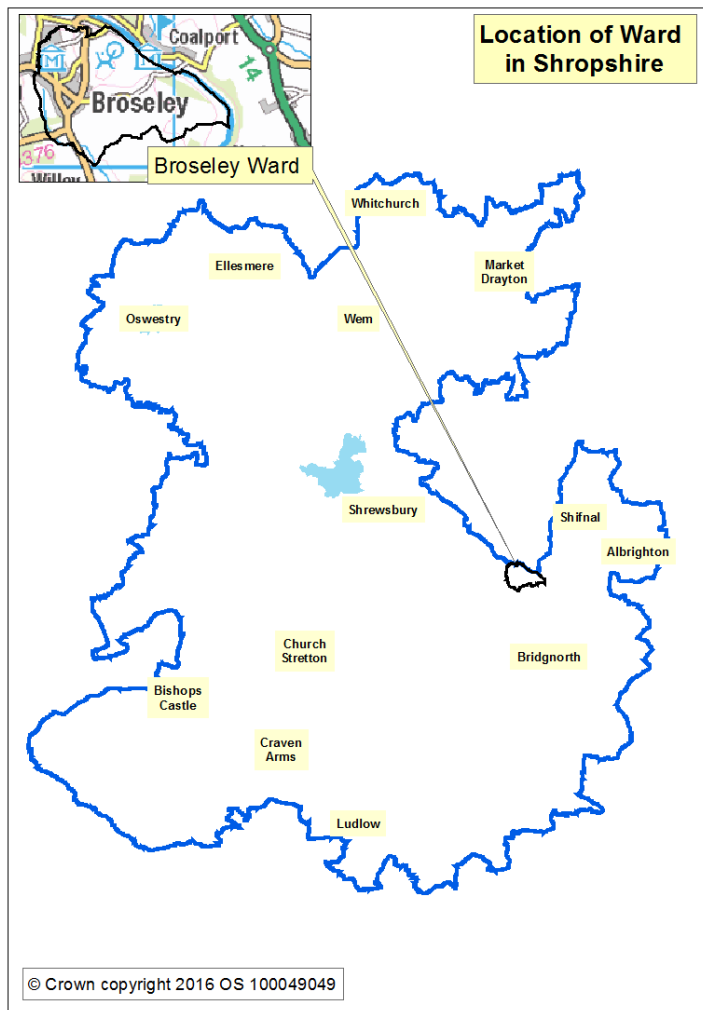


# Broseley Ward



### Key Facts

- Total Population **4,874**
- Area **741** hectares
- Population Density **6.6** (Shropshire average **0.96**)
- Average Age - **42.9**
- Total Households **2,139**
- Total Dwellings **2,233**

Source: 2011 Census, Office for National Statistics © Crown Copyright 2016

**Ward Councillor - Simon Harris**

**Conservative**

[simon.harris@shropshire.gov.uk](mailto:simon.harris@shropshire.gov.uk)



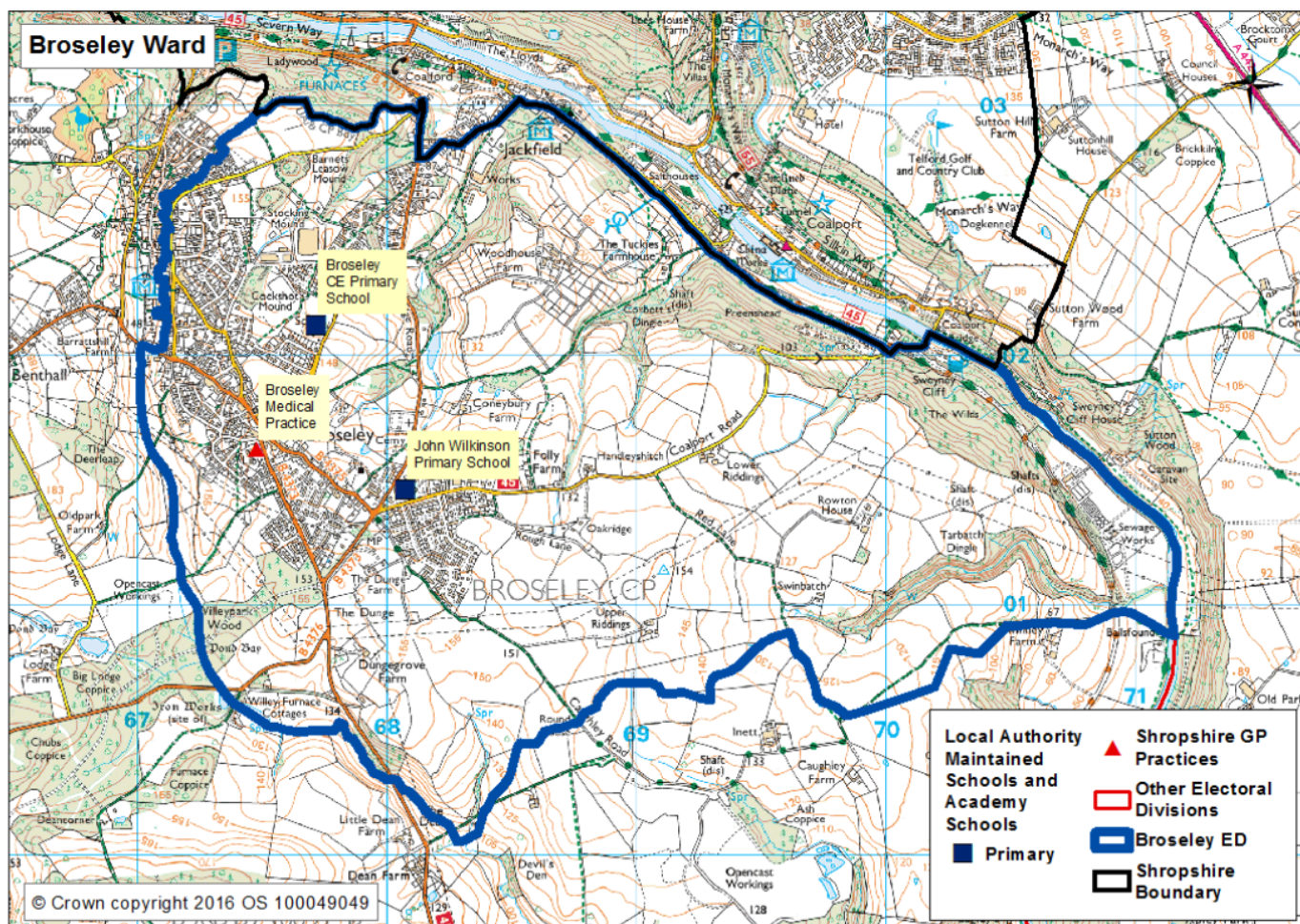
### Election Results - May 2017

Name	Party	Votes
<b>Simon Harris</b>	<b>Cons</b>	<b>892</b>
Gavin Gulliver-Goodall	Labour	580

**Parliamentary Constituency - Ludlow**

**MP - Philip Dunne, Conservative**

# Population and Diversity



Broseley Ward is located north of Bridgnorth and neighbours Ironbridge which is part of Telford and Wrekin Council. The ward mixture of both urban and rural areas. Broseley contains a mixture of housing in terms of age and type and is more densely populated than the average for Shropshire. The river Severn borders the north of the ward. The B4373 provides links to Bridgnorth and the A442 with links to Telford and the M54 towards the West Midlands. Broseley High Street has a range of shops and other amenities.

For more information and interactive maps please visit Shropshire Council website :

[www.shropshire.gov.uk/maps](http://www.shropshire.gov.uk/maps)

For further information please visit : [www.shropshire.gov.uk/facts-and-figures](http://www.shropshire.gov.uk/facts-and-figures)

Email [research@shropshire.gov.uk](mailto:research@shropshire.gov.uk)

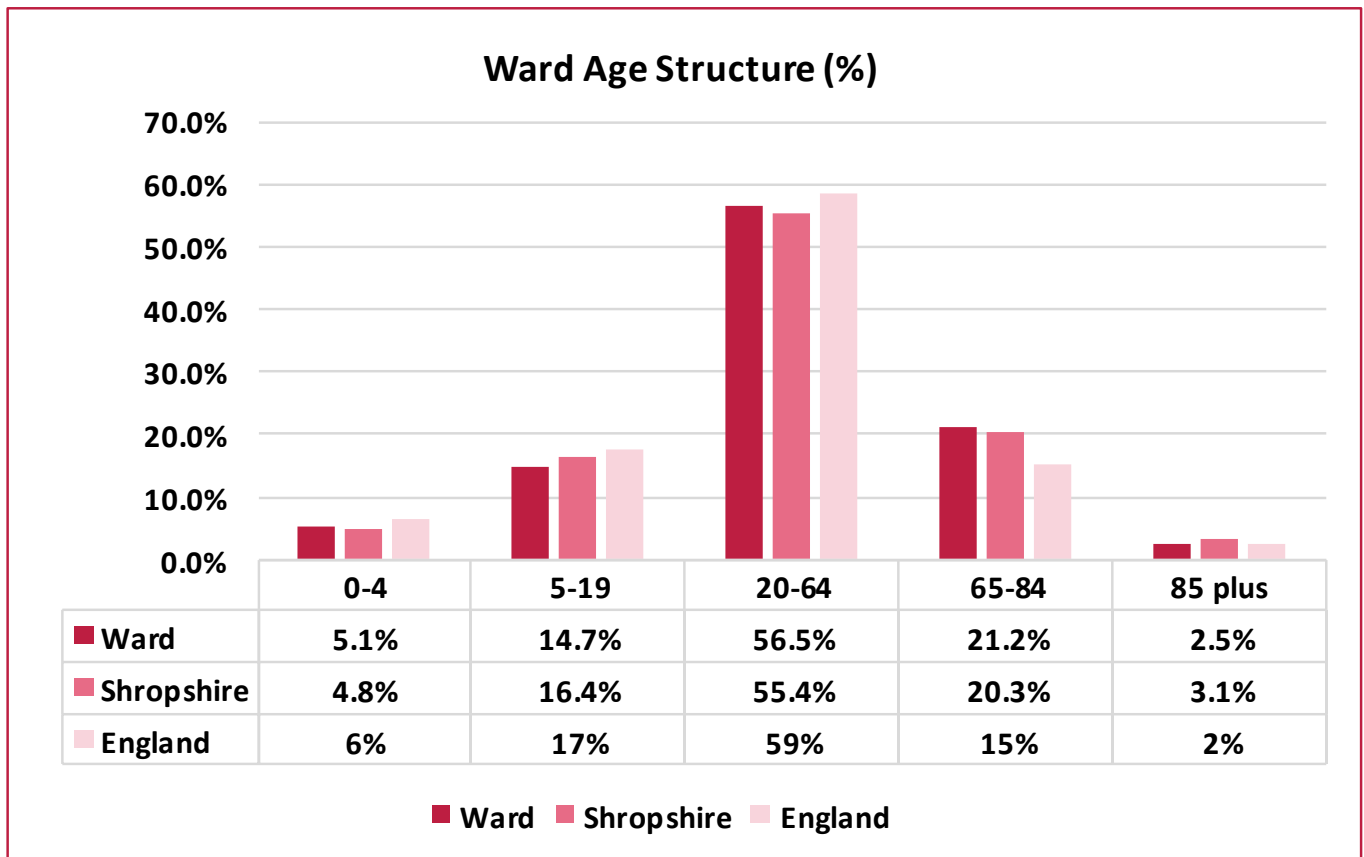
Other useful websites:

[www.nomisweb.co.uk](http://www.nomisweb.co.uk)

[www.ONS.gov.uk](http://www.ONS.gov.uk)

# Population and Diversity

## Age Structure



Source: Office of National Statistic (ONS) Mid Year Estimates, 2015 - Ward Level Mid Year Population Estimates, Experimental Statistics 2016.



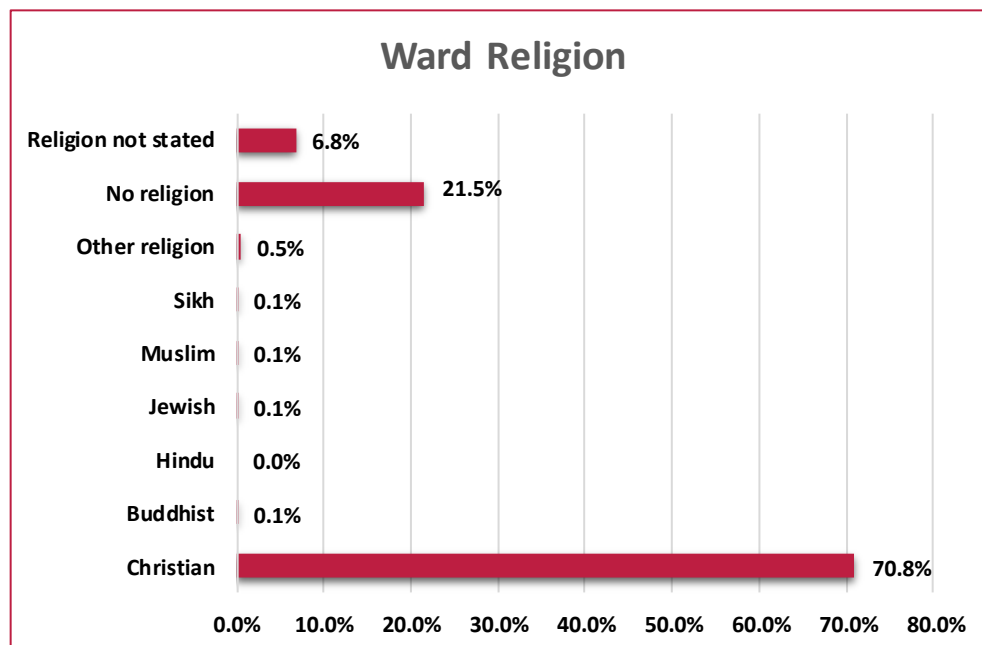
Mid year estimates for **2014**  
**51% female** and **49% male.**

Broseley has a **higher rate of children aged 0 - 4**, compared to both **Shropshire** and **England**.

Broseley has a **higher rate of older people**, 65-84 and 85 plus, **compared** to Shropshire as a whole and England.

# Population and Diversity

## Religion



70.8% of people were Christian. 21.5% had no religion.

Levels of other religions were low and similar to Shropshire.

Source: 2011 Census, Key Statistics, Office for National Statistics (ONS).

	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other	No Religion	Religion
Shropshire	68.7%	0.3%	0.1%	0.0%	0.3%	0.1%	0.4%	22.8%	7.3%
England	59.4%	0.5%	1.5%	0.5%	5.0%	0.8%	0.4%	24.7%	7.2%

## Ethnicity

97.6% of People were White British, higher than both Shropshire and England.

Fewer people from minority groups compared to England and Shropshire. Lower percentage of all minority groups than for Shropshire as a whole.

Area	White	White: British	Mixed/multiple	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	BME Total
Broseley	99.1%	97.6%	0.5%	0.4%	0.0%	0.0%	0.9%
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%

For further information on population or other Census data please visit:

<https://www.nomisweb.co.uk/>

<https://shropshire.gov.uk/facts-and-figures>

<https://www.ons.gov.uk/>

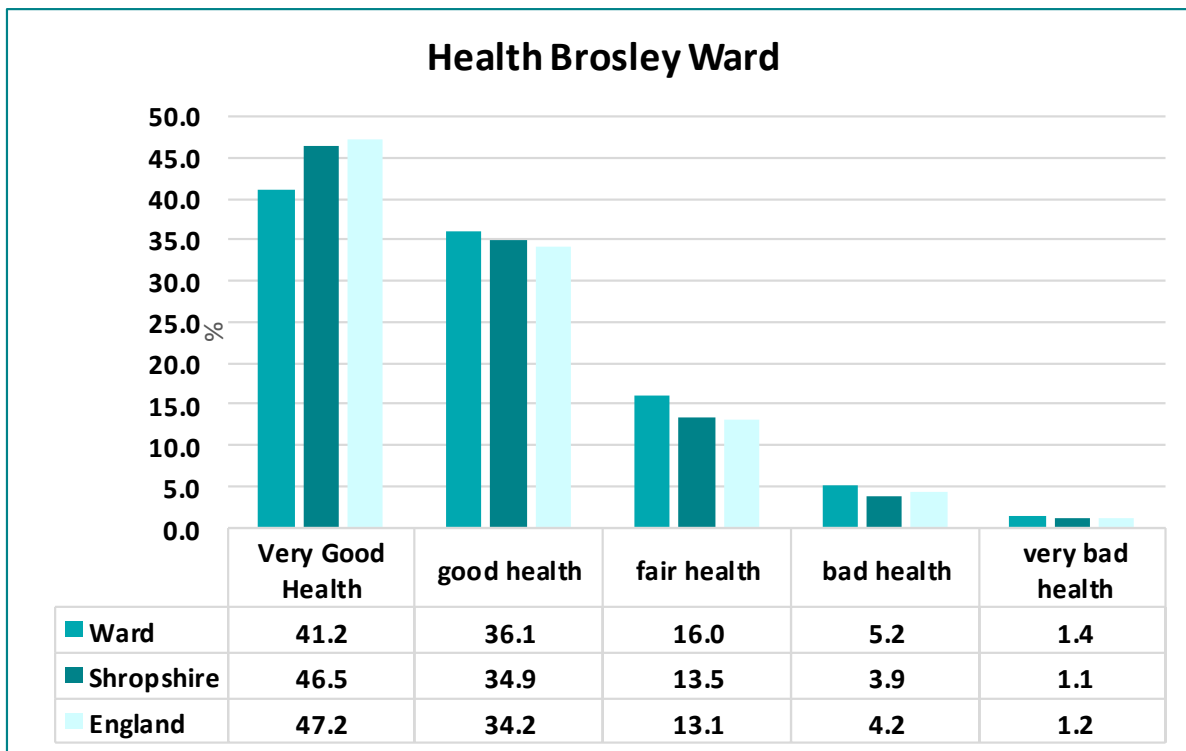
# Health

## Long Term Limiting Illness

**10.9 %** of People had a **Long Term Health Problem or Disability** which Limited their Life a lot. Higher than the **Shropshire average of 8.4%**.

Source: 2011 Census, Key Statistics, Office of National Statistics (ONS).

## Health Condition



At the time of the 2011 Census, **77% of residents** in Brosley Ward, said that they felt they were in **very good or good health**. This was **lower** than the Shropshire and England **average of 81%**.

## Provision of Social Care

	Provide 1 to 19 hours unpaid care a week	Provides 20 to 49 hours unpaid care a week	Provides 50 or more hours unpaid care a week
Broseley	8.1%	1.6%	3.3%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

**8.1%** of people provided in Brosley Ward **unpaid care for 1-19 hours per week**, this was **similar to Shropshire as a whole**.



# Qualifications and Jobs

## Qualifications

Qualifications	Ward	Shropshire	England and
Level 1	15.9	15.4	15.2
Level 2	19.1	19.4	17.2
Level 3	14.3	14.7	14.5
Level 4/5	26.5	29.4	29.7
Other qualifications	6.6	7.1	8.6
No qualifications	17.7	14	15

According to the Census 2011, **26.5%** of residents had a level 4 qualification or above, lower than Shropshire average of **29.4%**. There were more residents with low level qualifications than for Shropshire as a whole. **17.7%** had no qualifications compared to Shropshire figure of **14.0%**.

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>

## Economic Activity

The employment status of Broseley residents at the time of the 2011 Census showed **78%** of residents were economically active (this includes people who are both employed and actively seeking employment), this was lower than the Shropshire figure of **80.1%**. Of those who were economically active **73.4%** were in employment, **11.2%** were self-employed and **4.6%** were unemployed. This is compared with **75.8%**, **13.5%** and **5.4%** respectively for Shropshire.

**22%** of residents were economically inactive (these are people who are not seeking a job, and include those who are retired, full time students, looking after family or long term sick). This figure was higher than the Shropshire level of **19.9%**.

## Unemployment

The Jobseeker's Allowance (JSA) is payable to people under pensionable age who are available for, and actively seeking work. In October 2016 **1.0%** of resident people aged 16-64, were claiming JSA, this slightly lower than the Shropshire figure of **1.1%** and the **1.8%** for Great Britain.

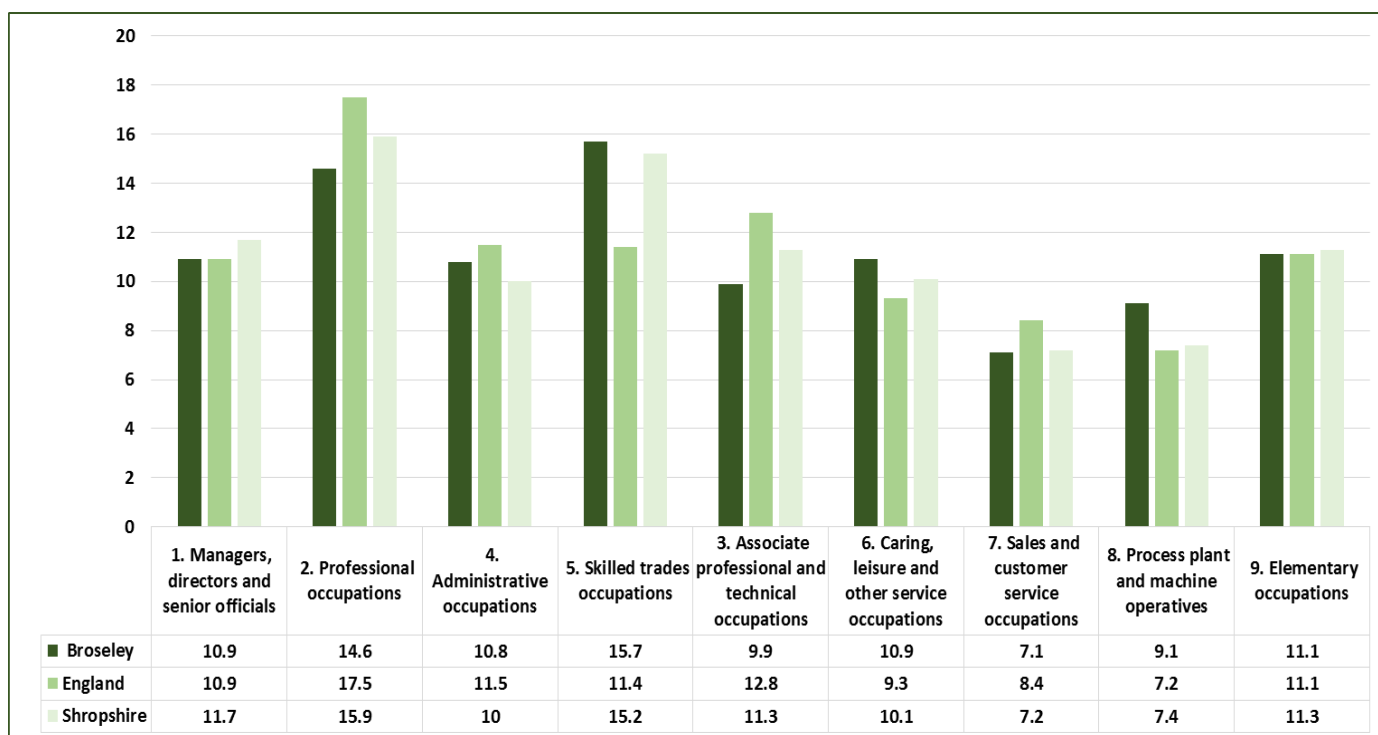
For more information please visit:

<https://www.nomisweb.co.uk/>

<https://www.nomisweb.co.uk/reports/lmp/la/contents.aspx>

# Qualifications and Jobs

## Employment by Occupation



## Businesses and Employment

- **800** jobs in the ward
- **177 businesses** (Source: Mint 2015)

- **9.1 %** of residents were employed in Process plant and machine operatives (greater than for Shropshire as a whole **7.4%**)
- Fewer people work in Associate professional and technical occupations, **9.9%** compared to **11.3%** for Shropshire

## Travel to Work

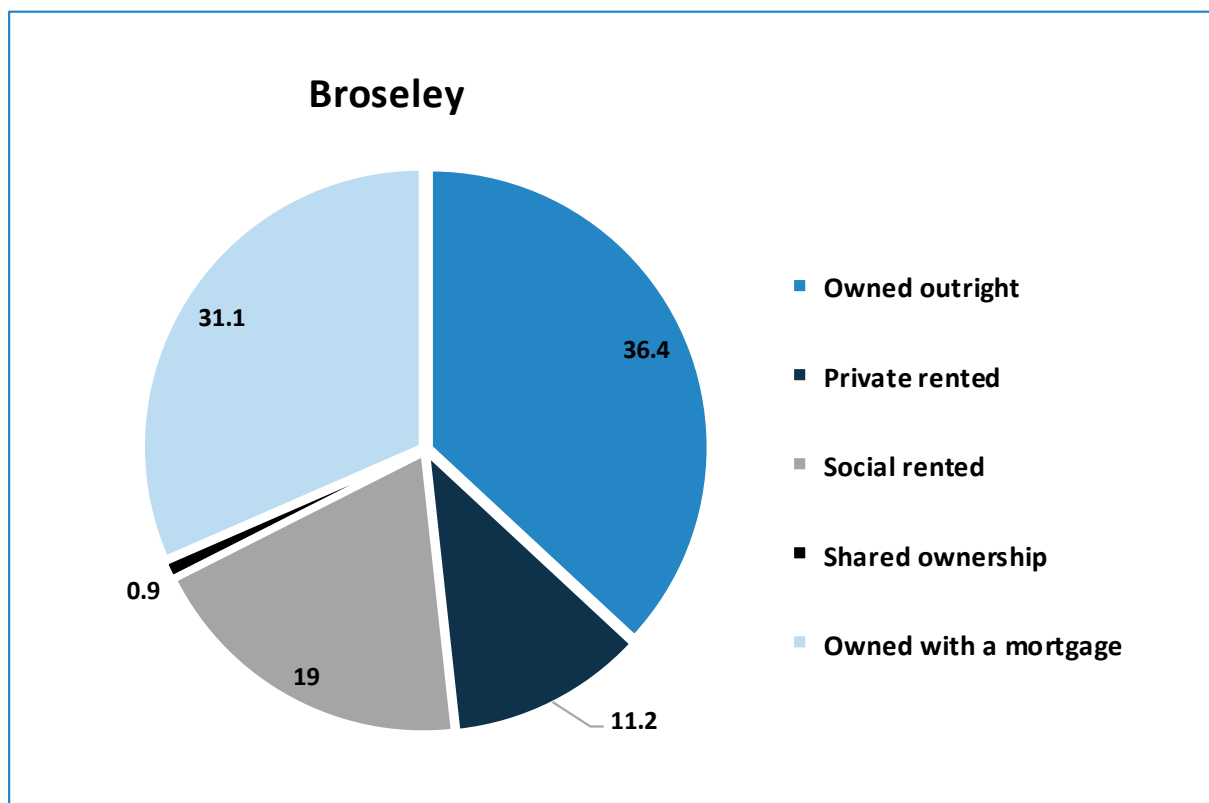
- **10.1%** of residents were self employed
- **3.1%** work from home (compared to **5.6%** for Shropshire)
- **51.5%** use the car as main travel mode to work
- **1.6%** used public transport

# Housing

**2,233 Dwellings and 2,139 Households**

**5 Communal Establishments with 26 residents**

## Housing Tenure



Source: 2011 Census, Key Statistics, Office for National Statistics, © Crown Copyright 2017.

The largest proportion (**36.4%**) of houses in Broseley Ward were owned outright. This was lower than Shropshire (**38.6%**). **19%** of households were social rented housing, this was greater than for Shropshire as a whole (**13.5%**) and greater than for England (**17.7%**). Fewer households in Broseley Ward were private rented (**11.2%**) compared to **15%** for Shropshire.

## Housing Type

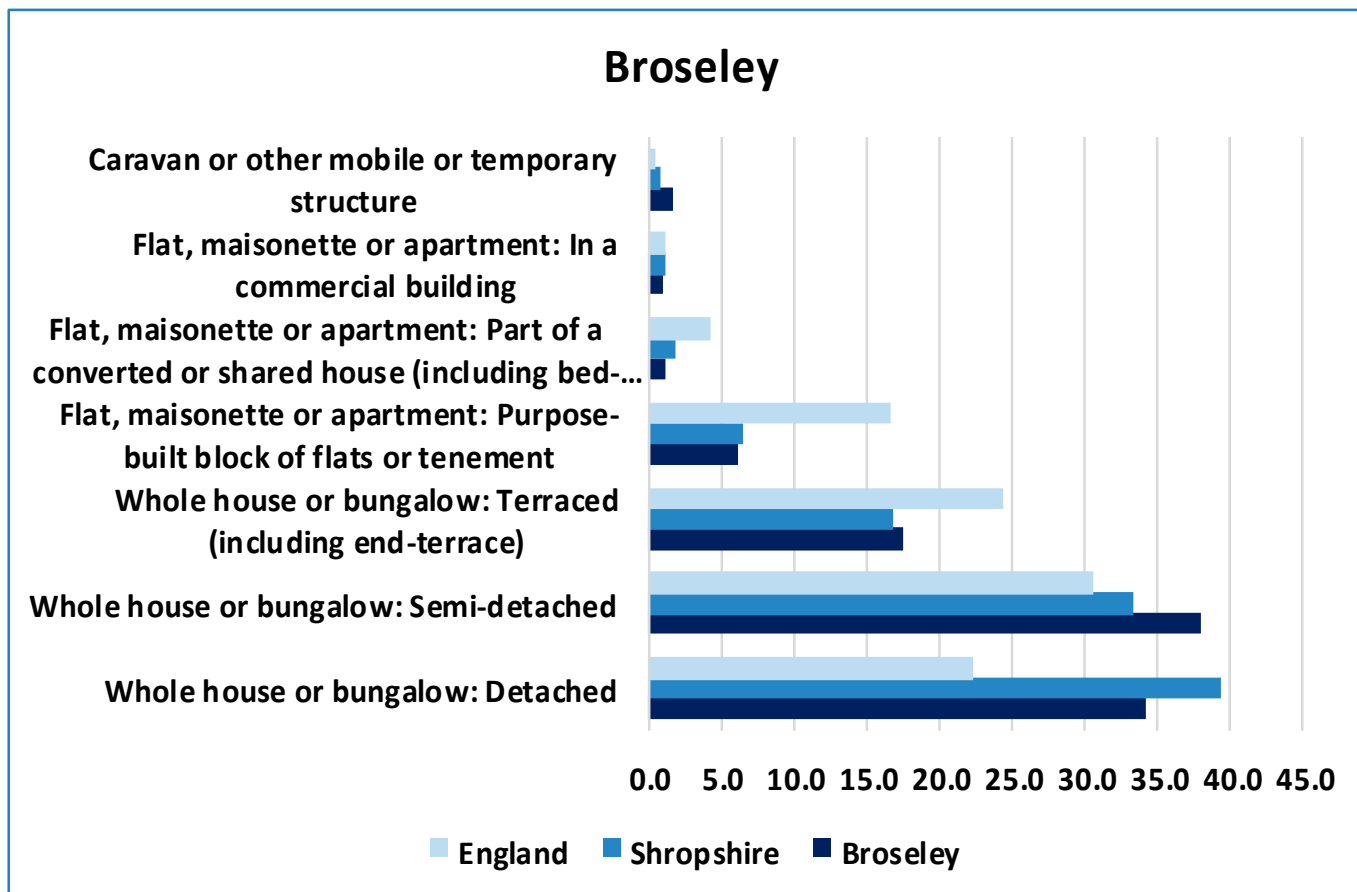
Fewer Broseley household spaces are detached properties (**34.3%**) compared to Shropshire as a whole (**39.5%**).

A greater number of household spaces were semi-detached (**38.1%**) compared to Shropshire as a whole (**33.4%**).

A greater number of household spaces were terraced (including end-terrace), (**17.6%**) compared to Shropshire (**16.8%**).



## Housing Type



## Housing Composition

**27%** of households were One Person Households lower than the Shropshire average (**28.9%**) and England (**30.2%**).

**6.3%** of households were Lone Parent with dependent children greater than the Shropshire average (**5.2%**) but lower than England (**7.1%**).

**13.5%** of households were One Person Pensioner aged 65 and over, lower than the Shropshire average of (**13.9%**) but greater than England (**12.4%**).

**15%** of households were married couples with dependent children greater than the Shropshire average of (**14.9%**) and England (**12.3%**).

**4.3%** of households were co-habiting couples with dependent children greater than the Shropshire average of (**4.2%**) and England (**4.1%**).

# Community Safety

Crime levels in Shropshire are **very low compared to national levels**. Crime and ASB are **low** in Broseley Ward. Relative to the rest of Shropshire, Broseley had the **34th highest crime rate** per 1,000 population of all **63** Shropshire Wards.

Crime per 1000 Population in Broseley Ward was **37.1**, **lower than Shropshire average of 44.9** and **lower than England and Wales 78.4**.

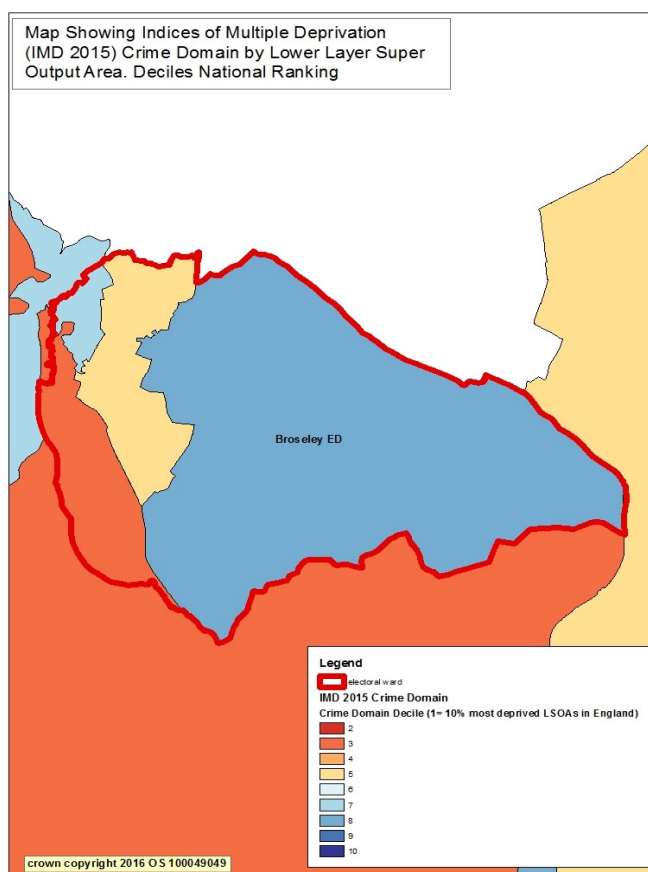
Source: Police Recorded Crime Data and Crime in England and Wales Statistical Bulletin, ONS, July 2016, year end 2016

## IMD 2015 Crime Domain

The **Crime Domain** measures the **risk** of personal or material **victimisation** at local level.

The indicators:

- The rate of **violence** per 1,000 at risk population
- The rate of **burglary** per 1,000 at risk properties
- The rate of **theft** per 1,000 at risk population
- The rate of **criminal damage** per 1,000 at risk population



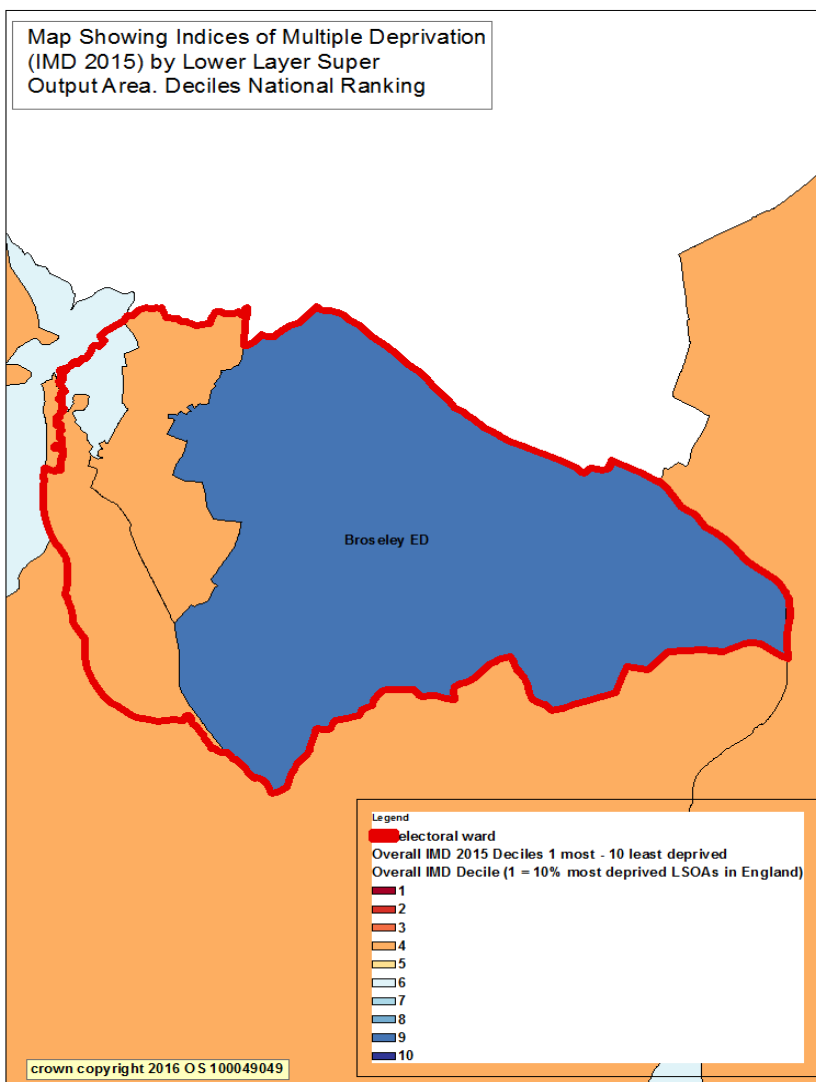
Broseley Ward has **low levels** of **crime** compared to national rankings.

When looking at the four lower super output areas (LSOAs) which cover the ward. These areas are within **deciles 3,5,7 and 8** (decile one being the highest, decile 10 being the lowest) when compared with national levels.

# Index of Multiple Deprivation (IMD 2015)

Index of Multiple Deprivation (IMD 2015) 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



There are 4 Lower layer Super Output Areas (LLSOA) which partially cover Broseley Ward.

These areas fall into the 4<sup>th</sup> 6<sup>th</sup> and 9<sup>th</sup> least deprived deciles nationally. The largest area falls into the 9<sup>th</sup> decile.

Source: IMD 2015, Department for Communities and Local Government, Crown Copyright, 2016.