



SHIFNAL MARKET TOWN PROFILE

Spring 2021



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Market Town Profile

Shifnal

Shifnal also once known as Idsall is thought to date back to the 7th Century. King Henry III granted a market charter for the town in the 13th Century. Transport links have played an important role in the development of the town. Shifnal was a key staging point for the London to Holyhead road and then the coming of the railways which provides a railway station for the town. Today, Shifnal is located near to the M54, the only motorway in Shropshire.

Shifnal's town centre retains a number of timber framed buildings some of which are featured in Charles Dickens novel The Old Curiosity Shop. Shifnal is the 7th most populated town in Shropshire. There has been significant housing construction in the town in recent years with the new housing developments. Shifnal has also seen a significant growth in employment.

Whilst Shropshire is often associated as a county bordering Wales, Shifnal is located in the east of the county and is closer to the West Midlands conurbation than Telford Town Centre.

Area Quick Statistics

5,948 hectares

3,316 households

9,400 people

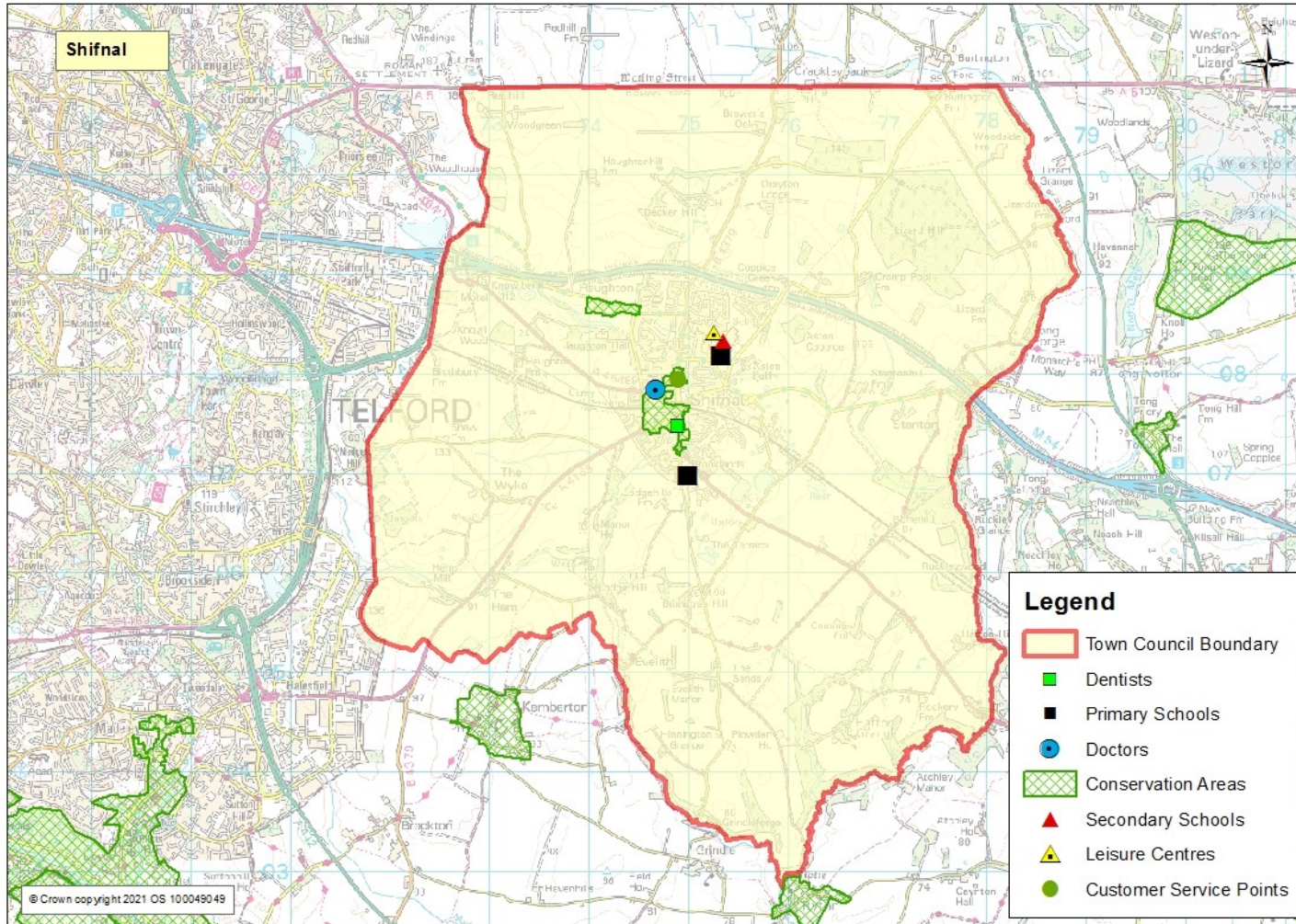
1.6 people per hectare

3,441 dwellings

43 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.

Town Council Area Key Assets



The information in this market town is predominantly focused on the town council area of Shifnal. 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 5 which cover Shifnal town council area.

Local Politics

Shifnal is represented by a local town council that is responsible for the management of a range of services including; allotments, cemetery maintenance, open spaces and public toilets. See the council website for full details of services.

<http://www.shifnaltowncouncil.gov.uk>

Shifnal Town Council area has 3 wards (Idsall Ward, Manor Ward and Rural Ward) these are represented by 15 members.

A mayor is elected each year – the mayor for 2020/21 is Mr Robert Harrop

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

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

Ward councillors are -

Shifnal North – Councillor Kevin Turley

Shifnal South and Cosford – Councillor Ed Bird

Member of Parliament

Shifnal is part of the Wrekin parliamentary ward which is represented by the Rt Hon Mark Pritchard MP <http://www.markpritchard.com/>

Community Assets

Public services which operate from the town.

Public Services

Shifnal Library, - Broadway, Shifnal TF11 8AZ <https://www.shropshire.gov.uk/libraries/find-a-library/shifnal-library/>

Shifnal Town Council, Council Offices, Library Building, Broadway, Shifnal TF11 8AZ - <http://www.shifnaltowncouncil.gov.uk>

Community Facilities

Shifnal Village Hall, Aston St, Shifnal, Shropshire TF11 8DW <http://shifnalvillagehall.co.uk/>

Main hall and other rooms available for hire. Bar and kitchen facilities are available. Offers a range of classes and events see the website for details.

Shifnal Fire Station Exhibition Centre, Shrewsbury Road, Shifnal. TF11 8AQ – <http://www.shifnaltowncouncil.gov.uk>

Managed by the town council the former station is now home to an exhibition about the town and has meeting rooms for hire.

Demographics

Local Government Re-organisation in April 1998 impacted on the boundary of Shifnal and Priorslee in Telford and Wrekin which may have impacted on the population of Shifnal Parish over time.

Shropshire Town and Parish	1981 Census	1991 Census	2001 Census	2011 Census
Shifnal	6,257	6,516	6,391	7,498

Source: Census data

Shifnal is the 7th largest town in Shropshire by population. The latest population of Shifnal is 7,900 (Mid Year Population Estimates, ONS, 2015) covering 5,948 hectares. Shifnal’s population density was 1.3 people per hectare, making it one of the least densely populated of all Shropshire Market Towns. Shifnal’s Population consists of 51% female and 49 % male. Shifnal’s Parish Council population has increased since 1981 from 6,257 to 7,498. This is an increase of just 19.8% in 30 years.

Population Forecast

Built up Area Geography Shifnal	Census Day 27th March 2011	2016	2026
Population	6,200	6,900	9,400
Dwellings	2,900	3,100	4,300
Households	2,800	3,100	4,200

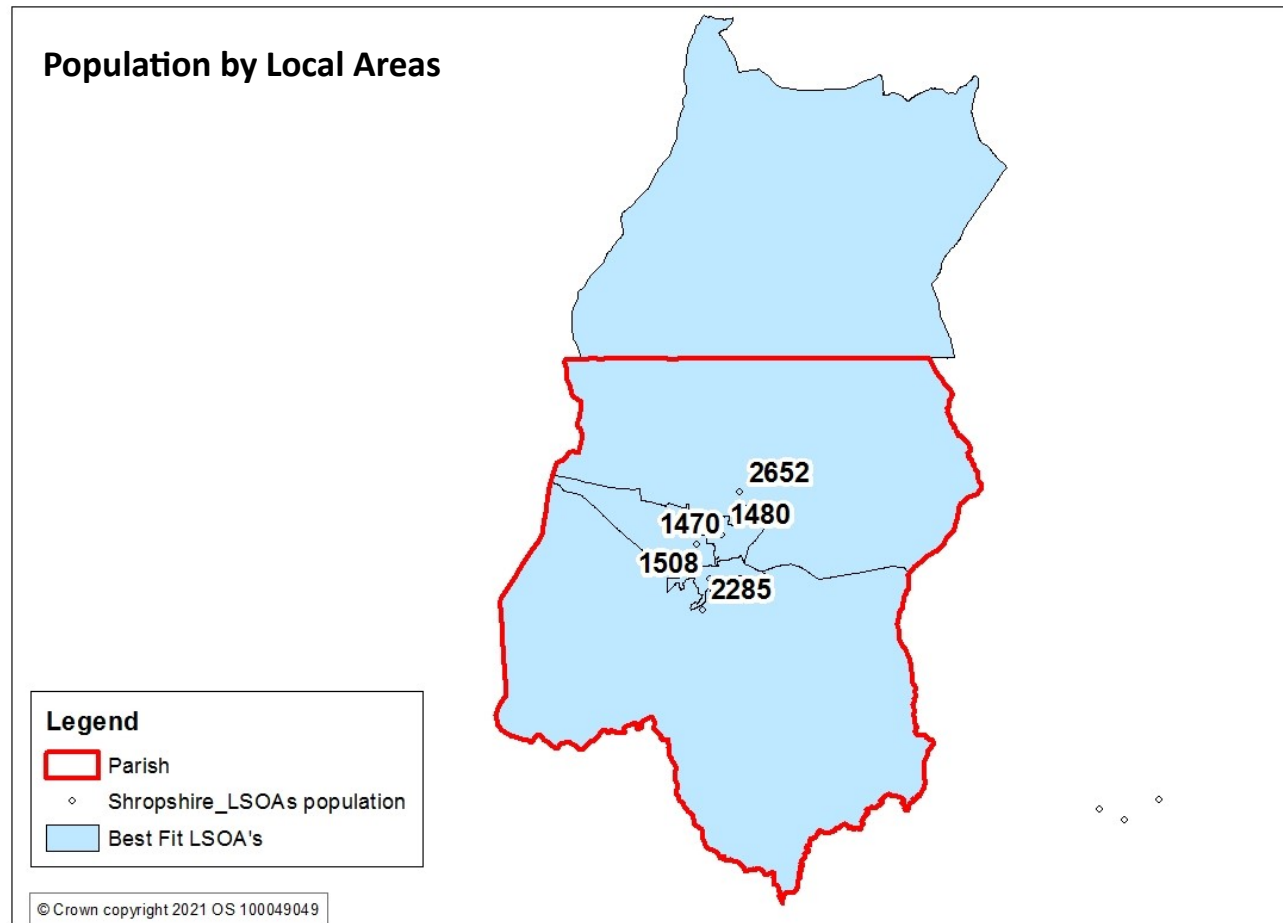
Note: the population, dwellings and household figures are based on different area than the Parish Council area. This area is smaller than the parish boundary and excludes the area north of Shifnal town centre. Population forecasts are based on developments of new housing.

The population of Shifnal area is forecast to rise from 6,200 in 2011 to 9,400 in 2026. This is a rise of 51% over this period. The largest part of this increase is expected between 2016 and 2026, where the population is forecast to rise by approx. 2,500 people or 36%. This is due to sites being released for the development of new housing.

The number of dwellings is also forecast to increase from 2,900 in 2011 to 4,300 in 2026. This is an increase of 48%. Similarly the largest part of this growth is forecast to happen between 2016 and 2026. The number of households are forecast to increase by 50% between 2011 and 2026, in a similar manner to dwellings.

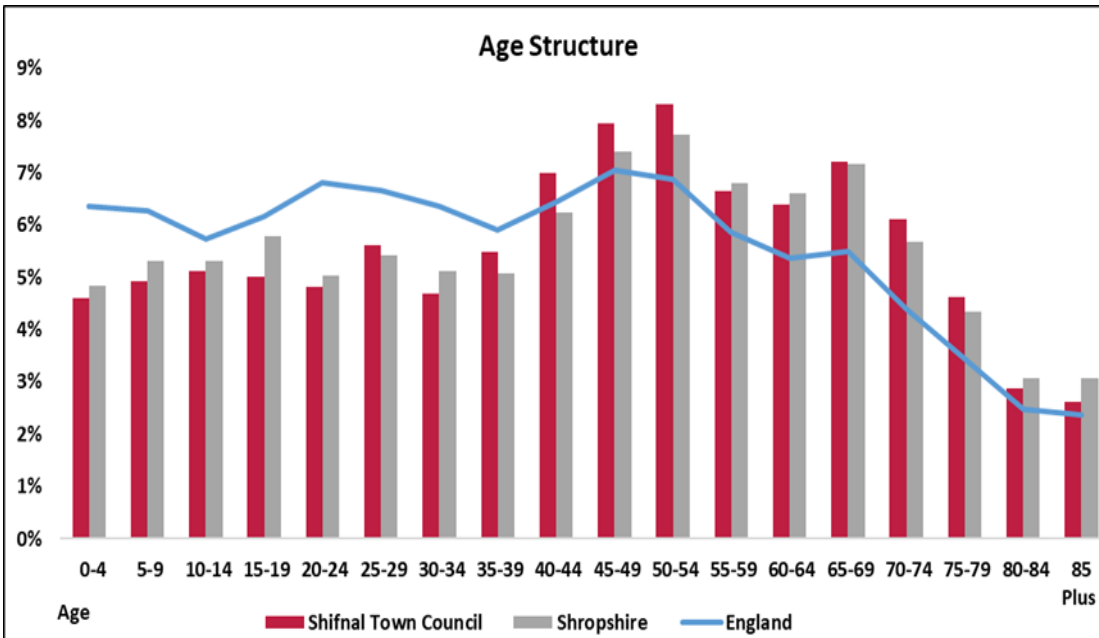
Population by Local Areas

The information in this market town is predominantly focussed on the town council area of Shifnal. 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 5 which cover most of the town council area.



Age Structure

Compared to Shropshire, Shifnal has a higher age profile, with the majority of age bands over 35 having a higher proportion than the Shropshire average. There are a greater number of people middle aged 40-54 compared to the English average. There is a lower proportion of young people and children under the age of 19 than the Shropshire and English average. Shifnal has slightly more older people aged 65 plus than the Shropshire and English average, with the exception of the 80-84 and 80 plus age group.



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

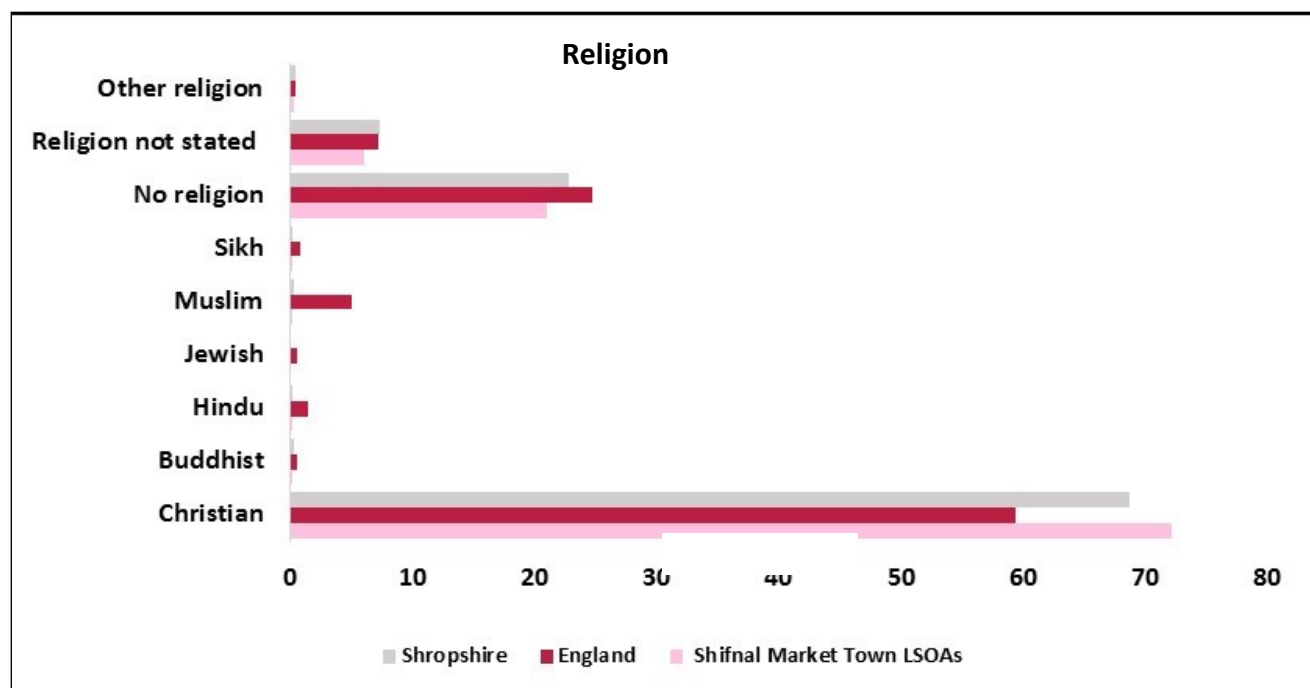
5,700 Shifnal residents are of traditional working age (16-64) which is the equivalent of 60.7 of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

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
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 Shifnal was 2.0% or 124 of the total population. At the time of the 2011 Census. The largest group was mixed/multiple ethnic groups at 0.8%. Ethnicity levels in Shifnal are similar to Shropshire but significantly lower than England.

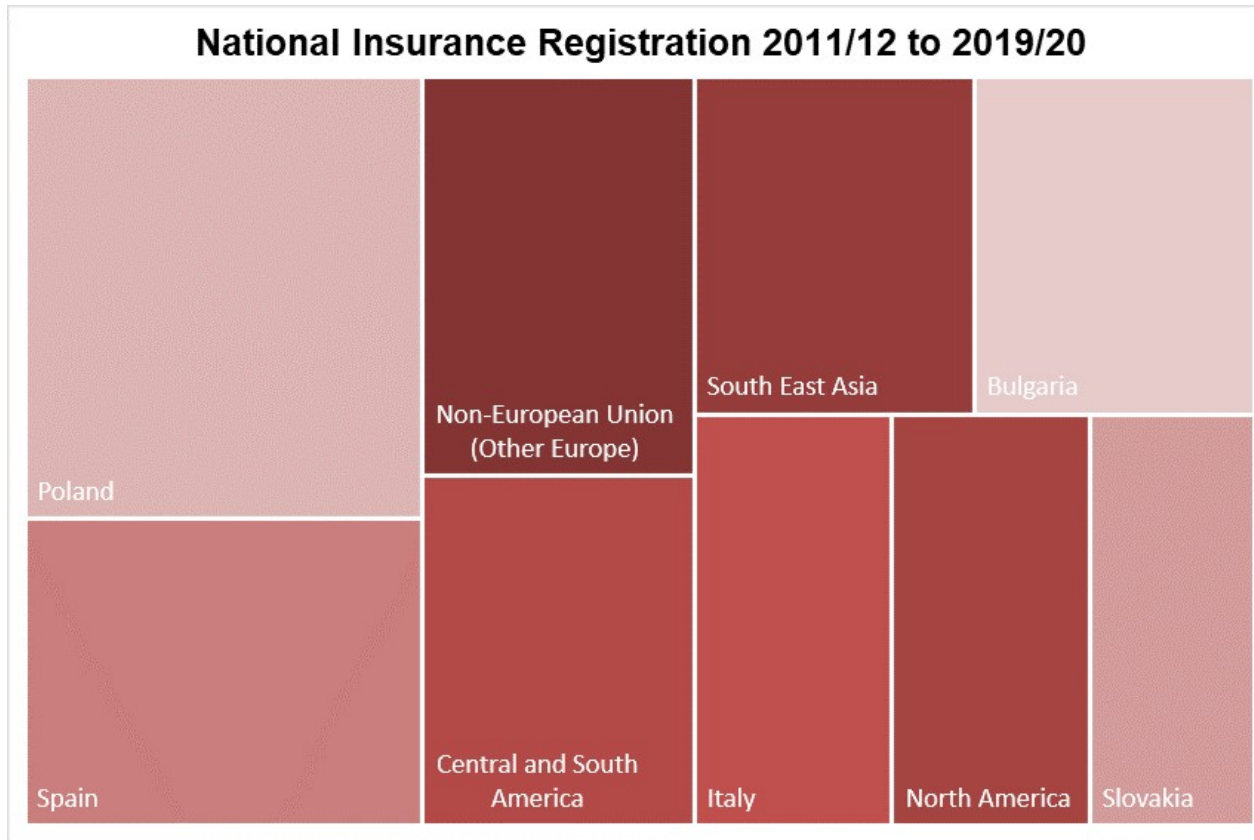
Area	White	White: British	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	Total BME
Shifnal	98.3%	96.6%	0.8%	0.7%	0.1%	0.0%	2.0%
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%



In 2011, 73% of the Shifnal population affiliated themselves with a religion. This percentage is marginally higher than for Shropshire or England where the figure was 69.9% and 68.1%. As is the case country-wide and nationally, the vast majority classified their religion as Christian (72.1% of the population or 98.8% expressing any religions affiliation). Other religions represented in Shifnal include Buddhism and Hinduism, however these are very low compared to England.

Source: 2011 Census

Ethnicity



Source: Department for Work and Pensions - Stat-Xplore

The number of National Insurance registrations provided to adult overseas nationals entering the UK within the Shifnal area is low in comparison to larger market towns in Shropshire. The majority of NI registrations during this period have been in small numbers from a range of countries. In total the number of overseas NI registrations from 2011/12 to 2019/20 in Shifnal was 68 which includes 13 Polish and 9 Spanish 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 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.

Ethnicity and Religion

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

St Andrew's Church, 11a Manor Cl, Shifnal TF11 9AJ <http://www.standrewschurchshifnal.org.uk/>

St Andrew's dates back to the 12th Century, although people have worshipped on this site for well over a thousand years. As a Centre of Christianity, St Andrew's was originally a Minster Church with a college of Priests serving the area. Amongst many architectural and historical features of the Church are -

A double chancel arch - Norman and 13th century,

A 13th century porch with Priest's room above,

A 14th century Lady Chapel,

19th century floor and wall tiles from Coalbrookdale.

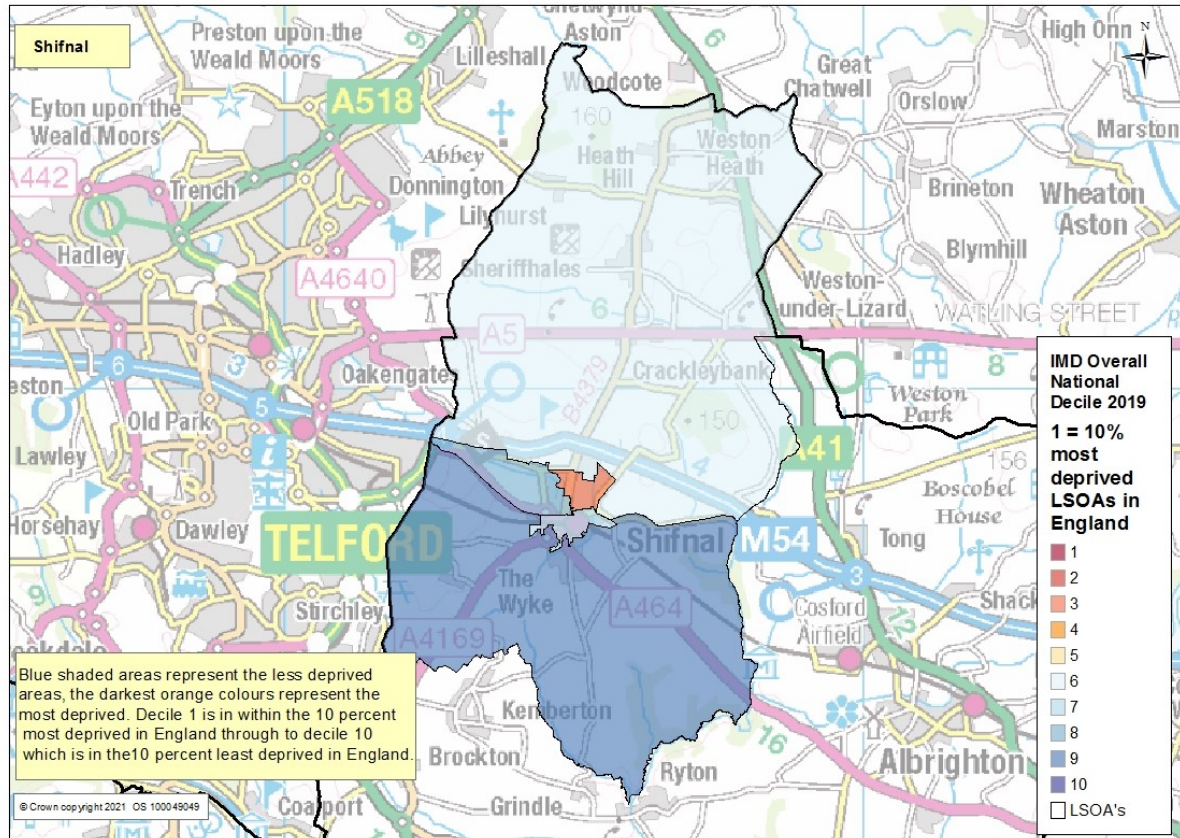
St Mary's Roman Catholic Church, 2 Church Meadow, Shifnal TF11 9AD

Lord Stafford built the existing building in 1860 as a week day school and week-end Church. The school closed around 1917, and has been used exclusively as a Church since then. The Church and house remained under the patronage of Lord Stafford until 1960 when it was officially given to the Diocese of Shrewsbury.

Trinity Methodist Church, 13B Victoria Rd, Shifnal TF11 8AF <https://www.trinitytrumpet.co.uk/>

The first Methodist meetings in Shifnal are thought to have started in the 1790's. The first premises was registered in 1816. As Methodism grew a new church was built and opened in 1880.

Multiple Deprivation



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

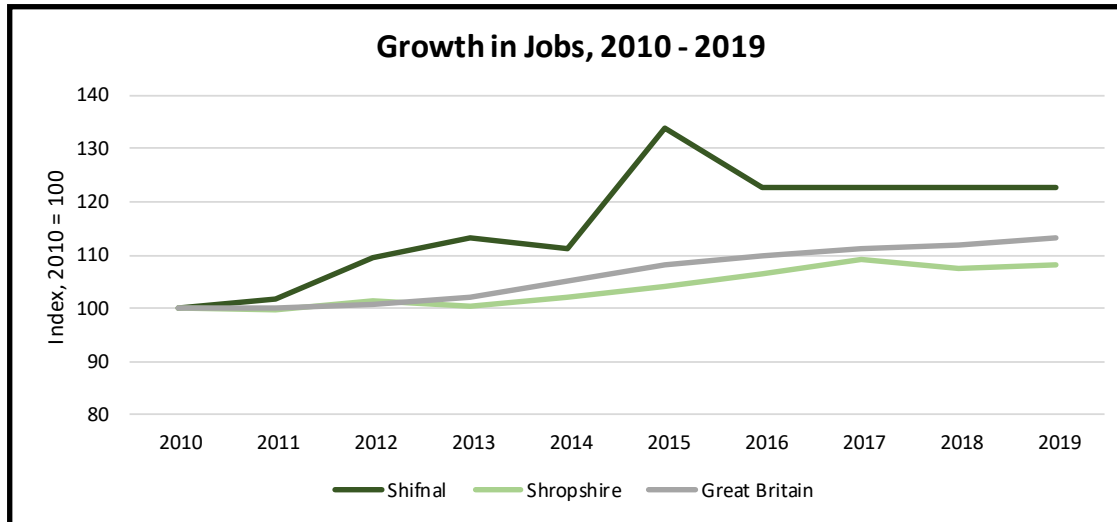
There is one area in Shifnal which falls into the 30% most deprived nationally, this area is within Shifnal North division.

Other parts of Shifnal are amongst the least deprived nationally and fall into the 9th, 8th, 7th and deciles.

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

Economy

Shifnal is the seventh largest employment centre in Shropshire and supports a higher number of jobs than any Shropshire town outside the six largest settlements. It is a key location of businesses and jobs in the east of the county. 442 businesses have registered offices in Shifnal (Source: FAME (Bureau van Dijk), February 2021) which is about 2% of the Shropshire total and approximately 2,800 people are employed in the town (also 2.2% of the Shropshire total).



Over the last nine years, Shifnal has been a key location for employment growth in Shropshire, with the number of jobs rising by an average of 50-60 a year or by 500 in total. This is the equivalent of growth of 22.8% over the five year period. In comparison, the number of jobs in Shropshire rose by 8.3% between 2010 and 2019, while national growth stood at 13.2%. Growth in Shifnal has, however, slowed since 2015.

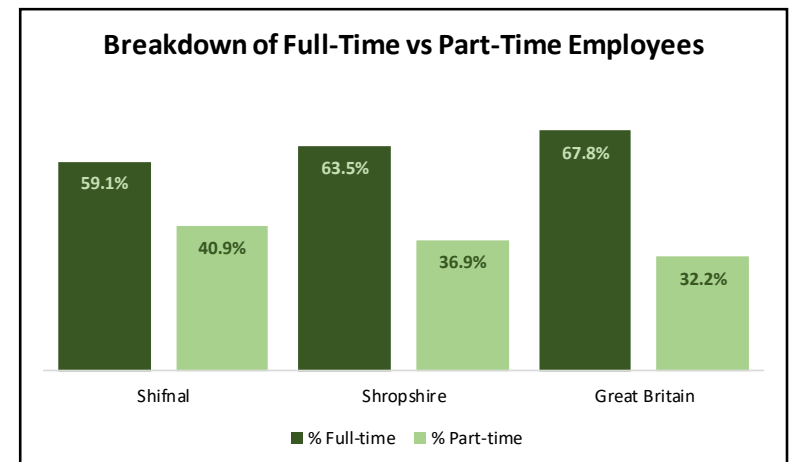
In Shifnal, BRES records no business proprietors/sole traders based in the town.

Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally. In Shifnal, the percentage of jobs which are part-time stood at 41% in 2019, which compares with 37% for Shropshire and 32% for Great Britain.

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

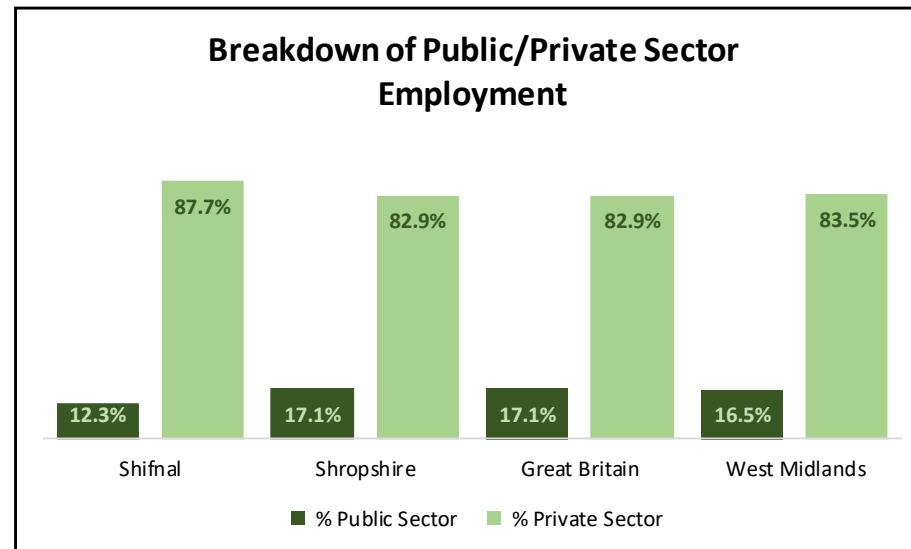
Note: Numbers may not add up due to rounding



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 Shifnal, public sector jobs account for just over a tenth of all employment, notably less than the Shropshire average. Public sector employment has risen in the town since 2015 (+39.5%) while the number of private sector jobs has fallen by -13.2%.



Employment Sectors

The four largest employment sectors in Shifnal are the arts, entertainment & recreation, accommodation & food services, construction and education. Together these account for 60.2% of employment within the town. Arts and entertainment is an especially important employment sector, providing 17.2% of jobs compared with just 4.8% in Shropshire. Construction also has a much higher representation in Shifnal than it does county-wide, accounting for 10.5% of employment (6.0% in Shropshire). 14.3% of Shifnal jobs are in education (8.3% in Shropshire), with accommodation & food services supplying employment for 18.2% (9.9% in Shropshire). Other sectors accounting for more than 5% of jobs include retail, professional, scientific & technical as well as health.

INFORMATION, INTELLIGENCE & INSIGHT TEAM

Employment Sector	Shifnal	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	1.1%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	2.9%	1.3%	1.3%	1.3%
Manufacturing	2.7%	9.9%	11.6%	8.0%
Construction	10.5%	6.0%	4.4%	4.9%
Motor trades	1.5%	3.0%	2.5%	1.9%
Wholesale	1.5%	4.4%	4.9%	3.9%
Retail	5.4%	9.5%	8.5%	9.2%
Transport & Storage	1.5%	3.8%	6.0%	4.9%
Accommodation and Food Services	18.2%	9.9%	7.3%	7.6%
Information & communication	1.7%	2.0%	2.6%	4.3%
Financial & insurance	1.0%	1.2%	2.4%	3.5%
Property	1.7%	1.9%	1.7%	1.7%
Professional, scientific & technical	6.5%	7.2%	6.4%	8.7%
Business Administration & Support	3.8%	4.8%	9.4%	8.8%
Public administration & defence	0.8%	4.0%	3.7%	4.4%
Education	14.3%	8.3%	8.8%	8.6%
Health	7.6%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	17.2%	4.8%	4.3%	4.5%

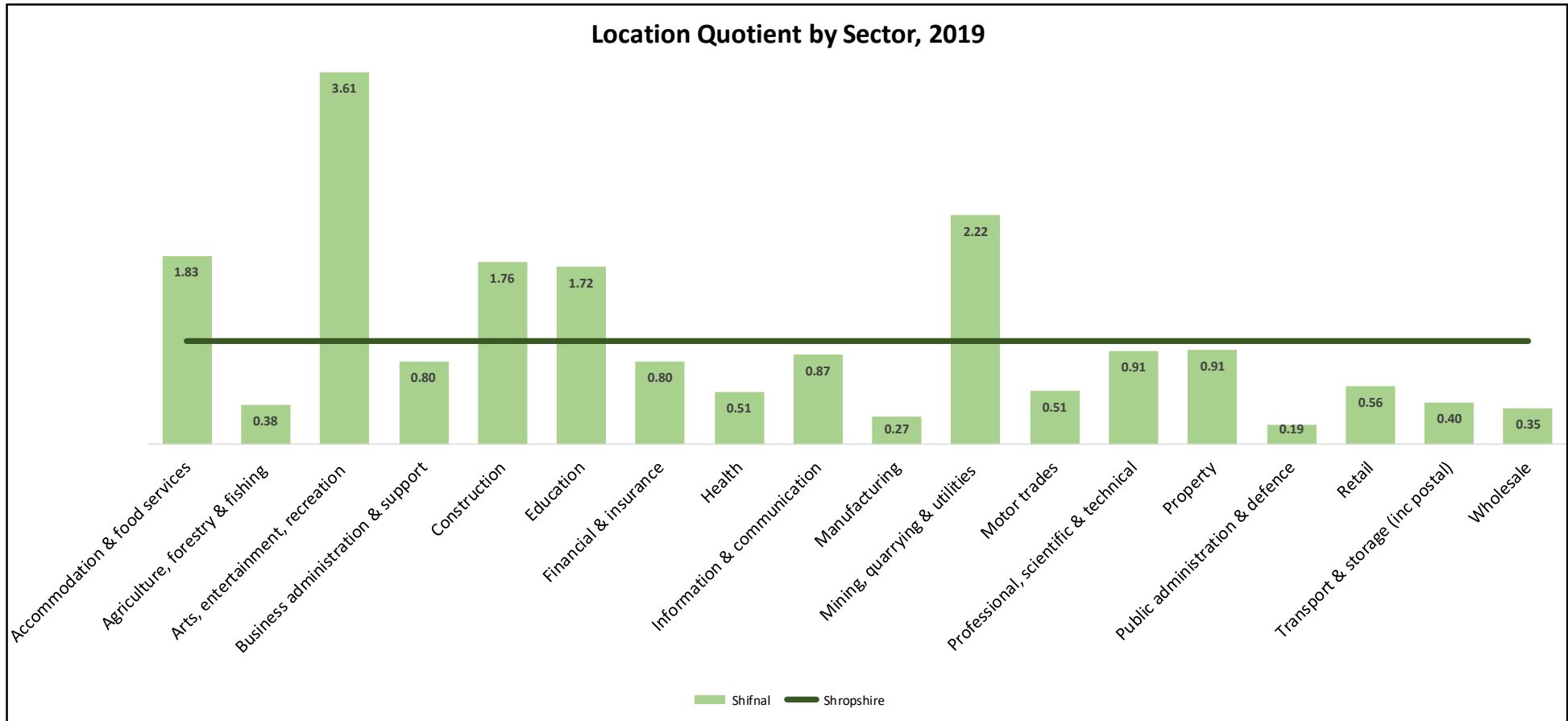
The adjacent table shows the breakdown of employment sectors in Shifnal alongside the comparable breakdowns for Shropshire, the West Midlands and for Great Britain.

It shows that agriculture, mining & quarrying, manufacturing, motor trades, wholesale, transport & storage, information & communication, finance & insurance, property, business administration & support and public administration and defence employ relatively few people in Shifnal (20.3% 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 Shifnal 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.

Analysis shows that accommodation & food services and arts, entertainment & recreation have particular significance to the Shifnal economy, with construction, education and mining all over-represented as well. Manufacturing, health, retail, wholesale and transport & storage are all 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

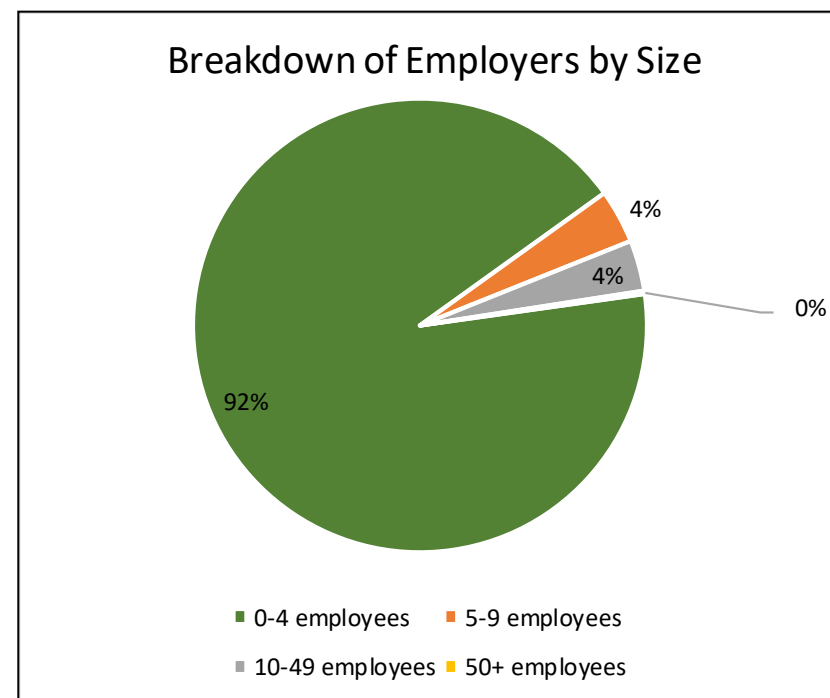
The following organisations are identified by the business directory FAME as being the largest employers in Shifnal. This suggests that there is only one employer with a workforce of 100 or more and just two more who employ at least 30.

Employers	Number of	Turnover (£'000s)
Isdall School	145	7,405
Craft & Jam Venues	40	n.a
Aston Tap House	35	n.a
Albert's Shed Southwater	30	n.a
Robert Harrop Designs	27	n.a
Kaleidoscope Child care Ltd	25	n.a
Quest 88 Ltd	21	n.a
Smoke & Taphouse Ltd	21	n.a

Source: FAME (Bureau Van Dijk), February 2021

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

More than nine out of 10 businesses in Shifnal employ less than 5 people, with an additional 4% employing between 5 and 9. This means that less than 5% have a workforce of 20 or more.



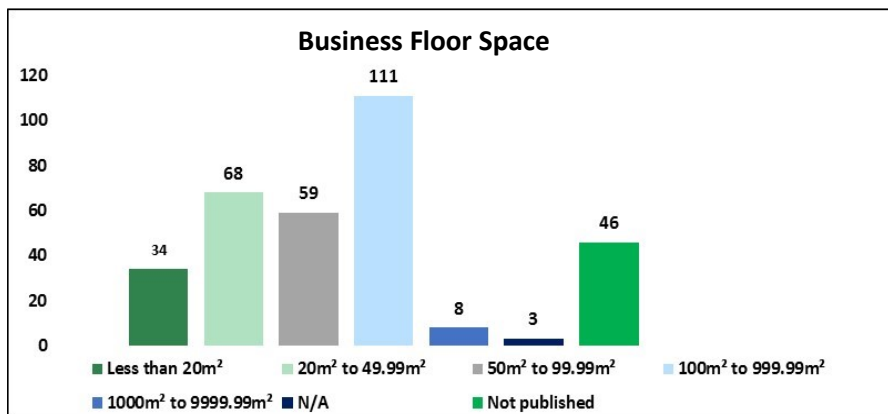
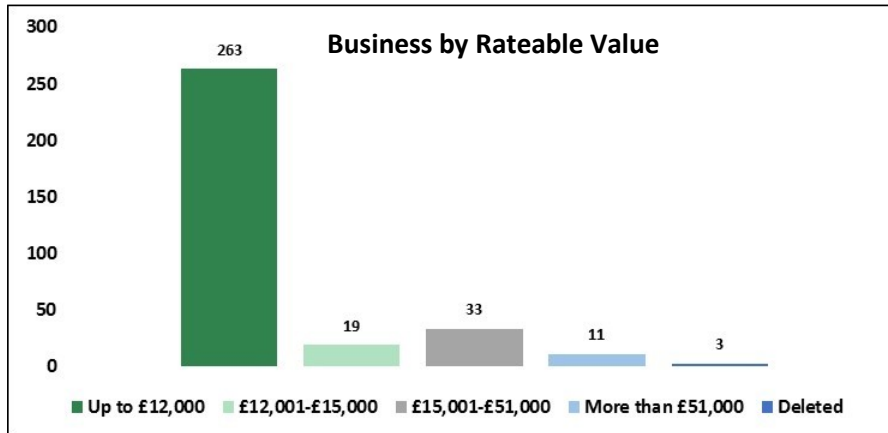
Note: 0-4 employee category includes all companies where employment levels are unknown.

Business Rates

329 establishments have a rateable value in Shifnal and the combined rateable value of these organisations is £4.1 million. This is the equivalent of 1.8% of the total rateable value of all businesses in Shropshire.

263 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 11 (3.3%) have a rateable value of more than £51,000.

161 businesses have a floor space of less than 100m², while just 8 have floor space of more than 1,000m². The largest organisation covers more than 4,200m².



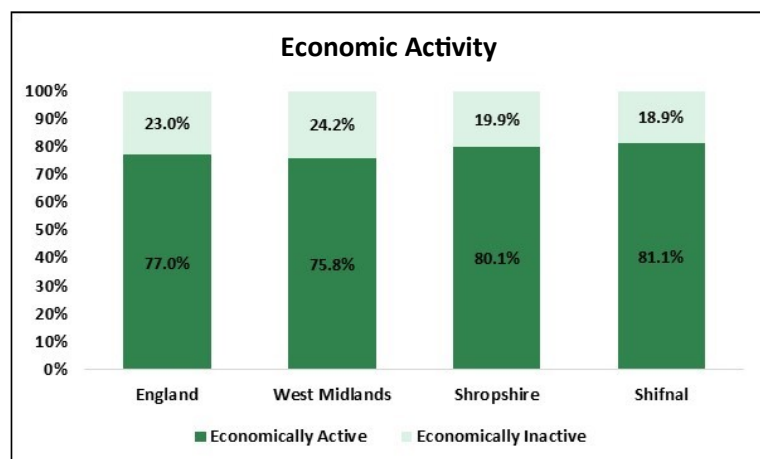
Source: Valuation Office Agency

Count of Classification	Shifnal
Commercial	244
Education Training and Culture	6
Industrial	49
Leisure	7
Miscellaneous	20
Utilities	3
Total	329

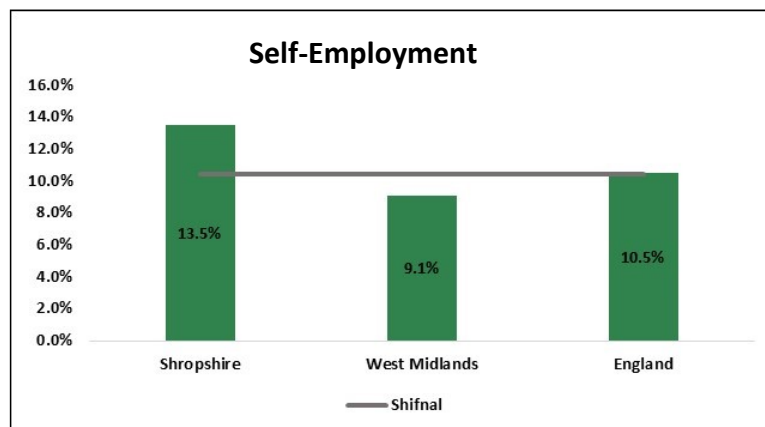
The majority of organisations on the Shifnal business rates list are classed as commercial—primarily retail outlets and offices. These account for 74.2% of the total. Industrial is the second largest classification, accounting for 14.9% of the total.

Economic Activity

The status of Shifnal residents aged 16-64 at the time of the 2011 Census showed 81.1% of residents were economically active, which includes people who are both employed and actively seeking employment. This is slightly higher than the Shropshire figure of 80.1%. Economic activity rates in Shifnal (and Shropshire) compare favourably with those in England (77%) and the West Midlands (75.8%).



Source: 2011 Census



Of those who were economically active, 76.9% were in employment while 3.3% were unemployed. This compares with 75.8% and 4.3% for Shropshire as a whole and with 71.2% and 5.8% for England. At the time of the Census, therefore, unemployment was a slightly lesser issue in Shifnal not just in relation to Shropshire but also compared with the national average.

Of the 3,633 Shifnal residents in employment, the majority are employees (86.4%) while the remainder are self-employed. 71% of employees work full-time compared with 73% of the self-employed.

Employment Breakdown	Shifnal
In Employment Total	3,633
Of which Employee: Total	3,140
Of which Employee: Part-time	814
Of which Employee: Full-time	2,326
Of which Self-employed: Total	493
Of which Self-employed: Part-time	156
Of which Self-employed: Full-time	337

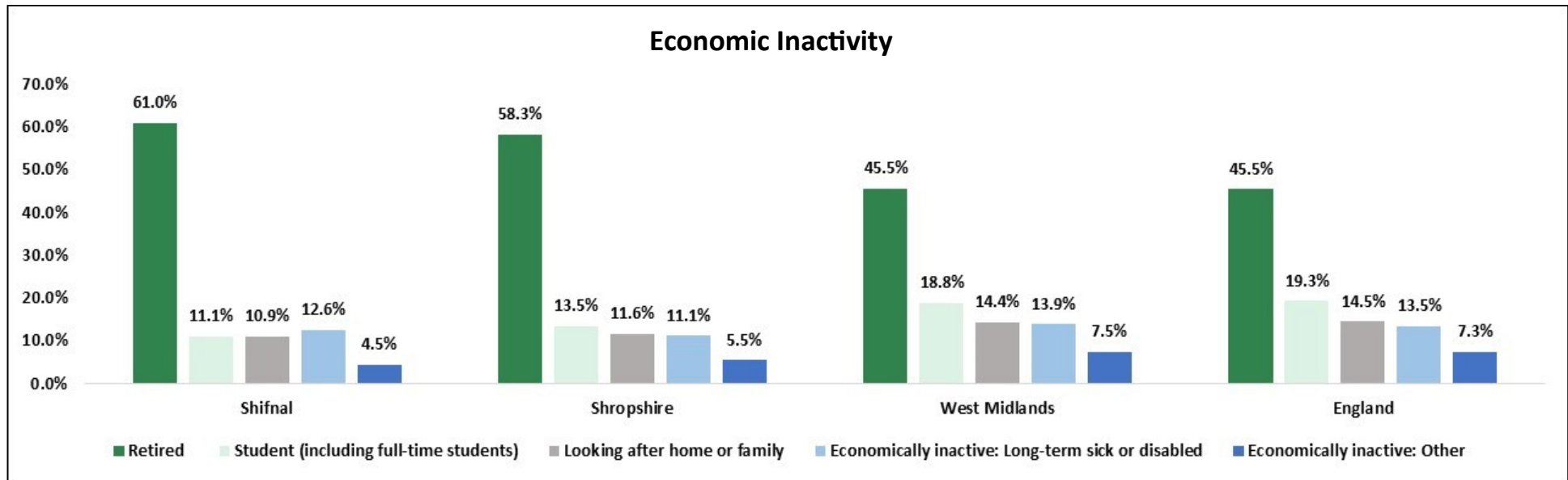
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the county's market towns, especially the main employment centres. In Shifnal, the rate of self-employment is broadly similar to the national average and as such notably lower than for Shropshire as a whole but ahead of the West Midlands.

Economic Inactivity

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

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

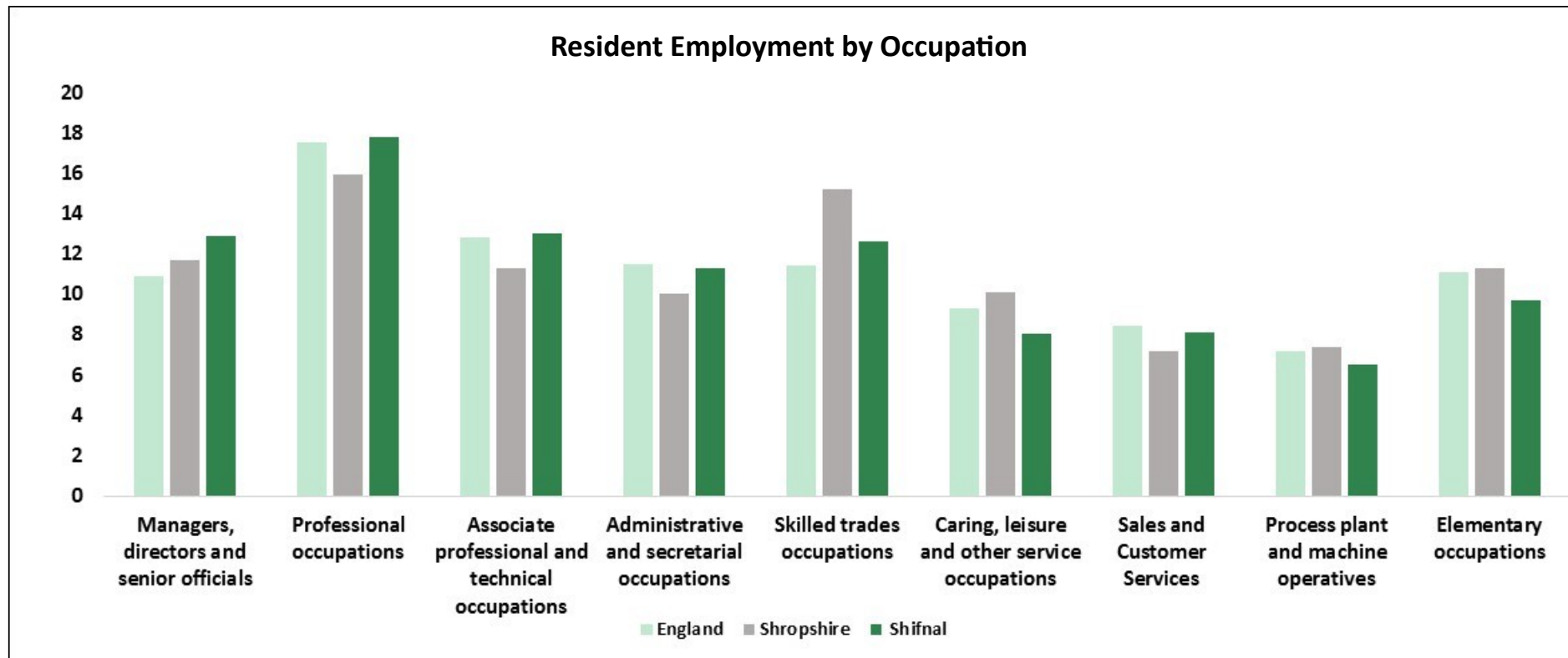
It is apparent that a higher proportion of economically inactive Shifnal residents are inactive because they are retired than is the case across Shropshire and significantly more are retired compared with the West Midlands and England. Compared with Shropshire, a slightly lower proportion are students or looking after a home or family.



Source: 2011 Census

Employment by Occupation

Shifnal supports relatively high numbers working in the Standard Occupational Classifications (SOC) groups 1 to 3, the professions, with 43.7% 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. 12.9% work as managers, 17.8% in professional occupations and 13.0% in associate professional occupations. Fewer people are employed in lower level occupations, including elementary occupations (9.7% compared with 11.3% for Shropshire) and process, plant and machine operatives (6.5% compared with 7.4% for Shropshire). Fewer Shifnal residents work in skilled trades occupations or in caring, leisure. Slightly more work in sales and customer service or as administrative and secretarial workers.



Source: 2011 Census

Qualifications

According to the Census 2011, 31.9% of residents had a level 4 qualification or above, more than the Shropshire average of 29.4%. In total 13.2% of people had no qualification. This is below the Shropshire average (14.0%)

Qualifications	Shifnal	Shropshire	England and Wales
Level 1	15.6	15.4	15.2
Level 2	18.6	19.4	17.2
Level 3	14.9	14.7	14.5
Level 4/5	31.9	29.4	29.7
Other qualifications	5.8	7.1	8.6
No qualifications	13.2	14.0	15.0

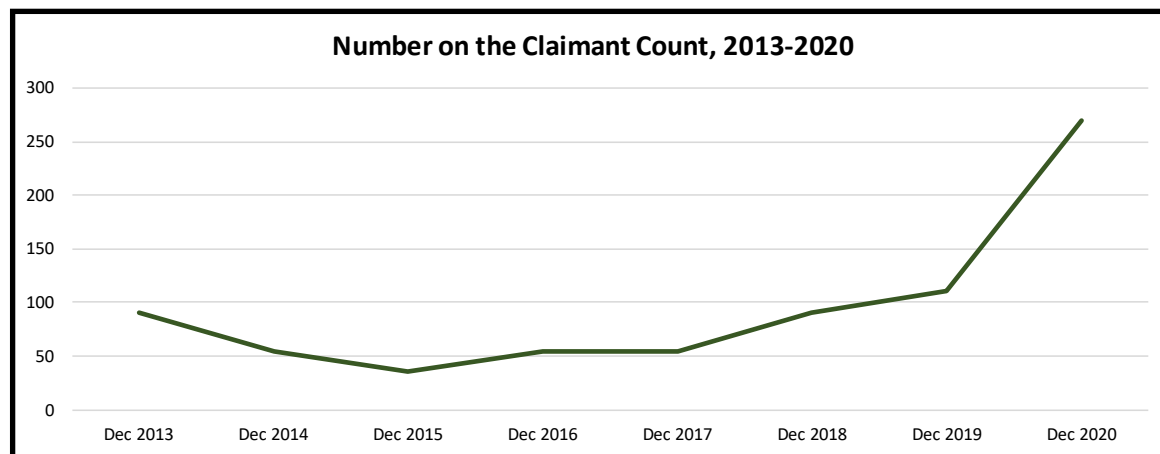
Source: 2011 Census, ONS, Highest Level of Qualification Population aged 16-64.

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 Shifnal 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 Shifnal 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)	630
Households on Universal Credit (Nov 20)	520

In December 2020, 270 Shifnal residents were on the claimant count, which is almost eight times higher than the 35 who were on the count in December 2015. The claimant rate in Shifnal (the percentage of the 16-64 population which is claiming) is slightly higher than the average for Shropshire (4.7% compared with 4.4%). However, the rate is lower than in Great Britain (6.2%) and the West Midlands (7.2%). Claimant numbers everywhere were elevated throughout 2020 due to the coronavirus pandemic.

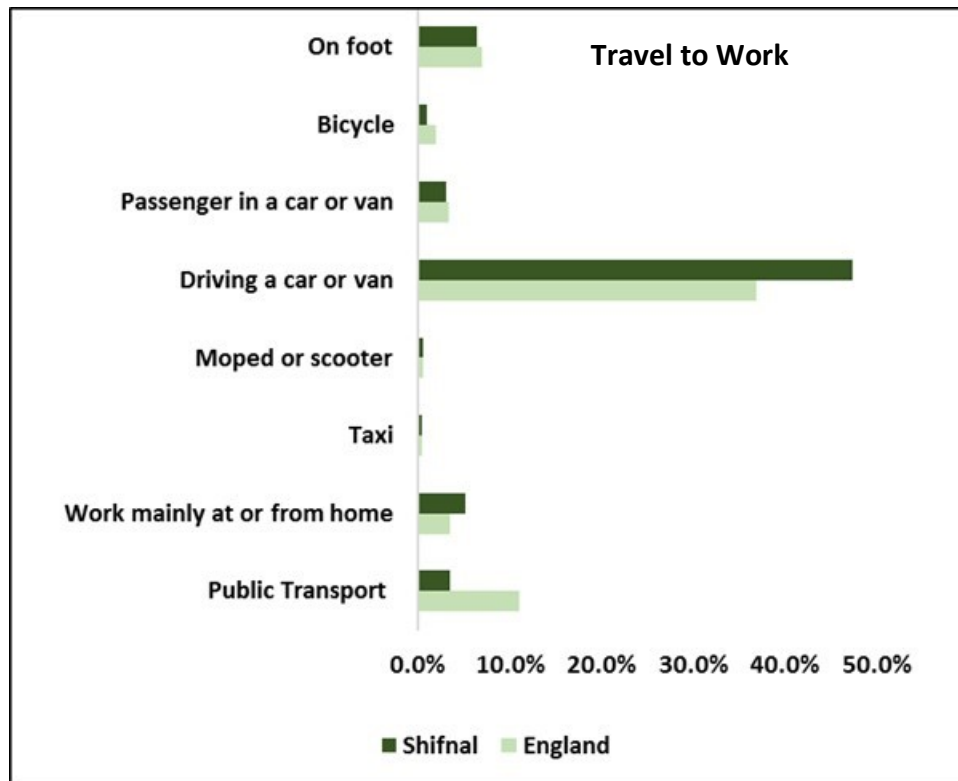
State Pension

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 Shifnal total 1,948 or 2.6% of the state pension claimants in the county.

Travel and Commuting

The most commonly used method of transport to work for Shifnal residents who work was to travel by car or van. 47% of residents drove to work, while an additional 3% were a passenger in a car or van. More Shifnal residents work primarily from home than is the case nationally (5% compared with 3%), but this is less than the Shropshire average of 6%. A relatively low number walk to work compared with Shropshire as a whole (6% compared with 3%), but this rate is slightly higher than it is for England (7%). There were considerably fewer people travelling by public transport than is the case nationally. This is a pattern familiar to many rural areas.

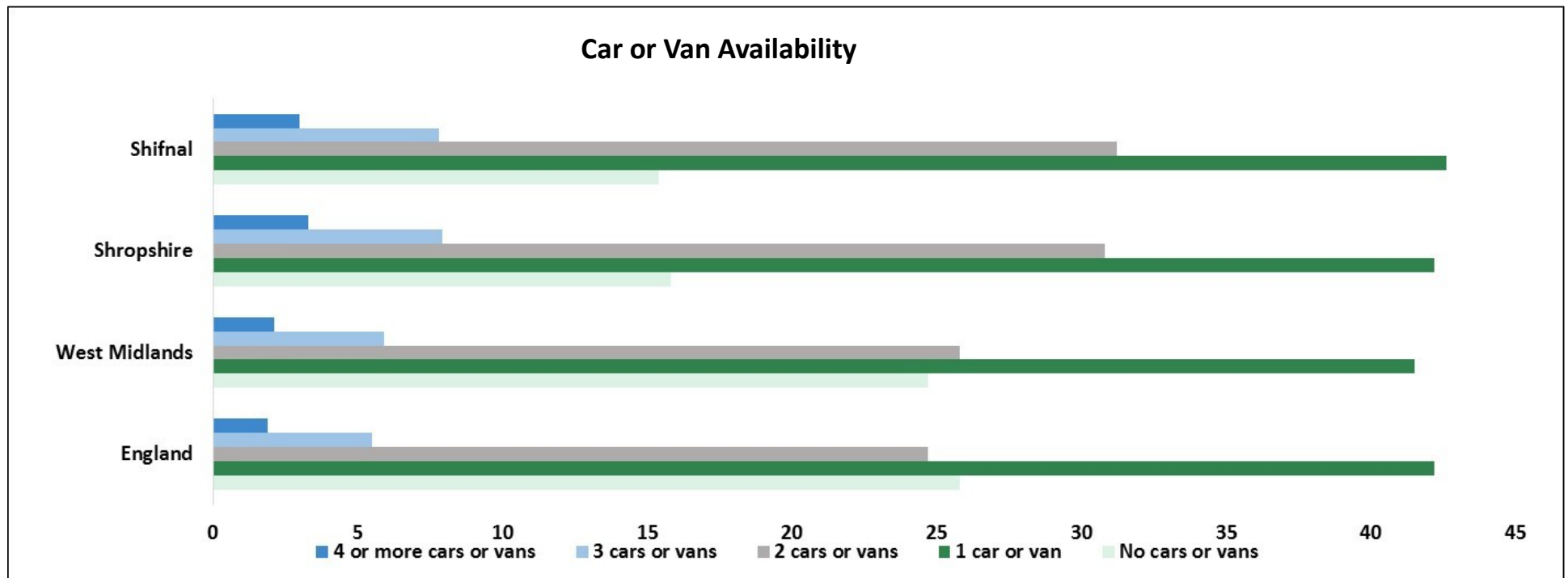


Source: 2011 Census

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 Shifnal is comparable to the county average (15.4%).

42.6% of households have one car, 31.2% have two cars while 10.8% have three or more. The total number of cars and vans owned by Shifnal households stood at 4,708 in 2011.

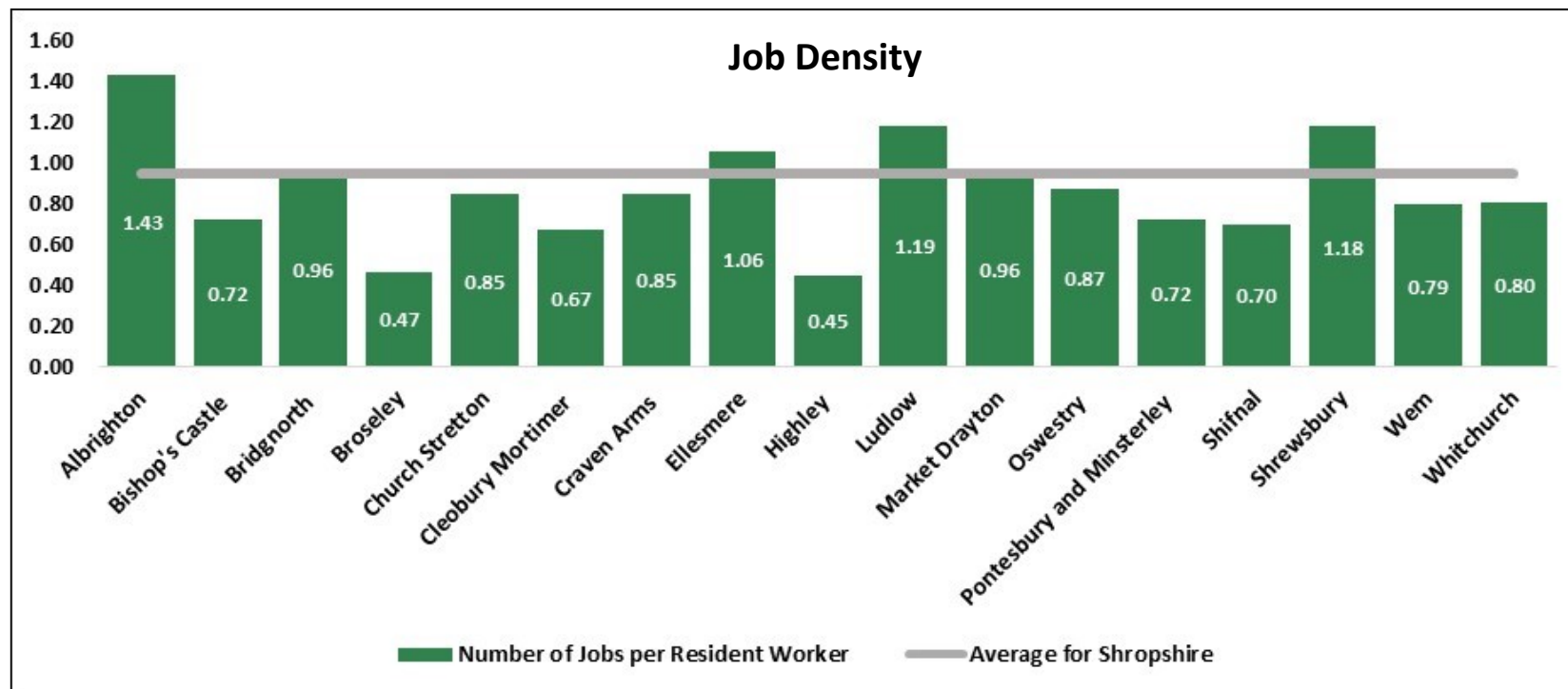


Source: 2011 Census

Commuting Patterns

Shifnal (place plan area) supports a lower level of employment self-containment than any other Shropshire market town. Easy access to employment in the West Midlands conurbation clearly influences this. 24.6% of all Shifnal jobs are filled by Shifnal residents while 17.2% of working people who live in Shifnal also work there, which gives an overall level of self-containment of 20.2%. Considerably more people commute out of Shifnal than commute in. In 2011 2,514 people lived in Shifnal but worked elsewhere while 1,604 people worked in Shifnal but lived elsewhere. This means that 910 more people commuted out than commuted in.

This means that job density in Shifnal is low in relation to the county average, with 0.70 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 Shifnal, the rest of Shropshire supplies 14.7% of the Shifnal workforce. The town’s proximity to Telford and Wrekin is reflected in commuting patterns, with 35.7% of workers commuting from here. Other origins of the Shifnal workforce include South Staffordshire, Wolverhampton, Stafford and Birmingham.

Similarly, a significant proportion of Shifnal resident workers who are not employed in Shifnal work elsewhere in Shropshire or in Telford and Wrekin, with smaller numbers commuting to Wolverhampton, Birmingham, Walsall and South Staffordshire.

Main Origins of Shifnal	Number	%
Shifnal	522	24.6%
Rest of Shropshire	313	14.7%
Telford and Wrekin	759	35.7%
South Staffordshire	92	4.3%
Stafford	44	2.1%
Birmingham	38	1.8%
Wolverhampton	91	4.3%
Other	267	12.6%

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 may result in a higher workforce number than quoted in the economic activity table.

Main Destinations for Shifnal	Number	%
Shifnal	522	17.2%
Rest of Shropshire	534	17.6%
Telford and Wrekin	1220	40.2%
South Staffordshire	59	1.9%
Birmingham	112	3.7%
Walsall	65	2.1%
Wolverhampton	211	6.9%
Other	313	10.3%

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 17% or 683 households in Shifnal earn less than £15,000 per year. At the other end of the scale 11% of households had an income exceeding £80,000 per annum. Household income rates in Shifnal are higher than the Shropshire average.

Retail Economy

Retail accounts for 5.4% of total employment in Shifnal, which makes it a comparatively small employment sector. Retail accounts for a higher share of employment in all other Shropshire towns with the exception of Craven Arms. 1.2% of all retail employment across the whole of Shropshire is absorbed by Shifnal.

Retail plays an important role in the economy of Shifnal. Providing everyday amenities and shopping for local residents.

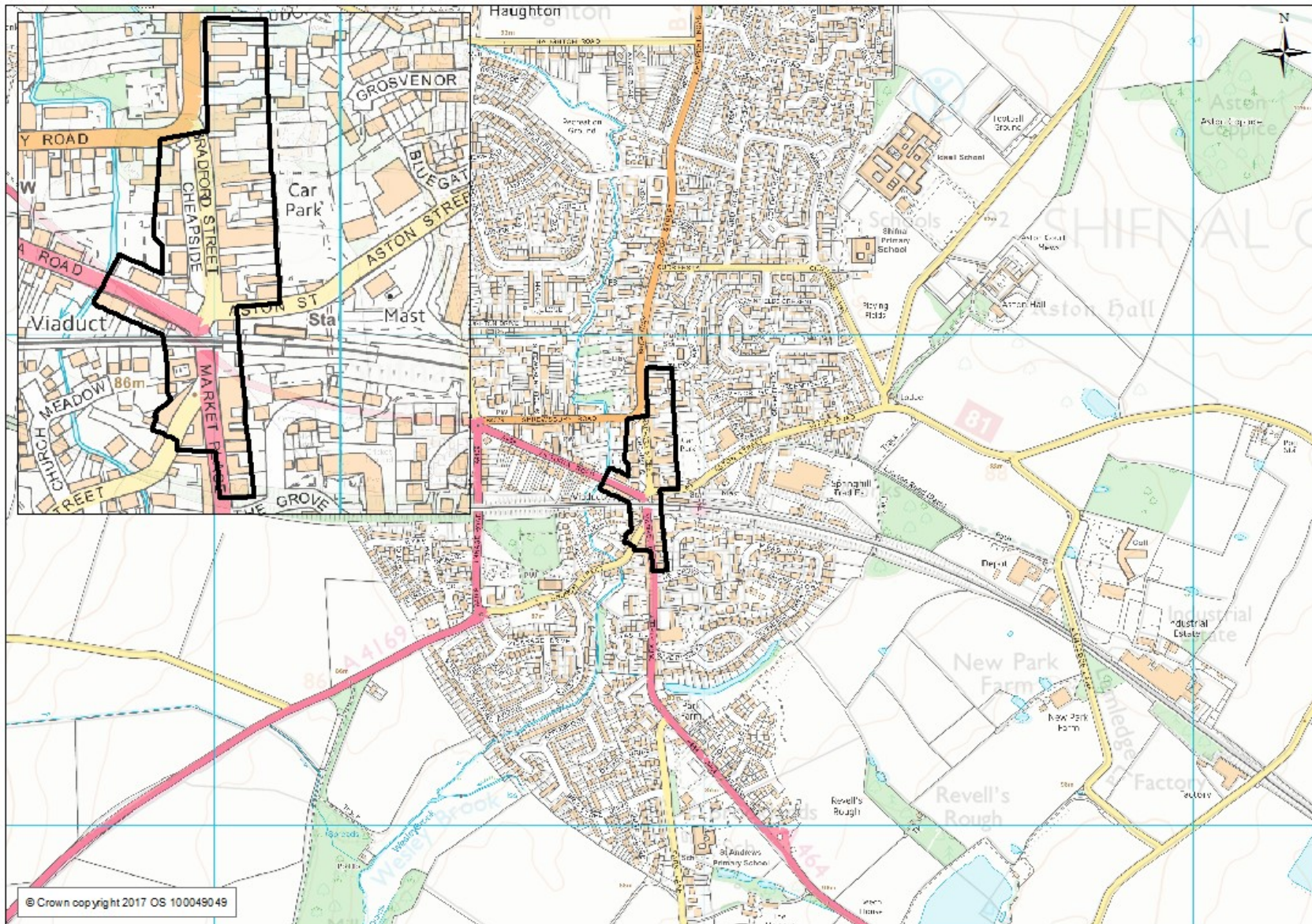
High Street Shopping, Shifnal offers a range of mainly independent stores along with a range of fresh produce, gifts and homewares along with a wide range of eating and drinking establishments.

Supermarkets, The main supermarket shopping facilities are available in nearby Telford. Shifnal has local Co-Operative stores and a One Stop Store for local convenience shopping

Markets

A farmers market is held in Bradford Street on the 3rd Saturday of each month.

Main Retail Area



Tourism & Leisure

Approximately 900 people are employed in the tourism sector in Shifnal, of which around 500 are employed in accommodation and food services and 400 in arts, entertainment, recreation and other services. This is the equivalent of 35.4% of the total Shifnal workforce which represents a higher share than for Shropshire as a whole (14.7%). 5.0% of total employment in the tourism sector in Shropshire is provided by Shifnal.

Visitors Attractions

An ideal starting place for information on places to visit is the library located at Broadway, Shifnal, TF11 8AZ

Places to visit in the Shifnal area include:

Royal Airforce Museum, Lysander Ave, Cosford, Shifnal TF11 8UP - <https://www.rafmuseum.org.uk/cosford/>

Over 70 aircraft of international importance are housed in three Wartime Hangars and within the National Cold War Exhibition. See the world's oldest Spitfire and a Lincoln Bomber, just two of the highlights in the War in the Air Collection.

Boscobel House, Offoxey Road, Bishop's Wood ST19 9AR <http://www.english-heritage.org.uk/>

7 miles from Shifnal centre. Visit the 1632 timber-framed lodge and historic farm, with an oak tree where Charles II once hid.

Tong Church, St Bartholomew's Church, Tong, TF11 8PW <http://www.tong-church.org.uk/>

The ancient church was dedicated in 1410. Tong Church, 4 miles from Shifnal centre, is one of the finest examples of a church built in perpendicular style in the country. Tours are available and include the Golden Chapel, magnificent medieval tombs and carved effigies.

Find out about the historical links with Charles Dickens, William Shakespeare and little Nell (Nell Gwynn).

Weston Park, Weston-under-Lizard, Shifnal TF11 8LE - <http://www.weston-park.com>

5 miles from Shifnal centre Weston Park provides tours of the hall, woodlands, walled gardens and adventure playground. Facilities are available for corporate entertaining, banqueting, conferences, weddings and parties. Location for the annual V festival.

Events

Shifnal hosts a number of events throughout the year. Key annual events are listed on page 33 but it is worth visiting the town council website for details of all events.

<http://www.shifnaltowncouncil.gov.uk>

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Christmas Fair and Lights, annual fair and switch on of lights in November - contact the town council for details.

Cosford Food Festival, held in July at RAF Cosford this annual event attracts over 90 stalls and includes a range of cookery demonstrations and entertainment.

V Festival, www.vfestival.com - nationally acclaimed rock and pop festival which runs over two days with over 100 live acts held at nearby Weston Park

Sports, Leisure & Culture

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

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

Idsall Sports Centre, Coppice Green House, Coppice Green Ln, Shifnal TF11 8PD - <http://shropshire.gov.uk>

Facilities include; sports hall, fitness suite, conference facilities, tennis courts, all weather sports surface, football pitches.

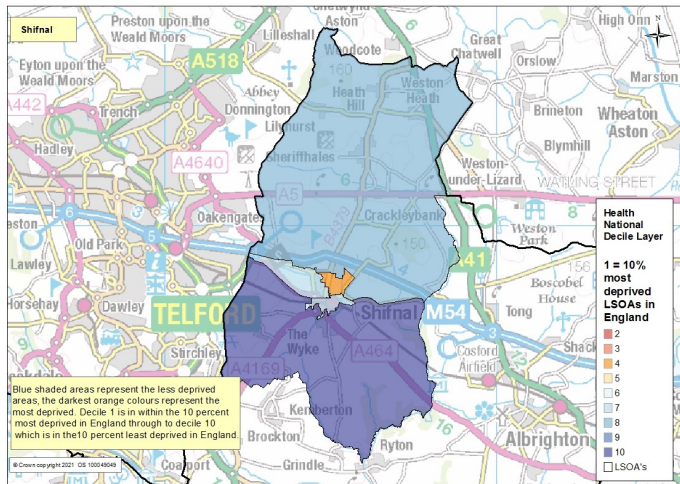
Shifnal Bowling Club, Priorslee Rd, Shifnal TF11 8HD <http://www.shifnalbc.co.uk/>

Shifnal Cricket Club, 3 Priorslee Rd, Shifnal TF11 8HD - <http://www.shifnalcc.play-cricket.com>

Shifnal Town Football Club, Phoenix Park, Coppice Green Lane, Shifnal, TF11 8PD www.pitchero.com/clubs/stfc

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 in the following map, highlight the areas where there are higher degrees of deprivation. The life expectancy variation between the least and most deprived health areas in Shropshire is equivalent to 4.2 years for men and 3.3 for women.



This health domain measures the following:

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

Shifnal has one area falling within decile 4, this area is to the north east of the town. Shifnal has low levels of health deprivation for health overall. All areas except the above mentioned, fall into the 10th or 8th or 7th decile nationally.

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

Of the **7,498** residents of Shifnal in the last census reporting on their health conditions:

595 reported that their day-to-day activities were limited a lot

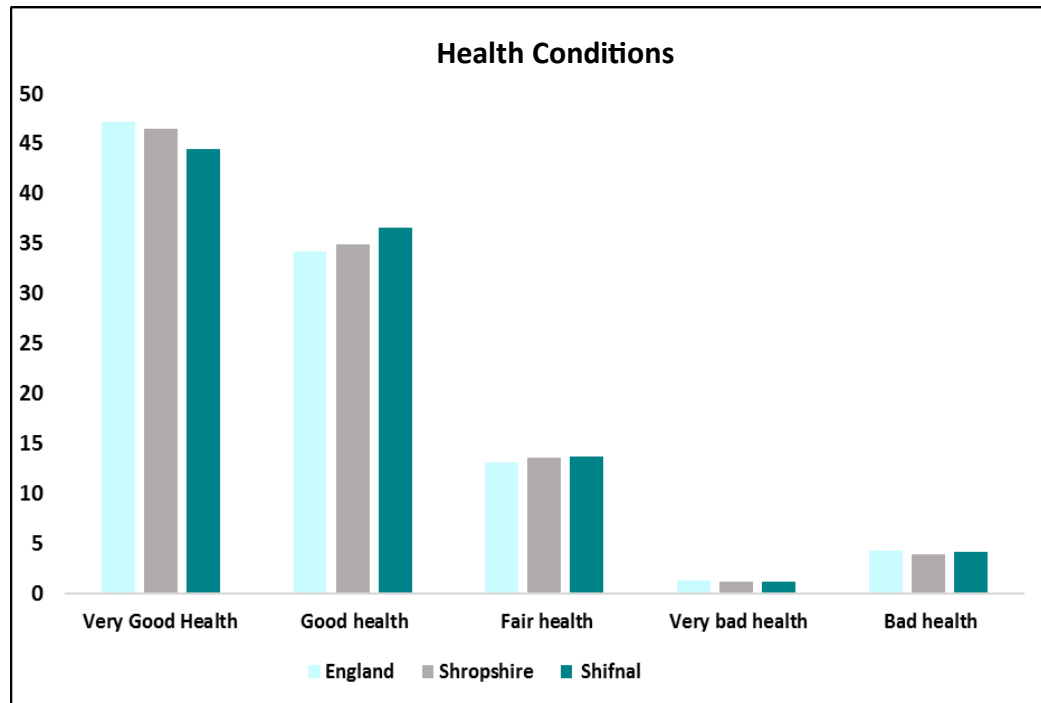
769 reported that their day-to-day activities were limited a little

6134 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 **8.0%** which is slightly higher than the rate for Shropshire **8.4%** and England **8.3%**.

Health Conditions

At the time of the 2011 Census, 81% of residents in Shifnal, said that they felt they were in very good or good health. This was similar to the Shropshire and England average of 81%. In contrast 4.1% of people said their health was bad and 1.1% said their health was very bad.



Source:2011 Census

Health Economy

Approximately 100 people are employed in the health sector in Shifnal (4.6% 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%
Shifnal	7.4%	1.4%	2.6%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source:2011 Census

7.4% of people in Shifnal provided unpaid care for 1-19 hours per week, this was similar to Shropshire as a whole. Shifnal has a similar proportion of people providing care for 50 or more hours per week 2.6% compared to 2.4% for Shropshire and England.

Health Facilities

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

Hospitals

Accident and emergency, 6.5 miles to the nearest Accident and Emergency service provided at The Princess Royal Hospital, Apley Castle, Grainger Drive, Telford, Shropshire, TF1 6TF

Minor Injuries Unit, 9.2 miles to the minor injuries unit at Northgate , Bridgnorth, Shropshire, WV16 4EU.

Check with the NHS for latest opening times and which services should be used.

Health Services available in or near Shifnal include:

Doctors

Shifnal & Priorslee Medical Practice, Shrewsbury Road, Shifnal, TF11 8AJ, <http://www.shifnalandpriorsleemp.co.uk/>

Dentist

Shifnal Dental Practice, Park Street, Shifnal, TF11 9BG <http://www.shifnaldentalcare.co.uk/>

Pharmacies

Boots, 7 Cheapside, Shifnal TF11 8BN

Residential Nursing Homes

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

Netherwood Residential Care Home, Haughton Road, Shifnal, TF11 8DG

Latest CQC inspection Jul 2019 -Overall rating good.

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Other providers are available in nearby Albrighton

Old Rectory Care Home, Rectory Road, Albrighton, Wolverhampton WV7 3EP
Latest CQC inspection Sept 2019 – Overall rating outstanding

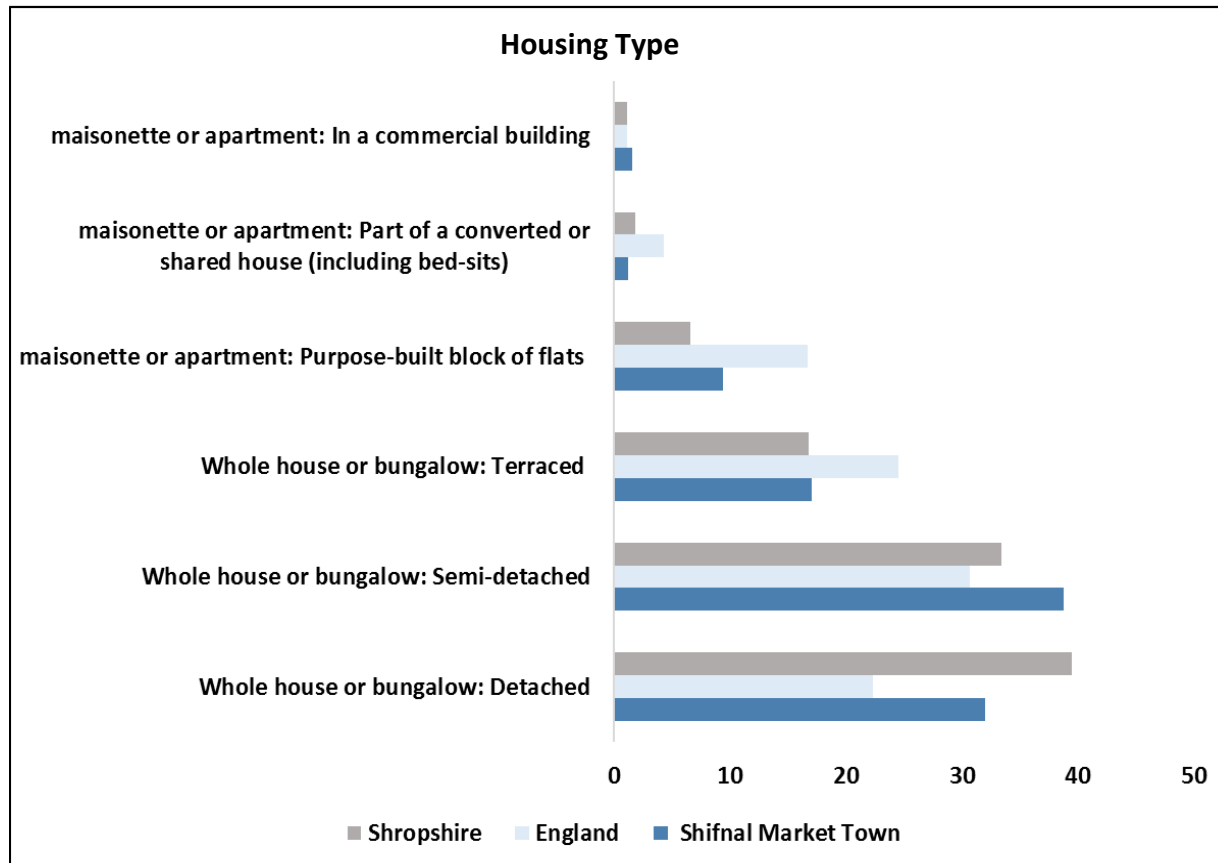
Other support available in Shifnal

La Petit Concierge Ltd, 13B Victoria Road, Shifnal, Wolverhampton TF11 8AF
Home care Agency—latest CQC inspection Sept 2019 – Overall rating - Good

Gold Standard Care Ltd, 5 Park Street, Shifnal TF11 9BA
Home care Agency—latest CQC inspection Jan 2020 – Overall rating - Good

Housing

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



Fewer Shifnal household spaces were detached properties (32%) compared to Shropshire as a whole (39.5%).

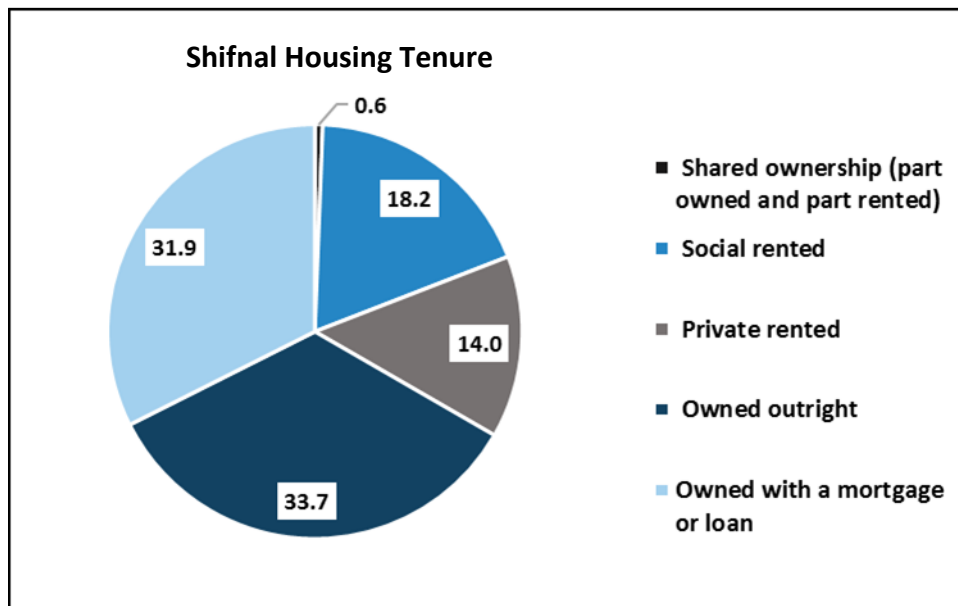
A greater percentage of household spaces were semi-detached (38.8%) compared to Shropshire as a whole (33.4%). This is the largest housing type in Shifnal as is the case nationally. In Shropshire the largest housing type was detached.

There were a greater proportion of households which were a purpose built block of flats compared to Shropshire 9.4% compared to 6.6%.

Source: 2011 Census

Housing Composition

- 29.4% of households were One Person Households greater than the Shropshire average (28.9%) but lower than England (30.2%)
- 6% of households were Lone Parent with dependent children higher than the Shropshire average (5.2%) and lower than England (7.1%)
- 14.1% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%)
- 14.1% of households were married couples with dependent children lower than the Shropshire average of (15.3%) and England (15.3%)



Source: 2011 Census

- In Shifnal, at the time of the 2011 Census, there were 3,316 households, 3,441 dwellings and 8 Communal Establishments housing 42 people.
- The largest proportion (33.7%) of houses in Shifnal which were owned outright, lower than the Shropshire figure of 39%.
- 18.2% of households were social rented housing, this was greater than for Shropshire as a whole (13.5%) and for England (17.7%).
- There were a similar number of houses privately rented 14% compared to 15% for Shropshire and 14% for England.
- In Shifnal there are 462 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
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
Shropshire	3,626	£33,337	£222,500	6.7	£19,089	£163,625	8.6

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 Shifnal a household with a median household income of (£34,191) would need 7.0 times this income to afford a median priced house (£239,995) as of year end 2020. This is higher 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 Shifnal.

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 were presented to Cabinet on 18th October 2017.

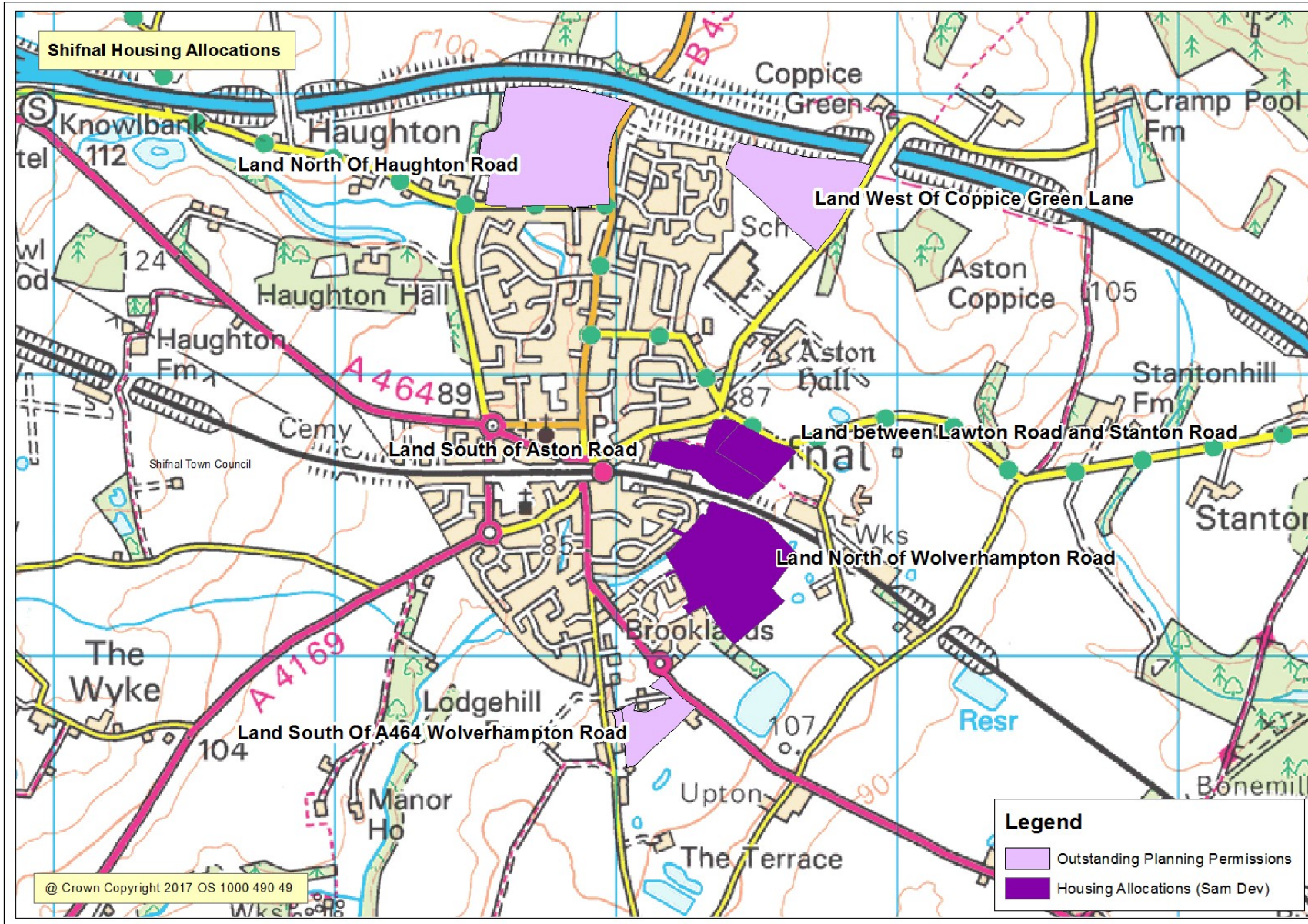
The following table shows progress and expectations with current site allocations:

Housing Allocations / Outstanding Approvals	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
Land between Lawton road and Stanton Road	160	0	0	0	36	36	36	36	16	0	0
Land north the Wolverhampton Road	249	0	15	54	54	54	54	18	0	0	0
Land south of Aston Road	117	107	10	0	0	0	0	0	0	0	0

There are further sites with Planning Permission (excluding allocated sites) . This includes:

- Development Land, North Of Haughton Road, Shifnal: 400 dwellings total of which 339 are outstanding.
- Land West Of Coppice Green Lane, Shifnal: 200 dwellings total of which 125 are outstanding.
- Residential Development Land South Of A464, Wolverhampton Road, Shifnal: 70 dwellings total of which 40 are outstanding.

Proposed Development Sites



Education

The town council area has two primary schools and one secondary school.

Primary Schools

Shifnal Primary, Curriers Ln, Shifnal TF11 8EJ - <http://www.shifnalprimary.co.uk/>

Net capacity of 294 with an approved annual admission of 42 pupils. The school has 261 pupils on roll (Jan 2017).

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 20%, lower than the national average of 25.4%.

The percentage of pupils whose first language is not English is very low 1.9% compared to 20% nationally.

Ofsted Rating: Good - March 2013

St Andrews Primary, Park Lane, Shifnal, TF11 9HD – <http://www.st-andrews-shifnal.co.uk/>

Net capacity of 294 with an approved annual admission of 42 pupils. The school has 289 pupils on roll (Jan 2017).

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 5.9%, lower than the national average of 25.4%.

The percentage of pupils whose first language is not English is very low 0.8% compared to 20% nationally.

Ofsted Rating: Good - March 2017

Note: Whilst current capacity at primary level is adequate the scale of proposed housing developments will require additional capacity to be developed within the town to meet future pupil numbers.

Secondary Schools

Idsall Secondary, Coppice Green Ln, Shifnal TF11 8PD - <http://www.idsallschool.org/>

Net capacity of 1300 with an approved annual admission of 216 pupils. The school has 1278 pupils on roll (Jan 2017).

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 14.1%, lower than the national average of 25.4%.

The percentage of pupils whose first language is not English is very low 2.2% compared to 20% nationally.

Ofsted Rating: Good - June 2017

Note: Primary schools in Shifnal will require expansion to meet the growth of in area pupils. The secondary school currently fills capacity by the intake of out of area pupils. It is forecast that Idsall will become more self-sufficient from in area pupils.

Specialist Schools

Hillcrest, Lamledge Lane, Shifnal TF11 8SD https://www.hillcrestchildrensservices.co.uk/school_home/hillcrest-shifnal-school/

Hillcrest Shifnal School is a Department for Education registered independent school that work with students aged 7-19 with Social, Emotional and Mental Health needs, as well as other learning needs.

Further Education College

There are no college facilities within Shifnal Town however the secondary school does provide sixth form education.

The main area for nearby college facilities are at Telford, these include:

Telford College, Haybridge Rd, Wellington, Telford TF1 2NP <https://www.tcat.ac.uk/> wide range of courses and apprenticeships.

Wolverhampton College, Trevithick House, Stafford Park 4, Telford TF3 3BA <http://www.wolvcoll.ac.uk/>

Transport and Infrastructure

Shifnal is well served with transport links. The only motorway (M54) in Shropshire is located nearby with Junction 4 (Telford) 2 miles from the town centre and Junction 3 (Cosford) 3.5 miles. This provides easy access to the Black Country and West Midlands conurbation the M5 and M6. The I54 development which is home to major manufacturers including Jaguar Land Rover, Eurofins and Moog Aerospace are within easy commuting distance (14 miles – 18mins). The nearby A41 provides direct links north to Newport (9 miles) and on to Whitchurch and Cheshire. A41 south provides direct links to Wolverhampton (13 miles). The nearby A5 provides easterly access towards Stafford and Cannock.

Airports

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

Birmingham Airport, Marston Green, Birmingham, B26 3QJ – 40 miles South East of Shifnal

East Midlands Airport, Castle Donington, Derby DE74 2SA – 60 miles north east of Shifnal

Light aircraft facilities are available at:

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

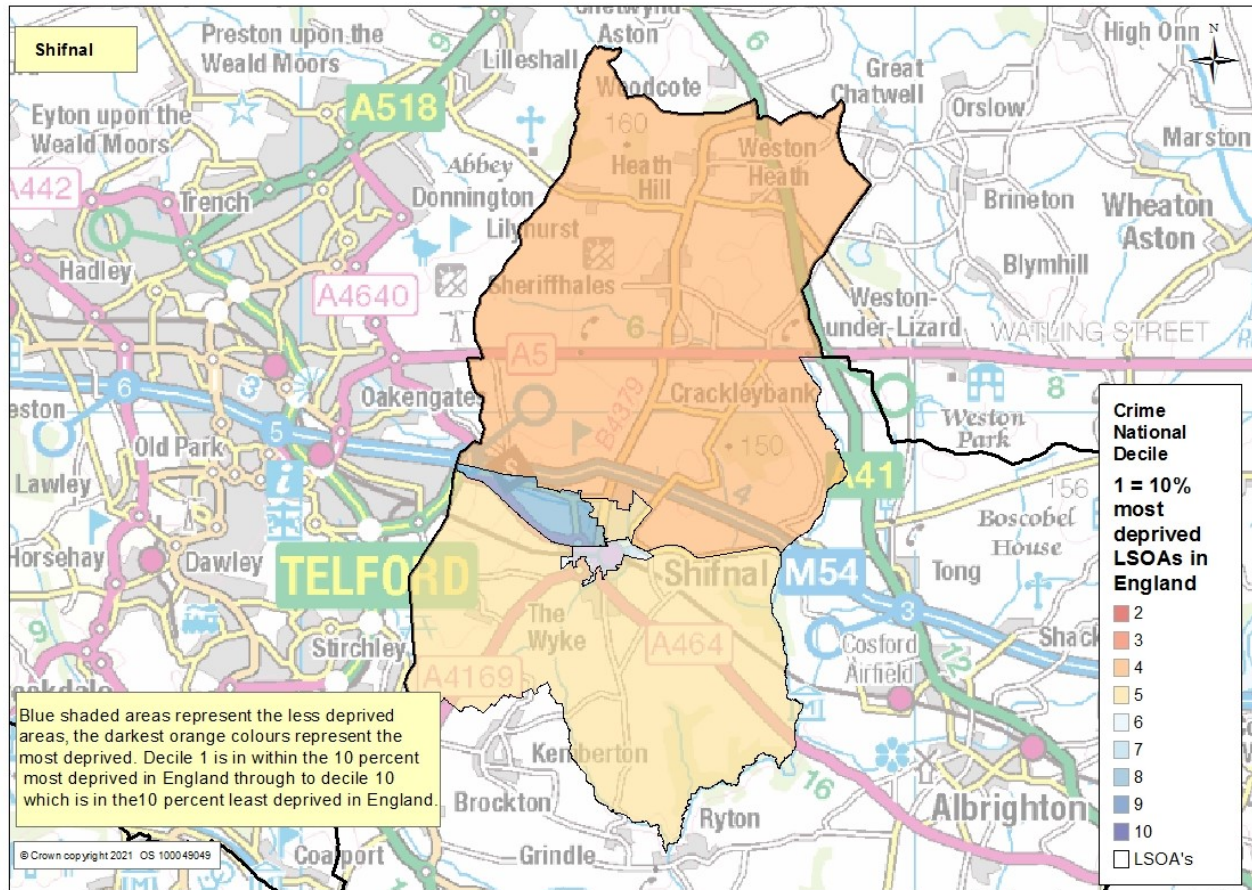
<http://www.wolverhamptonairport.co.uk/> - 15 miles from Shifnal the airport provides facilities for general aviation operators including: aircraft and helicopter flying schools and several private aircraft operators

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 Shifnal have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. 30 premises (0.9% of the total) are expected to have speeds that fall below this threshold. Compared with much of Shropshire, a sizeable proportion of premises in Shifnal (52.6%) benefit from the presence of more than 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:

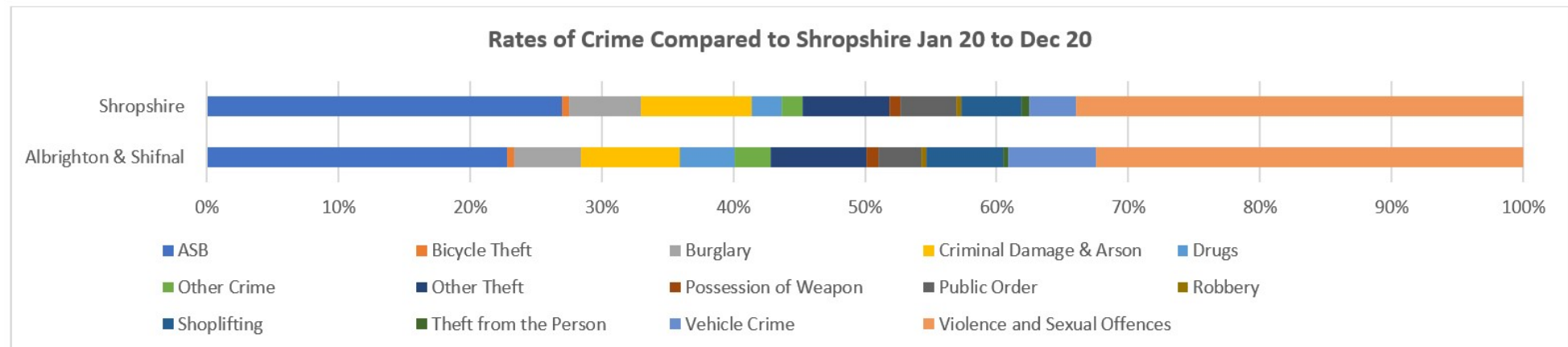
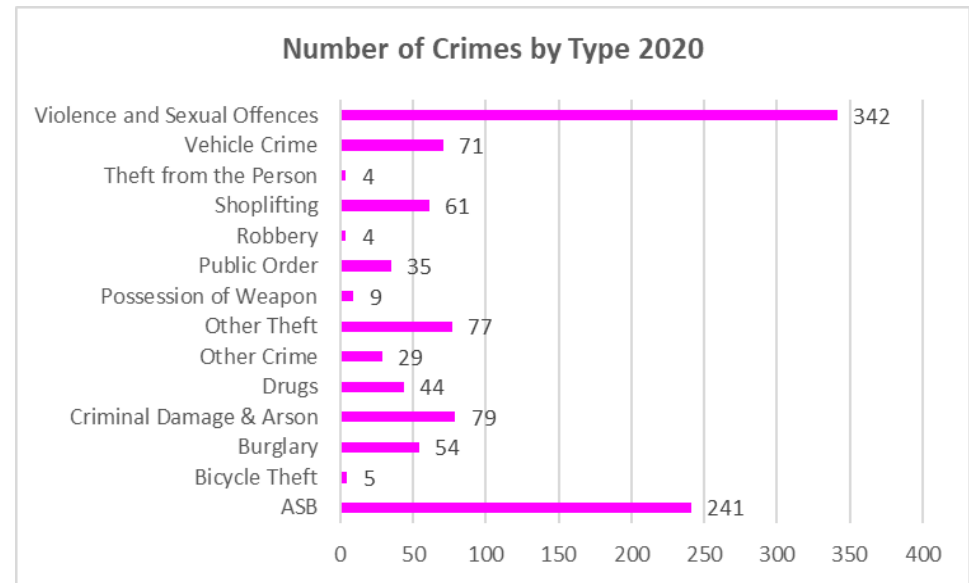
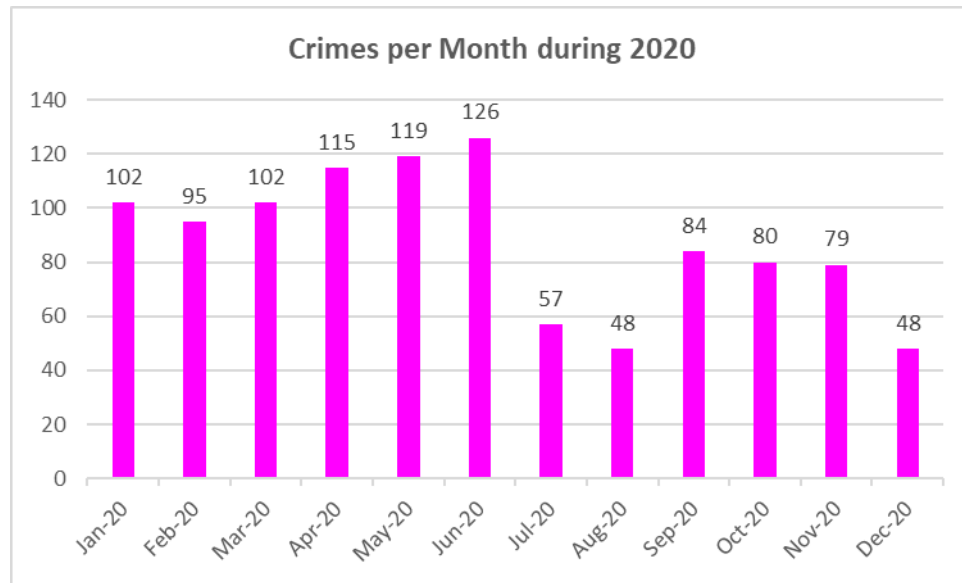
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

There is one area of Shifnal which falls into decile 4 or the 40% most deprived LSOAs nationally. A further two areas fall into decile 5. Other areas are in decile 6 and 8.

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

Crime - Shifnal and Albrighton

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. Police data shown here covers both the Shifnal and Albrighton area. Latest crime data and more precise details of localities and investigations can

Additional Information

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

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