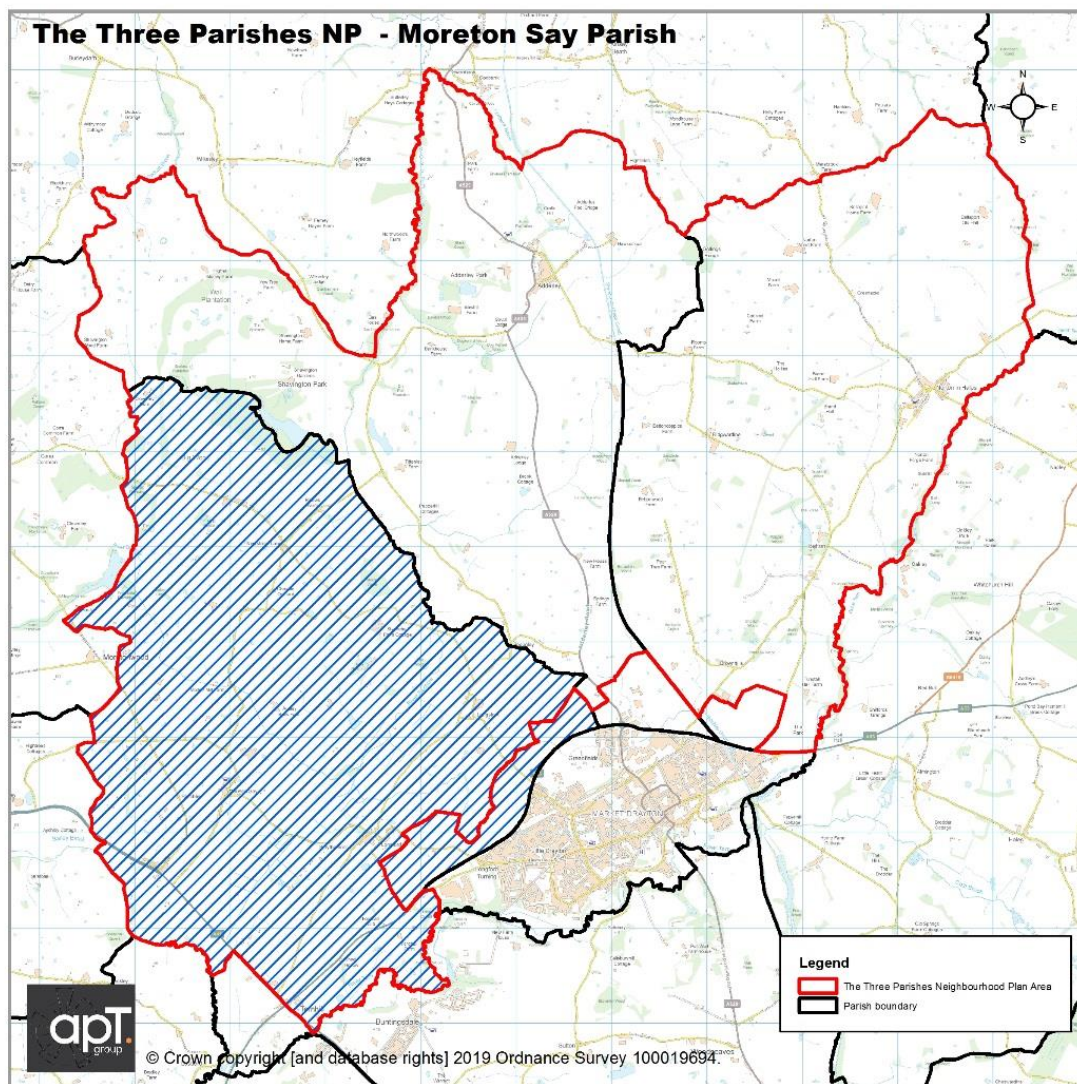


The Three Parish Neighbourhood Plan

Moreton Say Parish





Introduction

- This profile covers the characteristics of people and households in Moreton Say Parish in Shropshire and draws on a number of data sources including the 2011 Census key statistics.
- Moreton Say has joined together with Adderley Parish and Norton in Hales Parish in producing the Three Parishes Neighbourhood Plan

Key facts and statistics

- There were 485 usual residents as at Census day 2011, of these, 100% lived in households and 0% lived in communal establishments.
- The average (mean) age of residents was 40.9 years.
- In total there were 202 household spaces. Of these, 189 (93.6%) had at least one usual resident and 13 (6.4%) had no usual residents.
- 2.6% of households in Moreton Say did not own a car and are reliant on other forms of transport such as public transport services.

Physical characteristics

Moreton Say is a small village and sparsely populated Parish in Shropshire. It is located just northwest of the town of Market Drayton. The Parish also covers the hamlets of Longford and Longslow. During the 2011 census it had a total population of 485 people and covers 2162.7 hectares providing a population density of 0,20 persons per hectare.

Social and Demographic

In 2011 there were 485 residents in Moreton Say parish.

Moreton Say had a larger early years (ages 0-4) population than the Three Parishes and Shropshire, at 6%, 4.5% and 5.1% respectively.

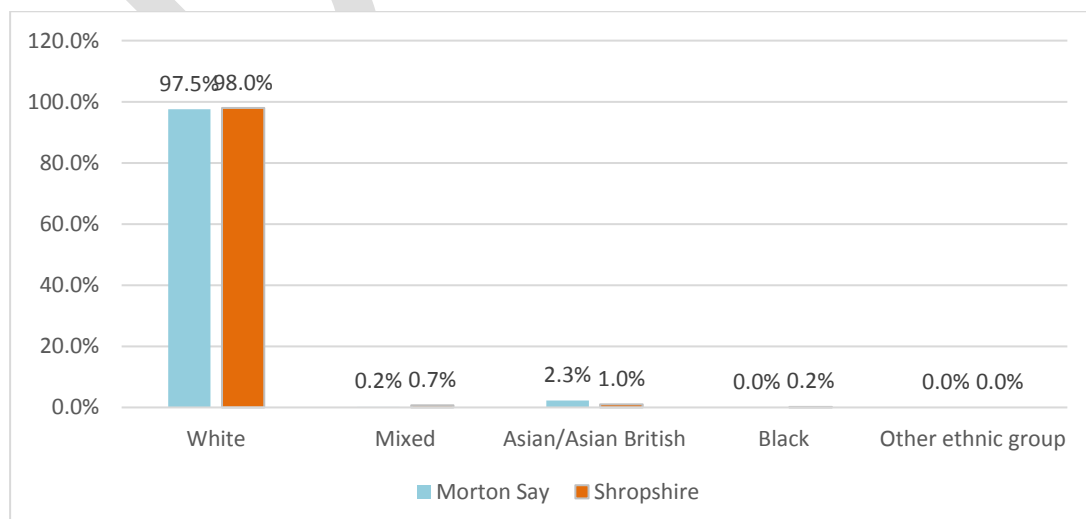
The percentage of school age population (ages 5-17) at 14.4% (70 children) was similar to the County average at 14.9% but lower than the Three Parishes at 15.9%.

66.6% of the population were aged 18-64 years. This working age population is larger than the Three Parishes (60%) and County average (59.3%).

The elderly population in Moreton Say is less (at 13.3%) than the Three Parishes (19.4%) and County average (20.7%).

Overall the figures suggests that the population of Moreton Say skews younger than the Three Parishes and County averages. The mean age at 40.9 years is lower than both the Three Parishes (43.4) and Shropshire (42.6).

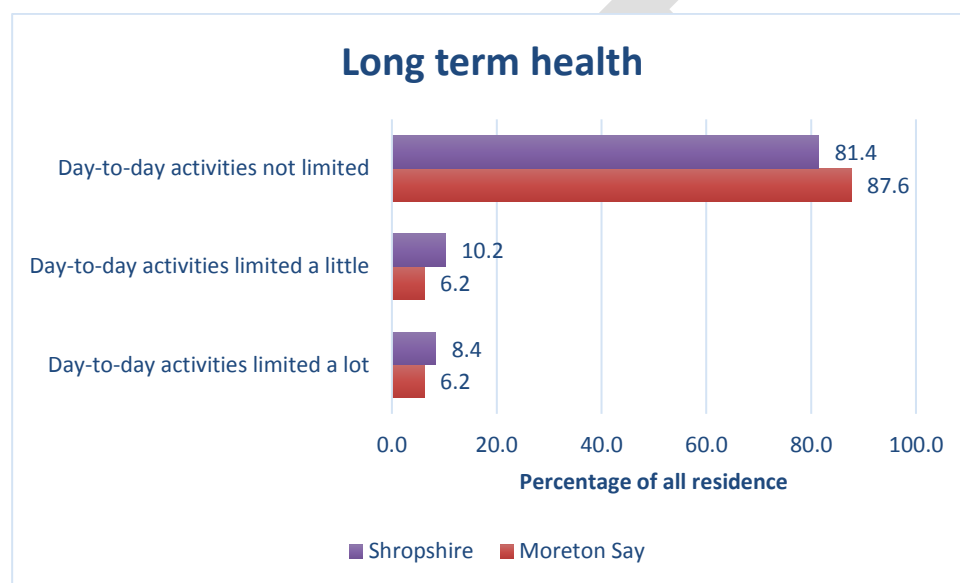
Ethnicity



Non-white British ethnicities made up 2.5% of the Parish population as shown on the chart above. The largest broad ethnic group is 'Asian' and there are 8 from the gypsy and travellers community.

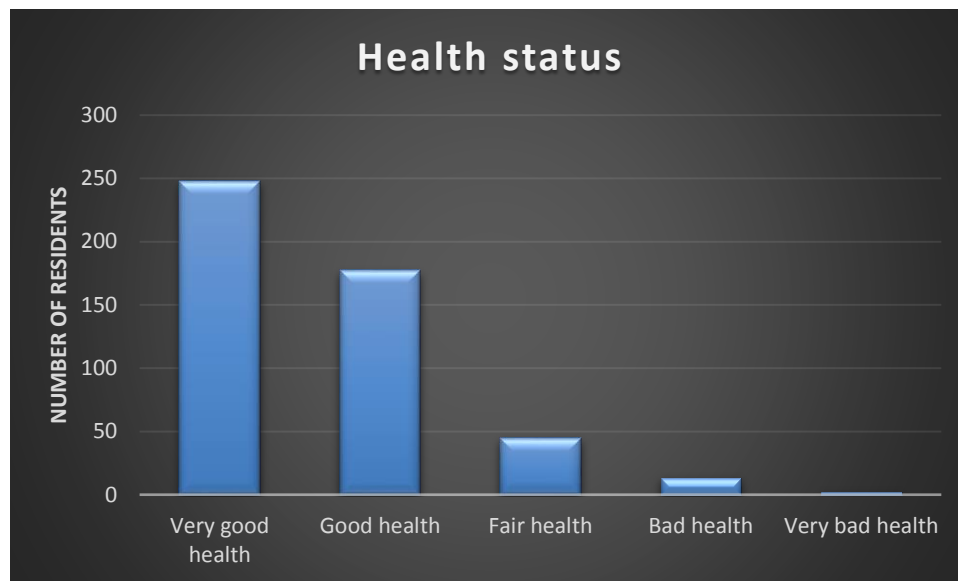
Moreton Say Parish had a black and minority ethnic group population of 2.47%, greater than the Three Parishes (1.8%) and County (2%) averages. The 2011 Census also showed a resident gypsy/Irish traveller population of 8, the sum total for the Three Parishes.

Health



The percentage of those who have a health problem or disability tend to increase with age and this is no exception with Moreton Say. The table above shows that there is a higher percentage of people not limited by health problems or disabilities in Moreton Say (87.6%) compared to Shropshire (81.4%) as a whole and nationally (82.4%). 6.2% said that their day to day activities were limited due to a health problem or disability. This is less than the County figure of 8.4%.

The 2011 Census also asked a question relating to whether people felt their general health was good or not, 51% of people in Moreton Say said that they felt they were in "very good health", this compares to 46% for Shropshire as a whole.

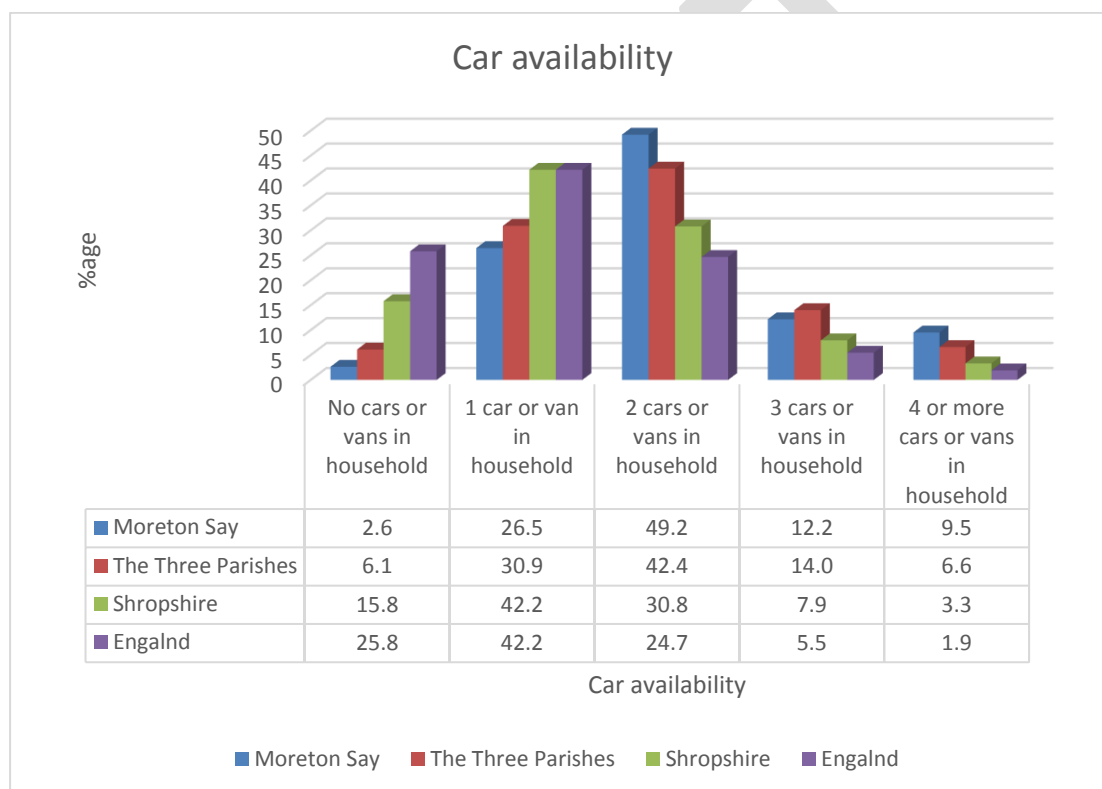


The proportion of residents whose day-to-day activities were limited to some degree was less (12.4%) than the Three Parishes (16.9%) and Shropshire (18.6%). There were similar trends with those whose health was classed as either 'very good' or 'good'. The proportion of residents who provide some degree of care were similar as well, although both Moreton Say (12.6%) and Three Parishes (13.7%) were greater than the Shropshire average (11.2%).

Connections and Car ownership

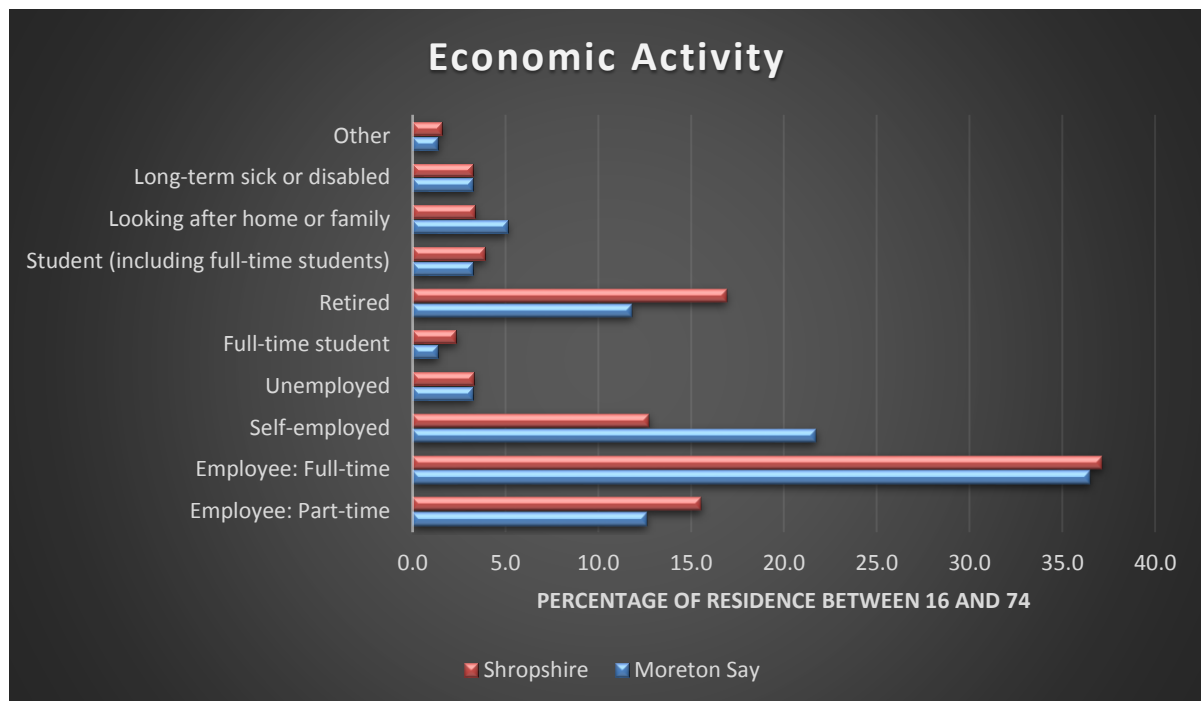
2.6% of households in Moreton Say did not own a car and are reliant on other forms of transport such as public transport services. This is much lower than the Three Parishes (6.1%) and Shropshire (15.8%) averages. It suggests that the slightly younger age population in Moreton Say are more reliant on car use, which could link to the higher working age population needing to travel to work and lack of public transport options in the Parish.

Similarly the proportion of households with 2 cars or vans (49.2%) was greater than the Three Parishes (42.4%) and County (30.8%) averages.

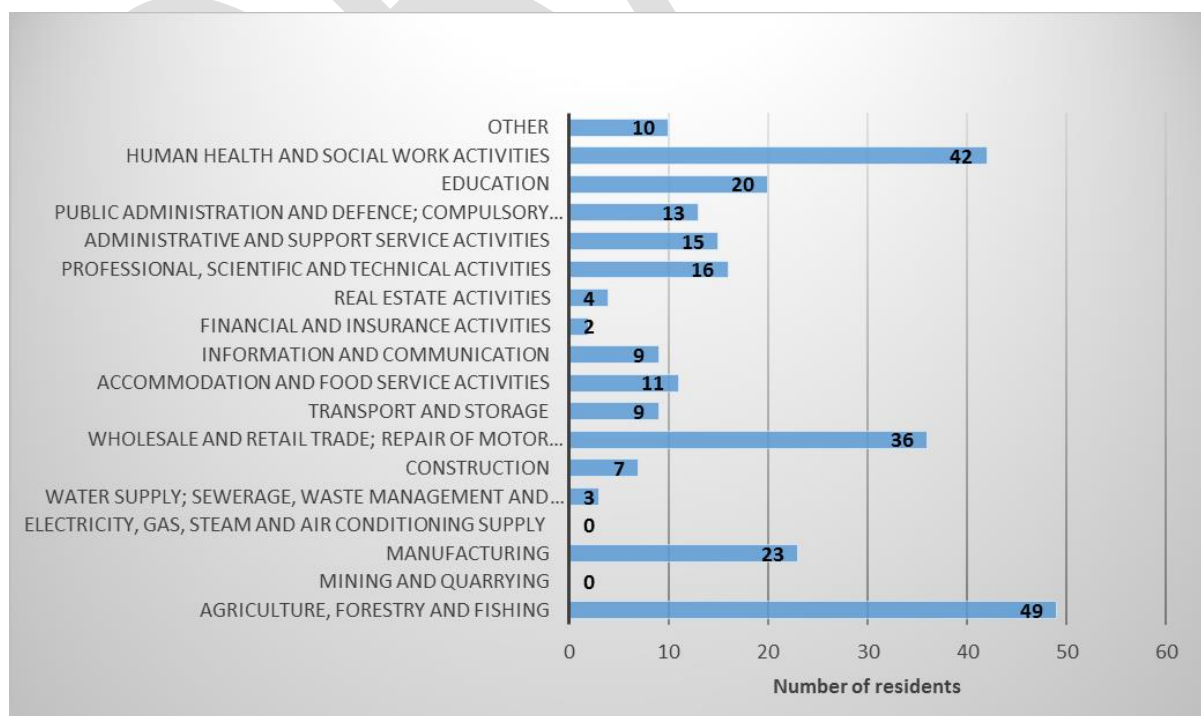


70.9% had access to 2 or more cars and vans in Moreton Say compared to 63% in The Three Parishes and 42% in the whole of Shropshire showing a high rate of car ownership. Out of 189 households, a total of 390 cars are owned by household residents in Moreton Say.

Economic Activity



There are no major employers in the Parish. 36% of all the residents aged 16 to 74 were working full time in 2011. Those that were retired accounted for 11.8% compared to 16.9 in the whole of Shropshire and 13.7 nationally. At the time of the census, there were 12 residents who were unemployed but available for work. 2 young people aged between 16 and 24 were unemployed and a further 5 who were aged 50 and 74.



The majority of those employed in Moreton Say work in the agriculture, forestry and mining (18.2%) and human health (15.6%).

75.3% (281) of residents aged 16-74 were economically active, a greater figure than the Three Parishes (72.6%) and Shropshire (71%) averages. The proportion of full-time employees was broadly similar (36.5%, 34.5% and 37.1% respectively); the reason that Shropshire has a greater proportion of full time employees is because both Moreton Say and the Three Parishes have a greater proportion of self-employed residents (21.7% and 21% respectively) than the county (12.7%).

The proportion of unemployed residents in Moreton Say was greater (3.2%) than the Three Parishes (1.6%) but similar to Shropshire (3.3%).

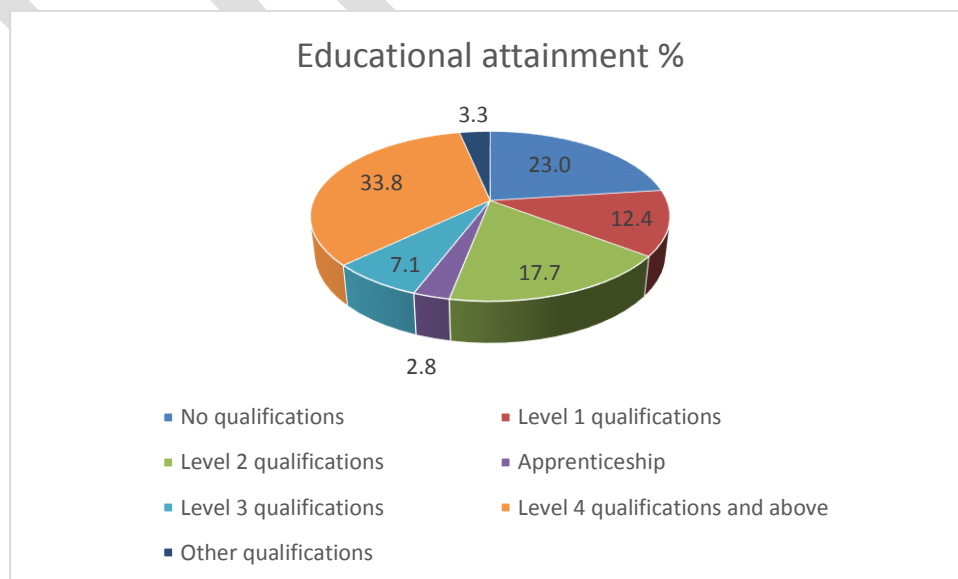
Moreton Say parish has a lower proportion of retired residents (11.8%) than the Three Parishes (15.8%) and Shropshire (16.9%); again, this points to the slightly younger than average age profile for the parish.

The most populous industry sectors for working residents are:

- Agriculture, forestry and fishing (18.2%)
- Health and social work (15.6%)
- Wholesale and retail trade (13.4%)

This is similar to the Three Parishes, although education (10.9%) has a marginally greater number and proportion of working residents than health and social work (10.4%).

Qualifications.



The 2011 census shows that the parish population of working age and above is generally educated to a high level academically with 33.8% having a level 4 or above qualification compared to 27.5% in Shropshire and 27.4 in England. 23% have no qualification at all and this is a similar trend across the Borough (22.5%) and nationally (22.5%).

33.8% of parish residents have a level 4 qualification or higher, which is similar to the average for Three Parishes (32.8%) and greater than Shropshire (27.5%). The proportion of residents with no qualifications (23%) does not differ greatly at Three Parish (22.6%) and County (22.5%) levels.

Overall, the evidence suggests that the slightly younger than average age structure in Moreton Say is economically active and well qualified.

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Housing

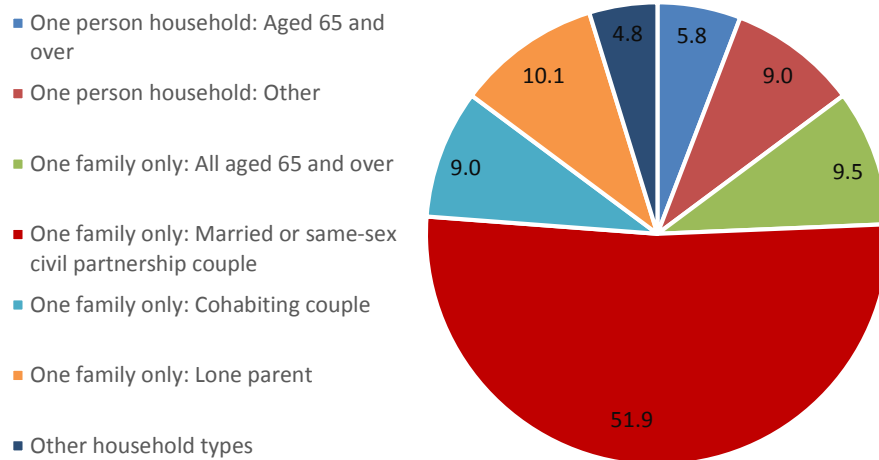
During the 2011 Census the number of dwellings in Moreton say was 202 dwellings. The majority of households lived in detached properties (55.4%) and there were 2 caravan or mobile homes.

	Moreton Say Parish		The three Parishes combined	
	Number of Dwellings	%	Number of Dwellings	%
Detached house or bungalow	112	55.4	376	61.1
Semi-detached	75	37.1	185	30.1
Terraced (including end-terrace)	0	0.0	26	4.2
Flat, maisonette or apartment	13	5.5	22	3.6
Caravan or other mobile or temporary structure	2	1.0	6	1.0

The 2011 census showed that most dwellings (55.4%) in Moreton Say were detached; 37.1% were semi-detached and 6.4% were flats/apartments. The proportion of detached dwellings was greater in Three Parishes (61.1%) and significantly lower across Shropshire (39.5%); the key difference is that Shropshire had a greater proportion of terraced dwellings (16.8%) whereas Moreton Say has none. This would be attributable to the historic built form; terraces were historically located in larger settlements where planned development was taking place.

Household composition

There were 485 usual residents as at Census day 2011. Of these, 100% lived in households and 0% lived in communal establishments. That means there were no care homes, children's homes, hotels and contained accommodation facilities. The average (mean) age of residents was 40.9 years.



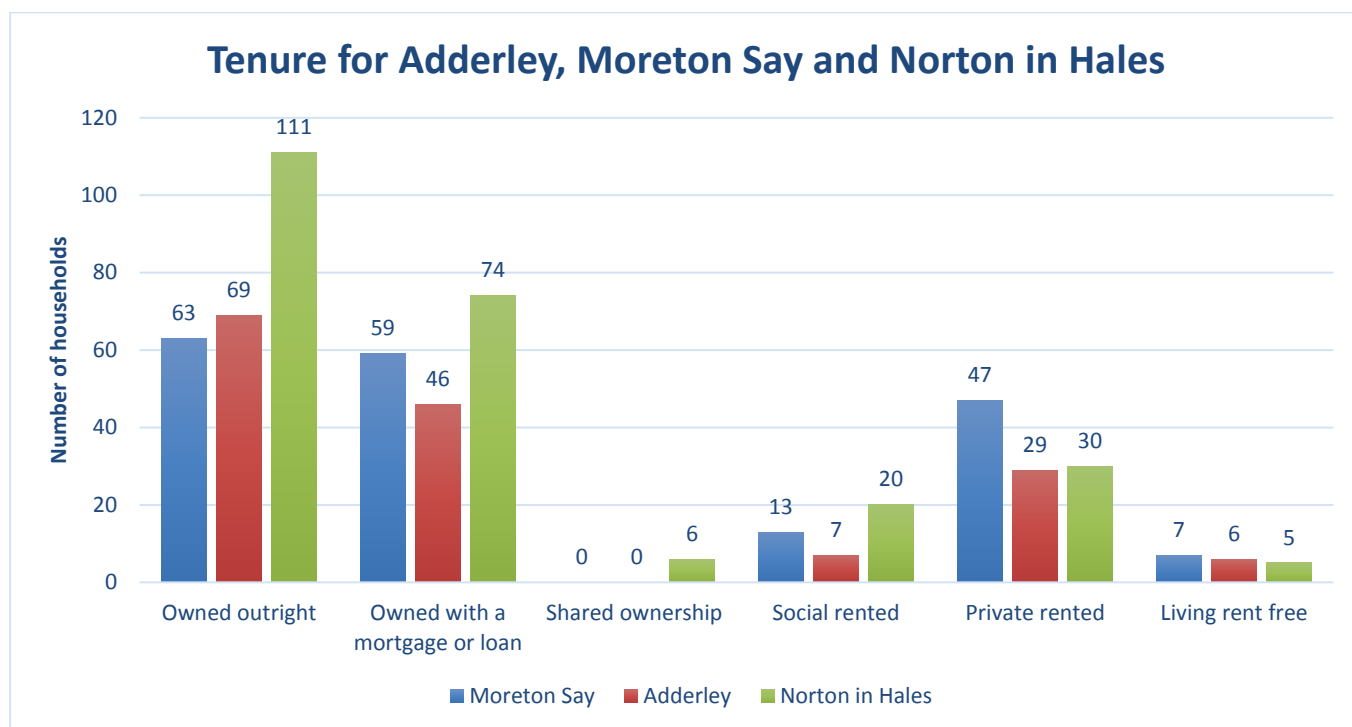
In total there were 202 household spaces. Of these, 189 (93.6%) had at least one usual resident and 13 (6.4%) had no usual residents. Many households were occupied by married or civil partnership couple families (51.9%). 14.8% of households were lived in by those that live alone. As would be expected in a rural Parish there are a significantly greater proportion of households occupied entirely by people aged 65 and over.

Of the 189 households in Moreton Say, 80.4% were occupied by one family, a figure greater than the Three Parishes (76.4%) and Shropshire (65.9%) averages. The proportion of Moreton Say households (in each category) with residents over 65 years old was less than the Three Parishes and Shropshire averages.

There are also fewer one-person households (14.8%) than in the Three Parishes (19.4%) and Shropshire (28.9%) overall, perhaps a reflection of urban/rural differences across the county. There is no significant difference between the proportions of lone-parent households, ranging from 8.5% for Shropshire to 11.7% for the Three Parishes.

Of the 189 households in Moreton Say, 80.4% were one-family, greater than the Three Parishes (76.4%) and Shropshire (65.9%) averages. The proportion of Moreton Say households (in each category) with residents over 65 years old was less than the Three Parishes and Shropshire averages.

Household tenure



64.6% of households in Moreton Say own their houses with 33.3% of all households owning outright this is expected in a rural affluent parish where home ownership is predictably high among the settled permanent population. 24.9 are in rented accommodation.

Home ownership is high in Moreton Say, at 64.6% of households. The proportions are however greater for Three Parishes (71.3%) and Shropshire (69.2%). The difference is largely attributable to a greater proportion of private rented properties (24.9%) in Moreton Say than Three Parishes (17.9%) and Shropshire (15%).

The proportion of social rented properties in Moreton Say (6.9%) and Three Parishes (6.8%) is significantly less than for Shropshire (13.5%); there were no shared ownership properties in Moreton Say as of the 2011 census. This could be due to the rural nature of the parish with few settlements and policies limiting house building in general. The proximity of Market Drayton could provide more existing affordable housing stock nearby.

Moreton Say had the only Council-rented properties across all Three Parishes, five dwellings (2.6%) in total.

Access to services and public transport

There are no shops or services within the village. As a result, the only employment opportunities are at the local primary school and surrounding farms.

Moreton Say primary school is located in the Parish. The nearest secondary school to the village is The Grove in market Drayton which is about 6km away.

Distance Travelled to Work

2011 census data showed that several residents aged 16-74 in employment worked mainly at or from home. This was proportionally greatest in both Moreton Say (32.71%) and Three Parishes (29.92%). Very few residents travel less than 5km to work, a reflection of the parish's rural nature. Several residents travel between 5-10km (10.04%), 10-20km (9.29%) and 20-30km (15.99%) to work.



This is largely a reflection of the proximity to nearby employment centres including Market Drayton (5-10km), Whitchurch (10-20km), and Shrewsbury, Stoke, Crewe and Telford (20-30km). The average travel to work distance was 26.1km for Moreton Say, against 25.77km for the Three Parishes; this figure only considers those who travel to work, given there are a significant proportion of residents in each area that work from home.

Bus services and transport infrastructure

Just like many rural parishes across the country, it is recognised that there are challenges when it comes to infrastructure, particularly transport. There are no bus services in Moreton Say. Residents must travel by car and this is reflected in the census data for high car ownership (two cars) compared with the Three Parishes and Shropshire.

Overall Commentary

The age profile for Moreton Say is slightly younger than both the Three Parishes and Shropshire averages. This is most evident in the proportionally greater working age population and proportionally smaller elderly and retired populations. As the working age population grows older, decisions will need to be made as to whether residents stay in the parish or move elsewhere. Some may choose to downsize and the neighbourhood plan should consider how best to serve the demographic profile of its parish.

The slightly younger, well-educated working age population is a key asset; however, it is recognised that challenges remain with infrastructure, particularly transport. There are no bus services in Moreton Say. Residents must travel by car and this is reflected in the census data for high car ownership (two cars) compared with the Three Parishes and Shropshire.

While the proportion of home workers in Moreton Say is greater than other categories of travel to work (and greater than the Three Parishes average), the majority of workers still travel to work. A similar proportion of working residents aged 16-74 travel 5-30km (35.32%) to work as do those who work mainly at or from home (32.71%).

This pattern may be partly due to a high proportion of workers in the agriculture, forestry and fishing industries, or technological improvements and changing working practices enabling greater flexibility with work patterns. Nevertheless, the main regional towns still appear to draw workers on their commute. The lack of public transport opportunities in the locality mean that key corridors (e.g. the A41) will be used by commuters at peak times.

The census data also shows there is a greater proportion of self-employed residents living in Moreton Say and the Three Parishes than the Shropshire average. This could also be linked with the proportion of workers in the agriculture, forestry and fishing industries. Further opportunities for self-employed residents could be explored through the neighbourhood plan, for example the provision of live/work units in appropriate locations.

Existing housing stock is predominantly detached, a reflection of the rural parish and sparse settlement patterns. This is significantly greater than Shropshire averages. It might be unrealistic to demand more apartments or terrace dwellings in this location; however, evidence work in preparing a neighbourhood plan should consider whether there is demand for certain dwelling types and mixes – smaller properties, bungalows or larger detached dwellings, for example.



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