



CHURCH STRETTON MARKET TOWN PROFILE

Spring 2021



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Market Town Profile

Church Stretton

Church Stretton developed as an Anglo-Saxon village along the Roman road which ran through the Stretton Gap. Midway between Shrewsbury and Ludlow the town has the nickname of Little Switzerland.

St Lawrence's Church still stands on its original site with much of the building dating from Norman times. In 1214 King John granted rights for a weekly market which gave Church Stretton the status of a market town. In 1337 Edward III renewed the charter granting markets on a Thursday.

A great fire in 1593 destroyed much of the town centre which was rebuilt with half-timbered buildings many of which can still be seen today.

In 1852 the railway came to Church Stretton, which today provides good transport links to the rail network. Today the town is popular with walkers who visit the surrounding hills and areas of outstanding natural beauty.

Area Quick Statistics

3,132 hectares

2,180 households

4,800 people

1.5 people per hectare

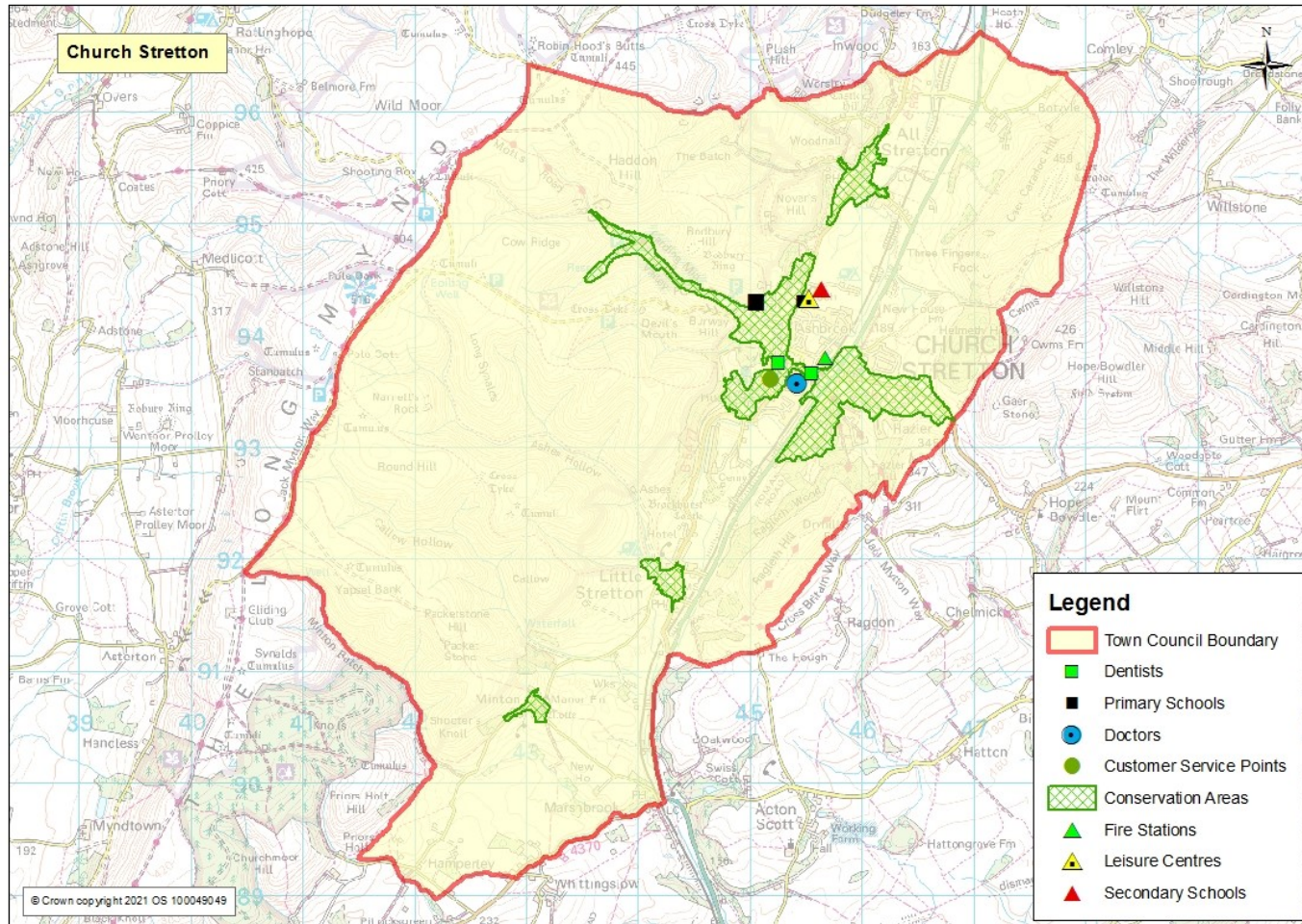
2,350 dwellings

54 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.

Church Stretton Town Council Area Key Assets

The information in this market town is predominantly focussed on the town council area of Church Stretton. 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 and Influences

Church Stretton is represented by a local town council that is responsible for the management of a range of services including; Cemeteries, Local Nature Reserve, Floral planters, Footway lighting, Lutwyche Road Car Park, Lutwyche Road Toilets, Markets, Park and Playing Fields, Silvester Horne Institute, War Memorial - See the council website for full details of services.

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

Church Stretton Town Council area has 4 wards (Little Stretton , All Stretton, Church Stretton North and Church Stretton South) these are represented by 13 members.

A mayor is elected each year – the mayor for 2020/21 is Robert (Bob) Welch.

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 both the town council area of Church Stretton and nearby town of Craven Arms . Elections are held on a 4 year cycle with the next elections due May 2025. The Ward Councillors are -

Church Stretton and Craven Arms Ward - Councillor Hilary Luff and Councillor David Evans.

Community Assets

Church Stretton 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

Church Stretton Fire Station, Sandford Ave, Church Stretton SY6 6AZ. <https://www.shropshirefire.gov.uk/stations/church-stretton-fire-station>

There is a lecture room available for public use with limited parking.

Church Stretton Library, 5 St Laurence Cl, Church St, Church Stretton SY6 6DQ.

<https://shropshire.gov.uk/libraries/find-a-library/church-stretton-library/>

Church Stretton Town Council, 60 High St, Church Stretton, SY6 6BY.

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

Community Facilities

Mayfair Community Centre, Easthope Rd, Church Stretton SY6 6BL <https://www.mayfaircentre.org.uk/>

With room hire, café, art room and IT suite the centre also provides a range of services including arts and crafts, walking for health and exercise classes.

Silvester Horne Institute, 60 High St, Church Stretton SY6 6BY.

Community building where Town Council meetings take place, the hall is available for room hire.

Church Stretton Methodist Church, 24 Watling St S, Church Stretton SY6 7BG <http://www.churchstretton-methodistchurch.org.uk/>

The church hall with kitchen facilities are available for community hire.

St Lawrence's Church, 8 Queens Ct, Church Stretton SY6 6BZ <http://www.strettonparish.org.uk/home.htm>

The church offers a range of rooms for community use.

Demographics

Shropshire Town and Parish Council	1981 Census	1991 Census	2001 Census	2011 Census
Church Stretton	3,716	4,161	4,186	4,671

Source: Census data

Church Stretton is the eleventh largest town in Shropshire by population. The latest population of Church Stretton is 4,800 (Mid Year Population Estimates, ONS, 2015) covering 3132 hectares. Church Stretton’s population density was 1.5 people per hectare, making it the thirteenth most densely populated of all Shropshire Market Towns. Church Stretton’s population consists of 47.6% male and 52.4% female. Church Stretton Town Council population has increased since 1981 from 3,716. This is an increase of 26% in 30 years.

Population Forecast

Built up Area Geography Church Stretton	Census Day 27th March 2011	2016	2026
Population	3,700	3,900	4,200
Dwellings	1,900	1,900	2,100
Households	1,800	1,900	2,000

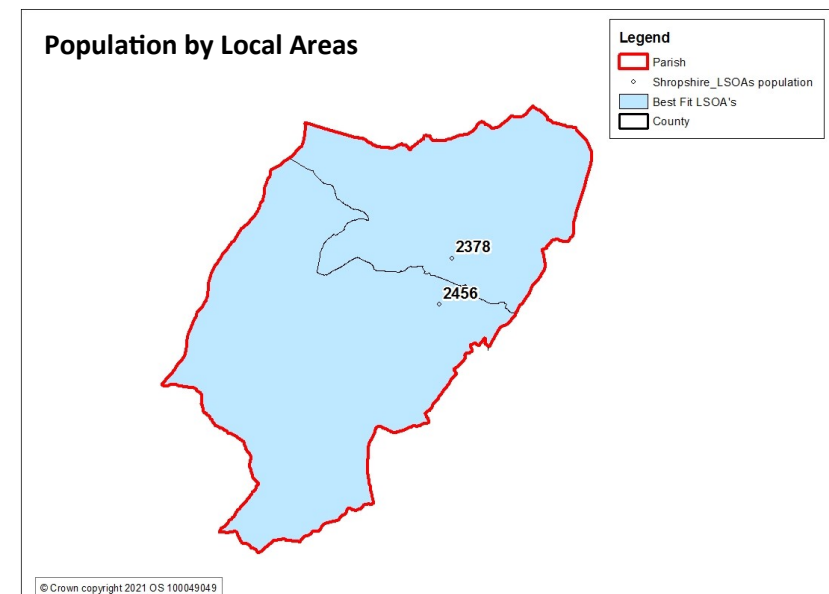
Note: the population, dwellings and household figures are based on a smaller area than the parish council area. Population forecasts are based on developments of new housing.

The population of Church Stretton area is forecast to rise from 3,700 in 2011 to 4,200 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 approximately 300 people or 9%.

The number of dwellings is also forecast to increase from 1,900 in 2011 to 2,100 in 2026. This is an increase of 13%. Similarly the largest part of this growth is forecast to happen between 2016 and 2026.

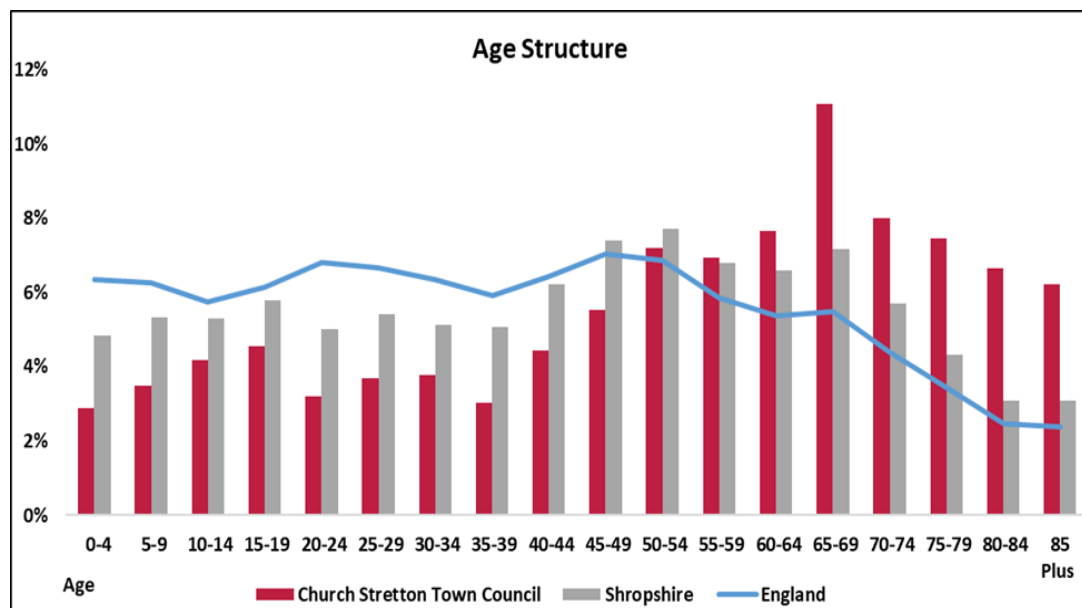
The number of households are forecast to increase by 15% between 2011 and 2026, in a similar manner to dwellings.

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Age Structure

- The age structure in Church Stretton shows that there is a older age profile in the town when compared to Shropshire.
- All of the age bands over the age of 55 show a higher percentage than for Shropshire and England.
- Conversely, Church Stretton has a lower rate of people in the age bands under the age of 50.
- There are noticeably fewer children and young people compared to Shropshire and England.
- There is a significantly higher rate of people in all age bands over 65 than in England.



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

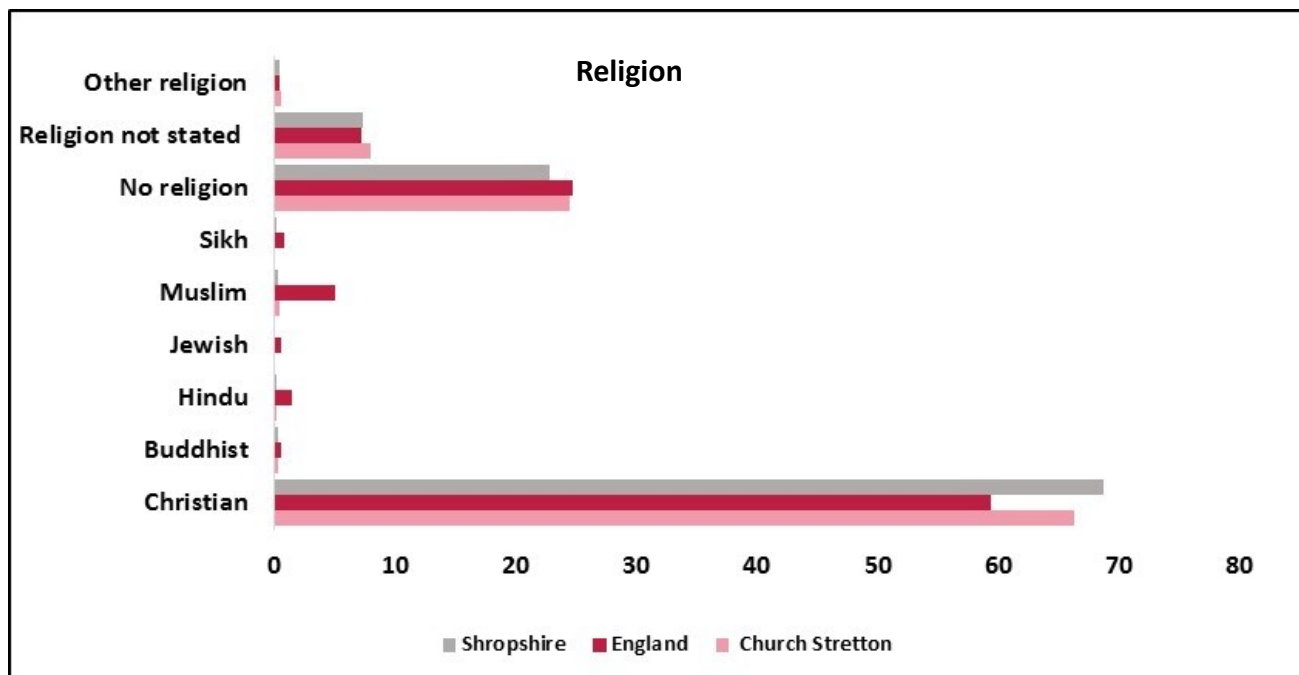
2,300 Church Stretton residents are of traditional working age (16-64) which is the equivalent of 47.7% of the population. This is the lowest rate in Shropshire, which has 58.9% as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

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 Church Stretton was 2.0% or 74 of the total population at the time of the 2011 Census. The largest group was mixed/multiple ethnic group, 0.7%. Ethnicity levels in Church Stretton are similar to Shropshire but significantly lower than England.

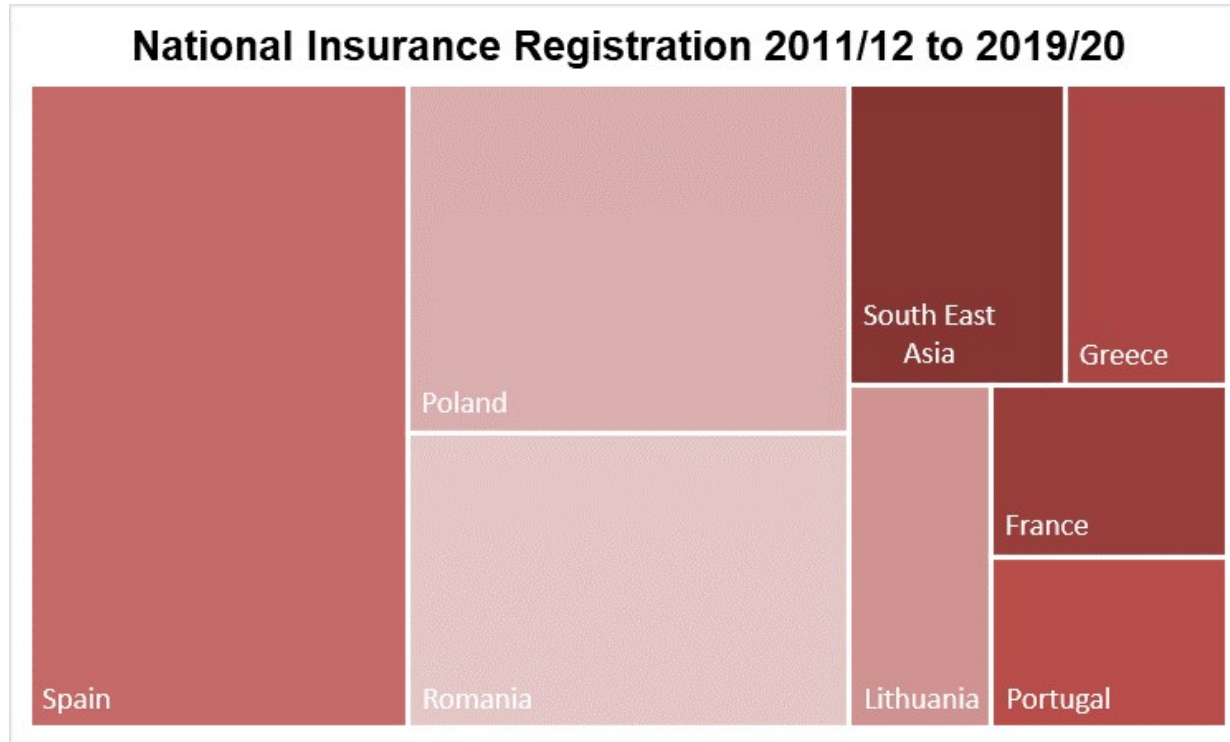
Area	White	White: British	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	Total BME
Church Stretton	98.4%	96.0%	0.7%	0.5%	0.1%	0.3%	2.0%
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%



In 2011, more than two-thirds of the Church Stretton population affiliated themselves with a religion. This percentage is marginally lower than for Shropshire or England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (66.2% of the population or 98% of those expressing any religious affiliation). A slightly higher proportion of Church Stretton residents were classed as religion not stated. Other religions represented in Church Stretton, albeit in small numbers, include Buddhism and Hinduism.

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 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 layer that covers the area of Church Stretton, which extends beyond the parish boundary taking in surrounding hinterlands as far as Longville in the Dale. The total number of registrations made during 2011/12—2019/20 has been 95. Registrations from Spanish nationals being the most numerous followed by Poland and Romania.

Ethnicity and Religion

All Saint's Church, 1 Elms Paddock, Little Stretton, Church Stretton SY6 6RD – this thatched church opened in 1903 and is part of the Stretton Parish of Churches <http://www.strettonparish.org.uk/home.htm>

Church Stretton Methodist Church, 24 Watling St S, Church Stretton SY6 7BG <http://www.churchstretton-methodistchurch.org.uk/>
Opened in 1906 the church interior was renovated for its 100th anniversary. Regular worship takes place in the church.

St Laurence's Church, Church Street, Church Stretton SY6 6BZ <http://www.strettonparish.org.uk/home.htm>

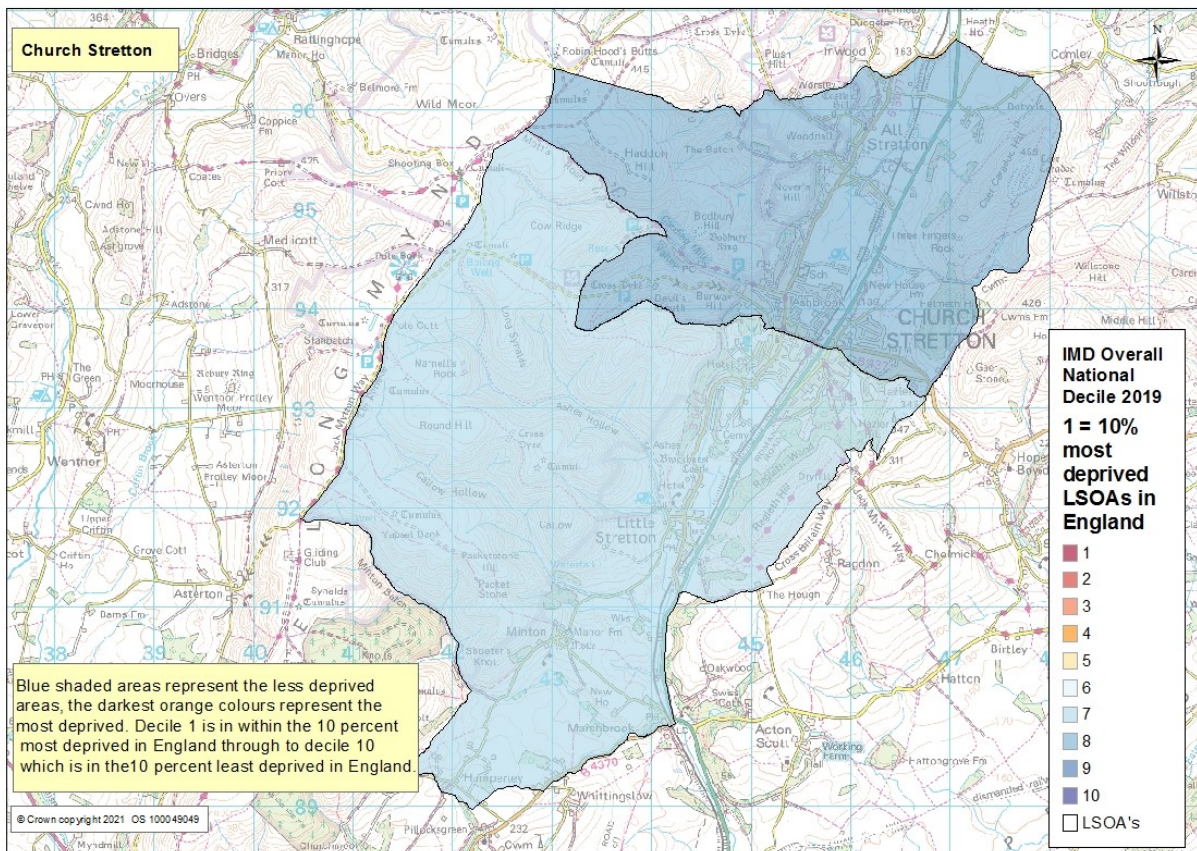
The grade 1 listed church is home to regular worship and services. There is an active bell ringing group and the church supports local community initiatives including the Stretton Food bank.

St. Milburgh, Watling St North, Church Stretton SY6 7AR <https://stmilburgas.org/>

Roman Catholic Church serving the area of Church Stretton. The church was completed and blessed in 1929 and continues to provide Mass on a regular basis.

United Reform Church, 73 High St, Church Stretton SY6 6BY <http://churchstrettonurc.org.uk/>

The Society of Friends (Quakers), Silvester Home Institute, 60 High St, Church Stretton, meet at 10-30am every Sunday.



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

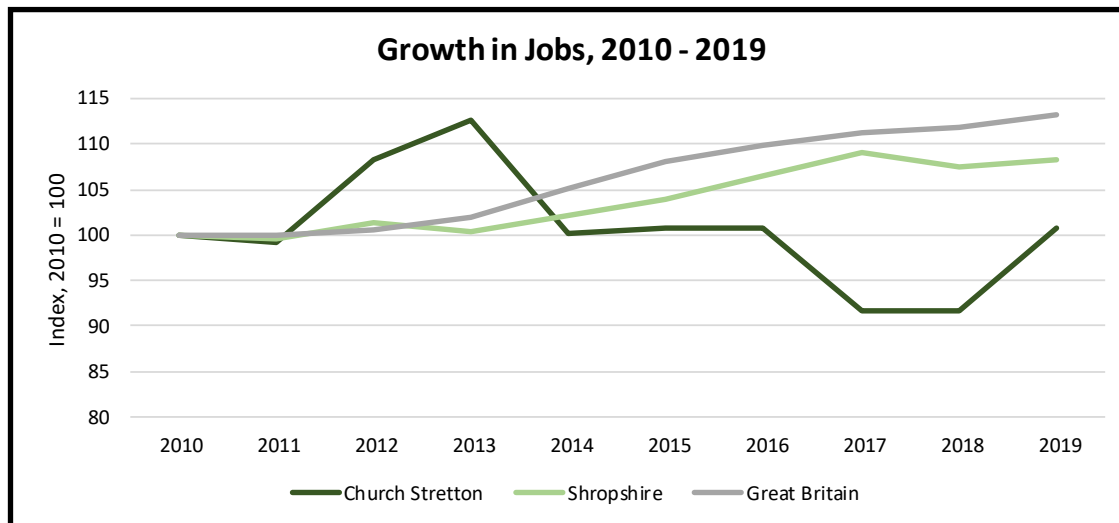
Church Stretton has very low levels of deprivation with both areas falling into the 7th and 8th national decile.

For more information on IMD see:

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

Economy

Church Stretton is the equal ninth largest employment centre in Shropshire (alongside Wem) and is one of main location of businesses and jobs in the south of the County along with Ludlow and Craven Arms. 334 businesses have registered offices in Church Stretton (Source: FAME (Bureau van Dijk), February 2021) which is less than 2% of the Shropshire total and approximately 1,400 people are employed in the town (1.1% of the Shropshire total).



Over the last nine years, the number of jobs in Church Stretton has remained stable, albeit with some annual fluctuations in employment levels. In comparison, the number of jobs in Shropshire rose by 8.3% between 2010 and 2019, while the number of jobs nationally rose by 13.2%.

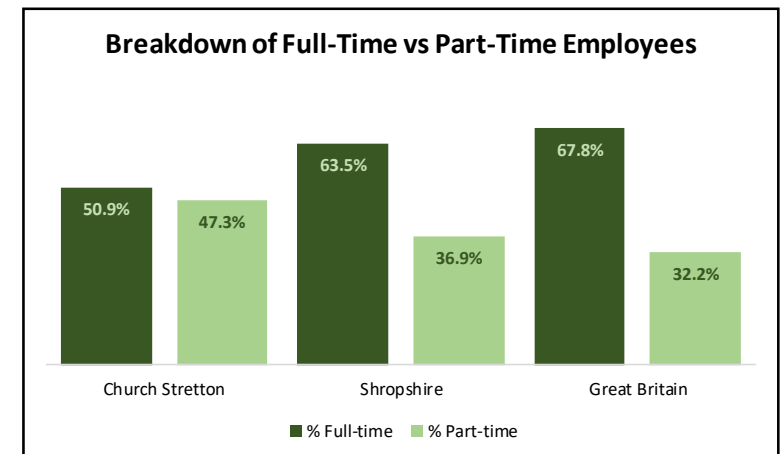
In addition, there are approximately 100 business proprietors/sole traders based in the town, which takes overall employment levels to 1,500.

Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally. This is particularly the case in Church Stretton, as illustrated in the chart opposite. Full-time employment accounted for just over half of all employment in the town in 2019, compared with 68% nationally and 64% in Shropshire.

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

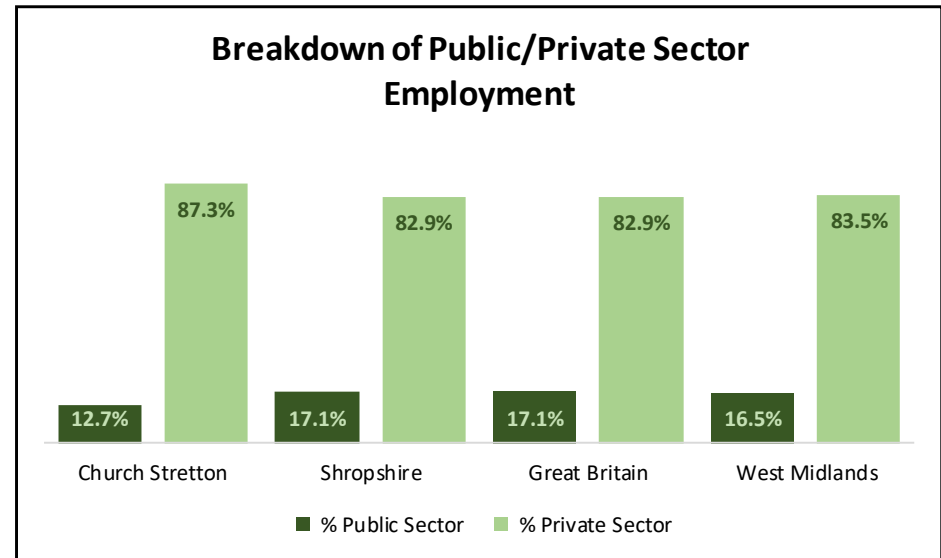
Note: Numbers may not add up due to rounding



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 Church Stretton, public sector jobs account for just over a tenth of all employment, substantially less than the Shropshire average. Public sector employment has decreased by a quarter in the town since 2015 (-24.0%) while the number of private sector jobs has risen by +7.3%.



Employment Sectors

The four largest employment sectors in Church Stretton are retail, health, accommodation & food services and arts, entertainments & recreation. Together these account for 54.3% of employment within the town. Tourism related industries are particularly important, with accommodation & food services representing 18.6% of employment (9.9% for Shropshire) and arts, entertainment & recreation accounting for 11.2% (4.8% for Shropshire.) Retail is typically over-represented in towns, and accounts for 14.1% of Church Stretton employment compared with 9.5% in Shropshire. Health represents 10.4% of the employment in the town (15.1% in Shropshire). Other sectors accounting for more than 5% of jobs include manufacturing, construction, education and business and administration support services.

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Employment Sector	Church Stretton	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	0.0%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	0.0%	1.3%	1.3%	1.3%
Manufacturing	7.4%	9.9%	11.6%	8.0%
Construction	6.7%	6.0%	4.4%	4.9%
Motor trades	2.6%	3.0%	2.5%	1.9%
Wholesale	1.5%	4.4%	4.9%	3.9%
Retail	14.1%	9.5%	8.5%	9.2%
Transport & Storage	0.0%	3.8%	6.0%	4.9%
Accommodation and Food Services	18.6%	9.9%	7.3%	7.6%
Information & communication	2.2%	2.0%	2.6%	4.3%
Financial & insurance	0.7%	1.2%	2.4%	3.5%
Property	1.9%	1.9%	1.7%	1.7%
Professional, scientific & technical	4.5%	7.2%	6.4%	8.7%
Business Administration & Support	5.9%	4.8%	9.4%	8.8%
Public administration & defence	3.0%	4.0%	3.7%	4.4%
Education	9.3%	8.3%	8.8%	8.6%
Health	10.4%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	11.2%	4.8%	4.3%	4.5%

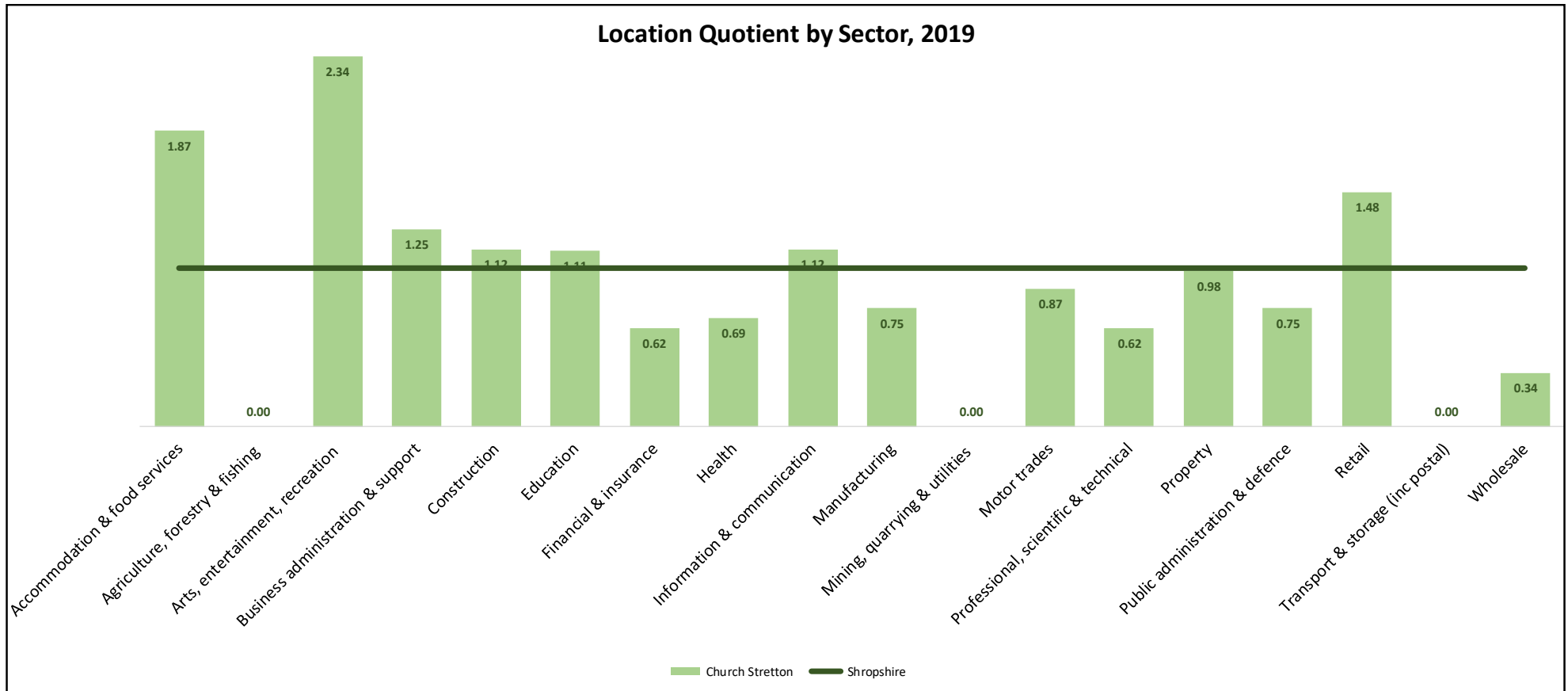
The adjacent table shows the breakdown of employment sectors in Church Stretton alongside the comparable breakdowns for Shropshire, the West Midlands and for Great Britain.

It shows that agriculture, mining & quarrying, motor trades, wholesale, transport & storage, information & communication, finance & insurance, property, professional, scientific & technical and public administration and defence employ relatively few people in Church Stretton (16.4% 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 Church Stretton according to its location quotient. This measures each sector in relation to the Shropshire average, with any score over 1 reflecting a sector that is more important than the Shropshire average, and any score under 1 reflecting a sector that has less importance.

As well as accommodation & food services, arts, entertainment & recreation and retail, there is some over-representation in education, construction and business administration in Church Stretton in relation to the rest of Shropshire.

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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 Church Stretton.

Employers	Number of
Ace Security Specialists	27
Carter & Co	25
Tipples Mobile Bars	23
J Bros (Stretton)	21
Long Mynd Service Station	18
Wilson's Bakery	18
Shampers	16
KNP Litho Ltd	15
Caradoc House Care	12

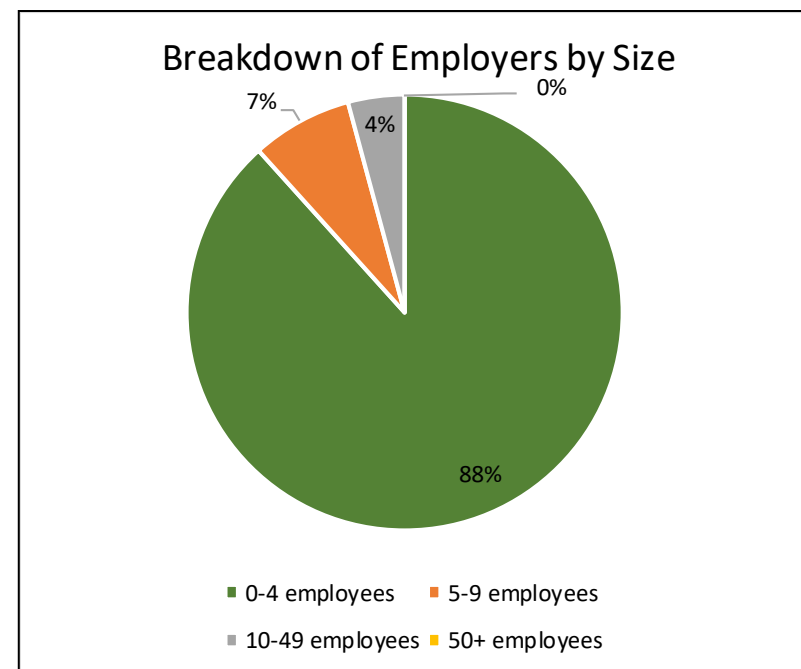
Source: FAME (Bureau Van Dijk), February 2021

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.

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

Large employers which are not included within the above table include national retail stores, of which the Co-op is the largest in Church Stretton. Also excluded is the Church Stretton subsidiary of Agilent Technologies, which is one of the town's main businesses.

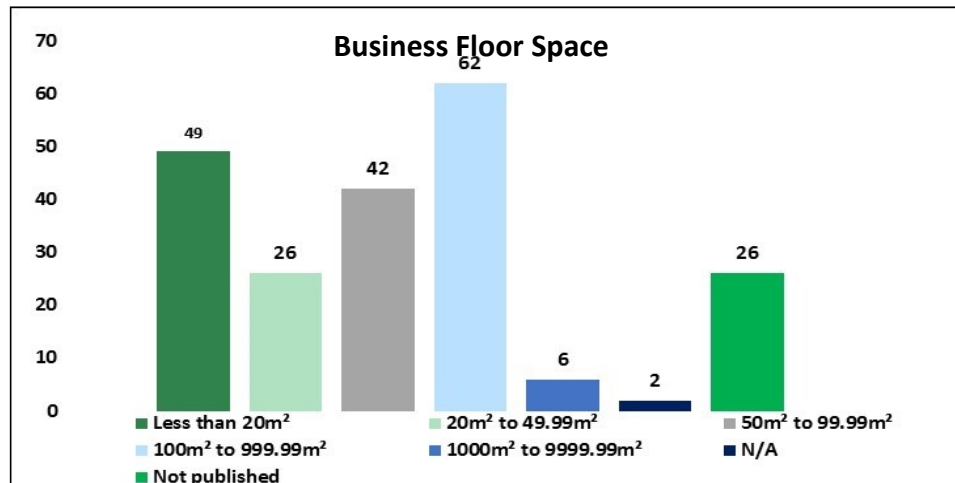
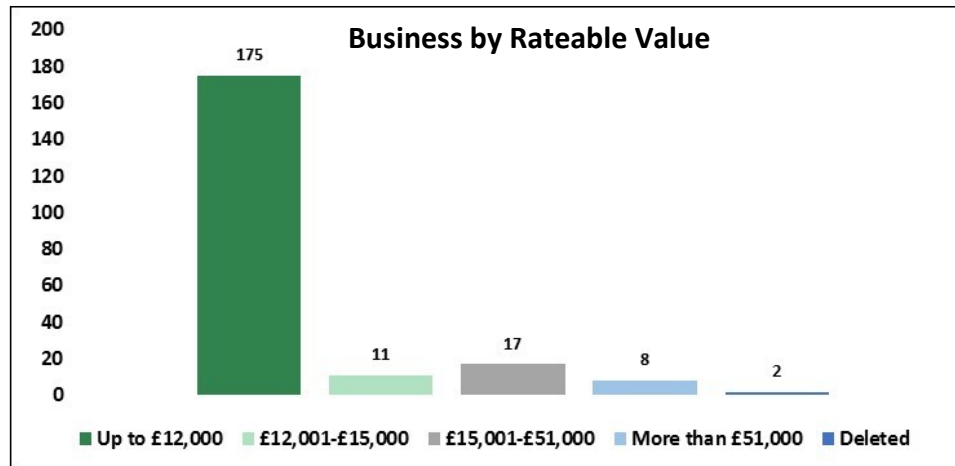
Almost 90% of businesses in Church Stretton employ less than 5 people. An additional 7% employ between 5 and 9. Less than 5% have a workforce of 20 or more.



Business Rates

213 establishments have a rateable value in Church Stretton and the combined rateable value of these organisations is £2.3 million. This is the equivalent of 1% of the total rateable value of all businesses in Shropshire.

175 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 8 (3.8%) have a rateable value of more than £51,000.



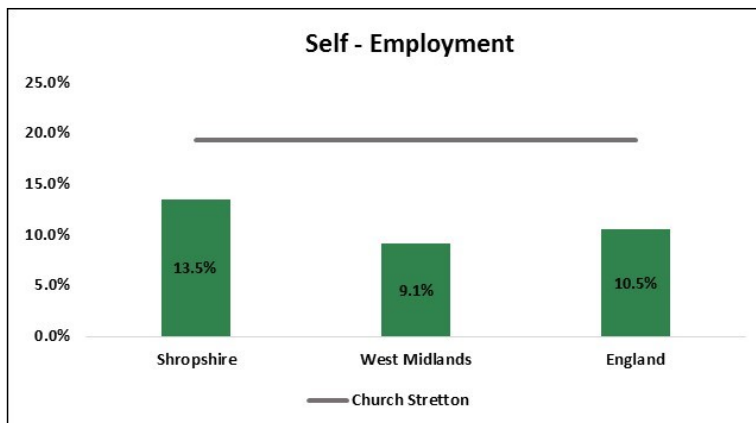
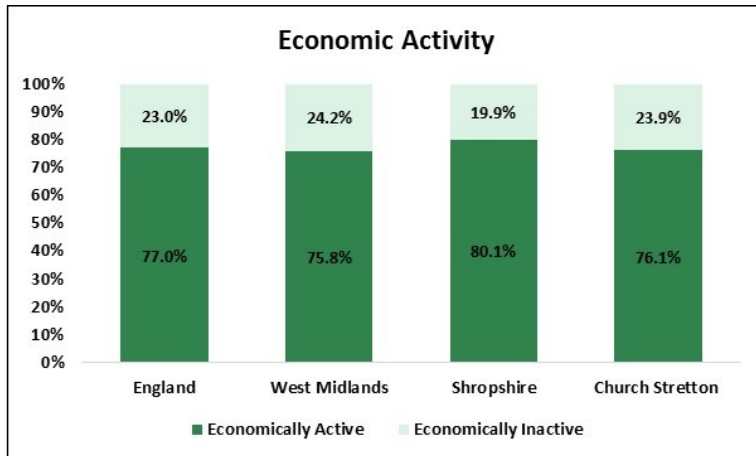
The majority of organisations on the Church Stretton business rates list are classed as commercial—primarily retail outlets and offices. These account for 80% of the total. Industrial is the second largest classification, accounting for 10.3% of the total.

Count of Classification	Church Stretton
Commercial	161
Education Training and Culture	4
Industrial	22
Leisure	9
Miscellaneous	16
Utilities	2
Total	213

117 businesses have a floor space of less than 100m², while just six have floor space of more than 1,000m². The largest organisation covers just under 3,000m².

Economic Activity

The status of Church Stretton residents aged 16-64 at the time of the 2011 Census showed 76.1% of residents were economically active, which includes people who are both employed and actively seeking employment. This is lower than the Shropshire figure of 80.1%. Unlike other market towns in Shropshire, economic activity in Church Stretton is lower than the national average (77%) but it is slightly higher than the regional average (75.8%).



Source: 2011 Census

Of those who were economically active, 72.2% were in employment while 3.9% were unemployed. This compares with 75.8% and 4.3% for Shropshire as a whole and with 71.2% and 5.8% for England. At the time of the Census, therefore, unemployment was a lesser issue in Church Stretton in relation to Shropshire as well as England.

Of the 1,754 Church Stretton 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	Church Stretton
In Employment Total	1,754
Of which Employee: Total	1,286
Of which Employee: Part-time	430
Of which Employee: Full-time	856
Of which: Self-employed: Total	468
Of which Self-employed: Part-time	169
Of which Self-employed: Full-time	299

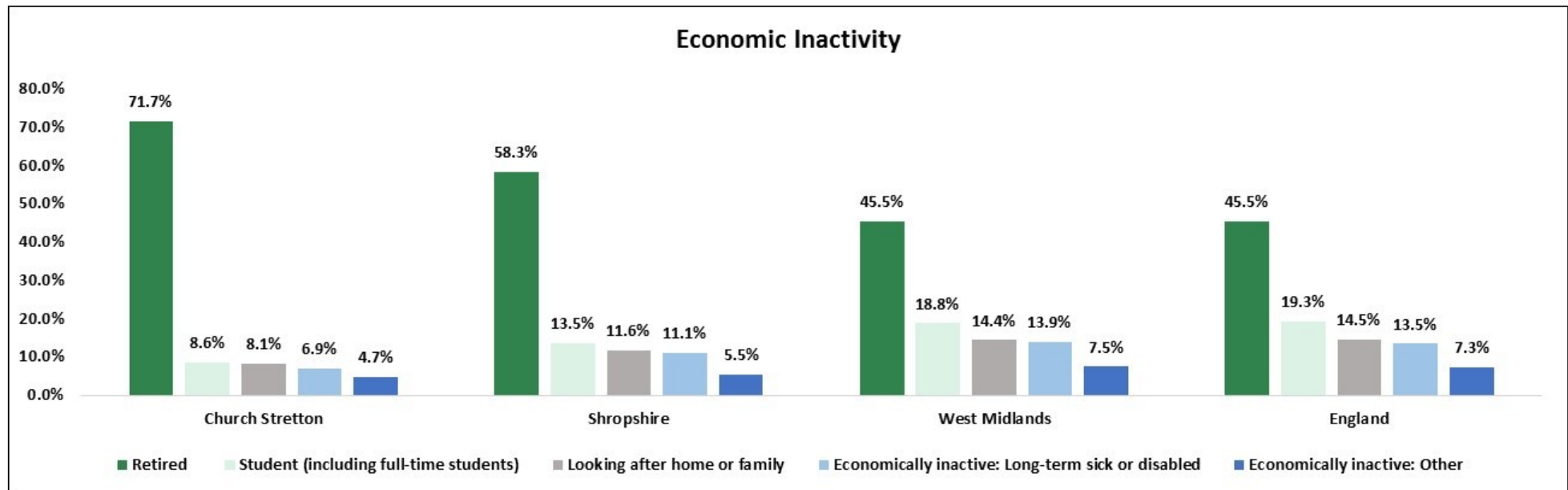
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County's market towns, especially the main employment centres. However, the reverse is the case in Church Stretton, where the self-employment rate at the time of the Census stood at 19.3%. The rate is higher than in all other market towns in Shropshire except Bishops Castle.

Economic Inactivity

580 Church Stretton 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 Church Stretton population which does not participate in the labour market is higher than the average for Shropshire.

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

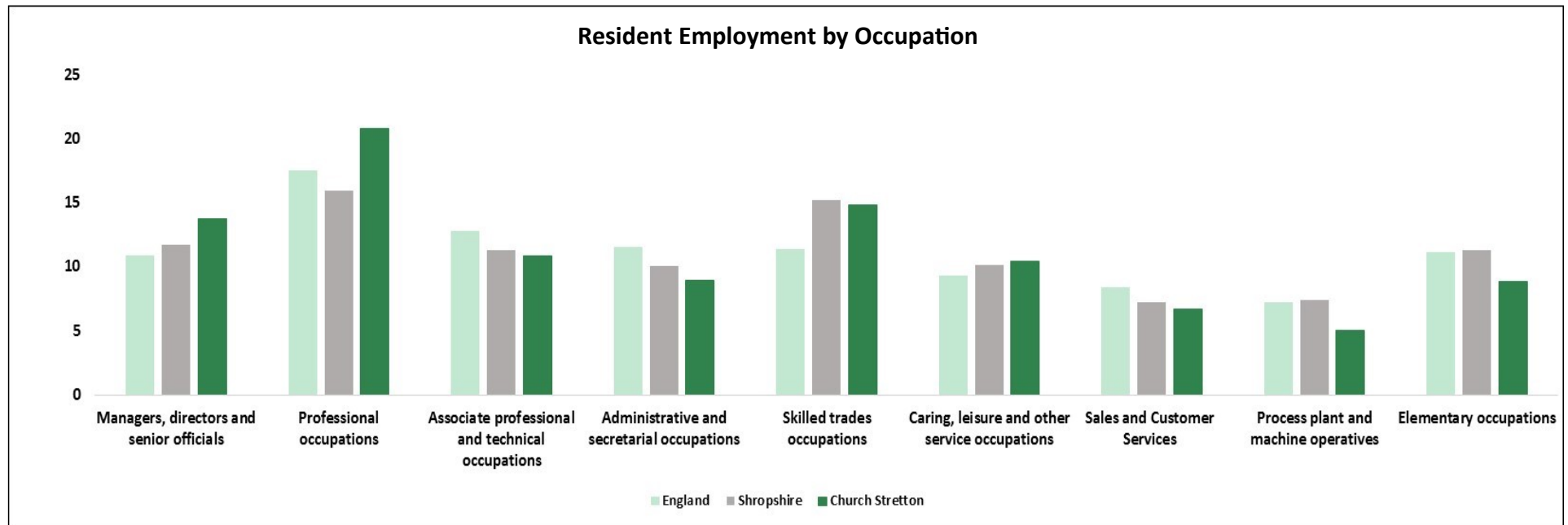
It is apparent that a much higher proportion of economically inactive Church Stretton residents are inactive because they are retired than is the case across Shropshire which itself supports significantly more retired people compared with the West Midlands and England.



Source: 2011 Census

Employment by Occupation

Church Stretton supports relatively high numbers working in the Standard Occupational Classification (SOC) 1 to 3 professions, with 45.3% 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. 13.7% work as managers, 20.8% in professional occupations and 10.8% in associate professional occupations. A lower proportion are employed in lower level occupations, including elementary occupations (8.8% compared with 11.3% for Shropshire) and process, plant and machine operatives (5.0% compared with 7.4% for Shropshire).



Source: 2011 Census

Qualifications

According to the Census 2011, 40.5% of residents had a level 4 qualification or above, higher than the Shropshire average of 29.4%. In total 10.7% of people had no qualification. This is lower than the Shropshire average (14.0%). The qualification profile of Church Stretton 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.

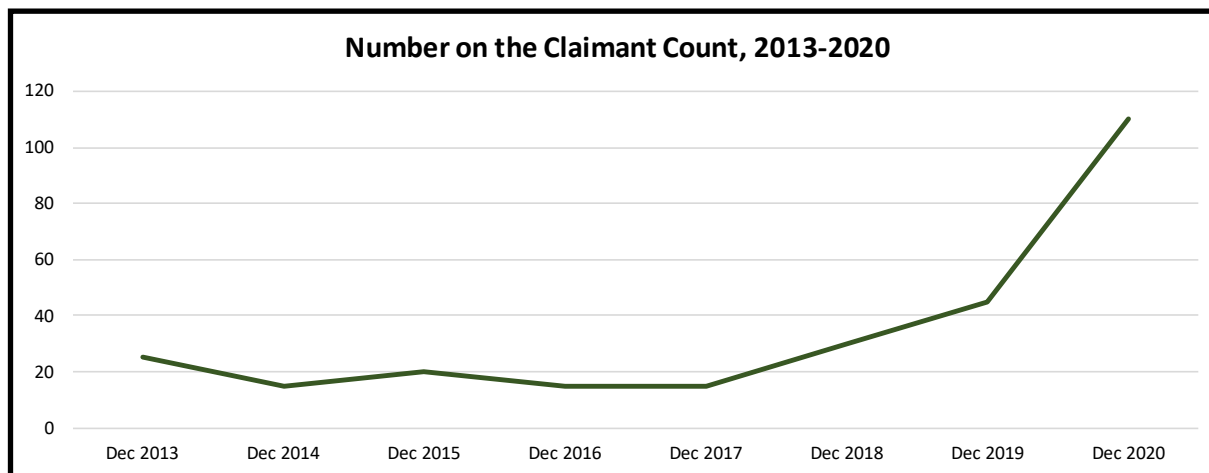
Qualifications	Church Stretton	Shropshire	England and Wales
Level 1	11.5	15.4	15.2
Level 2	17.5	19.4	17.2
Level 3	13.8	14.7	14.5
Level 4/5	40.5	29.4	29.7
Other qualifications	6.0	7.1	8.6
No qualifications	10.7	14.0	15.0

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 Church Stretton 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 Church Stretton 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)	239
Households on Universal Credit (Nov 20)	197

In December 2020, 110 Church Stretton residents were on the claimant count, which is more than seven times higher than the 15 who were on the count in December 2017. The claimant rate in Church Stretton (the percentage of the 16-64 population which is claiming) is slightly higher than the average for Shropshire (4.8% compared with 4.4%). However, the rate is lower than for either Great Britain (6.2%) or the West Midlands (7.2%). Claimant numbers everywhere were elevated throughout 2020 due to the coronavirus pandemic.

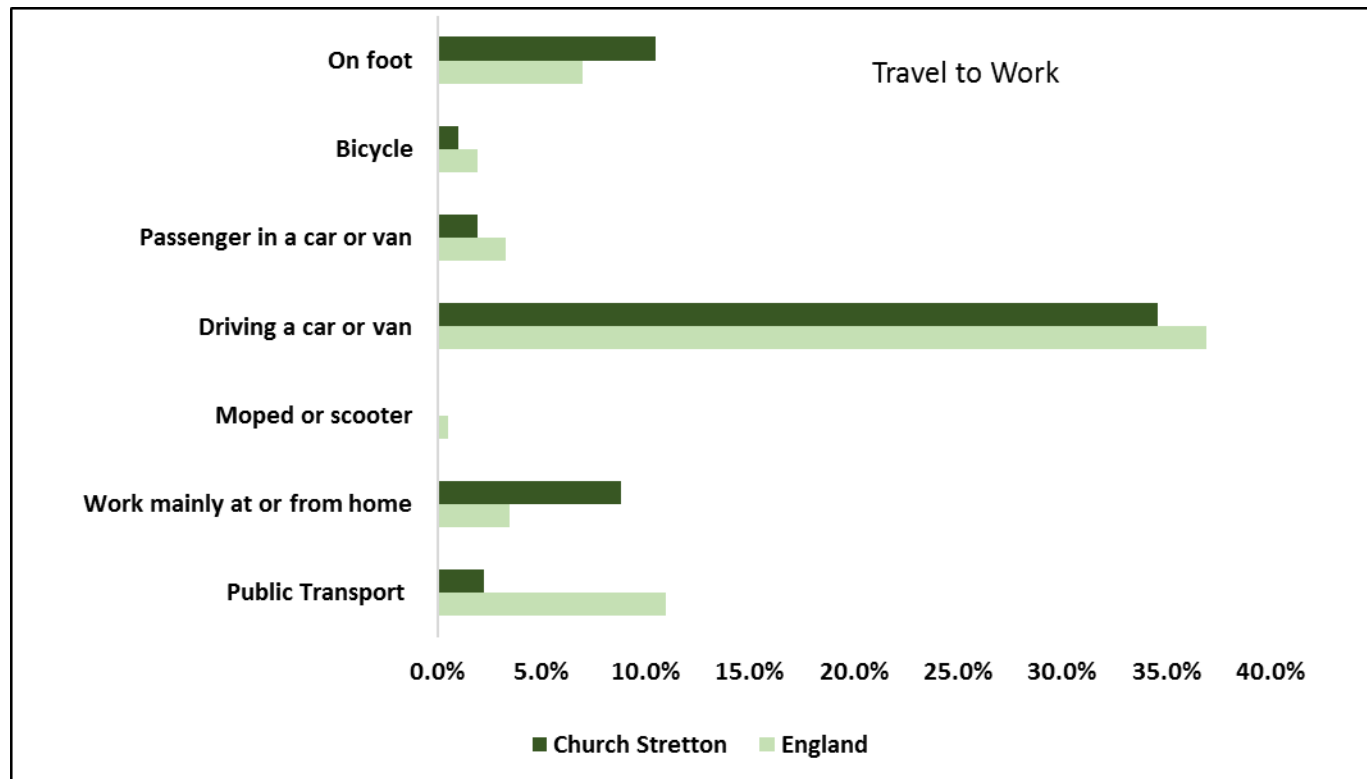
State Pension

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 Church Stretton total 1,916 or 2.5% of the state pension claimants in the county.

Travel and Commuting

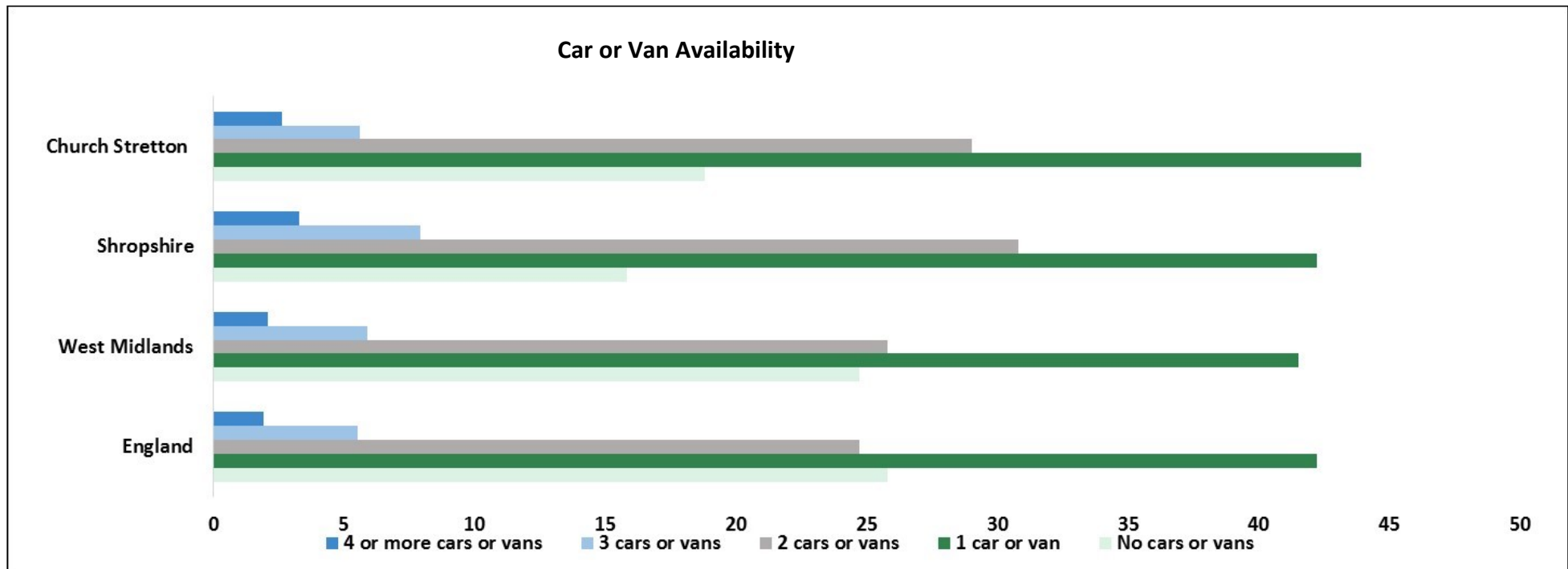
The most commonly used method of transport to work for Church Stretton residents who work was to travel by car or van. 35% of workers drove to work, while an additional 2% were a passenger in a car or van. More Church Stretton residents work primarily from home than is the case nationally (9% compared with 3%), and this is also higher than the Shropshire average of 6%. A relatively high number walk to work (10% 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.



Car and 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 Church Stretton stands at 18.8%.

43.9% of households have one car, 29.0% have two cars while 5.6% have three or more. The total number of cars and vans owned by Church Stretton households stood at 2,858 in 2011.

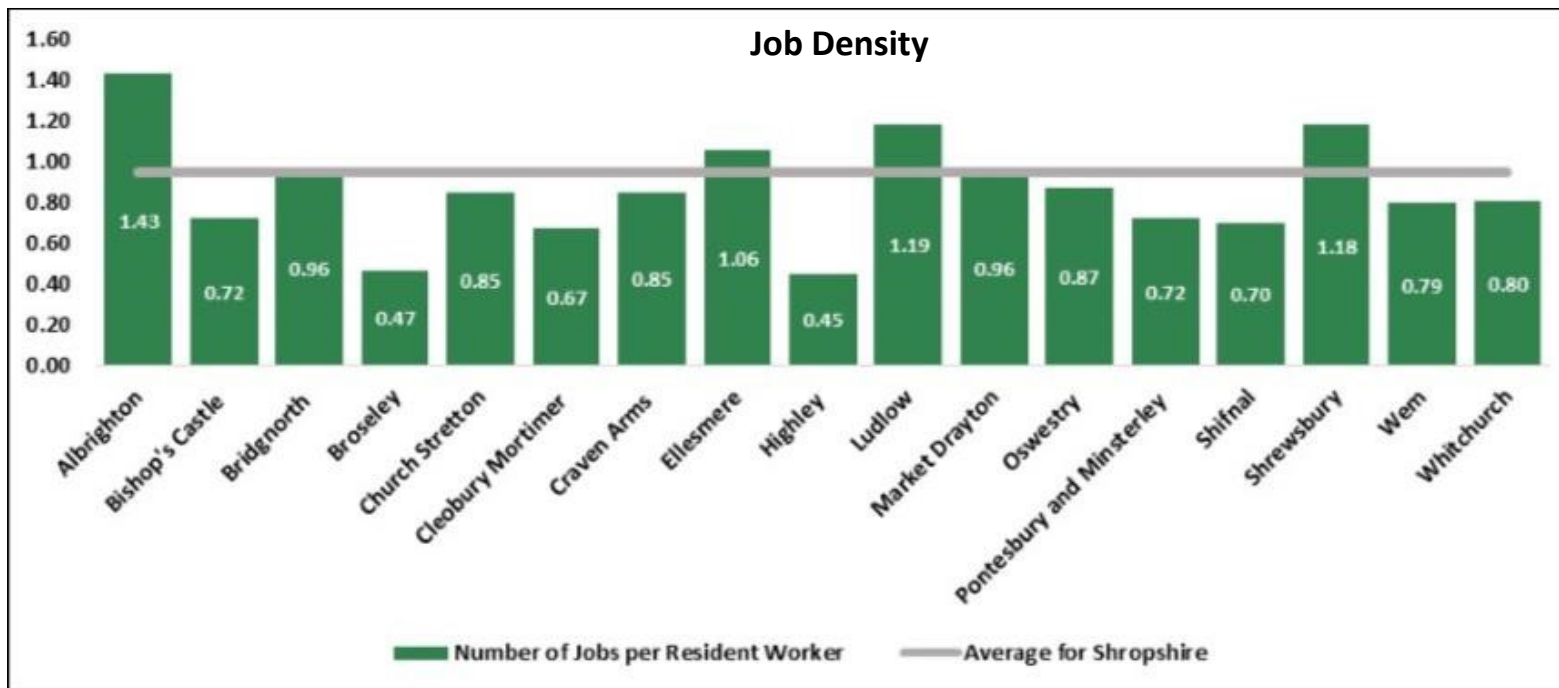


Source: 2011 Census

Commuting Patterns

Church Stretton (place plan area) supports a lower level of employment self-containment than most other Shropshire market towns. Relatively close proximity to Shrewsbury means that the town's residents have reasonably easy access to the county's main employment centre. 30.9% of all Church Stretton jobs are filled by Church Stretton residents while 26.1% of working people who live in Church Stretton also work there, which gives an overall level of self-containment of 28.3%. The differential between the number of resident workers and the number of jobs is relatively small, with net out-commuting across the Church Stretton place plan border standing at 650. This equates with 3,106 people living in Church Stretton but working elsewhere and 2,456 people working in Church Stretton but living elsewhere.

Job density in Church Stretton is just below the county average with 0.85 jobs per resident worker compared with 0.95 in Shropshire. As illustrated in the chart below, the only towns where the number of jobs exceeds the resident workforce are Albrighton, Ellesmere, Ludlow and Shrewsbury.



Source: Census 2011

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

Origins and Destination of Workforce

Other than Church Stretton, the rest of Shropshire is the main source of workers for Church Stretton jobs. Small numbers commute in from Telford and Wrekin and Powys. Likewise, a significant proportion of Church Stretton resident workers who are not employed in Church Stretton work elsewhere in Shropshire.

Main Origins of Church Stretton	Number	%
Church Stretton	1,098	30.9%
Rest of Shropshire	1,822	51.3%
Telford and Wrekin	489	13.8%
Powys	66	1.9%
Other	79	2.2%

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 Church Stretton Resident Workers	Number	%
Church Stretton	1,098	26.1%
Rest of Shropshire	1,944	46.2%
Herefordshire	41	1.0%
Telford and Wrekin	558	13.3%
Birmingham	48	1.1%
Wolverhampton	68	1.6%
Powys	40	1.0%
Other	407	9.7

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 16% or 387 households in Church Stretton earn less than £15,000 per year. At the other end of the scale 10% of households had an income exceeding £80,000 per annum. Household income rates in Church Stretton are higher than the Shropshire average.

Retail Economy

Retail accounts for 14.1% of total employment in Church Stretton, which makes it the second largest employment sector in the town. Only in Oswestry, Whitchurch, Ludlow and Ellesmere does retail hold a higher share of overall employment. 1.6% of all retail employment across the whole of Shropshire is absorbed by Church Stretton.

Retail plays an important role in the economy of Church Stretton. 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:

High Street Shopping, Church Stretton offers a range of high street shopping which are mainly based around the area of Easthope Road, Lion Meadow, Ludlow Road and Sandford Road.

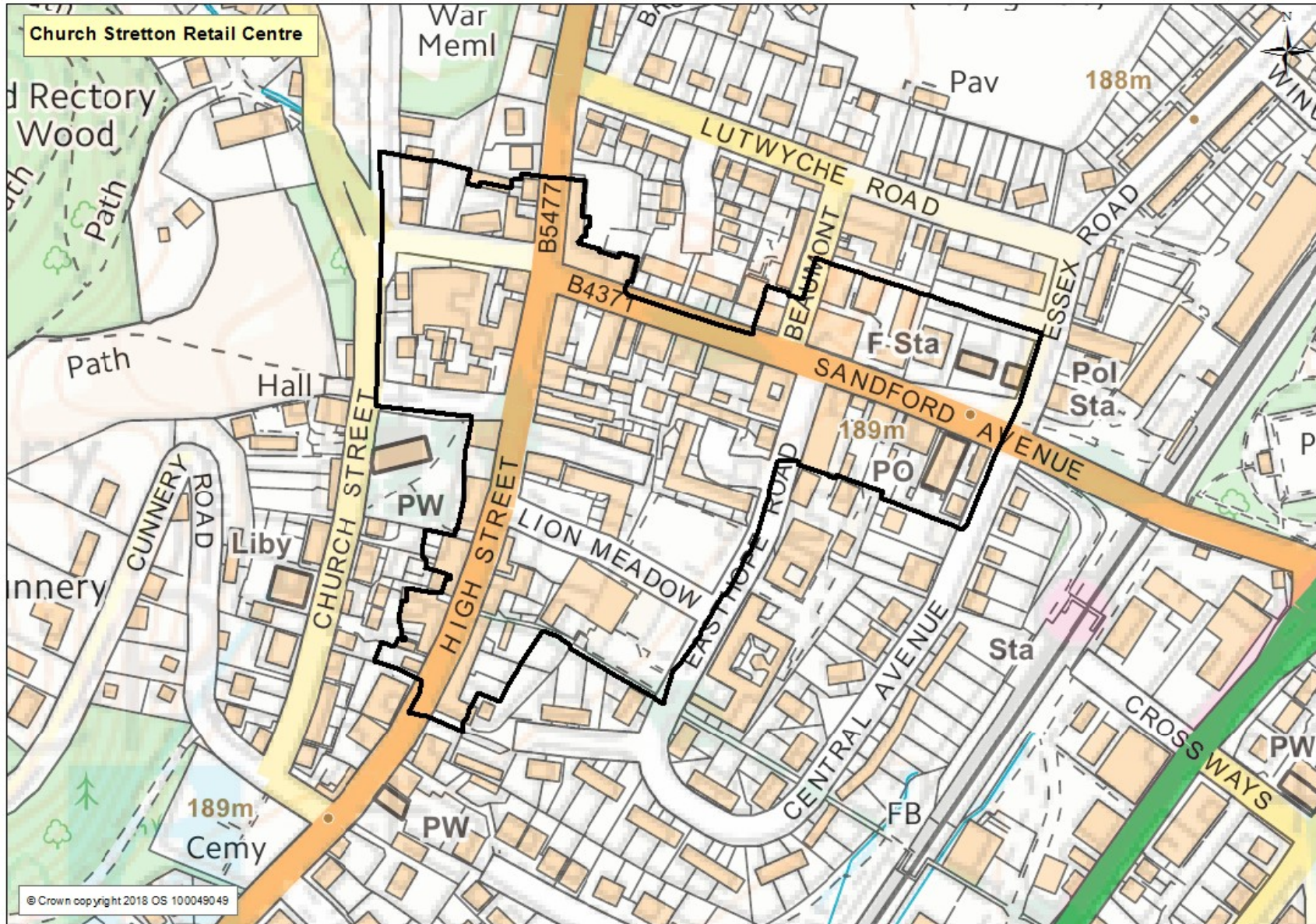
There are a range of facilities including Banks, Post Office along with mainly independent traders providing fresh produce, gifts, antiques, public houses, coffee shops, cafes and restaurants in the town centre.

Supermarkets, the Cooperative store has a supermarket in the town along with a family shopper convenience store.

Markets

Church Stretton Market, In 1214 King John, who owned the manor, instructed the Sheriff to announce that a weekly market was to be held on Wednesdays. This was changed to Thursdays by a Charter granted by Edward III in 1337. Today the market is managed by the Town Council, the market is held in the Town Square every Thursday & Saturday. <http://www.churchstretton-tc.gov.uk/>

Main Retail Area



Tourism & Leisure

Approximately 400 people are employed in the tourism sector in Church Stretton, of which 62.5% are employed in accommodation and food services and the remainder in arts, entertainment, recreation and other services. This is the equivalent of 29.7% of the total Church Stretton workforce which represents a significantly higher share than for Shropshire as a whole (14.7%). 2.2% of total employment in the tourism sector in Shropshire is provided by Church Stretton.

Church Stretton is a key market town in the Shropshire Hills an area of outstanding natural beauty. Once a thriving spa town it is now a popular leisure destination to explore the Long Mynd. Carding Mill Valley has an expanse of heather-covered hills with abundant wildlife and walking, cycling and horse riding paths. The town offers a range of visitor attractions along with many pubs, restaurants, cafes and shops. There are frequent events in the town for residents and visitors to enjoy.

Visitors Attractions

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

Visitor Information Service Point, Church St, Church Stretton SY6 6DQ <http://www.churchstretton.co.uk/>

Places to see in Church Stretton include:

Carding Mill Valley, Shropshire SY6 6JG - <https://www.nationaltrust.org.uk/carding-mill-valley-and-the-long-mynd>

Walk or Cycle the pathways of the Long Mynd with wonderful views along the way.

Acton Scott Working Farm, Lodge, Acton Scott, Church Stretton, Shropshire, SY6 6QN <http://www.actonscott.com/>

Around 3 miles from the town centre the farm was the location for the TV series "Victorian Farm". There are a number of events and daily activities to demonstrate how a mixed South Shropshire farm would have been managed around 1890.

Events

Church Stretton & South Shropshire Arts Festival, <http://www.strettonfestival.org.uk/>

2 week festival every summer with musical recitals, arts exhibition and plays.

Church Stretton Walking Festival, <http://www.churchstrettonwalkingfestival.co.uk/>

Themed walks and activities for all ages, held in June each year.

Long Mynd Hike, <http://www.longmyndhike.org.uk/>

Annual event for over 18's held in October over a fifty mile course, visiting all checkpoints in the correct order within 24 hours, starting at 13:00 hours on the Saturday.

Sports, Leisure & Culture

Church Stretton 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 –

www.shropshire.gov.uk/libraries/community-directory

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

Church Stretton Leisure Centre, Shrewsbury Rd, Church Stretton SY6 6ER <http://www.teme-leisure.co.uk/church-stretton> facilities include; 20m Swimming Pool, 22 Station Fitness Suite with Air Conditioning, 4 Badminton Court Sports Hall, Dance Studio, Meeting Room, Tennis Courts

Church Stretton Bowling Club, Sandford Avenue, Church Stretton, SY6 6AZ .

Church Stretton Cricket Club, Lutwyche Road, Church Stretton, SY6 6AT - <http://churchstretton.play-cricket.com/> 1st team, friendly team, youth and under 11 teams.

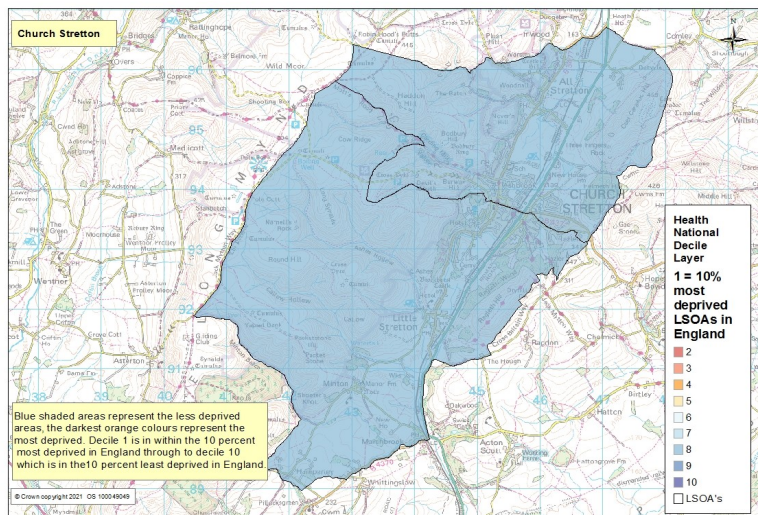
Church Stretton Croquet Club, The Town Park, Sandford Avenue, Church Stretton, SY6 6PG

Church Stretton Golf Club Hunters Moon, Trevor Hill, Church Stretton SY6 6JH <http://www.churchstrettongolfclub.co.uk/> challenging course with many greens raised or built into the sides of the local hills.

Church Stretton Samurai RFC, 55 Shrewsbury Rd, Church Stretton SY6 6EX <http://www.pitchero.com/clubs/churchstrettonsamurairfc> senior and under 17's team.

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

Levels of health deprivation are very low in Church Stretton. In terms of health deprivation areas in Church Stretton are within the 8th least deprived deciles nationally.

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

Of the **4,671** residents of Church Stretton in the last census reporting on their health conditions:

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

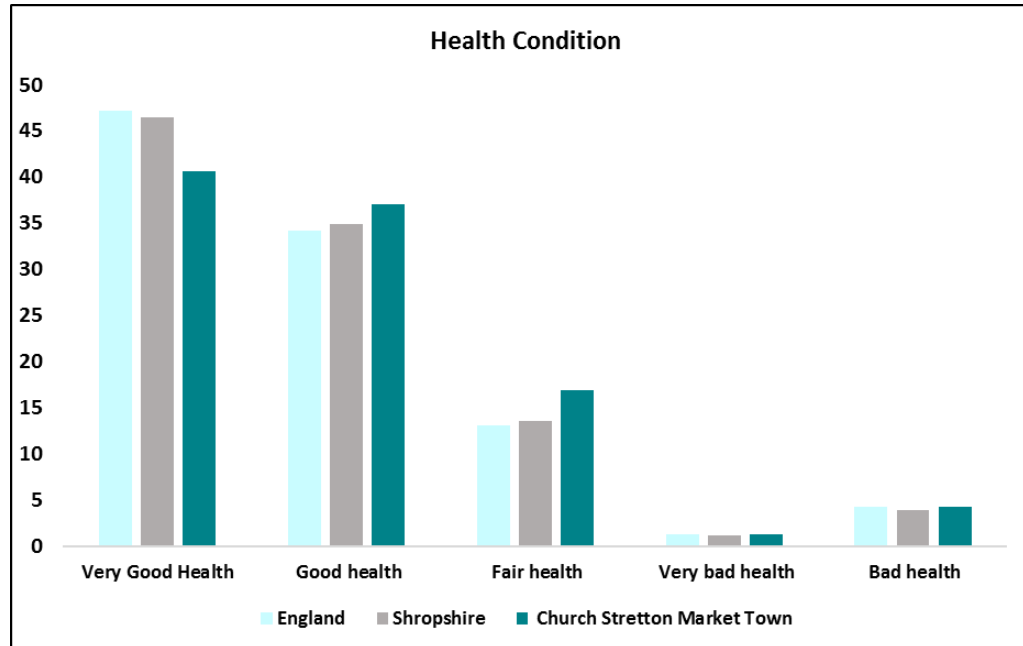
631 reported that their day-to-day activities were limited a little

3563 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 **10.2%** which is higher than the rate for Shropshire **8.4%** and England **8.3%**.

Health Conditions

At the time of the 2011 Census, 78% of residents in Church Stretton, 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 4.2% of people said their health was bad and 1.3% said their health was very bad.



Source: 2011 Census

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Church Stretton	10.6%	1.3%	2.7
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

10.6% of people in Church Stretton provided unpaid care for 1-19 hours per week, this was higher than Shropshire as a whole. Church Stretton also had a greater number of people providing care for 50 or more hours per week 2.7% compared to 2.4% for Shropshire and England.

Health Economy

Approximately 100 people are employed in the health sector in Church Stretton (10.3% of total employment) which is low compared with the Shropshire average of 14.7%. Notwithstanding this, it is the fourth largest employment sector in the town.

Health Facilities

Church Stretton has local access to a range of health facilities including chemists, doctors and dentists

Hospitals

Accident & Emergency, 12.8 miles to the nearest Accident and Emergency service provided at The Royal Shrewsbury Hospital, Mytton Oak Road, Shrewsbury, Shropshire, SY3 8XQ.

Minor Injuries Unit, 12.2 miles to the nearest minor injuries unit at Ludlow Community Hospital, Gravel Hill, Ludlow, Shropshire, SY8 1QX.

Doctors

Church Stretton Medical Centre, Easthope Road , Church Stretton, Shropshire, SY6 6BL - <https://www.churchstrettonmedicalpractice.co.uk/>

Dentists

Stretton Dental Practice, 2 Central Avenue, Church Stretton , Shropshire, SY6 6EE.

Church Stretton Dental Practice, 15 Burway Road, Church Stretton , Shropshire, SY6 6DL <http://www.churchstrettondentalpractice.co.uk/>

Pharmacies

Hillside Pharmacy, 18 Sandford Avenue, Church Stretton, SY6 6BW.

Rowlands Pharmacy, 40 Sandford Avenue, Church Stretton, SY6 6BH.

Residential Nursing Homes

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

Caradoc House, Ludlow Road, Little Stretton, Church Stretton, SY6 6RB – Rating Requires Improvement Aug 2019

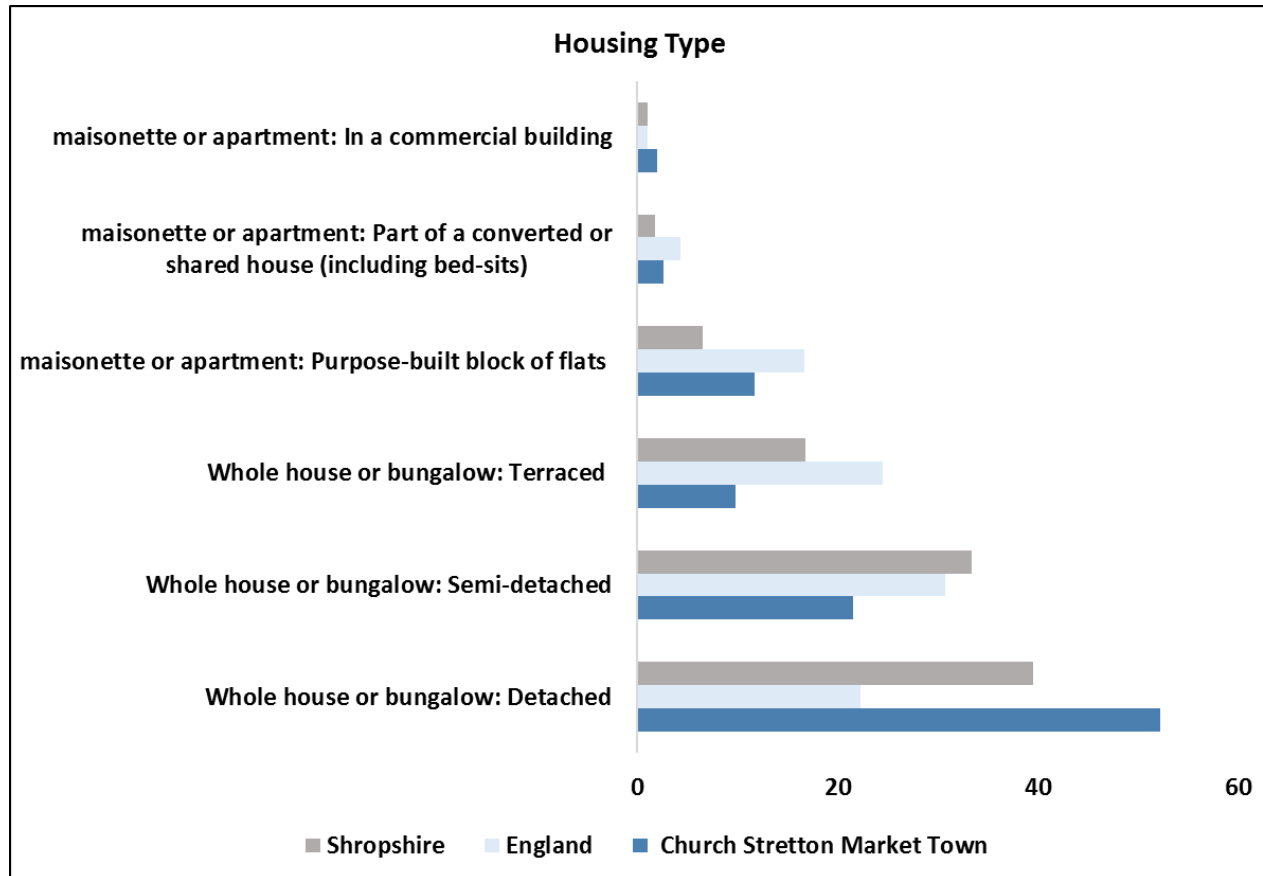
The Field House Care Home, Sandford Avenue, Church Stretton, SY6 7AA <https://www.barchester.com/home/field-house-care-home> Rating Good Oct 2020.

Sandford Nursing and Residential Home, Watling Street South, Church Stretton, SY6 7BG <http://www.thesandford.co.uk/> – No inspection recorded as at March 2021—This service was registered by CQC on 6 October 2020

Stretton Hall Nursing Home, Shrewsbury Road, All Stretton, Church Stretton, SY6 6HG <https://www.morriscare.co.uk/our-homes/stretton-hall-all-stretton-shropshire> – Rating Requires Improvement Oct 2019 .

Housing

10.6% of people in Church Stretton provided unpaid care for 1-19 hours per week, this was higher than Shropshire as a whole. Church Stretton also had a greater number of people providing care for 50 or more hours per week 3.2% compared to 2.4% for Shropshire and England. Shropshire and England.



A greater number of Church Stretton household spaces were detached properties (52.2%) compared to Shropshire as a whole (39.5%). Detached properties account for the largest housing type in Church Stretton, as is the case in Shropshire as a whole.

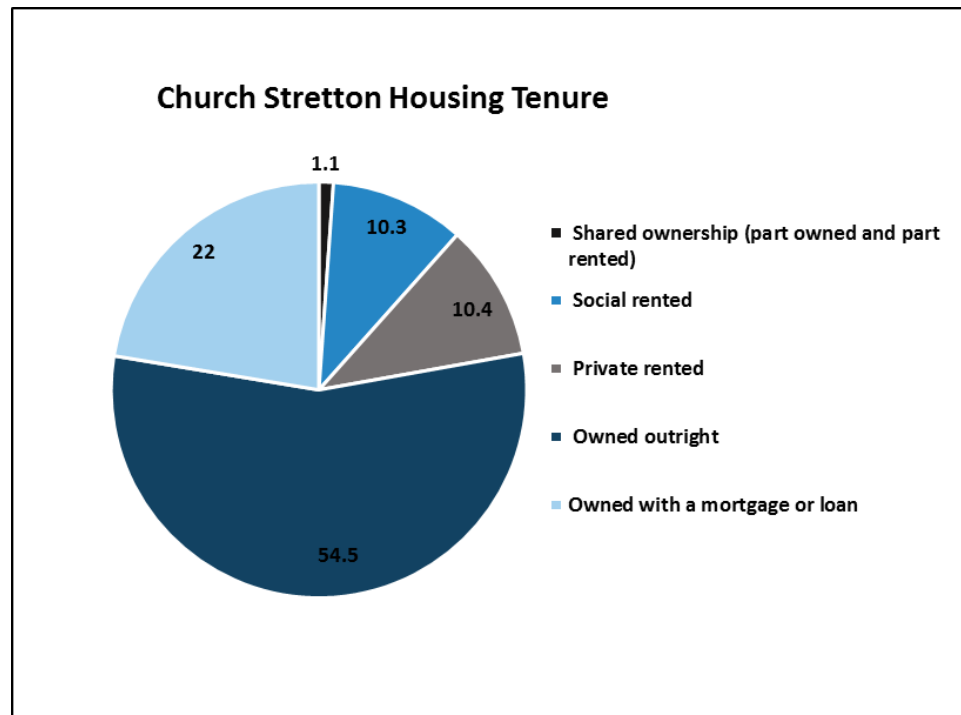
Fewer household spaces were semi-detached (21.6%) compared to Shropshire as a whole (33.4%). In Shropshire the largest housing type was detached.

There were fewer terraced houses and purpose built flats compared to Shropshire as a whole and England.

Source: 2011 Census

Housing Composition

- 32.6% of households were One Person Households greater than the Shropshire average (28.9%) and England (30.2%).
- 3.7% of households were Lone Parent with dependent children lower than the Shropshire average (5.2%) and less than England (7.1%).
- 20.6% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%).
- 10.6% of households were married couples with dependent children lower than the Shropshire average of (15.3) and England (15.3).



Source: 2011 Census

In Church Stretton, at the time of the 2011 Census, there were 2,180 households, 2,350 dwellings and 16 Communal Establishments housing 134 people. The largest proportion (54.5%) of houses in Church Stretton were owned outright, greater than the Shropshire figure of 39%. 10.3% 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 less houses privately rented 10.4% compared to 15% for Shropshire and 14% for England. In Church Stretton there are 226 registered social landlord (RSL) homes. These homes are owned by a range of RSL's.

Housing

Uses town council boundaries	Sales 2020	Median Gross Household Income	Median House Price	Median Affordability Ratio	Lower Quartile Gross Household Income	Lower Quartile House Price	Lower Quartile Affordability Ratio
Albrighton	52	£32,252	£250,000	7.8	£18,701	£185,250	9.9
Bishop's Castle	24	£26,663	£256,500	9.6	£15,701	£172,500	11.0
Bridgnorth	148	£33,596	£221,000	6.6	£19,216	£170,000	8.8
Broseley	37	£32,187	£195,000	6.1	£18,277	£161,000	8.8
Church Stretton	70	£33,396	£320,000	9.6	£19,220	£198,250	10.3
Cleobury Mortimer	31	£36,028	£185,000	5.1	£20,691	£114,500	5.5
Craven Arms	23	£26,872	£175,000	6.5	£15,391	£153,750	10.0
Ellesmere Urban	73	£28,943	£178,000	6.1	£16,630	£156,000	9.4
Highley	51	£28,869	£172,000	6.0	£16,716	£151,875	9.1
Ludlow	121	£28,487	£230,000	8.1	£16,559	£160,000	9.7
Market Drayton	157	£29,144	£180,000	6.2	£16,761	£145,000	8.7
Much Wenlock	32	£35,467	£238,475	6.7	£20,282	£191,863	9.5
Oswestry	222	£27,730	£151,000	5.4	£15,944	£125,000	7.8
Shifnal	139	£34,191	£239,995	7.0	£19,268	£198,725	10.3
Shrewsbury	932	£32,548	£203,500	6.3	£18,525	£159,713	8.6
Wem Urban	83	£27,362	£187,500	6.9	£16,007	£135,250	8.4
Whitchurch Urban	144	£28,931	£179,775	6.2	£16,668	£135,000	8.1
Shropshire	3,626	£33,337	£222,500	6.7	£19,089	£163,625	8.6

The table shows affordability ratios for housing in Shropshire. The income data relates to Shropshire Place Plan areas which are a slightly broader geography than market towns, and take account of hinterlands. The table shows that in Church Stretton a household with a median household income of (£33,396) would need 9.6 times this income to afford a median priced house (£320,000) as of year end 2020. This is higher than a ratio of 6.7 for Shropshire.

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

Housing Developments

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

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

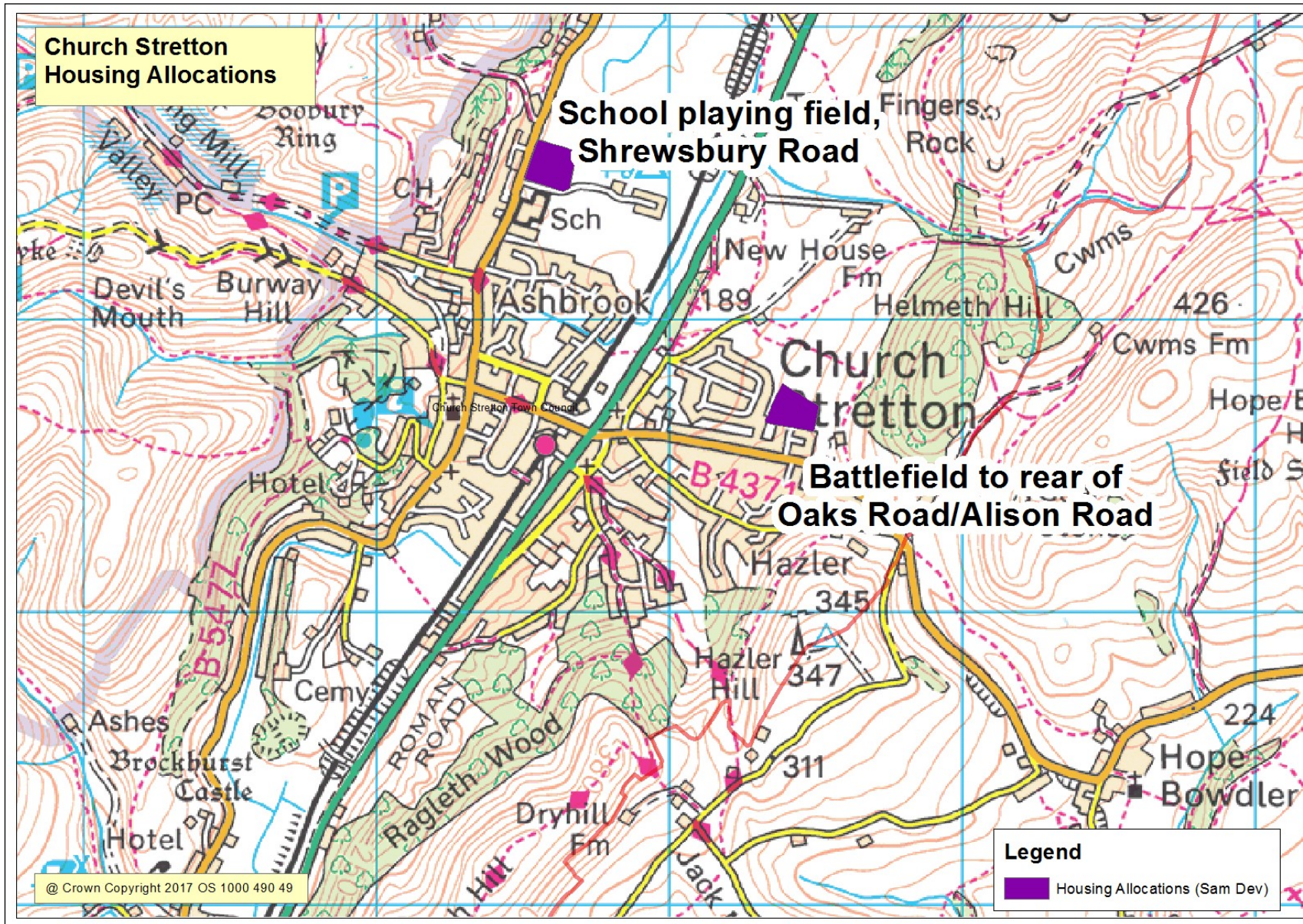
Consultations on the Local Plan Review Preferred Scale and Distribution of Growth for the period to 2036 was presented to Cabinet on 18th October 2017.

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

Housing Allocations	Provision	Already Completed	Expected Build Out Rate									
			2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-32
School Playing Field, Shrewsbury Road	47	0	0	0	0	20	20	7	0	0	0	0
Battlefield to rear of Oak road/Alison Road	43	0	0	0	10	33	0	0	0	0	0	0
Windfall Sites	20	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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

Proposed Development Sites



Education

Church Stretton is a key local educational centre with pupils mainly drawn from the Church Stretton Town area but schools also attracts pupils from the surrounding hinterland areas. The secondary school also attracts pupils from slightly further afield with pupils attending from as far as Shrewsbury.

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

Primary Schools

St Lawrence Primary School, 63A Shrewsbury Rd, Church Stretton SY6 6EX <http://www.stlawrenceprimary.org.uk/>

Net capacity of 252 with an approved annual admission of 36 pupils. The school is full with 274 pupils on roll (Jan 2017). Additional capacity is managed by the school.

The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 18.2%, lower than the national average of 24.7%.

The percentage of pupils whose first language is not English is very low 1.7% compared to 20.5% nationally.

Ofsted Rating: Good - Jan 2014.

Secondary Schools

Church Stretton Secondary School, Shrewsbury Road, Church Stretton, SY6 6EX <http://www.churchstretton.shropshire.sch.uk/>

Net capacity of 620 with an approved annual admission of 124 pupils. The school has 593 pupils on roll (Jan 2017).

The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 14.2%, lower than the national average of 29.1%.

The percentage of pupils whose first language is not English is very low 1.7% compared to 15.7% nationally.

Ofsted Rating: Good - Feb 2016.

Further Education College

There are no college facilities within Church Stretton. Post 16 education facilities are located in Shrewsbury and Ludlow.

Nearby College Facilities include:

Shrewsbury College, London Road, Shrewsbury SY2 6PR <https://www.shrewsbury.ac.uk/>

Ludlow College, Castle Square, Ludlow SY8 1GD - <http://www.ludlow-college.ac.uk/>

Transport and Infrastructure

Church Stretton is located along the A49 between Shrewsbury (14 miles) and Ludlow (16 miles). Church Stretton has a train station located at Central Avenue, which provides access north to Shrewsbury and onwards to Manchester. The line south takes in Ludlow, Hereford and onwards to south Wales.

Airports

The nearest main international airports to Church Stretton are:

Birmingham International Airport, Birmingham B26 3QJ – 66 miles east of Church Stretton.

Liverpool John Lennon Airport, Speke Hall Ave, Speke, Liverpool L24 1YD – 77 miles north of Church Stretton.

Manchester International Airport, Manchester M90 1QX – 88 miles north of Church Stretton.

Light Aircraft

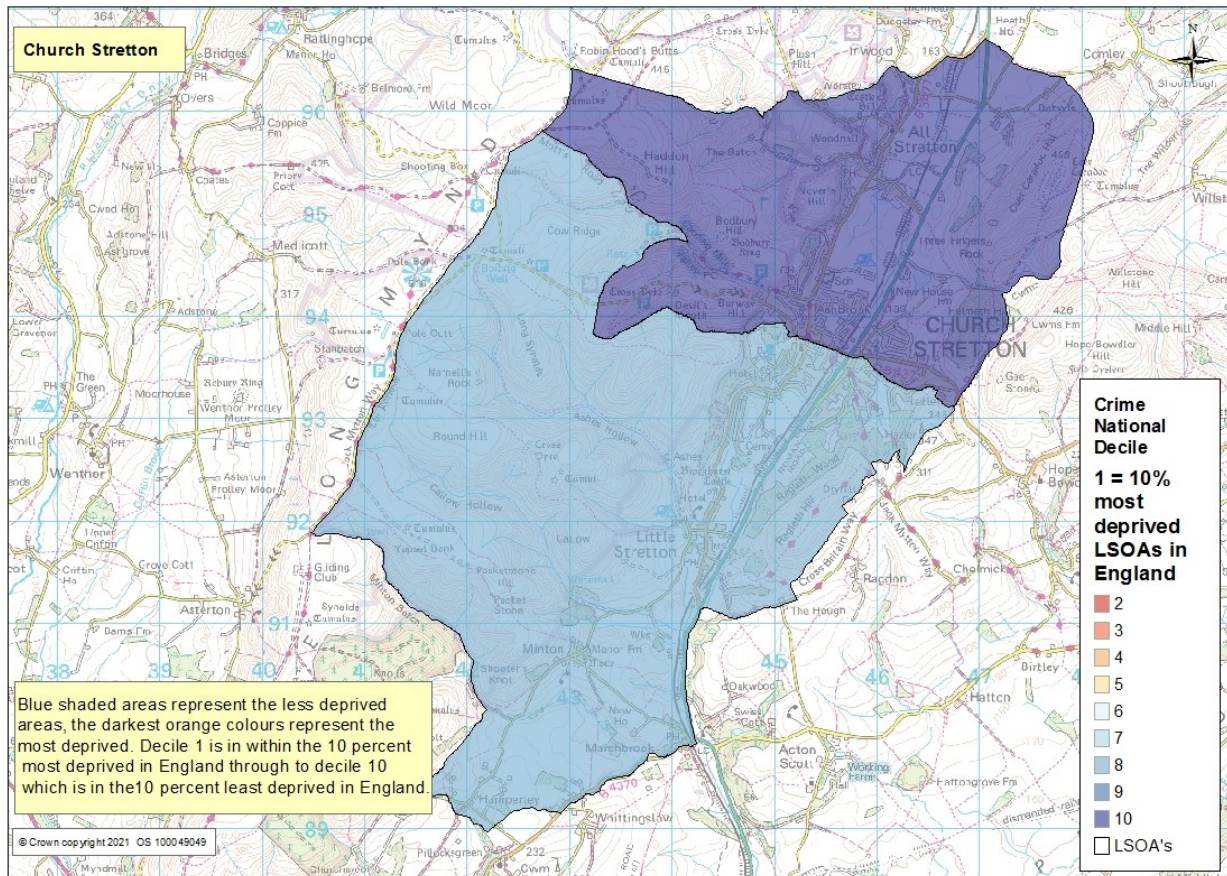
Shropshire Aero Club, Sleaf Airfield, Harmer Hill, Shrewsbury SY4 3HE <http://www.shropshireaeroclub.co.uk/> - 26 miles north of Church Stretton the airport provides facilities for general aviation operators.

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 Church Stretton have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. Just 23 premises (0.9% of the total) are expected to have speeds that fall below this threshold. All premises in Church Stretton (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:

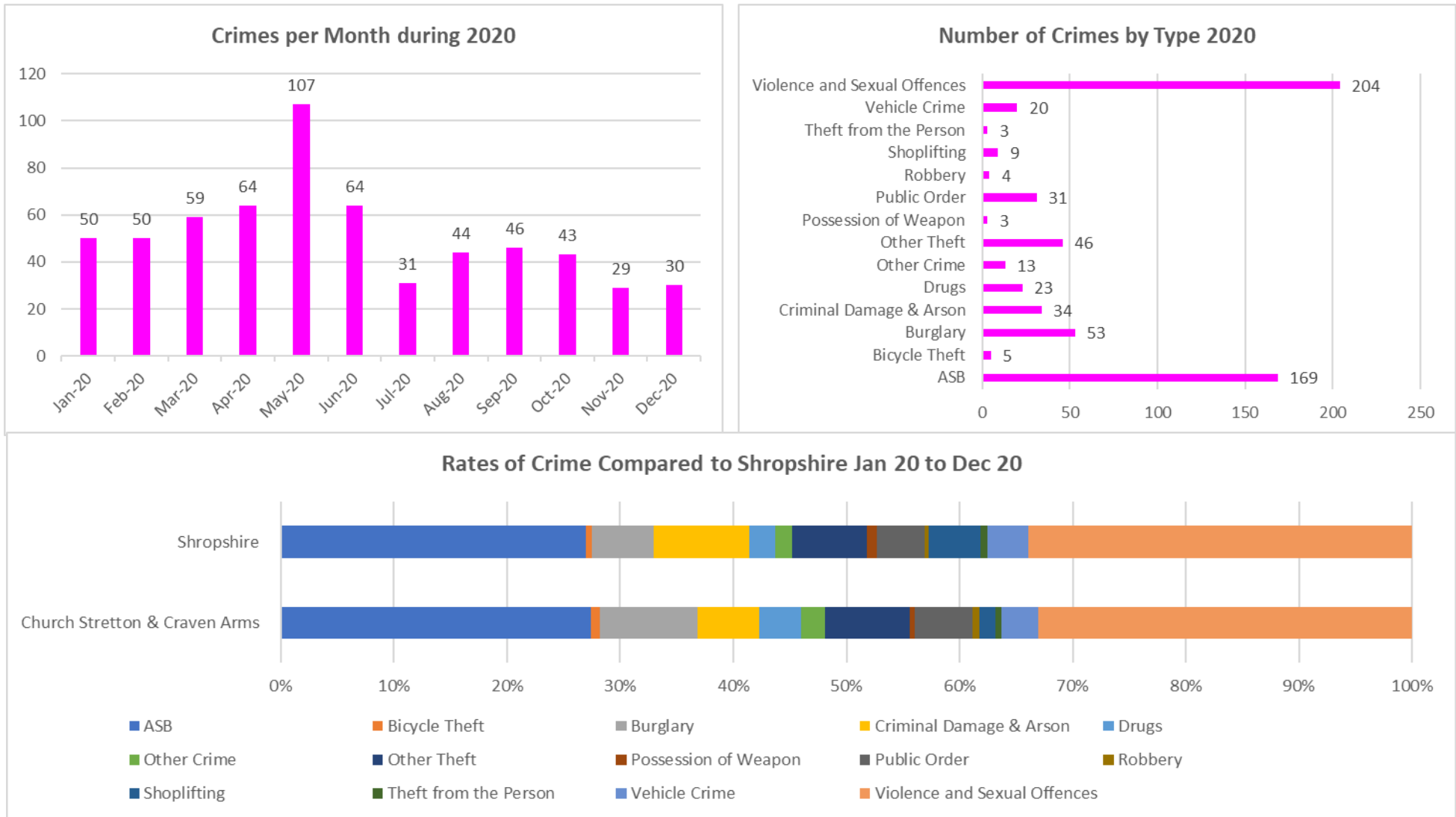
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

In Church Stretton crime deprivation levels are very low and areas fall into the 10th and 8th least deprived deciles nationally.

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

Crime- Church Stretton and Craven Arms

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. Church Stretton and Craven Arms share the same policing area. Latest crime data and more precise details of localities and investigations can be found by using the police crime map at <https://www.police.uk/>

Additional Information

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

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

Easy ways to get in touch

- 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/>