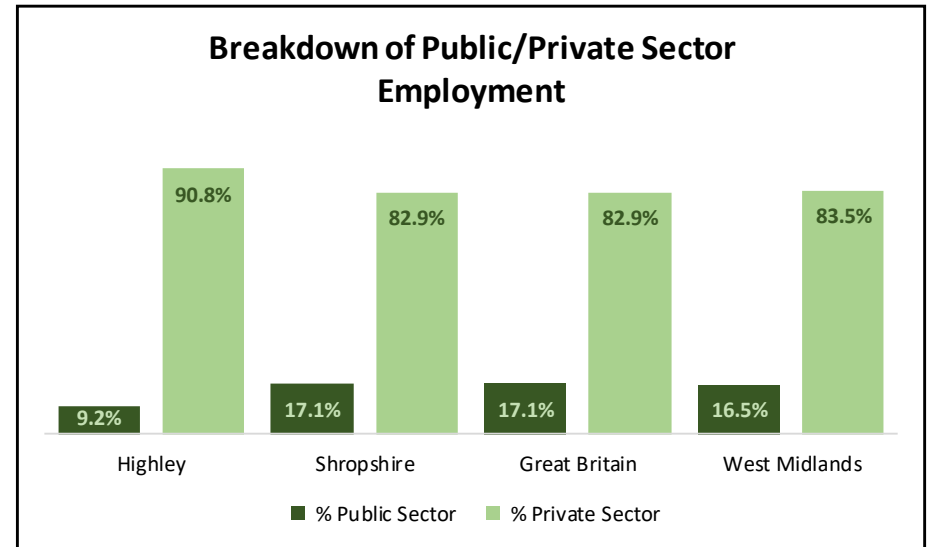
Source: Business Register and Employment Survey, Office of National Statistics, Crown Copyright 2021

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 Highley, public sector jobs account for less than 10% of all employment, notably less than the Shropshire average. Public sector employment has fallen in the town since 2015 (-8.7%) while the number of private sector jobs has risen by +28.7%.



## Employment Sectors

The four largest employment sectors in Highley are manufacturing, arts, entertainment & recreation, accommodation & food services and education. Together these account for 70% of employment within the town. Employment in manufacturing accounts for 28.9% of the total – considerably higher than the Shropshire share of 9.9%. Arts, entertainment & recreation accounts for a fifth of employment (4.8% for Shropshire). 10% of jobs are in accommodation & food services, which is a comparable share to the Shropshire average. Education accounts for 11.1% of employment. Other sectors accounting for more than 5% of jobs include construction, wholesale, retail and professional, scientific & technical.

## INFORMATION, INTELLIGENCE & INSIGHT

| Employment Sector                    | Highley | Shropshire | West Midlands | Great Britain |
|--------------------------------------|---------|------------|---------------|---------------|
| Agriculture, forestry & fishing      | 0.0%    | 3.0%       | 0.8%          | 0.7%          |
| Mining, quarrying & utilities        | 0.0%    | 1.3%       | 1.3%          | 1.3%          |
| Manufacturing                        | 28.9%   | 9.9%       | 11.6%         | 8.0%          |
| Construction                         | 6.7%    | 6.0%       | 4.4%          | 4.9%          |
| Motor trades                         | 0.0%    | 3.0%       | 2.5%          | 1.9%          |
| Wholesale                            | 5.6%    | 4.4%       | 4.9%          | 3.9%          |
| Retail                               | 8.9%    | 9.5%       | 8.5%          | 9.2%          |
| Transport & Storage                  | 1.1%    | 3.8%       | 6.0%          | 4.9%          |
| Accommodation and Food Services      | 10.0%   | 9.9%       | 7.3%          | 7.6%          |
| Information & communication          | 1.1%    | 2.0%       | 2.6%          | 4.3%          |
| Financial & insurance                | 0.0%    | 1.2%       | 2.4%          | 3.5%          |
| Property                             | 0.0%    | 1.9%       | 1.7%          | 1.7%          |
| Professional, scientific & technical | 5.6%    | 7.2%       | 6.4%          | 8.7%          |
| Business Administration & Support    | 1.1%    | 4.8%       | 9.4%          | 8.8%          |
| Public administration & defence      | 0.0%    | 4.0%       | 3.7%          | 4.4%          |
| Education                            | 11.1%   | 8.3%       | 8.8%          | 8.6%          |
| Health                               | 0.0%    | 15.1%      | 13.3%         | 13.0%         |
| Arts, entertainment, recreation      | 20.0%   | 4.8%       | 4.3%          | 4.5%          |

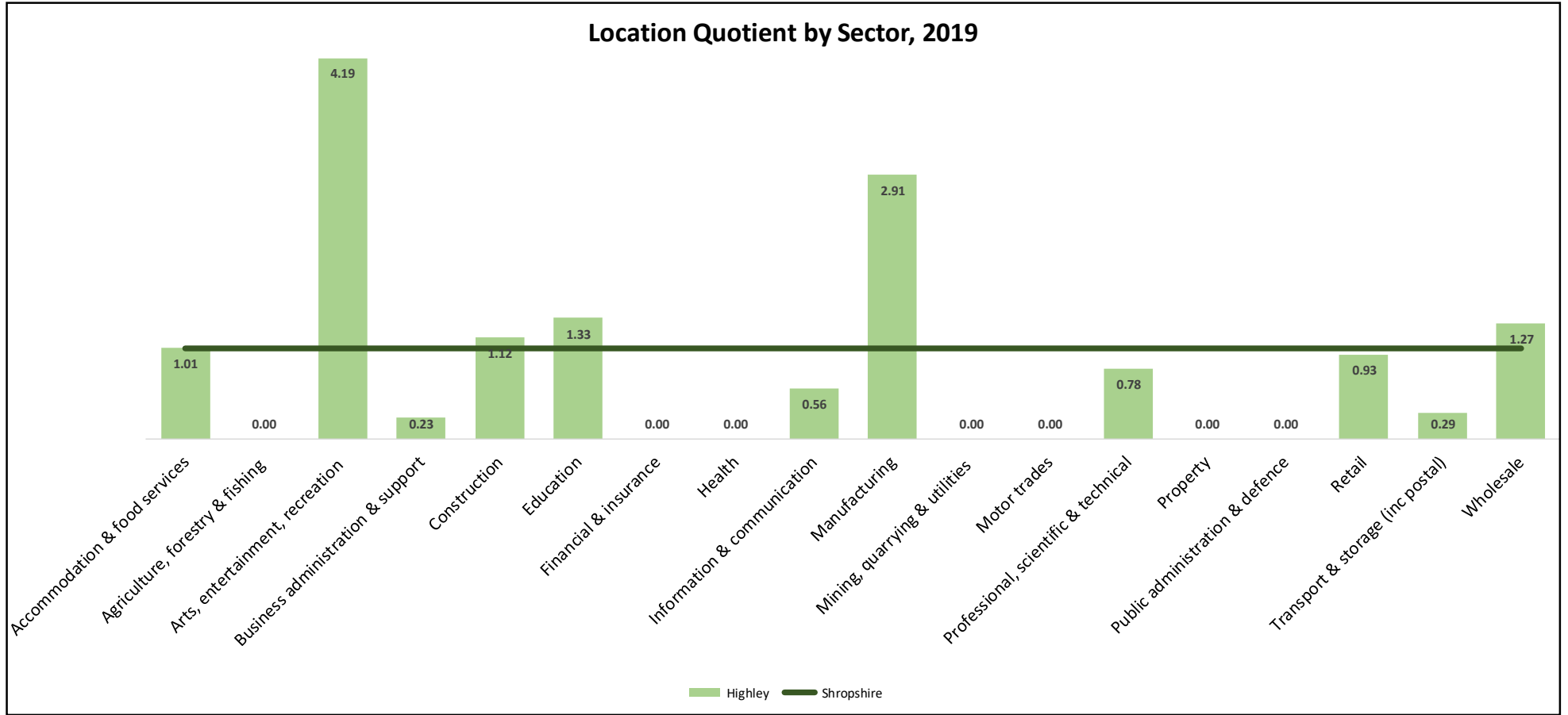
The adjacent table shows the breakdown of employment sectors in Highley alongside the comparable breakdowns for Shropshire, the West Midlands and for Great Britain.

It shows that agriculture, mining & quarrying, motor trades, transport & storage, information & communication, finance & insurance, property, business administration & support, public administration and defence and health employ relatively few people in Highley (3.3% 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 Highley 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.

Highley has a significant cluster of employment in manufacturing and another relating to arts, entertainment & recreation. Other sectors that are over-represented in the town include education, wholesale and construction.





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

Note: Excludes land-based agriculture

## Main Employers

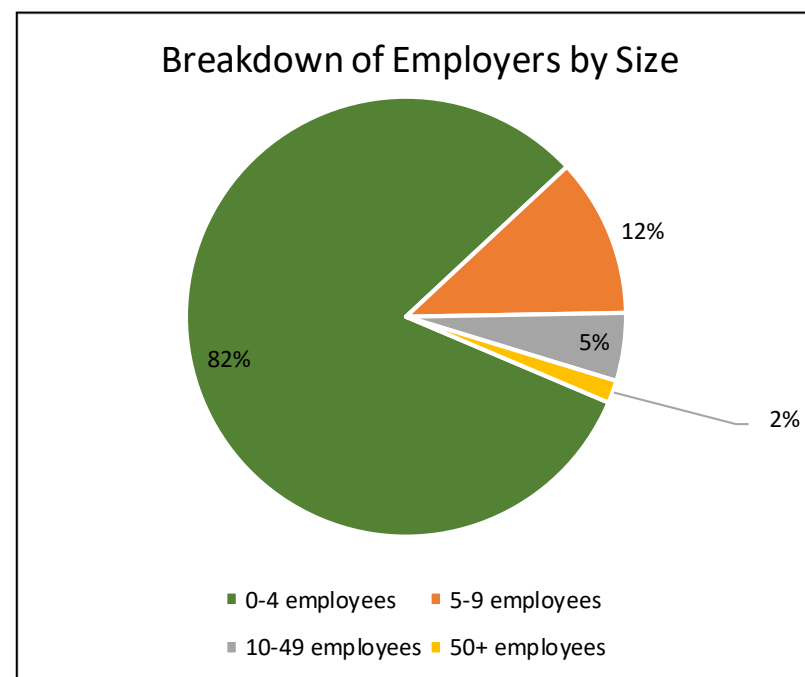
The following organisations are identified by the business directory FAME as being the largest employers in Highley. This suggests that there are only four employers with a workforce of 10 or more within the town centre boundary.

| Employers                 | Number of Employees |
|---------------------------|---------------------|
| Leonardt Limited          | 63                  |
| General High Voltage      | 19                  |
| The Papershop             | 14                  |
| Happy Families Child care | 11                  |

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 four-fifths of businesses in Highley employ less than 5 people. An additional 12% employ between 5 and 9. Just 7% have a workforce of 10 or more.



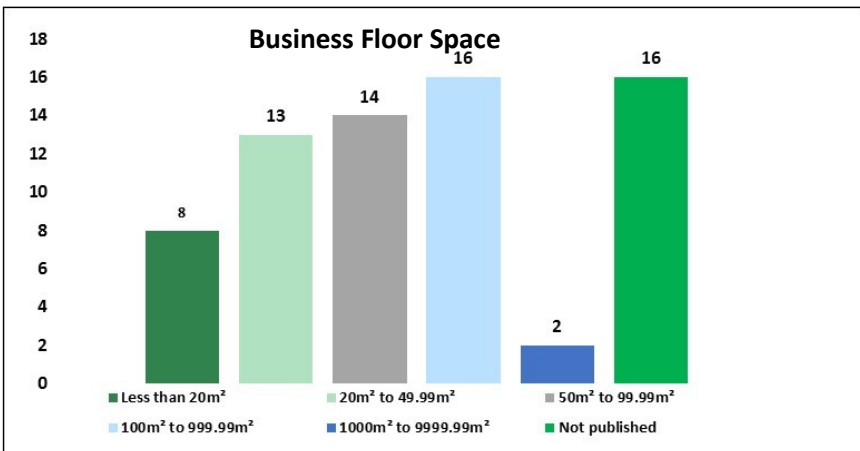
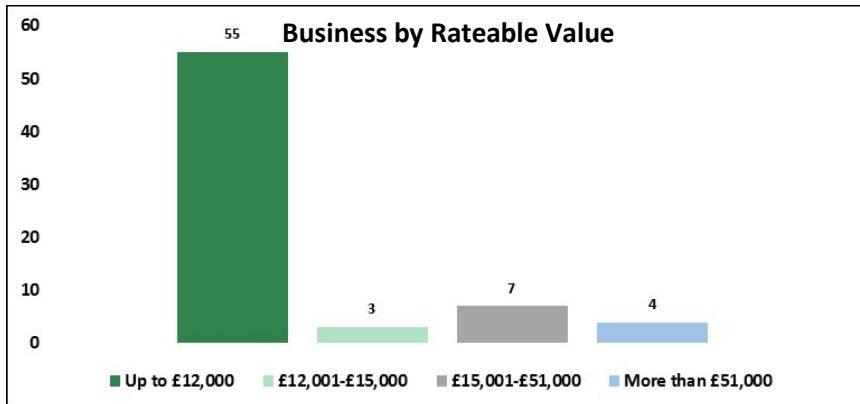
Note: 0-4 employee category includes all companies where employment levels are unknown.

## Business Rates

69 establishments have a rateable value in Highley and the combined rateable value of these organisations is £1 million. This is the equivalent of less than 0.5% of the total rateable value of all businesses in Shropshire.

55 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 4 (5.8%) have a rateable value of more than £51,000.

35 businesses have a floor space of less than 100m<sup>2</sup>, while just two have floor space of more than 1,000m<sup>2</sup>. The two largest organisations cover more than 2,500m<sup>2</sup>.



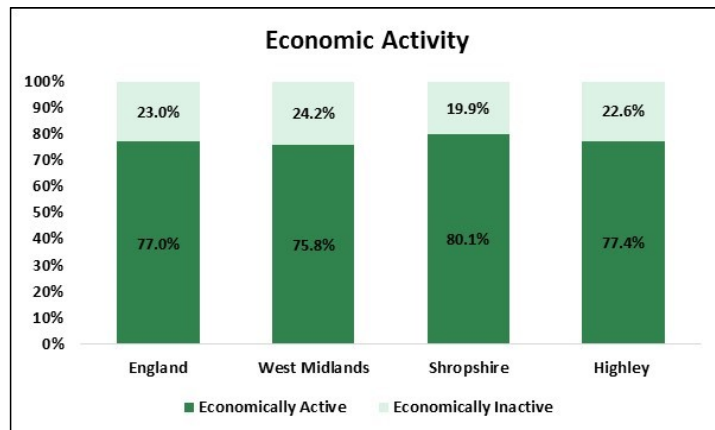
Source: Valuation Office Agency

| Classification                    | Highley   |
|-----------------------------------|-----------|
| Commercial                        | 44        |
| Educational Training and Cultural | 4         |
| Industrial                        | 13        |
| Leisure                           | 4         |
| Miscellaneous                     | 2         |
| Utilities                         | 2         |
| <b>Total</b>                      | <b>69</b> |

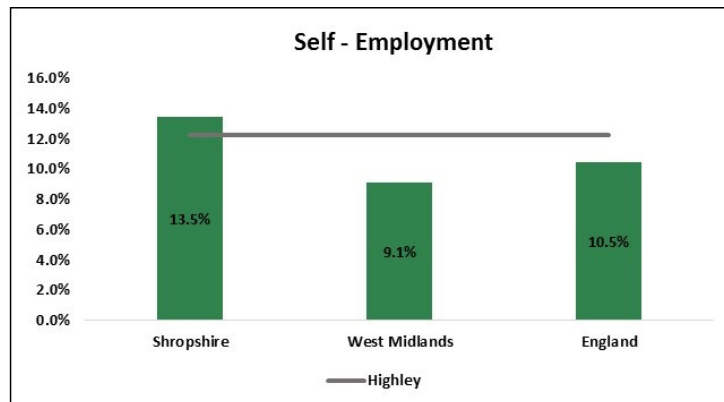
The majority of organisations on the Highley business rates list are classed as commercial—primarily retail outlets and offices. These account for 63.8% of the total. Industrial is the second largest classification, accounting for 18.8% of the total.

## Economic Activity

The status of Highley residents aged 16-64 at the time of the 2011 Census showed 77.4% of residents were economically active, which includes people who are both employed and actively seeking employment. This is lower than the Shropshire figure of 80.1% and is also lower than any other market town in the county except Church Stretton. Economic activity in Highley is, however, higher than the national and regional averages (77% and 75.8% respectively).



Source: 2011 Census



Of those who were economically active, 71.5% were in employment while 5.9% 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 greater issue in Highley in relation to Shropshire and about on a par with the average across England.

Of the 1,550 Highley residents in employment, the majority are employees (82.8%) while the remainder are self-employed. 69.3% of employees work full-time compared with 73.8% of the self-employed

| Employment Breakdown              | Highley |
|-----------------------------------|---------|
| In Employment Total               | 1,550   |
| Of which Employee: Total          | 1,283   |
| Of which Employee: Part-time      | 394     |
| Of which Employee: Full-time      | 889     |
| Of which: Self-employed: Total    | 267     |
| Of which Self-employed: Part-time | 70      |
| Of which Self-employed: Full-time | 197     |

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. This is the case in Highley, where the self-employment rate at the time of the census stood at 12.3%.

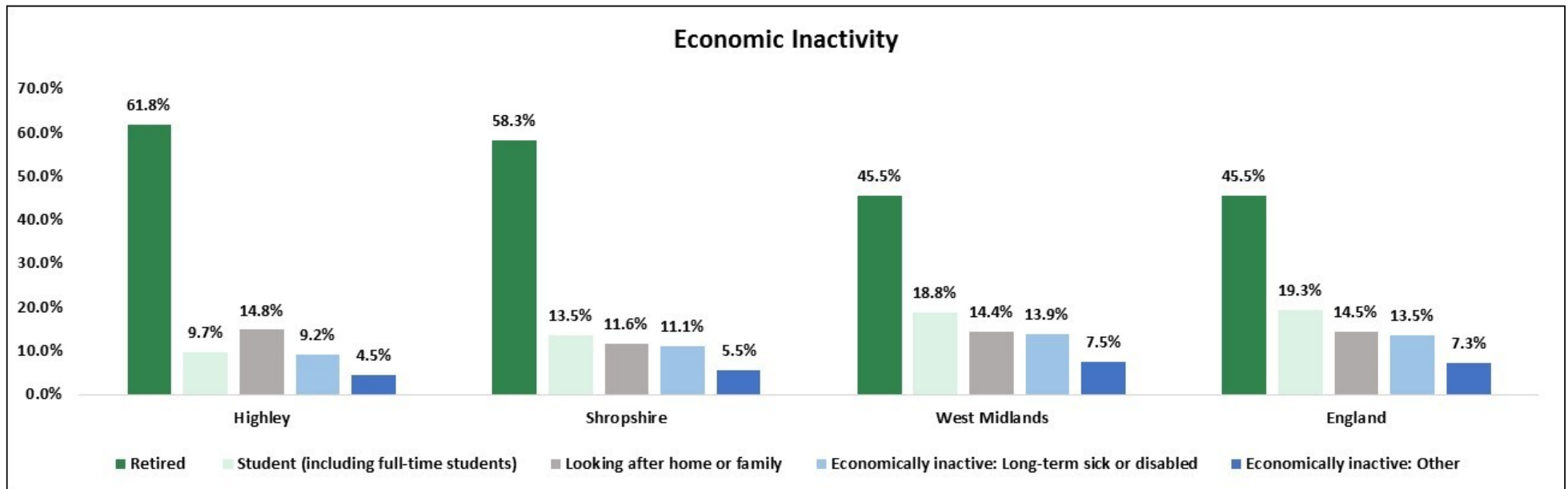


## Economic Inactivity

489 Highley residents aged 16-64 were economically inactive in 2011, which represents 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 Highley 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 Highley, 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 Highley residents are inactive because they are retired than is the case across Shropshire which itself supports significantly more retired people compared with the West Midlands and England.



Source: 2011 Census

## Employment by Occupation

Highley supports relatively low numbers working in the Standard Occupation Classifications (SOC) 1 to 3 the professions, with 30.6% 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. 10.4% work as managers, 11.7% in professional occupations and 8.5% in associate professional occupations. A higher proportion are employed in lower level occupations, including elementary occupations (12.4% compared with 11.3% for Shropshire) and process, plant and machine operatives (11.7% compared with 7.4% for Shropshire). More people are also employed in caring, leisure and other service occupations (13.3% compared with 10.1% Countywide).



Source: 2011 Census

## Qualifications

According to the Census 2011, 21.4% of residents had a level 4 qualification or above, notably lower than the Shropshire average of 29.4%. In total 19.2% of people had no qualification. This is not only higher than the Shropshire average (14.0%) but is also the highest of all Shropshire market towns. The qualification profile of Highley residents reflects the type of employment that is prevalent amongst the working population, with fewer working in managerial or professional occupations and more in elementary occupations.

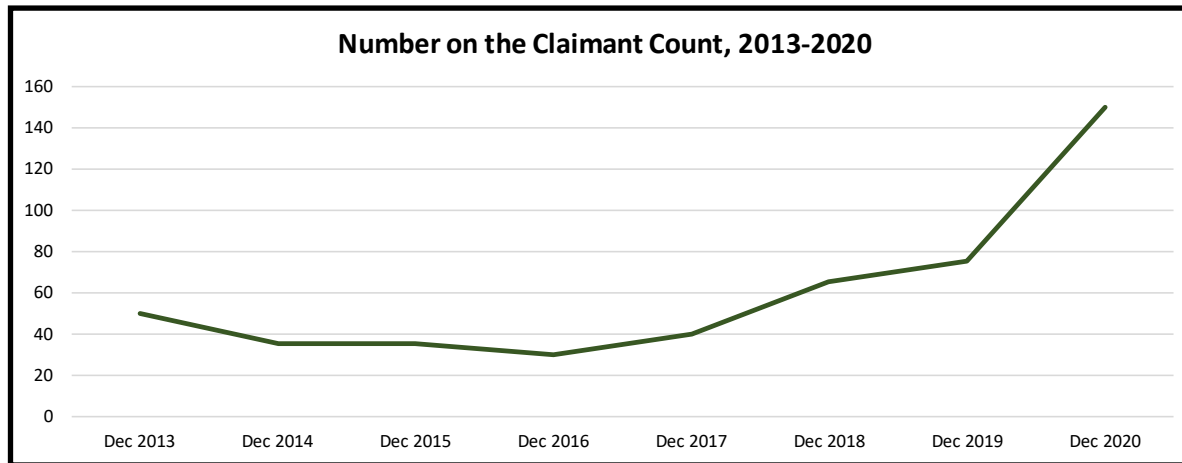
| Qualifications       | Highley | Shropshire | England and Wales |
|----------------------|---------|------------|-------------------|
| Level 1              | 18.2    | 15.4       | 15.2              |
| Level 2              | 22.1    | 19.4       | 17.2              |
| Level 3              | 12.6    | 14.7       | 14.5              |
| Level 4/5            | 21.4    | 29.4       | 29.7              |
| Other qualifications | 6.6     | 7.1        | 8.6               |
| No qualifications    | 19.2    | 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 Highley between December 2013 and December 2020.



Source: Department of Work and Pensions/ONS

In December 2020, 150 Highley residents were on the claimant count, which is five times higher than the 30 who were on the count in December 2016. The claimant rate in Highley (the percentage of the 16-64 population which is claiming) is notably higher than the average for Shropshire (7.1% compared with 4.4%). This rate is also higher than in Great Britain (6.2%) but is marginally lower than the rate in the West Midlands (7.2%). Claimant numbers everywhere were elevated throughout 2020 due to the coronavirus pandemic.

## Universal Credit

The following table shows the number of people claiming Universal Credit in Highley 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)     | 328    |
| Households on Universal Credit (Nov 20) | 249    |

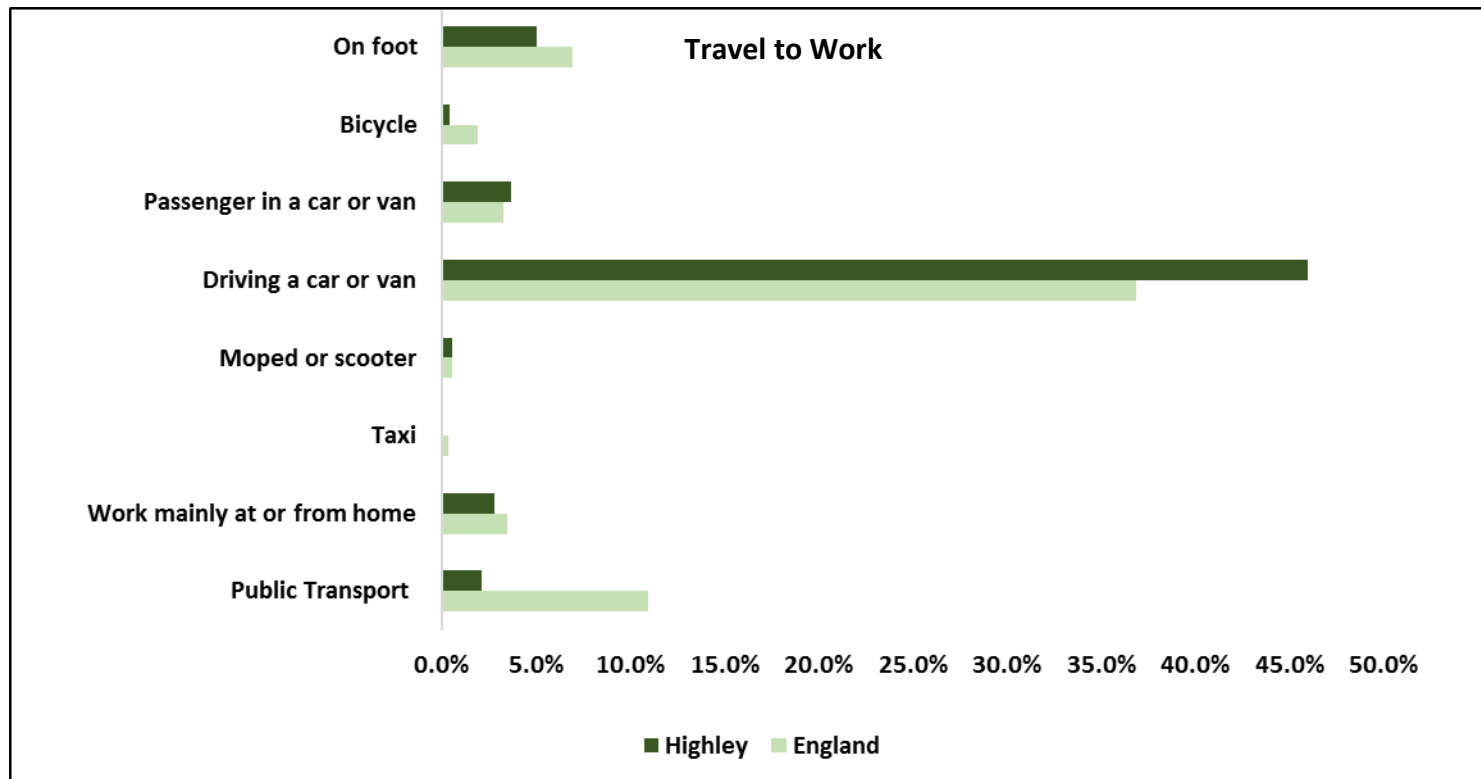
## State Pension

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 Highley total 959 or 1.3% of the state pension claimants in the county.

## Travel and Commuting

The most commonly used method of transport to work for Highley residents who work was to travel by car or van. 46% of workers drove to work, while an additional 4% were a passenger in a car or van. A comparable proportion of Highley residents work primarily from home than is the case nationally at 3% which is much lower than the Shropshire average of 6%. A relatively low number walk to work (5% 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.

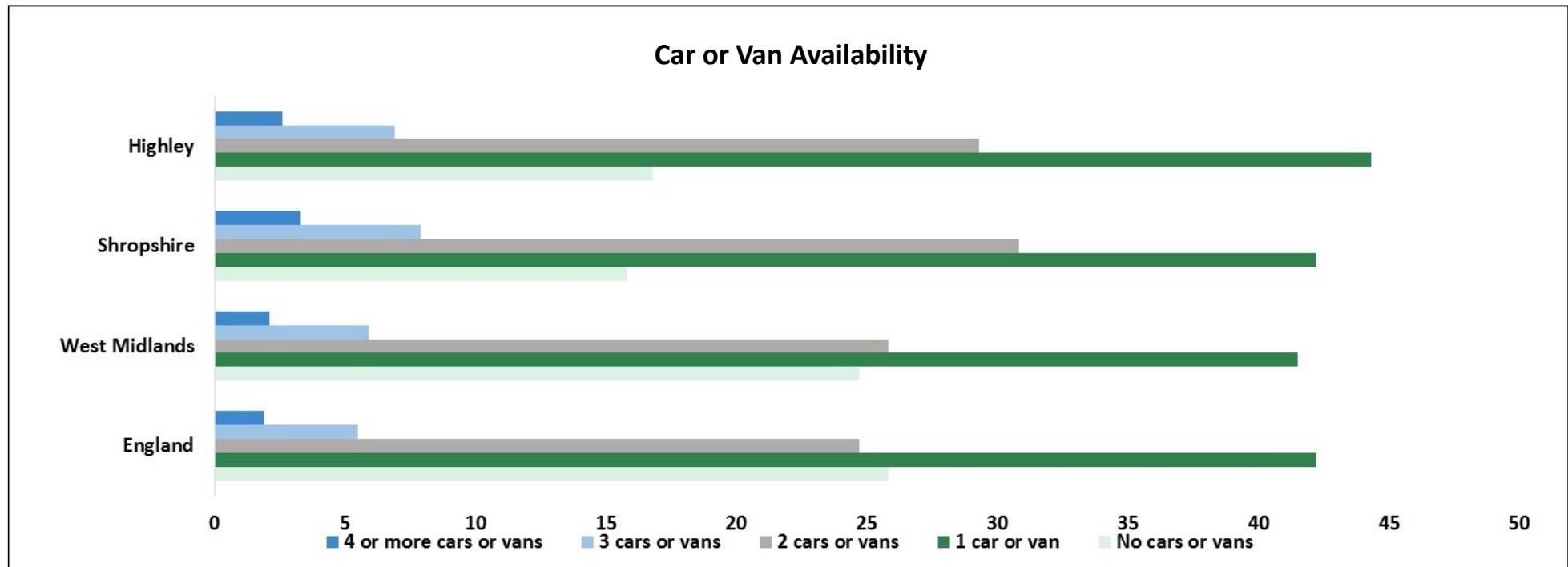


Source: 2011 Census

## 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 25.8% of households nationally according to the 2011 Census. The proportion of households without a car in Highley stands at 16.8%.

44.3% of households have one car, 29.3% have two cars while 6.9% have three or more. The total number of cars and vans owned by Highley households stood at 2,148 in 2011.



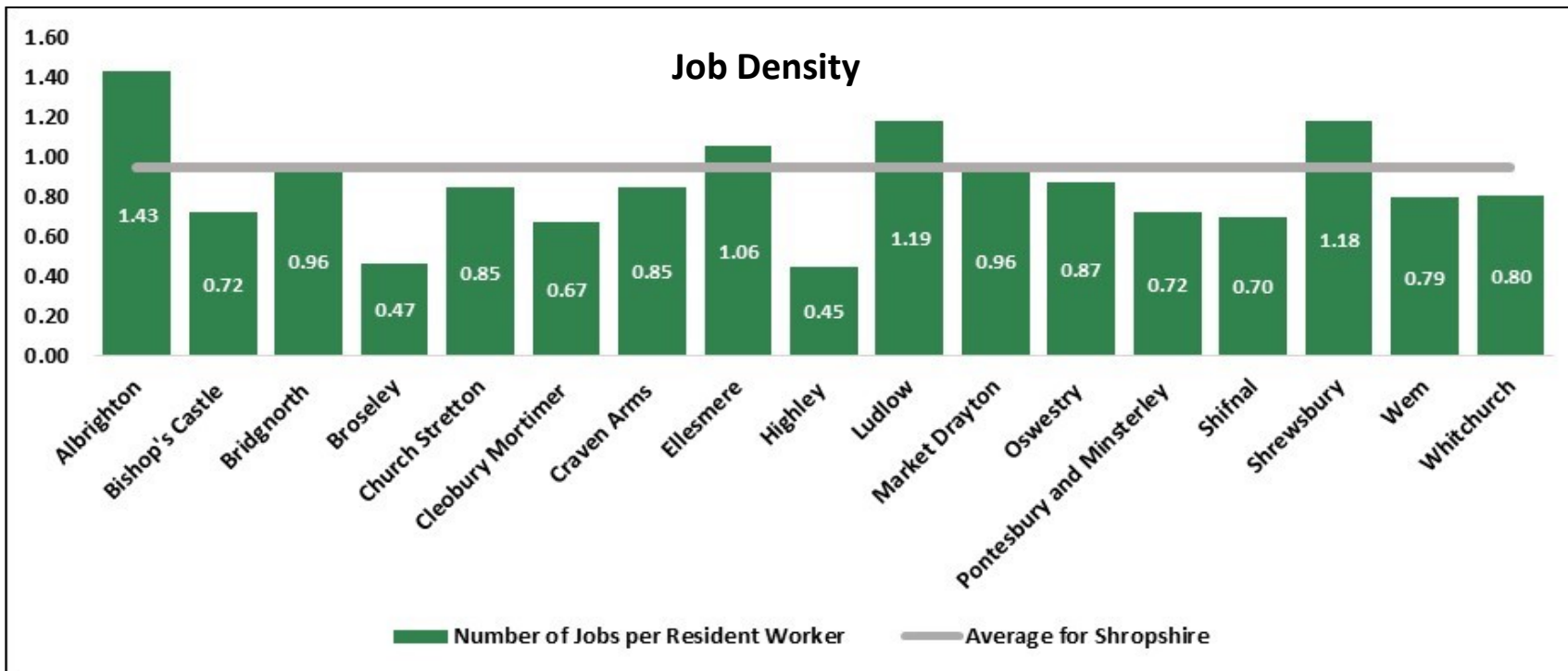
Source: 2011 Census



## Commuting Patterns

Highley (place plan area) supports a lower level of employment self-containment than the largest market towns in Shropshire. 37.2% of all Highley jobs are filled by Highley residents while 16.8% of working people who live in Highley also work there, which gives an overall level of self-containment of 23.1%. The differential between the number of resident workers and the number of jobs is relatively substantial therefore, with net out-commuting across the Highley place plan border standing at 1,694. This equates with 2,566 people living in Highley but working elsewhere and 872 people working in Highley but living elsewhere.

Job density in Highley is lower than in any other Shropshire market town, with 0.45 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 Highley, the rest of Shropshire is the main source of workers for Highley jobs. Small numbers commute in from Wyre Forest and Telford and Wrekin. Likewise, a significant proportion of Highley resident workers who are not employed in Highley work elsewhere in Shropshire, although significant numbers also commute out to Telford & Wrekin, Wyre Forest, Wolverhampton, Dudley and Birmingham.

| Main Origins of Highley Workforce | Number | %     |
|-----------------------------------|--------|-------|
| Highley                           | 517    | 37.2% |
| Rest of Shropshire                | 450    | 32.4% |
| Wyre Forest                       | 142    | 10.2% |
| Telford and Wrekin                | 43     | 3.1%  |
| Other                             | 237    | 17.1% |

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 Highley Resident Workers | Number | %     |
|--|--------|-------|
| Highley  | 517    | 16.8% |
| Rest of Shropshire                             | 1,111  | 36.0% |
| Telford and Wrekin                             | 324    | 10.5% |
| South Staffordshire                            | 45     | 1.5%  |
| Worcester                                      | 48     | 1.6%  |
| Wyre Forest                                    | 290    | 9.4%  |
| Birmingham                                     | 104    | 3.4%  |
| Dudley   | 139    | 4.5%  |
| Sandwell                                       | 76     | 2.5%  |
| Wolverhampton                                  | 134    | 4.3%  |
| Other  | 295    | 9.6%  |

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 21% or 358 households in Highley earn less than £15,000 per year. At the other end of the scale 7% of households had an income exceeding £80,000 per annum. Household income rates in Highley are lower than the Shropshire average.

## Retail Economy



Retail accounts for 8.9% of total employment in Highley, which ranks it the amongst the largest employment sector in the town. 0.3% of all retail employment across the whole of Shropshire is absorbed by Highley.

Highley High Street provides local shopping facilities with independent traders providing fresh produce, sundries and post office services. Whilst there are no large superstores within the area there are local convenience stores include the Co-Operative and Cost Cutter.



## Main Retail Area



## Tourism & Leisure

Approximately 100 people are employed in the tourism sector in Highley with twice as many employed in arts, entertainment, recreation and other services as there are in accommodation & food services. Tourism related employment accounts for 30% of the total Highley workforce which represents a higher share than for Shropshire as a whole (14.7%). 0.7% of total employment in the tourism sector in Shropshire is provided by Highley.

Highley attracts visitors from surrounding areas who are drawn to the riverside location for fishing, walks in the country park or to relax at local inns.

### Visitors Attractions

An ideal starting place for information on places to visit and things to do in Highley is

**Highley Library**, Severn Centre, Bridgnorth Road, Highley, WV16 6JG.

Places to see in Highley include:

**The Engine House Visitor & Education Centre**, Station Rd, Highley, Bridgnorth WV16 6NZ - <http://www.svr.co.uk/> part of the Severn Valley Steam Railway where you can see the reserve collection of full-size steam locomotives, the Engine House and learn about the history of railways.

**The Severn Valley Country Park**, Chapel Lane, Alveley, Bridgnorth WV15 6NG - <http://www.shropshiresgreatoutdoors.co.uk/site/severn-valley-country-park/> the 51 acres site is located either side of the River Severn with the visitor centre based in Alveley on the east of the Severn. Parking is available in Highley at Station Road, Highley, Bridgnorth, Shropshire, WV16 6NU. The park offers a number of walking trails, a café, visitor centre and organises a number of events throughout the year.



## Sports, Leisure & Culture

Highley 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://shropshire.gov.uk/libraries/community-directory/>

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

**Severn Leisure Centre**, Bridgnorth Road, Highley, WV16 6JG <http://haloleisure.org.uk/centres/shropshire/severn-centre> facilities include; a fitness-suite, heated open-air swimming pool, sports hall, bowling-green, multi-use games area, large conference/community hall and sports field.

**Highley Cricket Club**, Severn Centre, Bridgnorth Road, Highley, WV16 6JG.

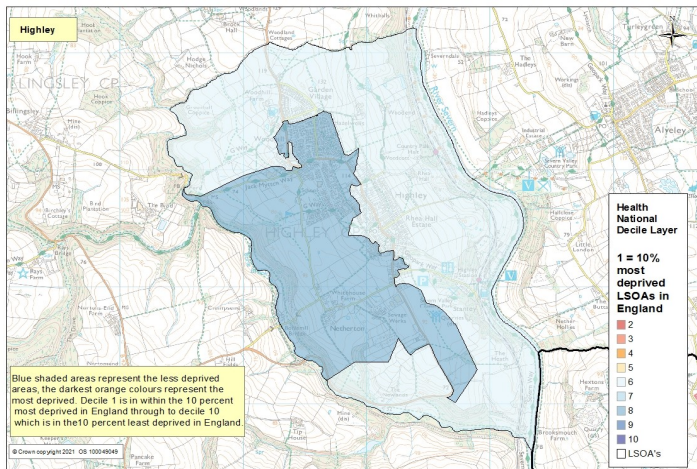
**Highley Golf Centre**, Netherton Lane Highley WV16 6ET – driving range and 9 hole course.

**Highley Miners Welfare Bowling Club**, Severn Centre, Bridgnorth Road, Highley, WV16 6JG – outdoor bowling green and indoor bowling during the winter.

**Highley Table Tennis Club**, Severn Centre, Bridgnorth Road, Highley, WV16 6JG.

# 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

In Highley one area falls into decile 6 or the 60% most deprived LLSOA's in England, and one area falls into decile 8, the 80% most deprived decile in England.

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

Of the **3,605** residents of Highley in the last census reporting on their health conditions:

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

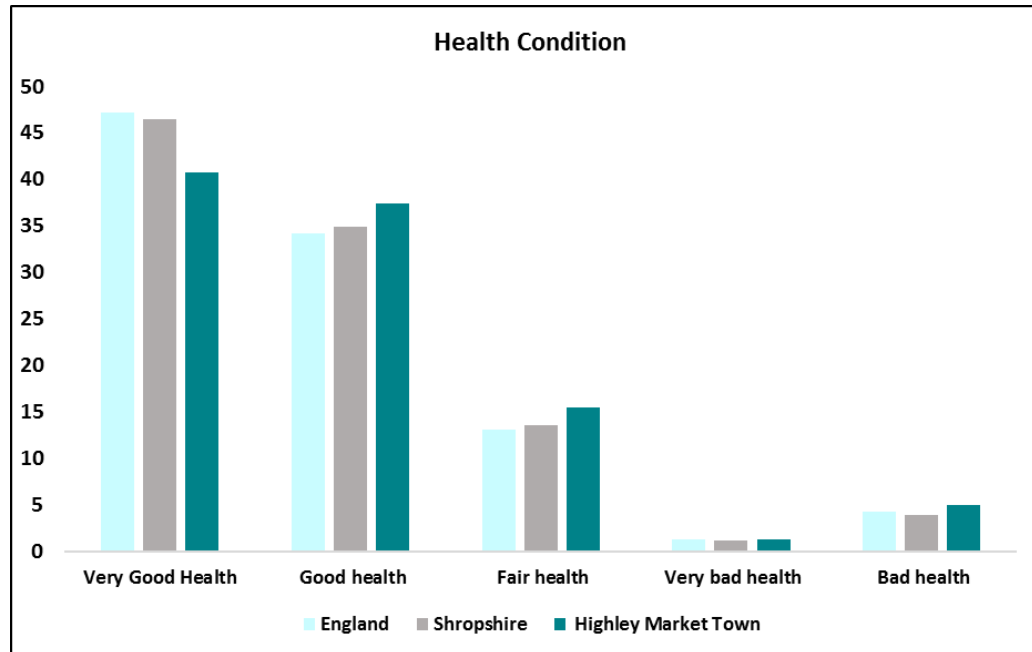
**384** reported that their day-to-day activities were limited a little

**2,868** 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 **9.8%** which is greater than the rate for Shropshire **8.4%** and England **8.3%**.

## Health Conditions

At the time of the 2011 Census, 78% of residents in Highley said that they felt they were in very good or good health. This was less than the Shropshire and England average of 81%. In contrast 5.0% of people said their health was bad and 1.3% said their health was very bad.



Source: 2011 Census

## Health Economy

Health accounts for only 1.7% of employment in Highley, which is very low compared with the Shropshire average of 14.7%.

| Area       | Provide unpaid care a week |                |            |
|------------|----------------------------|----------------|------------|
|            | 1 to 19 hours              | 20 to 49 hours | 50 + hours |
| Highley    | 6.6%                       | 1.6%           | 3.8%       |
| Shropshire | 7.5%                       | 1.3%           | 2.4%       |
| England    | 6.5%                       | 1.4%           | 2.4%       |

Source: 2011 Census

6.6% of people in Highley provided unpaid care for 1-19 hours per week, this was slightly higher than Shropshire as a whole. Highley also had slightly more people providing care for 50 or more hours per week 3.8% compared to 2.4% for Shropshire and England.

## Health Facilities

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

## Hospitals

**Accident & Emergency**, 11.8 miles to the nearest Accident and Emergency service provided at Russells Hall Hospital, Pensnett Road , Dudley, West Midlands, DY1 2HQ.

**Minor Injuries Unit**, 6.4 miles to the minor injuries unit at Northgate , Bridgnorth, Shropshire, WV16 4EU.

## Doctors

**Highley Medical Centre**, Bridgnorth Road, Highley , Bridgnorth, Shropshire, WV16 6HG

## Dentists

There are no dentists currently operating from Highley. The nearest available dentists are in Bewdley or Bridgnorth.

## Pharmacies

**Highley Pharmacy**, Beulah House, High Street , Highley, WV16 6LP - <http://www.highleypharmacy.co.uk>

## Residential Nursing Homes

The following care providers, residential and nursing homes are within or close to Highley 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 Highley town include:

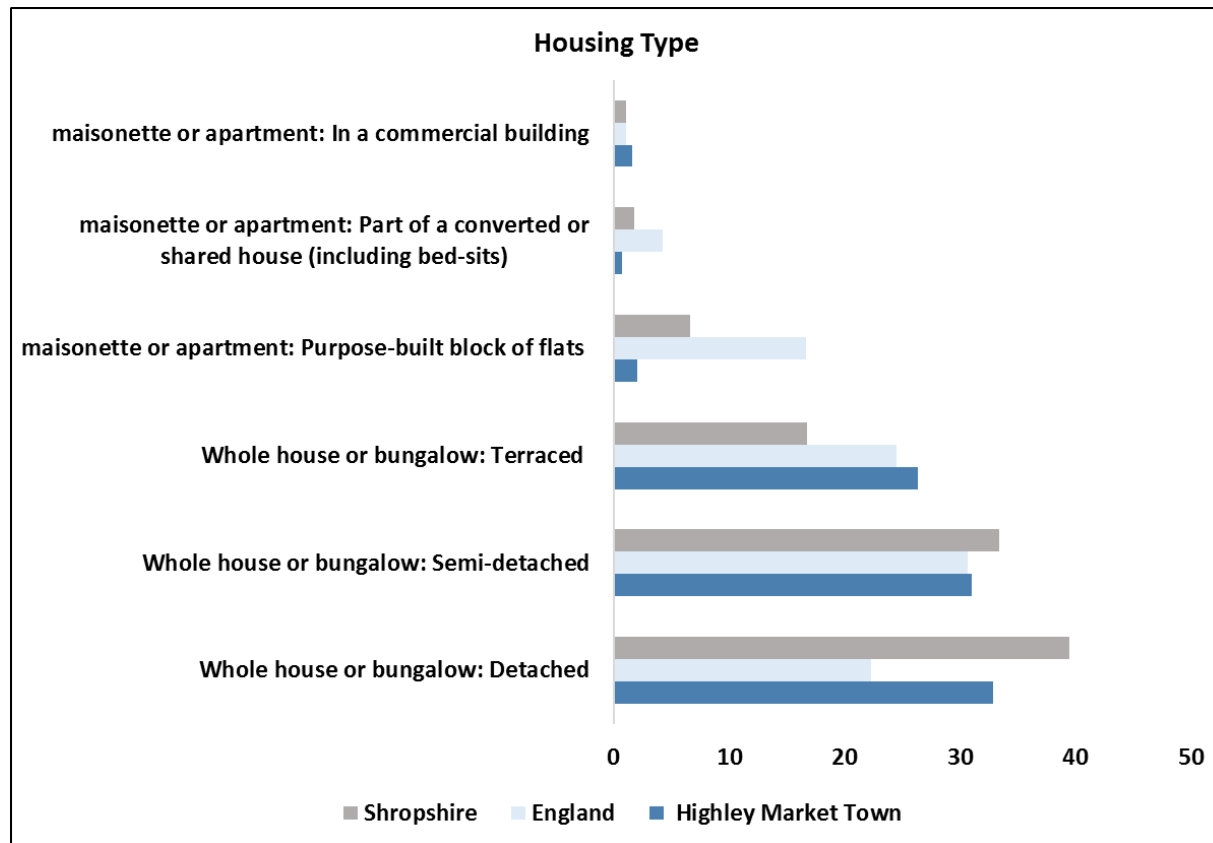
There are no care providers currently based in Highley. The nearest residential care home is in nearby Alverley.

**Bower Grange Residential Care Home**, Fenn Green, Alveley, Bridgnorth, WV15 6JA [http://www.oldfieldcare.co.uk/our\\_homes/homes\\_bower\\_grange\\_residential\\_home.aspx](http://www.oldfieldcare.co.uk/our_homes/homes_bower_grange_residential_home.aspx) - CQC Rating Good - Feb 2021.

# Housing

The largest housing type in Highley was detached (32.9%) compared to Shropshire as a whole (39.5%). There were fewer Semi-detached houses accounting for (31% ) of all houses, slightly less than Shropshire with (33.4%).

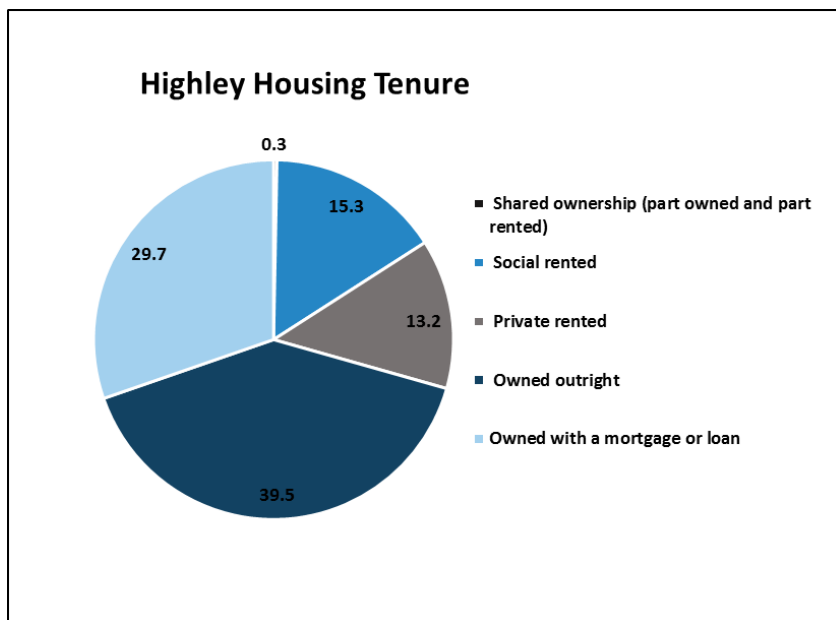
There were a greater number of terrace houses (26.4%) compared to Shropshire (16.8%). There were far fewer purpose built flats and apartments compared to Shropshire and national levels.



Source: 2011 Census

## Housing Composition

- 27.4% of households were One Person Households less than the Shropshire average (28.9%) and English average (30.2%).
- 6.8% of households were Lone Parent with dependent children more than the Shropshire average (5.2%) and lower than England (7.1%).
- 13.6% of households were One Person Pensioner aged 65 and over, less than the Shropshire average of (13.9%) and greater than England (12.4%).
- 14.3% of households were married couples with dependent children less than the Shropshire average of (15.3) and England (15.3).



Source: 2011 Census

In Highley, at the time of the 2011 Census, there were 1,583 households, 1,653 dwellings and 0 Communal Establishments housing people. The largest proportion (39.5%) of houses in Highley were owned outright, higher than the Shropshire figure of 39%. 15.3% of households were social rented housing, this was greater than for Shropshire as a whole (13.5%) and less than England (17.7%).

There were slightly less houses privately rented (13.2%) compared to 15% for Shropshire and 14% for England. In Highley there are 223 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                                |
| 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                                |
| <b>Highley</b>               | <b>51</b>    | <b>£28,869</b>                | <b>£172,000</b>    | <b>6.0</b>                 | <b>£16,716</b>                        | <b>£151,875</b>            | <b>9.1</b>                         |
| 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 Highley a household with a median household income of (£28,869) would need 6.0 times this income to afford a median priced house (£172,000) 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. This includes a vision for Highley.

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 2006-2026.

Consultations on the Local Plan Review Preferred Scale and Distribution of Growth for the period to 2036 was 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 | 2026-32 |
| Highley Rhea Hall   | 17        | 17                |                         |         |         |         |         |         |         |         |         |         |
| Windfall Sites      | 69        | N/A               | N/A                     | N/A     | N/A     | N/A     | N/A     | N/A     | N/A     | N/A     | N/A     | N/A     |

## Proposed Development Sites



## 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                                      |
| Broseley          | 547                             | 34                               | 4                                       |
| Church Stretton   | 389                             | 33                               | 9                                       |
| Cleobury Mortimer | 373                             | 37                               | 6                                       |
| Craven Arms       | 299                             | 45                               | 22                                      |
| Ellesmere         | 495                             | 57                               | 43                                      |
| <b>Highley</b>    | <b>384</b>                      | <b>43</b>                        | <b>10</b>                               |
| 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>                              |

Highley provides educational facilities for pupils which are mainly drawn from the Highley Town area but the primary school also attracts a small number of pupils from the surrounding areas.

The Parish council area has a primary school with secondary provision in nearby Bridgnorth.

The percentage of children living in the town parish area who are eligible for free school meals is 11.2%. This is slightly higher than the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 2.6%. 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. A number of primary pupils attend school in neighbouring Bridgnorth or Kinlet.

## Primary Schools

**Highley Community Primary School**, Grasmere Drive, Bridgnorth, WV16 6EH

Net capacity of 287 with an approved annual admission of 41 pupils. The school has 215 pupils on roll (Jan 2017).

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 31.2%, higher than the national average of 24.7%.

The percentage of pupils whose first language is not English is 2.8% lower than the national average of 20.5%.

Ofsted Rating: Good – Oct 2013.

## Secondary Schools

Nearest secondary school within Shropshire is (6 miles)

**Oldbury Wells Secondary School**, Oldbury Wells, Bridgnorth WV16 5JD - <http://www.oldburywells.co.uk> – school capacity 1021 with 811 pupils on roll.

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 19.3%, higher than the national average of 29.1%.

The percentage of pupils whose first language is not English is 2.3% lower than the national average of 15.7%.

Ofsted Rating: Good – June 2013

Wolverley Secondary School in Bewdley is also 6 miles from Highley and falls within Worcestershire Education Authority.

## Further Education College

There are no college facilities within Highley Parish however facilities are available in Kidderminster.

**Kidderminster College**, Market St, Kidderminster DY10 1AB (12 miles) <http://kidderminster.ac.uk/>

## Transport and Infrastructure

Highley is situated on the B4555 which follows the path of the River Severn. Bridgnorth is situated 8 miles north of Highley centre where A roads offer access to Shrewsbury, Telford and Wolverhampton. Taking the B4555 south towards Bewdley (8 miles) provides A road access west to Ludlow and east to Kidderminster.

Whilst there is no mainline railway access in Highley the Severn Valley Steam Railway does provide regular services from its Highley station to Kidderminster, which then provides access to national rail services.

### Airports

The nearest main international airports to Highley are

**Birmingham Airport**, Marston Green, Birmingham, B26 3QJ – 47 miles East of Highley .

**East Midlands Airport**, Castle Donington, Derby DE74 2SA - – 73 miles north east of Highley.

Light aircraft facilities are available at:

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

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

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

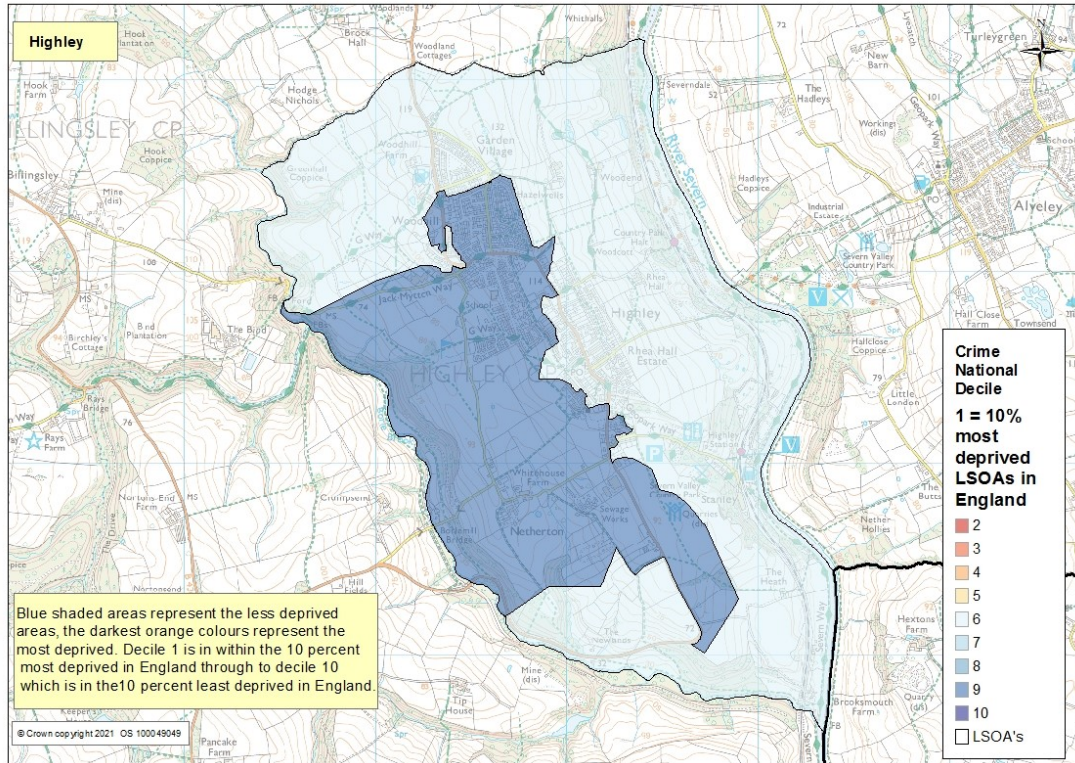
### Broadband

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 Highley have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. Just 18 premises (1.1% of the total) are expected to have speeds that fall below this threshold. All premises in Highley (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:

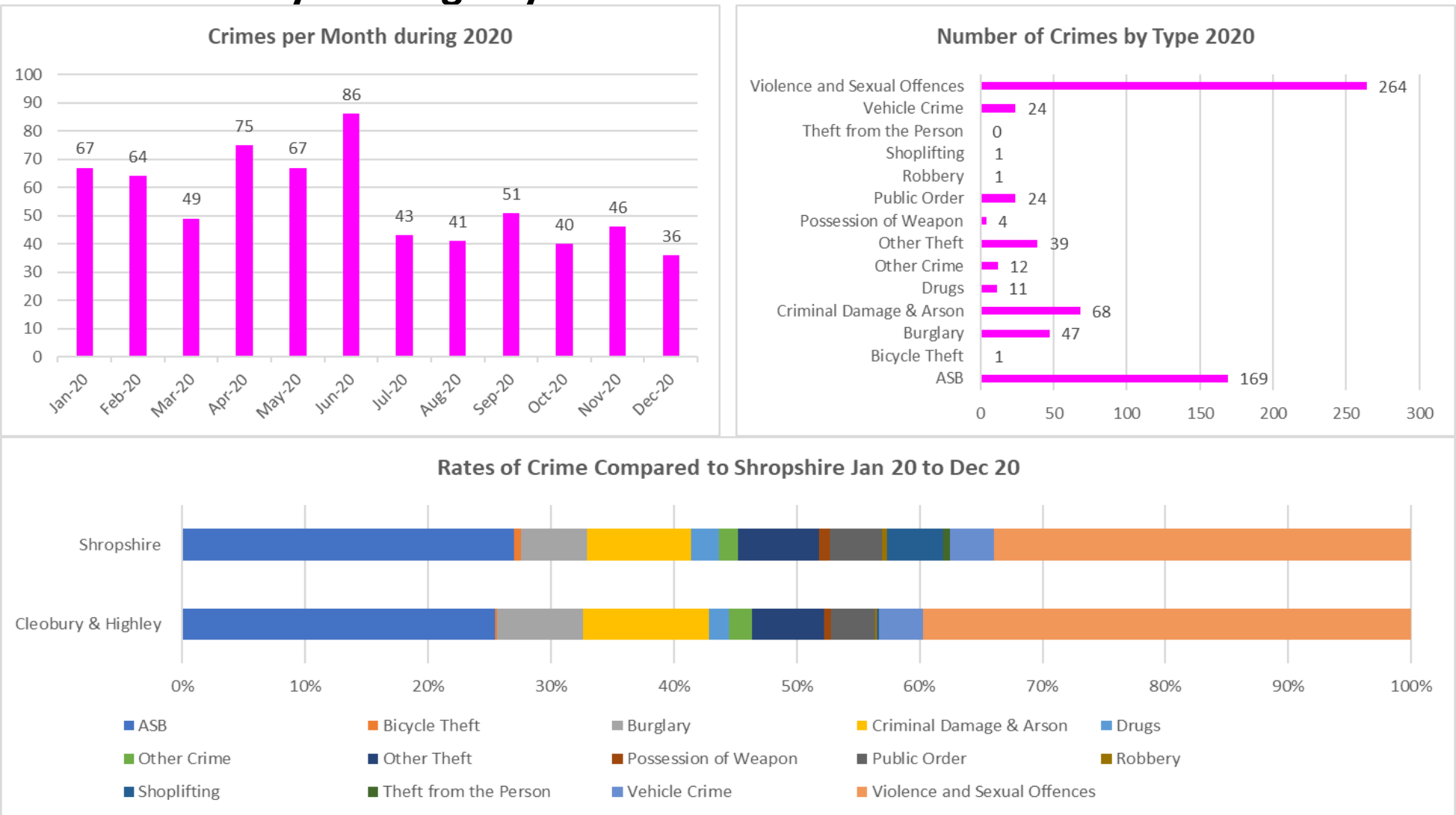
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

Crime levels are low in Highley All areas fall into the 6th and 9th most deprived deciles nationally.

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

# Crime-Cleobury and Highley

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. Data on this page covers the Cleobury and Highley policing area which also extends to Tenbury Wells and Neenton. 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**

### 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/>