



The Three Parishes Neighbourhood Plan

The Three Parishes NP Profiles



1. Physical Characteristics

The Three Parishes are located to the north of Market Drayton in the administrative authority of Shropshire Council. To the north is Cheshire East Council and to the east is Staffordshire County Council.

The combined area covers approximately 6,000 hectares. (5,967.35 hectares total)

The 2011 census has been utilised to provide a profile of the area.

The census recorded a resident population of 1,477 people. This equates to 0.25 persons per hectare for the area.

The Shropshire Union Canal runs through the parish area in a north-south direction. The River Tern runs along the southern edges of the parish area.

Key settlements in the Three Parishes area include Moreton Say, Norton in Hales and Adderley.

2. Social and Demographic

As stated, the 2011 census recorded a resident population of 1,477 people for the area. Norton in Hales has the greatest population of 620 residents compared with 485 for Moreton Say and 372 for Adderley.

The age profile across the Three Parishes varies. The population under 18 years old is proportionally similar to the Shropshire average at approximately 20%. The 30-44 age group was slightly greater across the Three Parishes than the county average – 18.9% and 18.1% respectively. Similarly, the 45-59 age group is proportionally higher than the county average (23.9% in the Three Parishes and 21.1% for Shropshire). The 65+ age group is greater across Shropshire, at 20.7%, than the Three Parishes at 19.4%.

With proportionally more residents in the 30-44 and 45-59 age groups, the Three Parishes has higher mean and median ages (43.4 and 46 years) than the Shropshire averages (42.6 and 44 years respectively). The age profile for the Three Parishes overall skews is slightly older than the Shropshire average.

3. Ethnicity

The Three Parishes had a black and minority ethnic group population of 1.8%. The Shropshire average is similar at 2%. Approximately 1% of the population was Asian/Asian British for both the parish and the county.

4. Health

The proportion of residents whose day-to-day activities were limited to some degree was slightly greater across Shropshire (18.6%) than the Three Parishes (16.9%).

The proportion of residents whose health was classified as 'very good' or 'good' was lower across Shropshire (81.4%) than the Three Parishes (83.7%). The proportion of residents with 'bad' or 'very bad' health was slightly greater across Shropshire, but overall the differences are not significant.

5. Connections and Car Ownership

According to the 2011 census 6.1% of households across the Three Parishes did not own a car or van. The Shropshire average at 15.8% is greater than the Three Parishes equivalent.

The proportion of households with 2 cars or vans (42.4%) and 3 cars or vans (14%) was greater across the Three Parishes than Shropshire (30.8% and 7.9% respectively).

These statistics suggest that households across the Three Parishes were more reliant on private vehicles for their day to day needs, given the lack of public transport options across the local area.

6. Economic Activity

At the time of the 2011 census, 72.6% of the Three Parishes residents aged 16-74 were economically active, a greater figure than the Shropshire average of 69.9%.

68.7% of the Three Parishes' economically active residents were in employment, with 34.5% in full-time employment. Shropshire has a lower proportion of economically active residents in employment at 62.1%, although the proportion of full time employees is higher at 38.6%. The key difference in economic activity was a greater proportion of residents that were self-employed at 21% than the Shropshire average of 9.8%.

The Three Parishes had a lower proportion of economically inactive residents than Shropshire (27.4% and 30.1% respectively). Its proportion of retired residents was greater (15.9% and 13.7% respectively).

Shropshire had a greater proportion of economically active (full time) students than the Three Parishes, at 3.4% and 2.2% respectively. Similarly the proportion of economically inactive students (including full time) was greater across Shropshire, at 5.8% and 3.2% respectively.

The proportion of unemployed residents aged 16-74 was greater across Shropshire (2%) than the Three Parishes (1%).

The most populous industry sectors for working residents across the Three Parishes were:

- Agriculture, forestry and fishing (15.5%)

- Wholesale and retail trade (14.4%)
- Education (10.9%)

Across Shropshire the most populous industry sectors differed:

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

Across the Three Parishes human health/social work and manufacturing sectors were close behind the top three at 10.4% and 10.1% respectively. Across Shropshire, the proportion of workers in the agriculture industry was significantly lower than the Three Parishes, at 3.9%.

These differences in working industries reflects the rural nature of the Three Parishes area given the prominence of agriculture and land-based industries. It also reflects the relative proximity of the area to the nearest town of Market Drayton, where there are employment opportunities in wholesale and retail trade, education, human health and social work and manufacturing.

7. Qualifications

32.8% of Three Parishes residents aged 16+ had a level 4 qualification or higher. This figure was greater than the Shropshire average of 27.5%. The proportion of residents with no qualifications was similar across both areas – 22.6% for the Three Parishes and 22.5% for Shropshire.

8. Housing

During the 2011 census, the majority of dwellings (houses and bungalows) across the Three Parishes were detached (61.1%). This is significantly greater than the county average (39.5%). The proportion of semi-detached dwellings at both the Three Parishes and county levels were similar, at 30.1% and 33.4% respectively. Across Shropshire there were proportionally more terrace properties than the Three Parishes area, a reflection of the parishes' rural character and built form of villages, compared with the rest of Shropshire where large settlements and terraces are likely to be located.

The proportion of purpose built blocks of flats was greater across Shropshire (6.6%) than the Three Parishes (1.1%), again this is a reflection of the rural character and dispersed nature of development in the villages.

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 the 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.

The proportion of household spaces with no residents was similar at both Three Parishes (3.7%) and county (4.4%) levels.

9. Household Composition

There were 592 households across the Three Parishes with at least one resident. Of the 592 households, 76.4% were occupied by one family, a proportion greater than the Shropshire average of 65.9%.

The proportion of one person households was lower for the Three Parishes (19.4%) than the Shropshire average (28.9%). Similarly the proportion of one person households aged 65+ was greater across the county (13.9%) than the Three Parishes (9.1%). For one family households, the proportion inhabited by residents aged 65+ were similar for the county (11%) and Three Parishes (11.5%).

With a greater proportion of one family households across the Three Parishes, the proportion of married or same-sex civil partnership couples was greater (48%) than the county (36.4%). Within this category, the proportionate split between couples with no children and dependent children differ; there were more couples with no children (23.8%) than dependent children (18.8%) for the Three Parishes, whereas across Shropshire the proportions were similar (14.9% and 15.3% respectively).

The proportions of households with cohabiting couples and lone parent households were broadly similar between the Three Parishes and Shropshire averages, with no significant variations to note.

10. Household Tenure

The proportions of home ownership were similar for the Three Parishes (71.3%) and Shropshire (69.2%) averages. More households owned their properties outright across the Three Parishes (41%) than Shropshire (38.6%).

Across Shropshire there were proportionally more social rented households (13.5%) than the Three Parishes (6.8%). The key difference was a greater proportion of local authority rented households (5% for Shropshire and 0.8% for the Three Parishes).

There were proportionally more private rented households (17.9%) across the Three Parishes than Shropshire (15%). The majority in both instances were rented from a private landlord or letting agency (15.2% for the Three Parishes and 13.1% for Shropshire).

11. Heritage

There is one conservation area in the Three Parishes at Norton in Hales village. It was designated on 1 March 2007 and covers most of the built-up area of the village.

Several grade II and II* listed buildings are located throughout the Three Parishes areas. The greatest concentrations of listed buildings can be found around the main villages of Adderley and Norton in Hales. Historic halls such as Brand Hall, is west of Norton in Hales; this includes the grade II* listed hall and several grade II and II* structures within the grounds of the hall.

A scheduled monument is located north of Adderley village, approximately 75m North West of Pool House. The monument includes the earthwork and buried remains of a motte castle and an 18th century icehouse.

12. Access to Services and Public Transport

Local facilities and services are predominantly located in Adderley and Norton in Hales. They include listed churches, primary schools, village halls, recreation areas and specifically in Norton in Hales a pub/restaurant. Moreton Say village has a primary school.

Norton in Hales village has an on-demand bus service. Throughout the Three Parishes area the main access and transport routes are minor rural roads that cross through villages. The A529 provides a key north-south transport route between Audlem and Market Drayton. Local routes also connect with the A53 beyond the parish boundary.

The proportion of households with no cars or vans at 6.1% is lower than the county average of 15.8%. Most households have 2 cars or vans (42.4%) across the Three Parishes; 30.9% of households have one car or van. These statistics are reversed at the county level; where 42.4% have one car or van in their household whereas 30.8% have two cars or vans.

The statistics indicate a reliance on a private car or van across the Three Parishes households for travel to work and leisure purposes.

13. Distance Travelled to Work

The 2011 census data shows that proportionally more Three Parishes residents worked mainly at or from home (29.92%) than any other category of distance travelled. Few residents (3.37%) travelled less than 2km to work; this is unsurprising given the rural location and dispersed settlement pattern in this area of Shropshire. 14.25% of residents travelled 10-20km to work, closely followed by 12.31% travelling 20-30km to work. Fewer residents travel over 30km to work, at approximately 15.15%.

The greatest concentration of residents travelling to work is between 10-30km distance, a reflection of the rural location and average distances from different locations across the Three Parishes to the main employment centres which include Shrewsbury, Stoke, Crewe and Telford. Market Drayton and Whitchurch are closer to the Three Parishes and also provide facilities, services and employment opportunities. They generally fall under the 10km travel to work distance for most of the Three Parishes area.

Overall across the Three Parishes, very few residents of the 16-74 year's old category in employment travel less than 5km or more than 40km to work.

14. 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 landscape 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 the Three Parishes area is categorised within four landscape types:

- Principal Timbered Farmlands - predominantly rolling lowland landscapes, characterised by a mosaic of agricultural land, with a predominantly dispersed settlement pattern.
- 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.

15. Water and Flood Risk

Within the Three Parishes, most of the area is located outside of any flood risk zones. However, where the Rivers Ducklow and Tern cross through the area, their river lengths are in flood zone 3, meaning that the land around the rivers 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.

16. Three Parishes Commentary

Overall, the age profile across the Three Parishes was not significantly younger or older than the Shropshire averages. While there were age profile variations between the three parishes, collectively the resident population across the parishes was broadly similar in its age structure. The population under 16 years old was similar at 18% for the Three Parishes and 17.4% for Shropshire. Each of the three parishes has a primary school and the most recent government statistics show capacity at each school.¹

¹ Information obtained from <https://get-information-schools.service.gov.uk/>

Although the proportion of residents in the 65+ age group was greater across Shropshire than the Three Parishes, the difference was less than 2%. Given the greater proportion of residents in the 30-44 and 45-59 age categories across the Three Parishes, there were slightly higher mean and median ages for the Three Parishes than for Shropshire. The proportion of retired residents was also slightly greater across the Three Parishes than Shropshire at 15.9% and 16.9% respectively, although the retired figure referred to economically inactive residents aged 16-74 years rather than all residents aged 65+.

While the age profile does not differ greatly between the Three Parishes and Shropshire, the implications of an aging working population over coming years will need to be considered, in terms of whether residents choose to stay in the parishes or move elsewhere.

The proportion of working age population across the Three Parishes was slightly greater than Shropshire, at 72.6% and 69.9% respectively. A key difference was the greater proportion of self-employed residents across the Three Parishes (21%) compared with Shropshire (9.8%). There could be a correlation between this dataset and the fact that proportionally more residents worked mainly at or from home (29.92%) across the Three Parishes than any other category of travel to work distance. This evidence is reflective of the rural area and dispersed settlement pattern. Furthermore, the most populous industry sector for Three Parishes working residents was agriculture, forestry and fishing (15.4%), which was significantly greater than Shropshire (3.9%).

The land use planning implications of more self-employed, home working residents who on average are more likely to work in land-based sectors, needs to be considered. Changing agricultural practices could impact on future employment sectors and land based work opportunities. However, this information does not mean that self-employed home workers were working in land-based sectors. There was still a significant proportion of Three Parishes working residents employed in other sectors typical of the county averages, such as wholesale and retail trade, education, and human health and social work. This was likely reflected in the evidence that over 25% of Three Parishes residents travelled 10-30km to work. With main employment areas including Shrewsbury, Stoke, Crewe and Telford within this travel distance, and 10.36% of employed residents travelling 5-10km to work (within the range of Market Drayton and Whitchurch), a significant proportion of resident still travel to work in local and regional employment centres.

Reflecting the rural location of the parish, levels of affluence and travel to work patterns identified above, many parish residents were dependent on the car. Most households had 2 cars or vans (42.4%) across the Three Parishes. This was proportionally greater than the county average for two car households (30.8%), although the figures are reversed for households with one car. It was unsurprising that 42.4% of households have two cars or vans. Households are generally dependent on private vehicles for day to day use including travelling to work. The majority of households (76.4%) were one family households, which suggests that two cars are needed for a family household.

There are also few public transport opportunities available across the Three Parishes, beyond the on-demand bus service in Norton in Hales. Given the Three Parishes are working together on a neighbourhood plan, options could be explored as to altering or

extending this service across the wider area, taking into consideration the role and function of villages and provision of services. Additional demand for services could come through new development or by exploring ways to encourage bus usage among the existing resident population. The planning system could contribute by promoting new development in certain areas or uses, safeguarding existing uses where there is a community contribution, or encouraging existing businesses and services to expand.

The census data showed a proportionally lower level of affordable (social rented) housing across the Three Parishes (6.8%) than Shropshire (13.5%). There may be a need for additional affordable housing of different types, not just social rented properties as classed by the 2011 census. A local survey of residents' needs could provide evidence for affordable housing need across the Three Parishes. The neighbourhood plan could aid this process in identifying sites or dwelling mix types for future planning proposals.



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

01952 384555

Contact@apt-group.co.uk