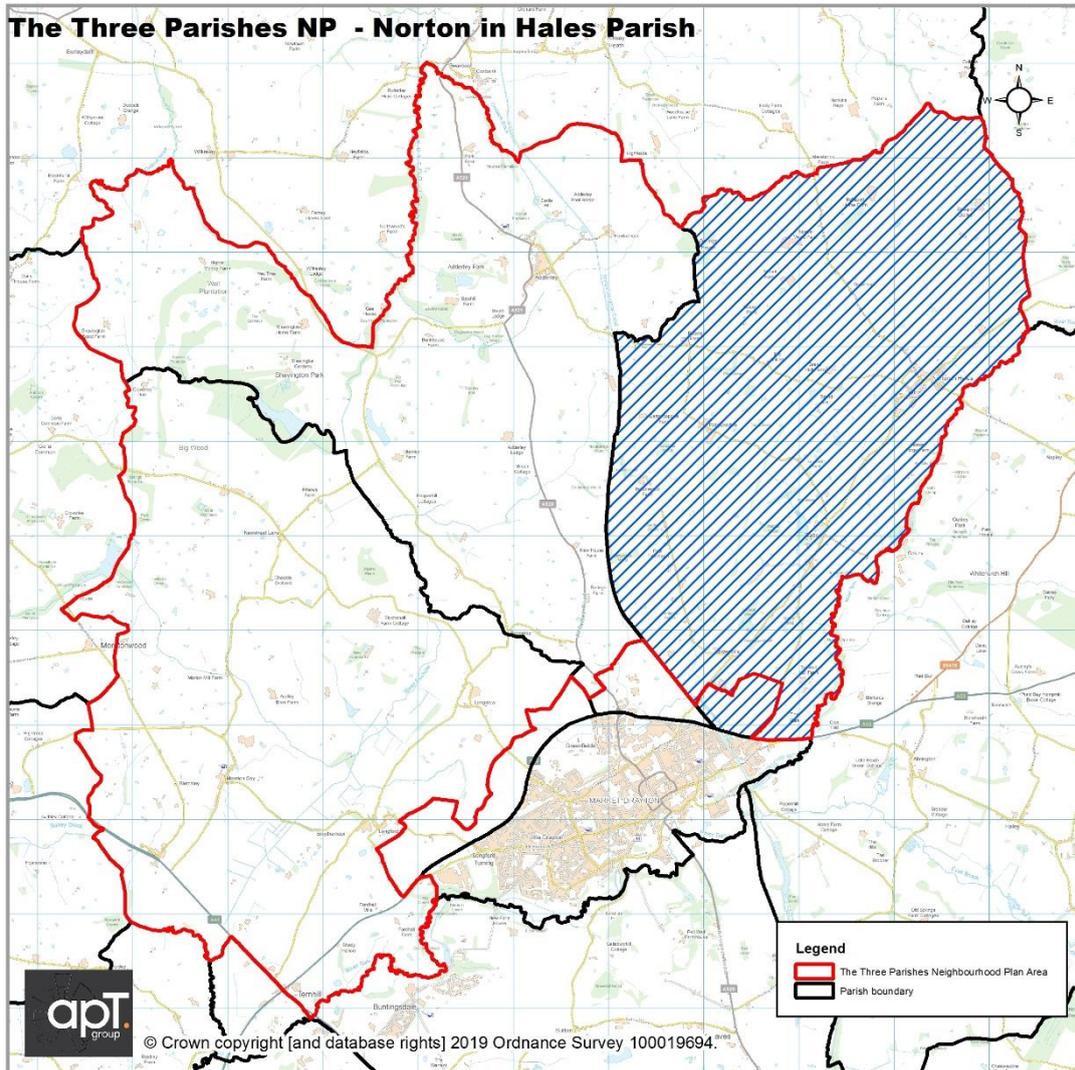


# The Three Parish Neighbourhood Plan

Norton in Hales Parish





## Introduction

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

## Key facts and statistics

- There were 620 usual residents as at Census day 2011. Of these, 95% lived in households and 5% lived in communal establishments. The average (mean) age of residents was 45.6 years.
- In total there were 252 household spaces. Of these, 246 (97.6%) had at least one usual resident and 6 (2.4%) had no usual residents

## **Physical characteristics**

Norton in Hales is a rural parish in the north of Shropshire council. Woore parish adjoins the eastern boundary of Norton in Hales; Cheshire East Council adjoins the northern boundary and Staffordshire County adjoins the southern boundary. Adderley parish and Market Drayton town are located west and south-west of the parish respectively.

Norton in Hales village is the main settlement in the parish. The River Tern runs along the southern boundary with Staffordshire County. The western boundary follows the Shropshire Union Canal for much of its route, adjoining Adderley parish.

The parish covers a geographic area of approximately 1,839.35 hectares. With 620 usual residents at the 2011 census, this gives a population density of 0.3 persons per hectare.

## **Social and Demographic**

The 2011 census recorded a population of 620 usual residents for Norton in Hales, of which 95% lived in a household (5% live in a communal establishment).

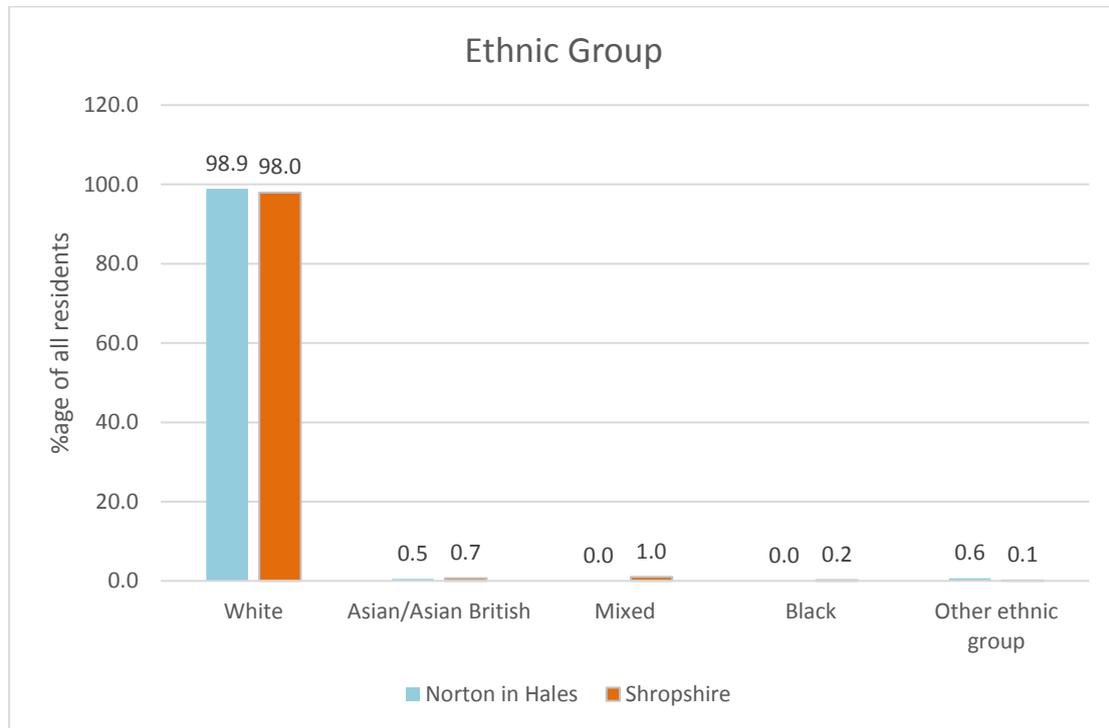
The age profile for Norton in Hales was slightly older than the Three Parishes average; this was evident in the mean and median ages of 45.6 and 47 years respectively. The equivalent figures for the Three Parishes and Shropshire averages were 43.4/46 years and 42.6/44 years respectively. The resident population aged 65+ was proportionally greater for Norton in Hales at 25.5% compared with 19.4% for the Three Parishes and 20.7% for the county average.

Norton in Hales had a proportionally smaller early years (ages 0-4) population (at 2.9%) than the Three Parishes (4.5%) and Shropshire (5.1%). The younger population (ages 0-17) was proportionally similar to the Three Parishes average, at 21% and 20.5% respectively. Both figures were slightly above the county average of 20%. This is largely attributed to a greater proportion of residents aged 10-14 years for Norton in Hales (7.3%) than both the Three Parishes (6.3%) and county (5.9%) averages.

53.5% of the Norton in Hales resident population were aged 18-64 years. This is proportionally smaller than the Three Parishes (60.1%) and county (59.3%) averages.

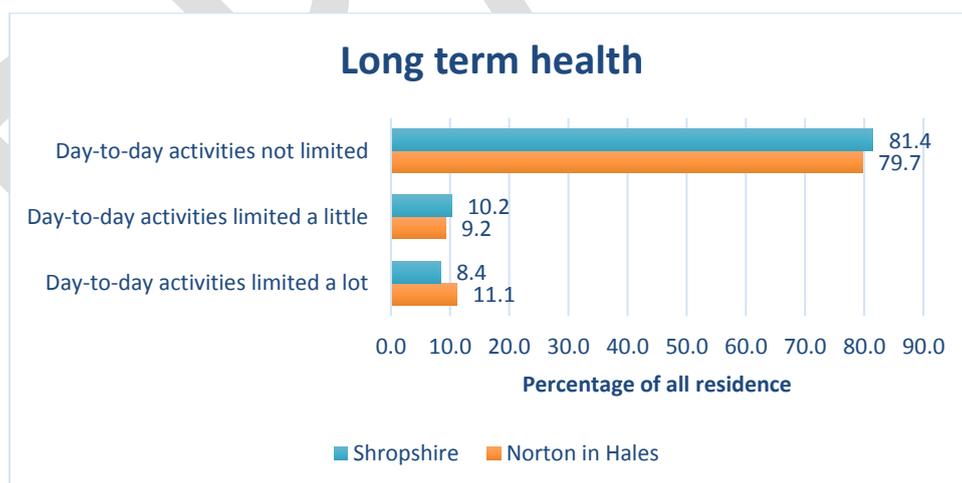
Together with the proportion of residents aged 65+ and mean/median age figures the data suggests an age profile that skews slightly older than both the Three Parishes and county averages.

## Ethnicity



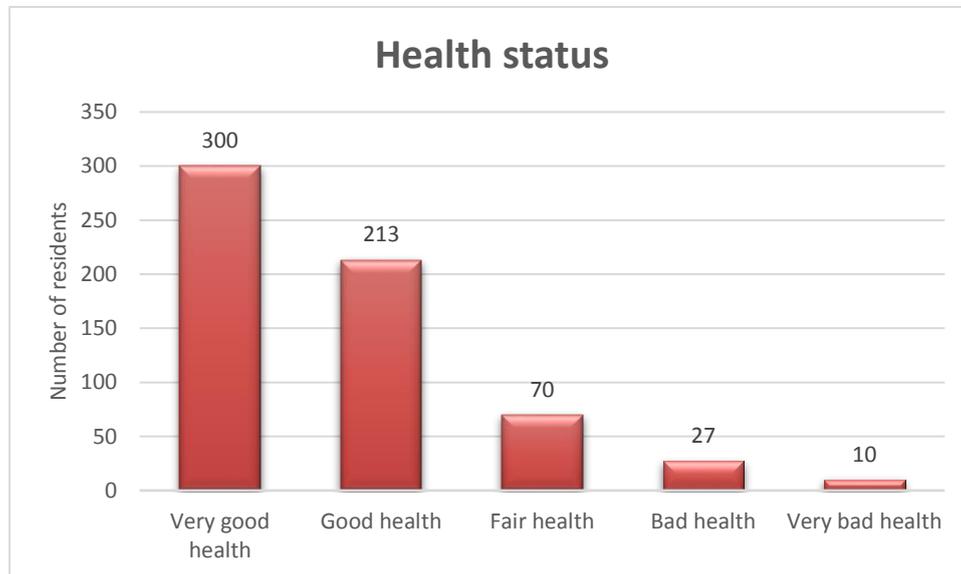
The proportion of black and minority ethnic residents in Norton in Hales is proportionally similar to the Three Parishes and Shropshire, at 98.9%, 98.2% and 98% respectively.

## Health



The 2011 census data showed that 20.3% of usual residents had their day-to-day activities limited either a little or a lot by long-term health problems or disability. The Three Parishes average was similar at 16.9% whereas the Shropshire average was slightly greater at 18.6%.

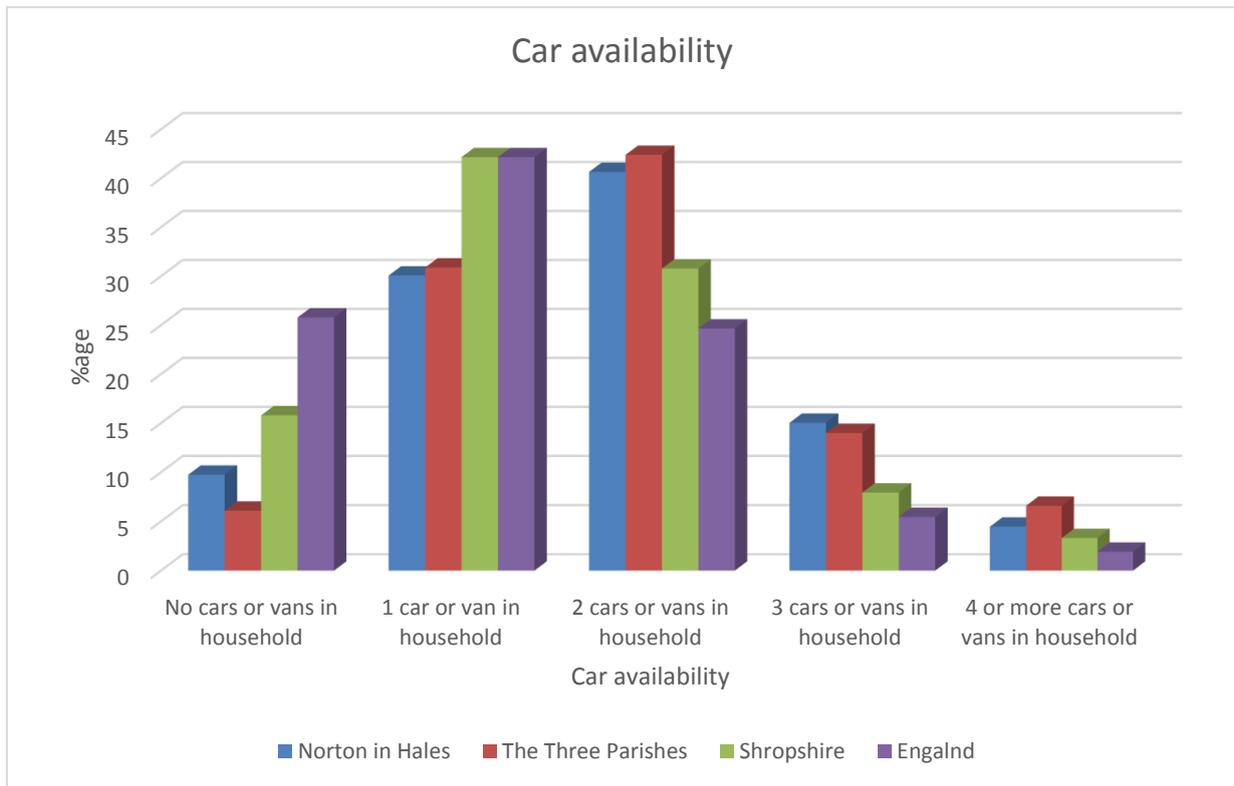
There was a constant trend for usual residents whose health was classed as either ‘very good’ or ‘good’. The figures varied little between Norton in Hales (82.7%), the Three Parishes (83.7%) and Shropshire (81.4%).



While the majority of usual residents provided no unpaid care (86.1% for the parish), the proportion of residents in Norton in Hales that provided 1-19 hours unpaid care a week was greater (9.8%) than the Three Parishes (9.6%) and Shropshire (7.5%). The proportions of residents providing 20+ hours of unpaid care were smaller and did not vary much between the three geographic areas.

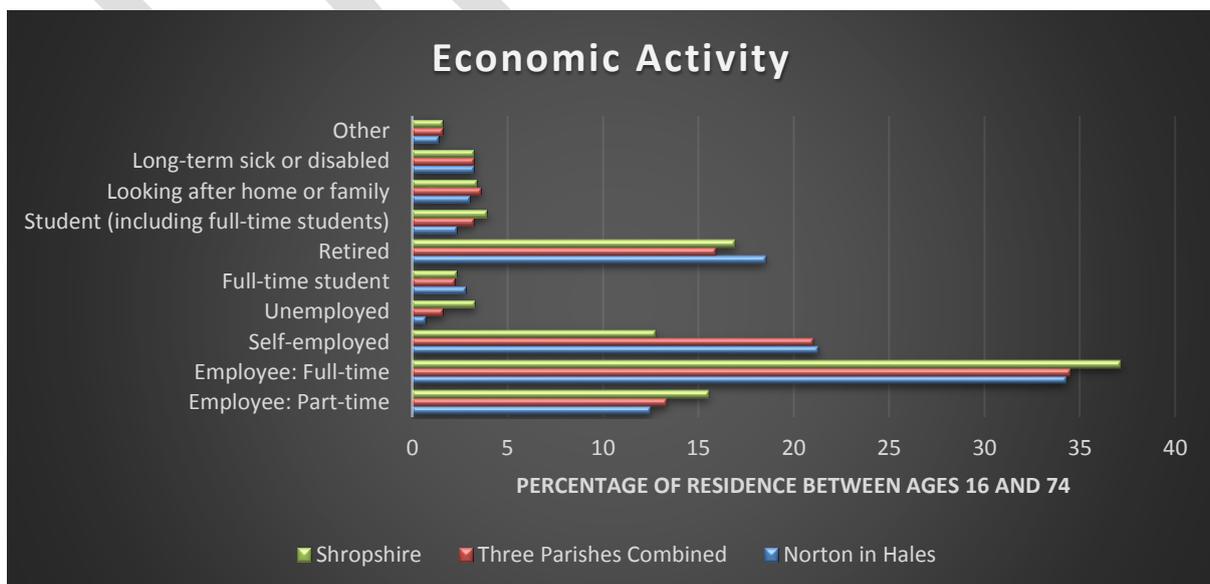
### Connections and Car ownership

9.8% of households in Norton in Hales had no cars or vans, a higher figure than for the Three Parishes (6.1%). This suggests that households are reliant on their cars to travel around given a lack of public transport provision in the parish.



The proportion of households with 1 car or van (30.1%) is slightly similar to the Three Parishes average (30.9%) and lower than the county average (42.2%). The proportion of Norton in Hales households with 2 or more cars or vans is at 40.7%; and is slightly lower than the Three Parishes average (42.4%) and greater than the county average (30.8%).

### Economic Activity



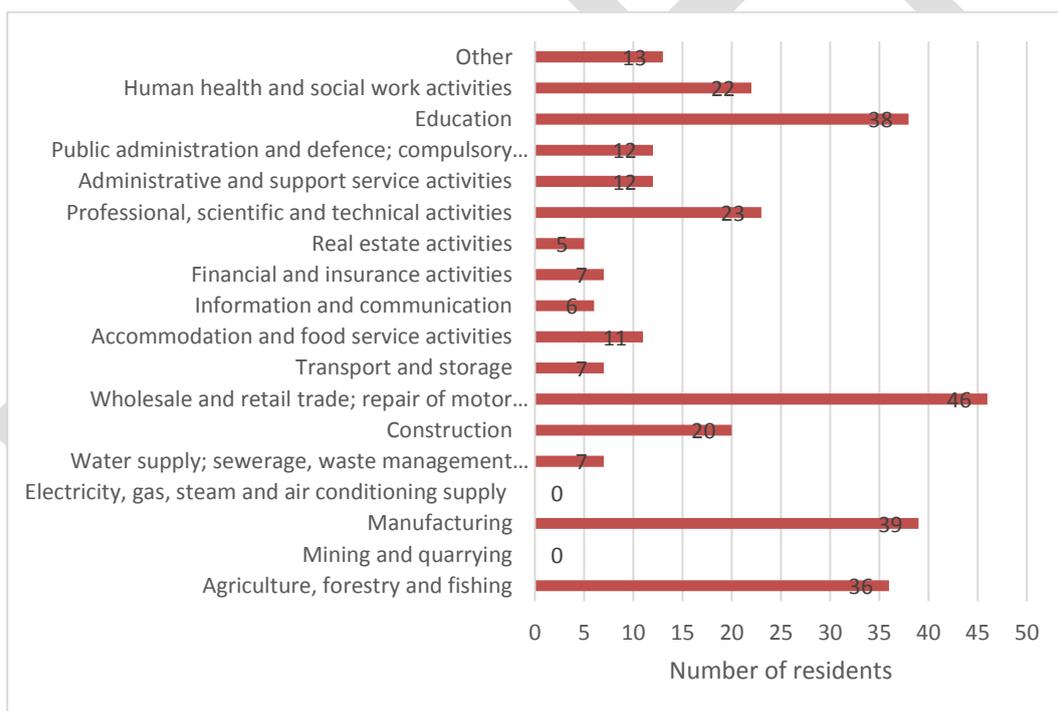
Despite the age profile of Norton in Hales being slightly older than the Three Parishes and Shropshire, there remains a similarly large proportion of economically active residents (aged 16-74) at 71.5% in the parish, 72.6% across the Three Parishes and 71% for Shropshire.

The proportion of full time employees was similar to the Three Parishes (34.3% and 34.5% respectively) but less than the county average (37.1%). Similar to Moreton Say and Adderley parishes, this can be attributed to the greater proportion of self-employed residents when compared with the Shropshire averages (21.3% for Norton in Hales and 12.7% for Shropshire).

There were fewer unemployed residents in Norton in Hales (0.7%) than both the Three Parishes (1.6%) and Shropshire (3.3%) averages.

The proportion of retired residents within the 'economically inactive' category was greater for Norton in Hales (18.5%) than both the Three Parishes (15.9%) and county (16.9%) averages. This can partly be attributed to the slightly older age profile for the parish.

There was a small, consistent proportion of students in each geographic area – 2.3% for Norton in Hales, 3.2% across the Three Parishes and 3.9% across Shropshire.



The most populous industry sectors for residents aged 16-74 in Norton in Hales were:

- Wholesale and retail trade (15.1%)
- Manufacturing (12.8%)
- Education (12.5%)

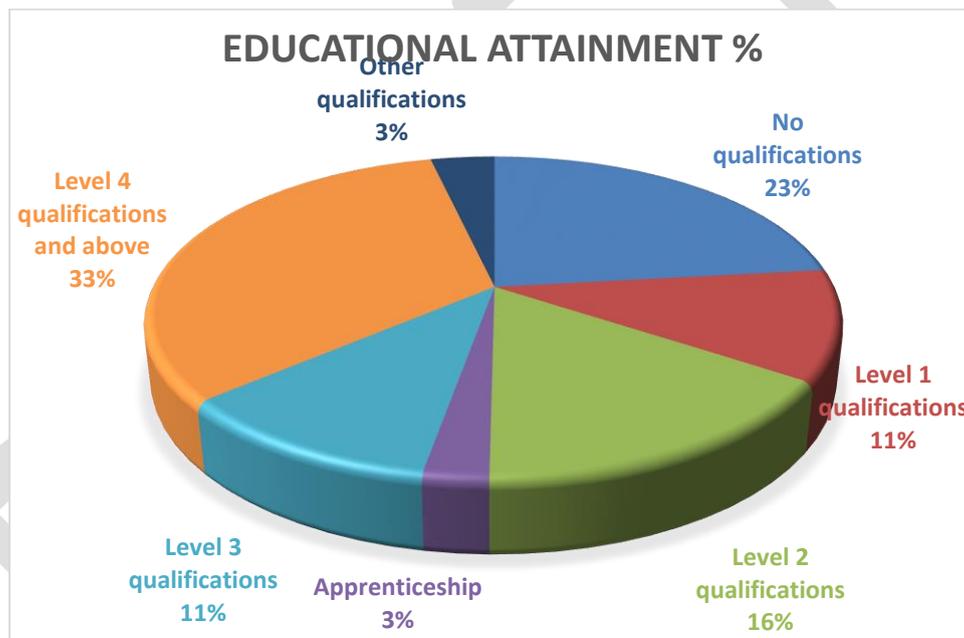
Across the Three Parishes the most populous industry was agriculture, forestry and fishing (15.5%). Norton in Hales had proportionally fewer residents in this category (11.8%) but the wholesale and

retail trade (15.1% and 14.4%) and education (12.5% and 10.9%) industries were proportionally similar. By comparison the most populous industries across Shropshire were:

- Wholesale and retail trade (16.1%)
- Health and social work (13.7%)
- Manufacturing (10.6%)

The proportion of Shropshire workers in the education and manufacturing industries were similar (10% and 10.6%) whereas only 3.9% of residents aged 16-74 worked in the agriculture industry. The proportions of Norton in Hales residents working in education and manufacturing industries were similar at 12.5% and 12.8% respectively, as were the Three Parishes averages (10.9% for education and 10.1% for manufacturing), all lower than the county averages.

### Qualifications

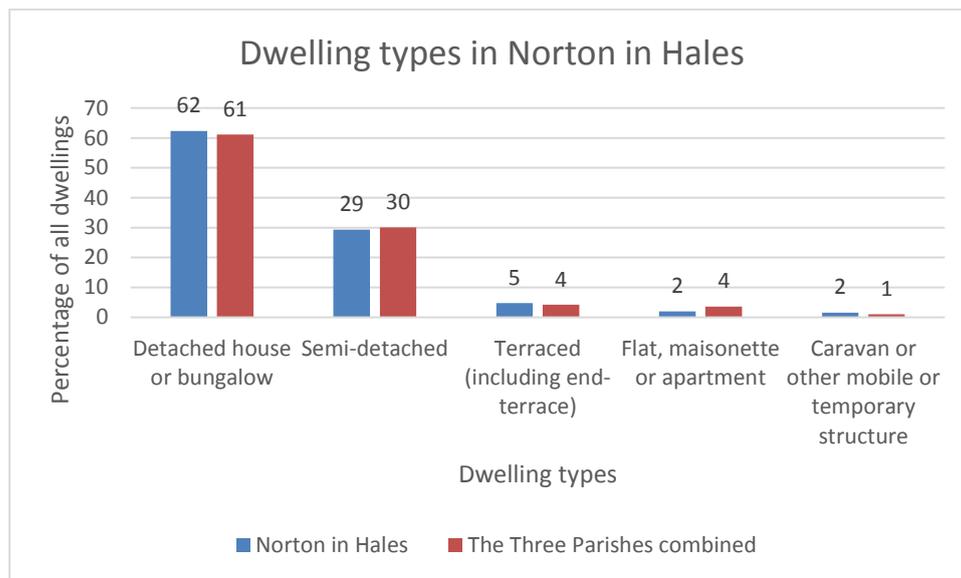


32.7% of the parish usual residents aged 16+ had a level 4 qualification or higher. This figure was similar to the Three Parishes average (32.8%) and was greater than the Shropshire average (27.5%). The proportion of residents with no qualifications was similar across the geographic areas – 23.2% for Norton in Hales, 22.6% for the Three Parishes and 22.5% for Shropshire.

The 2011 census data suggested that the resident population of Norton in Hales was well educated and over three quarters had some qualification.

## Housing stock

The proportion of detached dwellings in Norton in Say was proportionally greater (62.3%) than both the Three Parishes (61.1%) and Shropshire (39.5%) averages. There were 29.4% semi-detached and 4.8% terraced dwellings in the parish; the remaining 4% was split between flats, maisonettes, caravans and mobile/temporary structures.

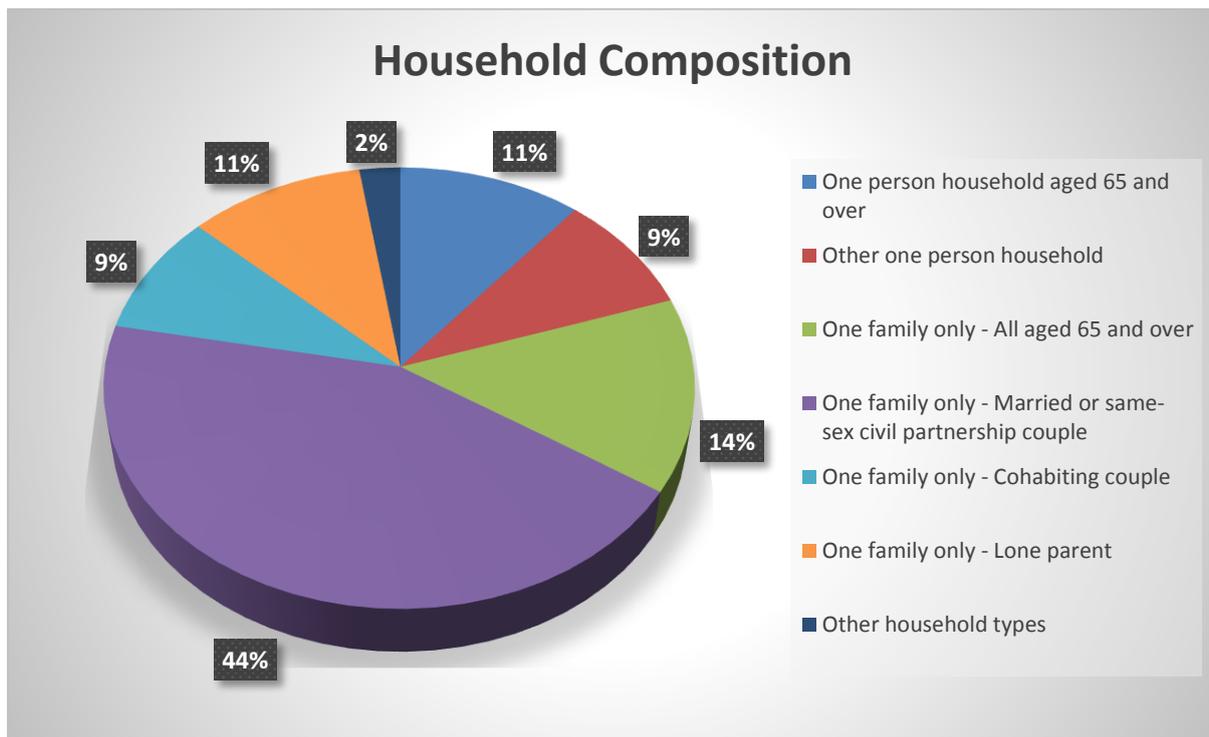


There were variations in the proportions of terrace dwellings between the Three Parishes (4.2% for Three Parishes; 4.8% for Norton in Hales) and Shropshire (16.8%); there are likely to be more terraced dwellings in towns compared with a rural parish where the settlement form is more dispersed. Similarly, the proportion of purpose-built apartments was much less in Norton in Hales.

## Household composition

There were 246 households in Norton in Hales with at least one usual resident at the 2011 census. Of the 246 households, 77.6% were occupied by one family, a proportion greater than the Three Parishes (76.4%) and Shropshire (65.9%) averages.

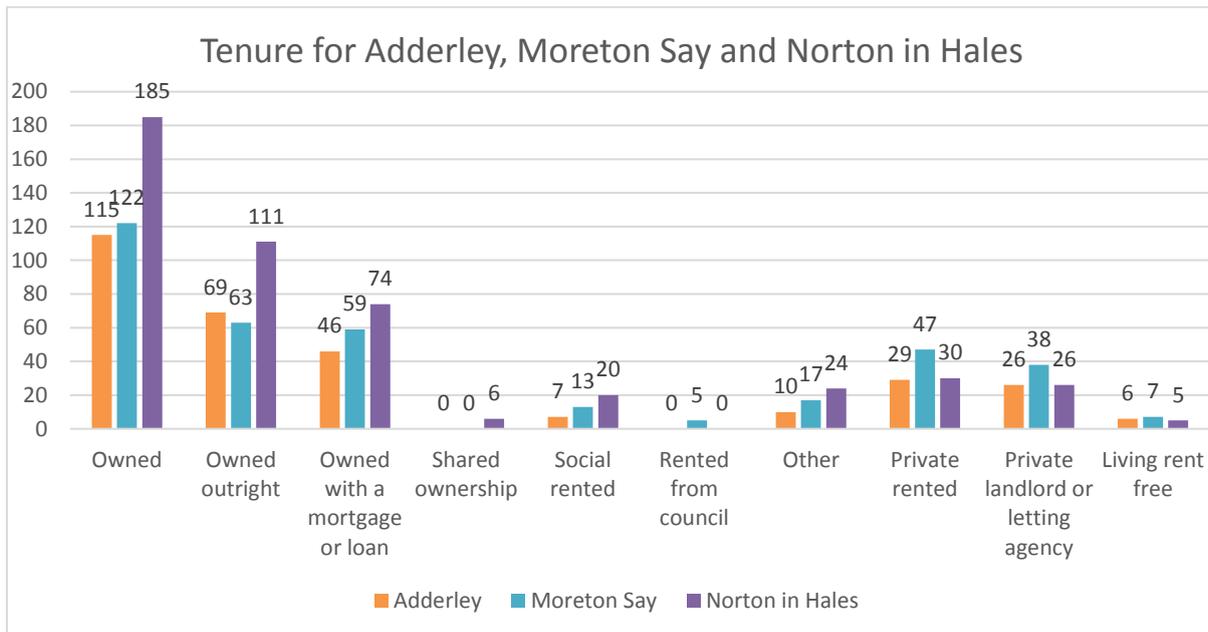
While the proportion of one person households was similar for Norton in Hales (19.9%) and the Three Parishes (19.4%) this was much less than the Shropshire average, a mirror reflection of the variations for one family households between the parish and county levels.



The proportions of households where residents are aged 65+ vary across the geographic areas; the figures for Norton in Hales and Three Parishes are less for one person households (11% and 9.1%) compared with Shropshire (13.9%), whereas for one family households aged 65+ the opposite effect occurs (14.2% and 11.5%, with 11% at county level).

The proportions of households with cohabiting couples and lone parent households are broadly similar across the three geographic areas and show no significant variations.

### Household tenure



Three quarters of Norton in Hales households own their homes; 45.1% of households own them outright. These proportions are greater at the parish level than both the Three Parishes (71.3% and 69.2%) and Shropshire (69.2% and 38.6%) averages. In each instance, more households owned their property outright than with a mortgage or loan.

The proportion of social rented properties was less in Norton in Hales (8.1%) than the County (13.5%) although slightly above the Three Parishes average (6.8%). This is because the proportion of private rented properties was greater (17.9%) across the Three Parishes than for Norton in Hales (12.2%) and Shropshire (15%). In each case the majority of private rented properties came through a landlord or letting agency. None of the social rented properties across Norton in Hales were rented from the council.

## Heritage

Few listed building and heritage designations are located in Norton in Hales parish. The most notable group of listed buildings is located at St Chad's church in the village. They comprise a churchyard cross, chest tomb, the church of St Chad (grade II\* listed) and attached archway, and an old font near to the church tower.

Two grade II listed buildings are located south-west of the village, at Betton House and Old Hall. There is another cluster of listed buildings at Brand Hall, west of Norton in Hales. They include the grade II\* listed hall and several grade II and II\* structures within the grounds of the hall.

Norton in Hales has a conservation area which was designated on 1 March 2007 and covers most of the built-up area of the village.

## **Access to services and public transport**

Several facilities and services are located in Norton in Hales. They include the grade II\* listed church, a village green, a primary school, village hall, pub/restaurant, cricket club and pitch, tennis courts, bowling club, playing pitch and day nursery.

The village hall provides a meeting space for the local community and is in active use for a range of activities including exercise classes, coffee mornings and group meetings.

There is an on-demand bus service for Norton in Hales. The main access and transport routes are minor rural roads that cross through the village and connect with main roads including the A53 beyond the parish boundary. Residents are therefore largely dependent on the car for transportation.

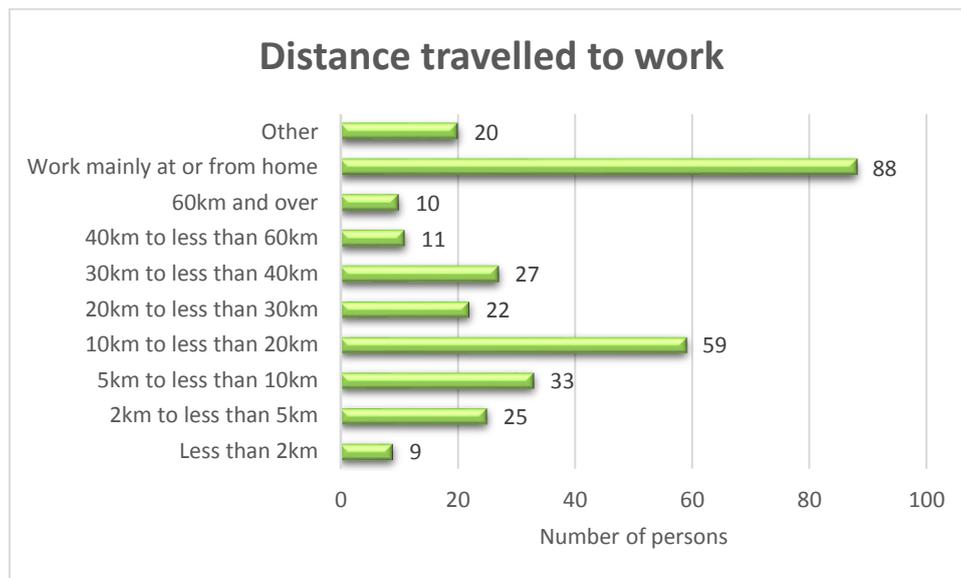
The proportion of households with no cars or vans is low at 9.8%; this is greater than the Three Parishes average (6.1%) but less than the county average (15.8%). Households are therefore largely reliant on using cars or vans to travel for work and leisure purposes.

Most households have 2 cars or vans (40.7%) in Norton in Hales; this figure is similar to the Three Parishes average (42.4%) and is greater than Shropshire average (30.8%). The figures are reversed for households with 1 car or van; there are fewer in Norton in Hales (30.1%) and the Three Parishes (30.9%) than the county average (42.2%).

## **Distance Travelled to Work**

At the 2011 census 28.95% of Norton in Hales residents aged 16-74 in employment worked mainly at or from home. This figure was proportionally similar across the Three Parishes, with an average of 29.92% residents. Proportionally more residents travelled to work; however, the distances varied and most residents travelled 5-20km (30.26%). Across the Three Parishes residents travelled slightly further to work on average; 26.55% travelled 10-30km.

Very few residents aged 16-74 years in employment travelled less than 2km to work (2.96%); the Three Parishes proportion was similar at 3.37%. There was also little difference in the 2-5km travel to work category; it was 8.22% for Norton in Hales and 7.51% for the Three Parishes.



Of the residents that travelled to work, most travelled 10-20km (19.41%). This was a similar trend across the Three Parishes and broadly reflects the geographic distance to main towns where most employment opportunities are located. For Norton in Hales parish the main employment centres of Whitchurch, Crewe, Nantwich, Newcastle under Lyme and Stoke are within the 10-20km travel distance category.

Telford and Stafford are approximately 25km south and south east of Norton in Hales, The 2011 census stated that 7.24% of residents travelled 20-30km to work. Proportionally more residents aged 16-74 in employment (8.88%) travelled 30-40km to work. This distance would extend to Shrewsbury, south west of the parish.

The trends for Norton in Hales are broadly similar to the Three Parishes overall and any minor variations between the distances travelled categories are largely attributed to geographical variations between the three parishes.

### **Bus services and transport infrastructure**

The Norton in Hales community website states there is a local bus service from the parish to Market Drayton. This service is available on demand rather than according to a fixed timetable and residents can find out further details by phone.

### **Landscape and Natural environment**

The Shropshire Landscape Assessment provides an analysis of the county's varied landscape. It looks at physical characteristics and cultural dimensions which together have been used to identify 27 different landscape types. The types are defined by components that determine its character and this information can help determine the conditions to be set for new development.

The majority of Norton in Hales parish is categorised within three landscape types:

- Timbered pastures – a lowland landscape with a dense network of hedgerow trees, an ancient woodland character, dispersed farmsteads set within a matrix of winding lanes and irregular fields.
- Settled pastoral farmlands - lowland agricultural landscapes with heavy, often poorly drained soils, irregular field patterns and pastoral land use.
- Principal settled farmlands – settled lowland landscapes comprising small villages, scattered farms and relict commons and varied soil conditions predominantly used for mixed farming.

### **Water and Flood Risk**

Norton in Hales parish is predominantly located outside of any flood risk zones.

The River Tern runs along the southern boundary of the parish and its entire length is in flood zone 3, meaning that the river corridor has a high probability of flooding.

Shropshire Council has commenced work on a Water Cycle Study to inform the Local Plan Review. The study will look at the effect development will have on water supply, wastewater collection and wastewater treatment.

## Overall Commentary

The Norton in Hales age profile was slightly older than its neighbours in the Three Parishes. Overall, the mean and median ages were older (45.6 and 47 years) than the Three Parishes (43.4 and 46 years) and county (42.6 and 44 years) averages. There were however variations within the age groups. For example, Norton in Hales had a smaller proportion of early years (0-4) residents than the Three Parishes and Shropshire averages, whereas the Parish had a greater proportion of 5-17 years olds (18.1%) than the Three Parishes (16%) and Shropshire (14.9%) averages.

Norton in Hales village has a primary school which caters for pupils 4-11 years. At the 2011 census Norton in Hales had a greater proportion of residents aged 5-9 than the Three Parishes and county averages. Given the greater proportion of younger school-age pupils it could be assumed that they attend the primary school, although the numbers overall (even assuming increases since the 2011 census) suggest that the school has a wider catchment area beyond the parish.

The proportion of working age population (ages 18-64) was less (53.5%) than the Three Parishes (60.1%) and Shropshire (59.3%) averages; however, the proportion of economically active residents (usual residents aged 16-74 years) was broadly consistent (at 71.5%) with the Three Parishes (72.6%) and Shropshire (71%). While the proportion of working age residents was smaller, there was no significant variation in the levels of economic activity; the proportion of unemployed residents was in fact lower at the parish level (0.7%) than the Three Parishes (1.6%) and Shropshire (3.3%).

Norton in Hales had a greater proportion of residents aged 65+ (25.5%) than the other areas (19.4% and 20.7%) and it was this difference that pushed the mean and median ages up for the parish. The proportion of retired residents was however slightly greater (at 18.5%) than the Three Parishes (15.9%) and Shropshire (16.9%). While these retired figures covered ages 16-74 only, there was a similar trend with the slightly older age profile for the parish overall.

This data suggests that the age profile for Norton in Hales was slightly older than neighbouring Adderley and Moreton in Say parishes. The age profile presents an opportunity to consider whether there is now a demand for particular types of housing to reflect residents' needs. This could include whether and how residents wish to continue living in their homes and whether those properties are suitable for their needs. Are those properties adaptable to meet future needs, or is there a demand/desire to downsize?

Similarly, there may be a need for affordable housing to meet local needs, whether for first time buyers or those with local connections and whose housing needs are not being met by the market.

Another consideration could be the desire to grow the proportion of working age residents. The greater proportion of residents who work mainly at or from home correlates with the greater proportion of economically active residents that work in agriculture, forestry or fishing industries.

The proportion of self-employed residents aged 16-74 was also greater than the Shropshire average (21.3% and 12.7%) but consistent with the Three Parishes average (21%). The fact there was a greater proportion of home workers and self-employed residents than the county averages suggests a correlation. It also presents an opportunity to consider how to plan for this working population; for

example, through the provision of live/work units or adaptable homes which cater for the resident workers' needs.

The housing stock for Norton in Hales was mostly detached, a figure that was similar for the Three Parishes but significantly greater than the county average (62.3% in the parish and 39.5% for the county). Consideration of the resident populations' needs should also extend to the housing type – for example, there may be a greater demand for smaller, compact dwellings to suit some first time buyers, or a demand for bungalows to accommodate households wishing to downsize from larger detached dwellings.

The trends in industry sectors was broadly similar to the Three Parishes overall; the main difference was that fewer parish residents worked in the agriculture, forestry and fishing industries (11.8%) than across the Three Parishes (15.8%). This was offset by slightly greater proportions of Norton in Hales residents working in the wholesale and retail trade, manufacturing and education industries respectively.

Given that the majority of working residents travel to work and the most populous categories were 10-20km and 5-10km, this data indicates that many residents travelled to work north of Shropshire where there are towns within the 10-20km catchment (for example, Whitchurch, Crewe, Nantwich, Newcastle under Lyme and Stoke). The main employment centres to the south (Shrewsbury and Telford for example) are generally beyond the 20km distance from Norton in Hales village; however, 7.24% and 8.88% of residents travel 20-30km and 30-40km to work respectively.

It is therefore unsurprising that the majority of households have at least one car; this is a greater proportion than the county average and reflects the rural nature of the parish. Nevertheless, while residents may rely on cars to travel around and meet their day to day needs, Norton in Hales village has several facilities and services that serve the community and their retention will be important to residents. While there are limited public transport facilities in the parish, opportunities to develop the on-demand bus service should be explored, particularly if there is a desire to bring forward new development and/or facilities and services in the parish.



apT | Wellington Civic Offices | Telford |  
PO Box 457 | TF2 2FH |

01952 384555

[Contact@apt-group.co.uk](mailto:Contact@apt-group.co.uk)