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# MARKET DRAYTON MARKET TOWN PROFILE

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Spring 2021



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# Market Town Profile

## Market Drayton

Market Drayton is a market town in north Shropshire, close to the Welsh and Staffordshire border. It is on the River Tern, between Shrewsbury and Stoke-on-Trent, and was formerly known as "Drayton in Hales" (c. 1868) and earlier simply as "Drayton" (c. 1695). The town is of Saxon origin and was referred to as Draitune in the Domesday Book. Market Drayton is on the Shropshire Union Canal and on Regional Cycle Route 75. The A53 road by-passes the town. The counties of Staffordshire and Cheshire are both close by. In 1245 King Henry III granted a charter for a weekly Wednesday market, giving the town its current name. The market is still held every Wednesday.

The town is famous for its gingerbread and has been home to gingerbread for 200 years, with its own recipe. In times gone by Market Drayton was famed for its damson fairs when the textile makers from the north would buy the damsons to make dye for their cloth. Nowadays damsons are in local jams, cheeses, pies and of course, gin. Adding to a strong food and drink culture, Muller Dairy, Palethorpes Pie factory and Joules Brewery are nearby and are large employers in the area.

The town also has some impressive architecture with half timbered and red brick buildings in the town centre and the skyline is dominated by the 14th century church which is built from local sandstone. At the centre of the town lies the Buttercross, a stone portico that was built in 1824 to act as cover for the local market stalls. Robert Clive (Clive of India) is the towns most famous son.

### Area Quick Statistics

**461.38 hectares**

**5,144 households**

**12,300 people**

**26.7 people per hectare**

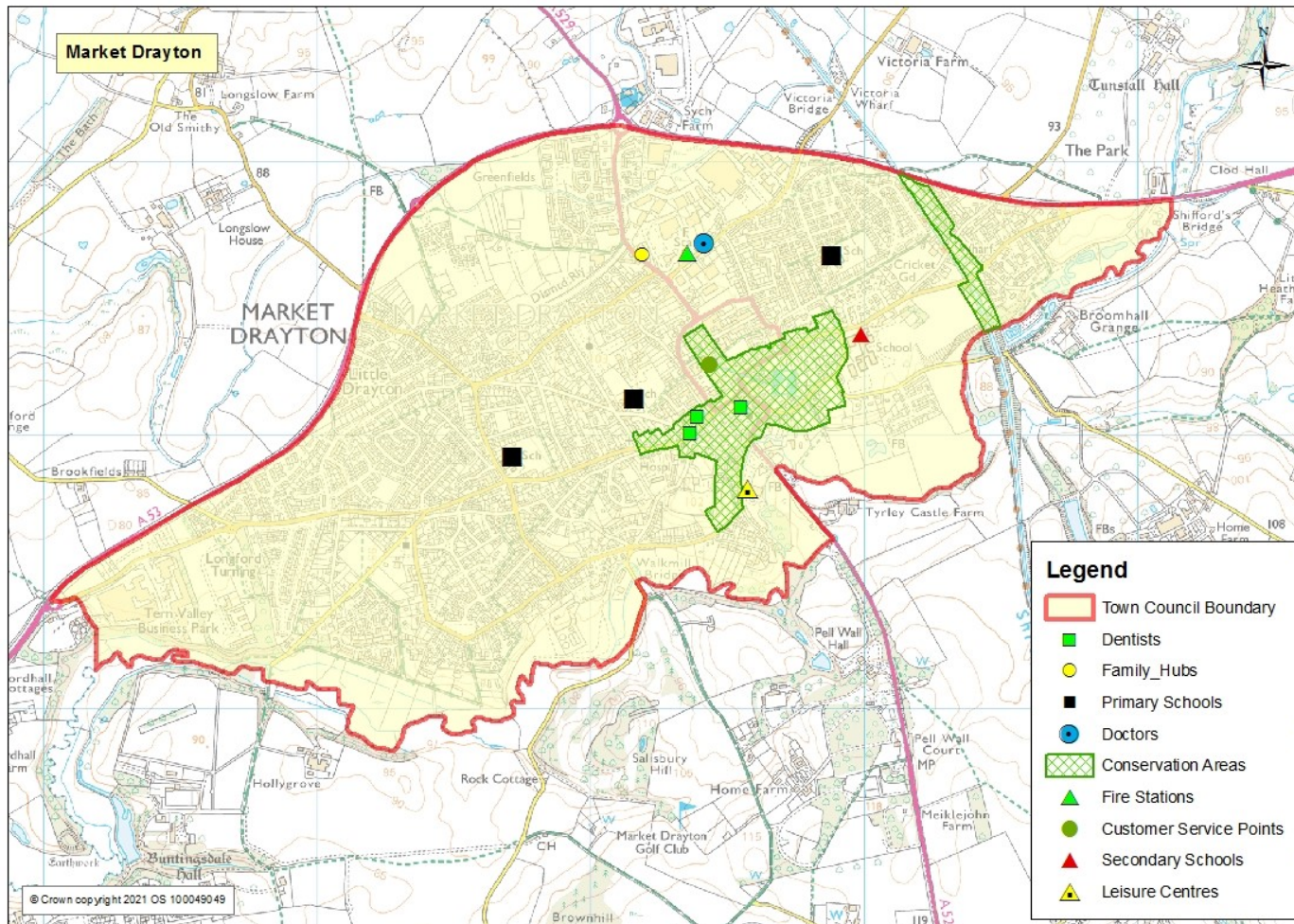
**5,323 dwellings**

**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.

## Area Map

The information in this market town is predominantly focussed on the town council area of Market Drayton. 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 7 in Market Drayton which cover most of the town council area.



## Local Politics

Market Drayton is represented by a local town council that is responsible for the management of a range of services including; the market, playgrounds, town park, cemetery and public conveniences See the council website for full details of services.

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

Market Drayton Town Council area has 3 wards (East Ward, North Ward and South Ward) these are represented by 10 members.

A mayor is elected each year – the mayor for 2020/21 is Cllr Roy Aldcroft

**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 2021.

Ward councillors are -

Market Drayton East – Councillor Roy Aldcroft

Market Drayton West – Councillor Roger Hughes and Councillor David Minnery

## Member of Parliament

Market Drayton is part of the North Shropshire parliamentary ward which is represented by the Rt Hon Owen Paterson MP.

<https://www.owenpaterson.org/>

## Representative Groups

**Civic Society**, Market Drayton Museum and Resource Centre, 53 Shropshire Street, Market Drayton, TF9 3DA - a local society which aims to encourage a balance with new developments and the conservation of existing buildings. The society also helps with the day-to-day running of the Drayton Museum and Resource Centre.

**Market Drayton Community Partnership** <http://www.mdcp.co.uk/> - the partnership was formed to help take forward the priorities identified in the town plan. Membership is open to all and is free. The partnership has 4 working groups, Drayton Arts Festival, Environment and Climate Change, Incredible Edible Market Drayton and the Tourism & Visitor Group.

# Community Assets

Market Drayton 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

**Market Drayton Library**, 51 Cheshire St, Market Drayton TF9 1PH.

<https://shropshire.gov.uk/libraries/find-a-library/market-drayton-library/>

**Market Drayton Town Council**, 18 Frogmore Rd, Market Drayton TF9 3AX

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

## Community Facilities

**Beacon Community Centre**, Prospect Rd, Market Drayton TF9 3AP

Hall, rooms and fitted kitchen facilities available for hire.

**Festival Drayton Centre**, Frogmore Rd, Market Drayton TF9 3AX - <http://www.festivaldraytoncentre.com/>

Home to a wide range of events and community activities the centre offers a wide range of rooms and auditorium which is available for hire.

# Demographics

Shropshire Town and Parish	1981 Census	1991 Census	2001 Census	2011 Census
Market Drayton	8,247	9,482	10,407	11,773

Source: Census data

Market Drayton is the fourth largest town in Shropshire by population. The latest population of Market Drayton is 12,100 (Mid Year Population Estimates, ONS, 2015) covering 461 hectares. Market Drayton’s population density was 25.5 people per hectare, making it the most densely populated of all Shropshire Market Towns. Market Drayton’s population consists of 49% male and 51 % female. Market Drayton Parish Council population has increased since 1981 from 8,247 to 11,773 in 2011. This is an increase of 43% in 30 years.

## Population Forecast

Built up Area Geography Market Drayton	Census Day 27th March 2011	2016	2026
Population	11,800	12,100	13,900
Dwellings	5,300	5,400	6,200
Households	5,100	5,300	6,100

Note: the population, dwellings and household are rounded . Population forecasts are based on developments of new housing.

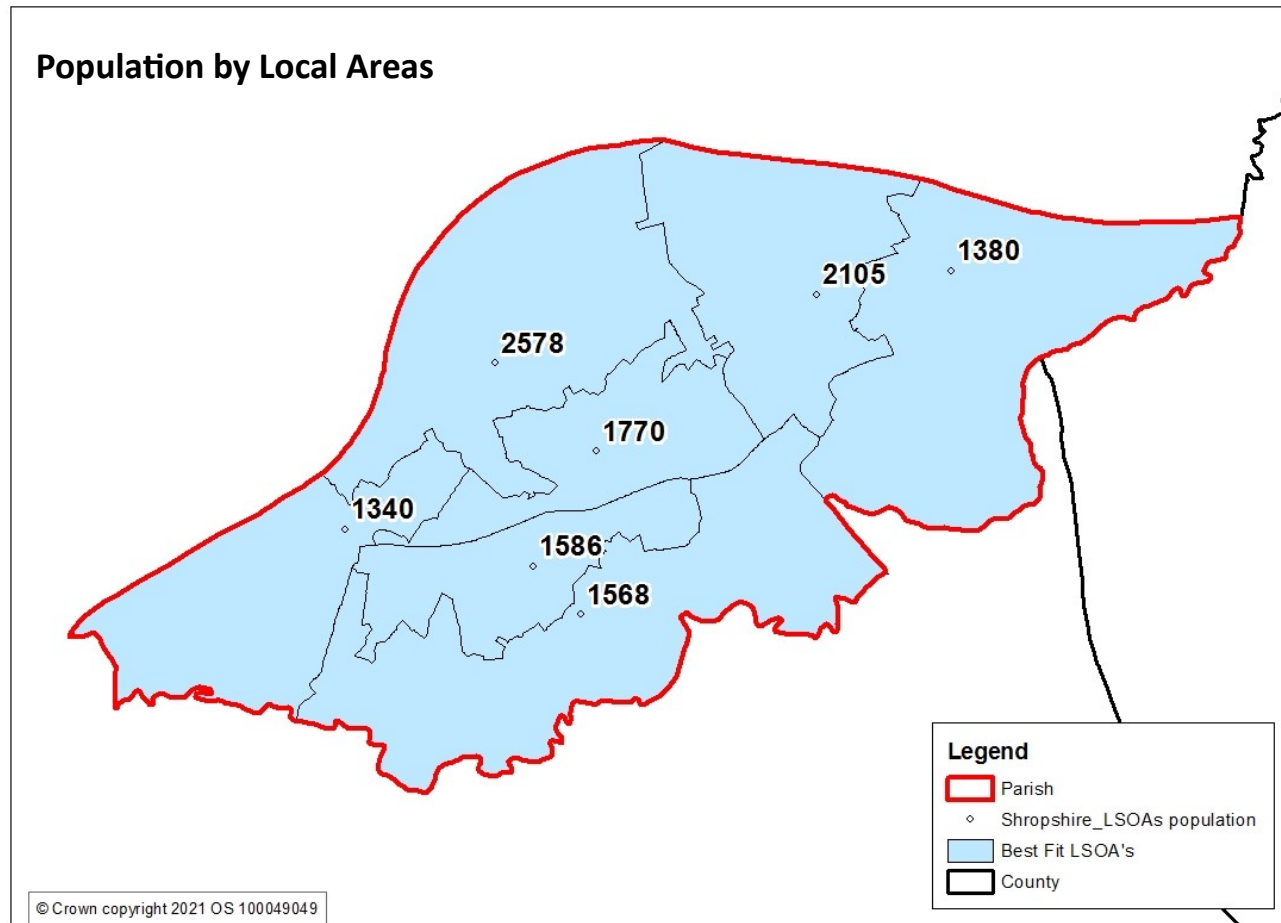
The population of Market Drayton area is forecast to rise from 11,800 in 2011 to 13,900 in 2026. This is a rise of 17.8% over this period. The largest part of this increase is expected between 2016 and 2026, when the population is forecast to rise by 1800 people or 15%.

The number of dwellings is also forecast to increase from 5,300 in 2011 to 6,200 in 2026. This is an increase of 17.4%. Similarly the largest part of this growth is forecast to happen between 2016 and 2026.

The number of households are forecast to increase by 17.7% between 2011 and 2026, in a similar manner to dwellings.

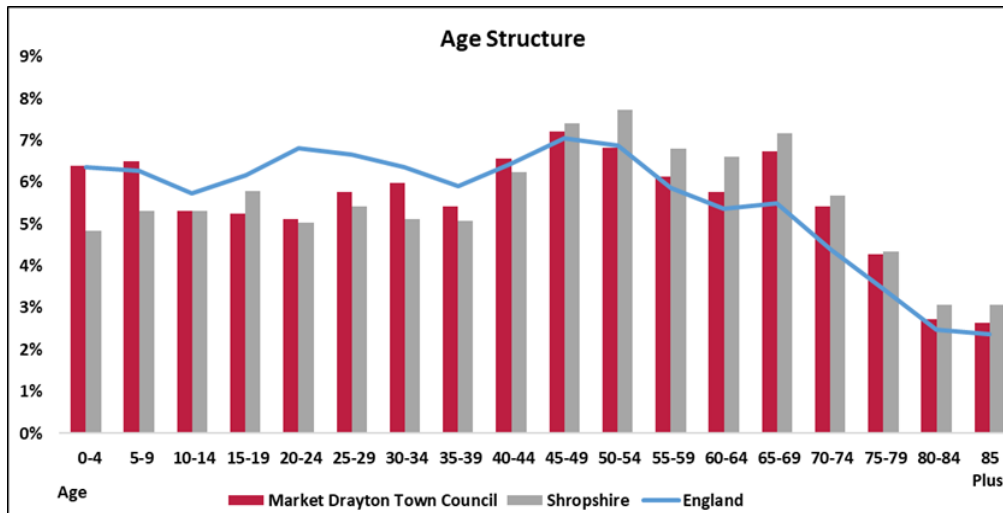
## Population by Local Areas

The information in this market town is predominantly focussed on the town council area of Market Drayton. 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 7 which cover most of the town council area.



## Age Structure

- The age structure in Market Drayton shows that there is a younger age profile in the town when compared to Shropshire.
- Most of the age bands under the age of 44 show a higher percentage than for Shropshire.
- Conversely, Market Drayton has a lower rate of people in the age bands over the age of 50.
- Despite having a younger age profile than Shropshire, Market Drayton has an older profile when compared to England.
- Market Drayton has a greater proportion of young people aged 0 to 9
- There is a higher rate of people aged 20 to 40 compared to Shropshire, this could be due to the Tern Hill Barracks at the time of the Census.



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

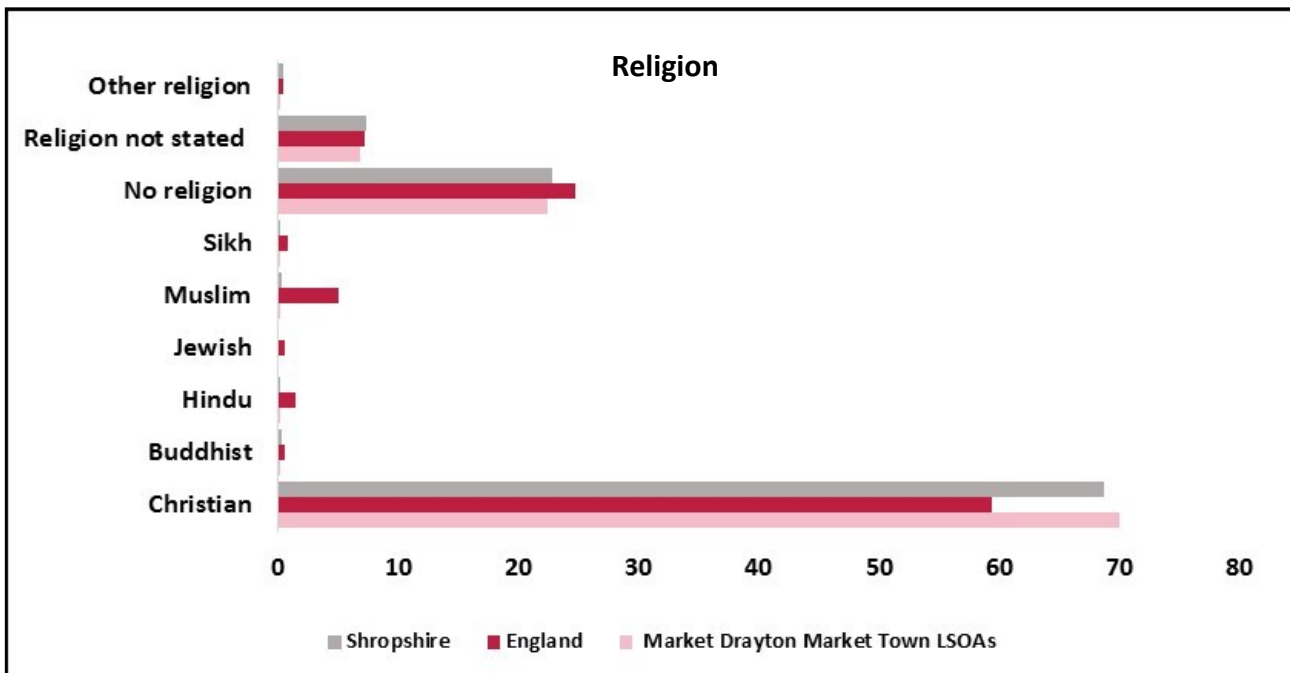
7,300 Market Drayton residents are of traditional working age (16-64) which is the equivalent of 59.0% of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

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
<b>Market Drayton</b>	<b>59.0</b>
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 Market Drayton was 1.6% or 183 of the total population at the time of the 2011 Census. The largest group was Asian/Asian British, 0.8%. Ethnicity levels in Market Drayton are similar to Shropshire but significantly lower than England.

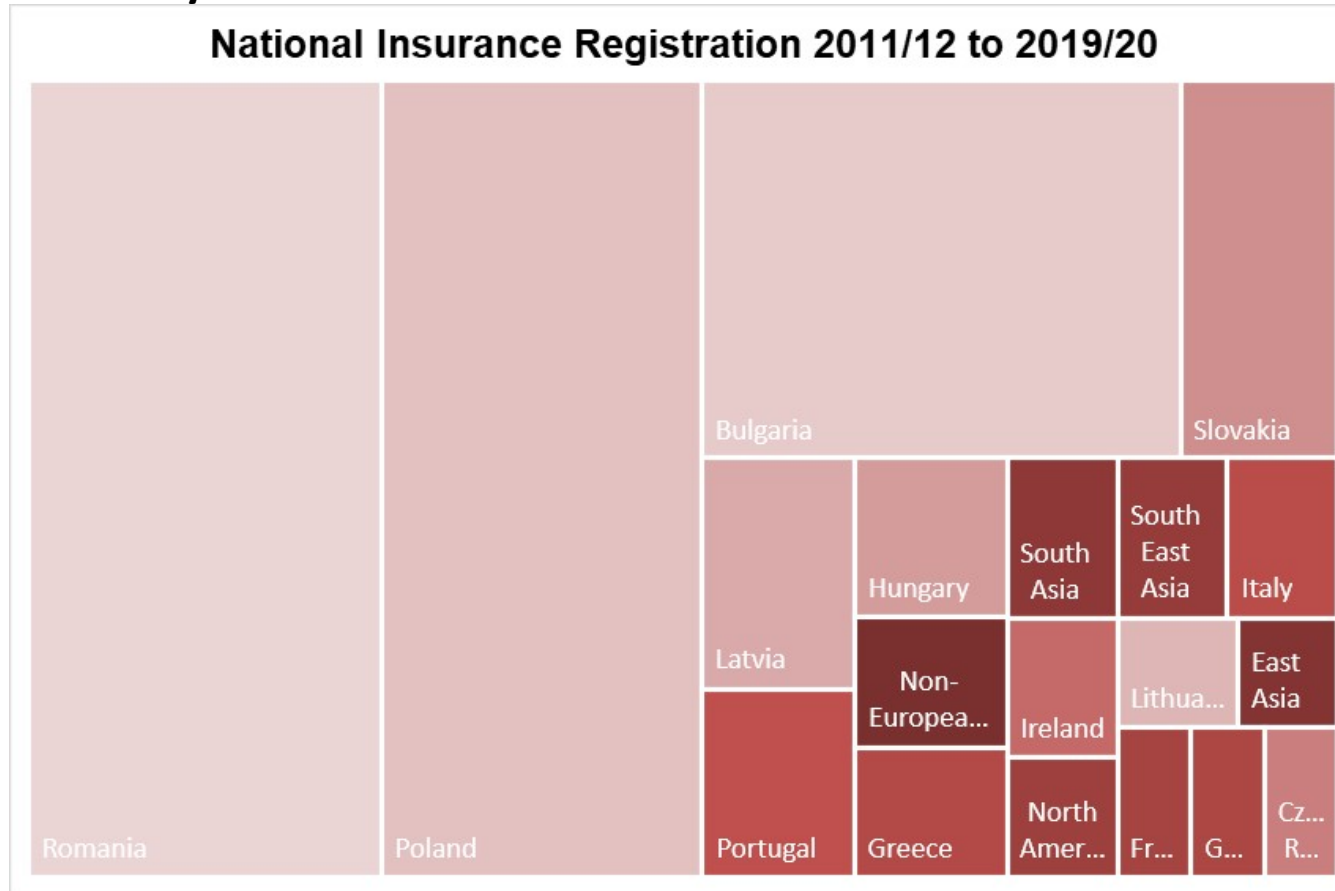
Area	White	White: British	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	Total BME
Market Drayton	98.4%	95.7%	0.6%	0.8%	0.1%	0%	1.6%
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%



In 2011, more than two-thirds of the Market Drayton population affiliated themselves with a religion. This percentage is similar to Shropshire and England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (70% of the population or 98.8% of those expressing any religious affiliation). Other religions represented in Market Drayton 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 2023. To help provide an indication of changes to ethnicity data the number of National Insurance registrations to adult overseas nationals entering the UK are shown. These numbers should only be used as an indication of population changes. A registration does not mean that a national has made permanent residence or has remained in the Market Drayton 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 layer that covers the Market Drayton town centre area, which closely matches the parish boundary. The total number of registrations made during this period has been 474 with the most numerous being 128 Romanian, 116 Polish and 82 Bulgarian nationals.

## Ethnicity and Religion

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

**St Marys**, Church St, Market Drayton TF9 1AD - <http://www.stmarysmarketdrayton.org.uk/>

The oldest part of the church is the Norman doorway dating to 1150, major works in the 1320's form the basis of the current church. Regular worship is held and the church supports the local community helping to support a number of initiatives including the Market Drayton Foodbank.

**Christ Church**, Christ Church Lane, Market Drayton, TF9 1DY.

Built in 1847 this grade 2 listed building where regular communions are held.

**Market Drayton Methodist Church**, 4 Shrewsbury Rd, Market Drayton TF9 3DL <http://mdmc.org.uk/>

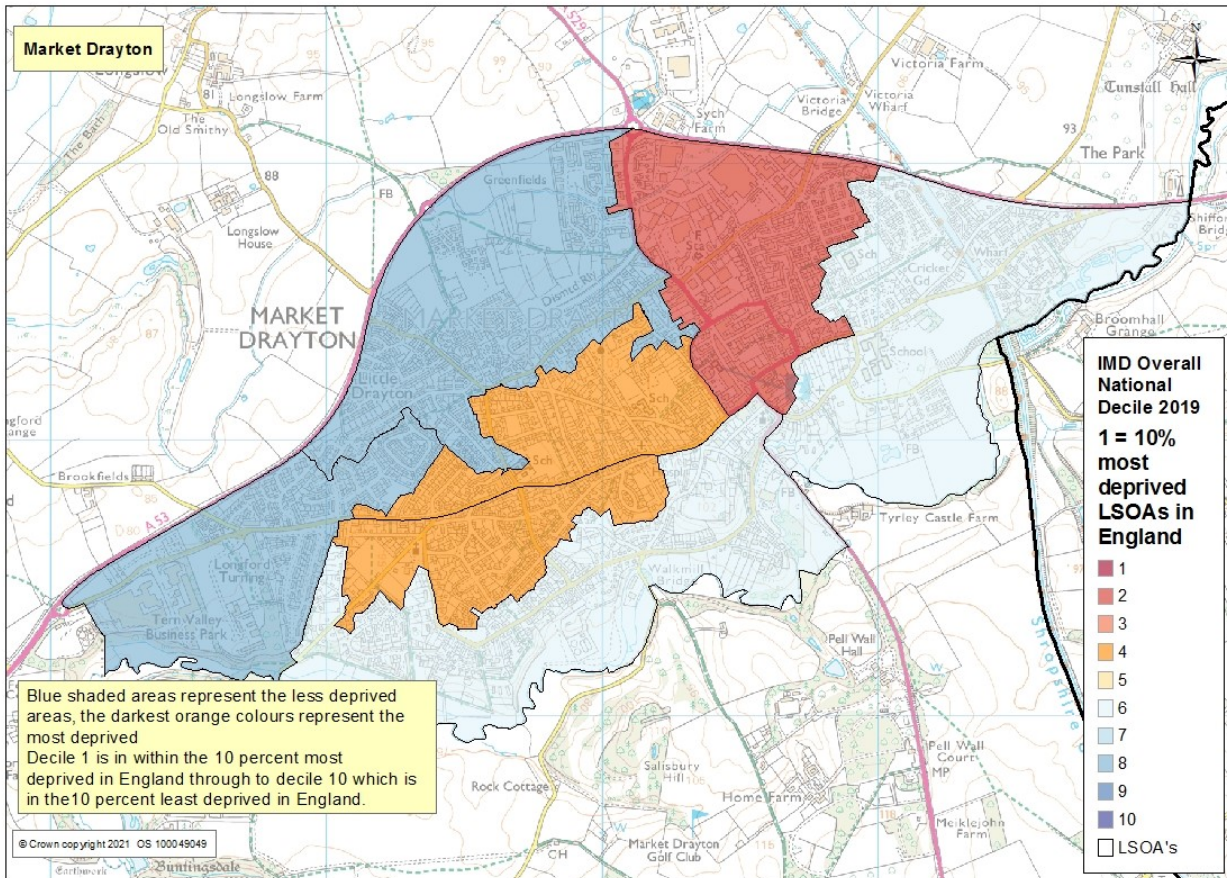
Regular Sunday services and junior church activities are held, the church also supports a number of community initiatives including the Market Drayton Foodbank and Romania Link Project where support is given to vulnerable people in Central Romania.

**St Thomas and St Stephen**, The Roman Catholic Church in Market Drayton, 53 Great Hales St, Market Drayton TF9 1JL.

<http://www.ss-thomas-stephen.org.uk/>

Opened in 1887 the church serves the Catholic community of Market Drayton and the surrounding villages.

## 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

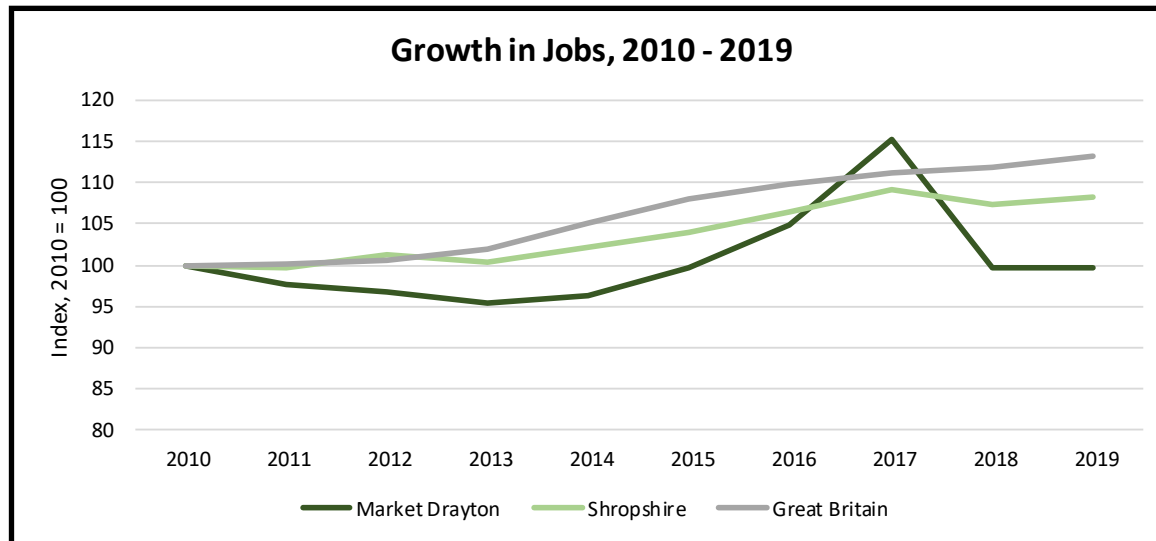
Market Drayton has one area of deprivation within the most deprived 20% nationally. This area is located in Market Drayton East electoral division and encompasses the Fairfield area. There are also two areas within the 40% most deprived nationally these areas are in Market Drayton West division and cover the town centre. For more information on IMD see:

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

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

# Economy

Market Drayton is the equal fourth largest employment centre in Shropshire (alongside Bridgnorth) and is the main location of businesses and jobs in the north east of the County. 437 businesses have registered offices in Market Drayton (Source: FAME (Bureau van Dijk), February 2021) which is 2% of the Shropshire total and approximately 4,800 people are employed in the town (3.8% of the Shropshire total).



Over the last nine years, the number of jobs in Market Drayton has fluctuated somewhat, with strong growth in 2017 offset by a substantial decline in 2018. Overall, the number of jobs in the town in 2019 remained unchanged compared with 2010. In comparison, the number of jobs in Shropshire rose by 8.3% over the same period while nationally, job growth of 13.2% was achieved.

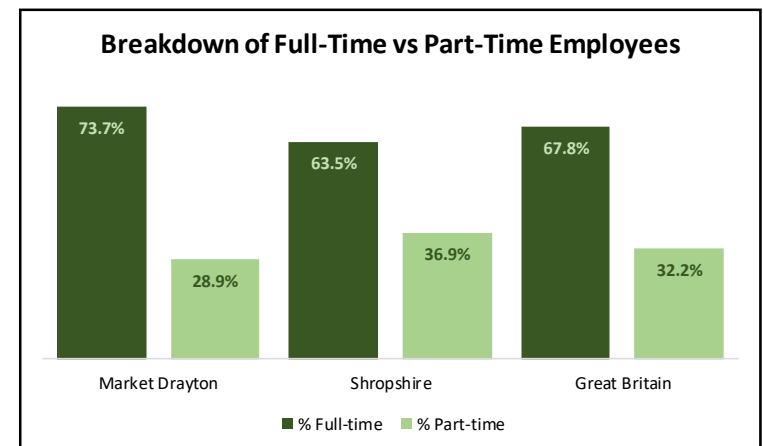
In addition, there are approximately 200 business proprietors/sole traders based in the town, taking overall employment levels to 5,000.

## Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally. However, in Market Drayton, full-time jobs dominate, accounting for 74% of the total compared with 64% in Shropshire and 68% nationally.

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

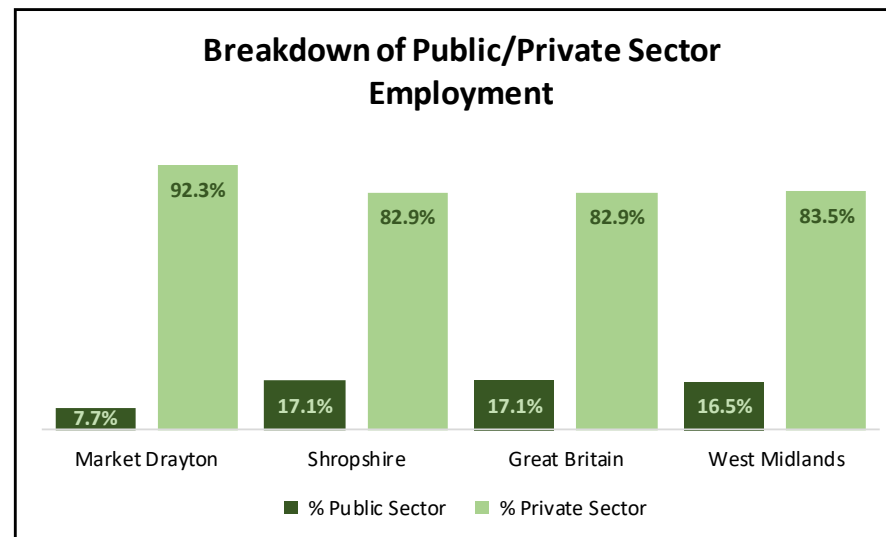
Note: Numbers may not add up due to rounding



## 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 Market Drayton, public sector jobs account for less than 10% of all employment, notably less than the Shropshire average. Public sector employment has fallen in the town since 2015 (-19.7%) while the number of private sector jobs has risen by +6.0%.



## Employment Sectors

The four largest employment sectors in Market Drayton are manufacturing, wholesale, retail and transport & storage. Together these account for 52.6% of employment within the town. Manufacturing accounts for a 15.5% share of jobs (9.9% in Shropshire), while wholesale accounts for 16.5% of employment compared with just 4.4% county-wide. Retail is typically over-represented in towns, and is an especially important employment sector in Market Drayton, providing 10.3% of jobs. Transport & storage also accounts for just over one in ten jobs. Other sectors accounting for more than 5% of jobs include accommodation & food services, professional, scientific & technical, business administration & support, health and education.

## INFORMATION, INTELLIGENCE & INSIGHT TEAM

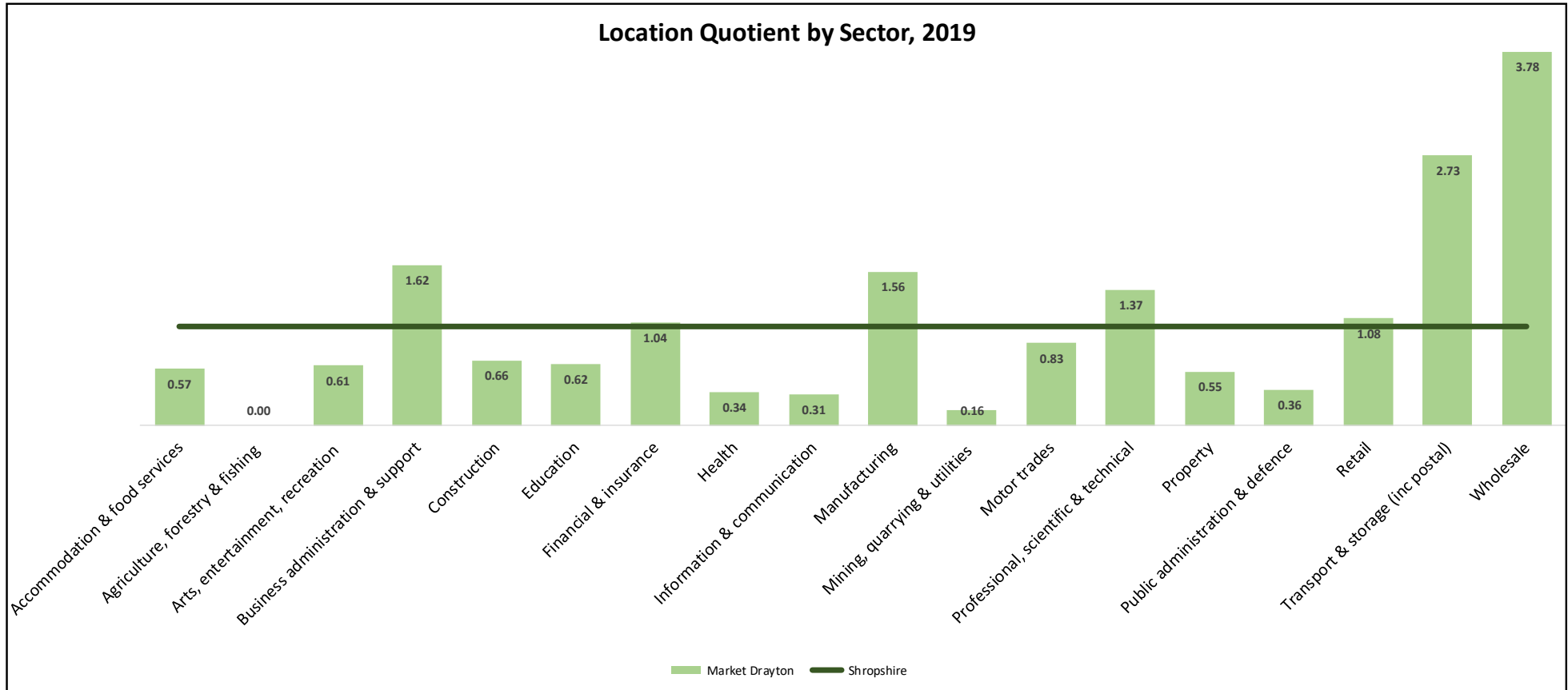
Employment Sector	Market Drayton	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	0.0%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	0.2%	1.3%	1.3%	1.3%
Manufacturing	15.5%	9.9%	11.6%	8.0%
Construction	3.9%	6.0%	4.4%	4.9%
Motor trades	2.5%	3.0%	2.5%	1.9%
Wholesale	16.5%	4.4%	4.9%	3.9%
Retail	10.3%	9.5%	8.5%	9.2%
Transport & Storage	10.3%	3.8%	6.0%	4.9%
Accommodation and Food Services	5.7%	9.9%	7.3%	7.6%
Information & communication	0.6%	2.0%	2.6%	4.3%
Financial & insurance	1.2%	1.2%	2.4%	3.5%
Property	1.0%	1.9%	1.7%	1.7%
Professional, scientific & technical	9.8%	7.2%	6.4%	8.7%
Business Administration & Support	7.7%	4.8%	9.4%	8.8%
Public administration & defence	1.4%	4.0%	3.7%	4.4%
Education	5.2%	8.3%	8.8%	8.6%
Health	5.2%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	2.9%	4.8%	4.3%	4.5%

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

It shows that agriculture, mining & quarrying, construction, motor trades, information & communication, finance & insurance, property, public administration and defence and arts, entertainment & recreation employ relatively few people in Market Drayton (13.8% 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 Market Drayton 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.

The following sectors are over-represented in Market Drayton compared with Shropshire: business administration & support, manufacturing, professional, scientific & technical, transport and wholesale. The location quotient for wholesale is particularly high (3.78).



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 Market Drayton. This suggests that there are five employers with a workforce of 50 or more, of which the largest is dairy food producer Muller (only a proportion of employees work in Shropshire).

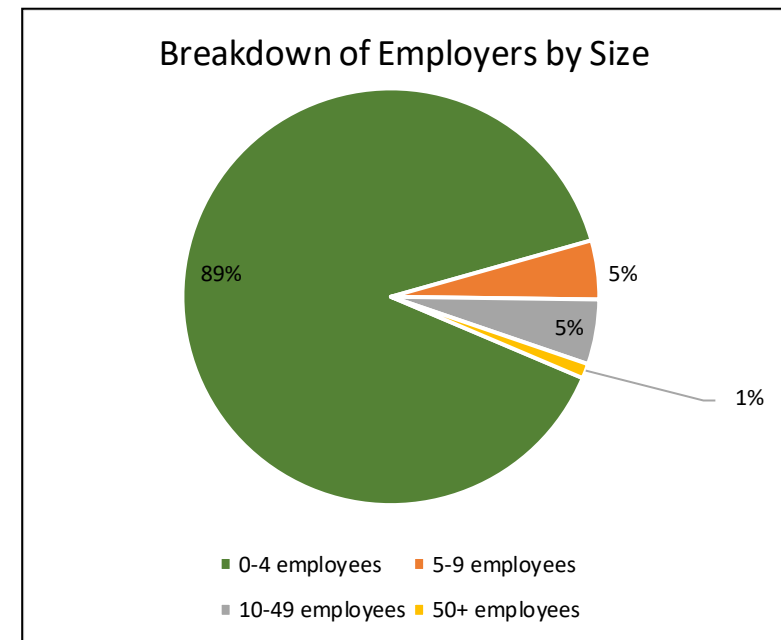
Large employers which are not included within the above table include national retail stores, of which there are several in Market Drayton. The largest retailers in the town include Asda, Lidl and Morrisons.

Employers	Number of Employees	Turnover (£'000s)
Muller Dairy (UK) Limited	7,262	1,899,061
Willow Home Care	70	n.a
Minshall Construction	52	n.a
Joules Brewery Limited	50	7,385
The Will Associates Ltd	50	5,247
Market Drayton Town FC	32	n.a
Gill's Puddings Ltd	29	n.a
Mount Lane Day Care Nursery	27	n.a
Equity Will Writers Ltd	25	n.a
Drayton Home Care Services	20	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.

Almost nine out of 10 businesses in Market Drayton employ less than 5 people. An additional 5% employ between 5 and 9. 6% have a workforce of 10 or more.

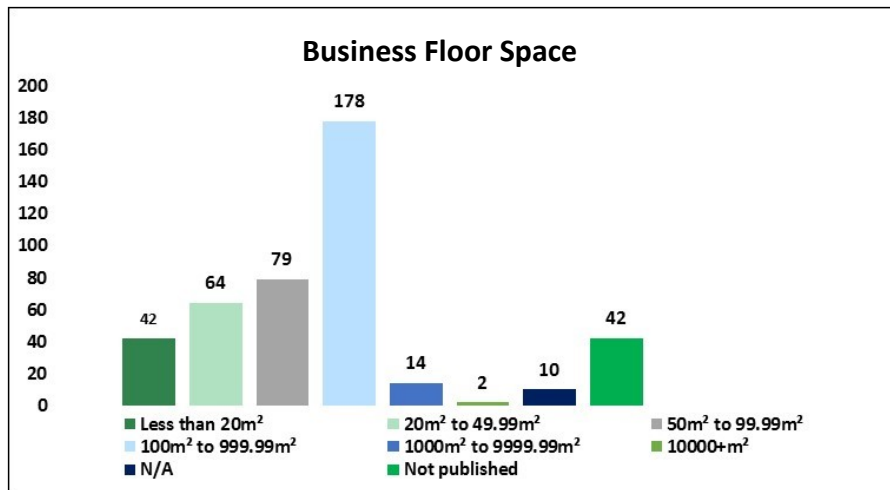
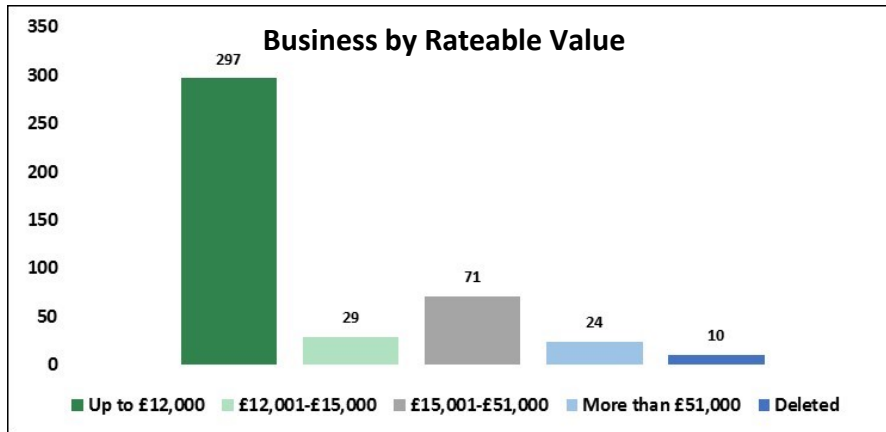


Note: 0-4 employee category includes all companies where employment levels are unknown.

## Business Rates

431 establishments have a rateable value in Market Drayton and the combined rateable value of these organisations is £8.8 million. This is the equivalent of 3.8% of the total rateable value of all businesses in Shropshire.

297 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 24 (5.6%) have a rateable value of more than £51,000.



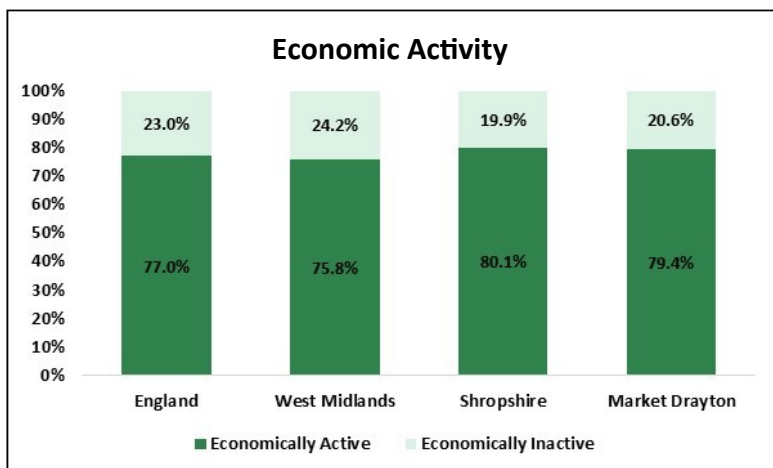
Source: Valuation Office Agency

Count of Classification	Market Drayton
Commercial	330
Education Training and Culture	7
Industrial	55
Leisure	13
Miscellaneous	23
Utilities	3
<b>Total</b>	<b>431</b>

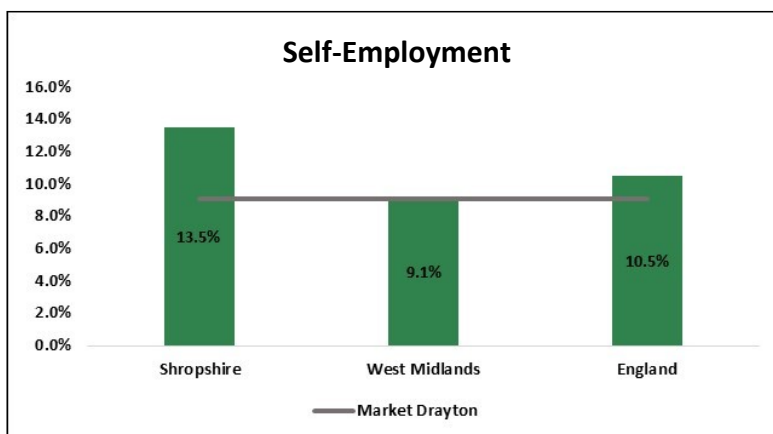
The majority of organisations on the Market Drayton business rates list are classed as commercial - primarily retail outlets and offices. These account for 76.6% of the total. Industrial is the second largest classification, accounting for 12.8% of the total.

## Economic Activity

The status of Market Drayton residents aged 16-64 at the time of the 2011 Census showed 79.4% of residents were economically active, which includes people who are both employed and actively seeking employment. This is very slightly lower than the Shropshire figure of 80.1%. Economic activity rates in Market Drayton (and Shropshire) compare favourably with those in England (77%) and the West Midlands (75.8%).



Source: 2011 Census



Of those who were economically active, 73.9% were in employment while 5.5% were unemployed. This compares with 75.8% and 4.3% for Shropshire as a whole and with 71.2% and 5.8% for England. At the time of the Census, therefore, unemployment was a slightly greater issue in Market Drayton in relation to Shropshire but was broadly similar to the national average.

Of the 5,362 Market Drayton residents in employment, the majority are employees (87.7%) while the remainder are self-employed. 71.5% of employees work full-time compared with 72.9% of the self-employed.

Employment Breakdown	Market Drayton
In Employment Total	5,362
Of which Employee: Total	4,704
Of which Employee: Part-time	1,340
Of which Employee: Full-time	3,364
Of which: Self-employed: Total	658
Of which Self-employed: Part-time	178
Of which Self-employed: Full-time	480

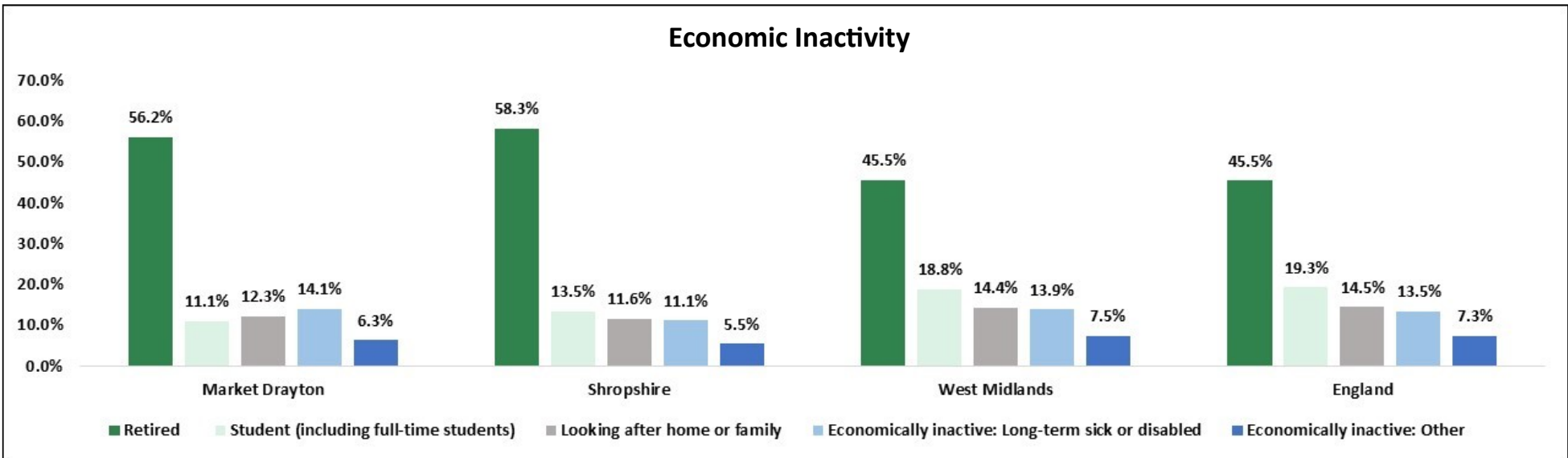
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County's market towns, especially the main employment centres. This is the case in Market Drayton, where self-employment levels, at 9.1%, are on a par with the West Midlands average.

## Economic Inactivity

1,495 Market Drayton residents aged 16-64 were economically inactive in 2011, which represents just over a fifth of the age cohort. These people – representing those who are neither working nor seeking employment – include those who are retired, full time students, those looking after family or the long term sick. The proportion of the Market Drayton population which does not participate in the labour market is marginally higher than the average for Shropshire.

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

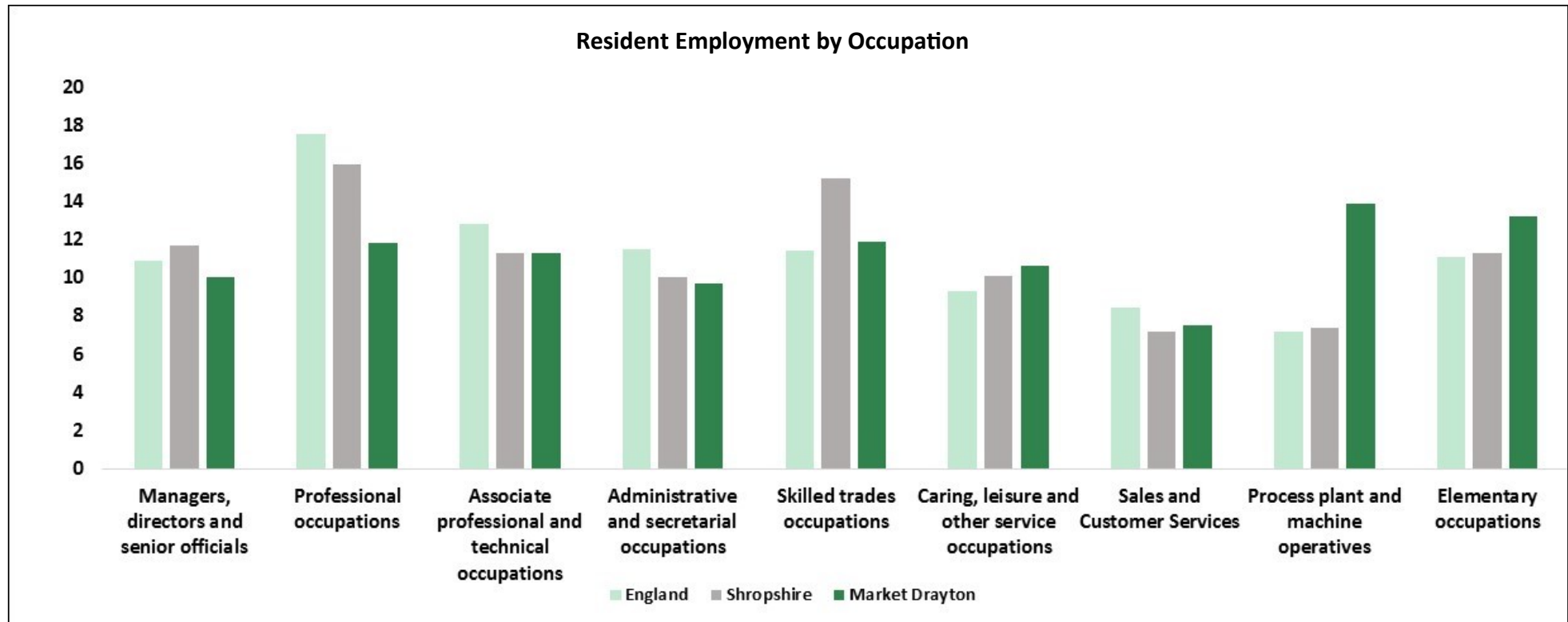
It is apparent that a lower proportion of economically inactive Market Drayton residents are inactive because they are retired than is the case across Shropshire although, at 56.2%, this proportion is higher than it is in the West Midlands and England. Compared with Shropshire, a higher proportion are long-term sick or disabled or looking after a home or family. A lower proportion are students.



Source: 2011 Census

## Employment by Occupation

Market Drayton supports relatively low numbers working in the Standard Occupational Classification (SOC) groups 1 to 3 for the professions, with 33.1% of residents in work employed as managers, directors and senior officials, in professional occupations or in associate professional and technical occupations compared with 38.9% in Shropshire. 10.0% work as managers, 11.8% in professional occupations and 11.3% in associate professional occupations. A higher proportion are employed in lower level occupations, including elementary occupations (13.2% compared with 11.3% for Shropshire) and especially as process, plant and machine operatives (13.9% compared with 7.4% for Shropshire). Fewer Market Drayton residents work in skilled trades occupations.



Source: 2011 Census

## Qualifications

According to the Census 2011, 22.7% of residents had a level 4 qualification or above, notably lower the Shropshire average of 29.4%. In contrast, greater numbers of people have no qualifications, at 18.9% compared with 14% in Shropshire.

Qualifications	Market Drayton	Shropshire	England and Wales
Level 1	17.8	15.4	15.2
Level 2	19.2	19.4	17.2
Level 3	13.6	14.7	14.5
Level 4/5	22.7	29.4	29.7
Other qualifications	7.8	7.1	8.6
No qualifications	18.9	14.0	15.0

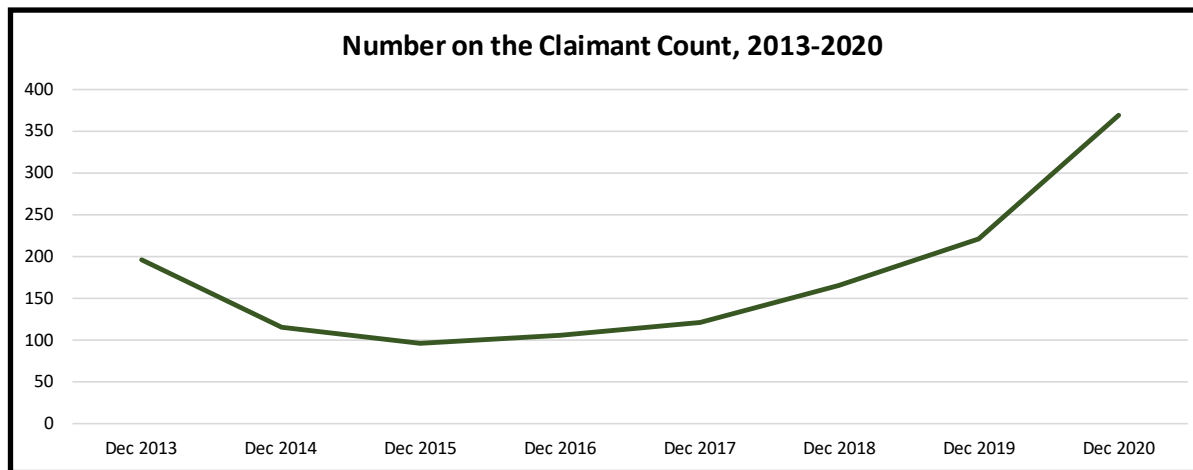
Source: 2011 Census, ONS, Highest Level of Qualification Population aged 16-64

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 Market Drayton 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 Market Drayton 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)	1,080
Households on Universal Credit (Nov 20)	837

In December 2020, 370 Market Drayton residents were on the claimant count, which is almost four times higher than the 95 who were on the count in December 2015. The claimant rate in Market Drayton (the percentage of the 16-64 population which is claiming) is slightly higher than the average for Shropshire (5.1% compared with 4.4%). However, this 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.

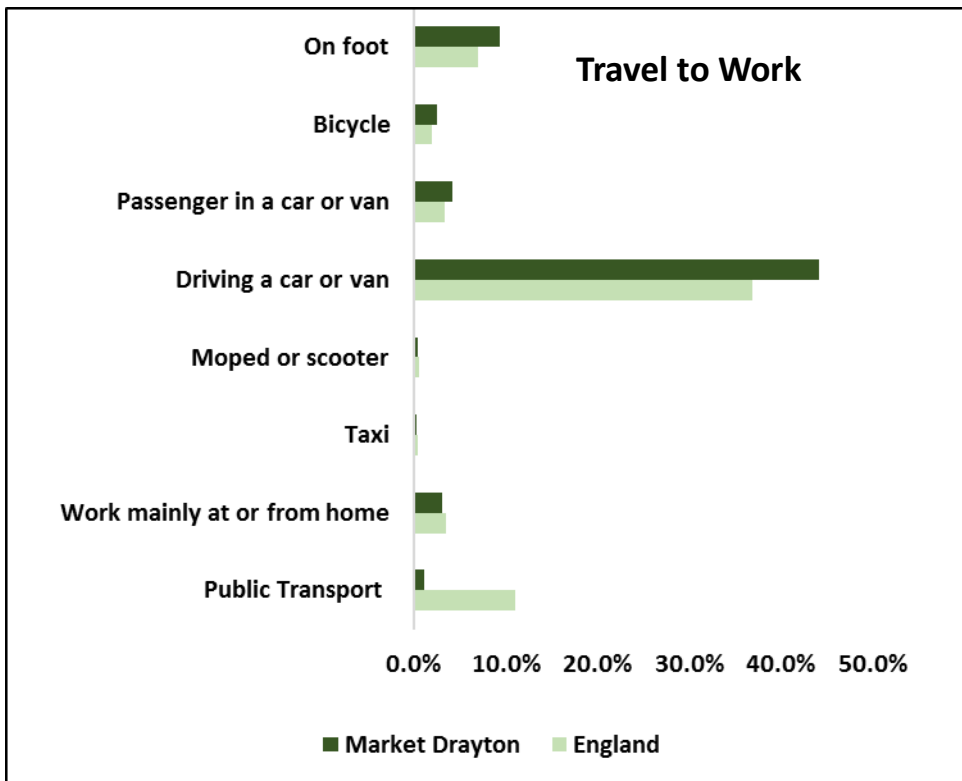
## State Pensions

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 Market Drayton total 2,726 or 3.6% of the state pension claimants in the county.

## Travel and Commuting

The most commonly used method of transport to work for Market Drayton residents was to travel by car or van. 44% of residents drove to work, while an additional 4% were a passenger in a car or van. The same proportion of Market Drayton residents work primarily from home as the national average (3%), but this is much lower than the Shropshire average of 6%. A relatively high number walk to work (9% the same as Shropshire compared to 7% for England). There were considerably fewer people travelling by public transport than is the case nationally. This is a pattern familiar to many rural areas.

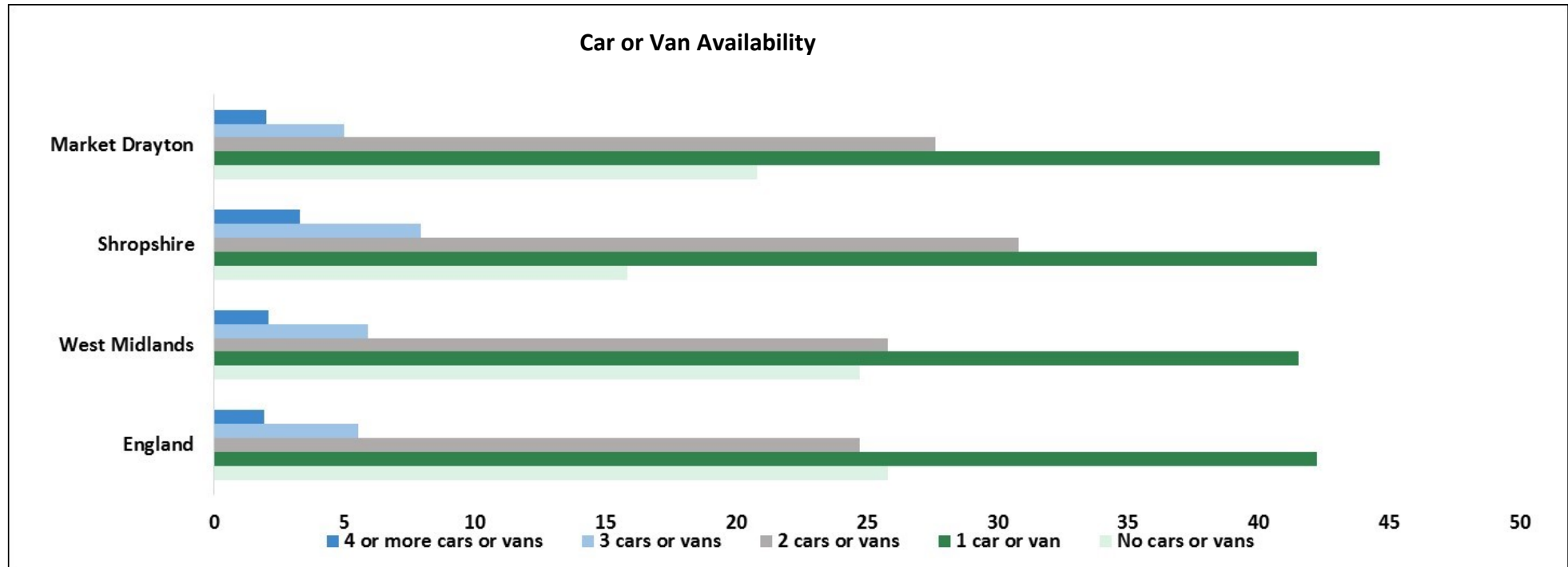


Source: 2011 Census

## Car or Van Availability

Car ownership is high in Shropshire, which is typical of a rural area. Just 15.8% of households in the County do not have a car or van compared with 25.8% of households nationally according to the 2011 Census. The proportion of households without a car in Market Drayton is higher than it is in Shropshire, at 20.8%, but this is still way below what is usual nationally.

44.6% of households have one car, 27.6% have two cars while 7.0% have three or more. The total number of cars and vans owned by Market Drayton households stood at 6,369 in 2011.

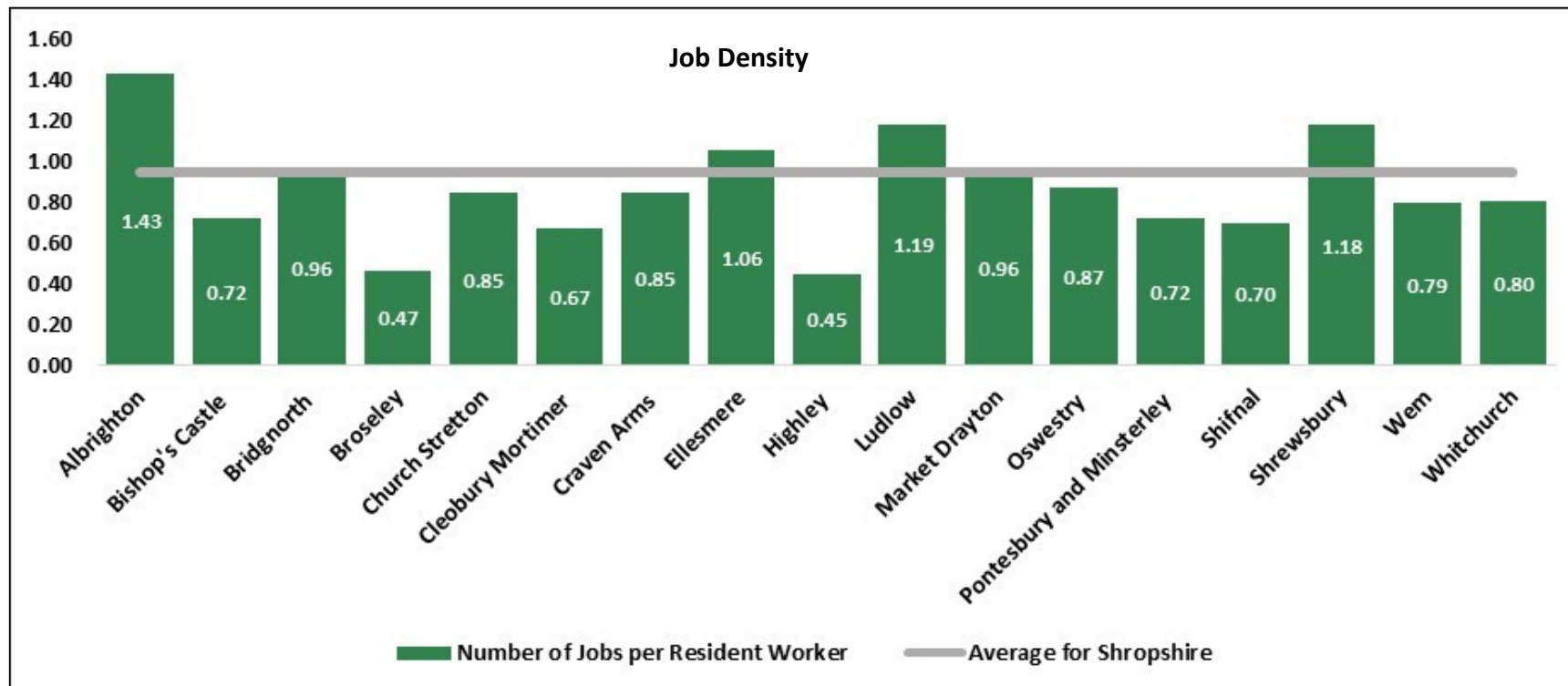


Source: 2011 Census

## Commuting Patterns

Market Drayton (place plan area) supports a relatively high level of employment self-containment with only Shrewsbury, Oswestry and Ludlow showing superior self-containment rates. 47.5% of all Market Drayton jobs are filled by Market Drayton residents while 45.5% of working people who live in Market Drayton also work there, which gives an overall level of self-containment of 46.5%. The differential between the number of resident workers and the number of jobs is relatively small, with net commuting across the Market Drayton place plan border standing at -204. This equates with 3,874 people living in Market Drayton but working elsewhere and 3,580 people working in Market Drayton but living elsewhere.

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



## Origins and Destination of Workforce

Other than Market Drayton, the rest of Shropshire is the main source of workers for Market Drayton jobs, with significant numbers also commuting into the town from Telford and Wrekin, Cheshire East, Stoke on Trent, Newcastle under Lyme and Stafford. Likewise, a significant proportion of Market Drayton resident workers who are not employed in Market Drayton work elsewhere in Shropshire, with significant numbers also working in Telford and Wrekin, Cheshire East, Stoke on Trent, Newcastle under Lyme, Stafford and Birmingham.

Main Origins of Market Drayton Workforce	Number	%
Market Drayton	3,240	47.5%
Rest of Shropshire	1,417	20.8%
Cheshire East	274	4.0%
Telford and Wrekin	529	7.8%
Stoke-on-Trent	201	2.9%
Newcastle-under-Lyme	370	5.4%
Stafford	122	1.8%
Other	667	9.8%

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 Market Drayton Resident Workers	Number	%
Market Drayton	3,240	45.5%
Rest of Shropshire	1,503	21.1%
Cheshire East	234	3.3%
Telford and Wrekin	794	11.2%
Stoke-on-Trent	192	2.7%
Newcastle-under-Lyme	210	3.0%
Stafford	296	4.2%
Birmingham	63	0.9%
Wolverhampton	83	1.2%
Other	499	7.0%

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

## Retail Economy

Retail accounts for 10.3% of total employment in Market Drayton, which makes it one of the largest employment sectors in the town. 4.2% of all retail employment across the whole of Shropshire is absorbed by Market Drayton.

Retail plays an important role in the economy of Market Drayton. Providing everyday amenities and shopping for local residents and serving as a shopping hub for the hinterland of the market town. The retail sector also assists in attracting visitors to the town by offering a mix of independent and national stores.

**High Street Shopping**, Market Drayton offers a range of high street shopping which are mainly based around the area of Cheshire Street, Frogmore Road, Shropshire Street and Stafford Street. There are a range of facilities including Banks, Building Societies, Post Office and Job Centre. Shops include a mixture of national chains along with independent local traders. There is a wide range of public houses, coffee shops, cafes and restaurants in the town centre.

**Supermarkets**, the centre of Market Drayton is well served with supermarkets that include; Asda, Iceland, Lidl, Londis and Morrisons. In addition local convenience stores include; Kwik Save, One Stop and Sainsbury's local.

## Markets

**Outdoor Market**, the main market dates back some 750 years and is held every Wednesday in Cheshire Street from 9am to 3pm. There is also a smaller market held on a Saturday.

**Indoor Market**, the indoor market operates on a Wednesday and Saturday.

**Barbers Auctions**, Adderley Rd, Market Drayton TF9 3SW <https://www.barbers-auctions.co.uk/> home to one of one of the country's largest livestock markets every Wednesday along with other regular sales. See website for details.

## Household Income

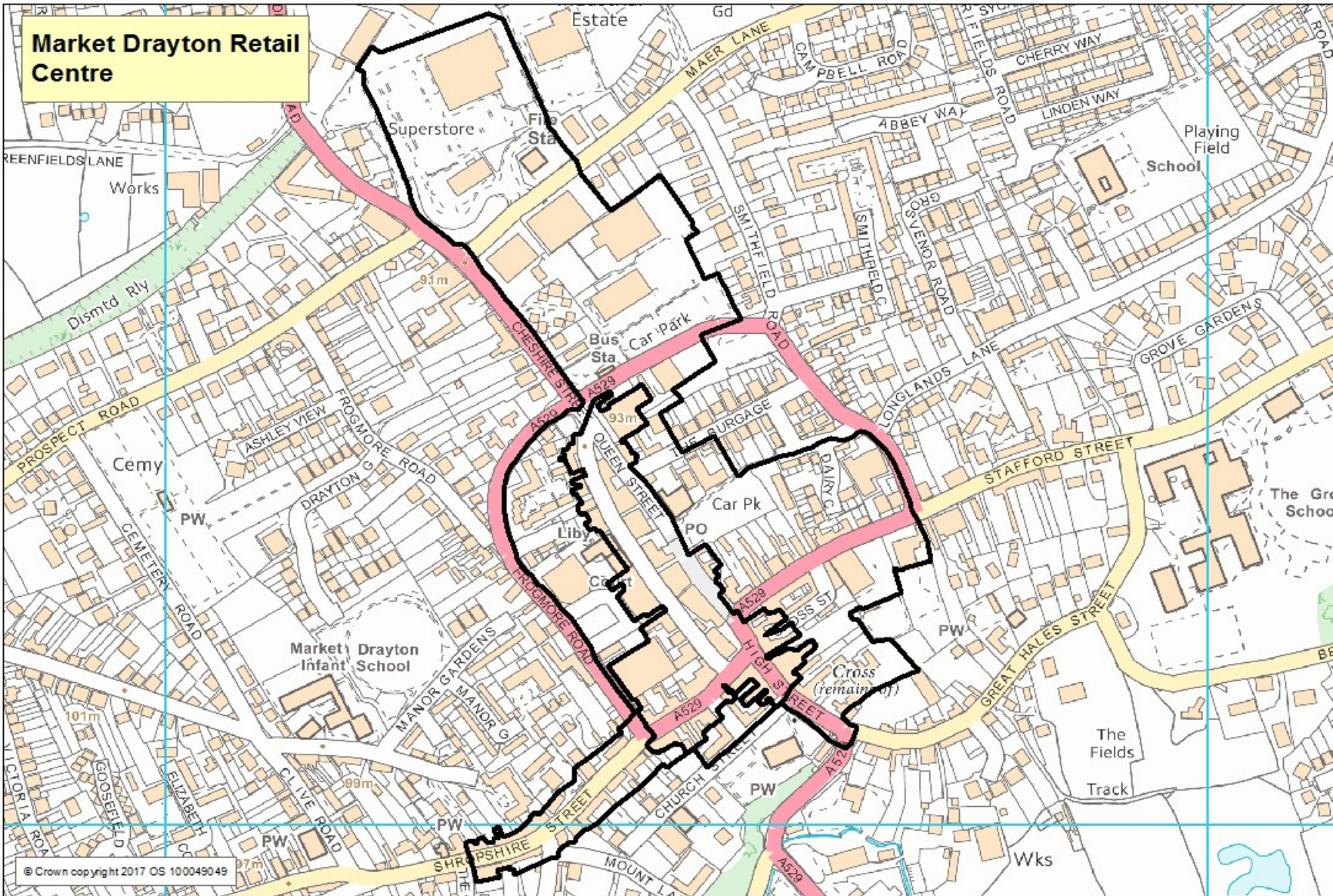
Source: CACI, 2020, Paycheck Income Data, Shropshire

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

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

Household income table for Shropshire shows that 21% or 1160 households in Market Drayton earn less than £15,000 per year. At the other end of the scale 7% of households had an income exceeding £80,000 per annum. Household income rates in Market Drayton are lower than the Shropshire average.

## Main Retail Area



## Tourism & Leisure

Approximately 400 people are employed in the tourism sector in Market Drayton, of which around 300 are employed in accommodation and food services and 100 in arts, entertainment, recreation and other services. This is the equivalent of 8.6% of the total Market Drayton workforce which represents a lower share than for Shropshire as a whole (14.7%). 2.2% of total employment in the tourism sector in Shropshire is provided by Market Drayton.

### Visitors Attractions

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

**Market Drayton Visitor Information Centre**, 49 Cheshire Street, Market Drayton, TF9 1PH.

<https://www.shropshiretourism.co.uk/contact-market-drayton-visitor-information-centre.html>

Places to see in Market Drayton include:

**Market Drayton Museum** 53 Shropshire Street, Market Drayton, TF9 3DA.

Run by volunteers the museum tells the story of the town and the surrounding villages, from earliest times to today, illustrated with finds, pictures, maps and text.

**Dorothy Clive Garden**, Willoughbridge Lane, Willoughbridge, Market Drayton TF9 4EU - <http://www.dorothyclivegarden.co.uk/>

A 12 acre garden with a wide range of plants which are of interest throughout the year.

**Wollerton Old Hall Garden**, Wollerton, Market Drayton TF9 3NA - <http://www.wollertonoldhallgarden.com/>

Set around a 16<sup>th</sup> Century Hall House the gardens have developed into an important modern garden in the English Garden tradition. Check the website for opening times and days.

## Events

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

**Market Drayton 10k Road Race**, held in May each year visit the town council website for details of entry - <http://www.marketdrayton.gov.uk/>

**Market Drayton Festival of Lights**, display of Christmas lights with annual festivities. Annual switch on takes place in November, see the council website for details.

**Market Drayton Transport Festival**, Palethorpes Field, Maer Lane, Market Drayton TF9 3AL <http://www.mdfestivaloftransport.co.uk/about.html>  
Started in 2013 this annual event in August showcases a range of vehicles from vintage to modern and raises money for the Princess Royal Hospital.

**Rock and Bowl Festival, Market Drayton Picnic Area**, 1 Newport Road Market Drayton, TF9 1JT <http://www.rockandbowlfestival.com/>  
Annual music festival attracting over 4000 visitors, usually held in May .

## Sports, Leisure and Culture

Market Drayton 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 – <http://shropshire.gov.uk/libraries/community-directory/>

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

**Market Drayton Swimming and Leisure Centre**, Newtown, Market Drayton TF9 1JT - [http://www.shropshireleisurecentres.com/market\\_drayton](http://www.shropshireleisurecentres.com/market_drayton)  
Facilities include a learner pool, 25m pool and gym.

**Drayton Sports Club**, Grove Ground, Betton Rd, Market Drayton TF9 1HH <http://draytonsportsclub.com/>  
Founded in 1880 this member owned club is home to the cricket and hockey club along with squash courts, gym and fitness classes.

**Festival Drayton Centre**, Frogmore Rd, Market Drayton TF9 3AX - <http://www.festivaldraytoncentre.com/index.php>  
Owned and run by the community since 1984 the centre facilities include: a cinema, theatre, meeting rooms and coffee shop. Visit the website to see details of the latest shows.

## INFORMATION, INTELLIGENCE & INSIGHT TEAM

**Market Drayton Amateur Dramatics and Operatic Company**, <https://www.mdaods.org/>

Amateur dramatic group for all ages the company, based at Festival Drayton Centre, produces 3 shows per year.

**Joules Market Drayton Bowling Club**, Great Hales St, Market Drayton TF9 1JP <http://www.joulesmdbowlingclub.co.uk/>

Established since before 1830 the club has been at its present site from 1890.

**Market Drayton Cricket Club**, 5A Betton Rd, Market Drayton TF9 1HH <http://mktdrayton.play-cricket.com/>

3 adult and 2 junior cricket teams.

**Market Drayton Golf Club**, Sutton Ln, Market Drayton TF9 2HX <http://www.marketdraytongolfclub.co.uk/>

Established in 1906 the club provides an 18 hole course, practice facilities, club house and lessons.

**Market Drayton Hockey Club**, Grove Ground, Betton Rd, Market Drayton TF9 1HH <http://marketdraytonhc.co.uk/>

The club runs teams for men and women as well as providing junior training.

**Market Drayton Rugby Club**, Greenfields Lane, Market Drayton, TF9 3SL.

**Market Drayton Tennis Club**, Greenfields Ln, Market Drayton, TF9 3SL <http://zqstuf.wixsite.com/mdtennis>

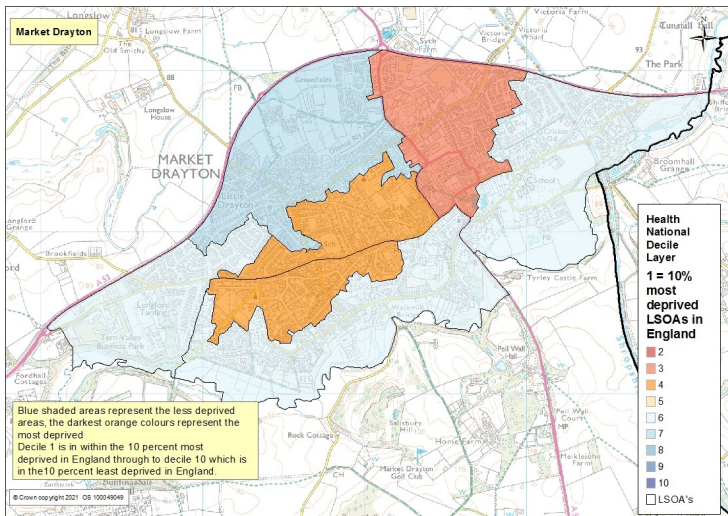
**Market Drayton Town Football Club**, Greenfields Sports Ground, Greenfields Lane, Market Drayton TF9 3SL

<http://www.pitchero.com/clubs/marketdraytontown/>

**Victoria Bowls Club**, 16 Victoria Rd, Market Drayton TF9 3DW

# 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, highlights 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.



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

This domain measures the following:

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

Market Drayton has one area of health deprivation within the most deprived 30% nationally. This area is located in Market Drayton division and covers the Fairfields estate area. There is also two areas within Market Drayton West which covers the town centre which fall into the 40% most deprived nationally.

Of the **11773** residents of Market Drayton in the last census reporting on their health conditions:

**1103** reported that their day-to-day activities were limited a lot

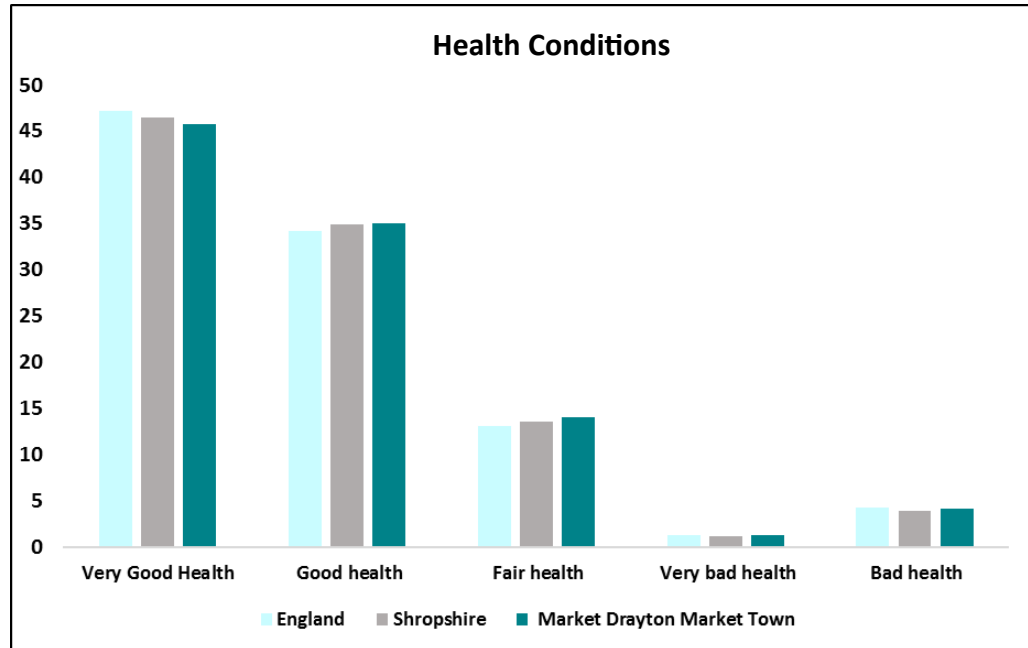
**1201** reported that their day-to-day activities were limited a little

**9,542** 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 **8.6%** which is 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 Market Drayton, 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 1.2% said their health was very bad.



Source: 2011 Census

## Health Economy

Approximately 300 people are employed in the health sector in Market Drayton (6.5% 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
Market Drayton	6.6%	1.4%	2.5%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

6.6% of people in Market Drayton provided unpaid care for 1-19 hours per week, this was slightly lower than Shropshire as a whole. Market Drayton also had slightly more people providing care for 50 or more hours per week 2.5% compared to 2.4% for Shropshire and England.

## INFORMATION, INTELLIGENCE & INSIGHT TEAM

Market Drayton has local access to a range of health facilities including chemists, doctors and dentists

### Hospitals

**Accident & Emergency**, 13.2 miles to the nearest Accident and Emergency service provided at University Hospital North Midlands, Newcastle Road, Stoke-On-Trent. Staffordshire, ST4 6QG.

**Minor Injuries Unit Minor Injuries Unit**, 9.5 miles to the nearest minor injuries unit at Whitchurch Community Hospital, Claypit Street, Whitchurch, Shropshire, SY13 1NT.

### Doctors

**Market Drayton Primary Care Centre**, Maer Lane, Market Drayton, TF9 3AL <http://www.draytonmedicalpractice.nhs.uk/page-29832>

**Hodnet Medical Practice**, 18 Drayton Road, Hodnet, Market Drayton, Shropshire, TF9 3NF <https://www.hodnetmedicalcentre.co.uk/>

**Ashley Surgery**, School Lane, Ashley, Market Drayton, Shropshire, TF9 4LF <http://www.ashleysurgery.co.uk/>

### Dentists

**D Chilcott Dental Practice**, 54 Shropshire Street, Market Drayton, TF9 3DD.

**Market Drayton Dental Practice**, Drayton Primary Care Centre, Maer Lane, Market Drayton, TF9 3AL.

**Poynton House Dental Practice**, 40 Shropshire Street, Market Drayton, TF9 3DD.

**St Mary's Dental Practice**, 7a St Mary's Street, Market Drayton, TF9 1AA.

### Pharmacies

**Boots**, 48-50 Cheshire Street, Market Drayton, TF9 1PR.

**Murrays Pharmacy**, Market Drayton Primary Care Centre, Maer Lane, Market Drayton, TF9 3AL.

## Residential and Nursing Homes

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

**Beulah House**, 5 Cemetery Road, Market Drayton, TF9 3BD - Accommodation for persons who require nursing or personal care - CQC rating Requires Improvement Nov 2019.

**Woodcroft Care Home**, Croft Way, Market Drayton, TF9 3UB <https://www.coveragecareservices.co.uk/our-homes/woodcroft>

Woodcroft, designed around a central “hub”, enjoys lovely views of the extensive gardens from both communal and bedrooms areas. There are 50 rooms at Woodcroft operating in 5 smaller family units all with their own sitting room, kitchenette and dining facilities. CQC rating Outstanding Feb 2019.

## Other Care Services

**Drayton Home Care Services**, Unit 4, Tower House, Maer Lane, Market Drayton, TF9 3SH – home care services for adults over 65 – CQC rating Good July 2019.

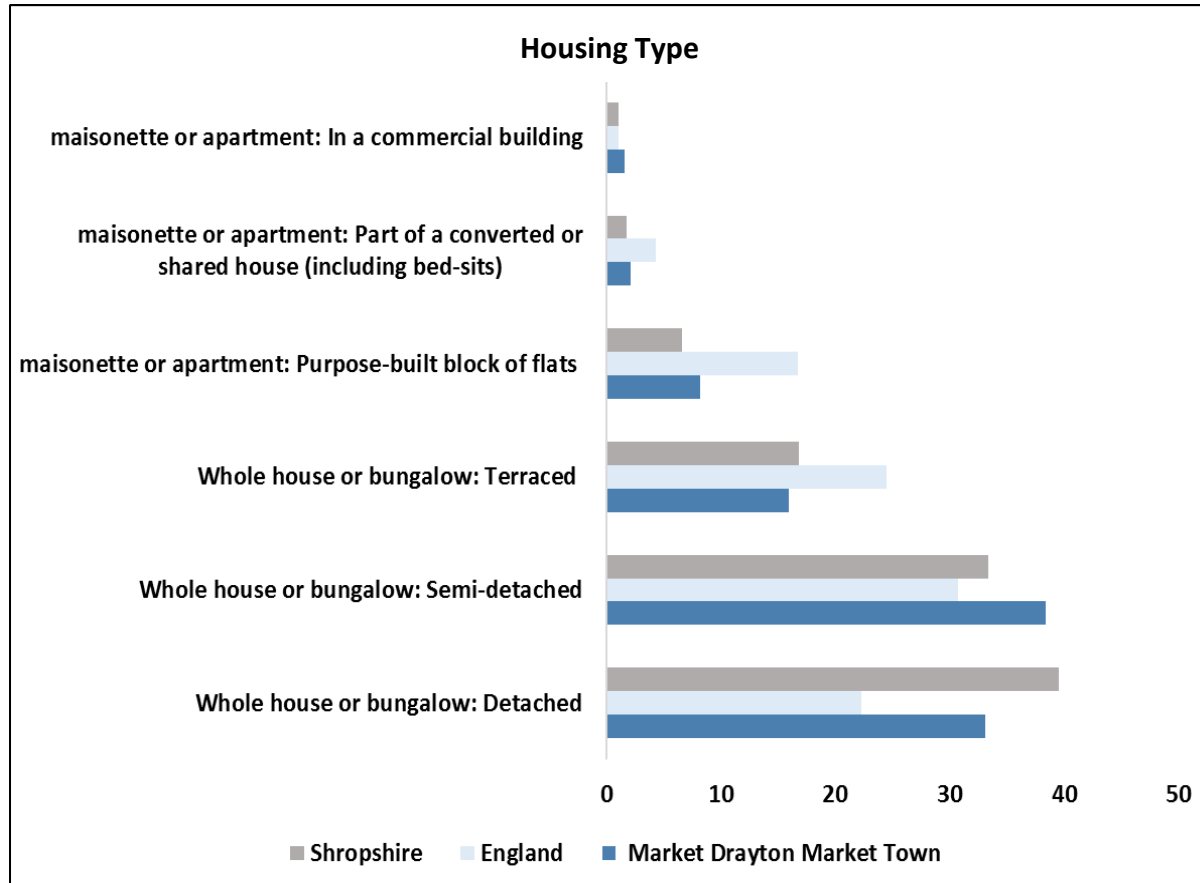
**Salopian Care**, 2 Cheshire St, Market Drayton TF9 1PJ <http://salopiancare.co.uk/>

Community Care services for helping people remain in their own home, services to Older People, Adults with Learning or Physical Disability, People with Dementia, Care after a Stroke, Rehabilitation following Hospital and Respite Care - CQC rating Outstanding July 2019.

**Willow Home Care Service**, 4 Newtown, Market Drayton TF9 1JUW – personal care services for people with dementia, learning disabilities, physical disabilities and sensory impairments. CQC rating Good Oct 2019.

# Housing

The town has a higher rate of semi-detached houses and flats than in Shropshire. This may explain the lower than average house prices which are lower than some parts of Shropshire.



Source: 2011 Census

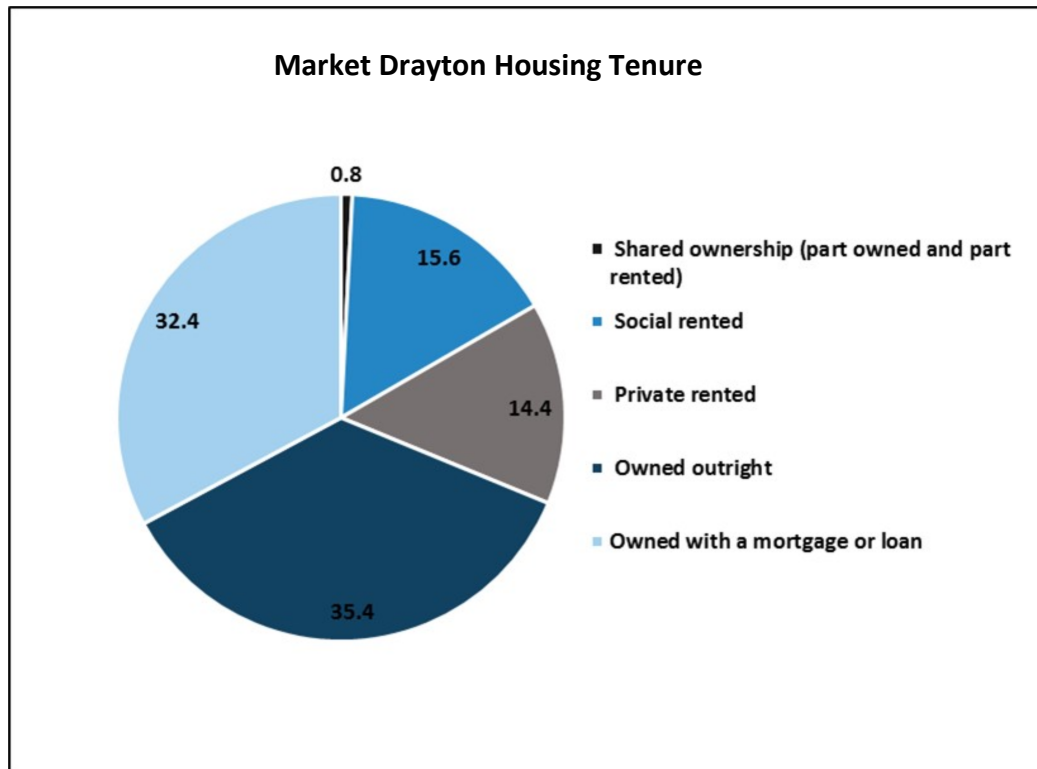
Fewer Market Drayton household spaces were detached properties (33.1%) compared to Shropshire as a whole (39.5%).

A larger percentage of household spaces were semi detached (38.4%) compared to Shropshire as a whole (33.4%). This is the largest housing type in Market Drayton as is the case nationally. In Shropshire the largest housing type was detached.

There were a greater proportion of household spaces which were flat, maisonette, or apartment: purpose built block of flats, (8.2%) compared to Shropshire (6.6%).

## Housing Composition

- 30.6% of households were One Person Households greater than the Shropshire average (28.9%) and England (30.2%).
- 6.3% 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, similar to the Shropshire average of (13.9%) and England (12.4%).
- 13% of households were married couples with dependent children lower than the Shropshire average of (15.3%) and England (15.3%).



Source: 2011 Census

In Market Drayton, at the time of the 2011 Census, there were 5,144 households, 5,323 dwellings and 7 communal establishments housing 81 people. The largest proportion (35.4%) of houses in Market Drayton were owned outright, less than the Shropshire figure of 39%. 15.6% of households were social rented housing, this was greater than for Shropshire as a whole (13.5%) but fewer than for England (17.7%).

There were slightly fewer houses privately rented 14.4% compared to 15% for Shropshire and 14% for England. In Oswestry there are 718 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
<b>Shropshire</b>	<b>3,626</b>	<b>£33,337</b>	<b>£222,500</b>	<b>6.7</b>	<b>£19,089</b>	<b>£163,625</b>	<b>8.6</b>

The table shows affordability ratios for housing in Shropshire. The income data relates to Shropshire Place Plan areas which are a slightly broader geography than market towns, and take account of hinterlands. The table shows that in Market Drayton a household with a median household income of (£29,144) would need 6.2 times this income to afford a median priced house (£180,000) as of year end 2020. This is lower than a ratio of 6.7 for Shropshire.

## Housing Developments

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

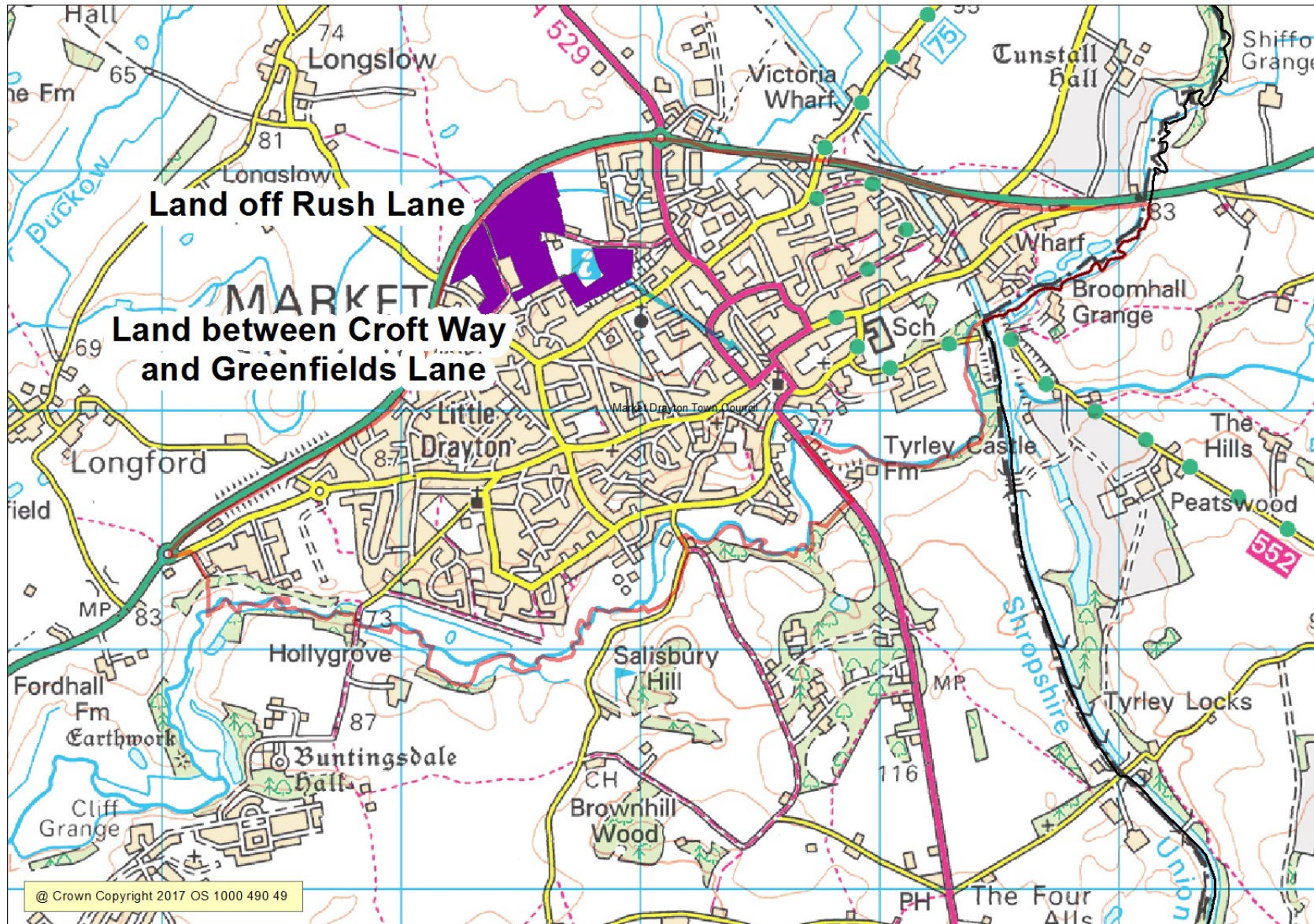
Detailed proposals to deliver the strategic vision within the Core Strategy are contained within the Site Allocations and Management of Development (SAMDev) document which together with the Core Strategy forms Shropshire’s Local Plan for 2006-2026.

Consultations on the Local Plan Review Preferred Scale and Distribution of Growth for the period to 2036 were presented to Shropshire Council 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 of Rush Lane and Land between Croft way and Greenfields Way Market Drayton	250				25	37	37	37	37	37	37	3

## Proposed Development Sites



## Education

Market Drayton is a key educational centre for North East of Shropshire. Pupils are mainly drawn from the Market Drayton Town area but schools also attracts pupils from the surrounding hinterland areas. The town council area has one infants, one junior, one primary and one secondary school.

### Primary Schools

**Longlands Primary School**, Linden Way, Fairfields, Market Drayton TF9 1QU <http://www.longlandsprimaryschool.co.uk/>

School capacity 210 with 192 pupils currently on roll. The percentage of pupils entitled to Free School Meals at any time during the past 6 years = 52.1% which is higher than the national rate of 24.7%. Currently no Ofsted assessment published.

**Market Drayton Infants and Nursery**, 5 Clive Rd, Market Drayton TF9 3PE <http://www.marketdraytoninfants.co.uk/>

School capacity 270 with 265 pupils currently on roll. The percentage of pupils entitled to Free School Meals at any time during the past 6 years = 18.5% which is lower than the national rate of 24.7%. Latest Ofsted assessment published Nov 2013 – Good.

**Market Drayton Juniors**, Alexandra Road, Market Drayton, TF9 3HU <http://www.marketdraytonjunior.co.uk/>

School capacity 360 with 353 pupils currently on roll. The percentage of pupils entitled to Free School Meals at any time during the past 6 years = 25.5% which is similar to the national rate of 24.7%. Latest Ofsted assessment published Dec 2012 – Good.

### Secondary Schools

**Grove Comprehensive School**, Newcastle Rd, Market Drayton TF9 1HF - <http://groveschool.website/>

School capacity 1206 with 899 pupils currently on roll. The percentage of pupils entitled to Free School Meals at any time during the past 6 years = 24.5% which is lower than the national rate of 29.1%. Latest Ofsted assessment published Oct 2015 – Requires Improvement.

### Further Education College

There are no college facilities within Market Drayton Town however The Grove secondary school does provide sixth form education.

Nearby College Facilities include:

**Newcastle under Lyme College** <https://www.nulc.ac.uk/>

15 miles west of Market Drayton the college provides a range of A level, vocational and apprenticeships.

**Shrewsbury College**, London Road, Shrewsbury SY2 6PR <https://www.shrewsbury.ac.uk/> – 20 miles south of Market Drayton.

## Transport and Infrastructure

Market Drayton is located between Shrewsbury and Stoke-on-Trent with the A53 being the main connecting road. The A41 is 4 miles from the centre and provides access northwards to Whitchurch (8 miles) and Chester (29 miles) whilst South towards the M54 (20 miles) and Wolverhampton (30 miles).

### Airports

The nearest main international airports to Market Drayton are Manchester Airport (48 miles) and Liverpool Airport (50 miles)

**Liverpool John Lennon Airport**, Speke Hall Ave, Speke, Liverpool L24 1YD.

**Manchester International Airport**, Manchester M90 1QX.

Light aircraft facilities are available at:

**Shropshire Aero Club**, Sleaf Airfield, Harmer Hill, Shrewsbury SY4 3HE <http://www.shropshireaeroclub.co.uk/> - 19 miles west of Market Drayton the airport provides facilities for general aviation operators.

### Canal

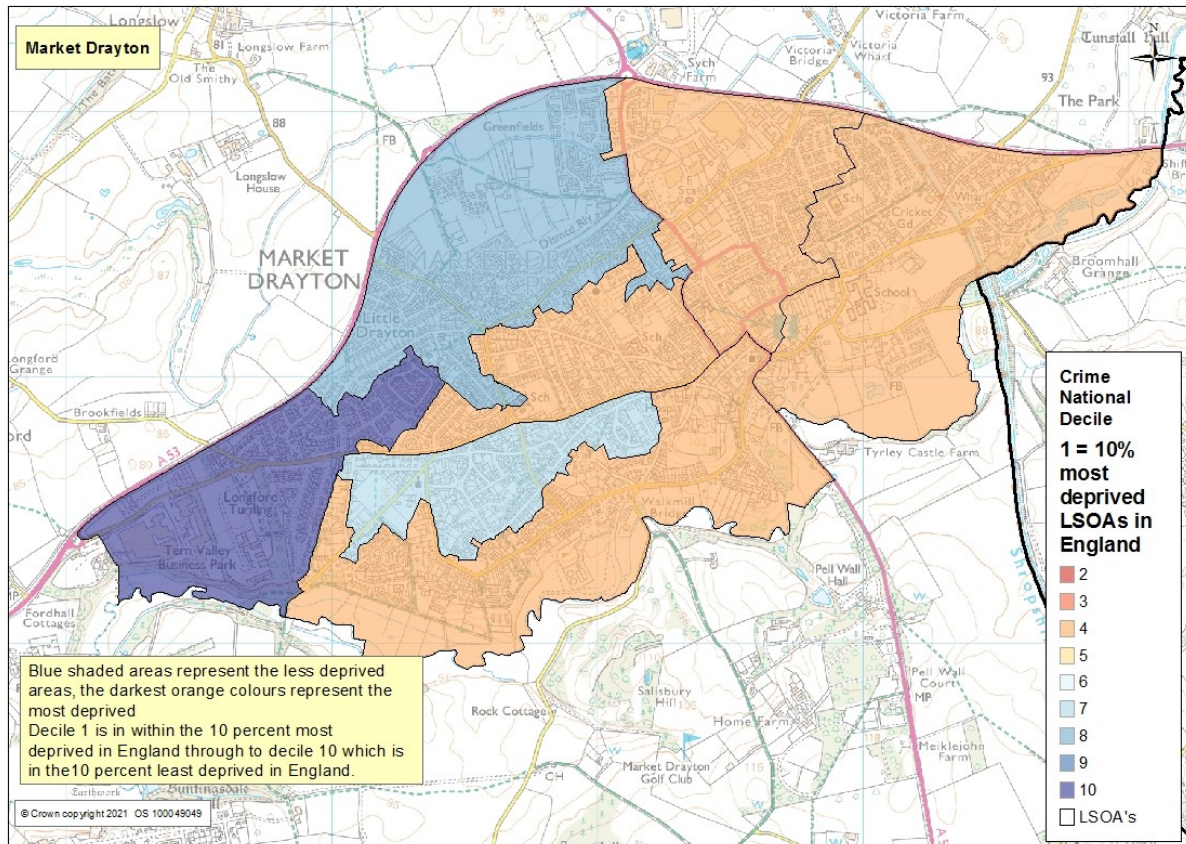
Market Drayton is close to the canal network with the Shropshire Union canal located to the east of the town centre.

### 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 Market Drayton have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. 38 premises (0.7% of the total) are expected to have speeds that fall below this threshold. All premises in Market Drayton (and throughout most of Shropshire) are supplied by just one infrastructure provider.

# Community Safety



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

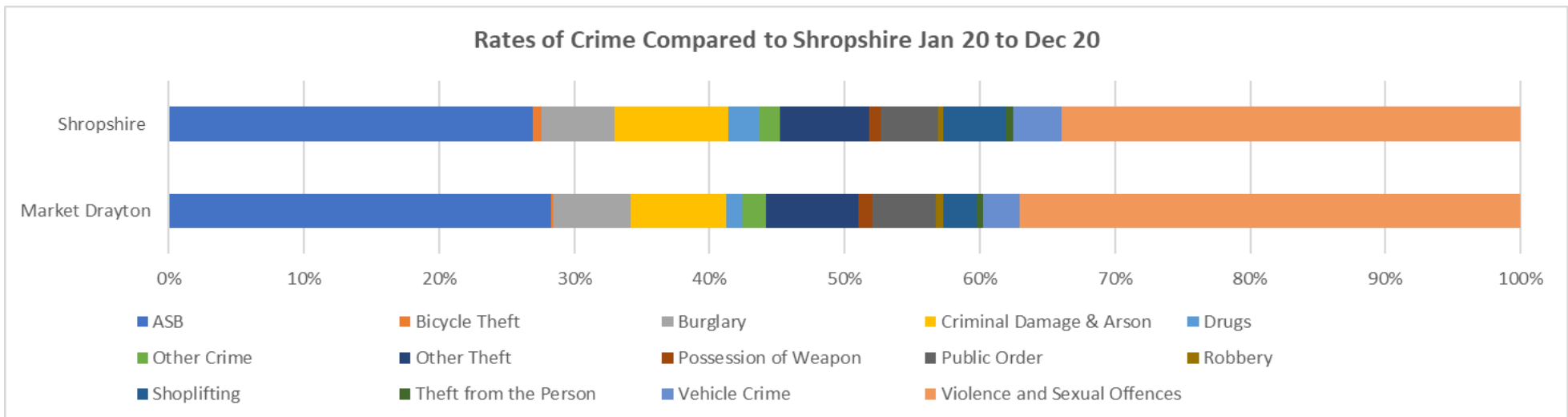
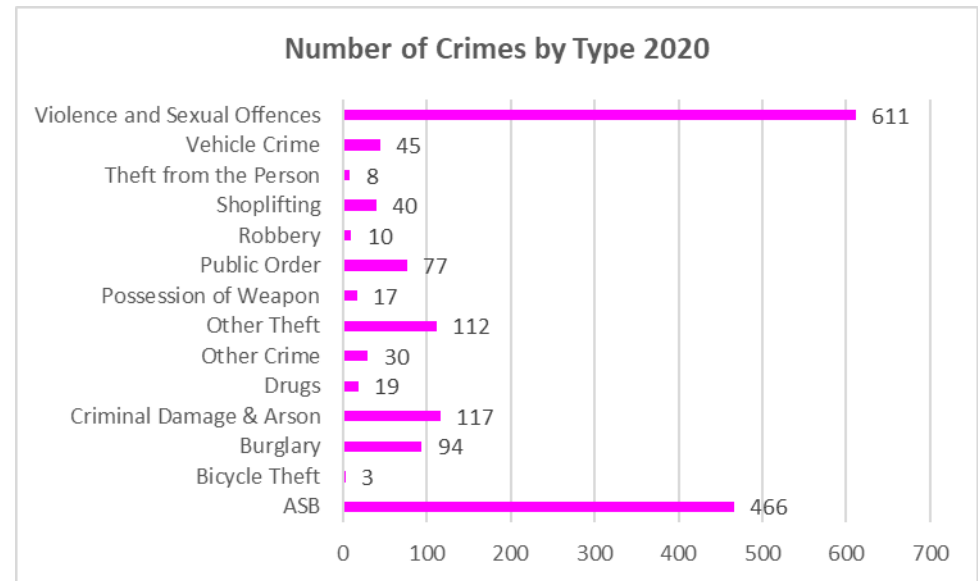
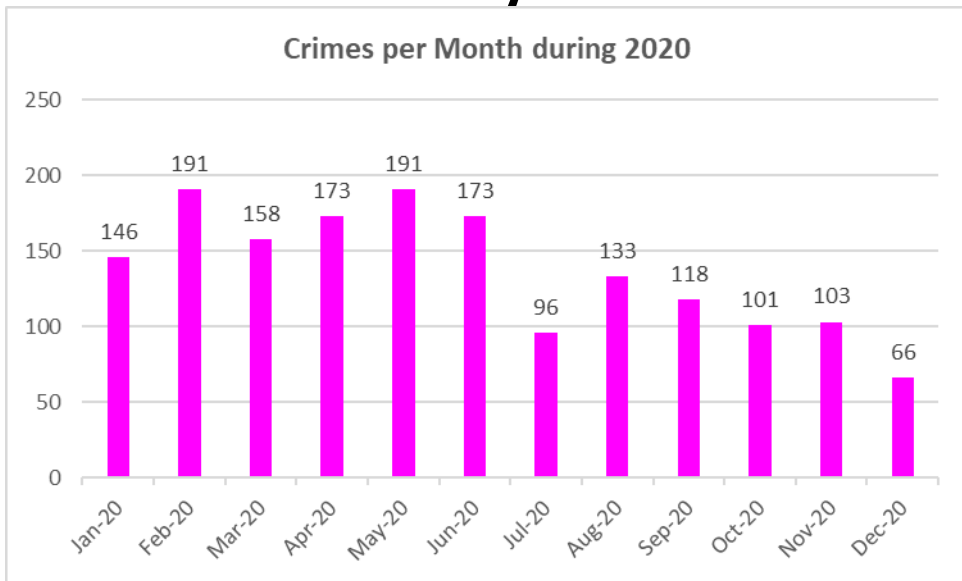
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

In Market Drayton four areas were ranked within the 40% most deprived nationally. As you would expect crime reduces the further away from the centre. As with any town the town centre often has higher levels of crime especially due to the night time economy and retail crime.

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

# Crime - Market Drayton

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



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

## Additional Information

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

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

### Easy ways to get in touch

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

### Find out more information on Shropshire

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