



ALBRIGHTON MARKET TOWN PROFILE

Spring 2021



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Information Reporting Insight
S h r o p s h i r e

Market Town Profile

Albrighton

The origins of Albrighton can be traced back to the end of the sixth century. The name derives from the Anglo-Saxon meaning the farm or settlement of Aethelbeorht.

Prior to the Norman Conquest Albrighton was held in two manors by the Saxons Algar and Godhit. Algar was probably Alfgar, the son of Leofric III, Earl of Mercia, and Lady (Countess) Godiva.

In 1066 the Saxons had fled and William the Conqueror gave Shropshire to Roger de Montgomery who gave Albrighton to Normannus Venator. The present church of St. Mary Magdalene was completed in 1181 and is in the Early English and Decorated styles.

In 1232 a royal charter was granted making Albrighton a borough with its own Corporation and permitting markets and fairs to be held. The royal charter was renewed by Charles II in 1664, setting out at great length the constitution of the ancient borough of Albrighton.

Apart from being a centre for markets and fairs for the surrounding agricultural area, Albrighton had a number of local industries before the coming of the railway in 1849. In the early 1600's there had been a thriving button-making industry, in the 18th century it was clock-making and by the 19th century brickmaking. However, Albrighton's main industry was predominately agriculture. Regular markets and fairs are no longer held .

Area Quick Statistics

2,678 hectares

2,239 households

5,000 people

1.9 people per hectare

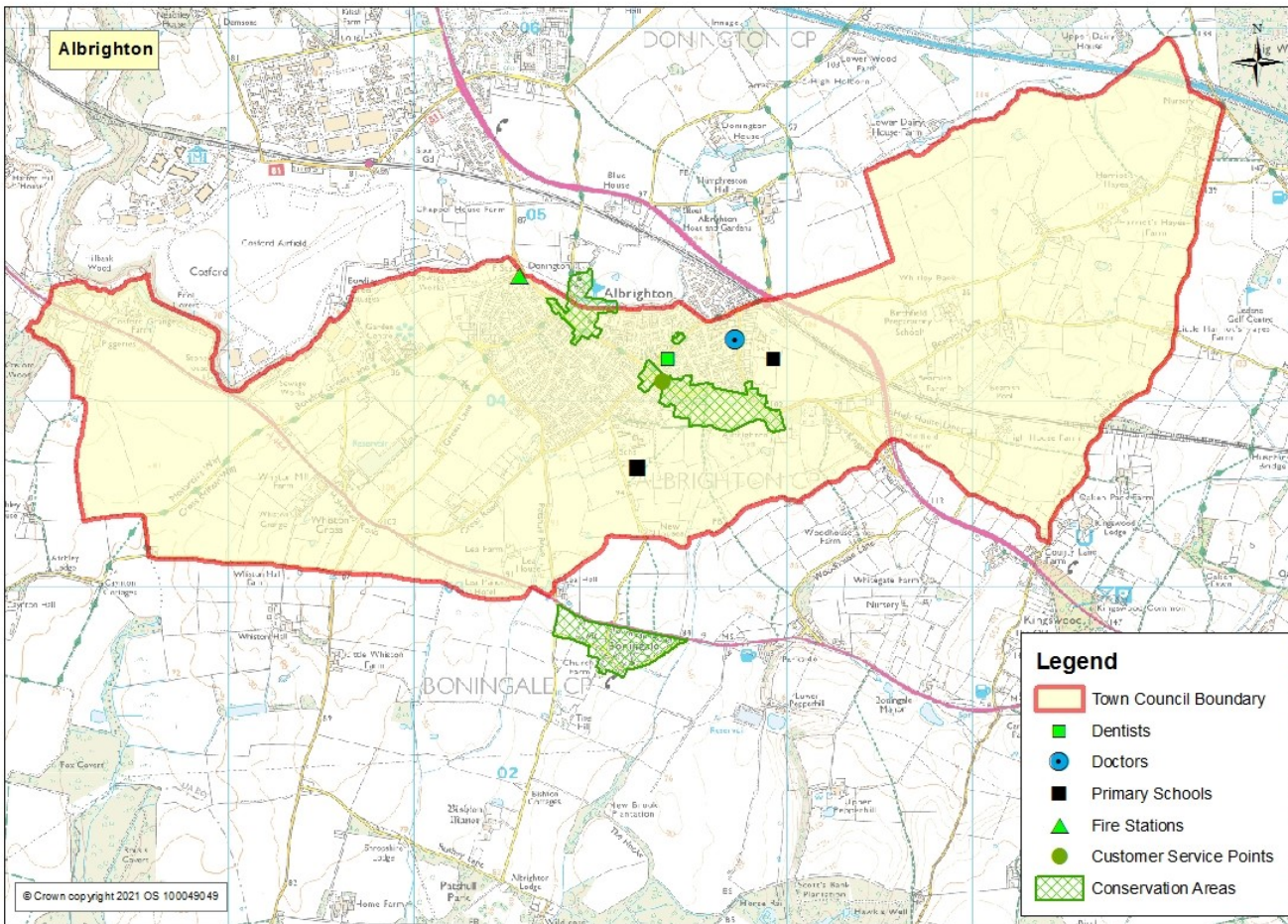
2,311 dwellings

48 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.

Albrighton Town Council Area Key Assets

The information in this market town is predominantly focussed on the town council area of Albrighton. 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 3 which cover most of the town council area.



Local Politics

Albrighton is represented by a local town council that is responsible for the management of a range of services including; Albrighton Flyer a community transport scheme, allotments, library, outdoor swimming pool - See the council website for full details of services.

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

Albrighton Parish Council is represented by 14 members.

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 one Shropshire Council wards covering the Albrighton council area. Elections are held on a 4 year cycle with the next elections due May 2021. The ward councillor is -

Albrighton Ward - Mr Malcolm Pate.

Member of Parliament

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

Other Representative Groups

Albrighton and District Civic Society, 31/32 High St, Albrighton, Wolverhampton WV7 3JA - <http://albrightonanddistrictcivicsociety.co.uk/>

Aims to conserve and protect the town from adverse developments by liaising with planning committees and local authorities.

Community Assets

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

Public Services

Albrighton Parish Council, Station Rd, Albrighton, Wolverhampton WV7 3QH <http://www.albrightonparishcouncil.gov.uk/>

Albrighton Library, 17 Station Rd, Albrighton, Wolverhampton WV7 3QH - <http://shropshire.gov.uk/libraries>

Albrighton Fire Station, Newport Road Albrighton, WV7 3EW - <https://www.shropshirefire.gov.uk/stations/albrighton-fire-station> lecture room available for public hire.

Community Facilities

Albrighton Village Hall, The Redhouse, High St, Albrighton, WV7 3LU <http://www.red-house-albrighton.org.uk/>

Home for many of Albrighton's clubs and societies the village hall has a large hall and meeting room for hire. A fully licenced bar and kitchen facilities are available.

Demographics

Shropshire Town and Parish Council	1981 Census	1991 Census	2001 Census	2011 Census
Albrighton	4,642	4,254	4,157	4,326

Source: Census data

Note: RAF Cosford is located in Albrighton and the armed forces population changes over time.

Albrighton is the tenth largest town in Shropshire by population. The latest population of Albrighton is 5,000 (Mid Year Population Estimates, ONS, 2015) covering 2,678 hectares. Albrighton's population density was 1.9 people per hectare, making it 11th most densely populated of all Shropshire Market Towns. Albrighton's population consists of 48% male and 52 % female. Albrighton's population has decreased since 1981 from 4,642 to 4,326. This is a decrease of 7% in 30 years.

Population Forecast

Built up Area Geography Albrighton	Census Day 27th March 2011	2016	2026
Population	4,800	4,900	5,400
Dwellings	2,200	2,200	2,400
Households	2,100	2,100	2,400

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

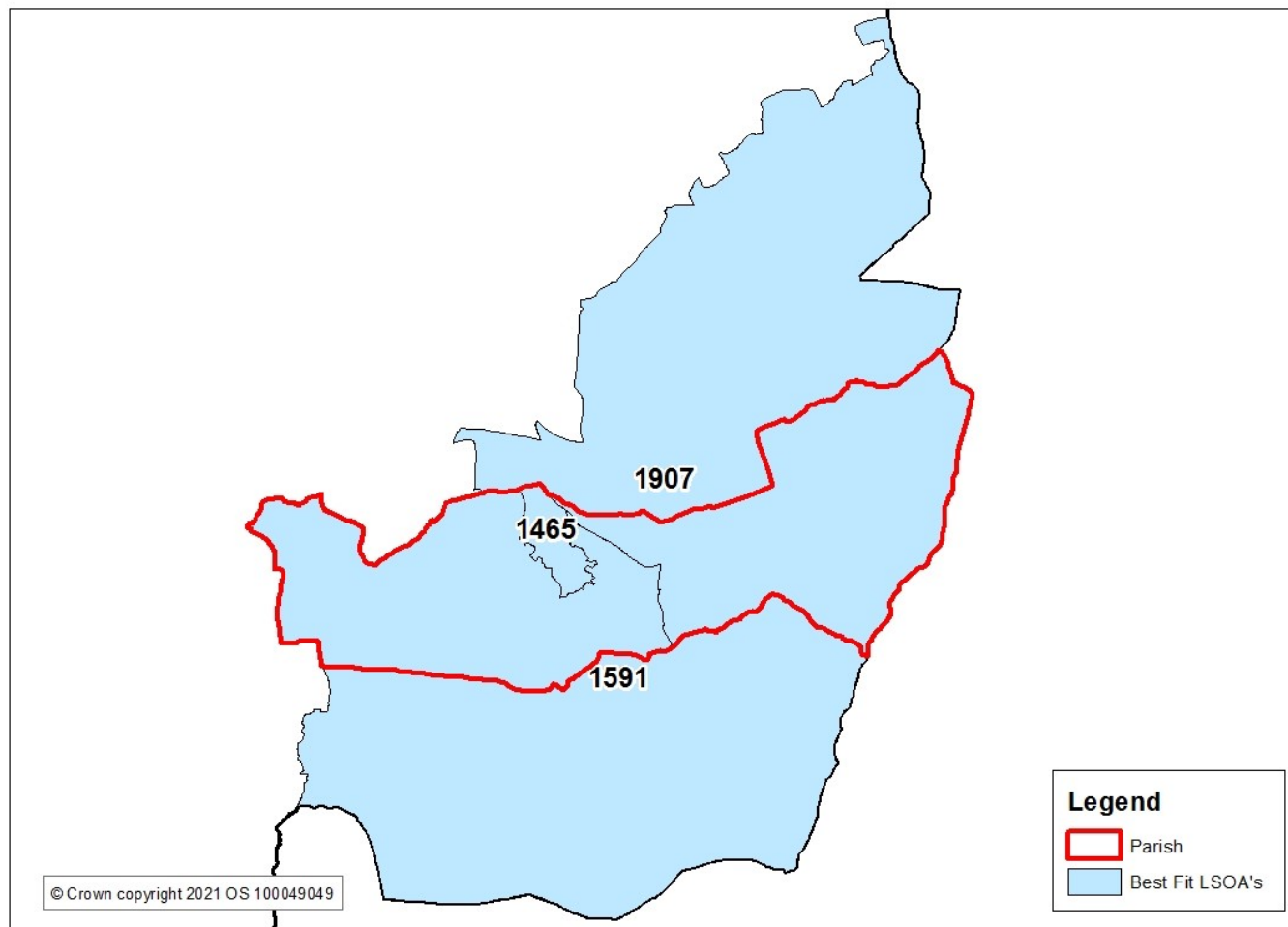
The population of Albrighton area is forecast to rise from 4829 in 2011 to 5,400 in 2026. This is a rise of 12% over this period. The largest part of this increase is expected between 2016 and 2026, when the population is forecast to rise by around 500 people or 11%.

The number of dwellings is also forecast to increase from 2,200 in 2011 to 2,400 in 2026. This is an increase of 11%. Similarly the largest part of this growth is forecast to happen between 2016 and 2026.

The number of households are forecast to increase by 12.% between 2011 and 2026, in a similar manner to dwellings.

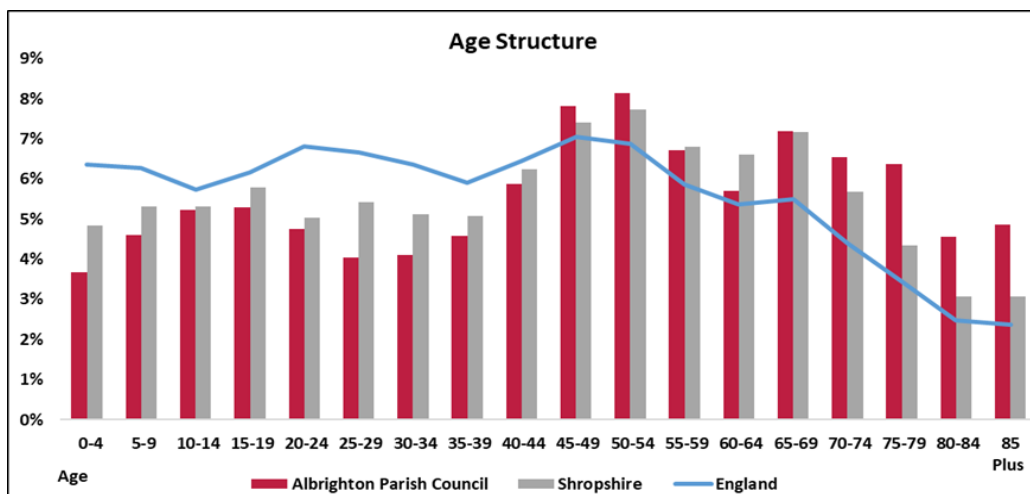
Population by Local Area

The information in this market town is predominantly focussed on the town council area of Albrighton. 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 3 which cover most of the town council area.



Age Structure

- The age structure in Albrighton shows that there is a higher age profile in the town when compared to Shropshire.
- Most of the age bands over the age of 45 show a higher percentage than for Shropshire.
- Albrighton has a lower rate of people in the age bands under the age of 40, compared to Shropshire.
- Albrighton has an older profile when compared to Shropshire and England. There are significantly more people aged 75 and over compared to Shropshire and England.
- Albrighton has a smaller proportion of young people aged 25 to 40 compared to Shropshire
- There are fewer children under the age of 10.



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

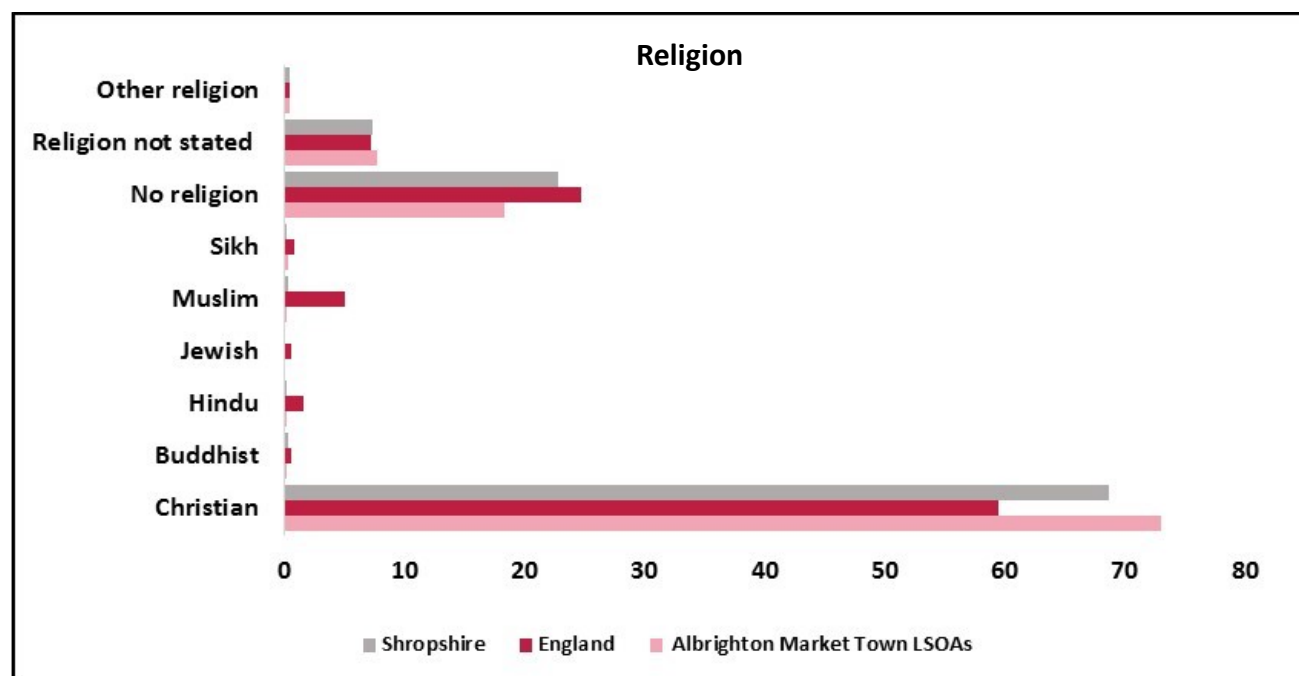
2,700 Albrighton residents are of traditional working age (16-64) which is the equivalent of 53.8% of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

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

Ethnicity and Religion

The total BME (black minority ethnic group) in Albrighton was 2.0% or 94 of the total population in 2011. The largest group was mixed/multiple ethnic groups 0.8% and Asian/Asian British 0.8%. Ethnicity levels in Albrighton are similar to Shropshire but significantly lower than England.

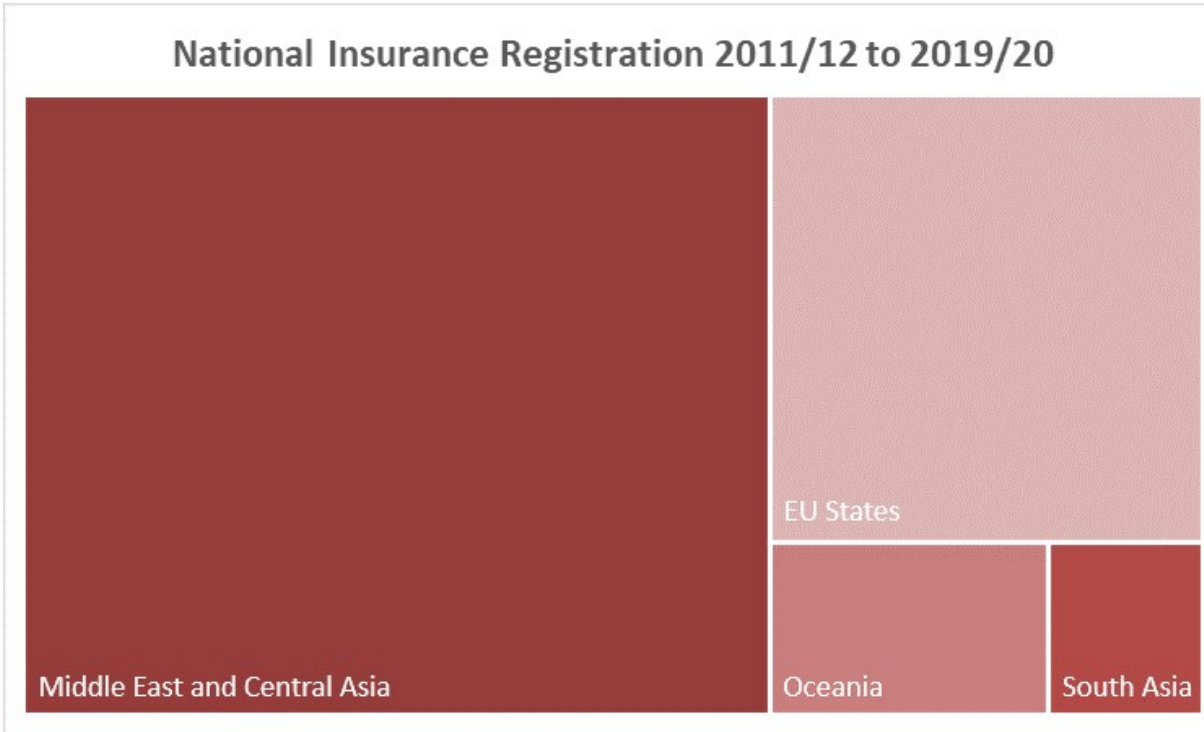
Area	White	White: British	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	Total BME
Albrighton	96.9	96.6	0.8	0.8	0.2	0	2.0
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%



In 2011, more than two-thirds of the Albrighton population affiliated themselves with a religion. This percentage is greater than Shropshire and England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (73% of the population or 99% of those expressing any religious affiliation). Other religions represented in Albrighton include Buddhism and Hinduism and Muslim.

Source: 2011 Census

Ethnicity



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 2022/3. To help provide an indication of changes to ethnicity data the number National Insurance registrations to adult overseas nationals entering the UK are shown. These numbers should only be used as an indication of population changes. A registration does not mean that a national has made permanent residence or has remained in the area.

The numbers shown are based on Middle Layer Super Output Areas. These areas are larger than the lower layers described in the population map.

Source: Department for Work and Pensions - Stat-Xplore

There is one middle layers that covers Albrighton. This layer extends further than the parish border and takes in Cosford, Tong and surrounding rural hinterlands.

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 number of overseas NI registrations between 2011 to 2020 in Albrighton was 136. Middle Eastern registrations in Albrighton accounted for 55% of all registrations from that region within Shropshire. The profile of registrations is unique in Shropshire with the majority of registrations originating from EU states. It is likely that figures for Albrighton are influenced by the nearby facilities of Cosford.

Ethnicity and Religion

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

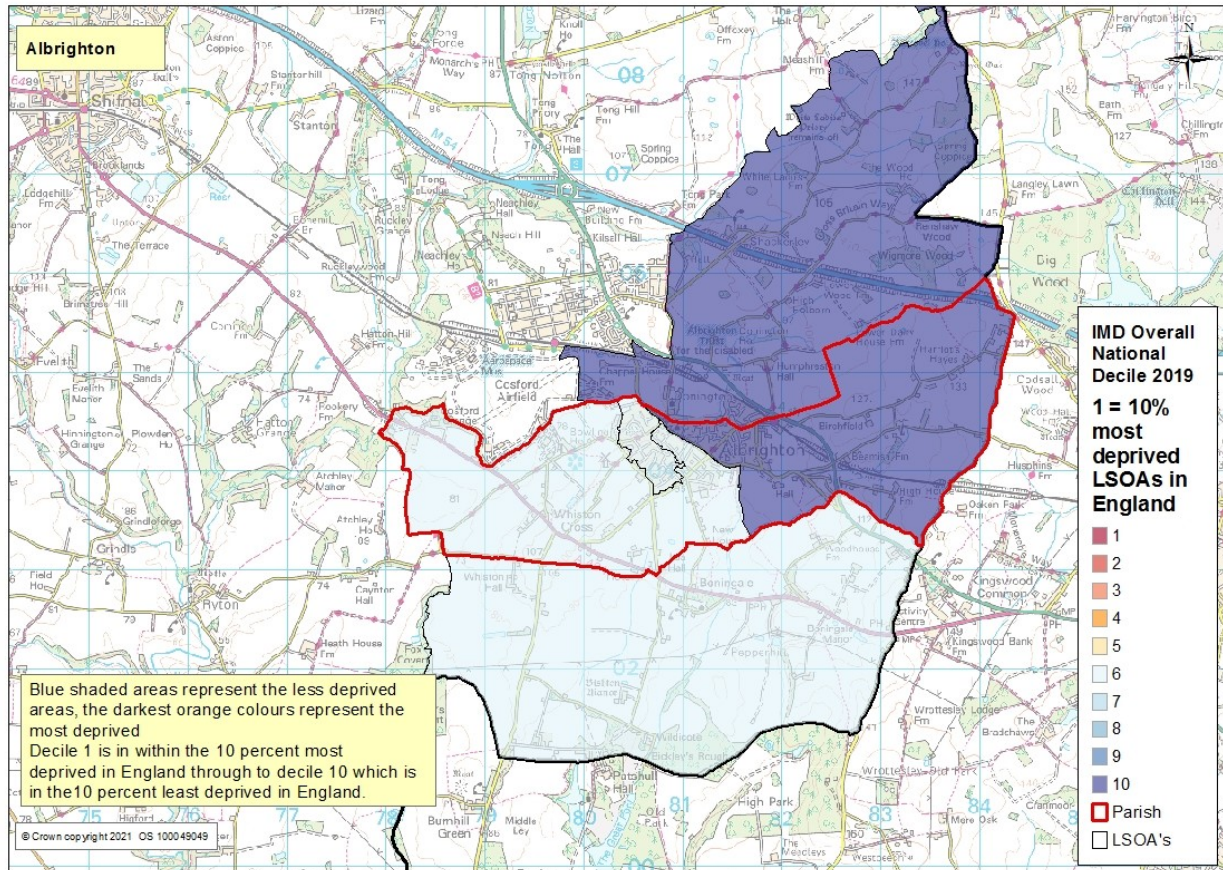
St Mary Magdalene, Vicarage Fields, Albrighton, Wolverhampton WV7 3EQ <http://www.albrightonparishchurch.org.uk/welcome.htm>

Building was completed around 1181 with major renovations in the 1850s. The church provides regular worship and is home to the Albrighton bell ringing group.

Albrighton Methodist Chapel, High Street Albrighton Shropshire WV7 3JA <https://telfordmethodistcircuit.org.uk/albrighton/>

Regular Sunday worship.

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:

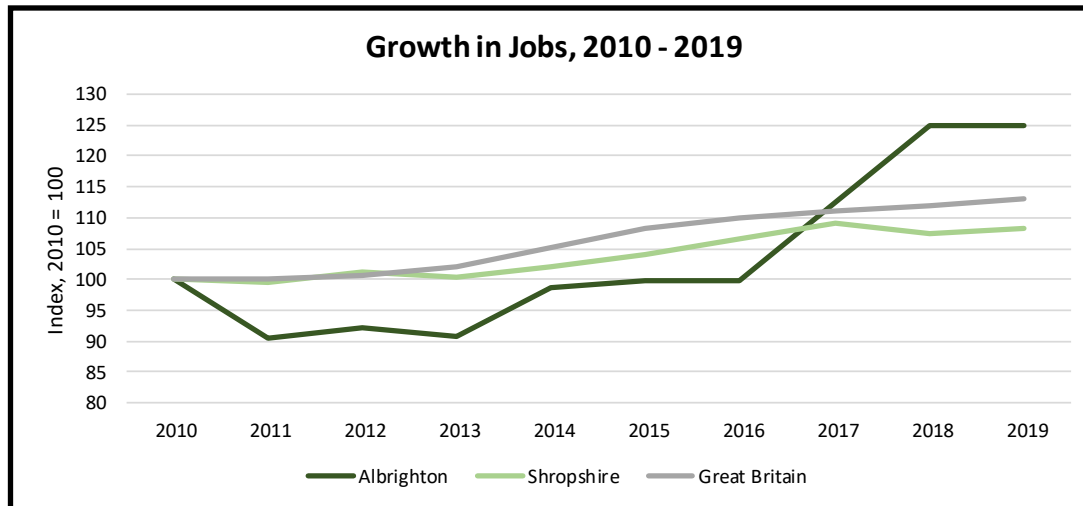
- Income deprivation
- Employment deprivation
- Health deprivation and disability
- Education deprivation
- Barriers to housing and services
- Crime
- Living environment deprivation

Albrighton has very low levels of deprivation all areas are within the 10% or 40% least deprived nationally.

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

Economy

Albrighton is the equal eleventh largest employment centre in Shropshire (alongside Craven Arms) and is one of main location of businesses and jobs in the east of the County along with Bridgnorth and Shifnal. 132 businesses have registered offices in Albrighton (Source: FAME (Bureau van Dijk), February 2021) which is less than 1% of the Shropshire total and approximately 1,300 people are employed in the town (1.0% of the Shropshire total).

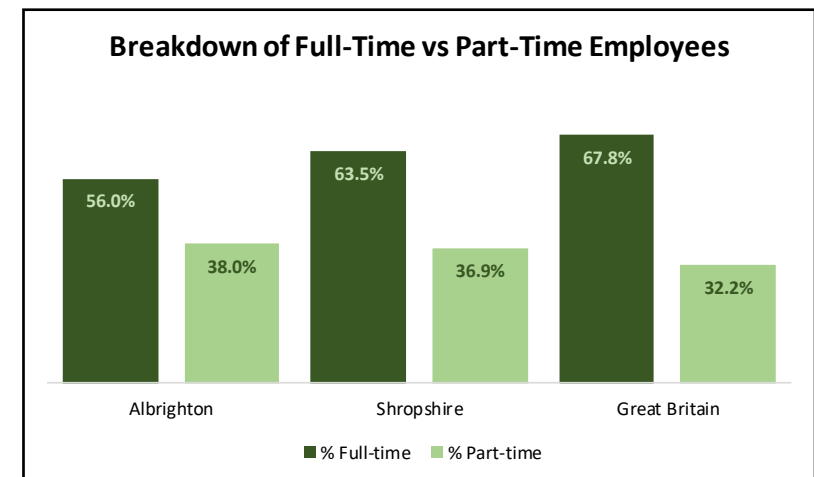


Over the last nine years, the number of jobs in Albrighton has risen by 24.9% or by some 250 jobs, which is the equivalent of an average increase of 28 jobs per annum. In comparison, the number of jobs in Shropshire rose by 8.3% over the same period while nationally the number of jobs rose by 13.2%. Job growth has been higher in Albrighton than in any other market town in Shropshire since 2010, albeit with growth concentrated in the 2016-2019 period.

According to BRES, there are 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, and its prevalence is even more pronounced in Albrighton as illustrated in the chart opposite. Full-time employment accounted for 56% of the total in 2019, compared with 64% in Shropshire and 68% nationally.



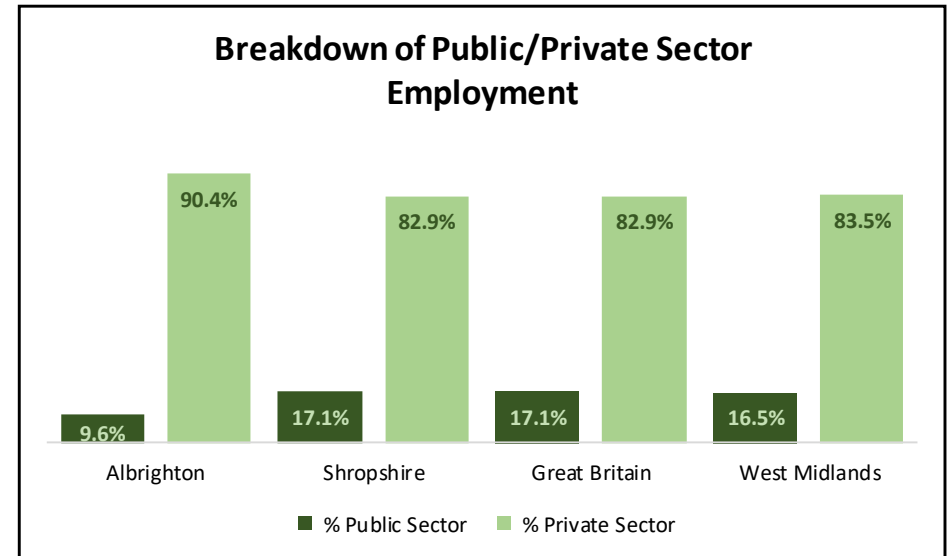
Source: Business Register and Employment Survey, Office of National Statistics, Crown Copyright 2021

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 Albrighton, public sector jobs account for around a tenth of all employment, substantially less than the Shropshire average. Public sector employment has actually increased in the town since 2015 (+23.9%) while the number of private sector jobs has risen by +20.4%.



Employment Sectors

The four largest employment sectors in Albrighton are health, education, construction and retail. Together these account for 62.6% of employment within the town. Health is the largest sector, alone accounting for 27.3% of employment. Retail is typically over-represented in towns, and accounts for 13.4% of Albrighton employment compared with 9.5% in Shropshire. Education represents 10.9% of the employment in the town (8.3% in Shropshire) while construction accounts for the same proportion (6.0% in Shropshire). Other sectors accounting for more than 5% of jobs include manufacturing, wholesale, accommodation and food services and professional, scientific and technical.

INFORMATION, INTELLIGENCE & INSIGHT TEAM

Employment Sector	Albrighton	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	6.3%	9.9%	11.6%	8.0%
Construction	10.9%	6.0%	4.4%	4.9%
Motor trades	2.1%	3.0%	2.5%	1.9%
Wholesale	7.6%	4.4%	4.9%	3.9%
Retail	13.4%	9.5%	8.5%	9.2%
Transport & Storage	0.8%	3.8%	6.0%	4.9%
Accommodation and Food Services	6.7%	9.9%	7.3%	7.6%
Information & communication	1.3%	2.0%	2.6%	4.3%
Financial & insurance	0.8%	1.2%	2.4%	3.5%
Property	0.4%	1.9%	1.7%	1.7%
Professional, scientific & technical	6.7%	7.2%	6.4%	8.7%
Business Administration & Support	1.3%	4.8%	9.4%	8.8%
Public administration & defence	1.7%	4.0%	3.7%	4.4%
Education	10.9%	8.3%	8.8%	8.6%
Health	27.3%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	1.7%	4.8%	4.3%	4.5%

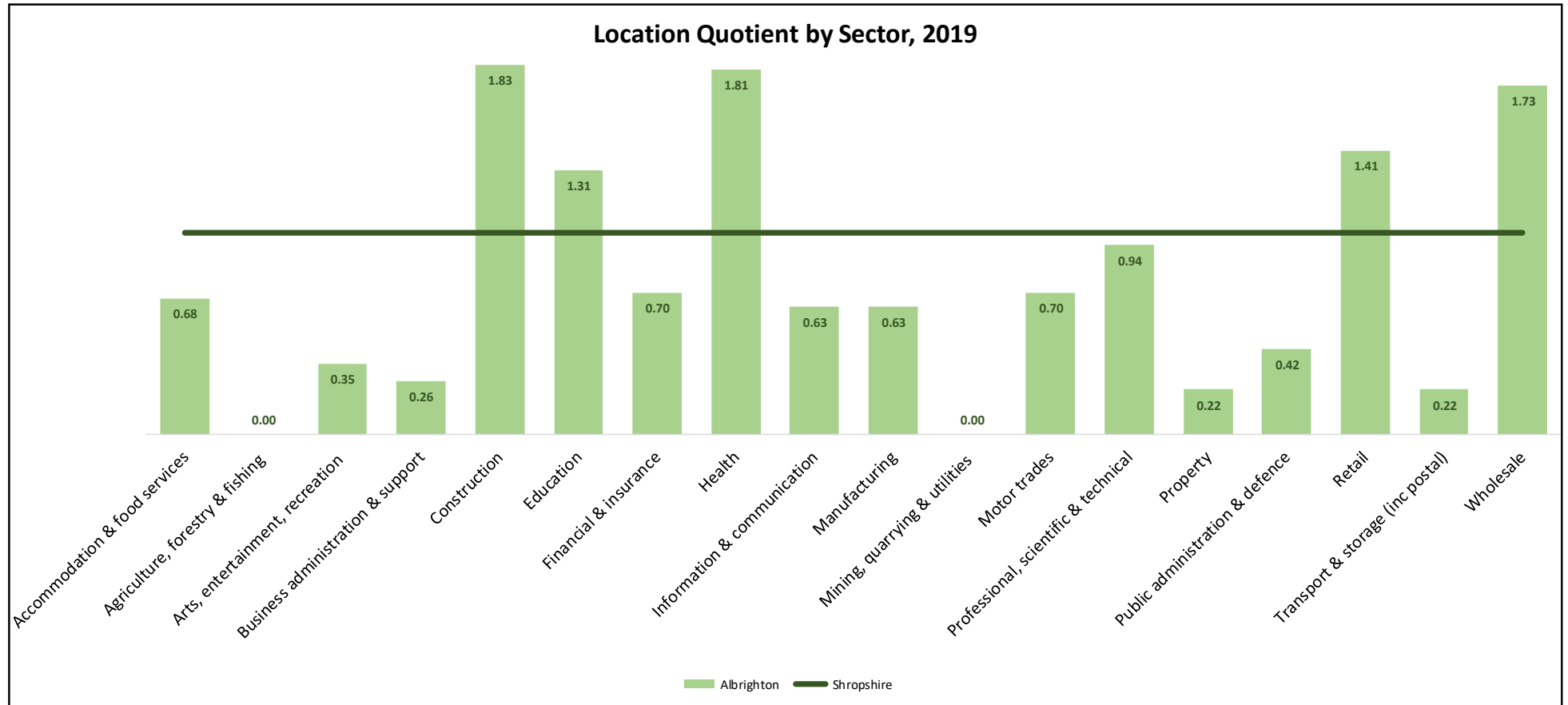
The adjacent table shows the breakdown of employment sectors in Albrighton alongside the comparable breakdowns for Shropshire, the West Midlands and for Great Britain.

It shows that agriculture, mining & quarrying, motor trades, transport & storage, information & communication, finance & insurance, property, business administration & support, public administration and defence and arts, entertainment & recreation employ relatively few people in Albrighton (10.1% 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 Albrighton according to its location quotient. This measures each sector in relation to the Shropshire average, with any score over 1 reflecting a sector that is more important than the Shropshire average, and any score under 1 reflecting a sector that has less importance.

As well as health, education, construction and retail, wholesale also has above average significance in Albrighton in relation to the rest of Shropshire. Transport, property and business administration in particular are 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

Employers	Number of Employees	Turnover(£'000s)
David Austin Roses Limited	248	25,050
Quality Home Care Ltd	46	n.a
Blossom Bridge	16	n.a
Midlands Restoration	14	n.a
Albrighton Feeds	10	n.a

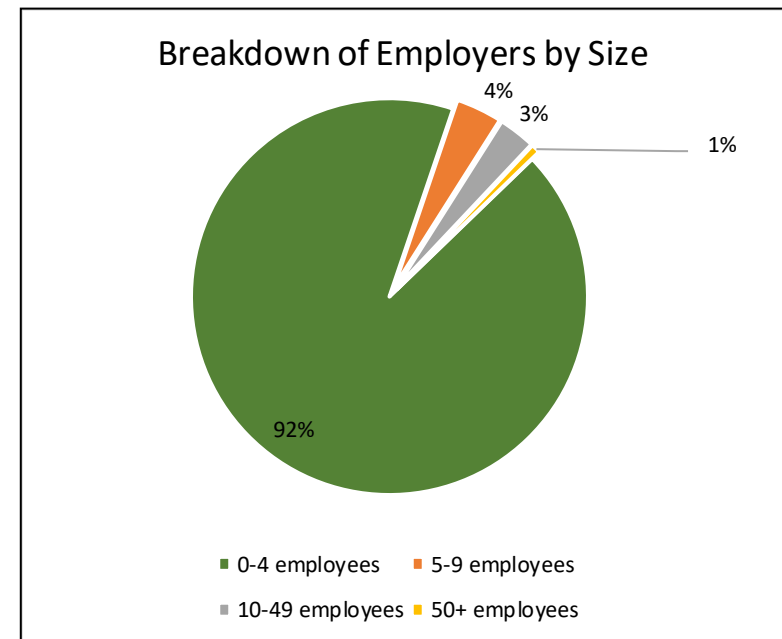
Source: FAME (Bureau Van Dijk), February 2021

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 90% of businesses in Albrighton employ less than 5 people. An additional 4% employ between 5 and 9. Less than 5% have a workforce of 10 or more.

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

Large employers which are not included within the above table include national retail stores.



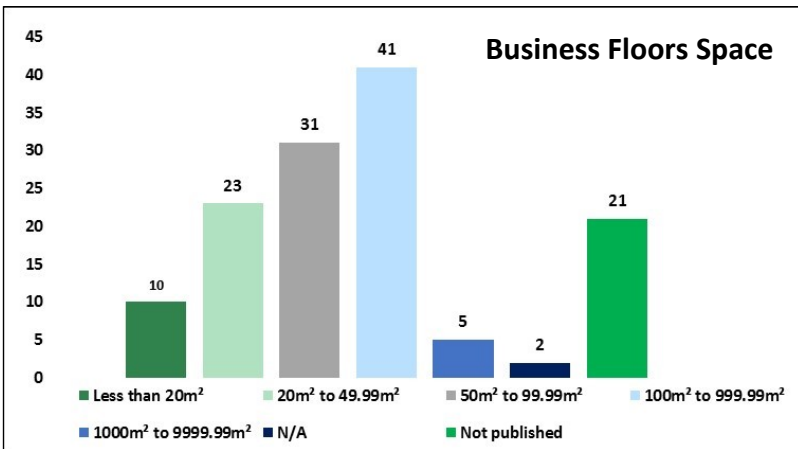
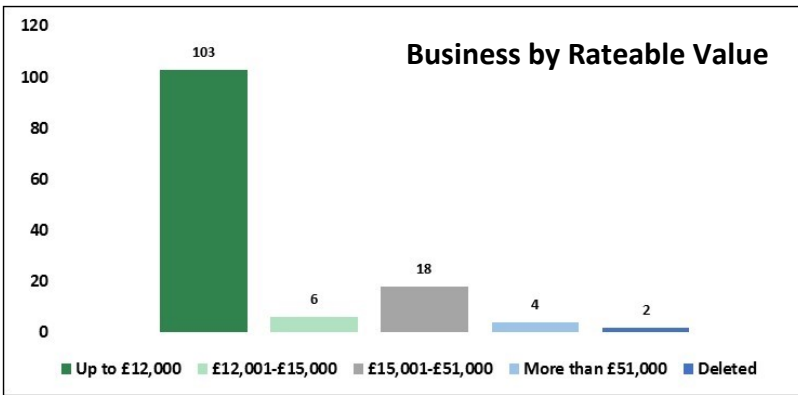
Note: 0-4 employee category includes all companies where employment levels are unknown.

Business Rates

133 establishments have a rateable value in Albrighton and the combined rateable value of these organisations is £1.5 million. This is the equivalent of 0.6% of the total rateable value of all businesses in Shropshire.

103 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 4 (3.0%) have a rateable value of more than £51,000.

64 businesses have a floor space of less than 100m², while just five have floor space of more than 1,000m². The largest organisation covers just over 6,700m².



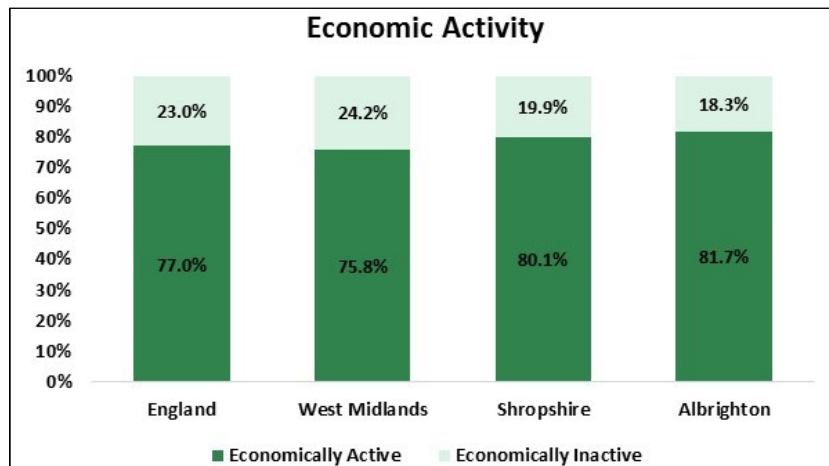
Source: Valuation Office Agency

Count of Classification	Albrighton
Commercial	99
Education Training and Culture	5
Industrial	9
Leisure	5
Miscellaneous	15
Utilities	1
Total	113

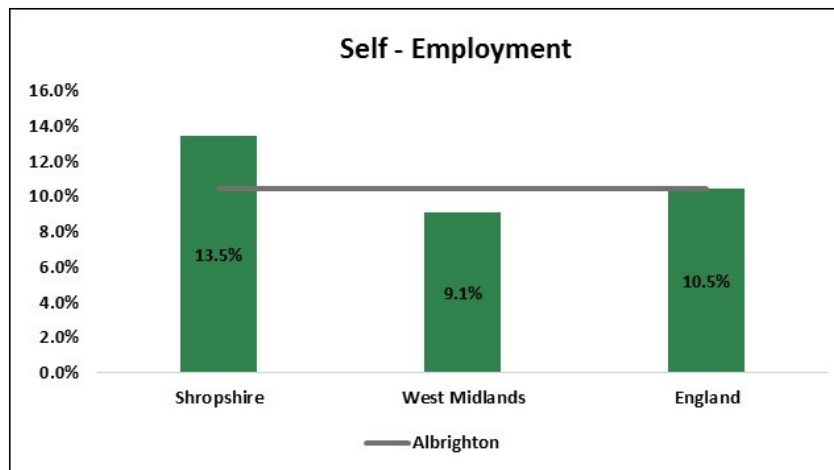
The majority of organisations on the Albrighton business rates list are classed as commercial—primarily retail outlets and offices. These account for 74.4% of the total. Miscellaneous is the second largest classification, accounting for 11.3% of the total.

Economic Activity

The status of Albrighton residents aged 16-64 at the time of the 2011 Census showed 81.7% of residents were economically active, which includes people who are both employed and actively seeking employment. This is higher than the Shropshire figure of 80.1% and notably higher than the national and regional averages (77%) and (75.8%) respectively.



Source: 2011 Census



Of those who were economically active, 77.8% were in employment while 3.8% 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 lesser issue in Albrighton in relation to Shropshire as well as England.

Of the 2,299 Albrighton residents in employment, the majority are employees (86.5%) while the remainder are self-employed. 73% of both employees and the self-employed work full-time.

Employment Breakdown	Albrighton
In Employment Total	2,299
Of which Employee: Total	1,989
Of which Employee: Part-time	541
Of which Employee: Full-time	1,448
Of which: Self-employed: Total	310
Of which Self-employed: Part-time	84
Of which Self-employed: Full-time	226

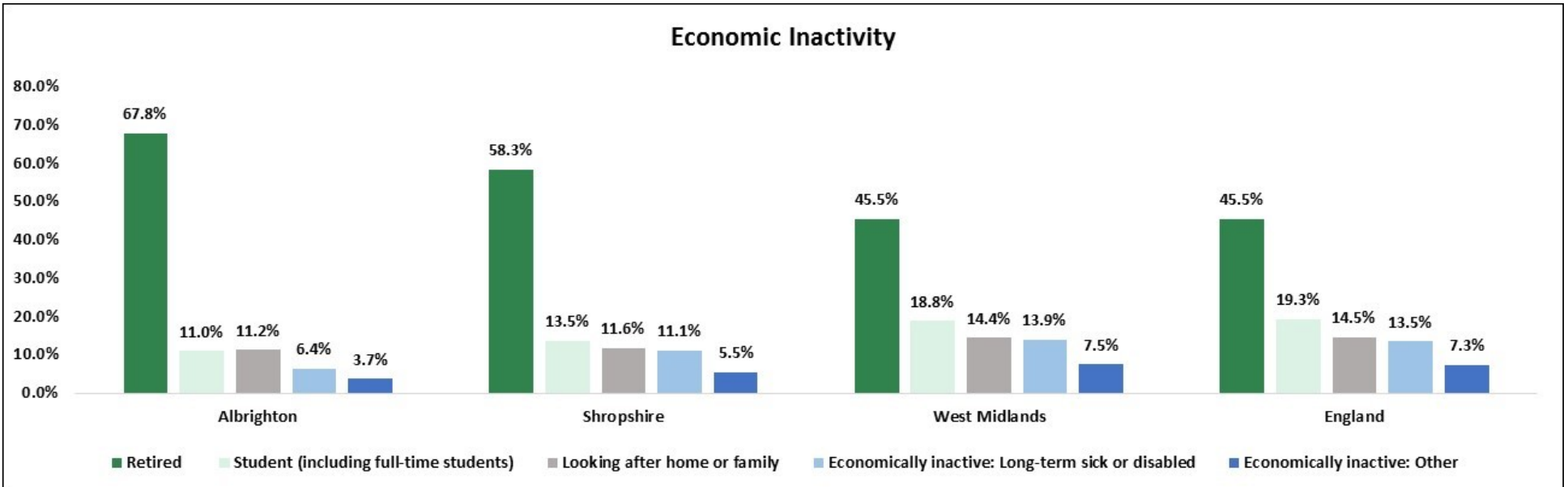
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County's market towns, especially the main employment centres. In Albrighton, the self-employment rate is on a par with the national average but higher than the regional average.

Economic Inactivity

542 Albrighton 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 Albrighton population which does not participate in the labour market is lower than the average for Shropshire.

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

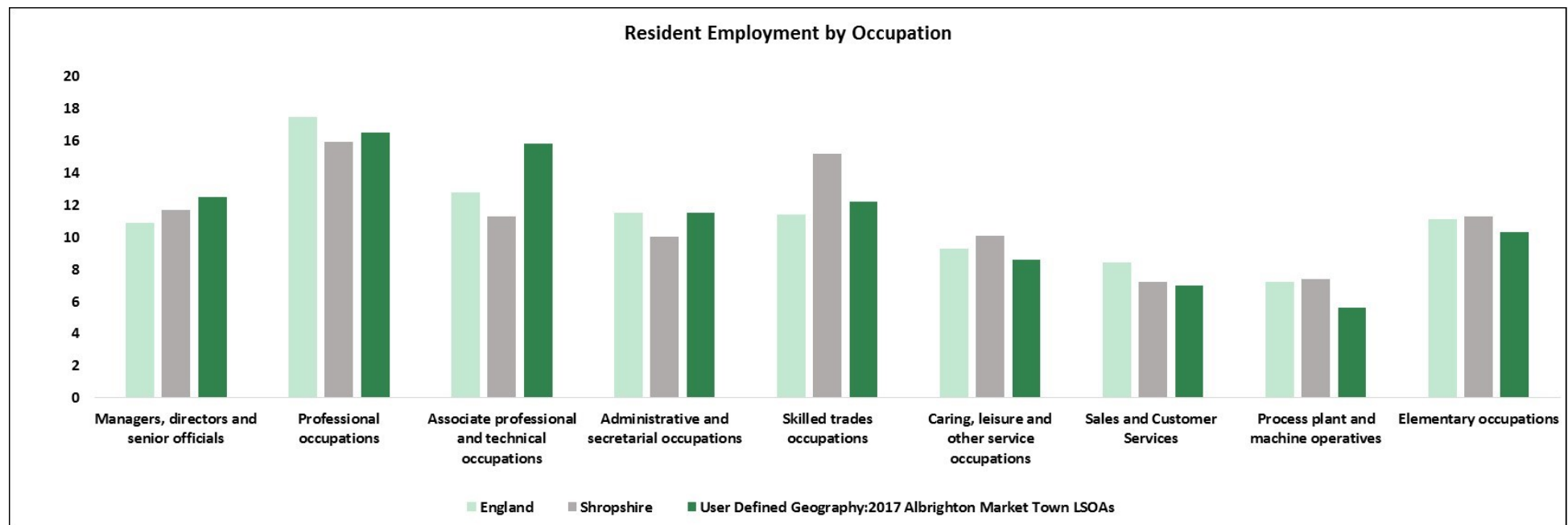
It is apparent that a much higher proportion of economically inactive Albrighton residents are inactive because they are retired than is the case across Shropshire which itself supports significantly more retired people compared with the West Midlands and England. Proportionally there are fewer students or long-term sick.



Source: 2011 Census

Employment by Occupation

Albrighton supports relatively high numbers working within the Standard Occupational Classification (SOC) groups for professionals, with 44.8% 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. 12.5% work as managers, 16.5% in professional occupations and 15.8% in associate professional occupations. A lower proportion are employed in lower level occupations, including elementary occupations (10.3% compared with 11.3% for Shropshire) and process, plant and machine operatives (5.6% compared with 7.4% for Shropshire). Significantly fewer work in skilled trades occupations (12.2% compared with 15.2% for Shropshire) or in a caring or leisure capacity (8.6% compared with 10.1% in Shropshire).



Source: 2011 Census

Qualifications

According to the Census 2011, 32.1% of residents had a level 4 qualification or above, slightly higher than the Shropshire average of 29.4%. In total 11.3% of people had no qualification. This is lower than the Shropshire average (14.0%). The qualification profile of Albrighton residents reflects the type of employment that is prevalent amongst the working population, with more working in managerial or professional occupations and fewer in elementary occupations.

Qualifications	Albrighton	Shropshire	England and Wales
Level 1	16.1	15.4	15.2
Level 2	19.5	19.4	17.2
Level 3	14.8	14.7	14.5
Level 4/5	32.1	29.4	29.7
Other qualifications	6.3	7.1	8.6
No qualifications	11.3	14.0	15.0

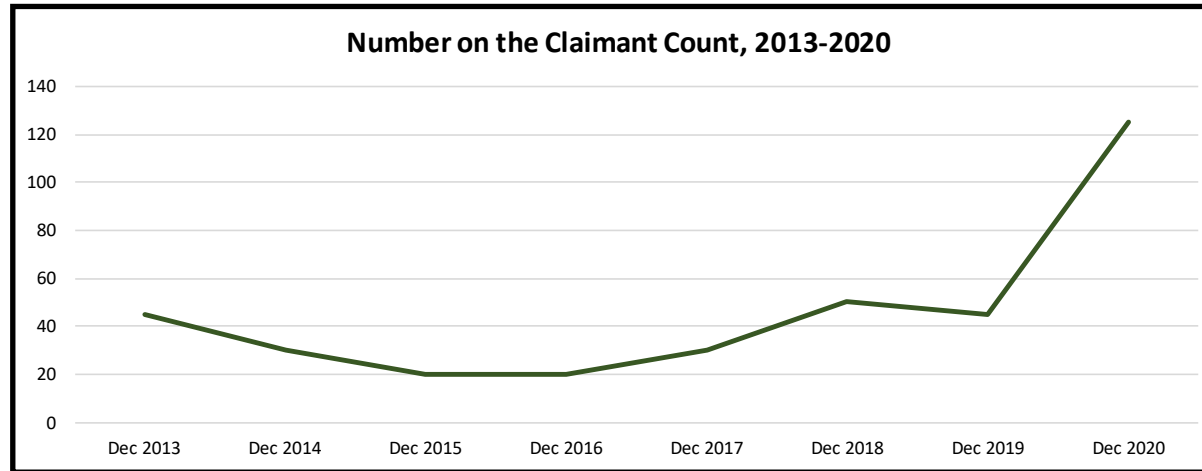
Source: 2011 Census, ONS, Highest Level of Qualification Population aged 16-64.

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 Albrighton between December 2013 and December 2020.



In December 2020, 125 Albrighton residents were on the claimant count, which is more than six times higher than the 20 who were on the count in December 2015 and 2016. The claimant rate in Albrighton (the percentage of the 16-64 population which is claiming) is slightly higher than the average for Shropshire (4.6% compared with 4.4%). This rate is lower than for either Great Britain (6.2%) or the West Midlands (7.2%). Claimant numbers everywhere were elevated throughout 2020 due to the coronavirus pandemic.

Source: Department of Work and Pensions/ONS

Universal Credit

The following table shows the number of people claiming Universal Credit in Albrighton 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)	287
Households on Universal Credit (Nov 20)	228

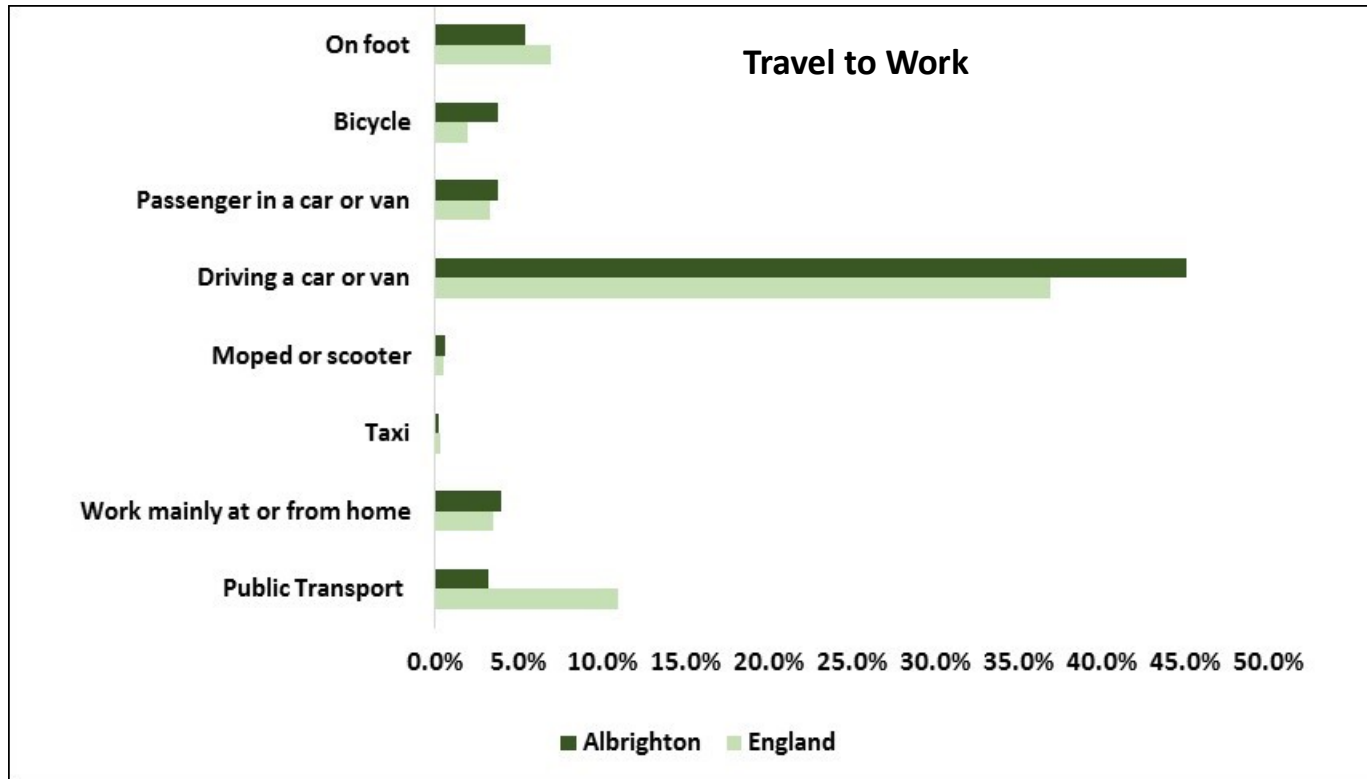
State Pensions

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 Albrighton total 1,473 or 1.9% of the state pension claimants in the county.

Travel and Commuting

The most commonly used method of transport to work for Albrighton residents who work was to travel by car or van. 45% of workers drove to work, while an additional 4% were a passenger in a car or van. Slightly more Albrighton residents work primarily from home than is the case nationally (4% compared with 3%), but this is notably 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

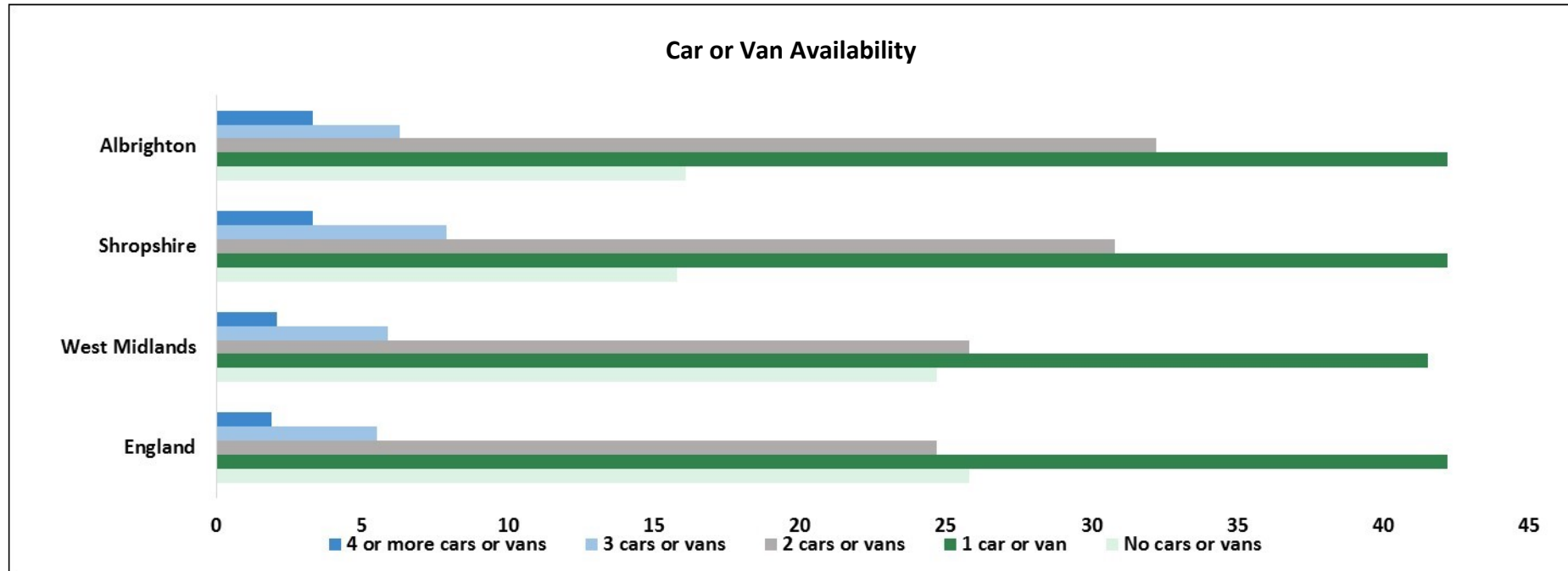


Source: 2011 Census

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 a 25.8% of households nationally according to the 2011 Census. The proportion of households without a car in Albrighton stands at 16.1%.

42.2% of households have one car, 32.2% have two cars while 6.3% have three or more. The total number of cars and vans owned by Albrighton households stood at 3,121 in 2011.

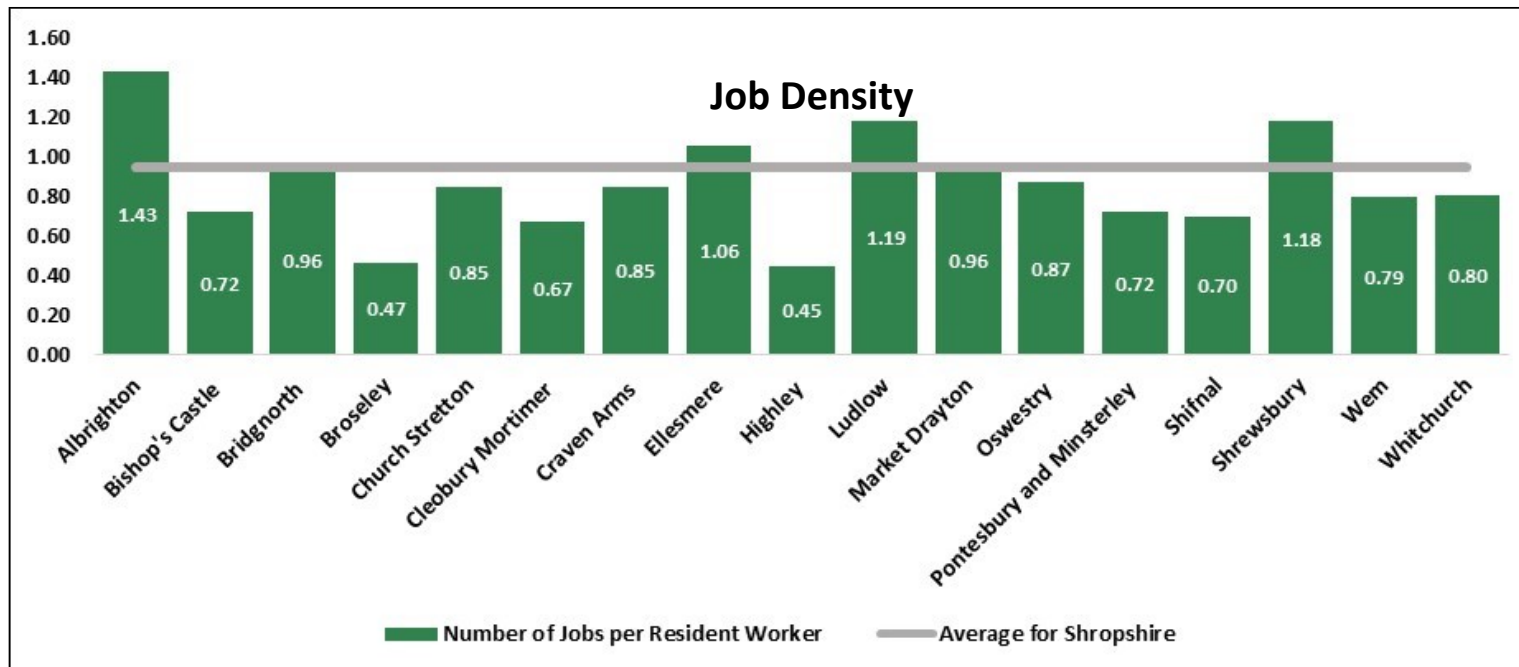


Source: 2011 Census

Commuting Patterns

Albrighton (place plan area) supports a lower level of employment self-containment than the largest Shropshire market towns but in relation to population size, self-containment is comparatively high. Relatively close proximity to the County border means that the town's residents have reasonably easy access to employment in Telford, Wolverhampton and the Black Country but there is also a concentration of jobs in the place plan area due to the presence of RAF Cosford. 29.1% of all Albrighton jobs are filled by Albrighton residents while 41.6% of working people who live in Albrighton also work there, which gives an overall level of self-containment of 34.2%. The differential between the number of resident workers and the number of jobs is sizeable, with net in-commuting across the Albrighton place plan border standing at 1,341. This equates with 1,820 people living in Albrighton but working elsewhere and 3,161 people working in Albrighton but living elsewhere.

Job density in Albrighton is higher than it is anywhere else in Shropshire, at 1.43 jobs per resident worker compared with an average of 0.95 in Shropshire. As illustrated in the chart below, the only other towns where the number of jobs exceeds the resident workforce are 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

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

Origins and Destination of Workforce

Other than Albrighton, the rest of Shropshire is an important source of workers for Albrighton jobs but considerable numbers also commute in from Telford & Wrekin, South Staffordshire, Stafford and Wolverhampton. The main destinations for Albrighton workers who are not employed within the place plan boundary are Telford & Wrekin and Wolverhampton as well as the rest of Shropshire.

Main Origins of Albrighton Workforce	Number	%
Albrighton	1296	29.1%
Rest of Shropshire	528	11.8%
Telford & Wrekin	771	17.3%
Cannock Chase	50	1.1%
South Staffordshire	314	7.0%
Stafford	77	1.7%
Birmingham	66	1.5%
Dudley	82	1.8%
Wolverhampton	341	7.7%
Other	932	20.9%

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 Albrighton Resident Workers	Number	%
Albrighton	1,296	41.6%
Rest of Shropshire	325	10.4%
Telford and Wrekin	460	14.8%
South Staffordshire	130	4.2%
Birmingham	81	2.6%
Dudley	60	1.9%
Sandwell	71	2.3%
Walsall	60	1.9%
Wolverhampton	400	12.8%
Other	233	7.5%

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

Retail Economy

Retail accounts for 13.4% of total employment in Albrighton, which makes it the second largest employment sector in the town. 1.3% of all retail employment across the whole of Shropshire is absorbed by Albrighton.

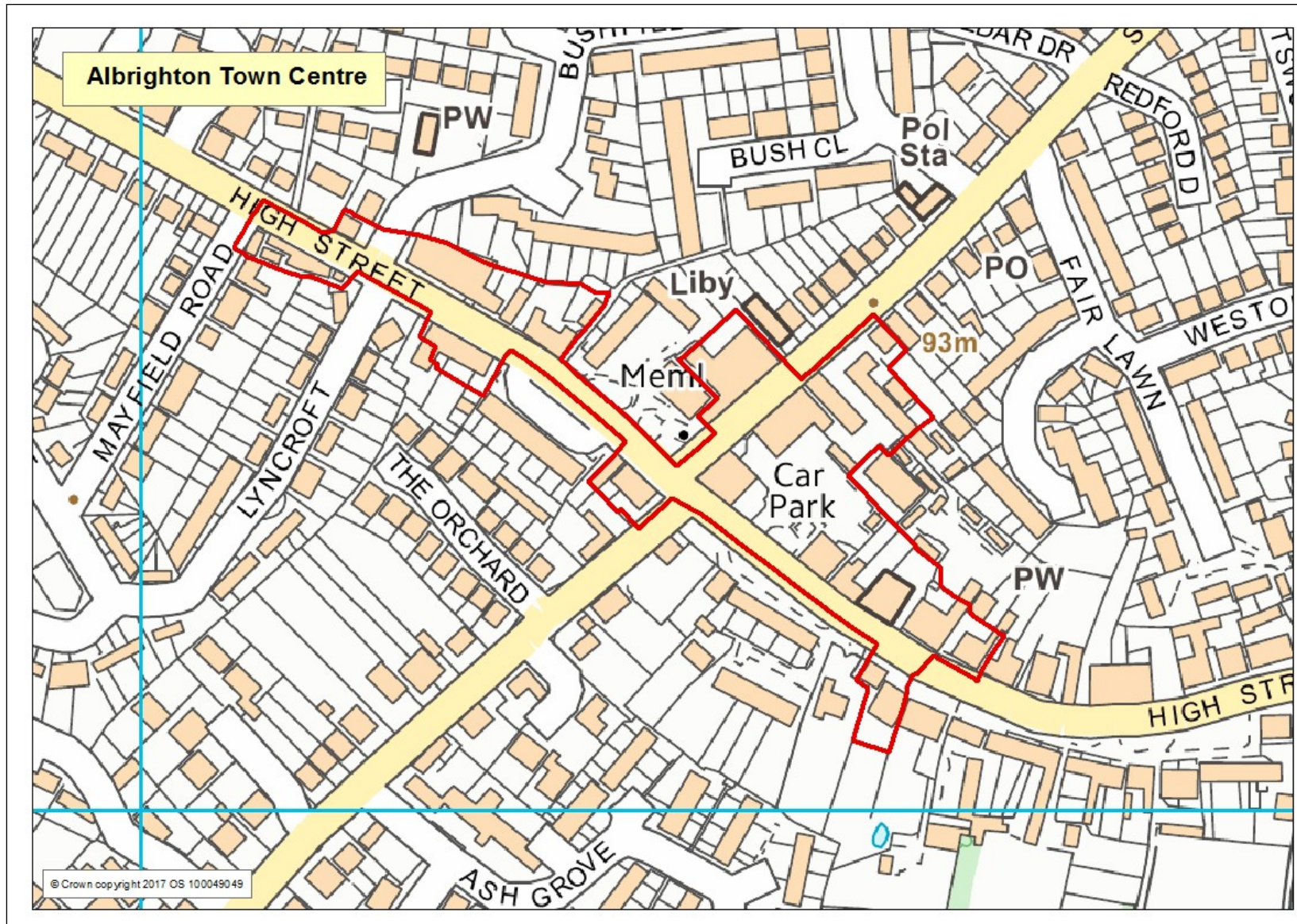
Retail Sector

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

High Street Shopping, Albrighton offers a range of mainly independent traders providing fresh produce, gifts and homewares along with a number of eating and drinking establishments. For details of local stores visit <http://www.albrightontraders.com/>

Supermarkets, The Co-operative and SPAR convenience stores are both based in the High Street providing everyday food and essentials. In nearby Cosford a 24 hr Budgens mini supermarket is available.

Main Retail Area



Tourism & Leisure

Approximately 100 people are employed in the tourism sector in Albrighton, of which the majority are employed in accommodation and food services and just a small number in arts, entertainment, recreation and other services. This is the equivalent of 8.4% of the total Albrighton workforce which represents a low share compared to Shropshire as a whole (14.7%). Less than 1% of total employment in the tourism sector in Shropshire is provided by Albrighton.

Albrighton is a small market town in the east of Shropshire bordering South Staffordshire and only 8 miles from Wolverhampton town centre. One of the few towns in Shropshire to retain a village green. Albrighton is well placed to visit attractions of Shropshire and South Staffordshire.

Visitors Attractions

Places to visit in Albrighton include:

Albrighton Trust Moat and Gardens, Blue House Lane, Albrighton, WV7 3FL – designed around a 13th century moat the landscaped gardens cover four acres, including sensory garden, nature trails, bird hides and assorted wildlife. Angling facilities including wheelchair access for fishing.

David Austin Roses, Bowling Green Ln, Albrighton, Wolverhampton WV7 3HB - www.davidaustinroses.com

Visit the rose gardens, plant centre and tea rooms of award winning rose breeders David Austin.

Nearby Attractions

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

Only 2 miles from Albrighton the museum is home to 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/>

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

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

7 miles from Albrighton 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

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

Albrighton Fayre, <http://www.albrightonfayre.com/>

Held in July the annual fayre offers a range of stalls and events.

Sports, Leisure & Culture

Albrighton 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 Albrighton area:

Albrighton Bowling Club, Loak Rd, Albrighton WV7 3HR - www.albrightonbowls.co.uk

Crown green bowling for all ages, the club has 7 teams.

Albrighton Cricket Club, Kennel Ln, Albrighton, Wolverhampton WV7 3BQ <http://albrightoncricket.clubbuzz.co.uk/>

Senior, junior and social cricket.

Albrighton Football Club, Loak Rd, Albrighton WV7 3HR - see Facebook or twitter for further details

Men's and women's teams from under 7 to adults.

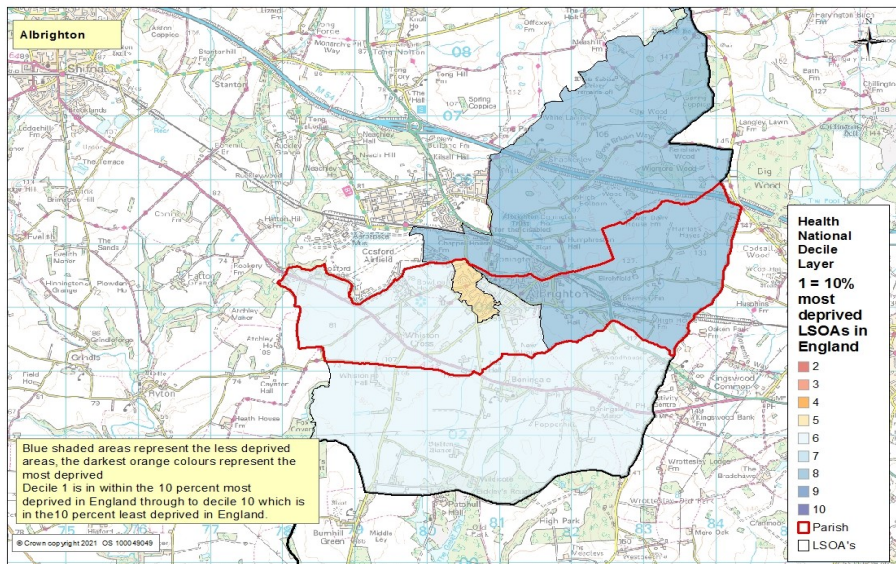
Albrighton Tennis Club, Kennel Ln, Albrighton, Wolverhampton WV7 3BQ <https://clubspark.lta.org.uk/AlbrightonLawnTennisClub>

Albrighton Musical Theatre Youth, <http://albrightonmusicaltheatreyouth.weebly.com/>

Musical theatre for the over 9's, weekly meetings at the Albrighton Methodist Church.

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

All areas of Albrighton fall into the 8th or 6th or 5th lowest decile in terms of health deprivation levels.

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

Of the **5,131** residents of Albrighton in the last census reporting on their health conditions:

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

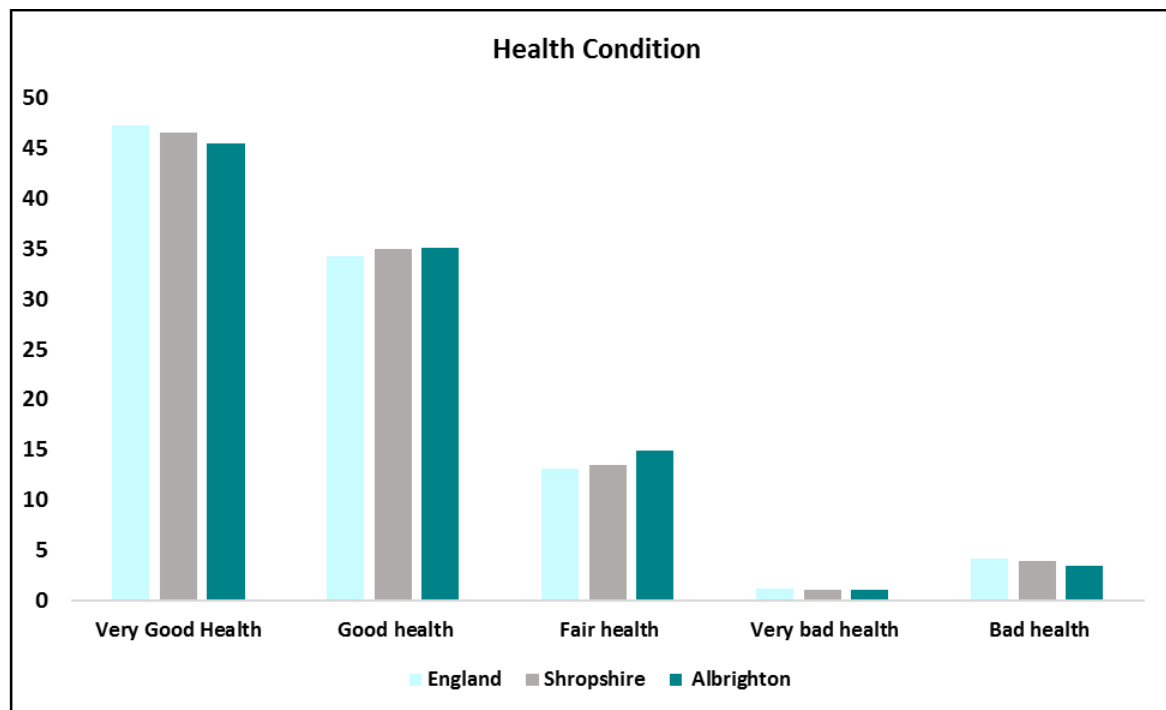
592 reported that their day-to-day activities were limited a little

4, 123 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 **8.1%** which is lower than the rate for Shropshire **8.4%** and England **8.3%**.

Health Conditions

At the time of the 2011 Census, 80% of residents in Albrighton, 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 3.5% 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 Albrighton (8.5% of total employment) which is low compared with the Shropshire average of 14.7%. Notwithstanding this, it is the fifth largest employment sector in the town.

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Albrighton	8.1%	1.3%	2.7%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

8.1% of people in provided Albrighton provided unpaid care for 1-19 hours per week, this was slightly higher than Shropshire as a whole. Albrighton also had slightly more people providing care for 50 or more hours per week 2.7% compared to 2.4% for Shropshire and England.

Health Facilities

Albrighton has local access to a range of health facilities including chemists, doctors, dentists and a minor injuries unit. Check with the NHS for latest opening times and which services should be used. <https://www.nhs.uk/>

Health Services available in or near Albrighton include:

Hospitals

Accident & Emergency, 8.1 miles to the nearest Accident and Emergency service provided at New Cross Hospital, Wolverhampton Road, Heath Town , Wolverhampton, West Midlands, WV10 0QP.

Minor Injuries Unit Minor Injuries Unit, 8 .9 miles to the minor injuries unit at Bridgnorth Hospital Northgate , Bridgnorth, Shropshire, WV16 4EU.

Doctors

Albrighton Medical Practice, Shaw Lane, Albrighton, WV7 3DT - 01902 372301

Dentists

Albrighton Dental Surgery, 20 Station Road, Albrighton, WV7 3QG.

Pharmacies

Rhodes TA Ltd, 77 High Street, Albrighton, Wolverhampton, WV7 3JA.

Residential Nursing Homes

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

Old Rectory Care Home, Rectory Road, Albrighton, Wolverhampton WV7 3EP.

Latest CQC inspection Oct 2019 – Overall rating outstanding.

The Cedars, Kingswood Road, Albrighton, Wolverhampton WV7 3JH.

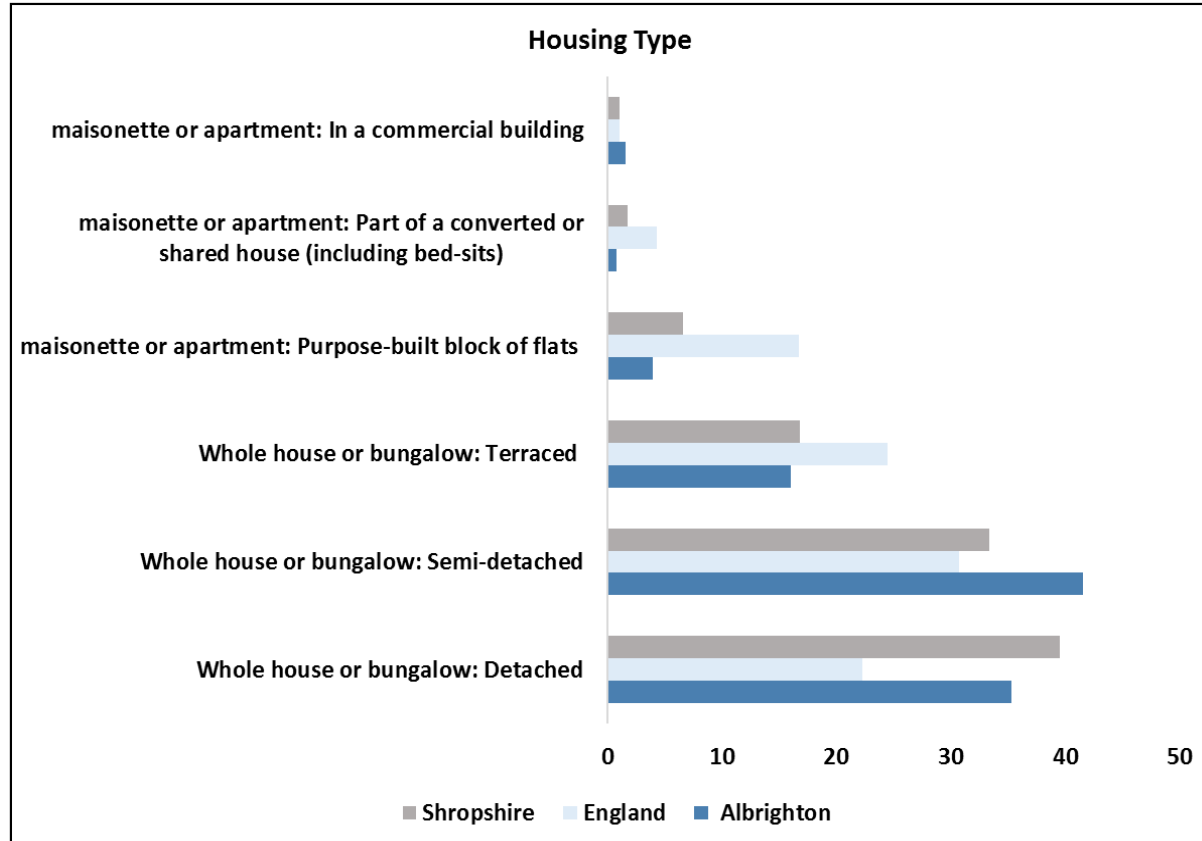
Latest CQC inspection Jul 2019 – Overall rating Good.

Also available in the Albrighton area.

Quality Home Care Ltd, 31-33 Station Rd, Albrighton, Wolverhampton WV7 3QH <http://qualityhomecareltd.co.uk/> providers of home care and assistance. Latest CQC inspection Aug 2019 – Overall rating Good

Housing

The town has a higher rate of semi-detached houses and flats than in Shropshire. There are a greater number of detached houses compared to England.



Fewer Albrighton household spaces were detached properties (35.3%) compared to Shropshire as a whole (39.5%).

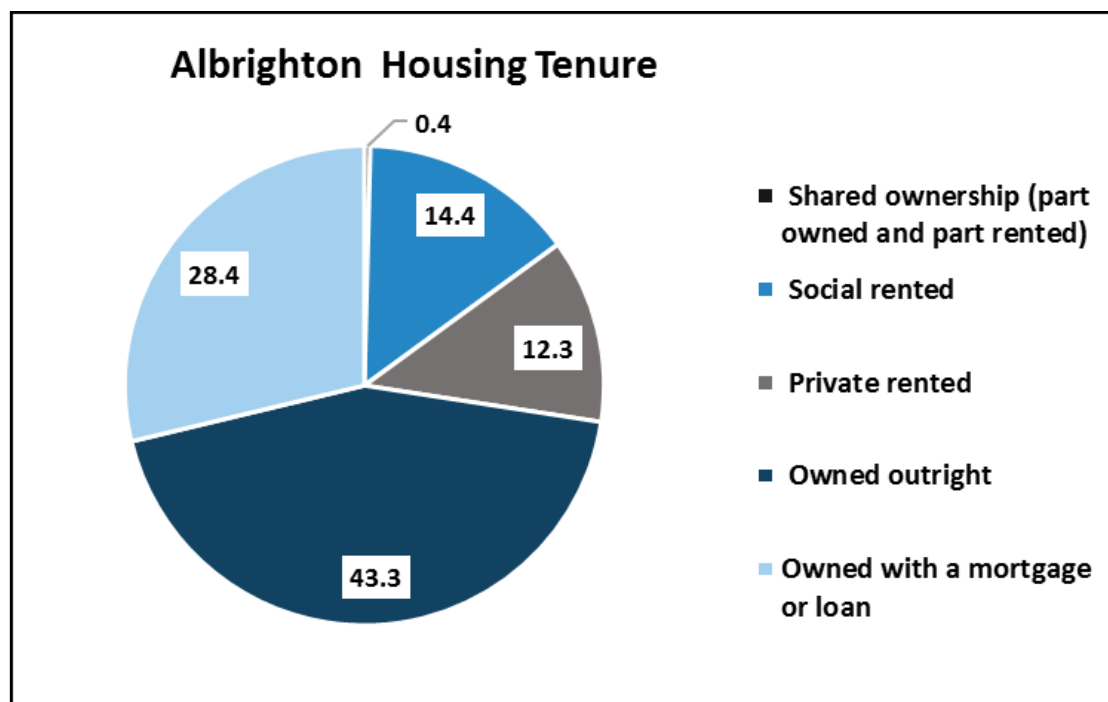
There were a slightly greater proportion of household spaces which were semi-detached (41.6) compared to (33.4%) in Shropshire as a whole. This was the largest housing type in Albrighton.

There were slightly more apartments in a commercial building (1.6%) compared to (1.1%) for Shropshire as a whole.

Source: 2011 Census

Housing Composition

- 28.5% of households were One Person Households less than the Shropshire average (28.9%) and England (30.2%).
- 4.3% of households were Lone Parent with dependent children lower than the Shropshire average (5.2%) and lower than England (7.1%).
- 18.2% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%).
- 15.9% of households were married couples with dependent children greater than the Shropshire average of (15.3) and England (15.3).



In Albrighton , at the time of the 2011 Census, there were 2,239 households, 2,311 dwellings and 4 Communal Establishments housing 18 people. The largest proportion (43.3%) of houses in Albrighton were owned outright, greater than the Shropshire figure of 39%. 14.4% of households were social rented housing, this was greater than for Shropshire as a whole (13.5%) but fewer than for England (17.7%).

There were less houses privately rented 12.3% compared to 15% for Shropshire and 14% for England. In Albrighton there are 296 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 Albrighton a household with a median household income of (£32,252) would need 7.8 times this income to afford a median priced house (£251,000) as of year end 2020. This is higher than a ratio of 6.7 for Shropshire.

Source: Shropshire/England House Price Figures—ONS House Price Datasets, CACI Paycheck Data, DCLG Land Registry Price Paid Data. Year end 2020

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 Albrighton.

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.

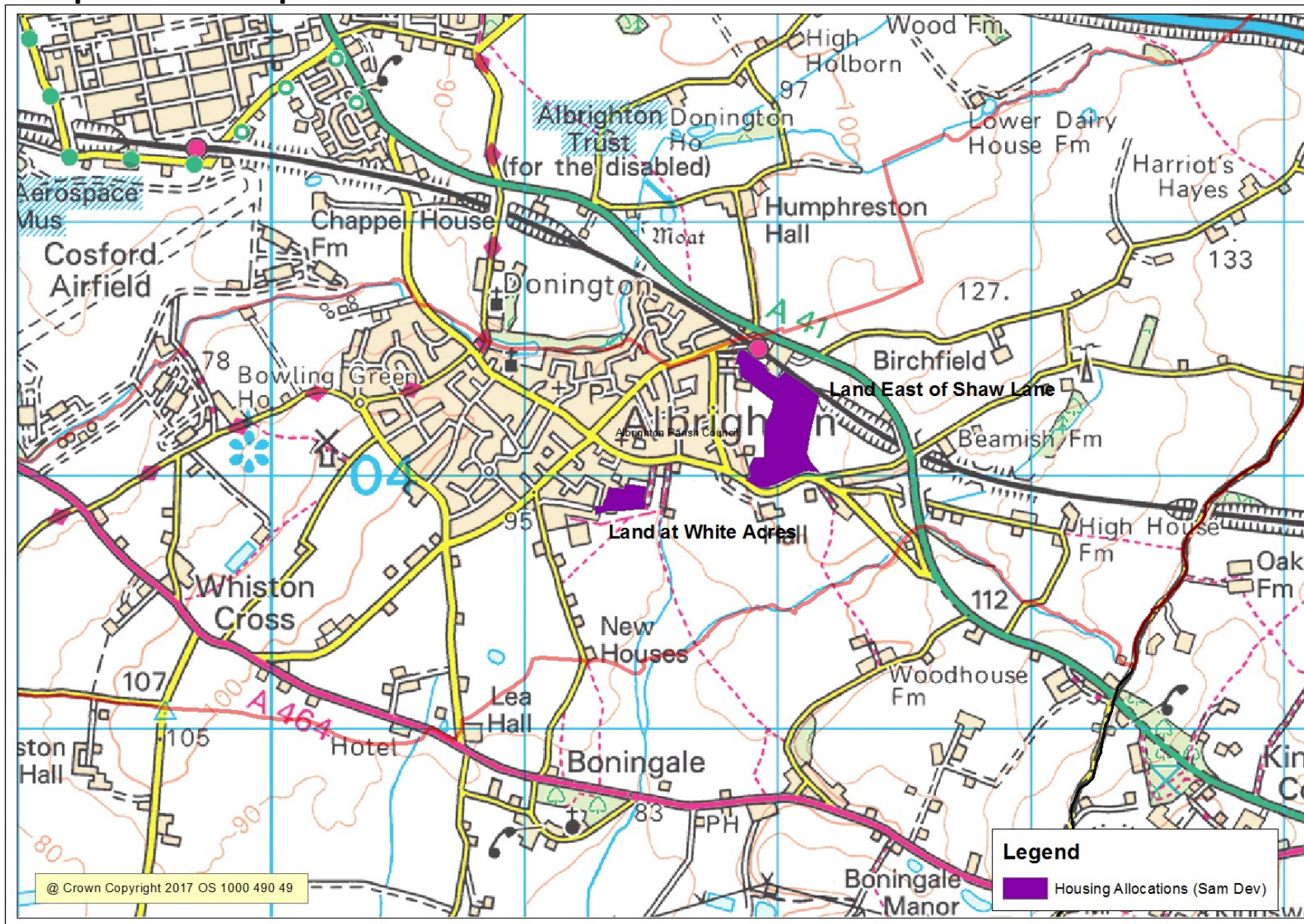
Consultations on the Local Plan Review Preferred Scale and Distribution of Growth for the period to 2036 were to be presented to Cabinet on 18th October 2017.

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

Housing Allocations	Provision	Already Completed	Expected Build Out Rate									
			2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-32
Land at White Acres	187	0	10	25	25	25	25	25	25	25	2	0
Land East of Shaw Road	17	0	0	0	17	0	0	0	0	0	0	0
Windfall Sites	43	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

The new Shropshire Local Plan will set out housing and employment requirements to 2038. The plan is due to be submitted to the Planning Inspectorate for examination in 2021. The purpose of this examination is to consider compliance with all legal requirements, including the duty to co-operate, and soundness. Data in this profile will be updated after examination.

Proposed Development Sites



Education

Market Town	Number school age children	Free School Meals (FSM)	English as an additional Language
Albrighton	407	34	4
Bishops Castle	189	28	9
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
Highley	384	43	10
Ludlow	992	122	19
Market Drayton	1531	215	66
Much Wenlock	334	32	9
Oswestry	1986	226	188
Shifnal	819	55	16
Shrewsbury	8771	1001	390
Wem	777	71	61
Whitchurch	973	122	83
Total	21108	2266	979

Albrighton provides local educational facilities for its primary school catchment area. Pupils are mainly drawn from the Albrighton area but schools also attracts pupils from surrounding rural areas and other local authorities of Telford, South Staffordshire and Wolverhampton.

The town council area has two primary schools.

The percentage of children living in the town parish area who are eligible for free school meals is 8.35%. This is lower than the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 1%. 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.

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Albrighton provides local educational facilities for its primary school catchment. There is no senior school based in the town with pupils travelling to the nearby Idsall School in Shifnal.

The town council area has two primary schools.

Primary Schools

Albrighton Primary School, Newhouse Ln, Albrighton WV7 3QS <http://www.albrightonprimary.com/>

Net capacity of 315 with an approved annual admission of 45 pupils. The school has 231 pupils on roll (Jan 2020).

The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 17.8%, lower than the national average of 23%.

The percentage of pupils whose first language is not English is very low 0% compared to 21.2% nationally.

Ofsted Rating: Good - Mar 2020.

St Mary's C of E Primary School, Shaw Lane, Wolverhampton, WV7 3DS

Net capacity of 210 with an approved annual admission of 30 pupils. The school has 189 pupils on roll (Jan 2020).

The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 6.3%, lower than the national average of 23%.

The percentage of pupils whose first language is not English is very low 0% compared to 21.2% nationally.

Ofsted Rating: Good - May 2018

Nearest 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 1301 pupils on roll (Jan 2020).

The % of pupils eligible 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.

Further Education College

There are no college facilities within Albrighton, however Idsall secondary school does provide sixth form education.

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

Telford College, Haybridge Rd, Wellington, Telford TF1 2NP <https://www.tcat.ac.uk/> wide range of courses and apprenticeships (12 miles).

Wolverhampton College, Metro One Campus, Bilston Road, Wolverhampton WV1 3AH <http://www.wolvcoll.ac.uk/> (8 miles).

Transport and Infrastructure

Road Networks

Albrighton is well situated to the road networks of Shropshire and the West Midlands.

The A41 provides direct access south to Wolverhampton (8 miles) whilst north towards Newport (11 miles) Whitchurch (31 miles) and on to Cheshire.

The A464 provides access to nearby Shifnal (5.5 miles).

The M54 junction 3 is 2 miles from Albrighton centre and provides access west to Shrewsbury (24 miles) and east to the M6 (13 miles).

Railways

Albrighton has a railway station which provides direct links to Shrewsbury and Wolverhampton for onward travel.

Airports

The nearest main international airports to Albrighton are:

Birmingham Airport, Marston Green, Birmingham, B26 3QJ – 37 miles South East of Albrighton.

East Midlands Airport, Castle Donington, Derby DE74 2SA – 56 miles north east of Albrighton.

Light Aircraft

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

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

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

RAF Cosford, Home to the West Midlands Air Ambulance the nearby RAF base at Cosford does permit some civilian flights by prior arrangement.

For details visit:

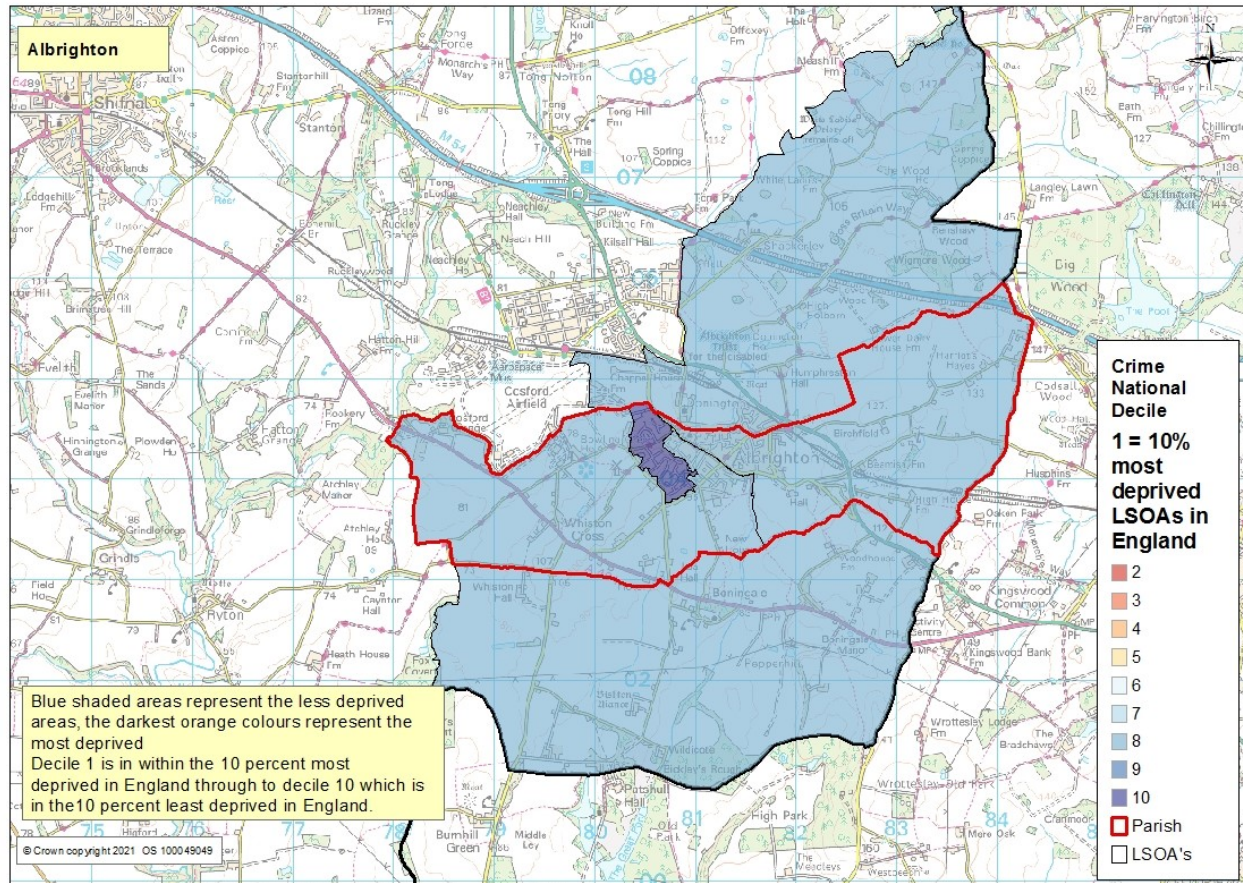
<https://www.raf.mod.uk/rafcosford/flyinginfo/index.cfm>

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 Albrighton have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. Just 3 premises (0.1% of the total) are expected to have speeds that fall below this threshold. Most premises in Shropshire are supplied by just one infrastructure provider; in Albrighton, however, 48.5% of residents have a choice of two or more suppliers.

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:

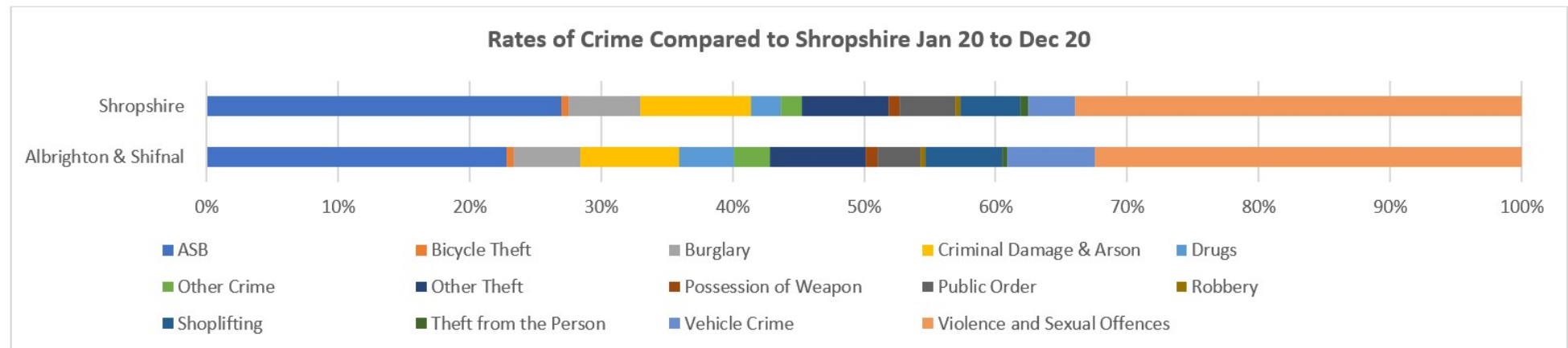
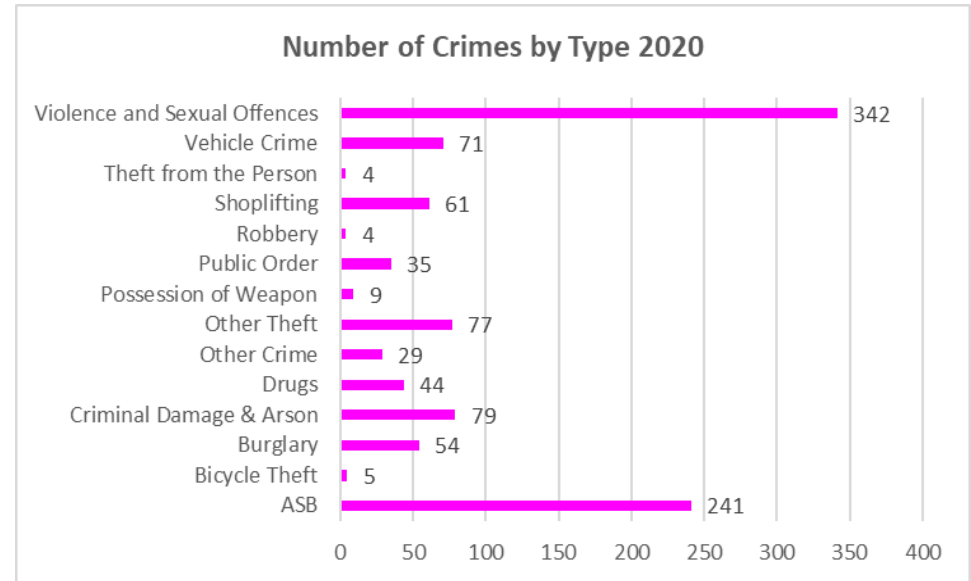
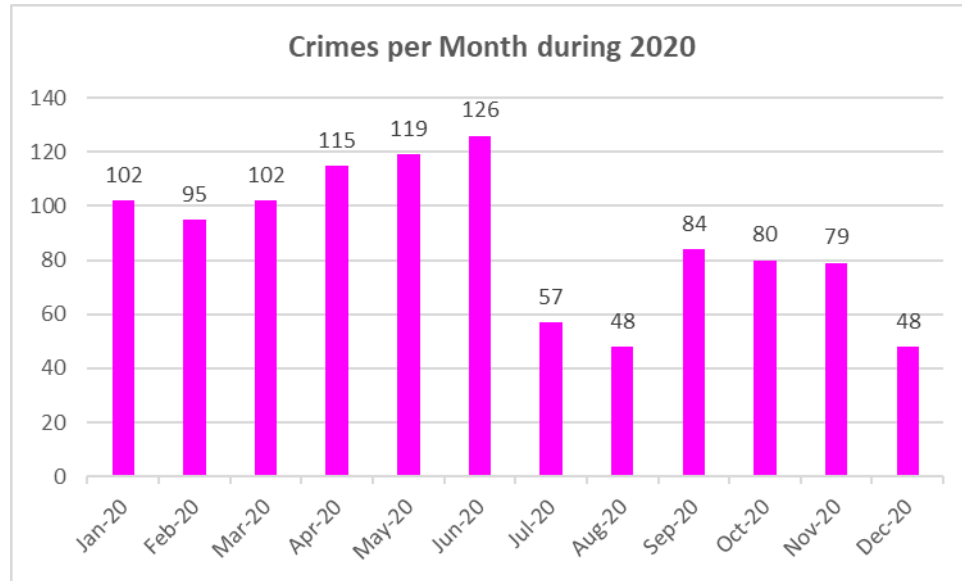
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

In Albrighton all LSOA' located in the centre were ranked within the 10th or 9th least deprived deciles nationally. Albrighton is a small town with low levels of deprivation.

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

Crime

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 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

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- Email - **commissioning.support@shropshire.gov.uk**

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