



# WEM MARKET TOWN PROFILE

Spring 2021



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# Market Town Profile

## Wem

Wem is a small market town north of the county town of Shrewsbury. The name of this town is derived from the Saxon 'Wamm' meaning a marsh, as marshy lands exist in the area of the town around the River Roden. Over time the name was corrupted to form 'Wem'.

The area is believed to have first been settled by the Celtic Iron Age settlers who left evidence of two settlements. The town is recorded in the Domesday Book of 1086 as consisting of four manors. In 1202 Wem was granted the status of a market town and weekly markets are still retained today.

In 1650, Sir Thomas Adams born in Wem in 1586, a local landowner and tanner and ex Lord Mayor of London, founded a free school in the town, Adams Grammar School, which still exists today as Adams School.

The Great Fire of Wem occurred in 1677, when a candle started a fire that destroyed most of the wooden buildings in the town.

Within the town the sweet pea was first commercially cultivated by Henry Eckford in 1887. Each year the Wem Sweet Pea Festival attracts visitors from around the world.

## Area Quick Statistics

**366 hectares**

**2.626 households**

**6,300 people**

**17.3 people per hectare**

**2.762 dwellings**

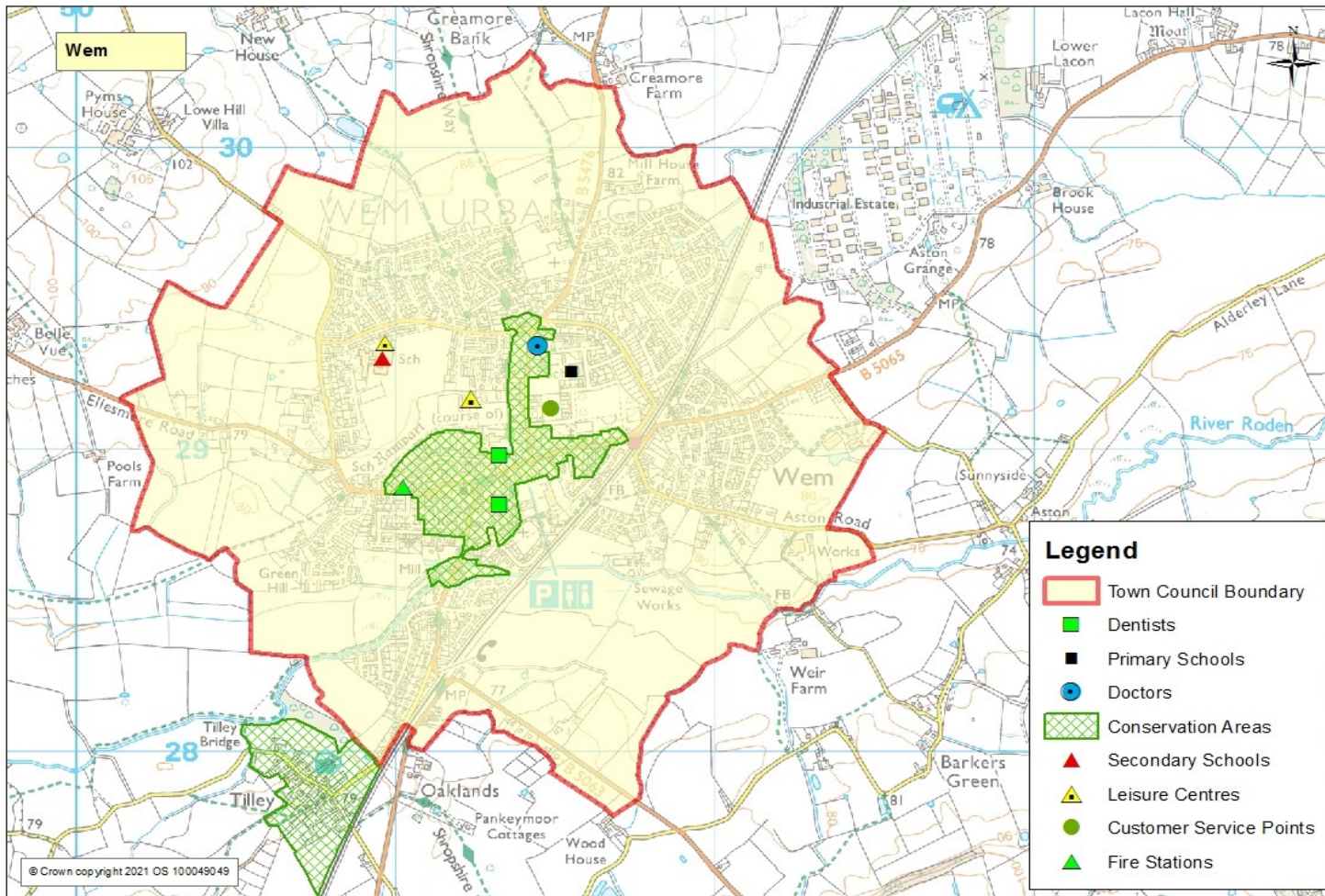
**45 is the average age**

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.



## Wem Town Council Area Key Assets

The information in this market town is predominantly focussed on the town council area of Wem. 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 4 which cover most of the town council area.



## Local Politics

Wem is represented by a local town council that is responsible for the management of a range of services including; Cemetery, Grounds Maintenance, Allotments, Public Toilets, Management of local grants and street lights. See the council website for full details of services.

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

Wem Town Council area has 2 wards, East and West ward and is currently represented by 14 members.

A mayor is elected each year – the mayor for 2020/21 is Councillor Phil Glover.

**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 2025. Ward councillors are -

Wem – Councillor Peter Broomhall and Councillor Edward Towers.

## Member of Parliament

Wem is part of the North Shropshire parliamentary ward which is represented by the Rt Hon Owen Paterson MP. <https://www.owenpaterson.org/>

## Representative Groups

**Wem Civic Society**, regular meetings at the Senior Club, Chapel St, Wem - <http://www.wemlocal.org.uk/wempres/wcs/society.htm>

Aims to preserve the best of Wem and promote high standards of planning for developments that are sustainable and appropriate to the area.

## Community Assets

Wem 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

**Wem Town Council**, Wem Town Council, Edinburgh House, New St, Wem SY4 5DB <http://www.wem.gov.uk/>

**Wem Fire Station**, 107 High St, Wem, Shrewsbury SY4 5DS <https://www.shropshirefire.gov.uk/stations/wem-fire-station>

**Wem Library**, 3 High St, Wem, Shrewsbury SY4 5AA <https://shropshire.gov.uk/libraries/>

**Wem Mercia Police**, Edinburgh House, New Street, Wem, Shrewsbury SY4 5PB.

## Community Facilities

**Edinburgh House**, New St, Wem SY4 5DB - Edinburgh House is a key asset in Wem. It houses Shropshire Housing Group, Wem Town Council, Shropshire Council and West Mercia Police.

**Wem Fire Station**, 107 High St, Wem, Shrewsbury SY4 5DS <https://www.shropshirefire.gov.uk/stations/wem-fire-station>

Meeting room available for public use, with whiteboard and kitchen facilities. The room has seating for around 16 people and has facilities for people with disabilities.

**Wem Town Hall**, 28-32 High St, Wem, Shrewsbury SY4 5DG - [www.wemtownhall.co.uk](http://www.wemtownhall.co.uk)

Venue hire, arts centre for cinema, theatre, music, workshops and activities, plus gallery for local artists.

# Demographics

Shropshire Town and Parish Council	1981 Census	1991 Census	2001 Census	2011 Census
Wem	3,887	4,882	5,142	5,870

Source: Census data

Wem is the eighth largest town in Shropshire by population. The latest population of Wem is 6,100 (Mid Year Population Estimates, ONS, 2015) covering 366 hectares. Wem’s population density was 16.0 people per hectare, making it the fourth most densely populated of all Shropshire Market Towns. Wem’s population consists of 49% male and 51 % female. Wem Town Council population has increased since 1981 from 3,887 to 5,870. This is an increase of 51% in 30 years.

## Population Forecast

Built up Area Geography Wem	Census Day 27th March 2011	2016	2026
Population	5,900	6,100	6,700
Dwellings	2,800	2,900	3,200
Households	2,600	2,700	3,000

Note: Population forecasts are based on developments of new housing.

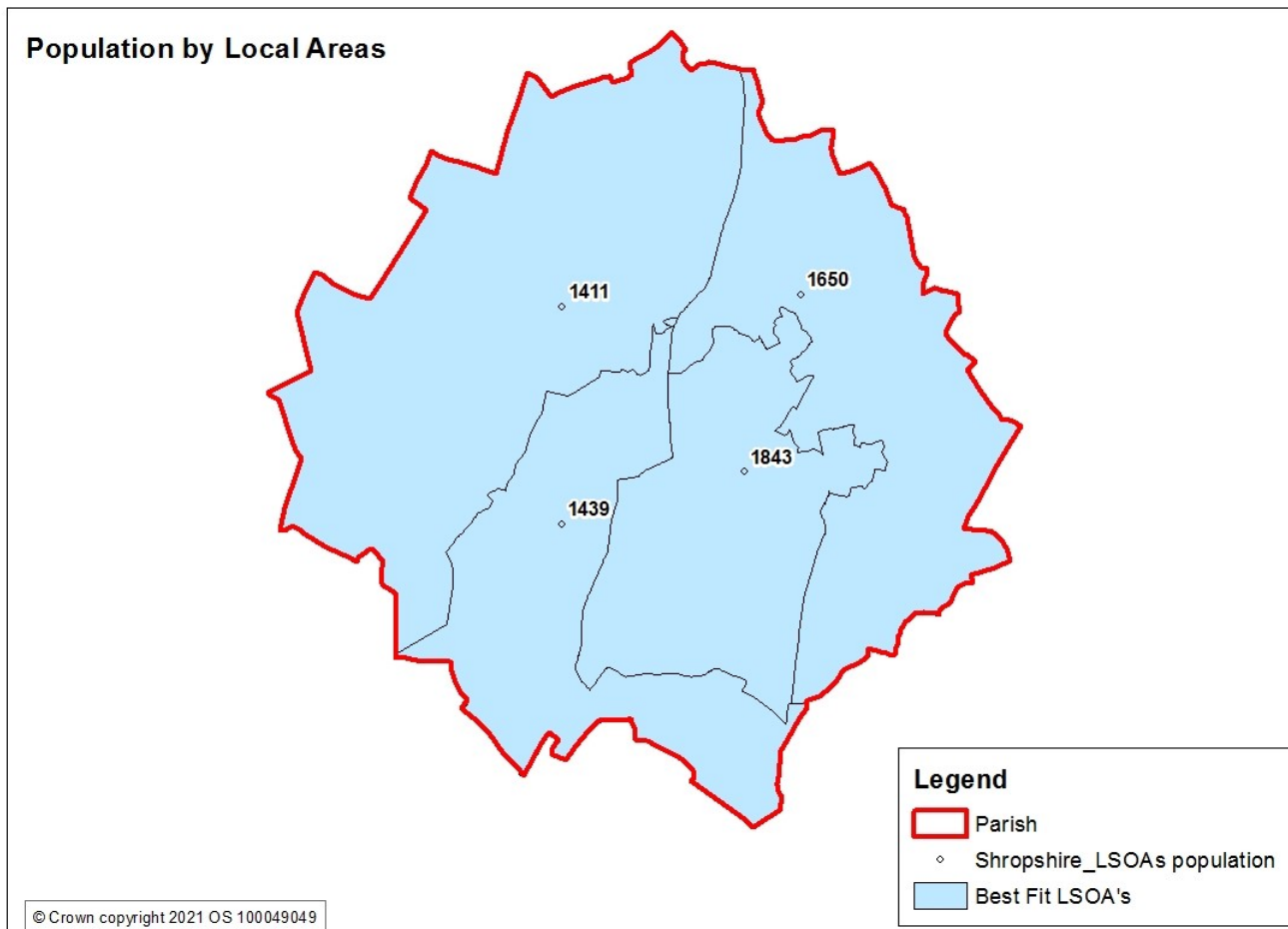
The population of Wem area is forecast to rise from 5,900 in 2011 to 6,700 in 2026. This is a rise of 15% over this period. The largest part of this increase is expected between 2016 and 2026, when the population is forecast to rise by just approximately 600 people or 10%.

The number of dwellings is also forecast to increase from 2,800 in 2011 to 3,200 in 2026. This is an increase of 15%. 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.

## Population by Local Areas

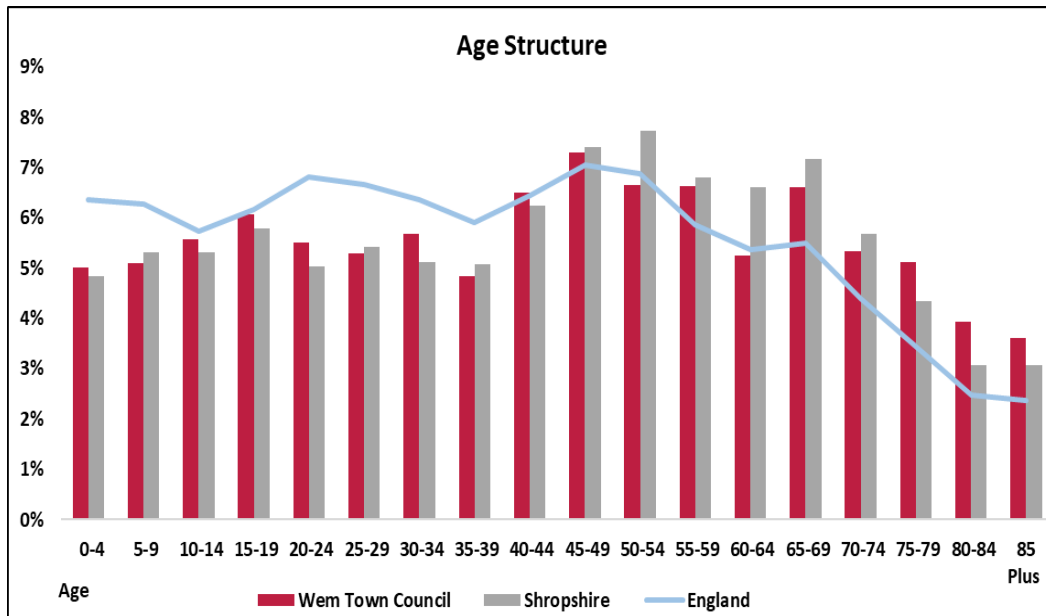
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## Age Structure

- The age structure in Wem shows that there is a similar age profile in the town for most age bands from 0—49 when compared to Shropshire.
- All the age bands over the age of 75 show a higher percentage than for Shropshire.
- Wem had fewer people aged between 50 and 74 compared to Shropshire.



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

3,600 Wem residents are of traditional working age (16-64) which is the equivalent of 57.5% 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
<b>Wem</b>	<b>57.5</b>
Whitchurch	59.6
Shropshire	58.9
West Midlands	61.7
Great Britain	62.5

## Ethnicity and Religion

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

**St. Peter and St. Paul Parish Church**, High St, Wem SY4 5DP - <http://www.wemcofe.co.uk/index.html>

It is likely that a church has been present on this site since Saxon times. The original foundations of coarsely worked stone from Myddle probably supported a wooden chapel. The church has been rebuilt at least 3 times. The 14th Century tower probably the only surviving structure from the great fire of Wem. The church was rebuilt in 1809 and the present chancel was added in 1886. Today the church holds regular services and is home to Wem bell ringers who meet on a Friday.

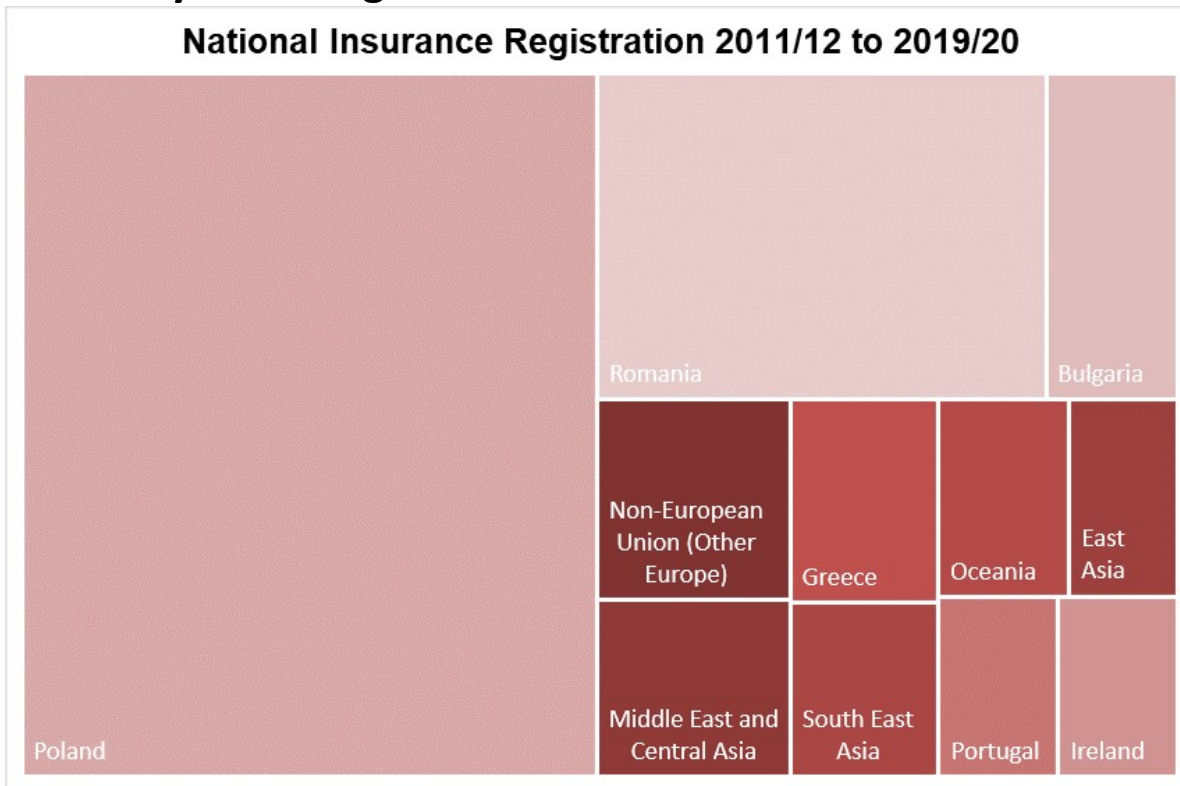
**Wem Baptist Church**, Chapel St, Wem, Shrewsbury SY4 5ER - <http://www.wembaptistchurch.co.uk/>

Regular services and bible study sessions.

**Wem Methodist Church**, Aston St, Wem, Shrewsbury SY4 5AU - <https://www.shropshireandmarches.org.uk/find-a-chapel/northern-area/wem/> The first Primitive Methodist chapel in Wem was opened in High Street in 1823. When the building became too small a second chapel was erected in Chapel Street in 1842. That building was used until 1926 when the present church in Aston Street was opened. See the church website for times of regular Sunday services.

**Our Lady of Perpetual Succour**, Drawwell Lane, Wem, Shropshire SY4 5ET—Catholic Church of Wem was opened in 1991 and also serves as a community hall.

## Ethnicity and Religion



Source: Department for Work and Pensions - Stat-Xplore

There is one middle layers that covers Wem town centre which matches the 4 lower level layers that cover the town.

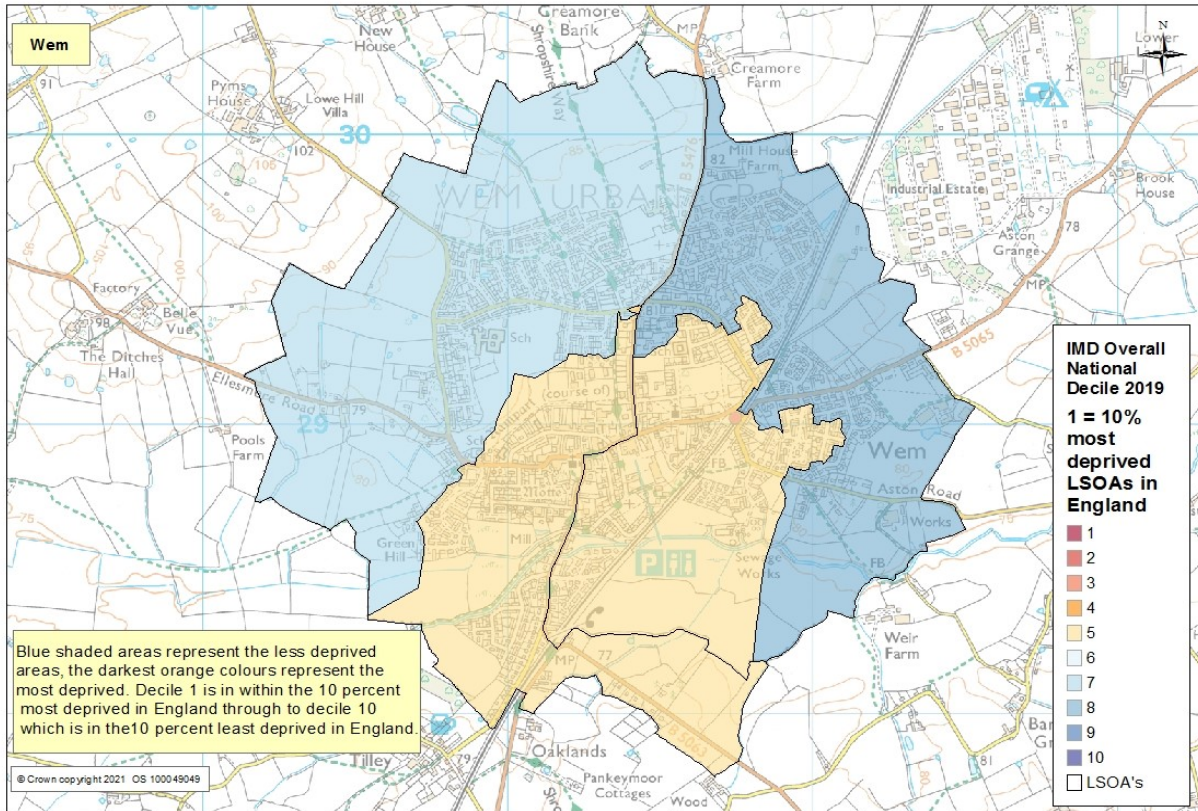
Where registrations are less than 5, from any nation, the numbers are withheld to prevent identification of individuals. The total number of overseas NI registrations from 2011/12 to 2019/20 in Wem was 189.

The majority of overseas registrations were from Polish nationals who totalled 94 adults.

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.

## 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

Wem has relatively low levels of overall deprivation. Two areas fall into the 5th most deprived decile nationally and two areas fall into the 7th and 8th most deprived deciles nationally.

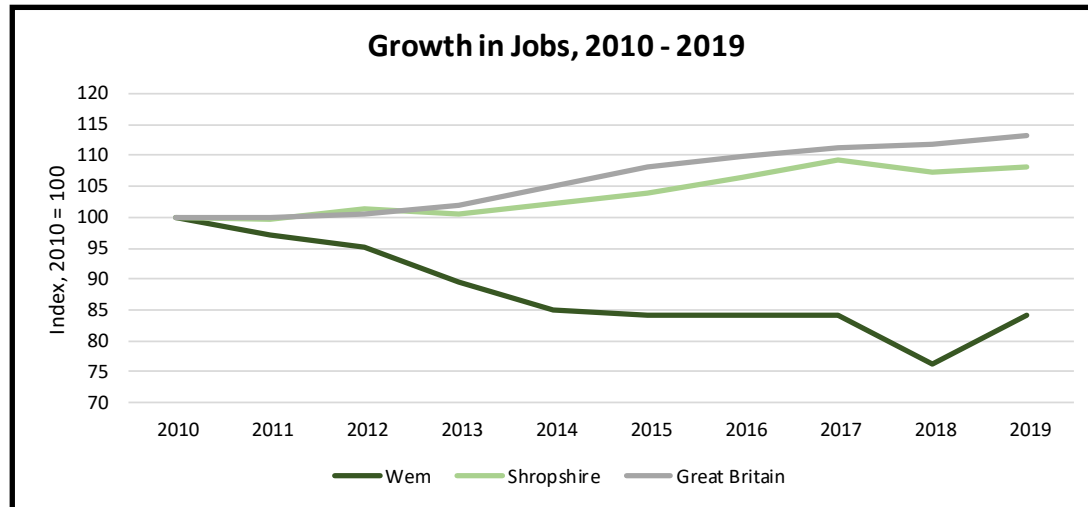
For more information on IMD see:

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



# Economy

Wem is the ninth largest employment centre in Shropshire (equal with Church Stretton) and is one of main location of businesses and jobs in the north of the County, albeit notably smaller than Oswestry, Market Drayton and Whitchurch. 158 businesses have registered offices in Wem (Source: FAME (Bureau van Dijk), February 2021) which is less than 1% 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 Wem has fallen by 16.0%, or by 300 jobs. This is the equivalent of a decrease of 30-35 jobs per annum on average. In comparison, the number of jobs in Shropshire rose by 8.3% over the same period, while nationally the number of jobs rose by 13.2%. Whilst the number of jobs in Wem saw an upturn in 2019, over the 2010-2019 period, Wem performed worse than any other market town except Bishop’s Castle in terms of job growth .

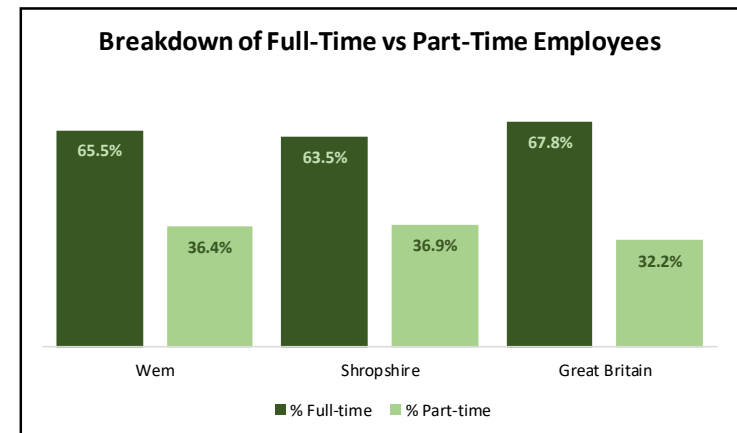
In Wem, there are approximately 125 business proprietors/sole traders, taking overall employment to 1,500.

## Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally. The proportion of Wem jobs accounted for by part-time is comparable with the Shropshire average at 36% in 2019 but is higher than the national proportion, which stands at 32%.

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

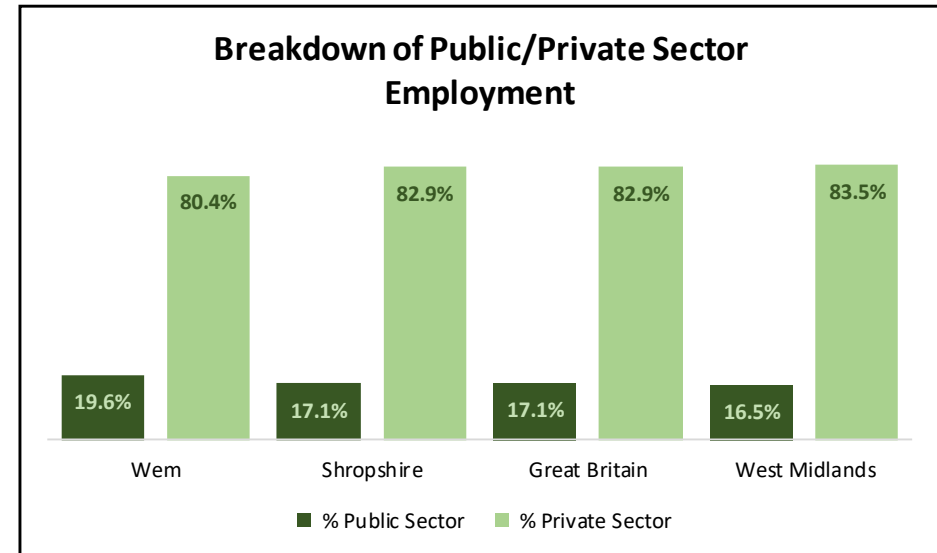
Note: Numbers may not add up due to rounding



## 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 Wem, public sector jobs account for almost 20% of all employment, slightly higher than the Shropshire average. Public sector employment has declined in the town since 2015 (-17.6%) while the number of private sector jobs has risen by +7.1%.



## Employment Sectors

The four largest employment sectors in Wem are health, education, retail and accommodation & food services. Together these account for 51.8% of employment within the town. Employment in health accounts for 14.2%, retail for 10.6%, education for 17.7% and accommodation & food services for 9.2%. Retail is typically over-represented in towns, but although it is one of the main sectors in Wem, it accounts for a similar share of employment to the Shropshire average (9.5%). Other sectors accounting for more than 5% of jobs include mining & quarrying, construction, property and professional, scientific & technical.

## Employment Sectors

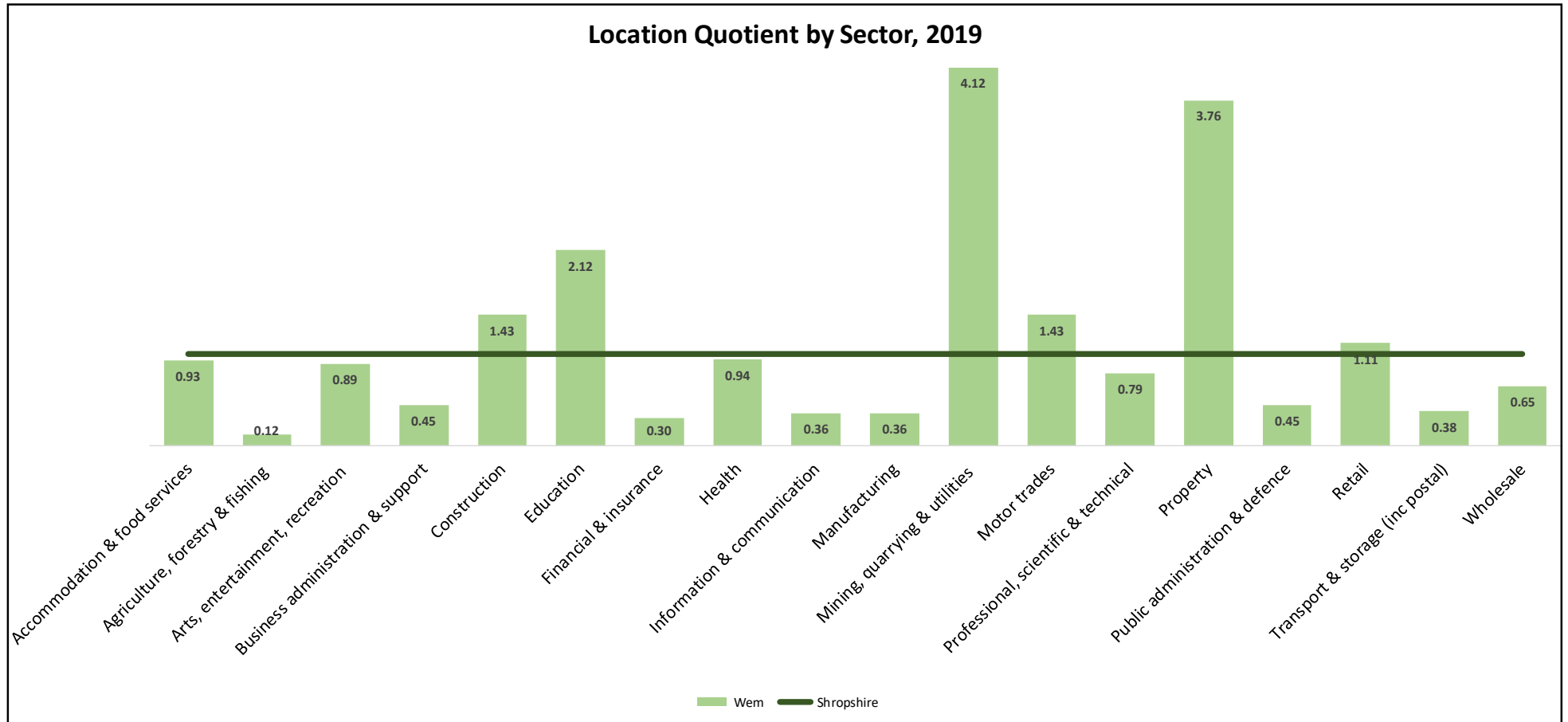
Employment Sector	Wem	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	0.4%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	5.3%	1.3%	1.3%	1.3%
Manufacturing	3.5%	9.9%	11.6%	8.0%
Construction	8.5%	6.0%	4.4%	4.9%
Motor trades	4.3%	3.0%	2.5%	1.9%
Wholesale	2.8%	4.4%	4.9%	3.9%
Retail	10.6%	9.5%	8.5%	9.2%
Transport & Storage	1.4%	3.8%	6.0%	4.9%
Accommodation and Food Services	9.2%	9.9%	7.3%	7.6%
Information & communication	0.7%	2.0%	2.6%	4.3%
Financial & insurance	0.4%	1.2%	2.4%	3.5%
Property	7.1%	1.9%	1.7%	1.7%
Professional, scientific & technical	5.7%	7.2%	6.4%	8.7%
Business Administration & Support	2.1%	4.8%	9.4%	8.8%
Public administration & defence	1.8%	4.0%	3.7%	4.4%
Education	17.7%	8.3%	8.8%	8.6%
Health	14.2%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	4.3%	4.8%	4.3%	4.5%

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

It shows that agriculture, manufacturing, motor trades, wholesale, transport & storage, information & communication, finance & insurance, business administration & support, public administration and defence and arts, entertainment & recreation employ relatively few people in Wem (21.6% 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 Wem 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.

Location quotient analysis shows that the Wem economy is particularly strong in mining & quarrying and property, with education, construction and motor trades also over-represented. Amongst sectors that are under-represented in Wem are information & communication, finance & insurance, manufacturing and transport & storage.



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 Wem. This suggests that there are only eight employers with a workforce of 10 or more within the town centre boundary.

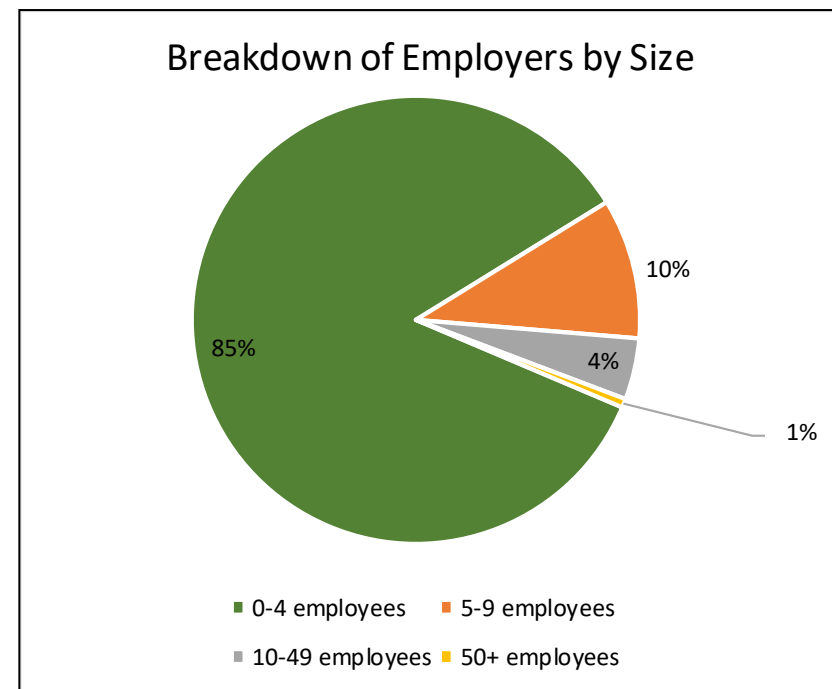
Large employers which are not included within the above table include national retail stores, of which the Co-operative is the largest in Wem.

Employers	Number of Employees
Landona House Ltd	167
Hawk developments UK Ltd	34
Brite Start FM Ltd	27
Hawkrent Ltd	20
LG Roberts Shropshire	19
Hawkins Garages (Wem)	12
Inroads International Ltd	10
Embassy Joinery & Refurbishment	10

Source: FAME (Bureau Van Dijk), February 2021

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

More than four-fifths of businesses in Wem employ less than 5 people. An additional 10% employ between 5 and 9. Just 5% have a workforce of 10 or more.



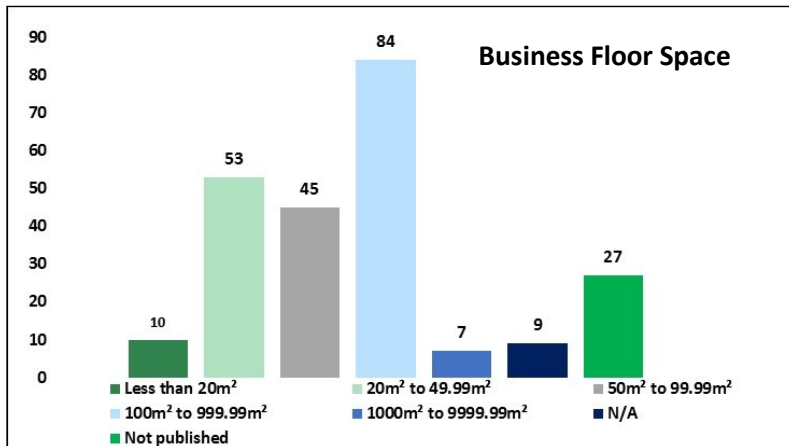
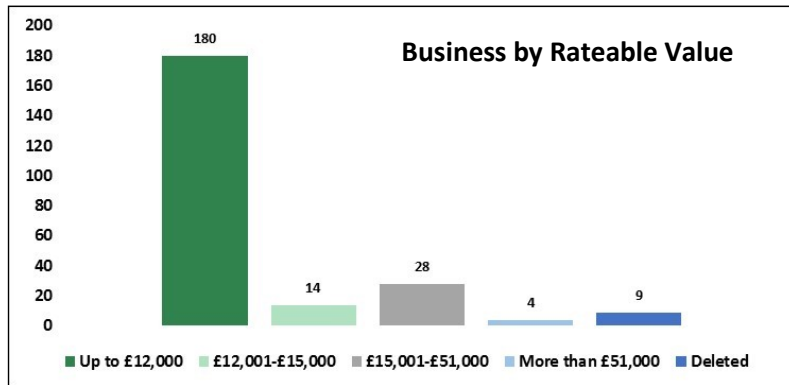
Note: 0-4 employee category includes all companies where employment levels are unknown.

## Business Rates

235 establishments have a rateable value in Wem and the combined rateable value of these organisations is £2.4 million. This is the equivalent of 1% of the total rateable value of all businesses in Shropshire.

180 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 4 (1.7%) have a rateable value of more than £51,000.

108 businesses have a floor space of less than 100m<sup>2</sup>, while just seven have floor space of more than 1,000m<sup>2</sup>. The two largest organisations cover more than 1,500m<sup>2</sup>.



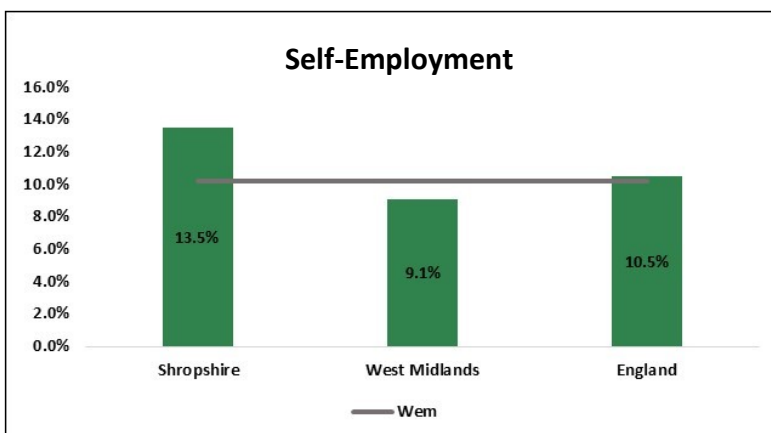
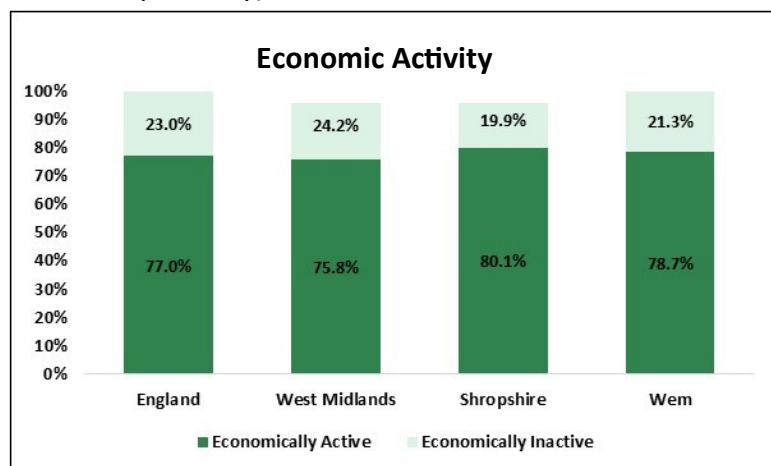
Source: Valuation Office Agency

Count of Classification	Wem
Commercial	158
Education Training and Culture	8
Industrial	45
Leisure	9
Miscellaneous	12
Utilities	3
Total	235

The majority of organisations on the Wem business rates list are classed as commercial—primarily retail outlets and offices. These account for 67.2% of the total. Industrial is the second largest classification, accounting for 19.1% of the total.

## Economic Activity

The status of Wem residents aged 16-64 at the time of the 2011 Census showed 78.7% 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%. Economic activity in Wem is, however, higher than the national and regional averages (77% and 75.8% respectively).



Source: 2011 Census

Of those who were economically active, 74.0% were in employment while 4.8% were unemployed. This compares with 75.8% and 4.3% for Shropshire as a whole and with 71.2% and 5.8% for England. At the time of the Census, therefore, unemployment was a slightly greater issue in Wem in relation to Shropshire but less significant than in England.

Of the 2,560 Wem residents in employment, the majority are employees (86.2%) while the remainder are self-employed. 70.6% of employees work full-time compared with 75.9% of the self-employed.

Employment Breakdown	Wem
In Employment Total	2,560
Of which Employee: Total	2,208
Of which Employee: Part-time	649
Of which Employee: Full-time	1,559
Of which: Self-employed: Total	352
Of which Self-employed: Part-time	85
Of which Self-employed: Full-time	267

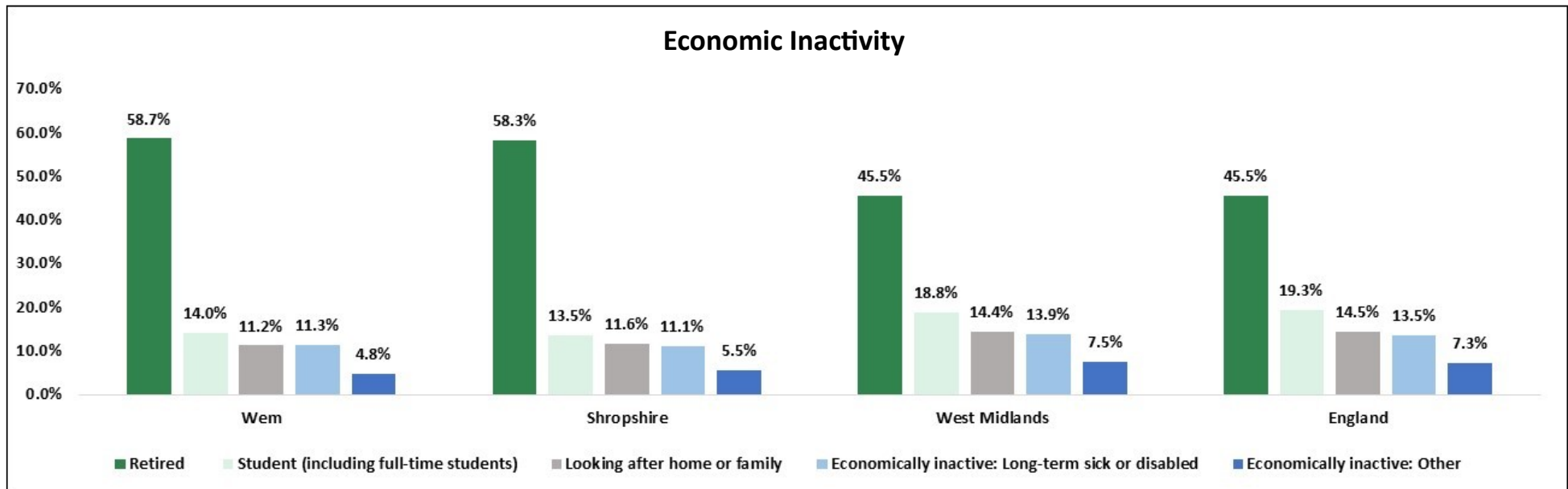
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County's market towns, especially the main employment centres. This is the case in Wem, where the self-employment rate at the time of the Census stood at 10.2%. The rate is higher than this in all other market towns in Shropshire except Shrewsbury, Oswestry and Market Drayton.

## Economic Inactivity

736 Wem 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 Wem 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 Wem, 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 slightly higher proportion of economically inactive Wem 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.

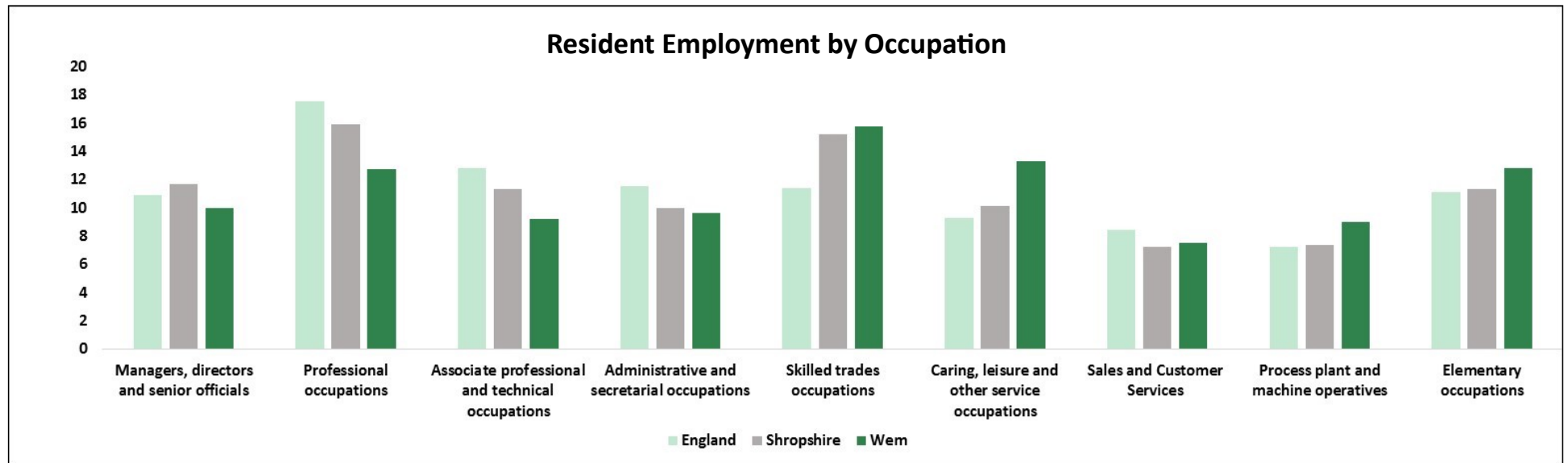


Source: 2011 Census



## Employment by Occupation

Wem supports relatively low numbers working in the Standard Occupational Classifications (SOC) 1 to 3 for the professions, with 31.9% of residents in work employed as managers, directors and senior officials, in professional occupations or in associate professional and technical occupations compared with 38.9% in Shropshire. 10.0% work as managers, 12.7% in professional occupations and 9.2% in associate professional occupations. A higher proportion are employed in lower level occupations, including elementary occupations (12.8% compared with 11.3% for Shropshire) and process, plant and machine operatives (9.0% compared with 7.4% for Shropshire). More people are also employed in caring, leisure and other service occupations (13.3% compared with 10.1% Countywide). More people are also employed in caring, leisure and other service occupations (13.3% compared with 10.1% Countywide).



Source: 2011 Census

## Qualifications

According to the Census 2011, 22.7% of residents had a level 4 qualification or above, notably lower than the Shropshire average of 29.4%. In total 16.2% of people had no qualification. This is higher than the Shropshire average (14.0%). The qualification profile of Wem residents reflects the type of employment that is prevalent amongst the working population, with fewer working in managerial or professional occupations and more in elementary occupations.

Qualifications	Wem	Shropshire	England and Wales
Level 1	16.1	15.4	15.2
Level 2	19.8	19.4	17.2
Level 3	16.6	14.7	14.5
Level 4/5	22.7	29.4	29.7
Other qualifications	8.7	7.1	8.6
No qualifications	16.2	14.0	15.0

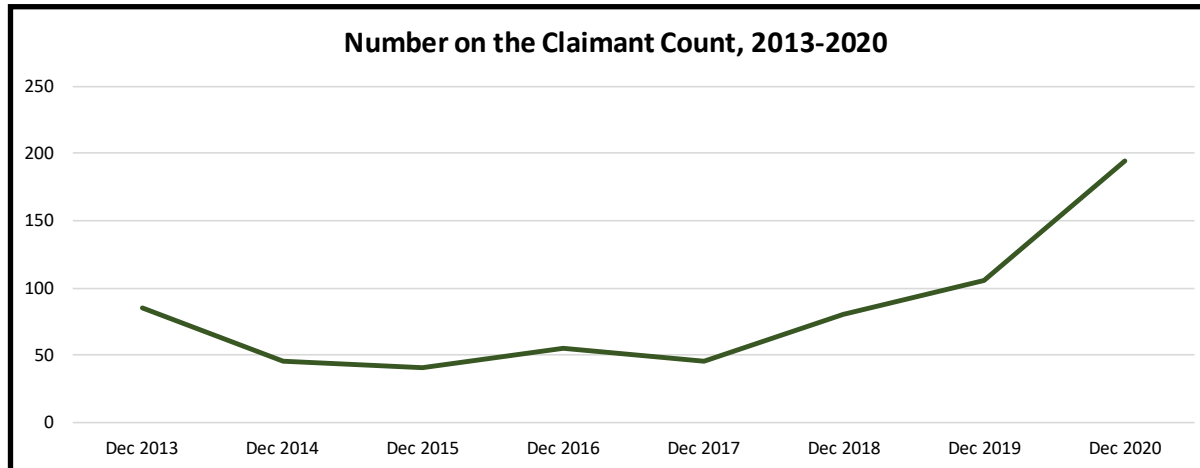
Source: 2011 Census, ONS, Highest Level of Qualification Population aged 16-64.

For further information on qualification levels and definitions visit Office of National Statistics (ONS)

<http://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/qualificationsandlabourmarketparticipationinenglandandwales/2014-06-18#background-notes>

## Unemployment

The claimant count is the main measure of people who are under pensionable age who are available for and actively seeking work and who are claiming out-of-work benefits (mostly Universal Credit but also Jobseekers Allowance). The chart below shows the number claiming this benefit in Wem 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 Wem 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)	486
Households on Universal Credit (Nov 20)	394

In December 2020, 195 Wem residents were on the claimant count, which is more than four times higher than the 40 who were on the count in December 2015. The claimant rate in Wem (the percentage of the 16-64 population which is claiming) is higher than the average for Shropshire (5.4% 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.

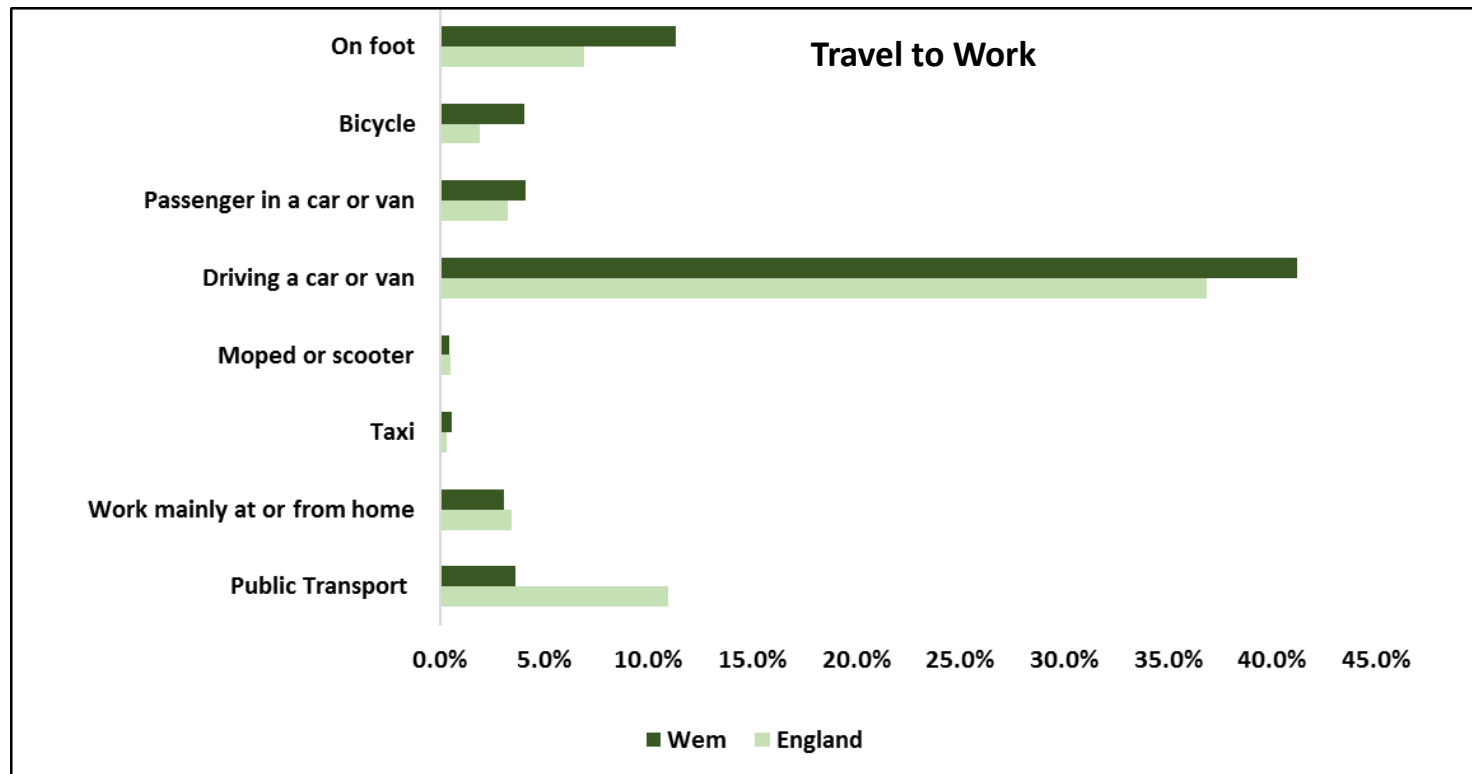
## State Pension

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 Wem total 1,585 or 2.1% of the state pension claimants in the county.

## Travel and Commuting

The most commonly used method of transport to work for Wem residents was to travel by car or van. 41% of workers drove to work, while an additional 4% were a passenger in a car or van. A comparable proportion of Wem residents work primarily from home than is the case nationally at 3% which is much lower than the Shropshire average of 6%. A relatively high number walk to work (11% 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.



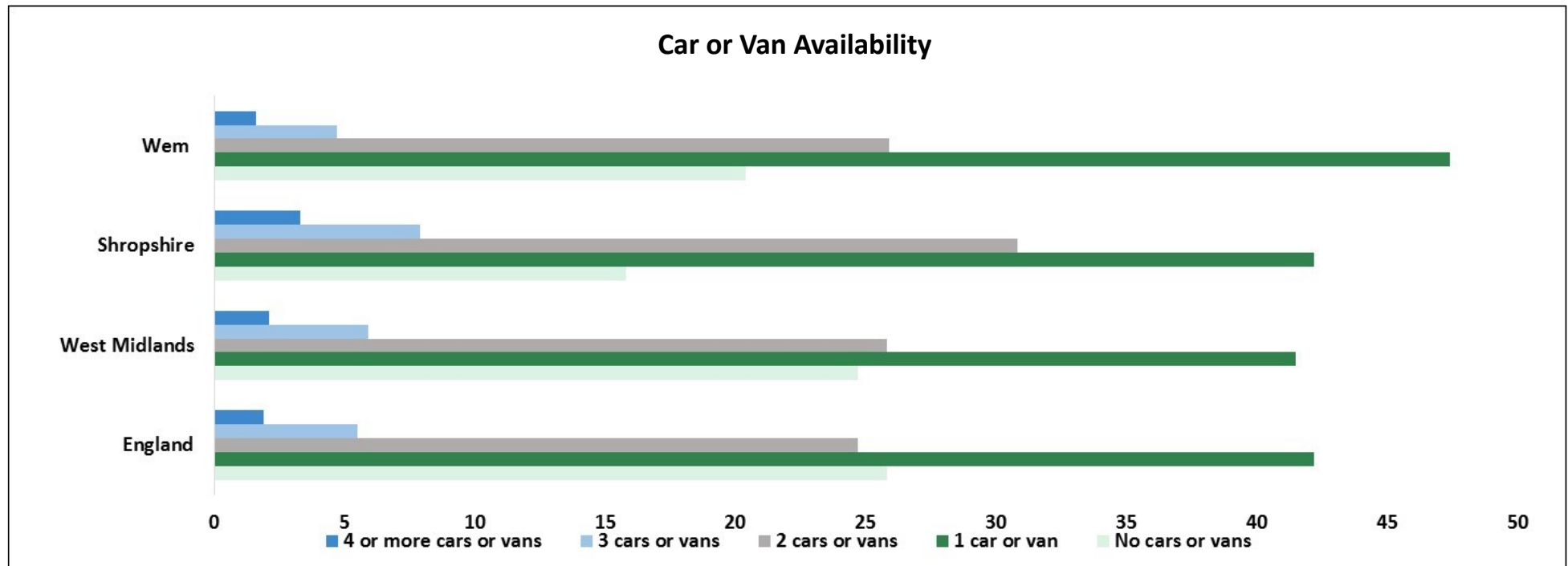
Source: 2011 Census



## 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 25.8% of households nationally according to the 2011 Census. The proportion of households without a car in Wem stands at 20.4%.

47.4% of households have one car, 25.9% have two cars while 4.7% have three or more. The total number of cars and vans owned by Wem households stood at 3,155 in 2011.

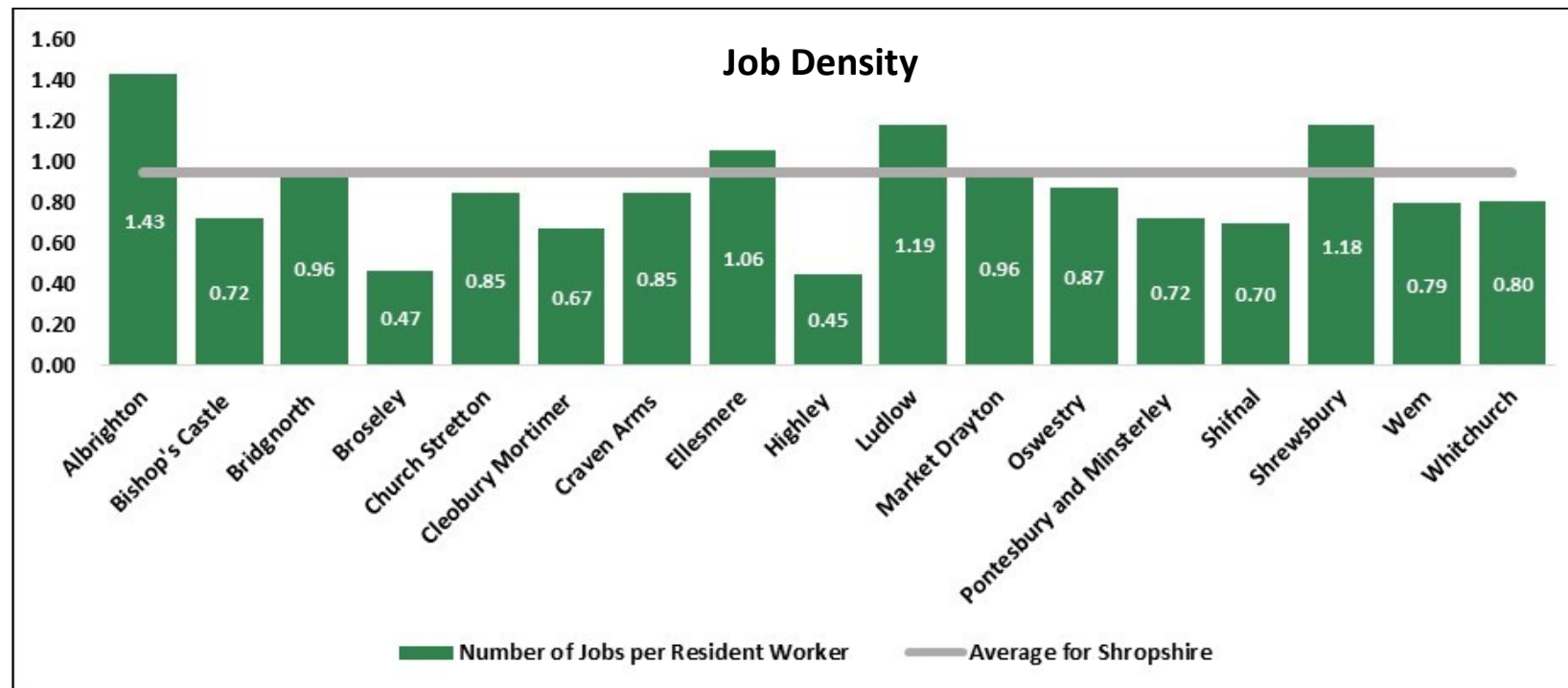


Source: 2011 Census

## Commuting Patterns

Wem (place plan area) supports a lower level of employment self-containment than the largest market towns in Shropshire. Relatively close proximity to Shrewsbury means that the town’s residents have reasonably easy access to the county’s main employment centre. 39.3% of all Wem jobs are filled by Wem residents while 31.2% of working people who live in Wem also work there, which gives an overall level of self-containment of 34.8%. The differential between the number of resident workers and the number of jobs is relatively substantial, with net out-commuting across the Wem place plan border standing at 1,553. This equates with 5,192 people living in Wem but working elsewhere and 3,639 people working in Wem but living elsewhere.

Job density in Wem is just below the county average with 0.79 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 Wem, the rest of Shropshire is the main source of workers for Wem jobs. Small numbers commute in from Cheshire East, Cheshire West and Chester, Telford and Wrekin, Wrexham and Powys. Likewise, a significant proportion of Wem resident workers who are not employed in Wem work elsewhere in Shropshire.

Main Origins of Wem Workforce	Number	%
Wem	2357	39.3%
Rest of Shropshire	2373	39.6%
Cheshire East	53	0.9%
Cheshire West and Chester	46	0.8%
Telford and Wrekin	388	6.5%
Wrexham	131	2.2%
Powys	85	1.4%
Other	563	9.4%

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.

Main Destinations for Wem Resident Workers	Number	%
Wem	2357	31.2%
Rest of Shropshire	3470	46.0%
Cheshire East	117	1.5%
Cheshire West and Chester	107	1.4%
Telford and Wrekin	683	9.0%
Birmingham	61	0.8%
Wolverhampton	56	0.7%
Wrexham	92	1.2%
Other	606	8.0%

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 22% or 660 households in Wem earn less than £15,000 per year. At the other end of the scale 6% of households had an income exceeding £80,000 per annum. Household income rates in Wem are lower than the Shropshire average.

## Retail Economy

Retail accounts for 10.6% of total employment in Wem, which makes it the third largest employment sector in the town. 1.3% of all retail employment across the whole of Shropshire is absorbed by Wem.

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

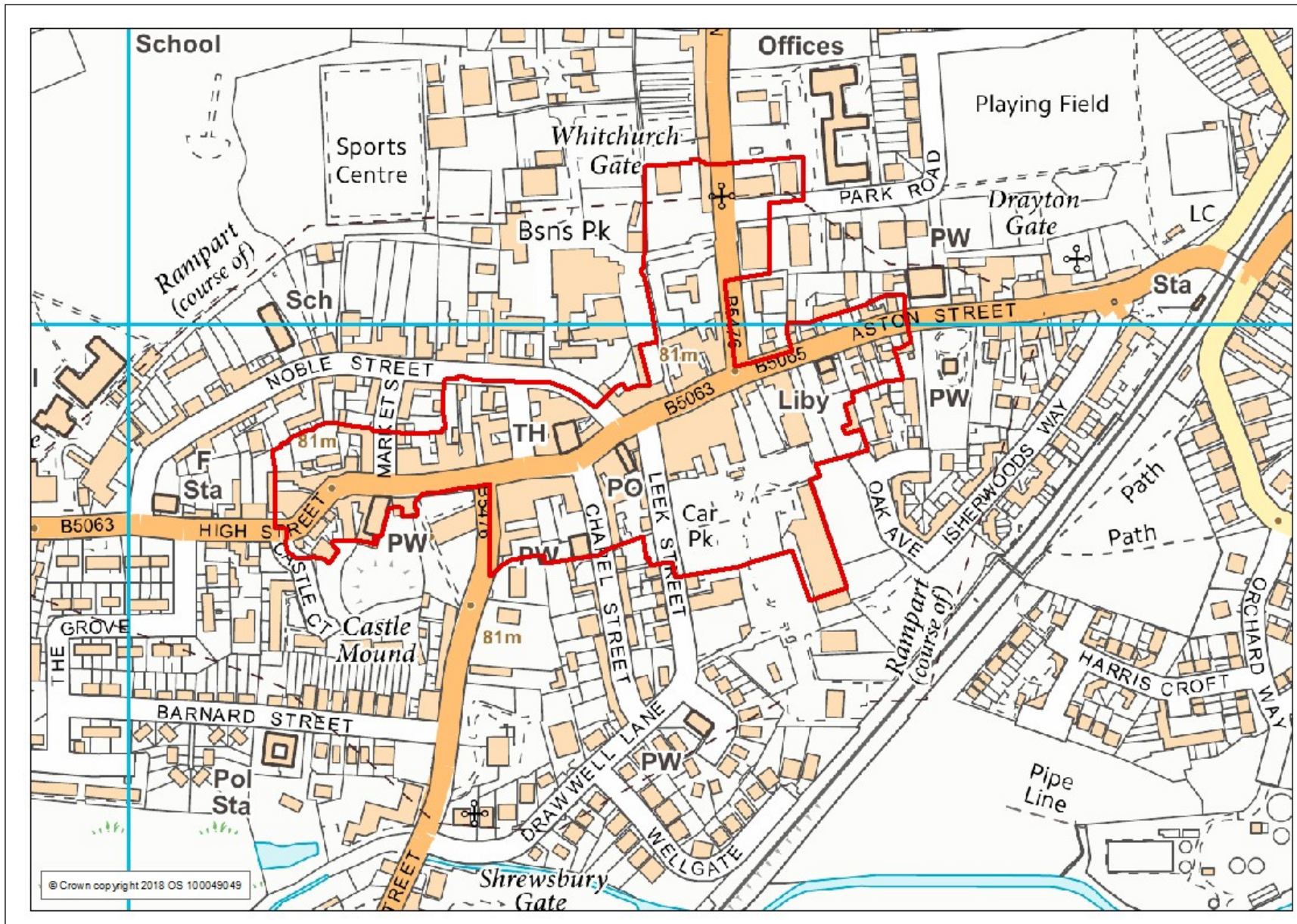
**High Street Shopping**, the High Street area offers a range of independent traders providing fresh produce, gifts and household items. Within Wem there is a wide range of cafés, pubs and restaurants for residents and visitors. Services include a post office and banking facilities.

**Supermarkets**, the Co-operative has a large store within the town providing everyday groceries and supplies. Local convenience stores are provided by Premier.

**Markets**, the weekly market is held at the town hall and square every Thursday – contact the town hall for details of stall hire and other market events. [www.wemtownhall.co.uk](http://www.wemtownhall.co.uk)



## Main Retail Area





## Tourism & Leisure

Approximately 200 people are employed in the tourism sector in Wem, of which two-thirds are employed in accommodation and food services and the remainder in arts, entertainment, recreation and other services. This is the equivalent of 13.5% of the total Wem workforce which represents a slightly lower share than for Shropshire as a whole (14.7%). 1.0% of total employment in the tourism sector in Shropshire is provided by Wem.

Wem is a small market town situated between Shrewsbury to the south and Whitchurch to the north. It makes an ideal base to explore central and north Shropshire. Visitors are attracted from around the world to the annual sweet pea festival.

### Visitors Attractions

An ideal starting place for information on places to visit and things to do in Wem is Wem Town Hall, High Street, Wem, Shropshire, SY4 5DG. Whilst not an official tourist information centre the volunteers will help visitors to find local information - <http://www.wemtowhall.co.uk/>

Another useful visitor website is - <https://www.shropshiretourism.co.uk/>

Places to see in Wem include:

**Hawkstone Park Follies**, Weston-under-Redcastle, Shrewsbury, SY4 5JY - [www.hawkstoneparkfollies.co.uk](http://www.hawkstoneparkfollies.co.uk)

5 miles east of Wem the Follies is an historic woodland fantasy with cliffs, crags, caves, deep woods and a series of monuments built over 200 years ago.

**Mythstories Museum of Myth & Fable**, Aston St, Wem, Shrewsbury SY4 5AU - [www.mythstories.com](http://www.mythstories.com)

Small museum featuring exhibits about myths & fables & storytelling sessions.

### Events

Wem hosts a number of events throughout the year. Key annual events are listed here but it is worth visiting <https://www.shropshiretourism.co.uk/>

**Eckford Sweet Pea Society**, annual show held in July at The Thomas Adams School, Stanier Hall, High St, SY4 5DS Wem.

**Vehicles of Interest Rally & Grand Parade**, Wem Recreation Ground -held annually in July with more than 300 cars on show followed by a grand parade around the town.

## Sports, Leisure & Culture

Wem 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 Wem area

**Hawkstone Park Golf Club**, Weston-under-Redcastle, Shrewsbury, SY4 5JY - [www.hpgcgolf.com](http://www.hpgcgolf.com)

5 miles east of Wem.

**Wem Sports and Social Club**, Butler Sports Centre, Bowensfield, Wem, SY4 5AP - [www.wemsports.wixsite.com/wemsports](http://www.wemsports.wixsite.com/wemsports)

The club is home to 2 football teams, Wem Town and Shawbury United, as well as Wem Bowling Club, a Darts and Dominoes team. Function room available for hire, which has a capacity of 130.

**Wem Cricket Club**, Saulton Rd, Wem, Shrewsbury SY4 5HR - [www.wem.play-cricket.com](http://www.wem.play-cricket.com) 3

Saturday teams playing in the Shropshire County Cricket League, 2 Midweek sides and a large Junior membership providing cricket for various age groups.

**Wem Swimming Baths**, Bowens Field, Wem, Shrewsbury SY4 5AP - [www.wemswimmingandlifestylecentre.org.uk](http://www.wemswimmingandlifestylecentre.org.uk)

Swimming pool and small fitness centre.

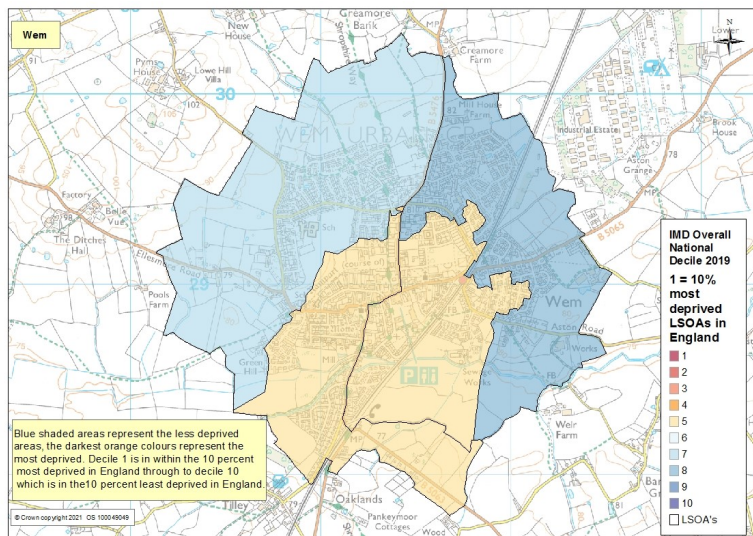
**Wem Tennis Club**, Park Rd, Wem, SY4 5DA - [www.wemtennisclub.co.uk](http://www.wemtennisclub.co.uk)

Four all weather floodlit hard courts.

**Unionist Services Bowling Club**, Leek St, Wem, SY4 5EP.

# 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

Health deprivation in Wem is relatively low. There are two areas falling into the 5th most deprived deciles nationally and two areas to the north of the area falling into the 7th and 6th most deprived deciles nationally.

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

Of the **5,870** residents of Wem in the last census reporting on their health conditions:

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

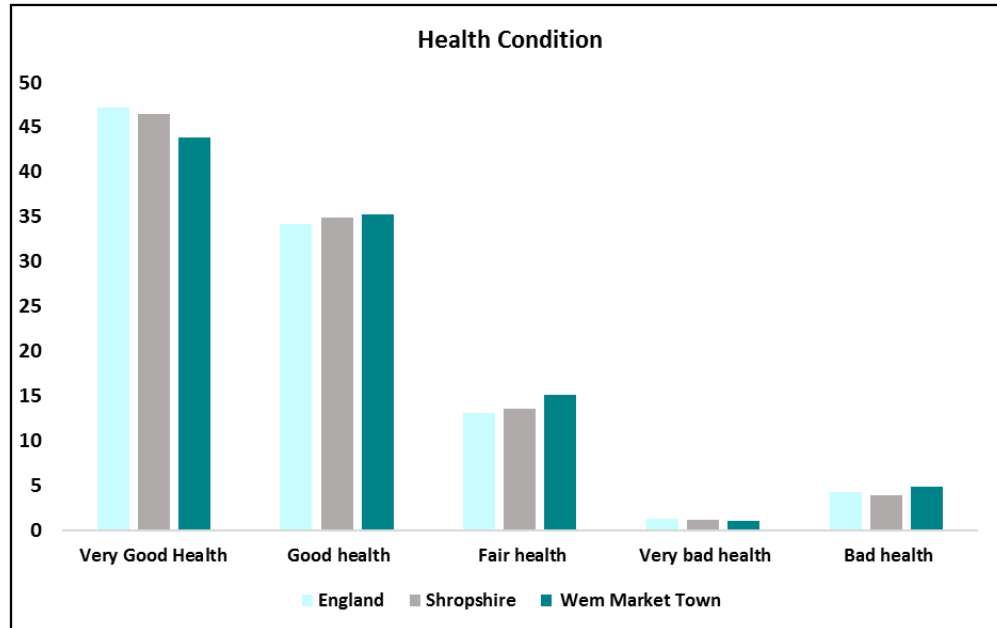
**673** reported that their day-to-day activities were limited a little

**4,365** 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 **9.6%** which is higher than the rate for Shropshire **8.4%** and England **8.3%**.

## Health Conditions

At the time of the 2011 Census, 79% of residents in Wem, said that they felt they were in very good or good health. This was lower than the Shropshire and England average of 81%. In contrast 4.8% of people said their health was bad and 1.0% said their health was very bad.



Source: 2011 Census

## Health Economy

Approximately 100 people are employed in the health sector in Wem (10.1% of total employment) which is low compared with the Shropshire average of 14.7%. Notwithstanding this, it is the largest employment sector in the town.

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Wem	6.7%	1.4%	2.2%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

6.7% of people in Wem provided unpaid care for 1-19 hours per week, this is similar to Shropshire as a whole. Wem also had a similar amount of people providing care for 50 or more hours per week 2.2% compared to 2.4% for Shropshire and England.

## Health Facilities

Wem has local access to a range of health facilities including chemists, doctors and dentists. Check with the NHS for latest opening times and which services should be used.

## Hospitals

**Accident & Emergency**, 10.4 miles to the nearest Accident and Emergency service provided at Royal Shrewsbury Hospital, Mytton Oak Road, Shrewsbury, Shropshire, SY3 8XQ.

**Minor Injuries Unit**, 8.5 miles to the nearest minor injuries unit at Whitchurch Community Hospital, Claypit Street, Whitchurch, Shropshire, SY13 1NT.

## Doctors

**Clive Surgery**, Roden Grove , Wem, SY4 5HG - <http://www.clivemedicalpractice.nhs.uk/>  
4543 registered patients.

**Wem And Prees Medical Practice**, New Street, Wem , Shrewsbury, SY4 5AF - <http://www.wemandpreeshealth.co.uk/>  
11,404 registered patients.

## Dentists

**Chapel Street Dental and Implant Centre**, 16 Chapel Street, Wem , Shrewsbury, SY4 5ER.

**Drawwell House Dental Practice**, 3 Drawwell House, Noble Street, Wem , Shrewsbury, SY4 5DZ.

## Pharmacies

**Rowlands Pharmacy**, New Street, Wem, SY4 5AF.

**Rowlands Pharmacy**, Unit 1, Morris Central Shop Parade , Wem, Shropshire, SY4 5NY.  
<http://www.rowlandsparmacy.co.uk/>

## Residential Nursing Homes

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

**Highbury House**, 36 Aston Road, Wem, Shrewsbury, SY4 5BA

CQC Rating Good July 2019—note that this rating applies to the previous provider who operated the service. The new service provider was registered with the CQC in July 2020.

**Ladona House**, Love Lane, Wem, Shrewsbury, SY4 5QP - <http://www.ladonacarehome.co.uk/>

CQC Rating Good Jan 2019.

**Roseville House**, New Street, Wem, Shrewsbury, SY4 5AB

CQC Rating Good Aug 2019. —note that this rating applies to the previous provider who operated the service. The new service provider was registered with the CQC in July 2020.

**The Orchard**, Aston Road, Wem, Shrewsbury, SY4 5JD CQC Rating Good Sept 2019 . Part of Condover College

**Walford Lodge**, 7 Mill Street, Wem, Shrewsbury, SY4 5ED CQC Rating Good Aug 2019 . Part of Condover College

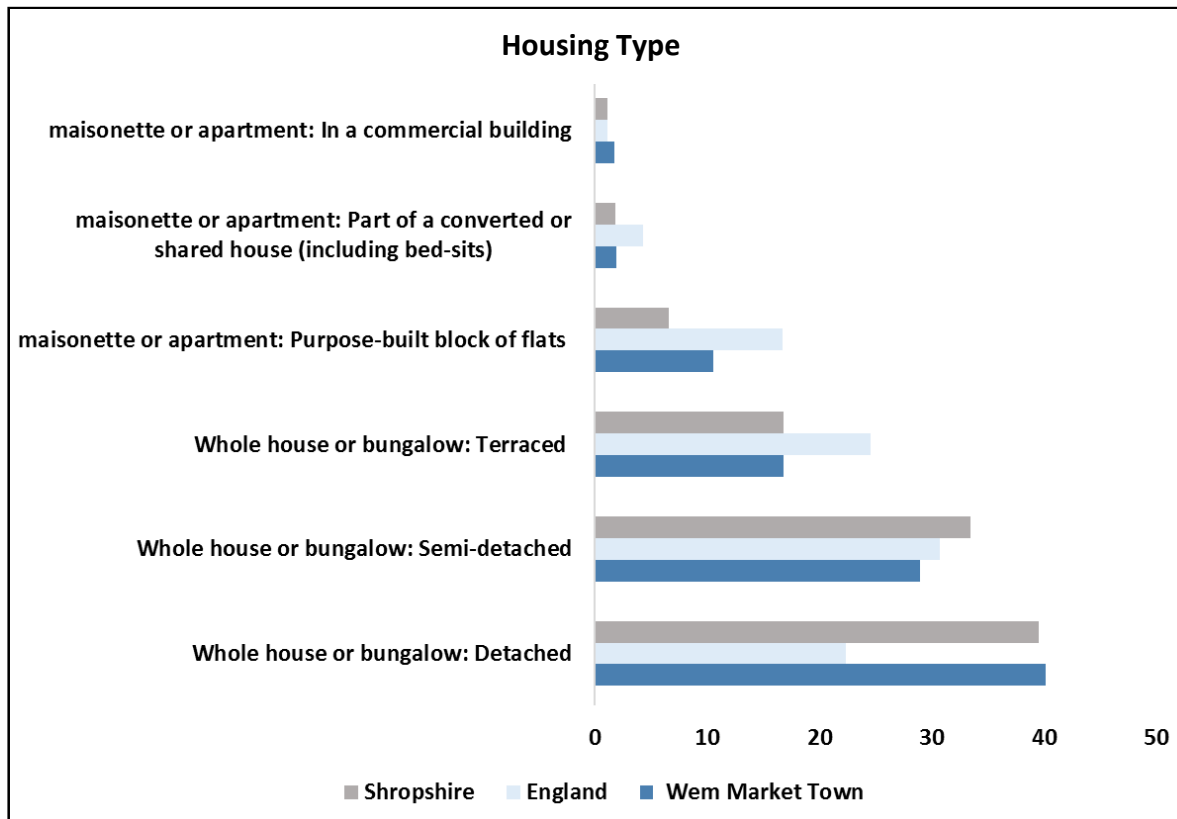


# Housing

A similar number of household spaces were detached properties (40.1%) compared to Shropshire as a whole (39.5%). This was the largest housing type in Wem.

A lower percentage of household spaces were semi-detached (28.9%) compared to Shropshire as a whole (33.4%). There were a similar proportion of terrace houses.

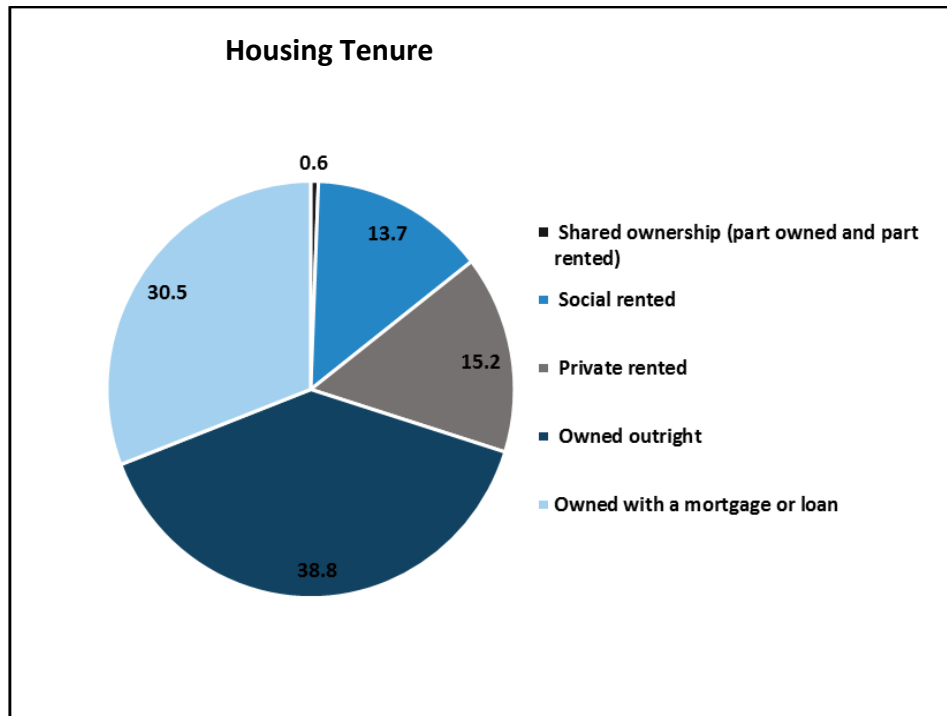
There were a greater proportion of household spaces which were purpose built flat, maisonette, or apartment: (10.5%) compared to Shropshire (6.6%).



Source: 2011 Census

## Housing Composition

- 33.2% of households were One Person Households greater than the Shropshire average (28.9%) and England (30.2%).
- 5.7% of households were Lone Parent with dependent children higher than the Shropshire average (5.2%) and similar to England (7.1%).
- 18.4% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%).
- 14.1% of households were married couples with dependent children lower than the Shropshire average of (15.3) and England (15.3).



Source: 2011 Census

In Wem, at the time of the 2011 Census, there were 2,626 households, 2762 dwellings and 10 Communal Establishments housing 139 people. The largest proportion (38.8%) of houses in Wem were owned outright, less than the Shropshire figure of (39%). In Wem 13.7% of households were social rented housing, this was similar to Shropshire as a whole (13.5%) but fewer than for England (17.7%).

There were a similar amount of houses privately rented 15.2% compared to 15% for Shropshire and 14% for England. In Wem there are 293 registered social landlord (RSL) homes. These homes are owned by a range of RSL's but mainly Star Housing.

## 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
<b>Wem Urban</b>	<b>83</b>	<b>£27,362</b>	<b>£187,500</b>	<b>6.9</b>	<b>£16,007</b>	<b>£135,250</b>	<b>8.4</b>
Whitchurch Urban	144	£28,931	£179,775	6.2	£16,668	£135,000	8.1
<b>Shropshire</b>	<b>3,626</b>	<b>£33,337</b>	<b>£222,500</b>	<b>6.7</b>	<b>£19,089</b>	<b>£163,625</b>	<b>8.6</b>

The table shows affordability ratios for housing in Shropshire. The income data relates to Shropshire Place Plan areas which are a slightly broader geography than market towns, and take account of hinterlands. The table shows that in Wem a household with a median household income of (£27,362) would need 6.9 times this income to afford a median priced house (£187,050) 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

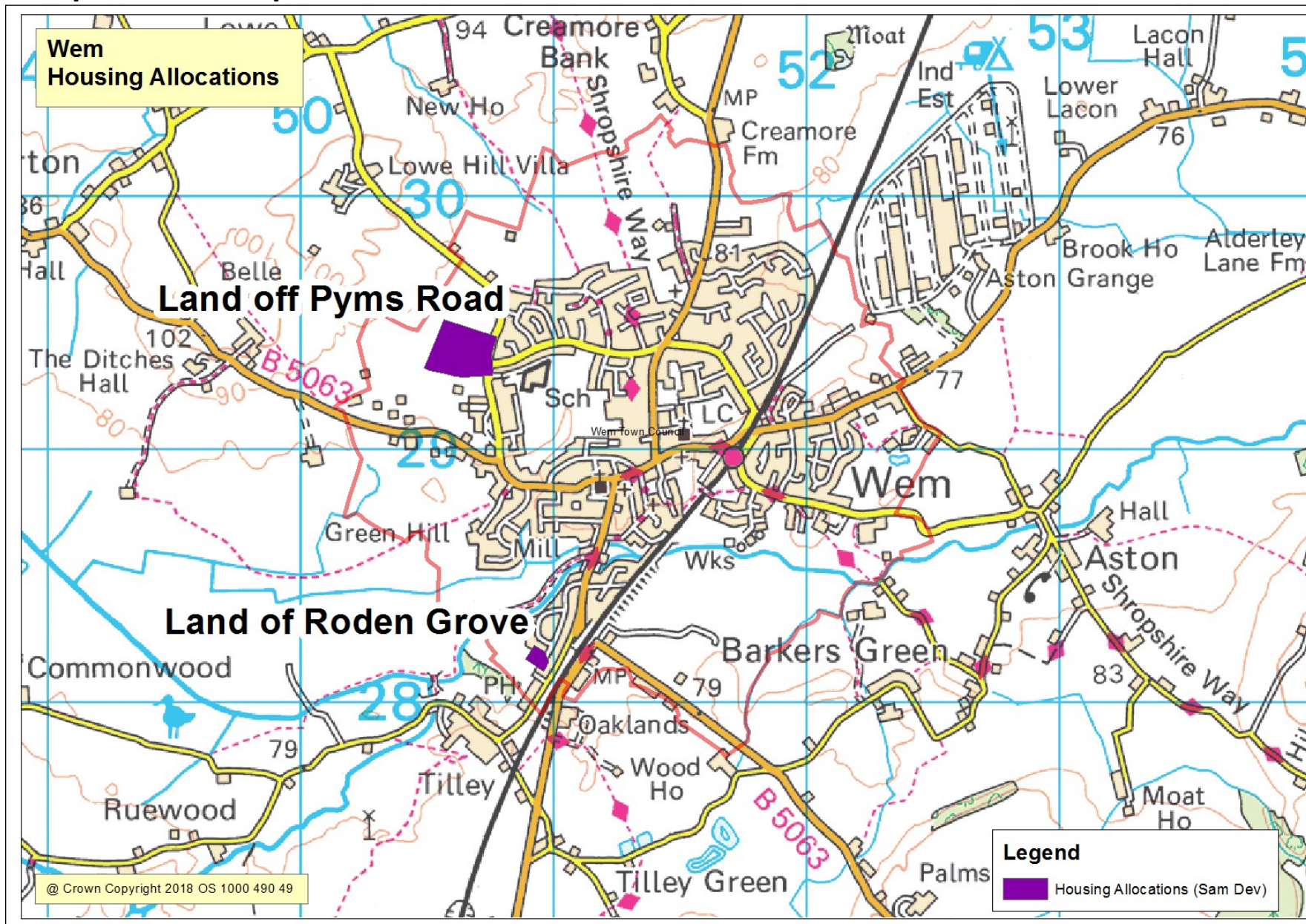
Shropshire’s Core Strategy (March 2011) sets out the strategic vision and objectives to guide development and growth for the period 2006-2026. This includes a vision for Wem.

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.

Housing Allocations	Provision	Already Completed	Expected Build Out Rate									
			2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-32
Land off Pyms Road, Wem	100			5	25	25	25	20				
Land of Roden Grove	25											

## Proposed Development Sites



# 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
<b>Wem</b>	<b>777</b>	<b>71</b>	<b>61</b>
Whitchurch	973	122	83
<b>Total</b>	<b>21108</b>	<b>2266</b>	<b>979</b>

Wem is a key educational centre for the town and surrounding areas. Pupils are mainly drawn from the Wem Town area but schools also attracts pupils from the surrounding hinterland areas.

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

The percentage of children living in the town parish area who are eligible for free school meals is 9%. This is lower than the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 7.8%. This is higher than the rate in Shropshire where the overall rate is 4.64%



## INFORMATION, INTELLIGENCE & INSIGHT TEAM

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

The town council area has:

### Primary Schools

**Wem St Peter's School**, Shrubbery Gardens, Wem, Shrewsbury SY4 5BX

<http://www.st-petersprimaryschool.co.uk/>

Net capacity of 420 with an approved annual admission of 60 pupils. The school has 416 pupils on roll (Jan 2017).

The % of pupils eligible, at any time in the past 6 years, for Free School Meals is 20.7%, lower than the national average of 24.7%.

The percentage of pupils whose first language is not English is 7.5% lower than the national average of 20.5%.

Ofsted Rating: Outstanding – Sept 2007.

### Secondary Schools

**The Thomas Adams School**, Lowe Hill, Wem, Shrewsbury, SY4 5UB <https://thomasadams.net/>

Net capacity of 1342 with an approved annual admission of 203 pupils. The school has 1282 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 18.9%, lower than the national average of 29.1%.

The percentage of pupils whose first language is not English is 4.6% lower than the national average of 15.7%.

Ofsted Rating: Good Jan 2014.

## Further Education College

There are no further education colleges within Wem. The Thomas Adams 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 – (13 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

## Transport and Infrastructure

Wem is located 5 miles west of the A49 which provides access south to Shrewsbury (13 miles) and north to Whitchurch (10 miles). Local roads also provide access to surrounding market towns of Ellesmere, Shrewsbury and Whitchurch.

### Railways

Wem has a railway station at Aston Street, Wem, Shrewsbury SY4 5AZ – providing direct access to Shrewsbury and Crewe where onward travel can be made.

### Airports

The nearest main international airports to Wem are:

**Manchester Airport**, Manchester M90 1QX – 55 miles north of Wem:

**Liverpool Airport**, Speke Hall Ave, Speke, Liverpool L24 1YD- 53 miles north of Wem:

Light aircraft facilities are available at:

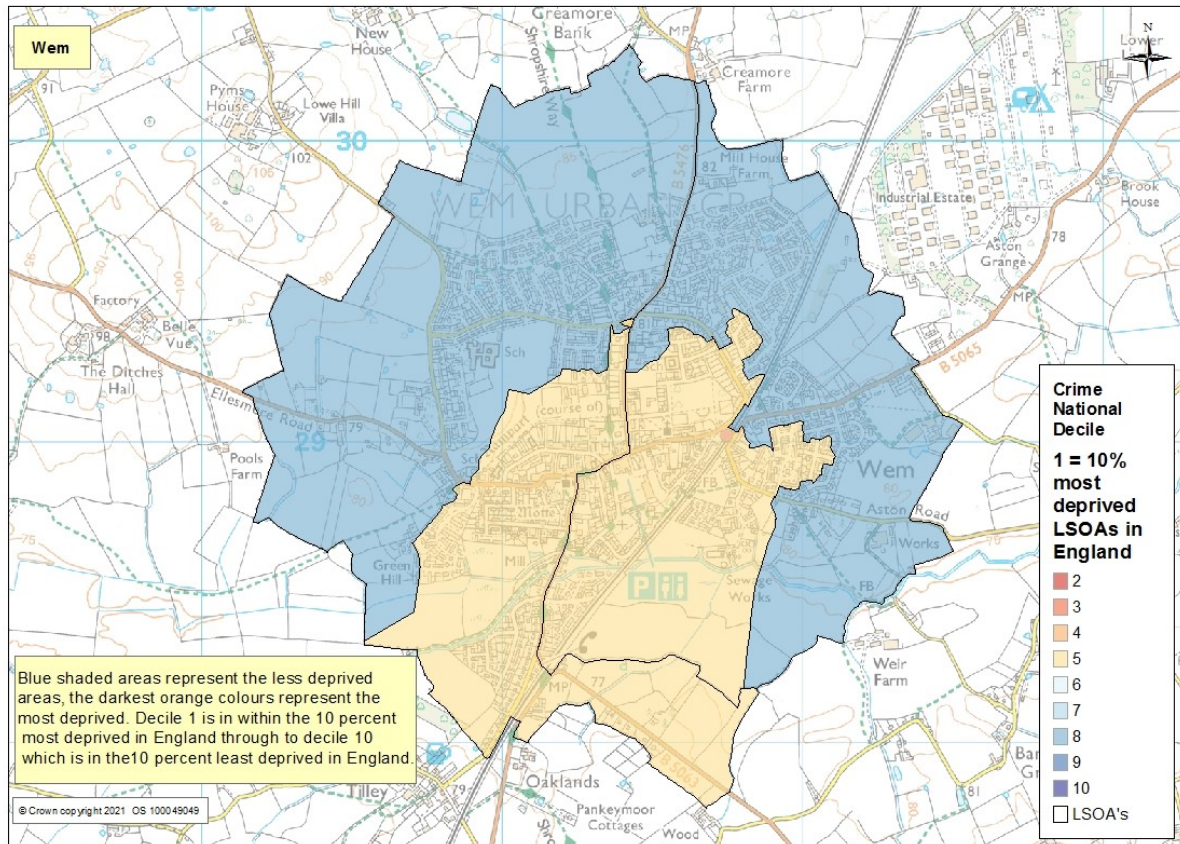
**Shropshire Aero Club**, Sleaf Airfield, Harmer Hill, Shrewsbury SY4 3HE <http://www.shropshireaeroclub.co.uk/> - 3 miles from Wem the airport provides facilities for general aviation operators.

### 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 Wem have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. Just 4 premises (0.1% of the total) are expected to have speeds that fall below this threshold. All premises in Wem (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:

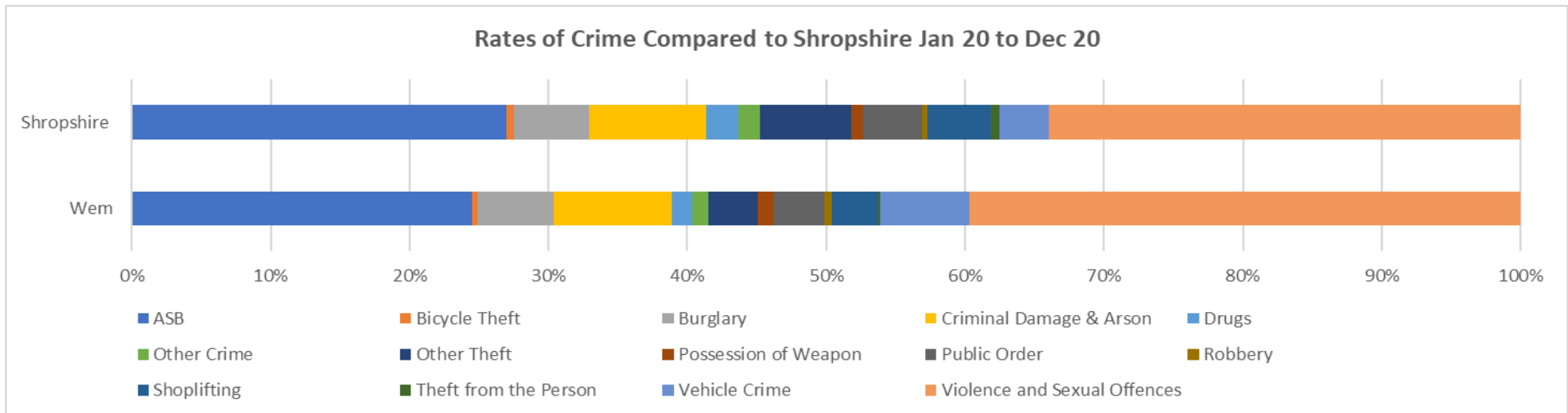
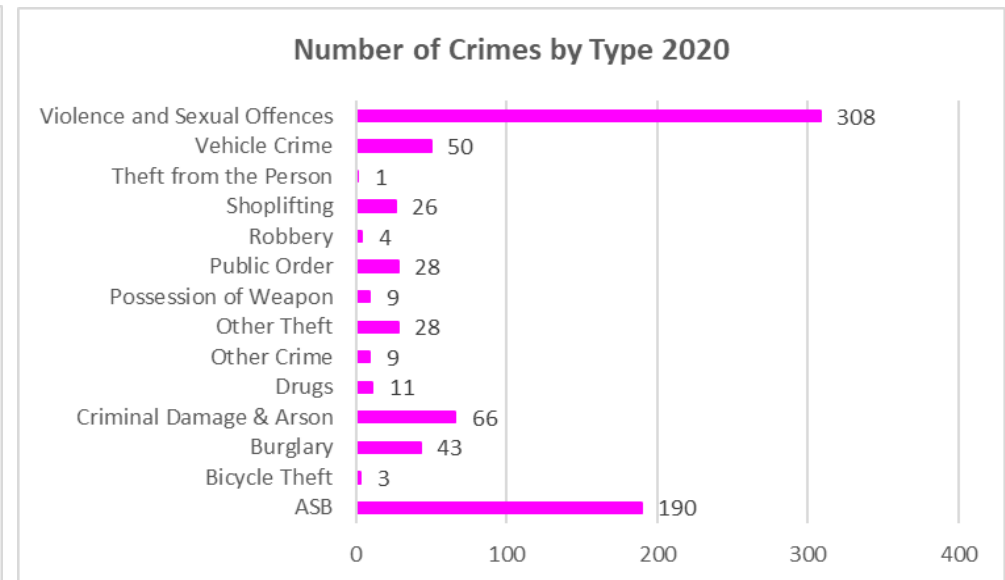
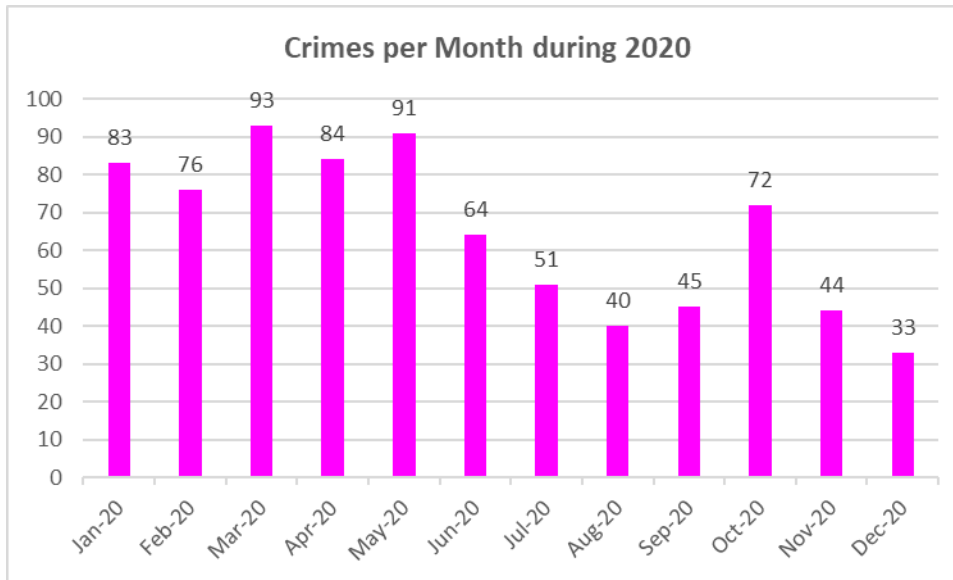
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

Levels of crime deprivation are low in Wem. All areas fall into the 5th and 8th most deprived decile nationally. Areas in decile 5 cover the town centre.

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

# Crime - Wem

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



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

## Additional Information

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

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

### Easy ways to get in touch

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

### Find out more information on Shropshire

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