



MUCH WENLOCK MARKET TOWN PROFILE

Spring 2021



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Market Town Profile

Much Wenlock

Much Wenlock is a small medieval market situated between Shrewsbury and Bridgnorth. Much Wenlock sits alongside Wenlock Edge a narrow limestone escarpment that runs for 15 miles from Craven Arms to Ironbridge via Much Wenlock and was formed in a tropical sea some 425 million years ago.

Much Wenlock developed around an abbey which was founded around 685. This remained until the invasion of Danish Vikings around 874. In the 11th century a religious house was built on the same site. This was subsequently replaced by a monastery following the Norman Conquest. The town and monastery prospered until the dissolution of monasteries in 1539. The ruins of the site can still be seen today.

In 1850 the local surgeon William Penny Brookes was credited with introducing physical education into British schools which inspired the modern Olympic Games. The mascot for the 2012 London Olympic Games was named Wenlock in honour of the town’s connection to the games.

Today the town retains a number of black and white timber framed buildings with the Guildhall being noted as a fine Tudor building. It is a half-timbered building that sits in the centre of town and houses the courtroom and council chamber.

Area Quick Statistics

5,682 hectares

1,449 households

3,400 people

0.6 people per hectare

1530 dwellings

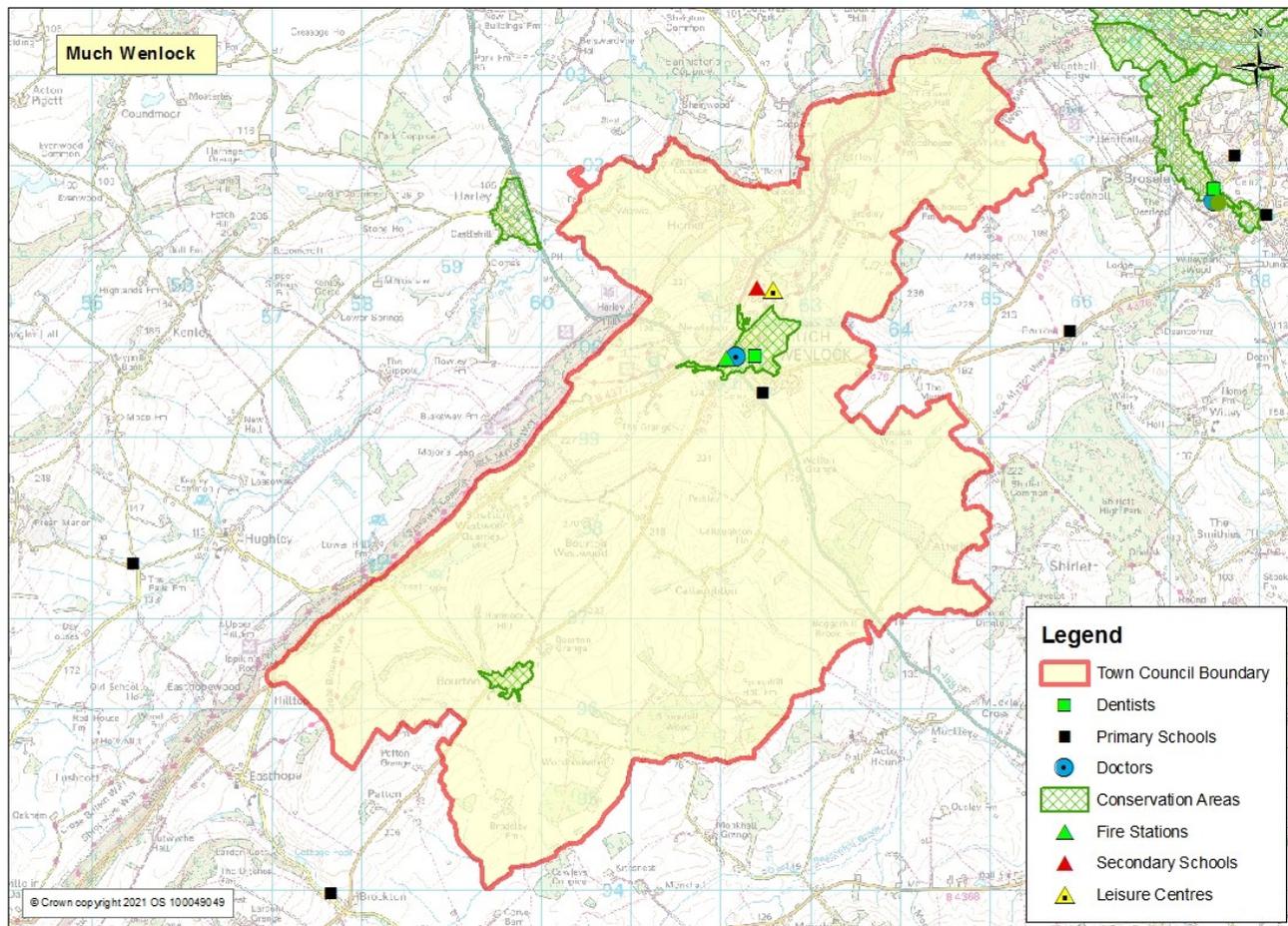
49 is the average age

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.

Much Wenlock Town Council Area Key Assets

The information in this market town is predominantly focussed on the town council area of Much Wenlock. Due to the nature of national statistical data it is not always possible to fully replicate these boundaries. Statistics quoted in this profile will use the best fit to the town council area. If these are not available the next best fit is the use of Lower Super Output

Areas. These small area figures are part of a national dataset which comprises of 32,000 areas of which there are 192 in Shropshire and 2 which cover most of the town council area.



Local Politics

Much Wenlock is represented by a local town council that is responsible for the management of a range of services including; Grounds Maintenance, Cemetery, Christmas Lights, Guildhall and Market. See the council website for full details of services.

<http://www.muchwenlock-tc.gov.uk/>

Much Wenlock Town Council area is currently represented by 11 members. Elections are held every 4 years.

A mayor is elected each year – the mayor for 2020/21 is Councillor Danial Thomas.

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

There is 1 Shropshire Council ward covering the town council area. Elections are held on a 4 year cycle with the next elections due May 2021. Ward councillors are -

Much Wenlock – Councillor David Turner.

Member of Parliament

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

Representative Groups

The Much Wenlock Civic Society – Monitors Planning Applications and assesses Governmental Papers re planning. Gives talks on matters relating to history and buildings in the area. Contact details available via the Charity Commission - <http://beta.charitycommission.gov.uk/charity-search/>

Community Assets

Much Wenlock 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

Much Wenlock Town Council, Corn Exchange, High St, Much Wenlock TF13 6AE - <http://www.muchwenlock-tc.gov.uk/>

Much Wenlock Fire and Rescue Station, Smithfield Rd, Much Wenlock TF13 6BD - <https://www.shropshirefire.gov.uk/stations/much-wenlock-fire-station>

Much Wenlock Library, Corn Exchange, 60 High St, Much Wenlock TF13 6AE - <https://www.shropshire.gov.uk/libraries/find-a-library/much-wenlock-library/>

Demographics

Shropshire Town and Parish	1981 Census	1991 Census	2001 Census	2011 Census
Much Wenlock	2,445	2,585	2,605	2,877

Source: Census data

Much Wenlock is the sixteenth largest town in Shropshire by population. The latest population of Much Wenlock is 3,300 (Mid Year Population Estimates, ONS, 2015) covering 5,682 hectares. Much Wenlock’s population density was 0.6 people per hectare, making it the least most densely populated of all Shropshire Market Towns. Much Wenlock’s population consists of 47% male and 53 % female. Much Wenlock’s Town Council population has increased since 1981 from 2,445 to 2,887. This is an increase of 18% in 30 years. (note Town Council boundaries can change over time causing changes in population).

Population Forecast

Built up Area Geography	Census Day	2016	2026
Much Wenlock	27th March 2011		
Population	2,200	2,300	2,500
Dwellings	1,100	1,100	1,200
Households	,000	1,100	1,200

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

The population of Much Wenlock area is forecast to rise from 2,200, in 2011 to 2,500 in 2026. This is a rise of 15% over this period. The largest part of this increase is expected between 2016 and 2026, when the population is forecast to rise by around 200 people or 9%.

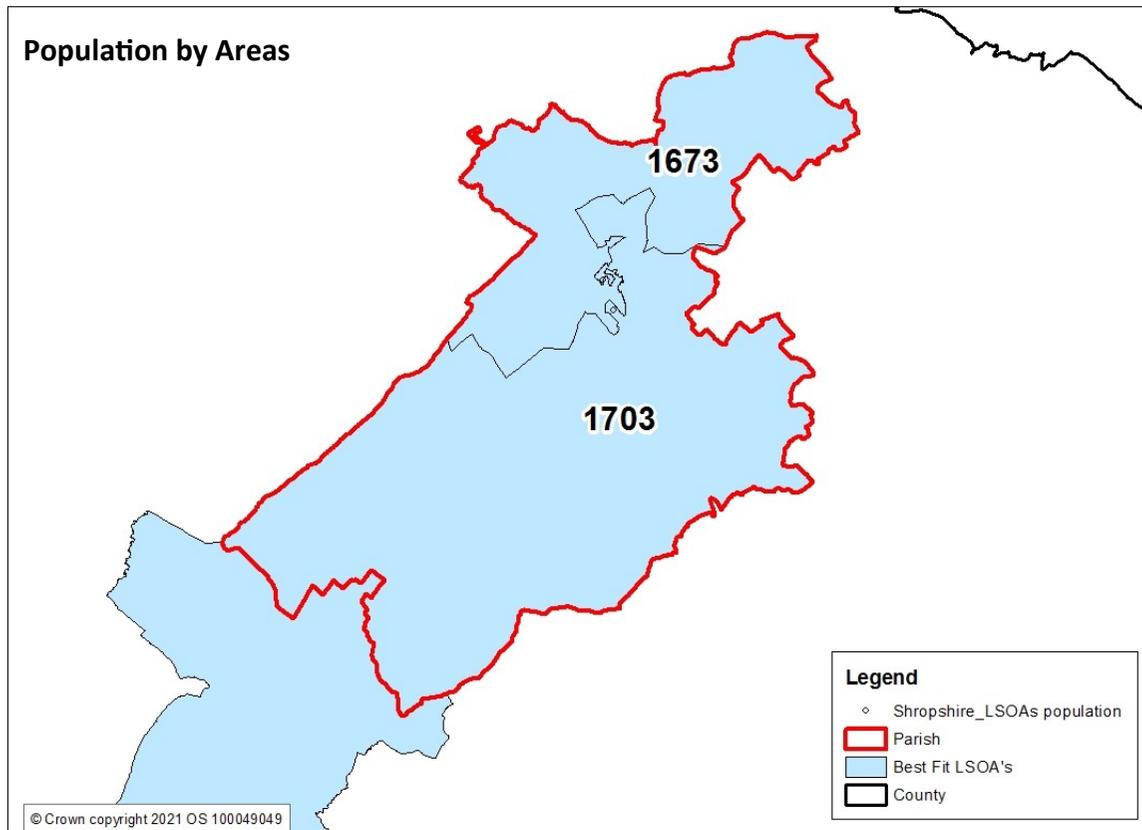
The number of dwellings is also forecast to increase from 1,100 in 2011 to 1,200 in 2026. This is an increase of 16%. Similarly the largest part of this growth is forecast to happen between 2016 and 2026.

The number of households are forecast to increase by 16% between 2011 and 2026, in a similar manner to dwellings.

Population by Local Areas

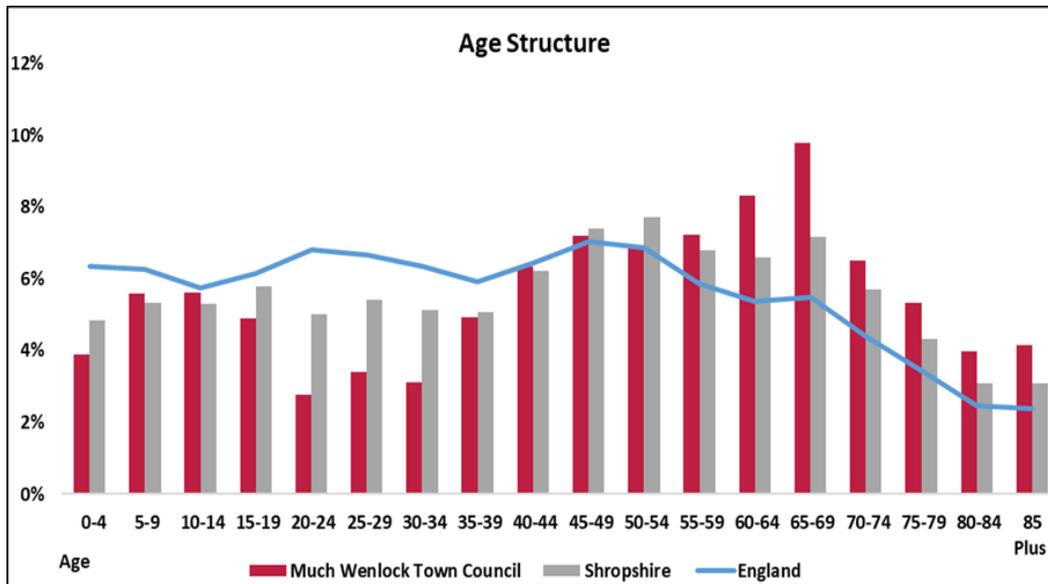
The information in this market town is predominantly focussed on the town council area of Much Wenlock. Due to the nature of national statistical data it is not always possible to fully replicate these boundaries. Statistics quoted in this profile will use the best fit to the town council area. If these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

The smallest LSOA with a population of 1655 covers the town centre area whilst the 2nd LSOA covers the predominantly rural surrounds and extends beyond the Parish area.



Age Structure

- Much Wenlock has a older age profile than Shropshire and England.
- There are significantly more people over the age of 60 compared to Shropshire and England. There are more people over the age of 85.
- There are fewer people aged 20-34 years.
- There are a similar number of people aged 40 to 59.
- There were fewer children aged 0-4 than Shropshire but slightly more 5-9 year olds and 10-14 year olds.
- There were fewer young people aged 15-19.



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

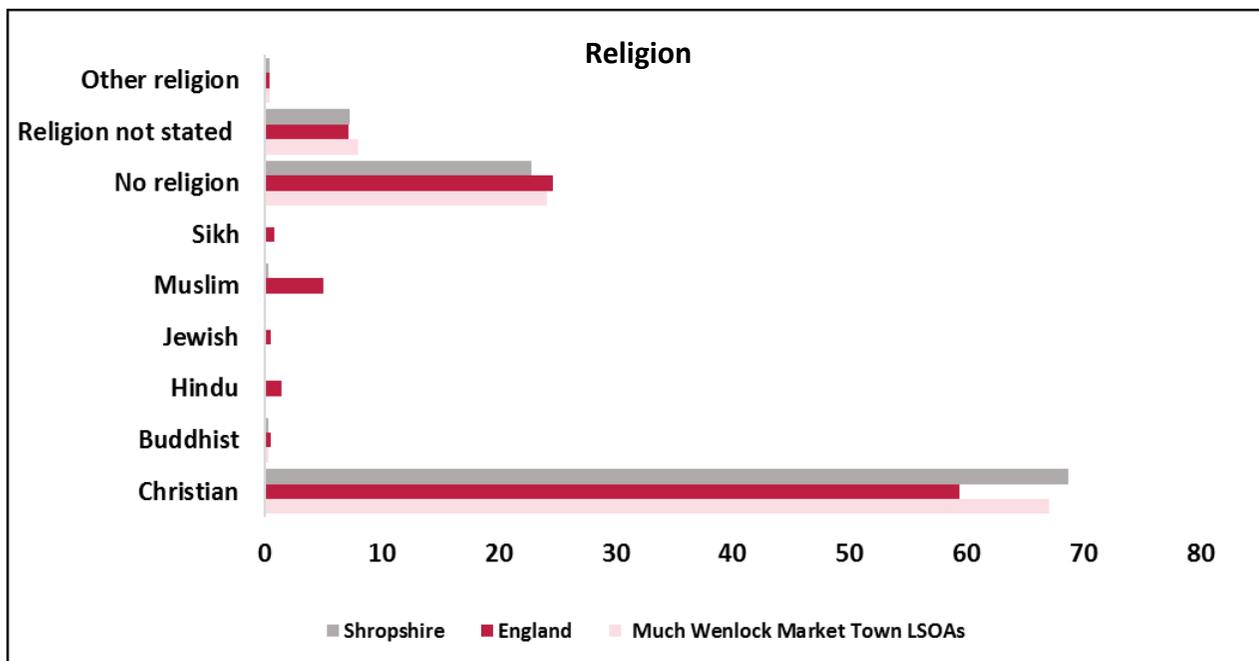
1,700 Much Wenlock residents are of traditional working age (16-64) which is the equivalent of 51.6% of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

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

Ethnicity and Religion

The total BME (black minority ethnic group) in Much Wenlock was 1% or just 31 of the total population at the time of the 2011 Census. The largest group was Mixed/Multiple ethnic group, 0.8%. Ethnicity levels in Much Wenlock are very low compared to Shropshire and significantly lower than England.

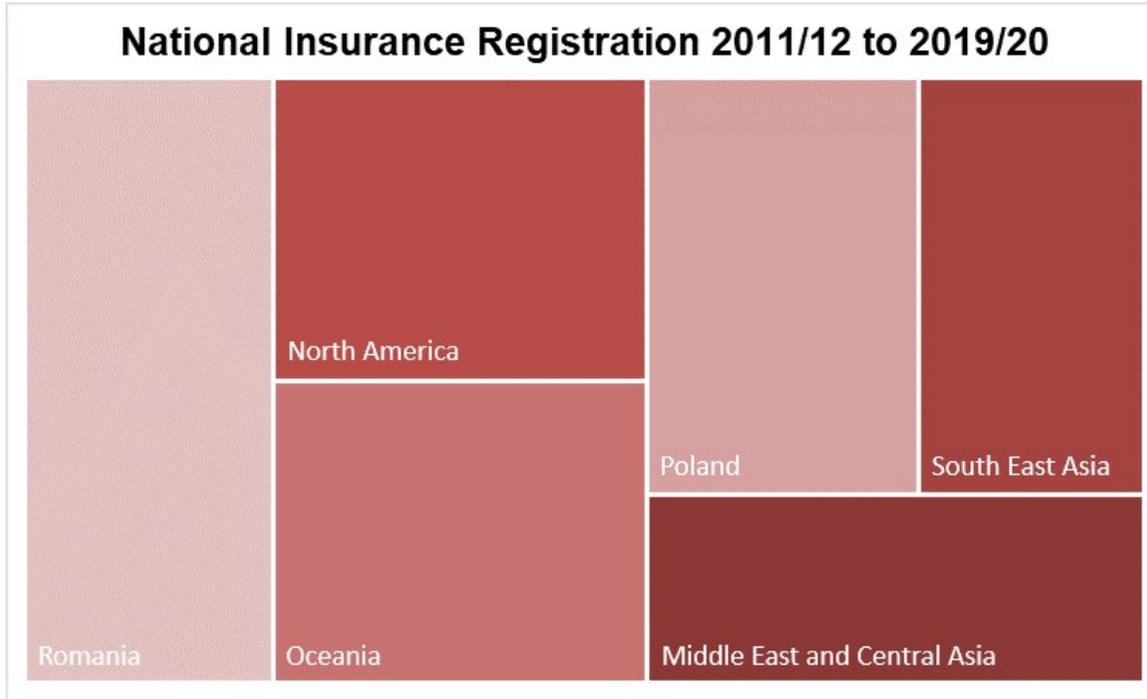
Area	White	White: British	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	Total BME
Much Wenlock	99.1%	97.4%	0.8%	0.1%	0%	0%	1%
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%



In 2011, 67.9% of the Much Wenlock population affiliated themselves with a religion. This percentage is marginally higher than for Shropshire or England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (67% of the population or 99.0% of those expressing any religious affiliation). Other religions e.g. Muslim, Jewish, Hindu have extremely low levels of representation in Much Wenlock similar to Shropshire as a whole.

Source: 2011 Census

Ethnicity



Source: Department for Work and Pensions - Stat-Xplore

The latest ethnicity data is taken from the 2011 census. The next census is due in 2021 with the results likely to be published from 2023. To help provide an indication of changes to ethnicity data the number of National Insurance registrations to adult overseas nationals entering the UK are shown. These numbers should only be used as an indication of population changes. A registration does not mean that a national has made permanent residence or has remained in the area.

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

There is one middle layers that covers the town of Much Wenlock. These layers do extend further than the 2 lower level layers that cover the town and also cover Broseley, Astley Abbots and Brockton.

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

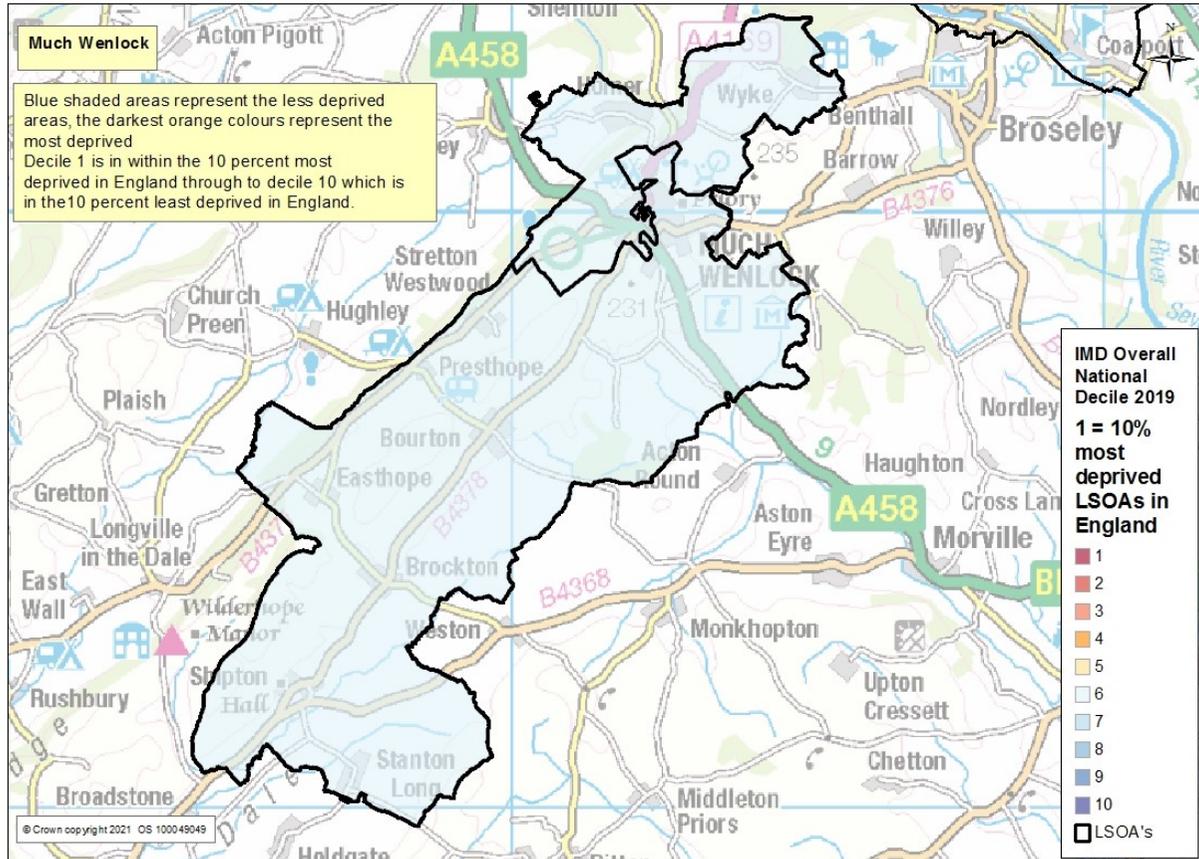
Ethnicity and Religion

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

Holy Trinity, Wilmore St, Much Wenlock TF13 6HR - <http://www.muchwenlockchurch.co.uk/welcome.htm> Much Wenlock Parish Church is dedicated to the Holy Trinity. The first church on the site was built around AD 680 by the Anglo Saxons. The present nave was built in 1150 by the cluniac monks of Wenlock Priory.

Much Wenlock Methodist Church, King Street, Much Wenlock, TF13 6BL

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

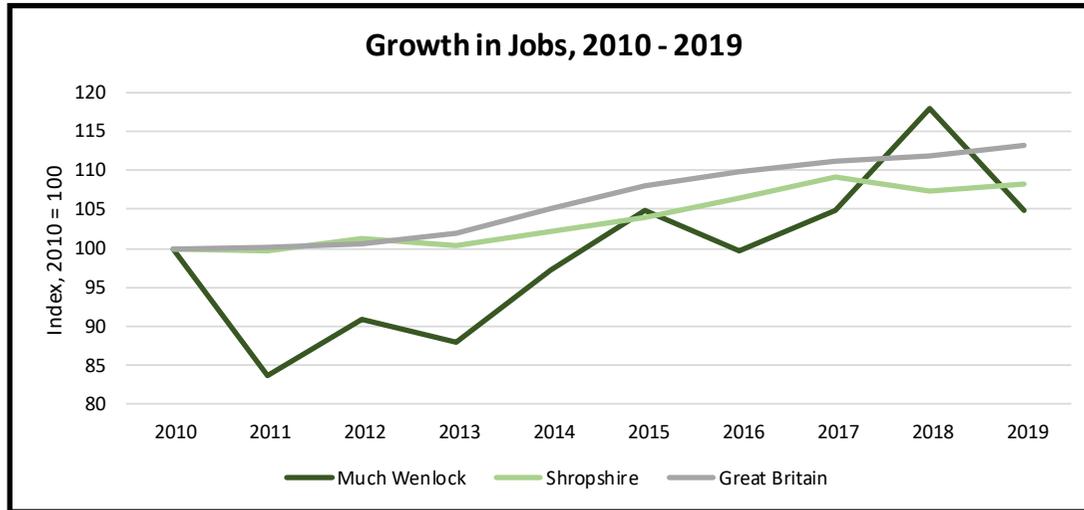
Much Wenlock has a low level of deprivation. The two LLSOA's in Much Wenlock fall into the 6th most deprived LLSOA's nationally.

For more information on IMD see:

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

Economy

Much Wenlock is the equal fourteenth largest employment centre in Shropshire (alongside Broseley). 140 businesses have registered offices in the town (Source: FAME (Bureau van Dijk), February 2021) which is less than 1% of the Shropshire total and approximately 1,000 people are employed in the town (0.8% of the Shropshire total).



Over the last nine years, the number of jobs in Much Wenlock has risen by 4.9%, or by about 50 jobs which is the equivalent of 5 or 6 additional jobs on average per year. In comparison, the number of jobs in Shropshire rose by 8.3% over the same period while nationally jobs growth reached 13.2%.

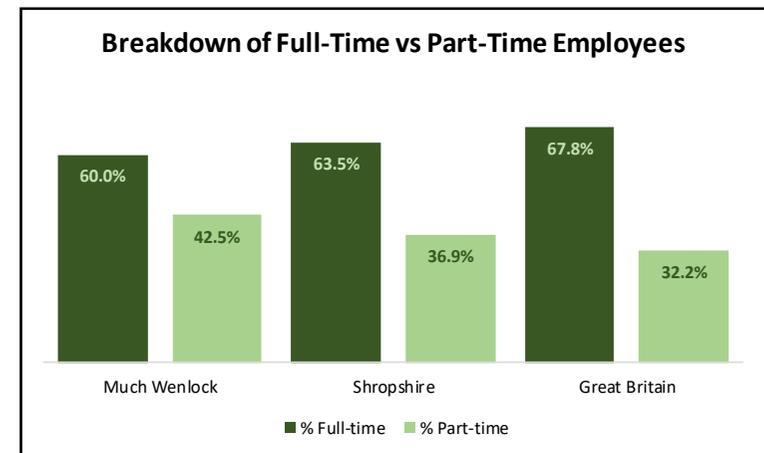
In addition, there are approximately 125 business proprietors/sole traders based in the town, taking overall employment levels to 1,125.

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 Much Wenlock as illustrated in the chart opposite. More than four out of ten jobs in Much Wenlock are part-time compared with 37% in Shropshire and 32% in Great Britain.

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

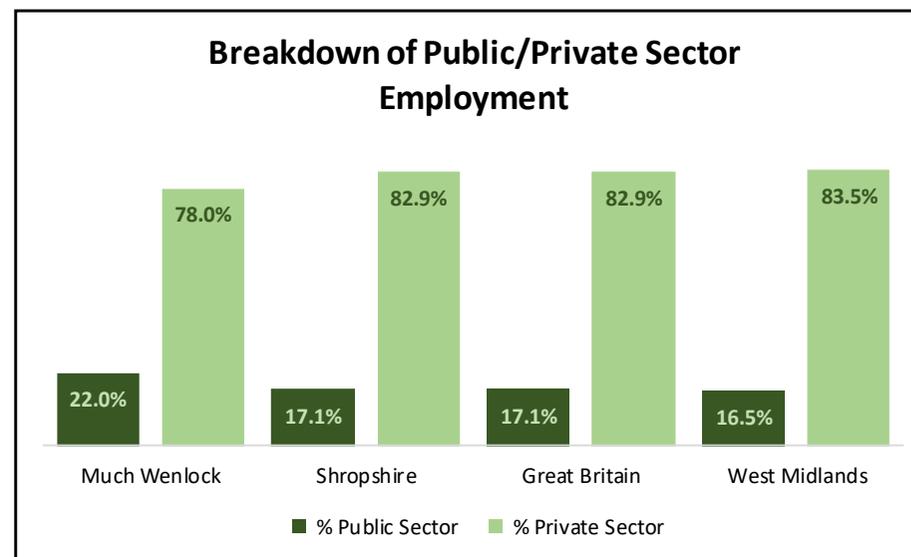
Note: Numbers may not add up due to rounding



Public/Private Sector

Across Shropshire, the number of public sector jobs has fallen by 4,700 since 2010 (-18.2%) while the number of private sector jobs has risen by 17,800 (+20.9%). The share of all the jobs attributable to the public sector has declined from 23.3% in 2010 to 17.1% by 2019. Employment in the public sector has been largely stable since 2015, with the rapid decline in public service based employment occurring during the first half of the 2010's.

In Much Wenlock, public sector jobs account for more than a fifth of all employment, notably more than the Shropshire average. Public sector employment has fallen in the town since 2015 (-12.5%) while the number of private sector jobs has risen by +3.4%.



Employment Sectors

The four largest employment sectors in Much Wenlock are education, health, accommodation & food services and retail. Together these account for 54.1% of employment within the town. Education represents 17.4% of the employment in the town – much higher than the 8.3% share attributable to Shropshire as a whole. Health accounts for 12.6% of employment compared with 15.1% for Shropshire. Retail is typically over-represented in towns, and accounts for a higher share of employment in Much Wenlock than it does across Shropshire, at 10.6% compared to 9.5%. Accommodation & food services take a share of 13.5% of employment (9.9% for Shropshire). Other sectors accounting for more than 5% of jobs include wholesale, professional and scientific, arts, entertainment & recreation and manufacturing.

INFORMATION, INTELLIGENCE & INSIGHT

Employment Sector	Much Wenlock	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	1.9%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	0.0%	1.3%	1.3%	1.3%
Manufacturing	5.8%	9.9%	11.6%	8.0%
Construction	4.8%	6.0%	4.4%	4.9%
Motor trades	1.9%	3.0%	2.5%	1.9%
Wholesale	5.8%	4.4%	4.9%	3.9%
Retail	10.6%	9.5%	8.5%	9.2%
Transport & Storage	2.9%	3.8%	6.0%	4.9%
Accommodation and Food Services	13.5%	9.9%	7.3%	7.6%
Information & communication	2.4%	2.0%	2.6%	4.3%
Financial & insurance	0.0%	1.2%	2.4%	3.5%
Property	0.5%	1.9%	1.7%	1.7%
Professional, scientific & technical	7.7%	7.2%	6.4%	8.7%
Business Administration & Support	1.9%	4.8%	9.4%	8.8%
Public administration & defence	3.4%	4.0%	3.7%	4.4%
Education	17.4%	8.3%	8.8%	8.6%
Health	12.6%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	6.8%	4.8%	4.3%	4.5%

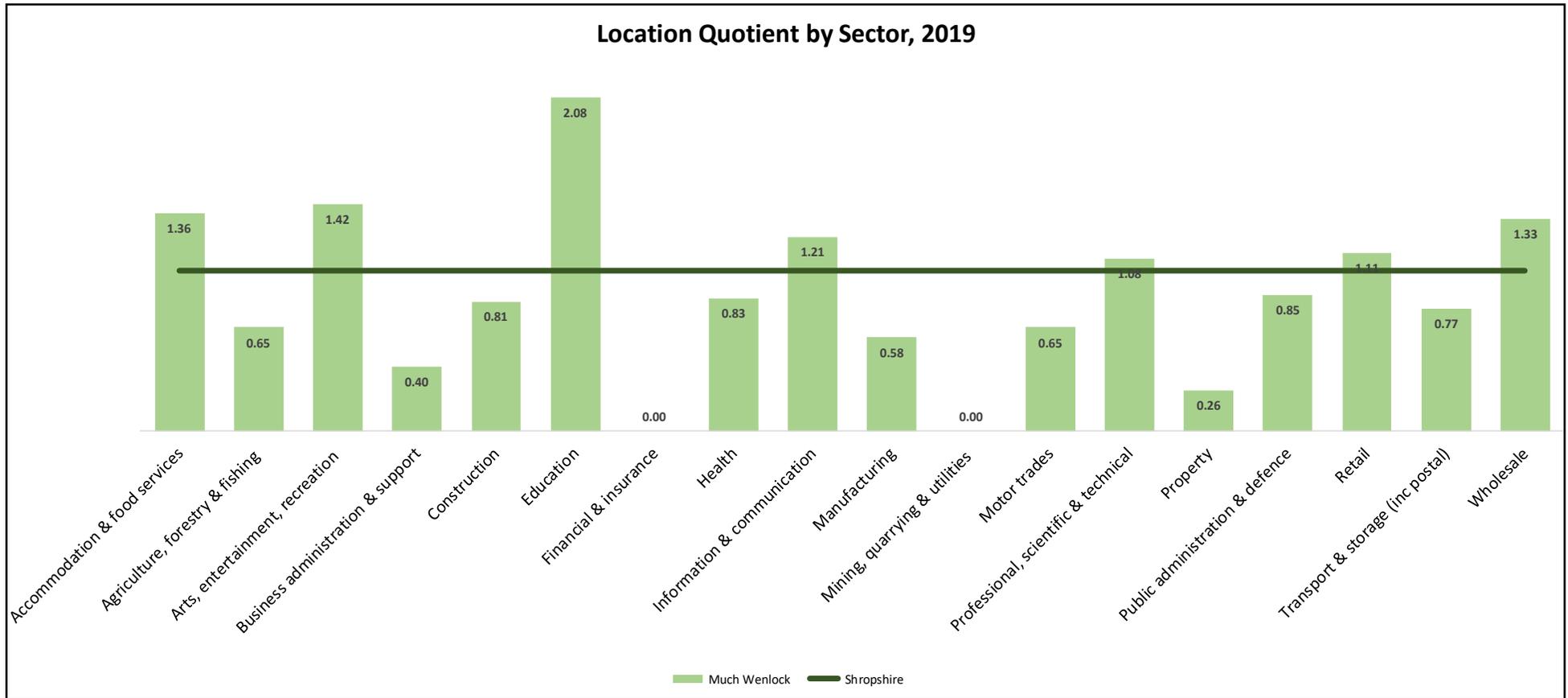
The adjacent table shows the breakdown of employment sectors in Much Wenlock alongside the comparable breakdowns for Shropshire, the West Midlands and for Great Britain.

It shows that agriculture, mining & quarrying, construction, motor trades, transport & storage, information & communication, finance & insurance, property, business administration & support and public administration and defence employ relatively few people in Much Wenlock (19.8% 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 Much Wenlock 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 Much Wenlock compared with Shropshire: accommodation & food services, arts, entertainment & recreation, education and wholesale. The location quotient for education is particularly high (2.08).

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



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

Note: Excludes land-based agriculture

Main Employers

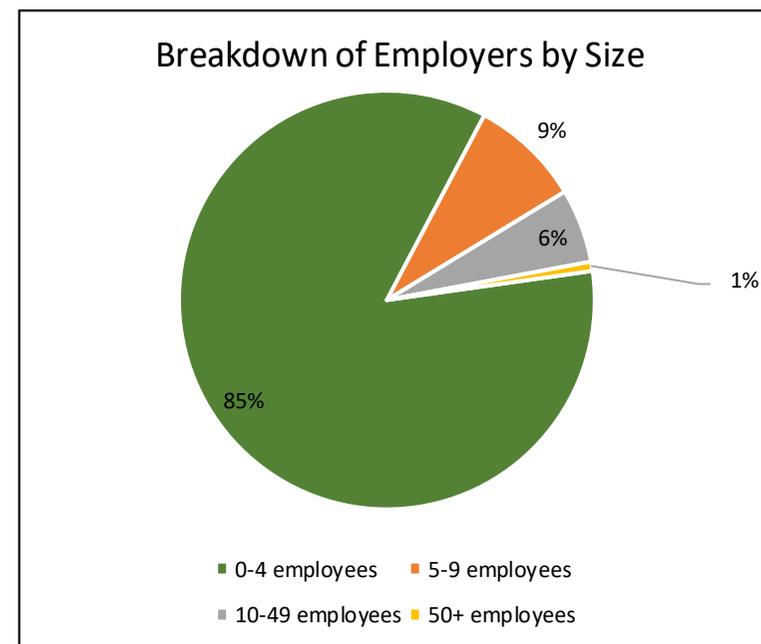
The following organisations are identified by the business directory FAME as being the largest employers in Much Wenlock. This suggests that there are only nine employers with a workforce of 10 or more within the town centre boundary.

Employers	Number of Employees	Turnover (£'000s)
William Brookes School	124	5,428
Raven Hotel	23	n.a
RE & CO Alman Ltd	20	n.a
Wheatland Service	18	n.a
Bulldog Security	17	n.a
Lime Green Production	13	n.a
The Edge Adventure Activities	12	n,a
QLF Production Ltd	12	n.a
Landowner Liquid Fertilisers	11	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 ten businesses in Much Wenlock employ less than 5 people. An additional 9% employ between 5 and 9. Just 7% have a workforce of 10 or more.

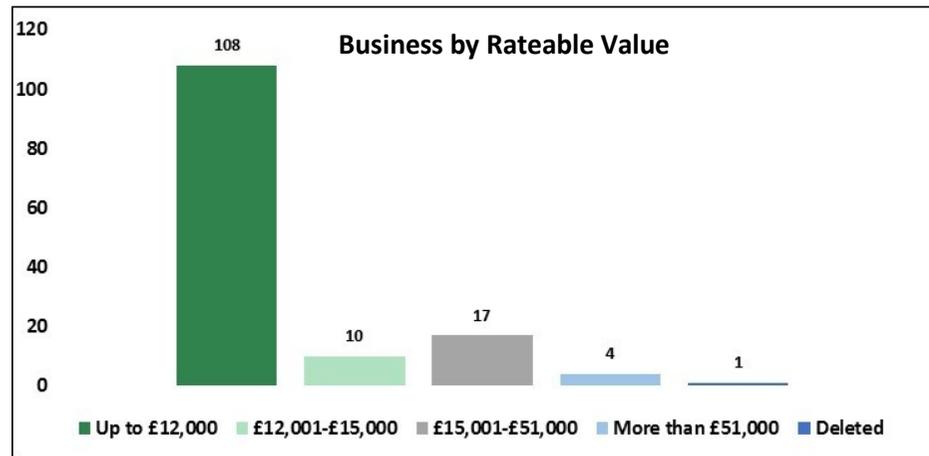


Note: 0-4 employee category includes all companies where employment levels are unknown.

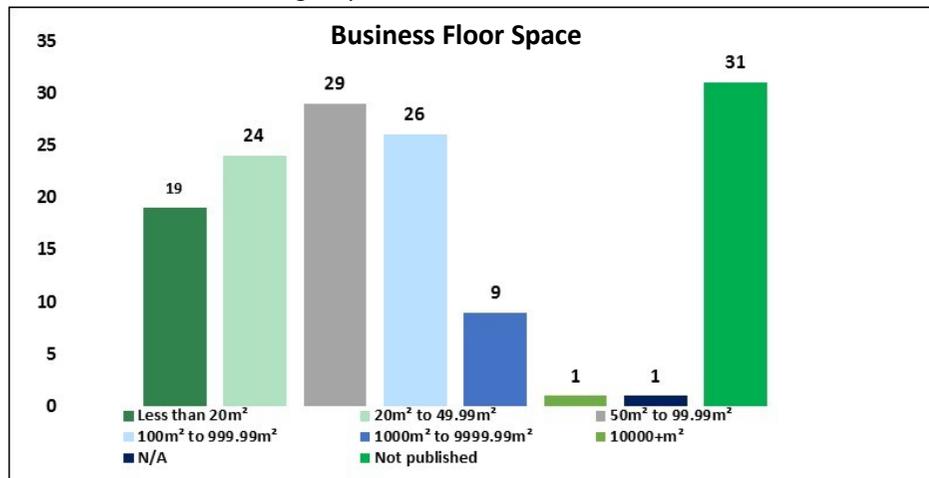
Business Rates

140 establishments have a rateable value in Much Wenlock and the combined rateable value of these organisations is £1.7 million. This is the equivalent of 0.7% of the total rateable value of all businesses in Shropshire.

108 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 4 (2.9%) have a rateable value of more than £51,000.



Source: Valuation Office Agency



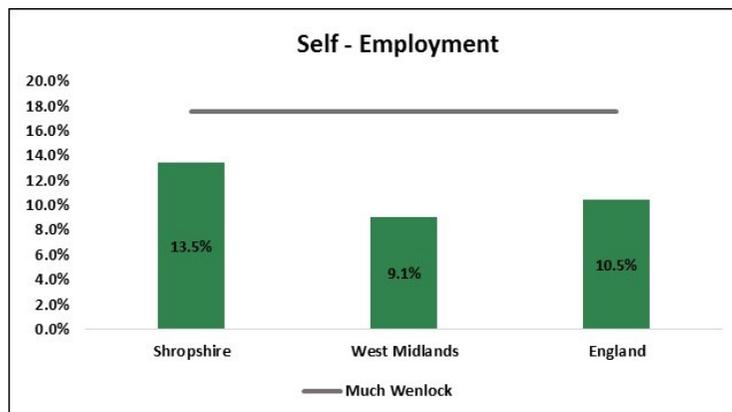
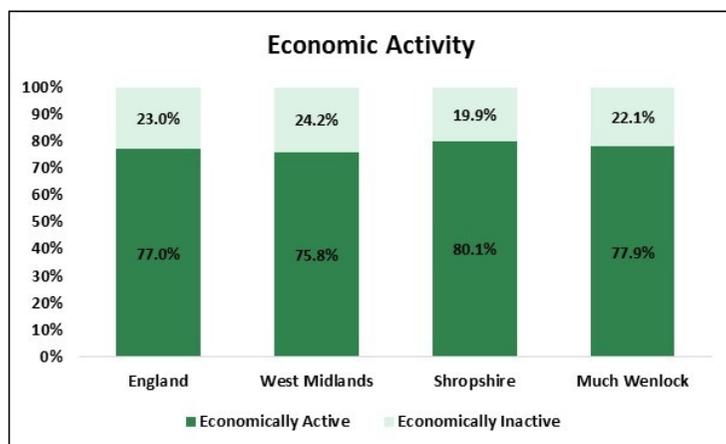
The majority of organisations on the Much Wenlock business rates list are classed as commercial—primarily retail outlets and offices. These account for 77.9% of the total. Miscellaneous is the second largest classification, accounting for 10.0% of the total.

Classification	Much Wenlock
Commercial	109
Educational Training and Cultural	4
Industrial	10
Leisure	0
Miscellaneous	14
Utilities	3
Total	140

72 businesses have a floor space of less than 100m², while just 10 have floor space of more than 1,000m². The largest organisation covers over 15,000m².

Economic Activity

The status of Much Wenlock residents aged 16-64 at the time of the 2011 Census showed 77.9% of residents were economically active, which includes people who are both employed and actively seeking employment. This is slightly lower than the Shropshire figure of 80.1%. Economic activity in Much Wenlock is higher than the national and regional averages (77 and 75.8% respectively).



Source: 2011 Census

Of those who were economically active, 73.3% were in employment while 4.6% 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 Much Wenlock in relation to England although the rate was slightly higher than the Shropshire average.

Of the 1,754 Much Wenlock residents in employment, the majority are employees (73.3%) while the remainder are self-employed. 66.6% of employees work full-time compared with 63.9% of the self-employed.

Employment Breakdown	Much Wenlock
In Employment Total	1,438
Of which Employee: Total	1,093
Of which Employee: Part-time	340
Of which Employee: Full-time	753
Of which: Self-employed: Total	345
Of which Self-employed: Part-time	108
Of which Self-employed: Full-time	237

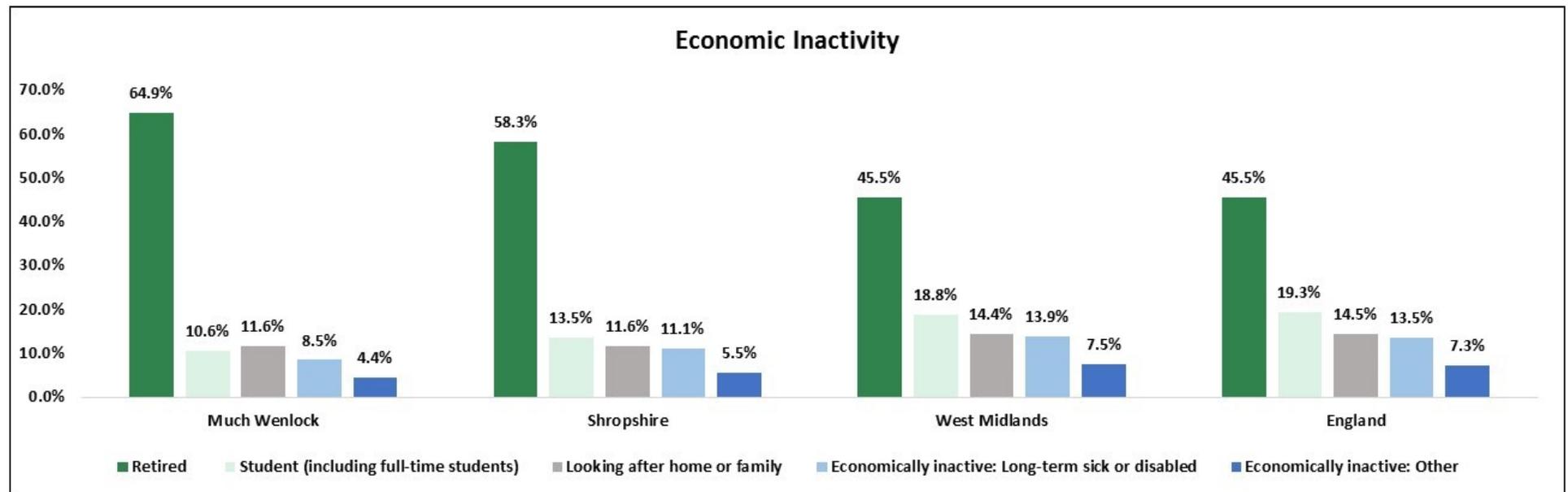
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County's market towns, especially the main employment centres. However, the reverse is the case in Much Wenlock, where the self-employment rate at the time of the Census stood at 17.6%. The rate is lower than this in all other market towns in Shropshire except for Bishops Castle and Church Stretton.

Economic Inactivity

433 Much Wenlock 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 Much Wenlock population which does not participate in the labour market is slightly higher than the average for Shropshire.

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

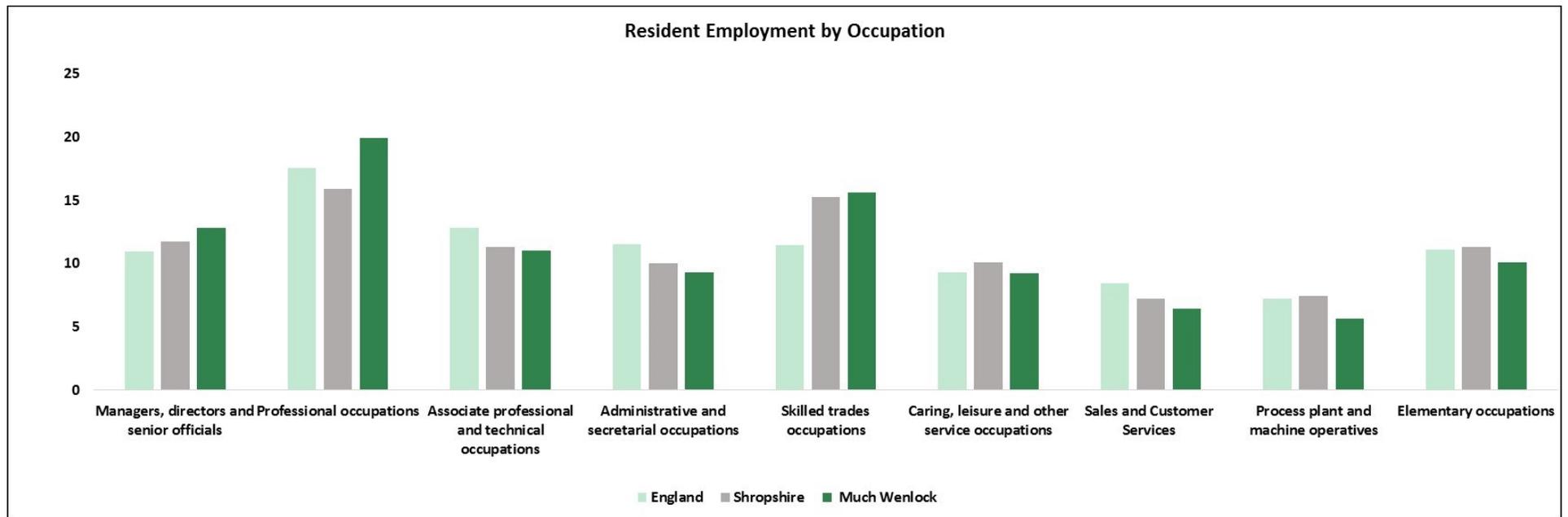
It is apparent that a much higher proportion of economically inactive Much Wenlock residents are inactive because they are retired than is the case across Shropshire which itself supports significantly more retired people compared with the West Midlands and England.



Source: 2011 Census

Employment by Occupation

Much Wenlock supports relatively high numbers working in the Standard Occupation Classifications (SOC) of 1 to 3 the professions, with 43.7% of residents in work employed as managers, directors and senior officials, in professional occupations or in associate professional and technical occupations compared with 38.9% in Shropshire. 12.8% work as managers, 19.9% in professional occupations and 11.0% in associate professional occupations. A lower proportion are employed in lower level occupations, including elementary occupations (10.1% compared with 11.3% for Shropshire) and process, plant and machine operatives (5.6% compared with 7.4% for Shropshire).



Source: 2011 Census

Qualifications

According to the Census 2011, 38.6% of residents had a level 4 qualification or above, higher than the Shropshire average of 29.4%. In total 11.8% of people had no qualification. This is lower than the Shropshire average (14.0%). The qualification profile of Much Wenlock 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	Much Wenlock	Shropshire	England and Wales
Level 1	14.3	15.4	15.2
Level 2	16.8	19.4	17.2
Level 3	13.8	14.7	14.5
Level 4/5	38.6	29.4	29.7
Other qualifications	4.7	7.1	8.6
No qualifications	11.8	14.0	15.0

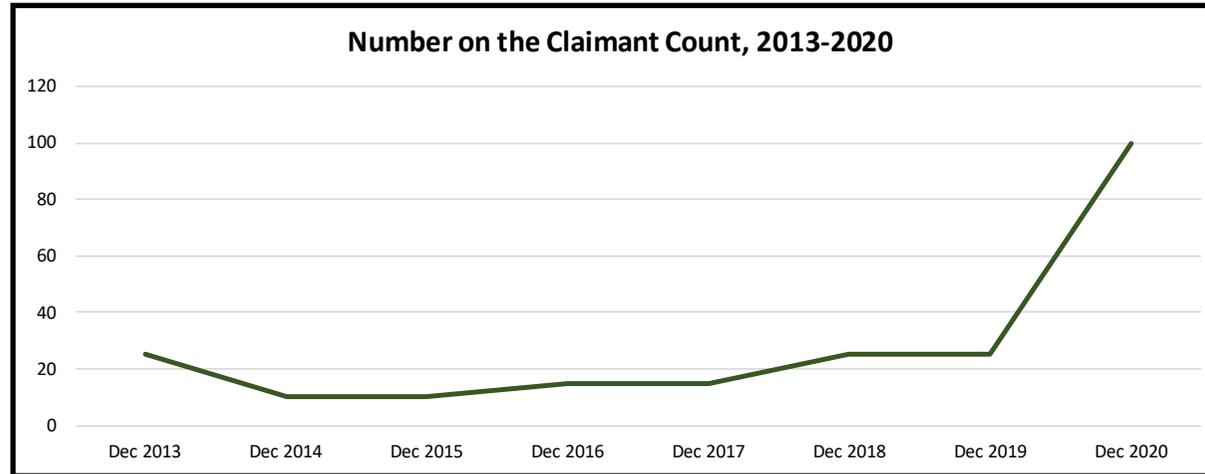
Source: 2011 Census, ONS, Highest Level of Qualification Population aged 16-64.

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 Much Wenlock 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 Much Wenlock 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)	190
Households on Universal Credit (Nov 20)	157

In December 2020, 100 Much Wenlock residents were on the claimant count, which is ten times higher than the 10 who were on the count in December 2015. The claimant rate in Much Wenlock (the percentage of the 16-64 population which is claiming) is higher than the average for Shropshire (5.9% compared with 4.4%). 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.

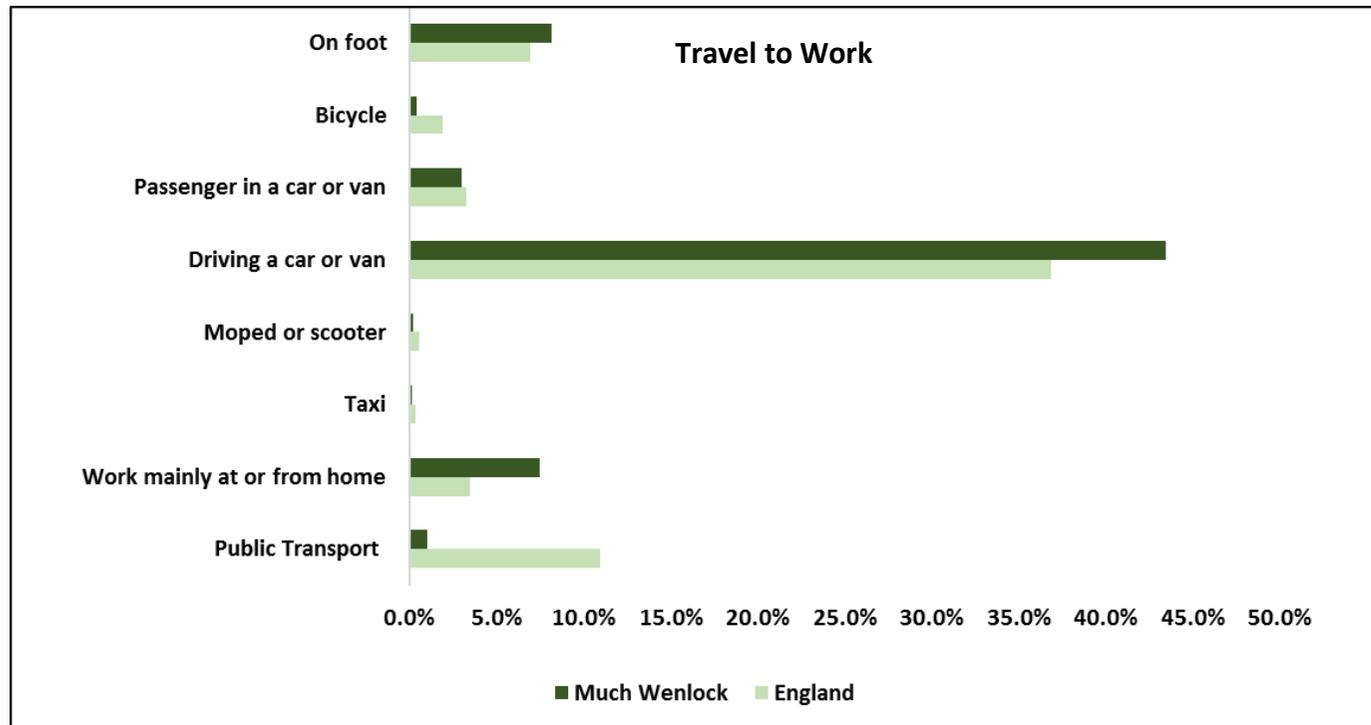
State Pension

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

Claimants in Much Wenlock total 1,056 or 1.4% of the state pension claimants in the county.

Travel and Commuting

The most commonly used method of transport to work for Much Wenlock residents who work was to travel by car or van. 43% of workers drove to work, while an additional 3% were a passenger in a car or van. More Much Wenlock residents work primarily from home than is the case nationally (8% compared with 3%), and this is also higher than the Shropshire average of 6%. A relatively high number walk to work (8% 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

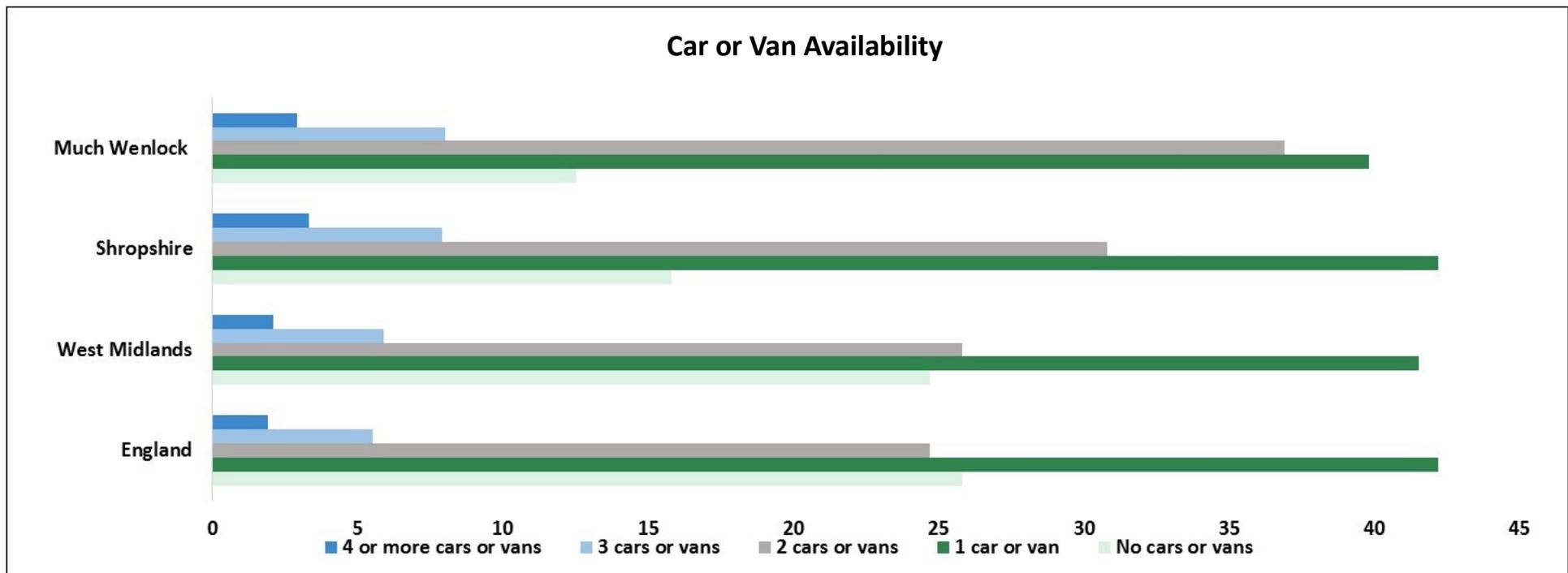


Source: 2011 Census

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 Much Wenlock stands at just 12.5%.

39.8% of households have one car, 36.9% have two cars while 10.9% have three or more. The total number of cars and vans owned by Much Wenlock households stood at 2,173 in 2011.

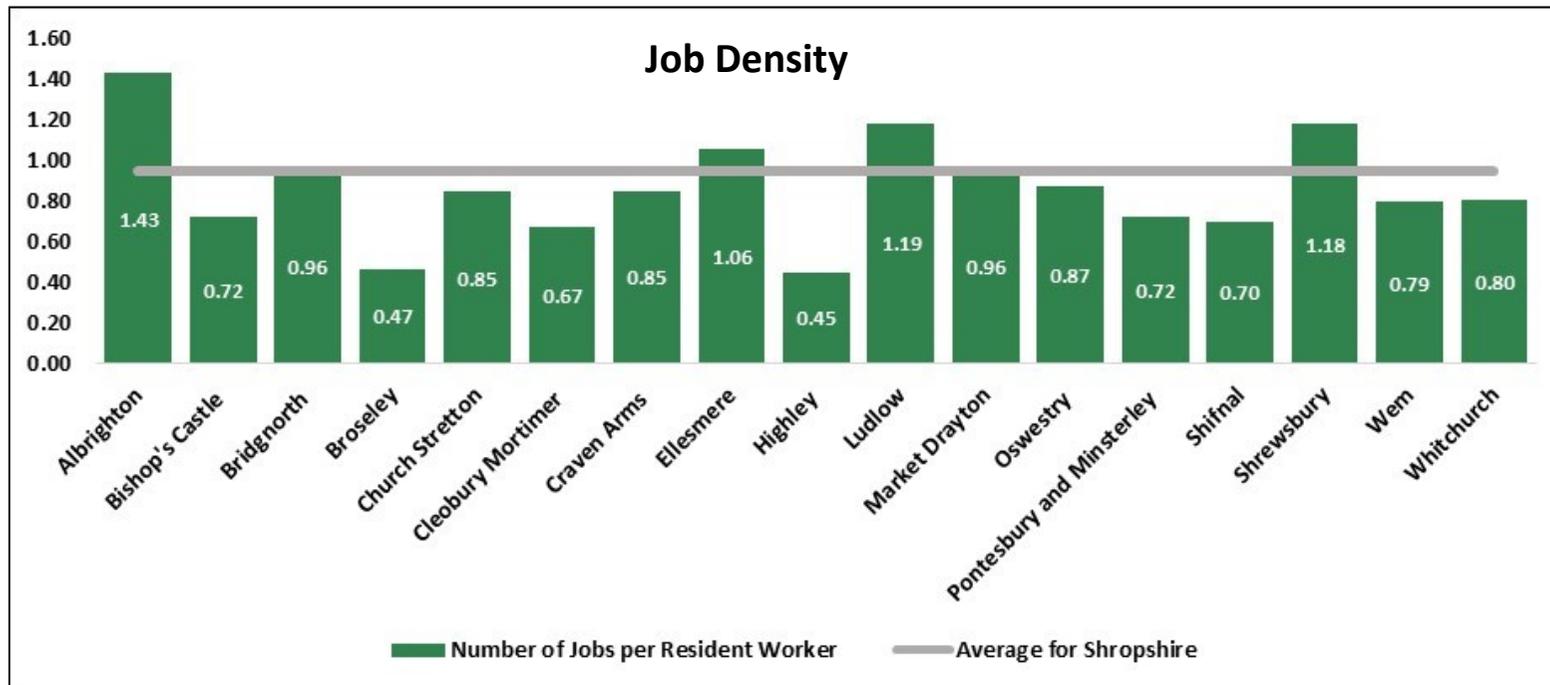


Source: 2011 Census

Commuting Patterns

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

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



Source: Census 2011

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

Origins and Destination of Workforce

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

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

Source: Census 2011

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

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

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

Household Income

Source: CACI, 2020, Paycheck Income Data, Shropshire

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

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

Household income table for Shropshire shows that 15% or 230 households in Much Wenlock earn less than £15,000 per year. At the other end of the scale 12% of households had an income exceeding £80,000 per annum. Household income rates in Much Wenlock are higher than the Shropshire average.

Retail Economy

Retail accounts for 10.6% of total employment in Much Wenlock, which makes it the fourth largest employment sector in the town. 0.9% of all retail employment across the whole of Shropshire is absorbed by Much Wenlock.

Retail plays an important role in the economy of Much Wenlock, providing everyday amenities and shopping for local residents and serving as a shopping hub for the hinterland of the market town.

High Street Shopping, the retail sector assists in attracting visitors to the town by offering a range of independent traders providing fresh produce, gifts and household items. Within Much Wenlock there is a wide range of cafés, pubs and restaurants for residents and visitors. There are a range of services including a bank and post office.

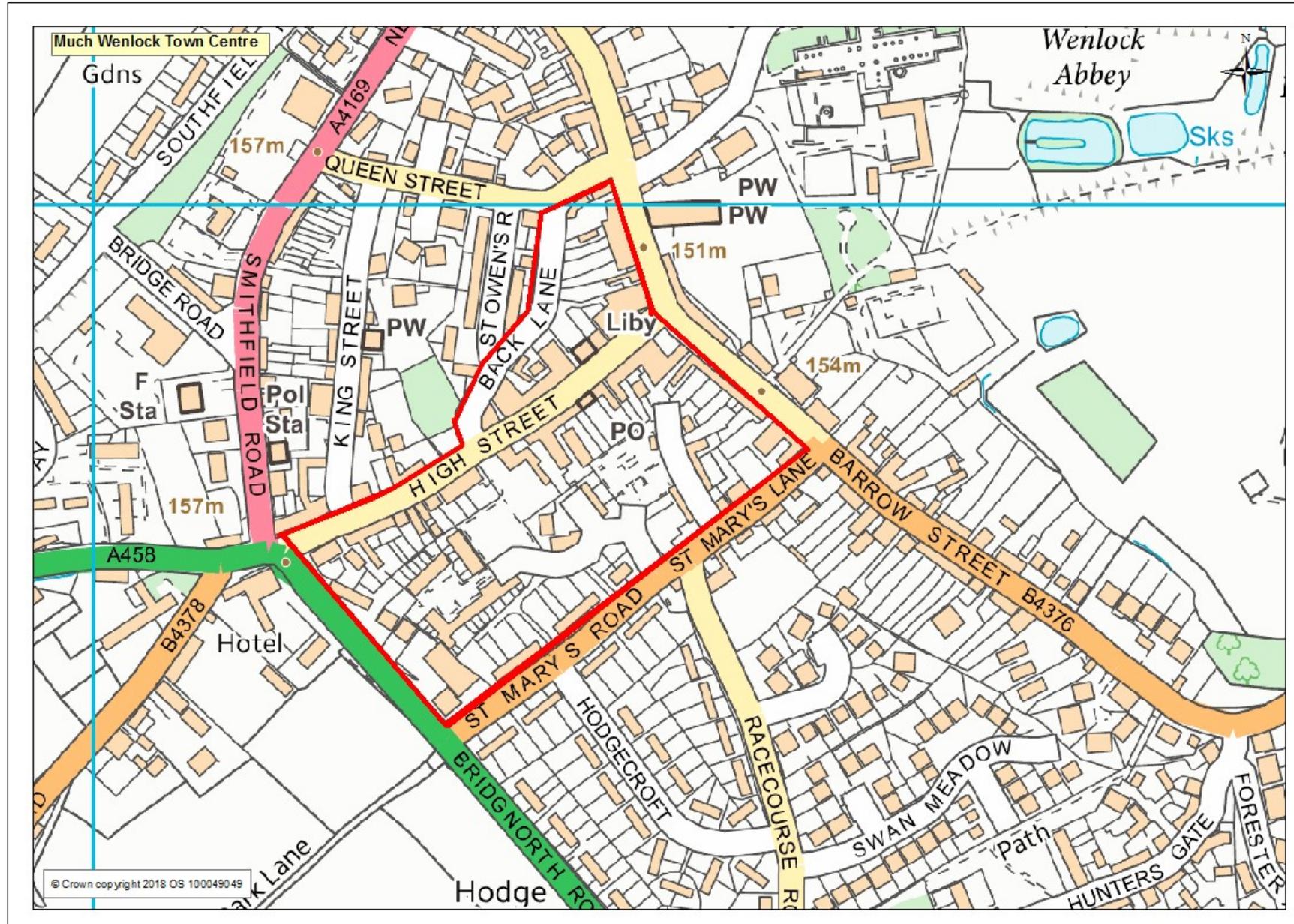
Supermarkets, there are no major supermarkets within the town. There are a number of convenience stores including NISA and Spar.

Markets

Much Wenlock has hosted a market for over 800 years. Today a range of stalls operate from The Buttermarket, Square and Corn Exchange providing fresh produce, arts and crafts. For details of market times and availability of stalls visit the town council website.

www.muchwenlock-tc.gov.uk

Main Retail Area



Tourism & Leisure

Approximately 200 people are employed in the tourism sector in Much Wenlock, just over half of which are employed in accommodation and food services and the remainder in arts, entertainment, recreation and other services. This is the equivalent of 20.3% of the total Much Wenlock workforce which represents a higher share than for Shropshire as a whole (14.7%). 1.1% of total employment in the tourism sector in Shropshire is provided by Much Wenlock.

Much Wenlock is a popular destination with visitors who are attracted by its links to the modern Olympics, the abbey ruins and the geology of the surrounding Wenlock Edge.

Visitors Attractions

An ideal starting place for information on places to visit and things to do in Much Wenlock is -

The tourist information centre which is housed within **Much Wenlock Museum**, Memorial Hall, The Square, TF13 6HR

Places to see in Much Wenlock include:

Much Wenlock Guildhall, 1 Wilmore St, Much Wenlock TF13 6HR - www.muchwenlock-tc.gov.uk

Dating from 1540 the Guildhall is open to the public between April and October on Friday, Saturday, Sunday and Monday. Various exhibitions take place in the Court Room throughout the year. Monthly Town Council meetings are still held at the Guildhall.

Much Wenlock Museum, The Memorial Hall, High St, Much Wenlock TF13 6HR - <http://shropshire.gov.uk/museums/shropshires-museums/much-wenlock-museum-and-vic/>

Museum telling the story of the town, its geology and its links with the Modern Olympic Games.

Wenlock Olympic Trail, Starts and ends at Much Wenlock Museum - 1.3 miles in length the trail takes you past some of the sites in the town which are special to the Wenlock Olympic Games and Dr William Penny Brookes.

Wenlock Priory, 5 Sheinton St, Much Wenlock TF13 6HS - <http://www.english-heritage.org.uk/visit/places/wenlock-priory/>

Ruined medieval priory with remains of 13th-century church and ornately carved Norman chapter house.

INFORMATION, INTELLIGENCE & INSIGHT

Events

Much Wenlock hosts a number of events throughout the year. Key annual events are listed here but it is worth visiting

<http://www.visitmuchwenlock.co.uk/> for additional events and details

Poetry Festival, www.wenlockpoetryfestival.org

Annual festival held in April.

Much Wenlock Olympian Games, <http://www.wenlock-olympian-society.org.uk/live-arts-festival/>

The first Wenlock Olympian Games took place in 1850 with the 131st event completed in July 2017.

Much Wenlock Christmas Fayre, <https://www.wenlockchristmasfayre.org.uk/>

Held on the 1st Saturday in December over 100 Christmas stalls line the streets and Church Green of the town. Brass Bands, Choirs, Street Theatre & Entertainers, Santa Claus, Donkey Rides, Children's Entertainment, Carols by Candlelight in The Square.

Wenlock Olympian Live Arts Festival, takes place each year since 1979. Competitions were held in the performing arts as part of the original Olympic Games. Olympian Arts Festival is held in March each year at the Edge Arts Centre, William Brookes School, Much Wenlock. There are competitive classes in dance, music and speech & drama for children and young people aged 18 and under.

<http://www.wenlock-olympian-society.org.uk/live-arts-festival/>

Sports, Leisure & Culture

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

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

Much Wenlock Leisure Centre, Farley Rd, Much Wenlock TF13 6NB - www.shropshire.gov.uk

Providing swimming pool, fitness suite, gym and sports hall.

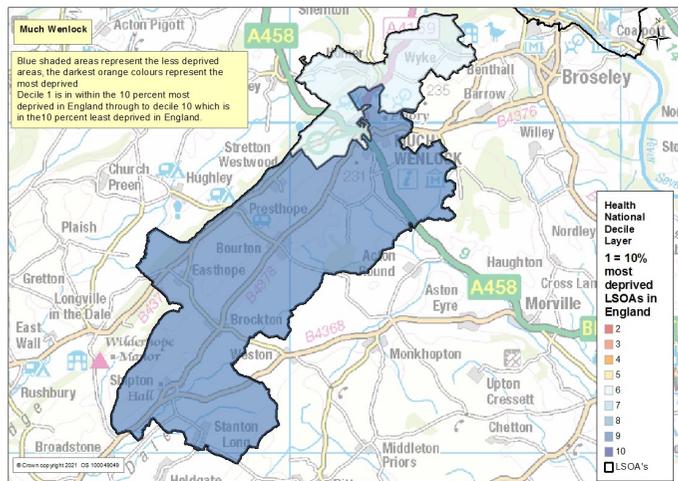
Much Wenlock Bowling Club, Station Road, Much Wenlock, TF13 6JE

<http://www.muchwenlockbowling.club/community/much-wenlock-bowling-club-10611/about-us>

Much Wenlock Walking Football, Farley Rd, Much Wenlock TF13 6NB – over 50's walking football based at the leisure centre.

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

Much Wenlock has low levels of health deprivation with one area falling into decile 9 or the 90% most deprived LLSOA's in England, and one area falls into decile 6, the 60% most deprived decile in England.

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

Of the **3,308** residents of Much Wenlock in the last census reporting on their health conditions:

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

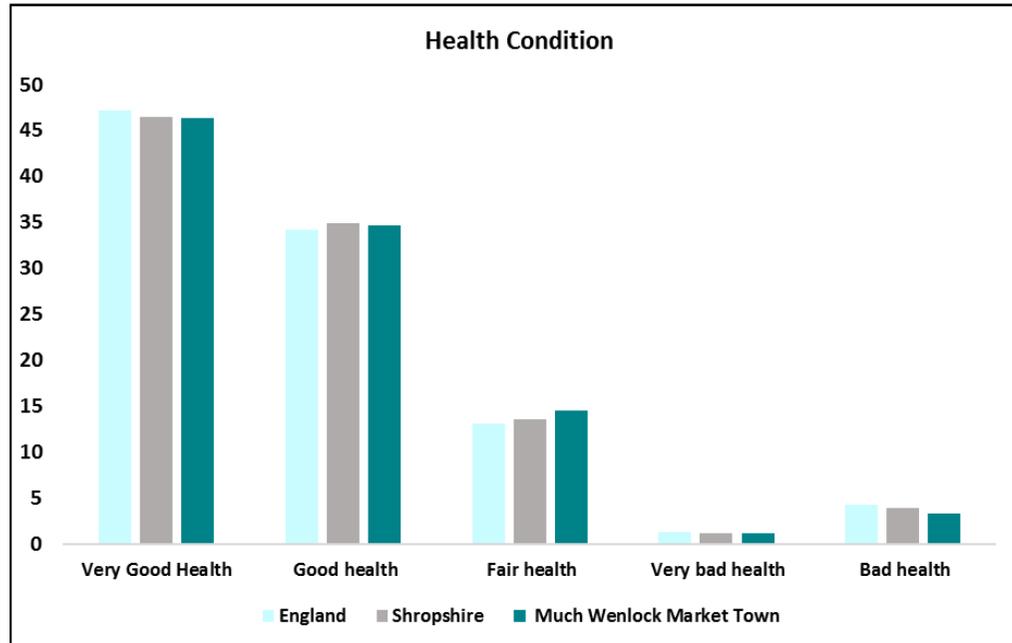
374 reported that their day-to-day activities were limited a little

2,672 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 **7.9%** which is less than the rate for Shropshire **8.4%** and England **8.3%**.

Health Conditions

At the time of the 2011 Census, 81% of residents in Much Wenlock 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 3.3% of people said their health was bad and 1.1% said their health was very bad.



Source: 2011 Census

Health Economy

More than 100 people are employed in the health sector in Much Wenlock (13.7% of total employment) which is slightly low compared with the Shropshire average of 14.7%. Notwithstanding this, it is the second largest employment sector in the town.

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Much Wenlock	8.7%	1.1%	1.9%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

8.7% of people in Much Wenlock provided unpaid care for 1-19 hours per week, this was slightly higher than Shropshire as a whole. Much Wenlock also had slightly less people providing care for 50 or more hours per week 1.9% compared to 2.4% for Shropshire and England Shropshire and England.

Health Facilities

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

Hospitals

Accident & Emergency, 8.2 miles to the nearest Accident and Emergency service provided at The Princess Royal Hospital, Apley Castle, Grainger Drive, Telford, Shropshire, TF1 6TF.

Minor Injuries Unit, 7.2 miles to the nearest minor injuries unit at Bridgnorth Hospital Northgate, Bridgnorth, Shropshire, WV16 4EU.

Doctors

Much Wenlock Medical Practice, Kingsway Lodge , Much Wenlock, Shropshire, TF13 6BL <https://www.muchwenlockandcressagemp.co.uk/>

Dentists

Twickel Dental Limited, Mutton Shutt, Much Wenlock , Telford, TF13 6EN.

Pharmacies

Re and Co Alman Ltd, 14 High Street, Much Wenlock , Shropshire, TF13 6AA.

<http://wenlockpharmacy.co.uk>

Residential Nursing Homes

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

Lady Forester Community Nursing Home, Farley Road, Much Wenlock, TF13 6NB - <http://www.englishcare.co.uk/> CQC Rating Good Nov 2019.

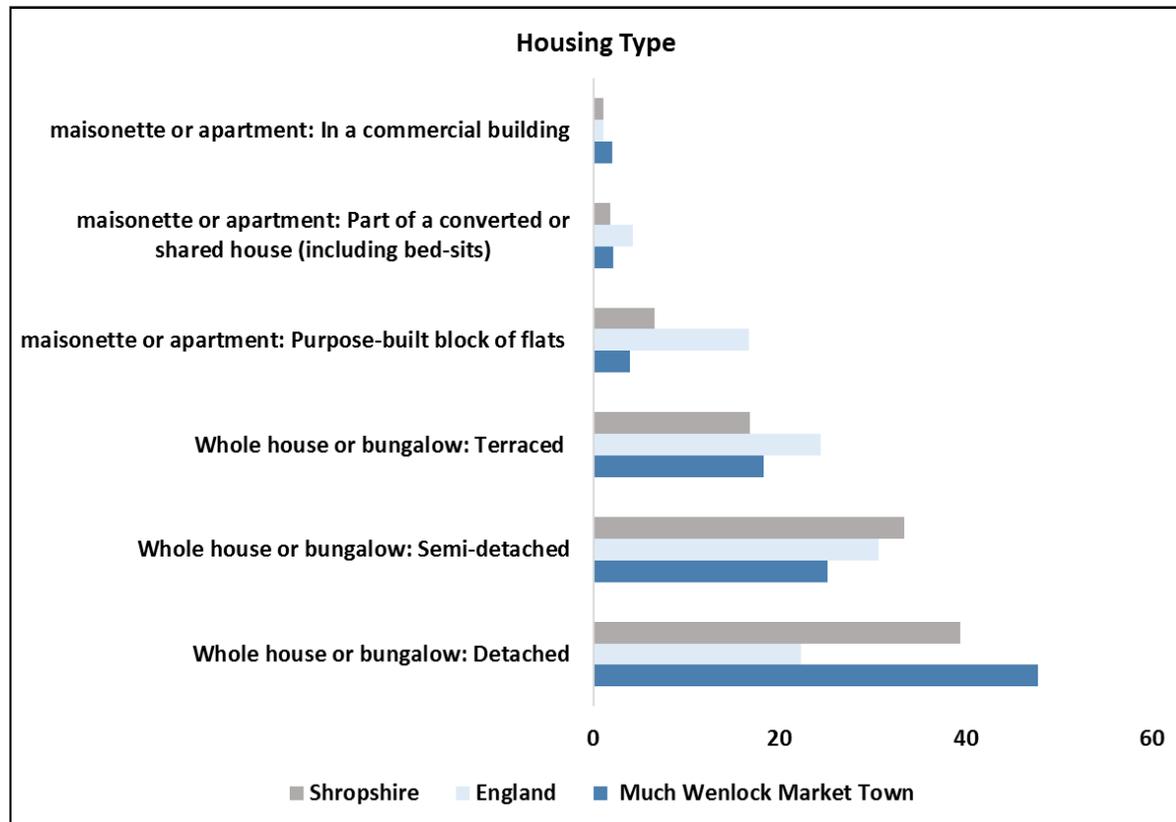
Barchester Wheatlands, Southfield Road, Much Wenlock, TF13 6AT - <https://www.barchester.com/home/wheatlands-care-home> CQC Rating Good Feb 2021

Housing

A greater number of Much Wenlock household spaces were detached properties (47.8%) compared to Shropshire as a whole (39.5%). This was the largest housing type in the town.

There were fewer Semi-detached houses accounting for (25.2%) of all houses less than Shropshire with (33.4%).

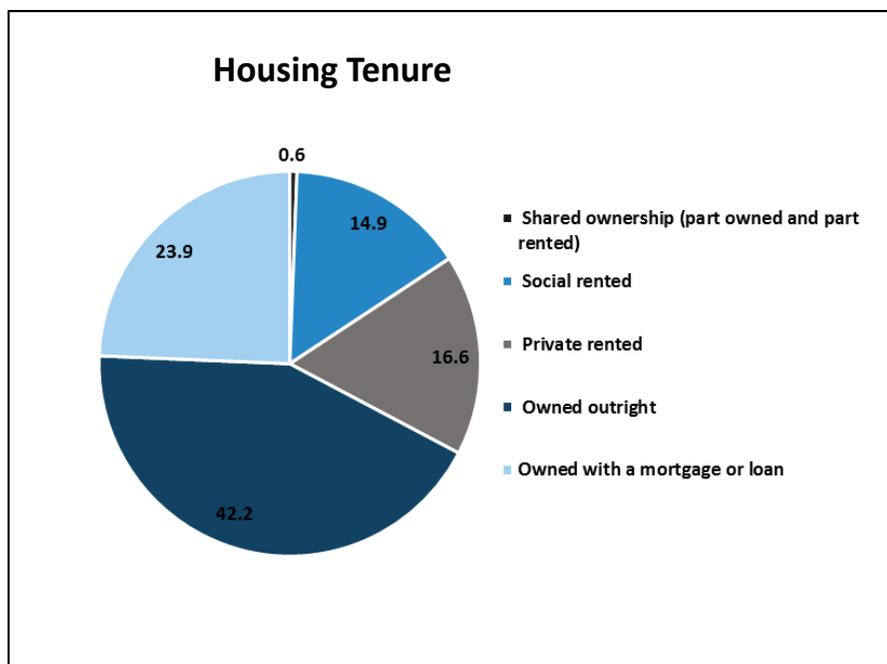
There were a fewer purpose built flats (3.9%) compared to Shropshire (6.6%). There were more terrace houses (18.3%) compared to (16.8%) for Shropshire as a whole.



Source: 2011 Census

Housing Composition

- 27.9% of households were One Person Households less than the Shropshire average (28.9%) and English average (30.2%).
- 4.8% of households were Lone Parent with dependent children less than the Shropshire average (5.2%) and lower than England (7.1%).
- 16.4% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%).
- 13.3% of households were married couples with dependent children less than the Shropshire average of (15.3) and England (15.3).



Source: 2011 Census

In Much Wenlock, at the time of the 2011 Census, there were 1,449 households, 1,530 dwellings and 9 Communal Establishments housing 65 people. The largest proportion (42.2%) of houses in Much Wenlock were owned outright, higher than the Shropshire figure of 39%. 14.9% of households were social rented housing, this was less than for Shropshire as a whole (13.5%) and less than England (17.7%).

There were slightly more houses privately rented (16.6%) compared to 15% for Shropshire and 14% for England. In Much Wenlock there are 165 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
Clebury 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 Much Wenlock a household with a median household income of (£35,467) would need 6.7 times this income to afford a median priced house (£238,475) as of year end 2020. This is similar to the 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.

Detailed proposals to deliver the strategic vision within the Core Strategy are contained within the Site Allocations and Management of Development (SAMDev) document which together with the Core Strategy forms Shropshire's Local Plan for 2006-2028.

The Much Wenlock Neighbourhood Plan did not allocation any housing sites, instead placing a reliance on windfall developments. Across the windfall sites, there were 45 dwellings with planning permission/prior approval as at 31st March 2017.

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

Education

Market Town	Number school age children 4-15	Free School Meals (FSM) eligible	English as an additional Language (EAL)
Albrighton	407	34	4
Bishops Castle	189	28	9
Bridgnorth	1258	69	29
Broseley	547	34	4
Church Stretton	389	33	9
Cleobury Mortimer	373	37	6
Craven Arms	299	45	22
Ellesmere	495	57	43
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

Much Wenlock is a key educational centre for the towns of Much Wenlock and Broseley. Pupils are mainly drawn from the Much Wenlock Town area but the secondary school also attracts pupils from Broseley and the surrounding hinterland areas.

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

The percentage of children living in the town area who are eligible for free school meals is 9.6%. This is slightly lower than the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 2.7%. This is lower than the rate for Shropshire which is 4.64%

The number of school aged children shown is the number resident in the market town. This figure may differ from the total number of pupils at school in the area due to children attending schools within or outside of their school catchment areas.

INFORMATION, INTELLIGENCE & INSIGHT

Much Wenlock provides educational facilities for pupils which are mainly drawn from the Much Wenlock Town area but schools also attracts pupils from the surrounding hinterland areas.

The town council area has a primary and secondary school.

Primary Schools

Much Wenlock Primary School, Racecourse Rd, Much Wenlock TF13 6JG <http://www.muchwenlock.shropshire.sch.uk/>

Net capacity of 168 with an approved annual admission of 24 pupils. The school has 181 pupils on roll (Jan 2017). Additional pupil numbers are managed locally.

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 17.1%, lower than the national average of 24.7%.

The percentage of pupils whose first language is not English is 3.2% lower than the national average of 20.5%.

Ofsted Rating: Good – Oct 2012.

Secondary Schools

William Brookes, Farley Rd, Much Wenlock TF13 6NB - <http://www.williambrookes.com/>

Net capacity of 948 with an approved annual admission of 162 pupils. The school has 978 pupils on roll (Jan 2017). Additional pupil numbers are managed locally.

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 19.6%, lower than the national average of 29.1%.

The percentage of pupils whose first language is not English is 0.4% lower than the national average of 15.7%.

Ofsted Rating: Inadequate - Feb 2017.

Further Education College

There are no further education colleges within Much Wenlock. The William Brookes School does provide sixth form education for 16 – 18 year olds.

Nearest sixth form colleges are at:

Shrewsbury College of Arts and Technology, London Rd, Shrewsbury SY2 6PR – (11 miles) <https://www.shrewsbury.ac.uk/> - part of the Shrewsbury Colleges Group the College offers a wide range of GCSE, A level and vocational courses along with apprentice opportunities. The campus has modern sports facilities and athletics track, dance and theatre studios along with a contemporary restaurant.

New College Telford, King St, Wellington, Telford TF1 1NY(9 miles) <http://www.nct.ac.uk/> - offering a range of further and higher education opportunities.

Transport and Infrastructure

Much Wenlock is located alongside the A458 which provides direct access north to Shrewsbury (15 miles) and south to Bridgnorth (8 miles). Local roads provide access to Telford (12 miles) from where motorway connections can be made.

There is no railway station in Much Wenlock with the nearest station being Telford Central, Telford TF3 4LZ (12 miles)

Airports

The nearest main international airports to Much Wenlock are

Birmingham Airport, Marston Green, Birmingham, B26 3QJ – 52 miles east of Much Wenlock.

Manchester Airport, Manchester M90 1QX – 75 miles north of Much Wenlock.

Liverpool Airport, Speke Hall Ave, Speke, Liverpool L24 1YD- 75 miles north of Much Wenlock.

Light aircraft facilities are available at:

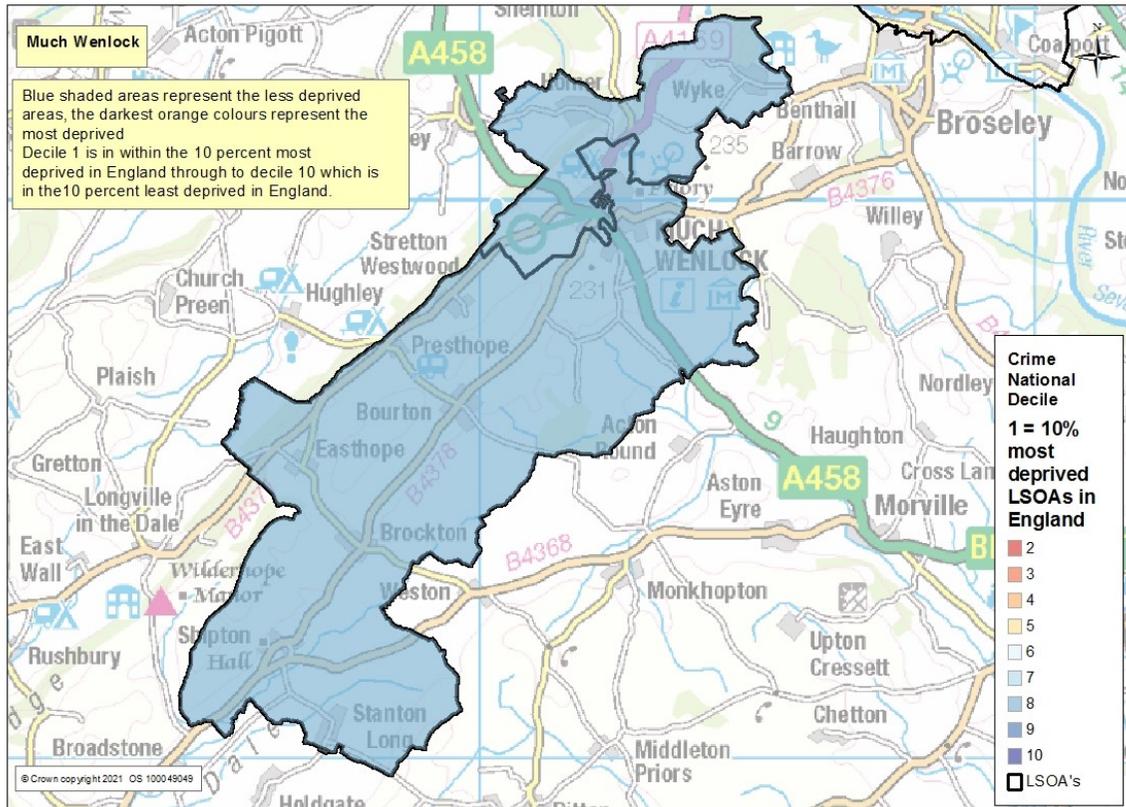
Wolverhampton Halfpenny Green Airport, Bobbington House, Six Ashes Rd, Bobbington, Stourbridge DY7 5BY - <http://www.wolverhamptonairport.co.uk/> - 17 miles from Much Wenlock the airport provides facilities for general aviation operators including: aircraft and helicopter flying schools and several private aircraft operators.

Broadband

Digital connectivity is viewed as an increasingly important factor for business success, and nowadays broadband speed is a vital consideration when businesses are looking to relocate.

Superfast broadband is being rolled out across Shropshire, and nearly all premises in Much Wenlock have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. Just 19 premises (1.3% of the total) are expected to have speeds that fall below this threshold. All premises in Much Wenlock (and throughout most of Shropshire) are supplied by just one infrastructure provider.

Community Safety



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

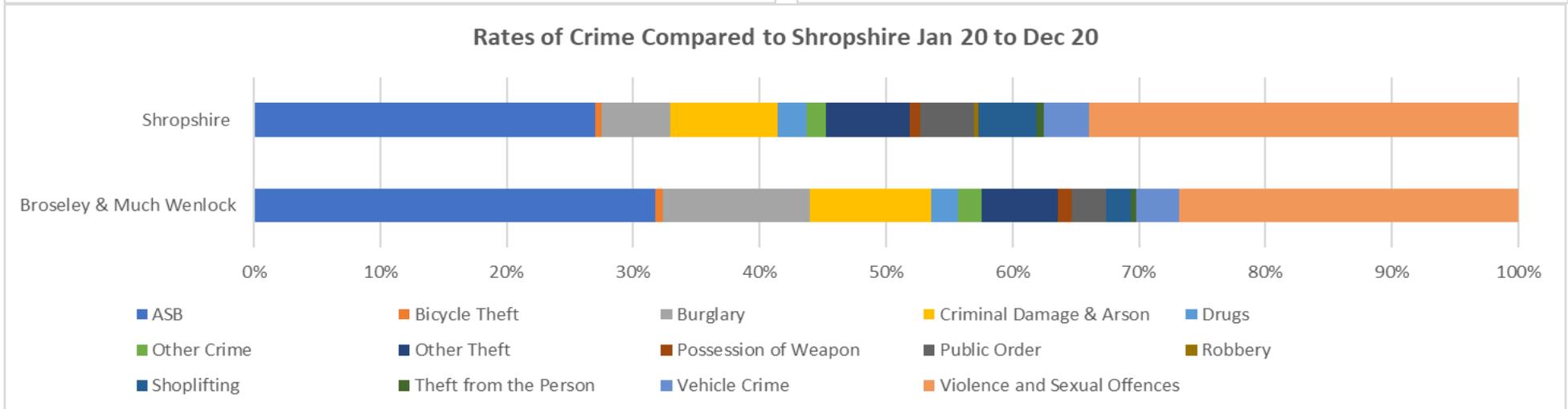
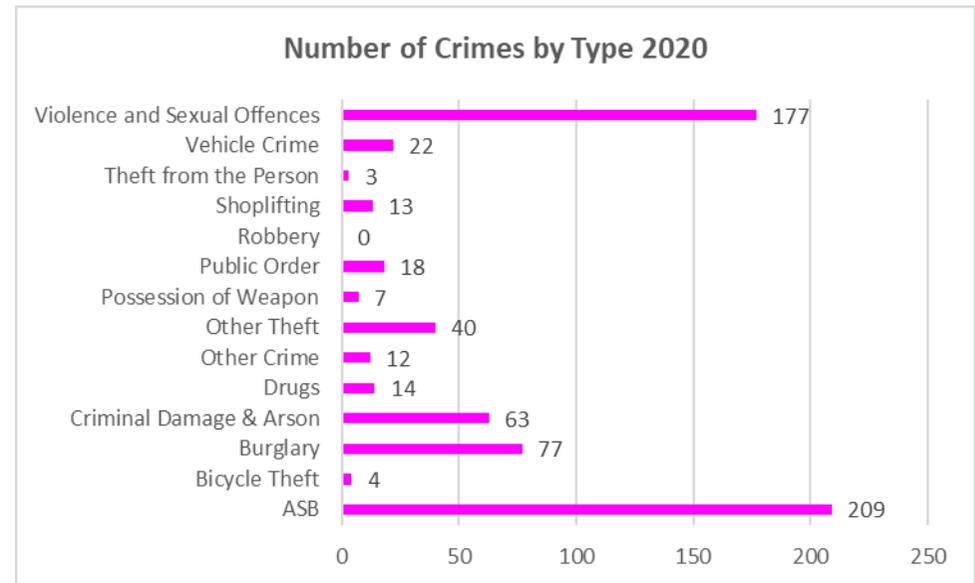
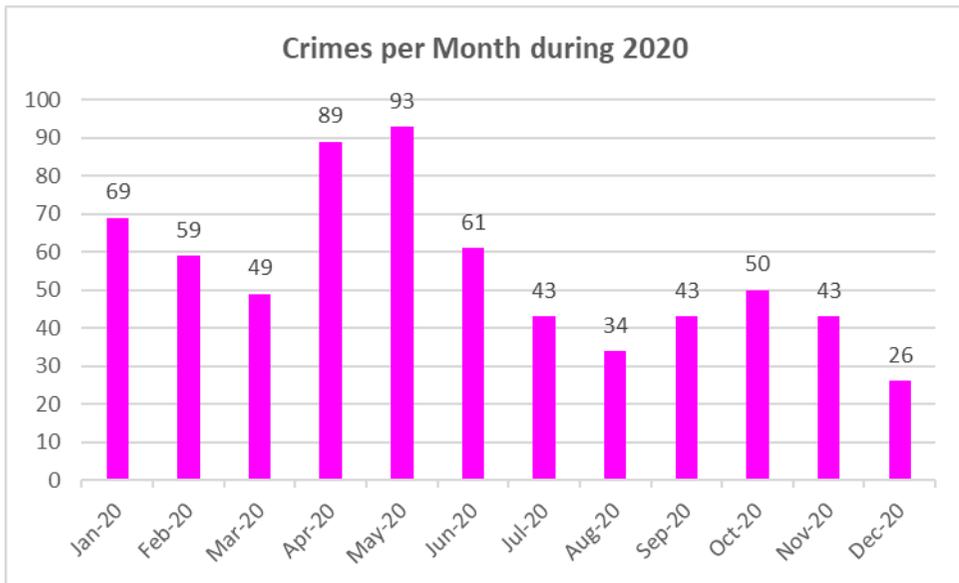
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

Crime levels are low in Much Wenlock, All areas fall into the 8th least deprived decile nationally.

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

Crime - Broseley and Much Wenlock

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



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

Additional Information

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

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

Easy ways to get in touch

- Telephone - **0345 678 9000**
- Email - **commissioning.support@shropshire.gov.uk**

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/>