



CLEOBURY MORTIMER MARKET TOWN PROFILE



Spring 2021

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Market Town Profile

Cleobury Mortimer

Cleobury Mortimer is a small market town in the south east of the Shropshire. Midpoint between the Clee Hills and the Wyre Forest the town of Cleobury Mortimer is an ideal base for exploring these areas. The name of Cleobury is thought to be derived from the old English *clifu* meaning a steep place and *burg* meaning dwellings within a fortified settlement. Another suggested origin is from the old English word for clay which describes the soil of the area. Mortimer originates from Ranulph de Mortimer of Normandy who was granted the land after the Norman Conquest. The town was granted its town market charter in 1253 and regular farmers markets continue to be held.

Cleobury Mortimer today is a small rural town supporting the rural agricultural hinterland however in the 16th century the town played a role in the industrial revolution. The establishment of furnaces and forges led to the production of high quality wrought iron. The decline of industry in the 19th century led to the town returning to its roots as a rural market town.

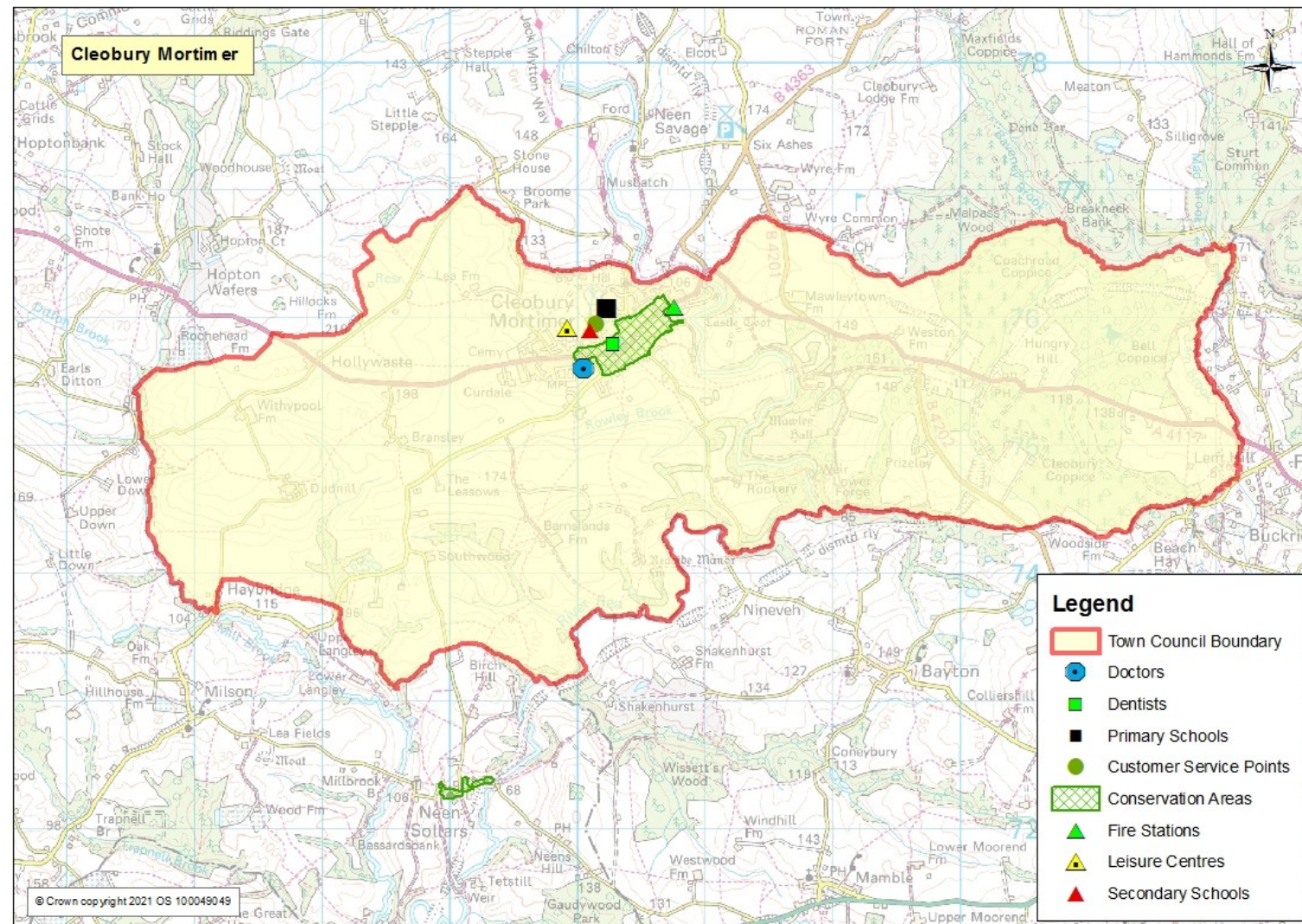
Area Quick Statistics

3147 hectares**1,349 households****3,600 people****1.13 people per hectare****1,419 dwellings****44 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.

Cleobury Mortimer Town Council Area Key Assets

The information in this market town is predominantly focussed on the town council area of Cleobury Mortimer. 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 2 which cover most of the town council area.

Local Politics

Cleobury Mortimer is represented by a local town council that is responsible for the management of a range of services including; the cemetery, town hall, some streetlights, grounds maintenance and Christmas lights.

<http://www.cleobury.org.uk/blog/>

Cleobury Mortimer Town Council is represented by 8 members. The town does not elect a mayor.

Shropshire Council is responsible for a range of 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 one Shropshire Council ward covering the town council area with two representatives. Elections are held on a 4 year cycle with the next elections due May 2021. Ward councillors are -

Cleobury Mortimer - Gwilym Butler and Madge Shingleton.

Member of Parliament

Cleobury Mortimer is part of the Ludlow parliamentary ward which is represented by the Rt Hon Philip Dunne MP <http://www.philipdunne.com/>

Community Assets

Cleobury Mortimer 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

Cleobury Mortimer Town Council, Love Lane Cleobury Mortimer, DY14 8PE. <http://www.cleobury.org.uk/blog/>

Cleobury Mortimer Library, Cleobury Country Centre, Cleobury Mortimer, DY14 8PE. <https://www.shropshire.gov.uk/libraries/find-a-library/cleobury-mortimer-library/>

Cleobury Mortimer Fire Station, Lower Street, Cleobury Mortimer, DY14 8AF - lecture room available for public use. Contact the station for details <https://www.shropshirefire.gov.uk/stations/cleobury-mortimer-fire-station>

Community Facilities

Cleobury Mortimer Parish Hall, Church St, Cleobury Mortimer, DY14 8BS. Large hall and kitchen facilities available

Cleobury Country Centre, Love Ln, Cleobury Mortimer, DY14 8PE - <http://www.cleoburycountry.com/>

A community hub for local businesses and community groups.

Demographics

Shropshire Town and Parish Council	1981 Census	1991 Census	2001 Census	2011 Census
Cleobury Mortimer	1,883	2,164	2,536	3,036

Source: Census data

Cleobury Mortimer is the fifteenth largest town in Shropshire by population. The latest population of Cleobury Mortimer is 3,400 (Mid Year Population Estimates, ONS, 2015) covering 3147 hectares. Cleobury Mortimer's population density was 1.0 people per hectare, making it the fifteenth most densely populated of all Shropshire Market Towns. Cleobury Mortimer's population consists of 49.5% male and 50.5 % female. Cleobury Mortimer Town Council population has increased since 1981 from 1,883 to 3,036. This is an increase of 61% in 30 years.

Population Forecast

Built up Area Geography Cleobury Mortimer	Census Day 27th March 2011	2016	2026
Population	2,700	3,000	3,200
Dwellings	1,200	1,300	1,400
Households	1,100	1,200	1,300

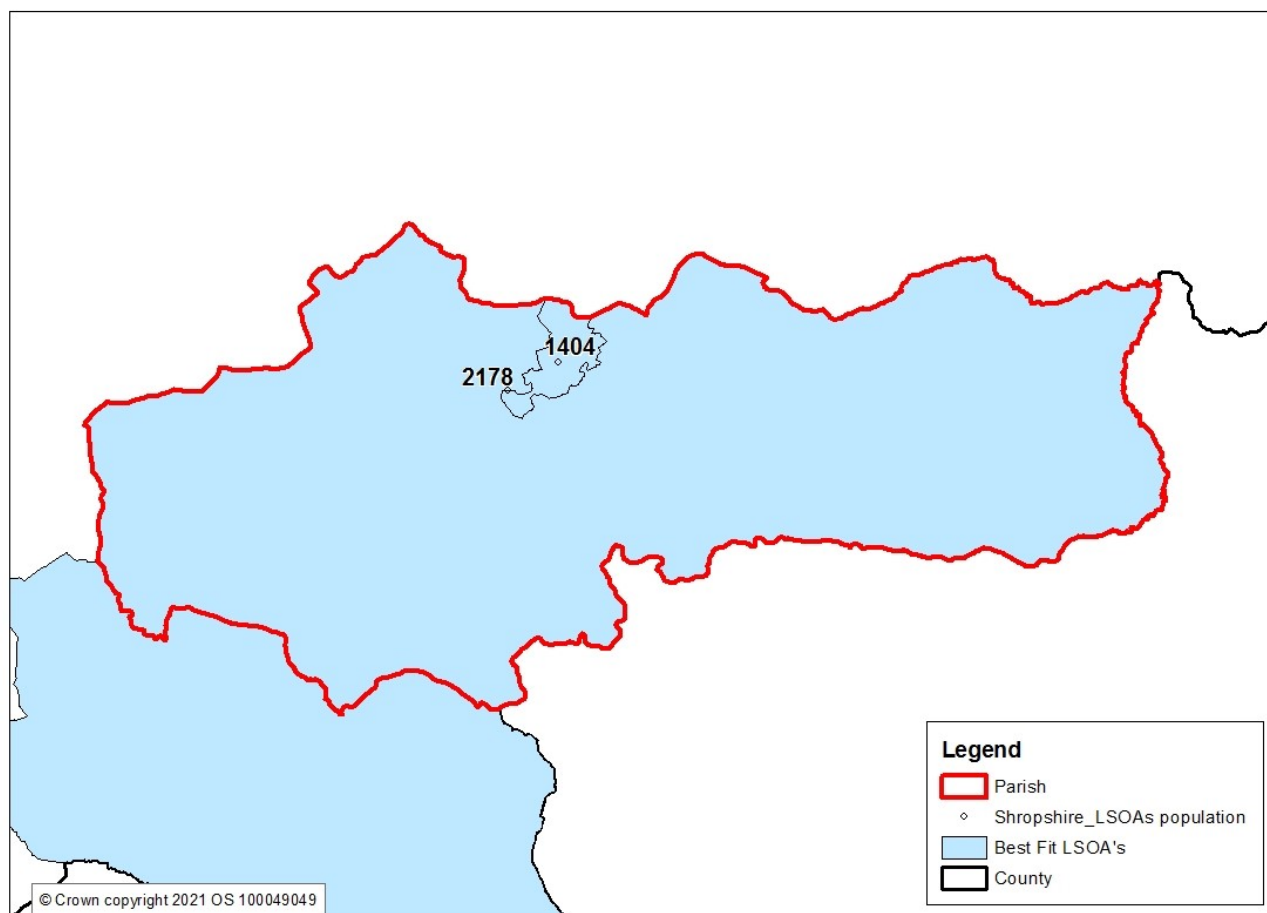
Note: the population, dwellings and household figures are based on a smaller area than the parish council area. Population forecasts are based on developments of new housing.

The population of Cleobury Mortimer area is forecast to rise from 2,700, in 2011 to 3,200 in 2026. This is a rise of 18% over this period. The largest part of this increase is expected between 2011 and 2026, when the population is forecast to rise by just around 320 people or 12%.

The number of dwellings is also forecast to increase from 1,200 in 2011 to 1,400 in 2026. This is an increase of 17%. Similarly the largest part of this growth is forecast to happen between 2011 and 2016.

The number of households are forecast to increase by 18% between 2011 and 2026, in a similar manner to dwellings.

Population by Local Areas

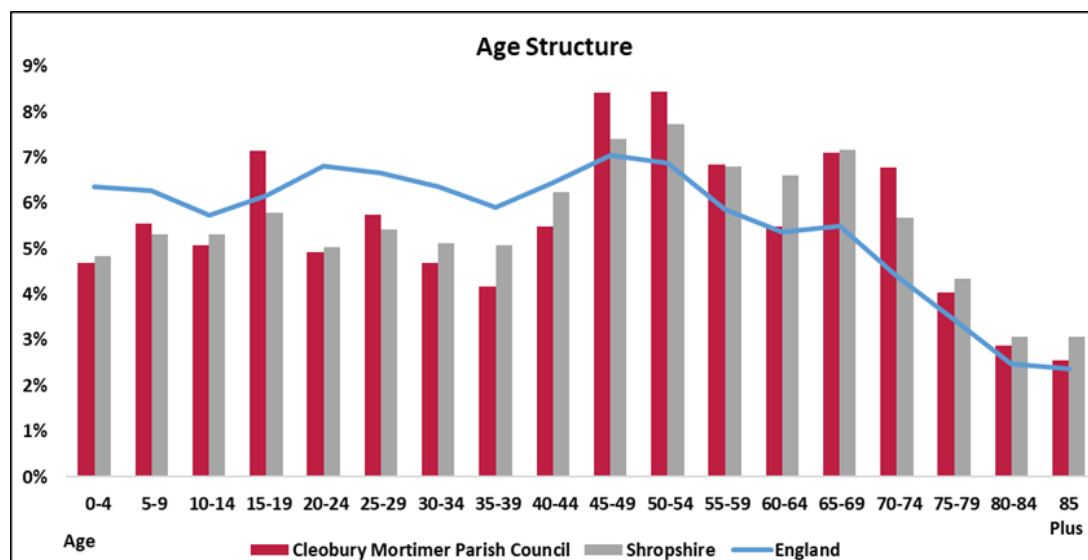


The information in this market town is predominantly focussed on the town council area of Cleobury Mortimer. Due to the nature of national statistical data it is not always possible to fully replicate these boundaries. Statistics quoted in this profile will use the best fit to the town council area. If these are not available the next best fit is the use of Lower Super Output Areas (LSOA's). These small area figures are part of a national dataset which comprises of 32,000 areas of which there are 192 in Shropshire and 2 which cover most of the town council area.

The smallest LSOA with a population of 1353 covers the town centre area whilst the 2nd LSOA covers the predominantly rural surrounds and extends beyond the Parish area.

Age Structure

- Cleobury Mortimer has a slightly younger population profile to Shropshire.
- There are a similar proportion of people aged 0-29 to Shropshire with a greater number of people aged 15-19.
- There are fewer people aged 30-44 and then a greater number aged 45 to 54.
- There are a similar number of people aged 55 and over to Shropshire with the exception of the 60-64 where Cleobury Mortimer had fewer people compared to Shropshire proportions.
- Cleobury Mortimer also has a greater number of people aged 70-74 compared to Shropshire.
- There are slightly fewer people aged 80 plus compared to Shropshire.



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

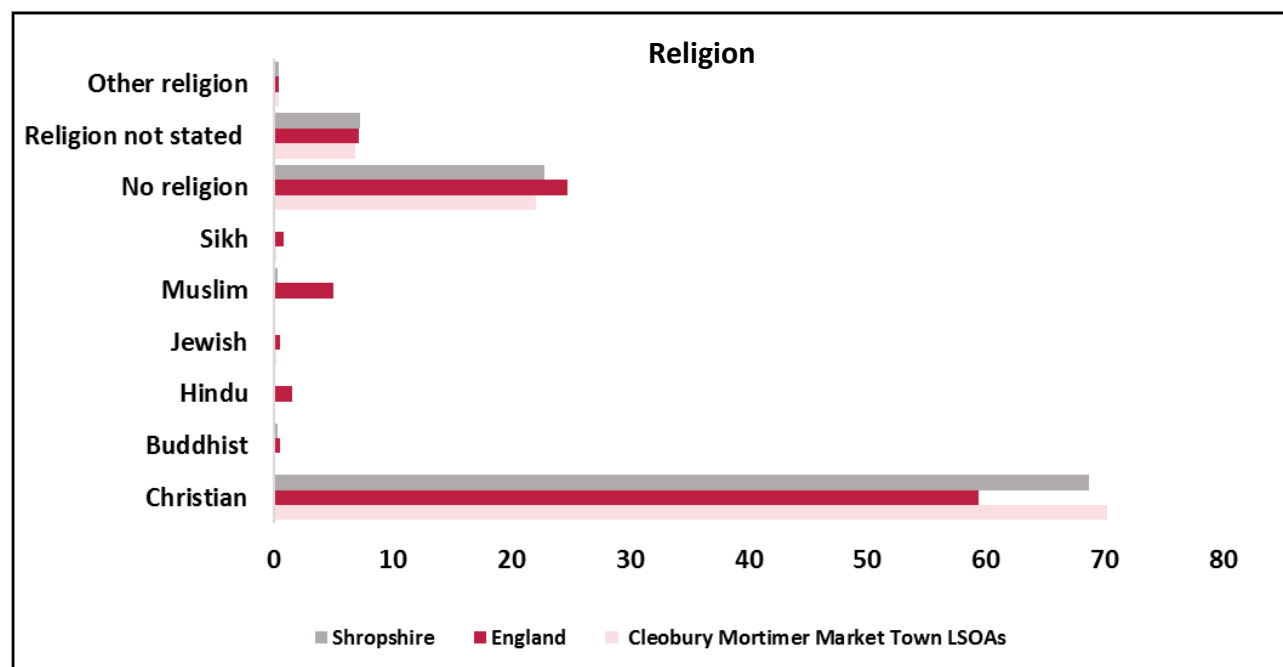
2,100 Cleobury Mortimer residents are of traditional working age (16-64) which is the equivalent of 59.6% of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

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
Wem	57.5
Whitchurch	59.6
Shropshire	58.9
West Midlands	61.7
Great Britain	62.5

Ethnicity and Religion

The total BME (black minority ethnic group) in Cleobury Mortimer was 1.3% or 42 of the total population at the time of the 2011 Census. The largest group was Asian/Asian British, 0.7%. Ethnicity levels in Cleobury Mortimer are lower than Shropshire and significantly lower than England.

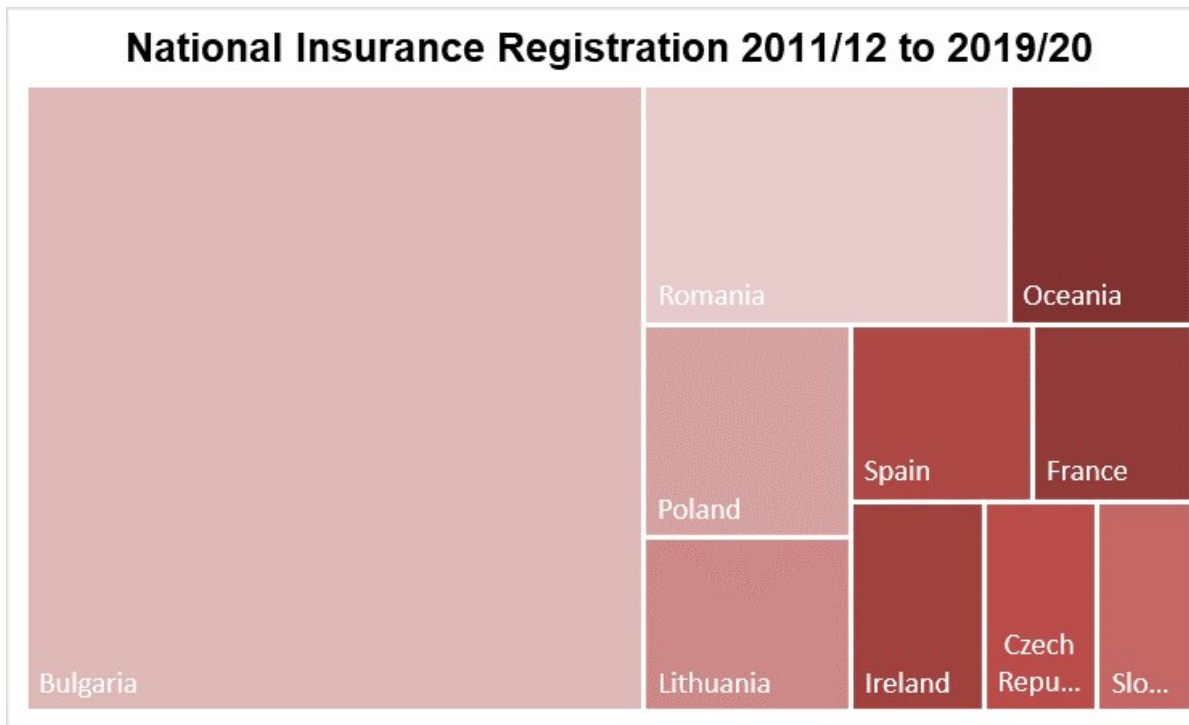
Area	White	White: British	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	Total BME
Cleobury Mortimer	98.7%	97.2%	0.6%	0.7%	0%	0%	1.3%
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%



In 2011, 71% of the Cleobury Mortimer population affiliated themselves with a religion. This percentage is marginally higher than for Shropshire or England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (70.2% of the population or 99.0% of those expressing any religious affiliation). Other religions represented in Cleobury Mortimer, albeit in small numbers, include Jewish and Sikh.

Source: 2011 Census

Ethnicity



Source: Department for Work and Pensions - Stat-Xplore

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.

There is one middle layer output area that covers Cleobury Mortimer. This layer extends further than the lower level layers that cover the town and extends west to cover the areas of Doddington, Burford and Ashford Carbonell.

Where registrations are less than 5, from any nation, the numbers are withheld to prevent identification of individuals. Therefore small numbers of other nationalities will have made registrations. The total number of overseas NI registrations from 2012 to 2016 in Cleobury Mortimer and surrounding hinterland was 183.

The majority of NI registrations from this period has been from Bulgarian nationals.

Ethnicity and Religion

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

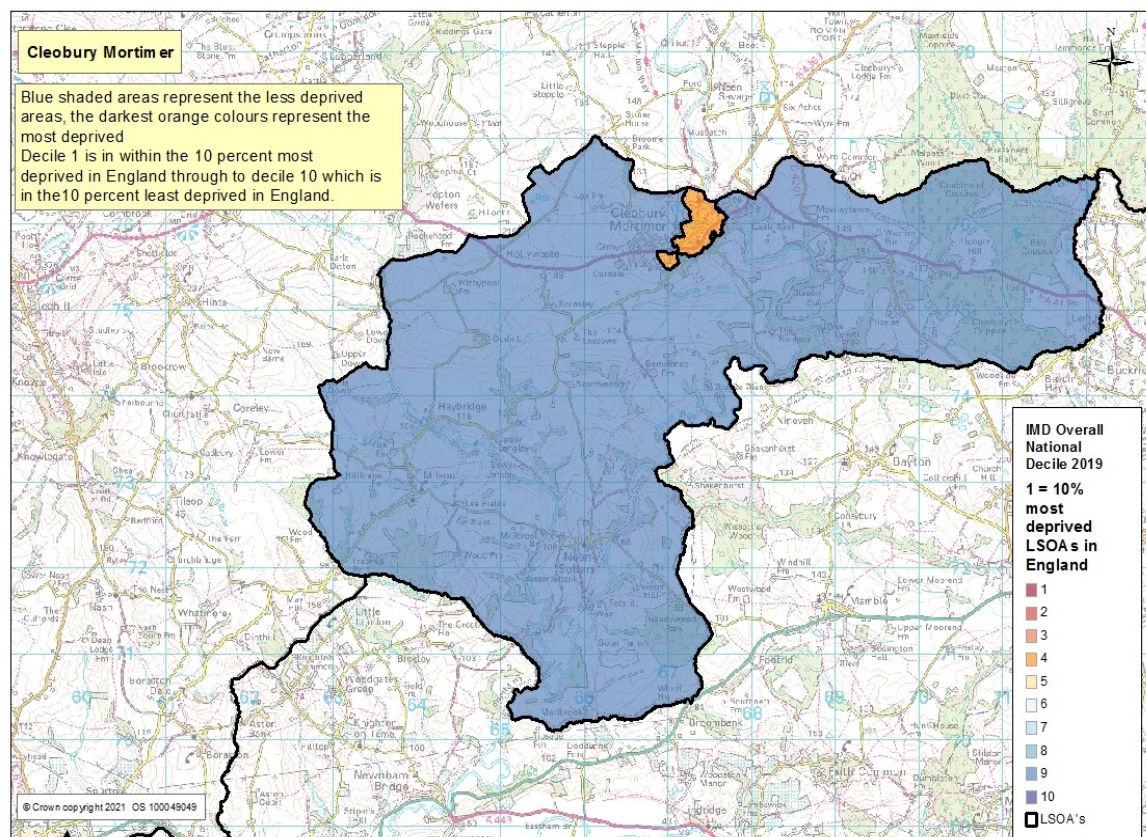
St Mary's, Church St, Cleobury Mortimer, Kidderminster DY14 8BX <http://www.cleoburybenefice.org/>

12th century church which is open between 10.00 – 16.00 each day; for times of services and other activities see the website.

Cleobury Mortimer Methodist Church, 1 Lower St, Cleobury Mortimer, DY14 8BN.

St Elizabeth's Catholic Church, 18 Lower St, Cleobury Mortimer, Kidderminster DY14 8AL.

INFORMATION, INTELLIGENCE & INSIGHT



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

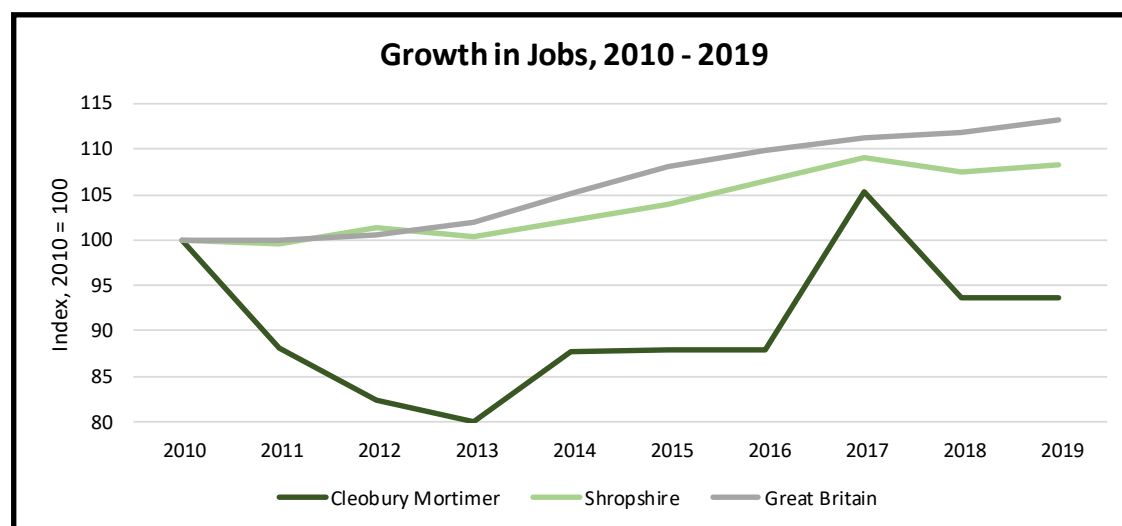
Cleobury Mortimer has one area covering the town centre area which falls into decile 4, or the 40% most deprived LLSOA's nationally. The area around the centre and more rural, is less deprived, falling into the 9th decile nationally.

For more information on IMD see:

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

Economy

Cleobury Mortimer is the sixteenth largest employment centre in Shropshire and is one of main location of businesses and jobs in the south east of the County. 155 businesses have registered offices in Cleobury Mortimer (Source: FAME (Bureau van Dijk), February 2021) which is less than 1% of the Shropshire total and approximately 800 people are employed in the town (0.6% of the Shropshire total).



Over the last nine years, the number of jobs in Cleobury Mortimer has fallen, although there has been some pick up in the job levels in the last three years. Between 2010 and 2019, the number of jobs fell by 6.3%. In comparison, over the same period the number of jobs in Shropshire rose by 8.3% while the number of jobs nationally rose by 13.2%.

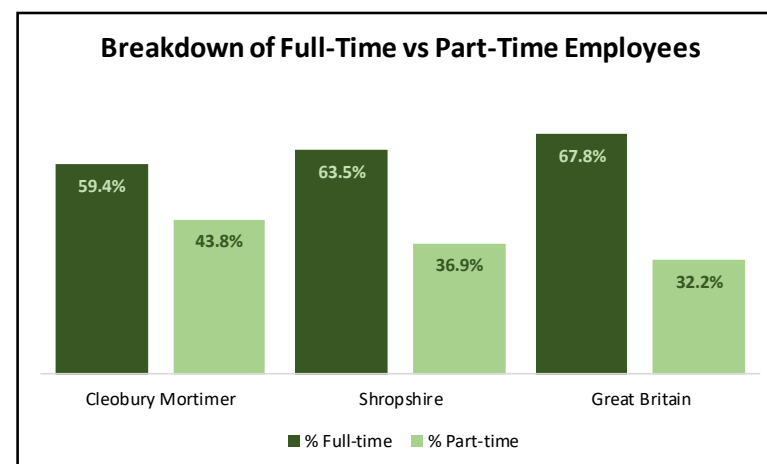
In addition, there are approximately 100 business proprietors/sole traders based in the town, which takes overall employment levels to 900.

Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally, and its prevalence is just slightly more pronounced in Cleobury Mortimer as illustrated in the chart opposite. In 2019, full-time employment represented 59% of the total compared with 64% in Shropshire and 68% in Great Britain.

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

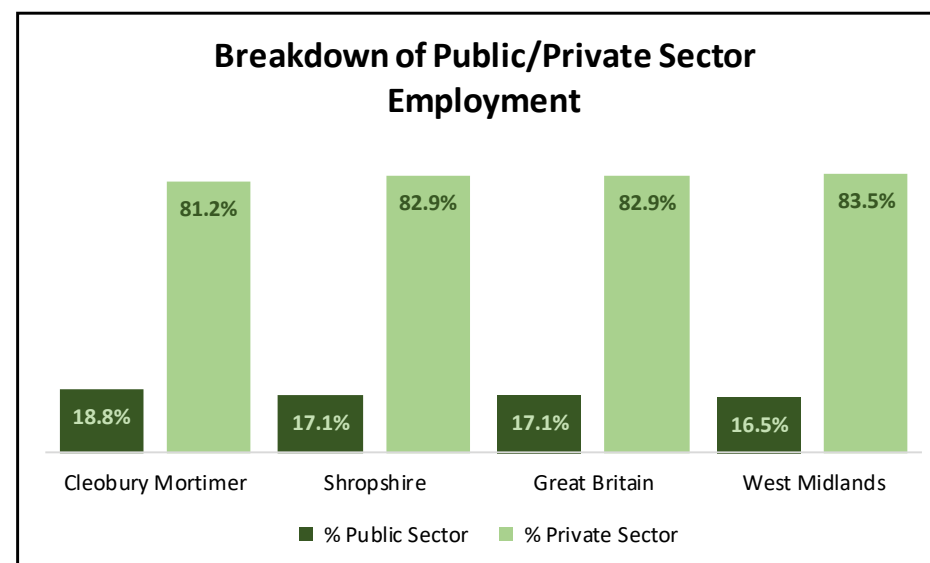
Note: Numbers may not add up due to rounding



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 Cleobury Mortimer, public sector jobs account for 18.8% of all employment, slightly more than the Shropshire average. Public sector employment has risen by a quarter in the town since 2015 (+24.2%) while the number of private sector jobs has risen by +4.1%.



Employment Sectors

The four largest employment sectors in Cleobury Mortimer are manufacturing, retail, accommodation & food services and education. Together these account for 59.1% of employment within the town. Manufacturing accounts for 17.1% of employee jobs (9.9% in Shropshire). Accommodation & food services account for 15.9% of jobs (9.9% in Shropshire). 15.2% of jobs are in education (8.3% for Shropshire). Retail is typically over-represented in towns, and accounts for 11% of Cleobury Mortimer employment compared with 9.5% in Shropshire. Other sectors accounting for more than 5% of jobs include construction, wholesale and professional, scientific & technical.

Employment Sectors

Employment Sector	Cleobury Mortimer	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	0.6%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	0.0%	1.3%	1.3%	1.3%
Manufacturing	17.1%	9.9%	11.6%	8.0%
Construction	5.5%	6.0%	4.4%	4.9%
Motor trades	0.6%	3.0%	2.5%	1.9%
Wholesale	6.1%	4.4%	4.9%	3.9%
Retail	11.0%	9.5%	8.5%	9.2%
Transport & Storage	3.7%	3.8%	6.0%	4.9%
Accommodation and Food Services	15.9%	9.9%	7.3%	7.6%
Information & communication	1.2%	2.0%	2.6%	4.3%
Financial & insurance	1.2%	1.2%	2.4%	3.5%
Property	0.6%	1.9%	1.7%	1.7%
Professional, scientific & technical	9.8%	7.2%	6.4%	8.7%
Business Administration & Support	1.2%	4.8%	9.4%	8.8%
Public administration & defence	1.8%	4.0%	3.7%	4.4%
Education	15.2%	8.3%	8.8%	8.6%
Health	4.3%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	4.3%	4.8%	4.3%	4.5%

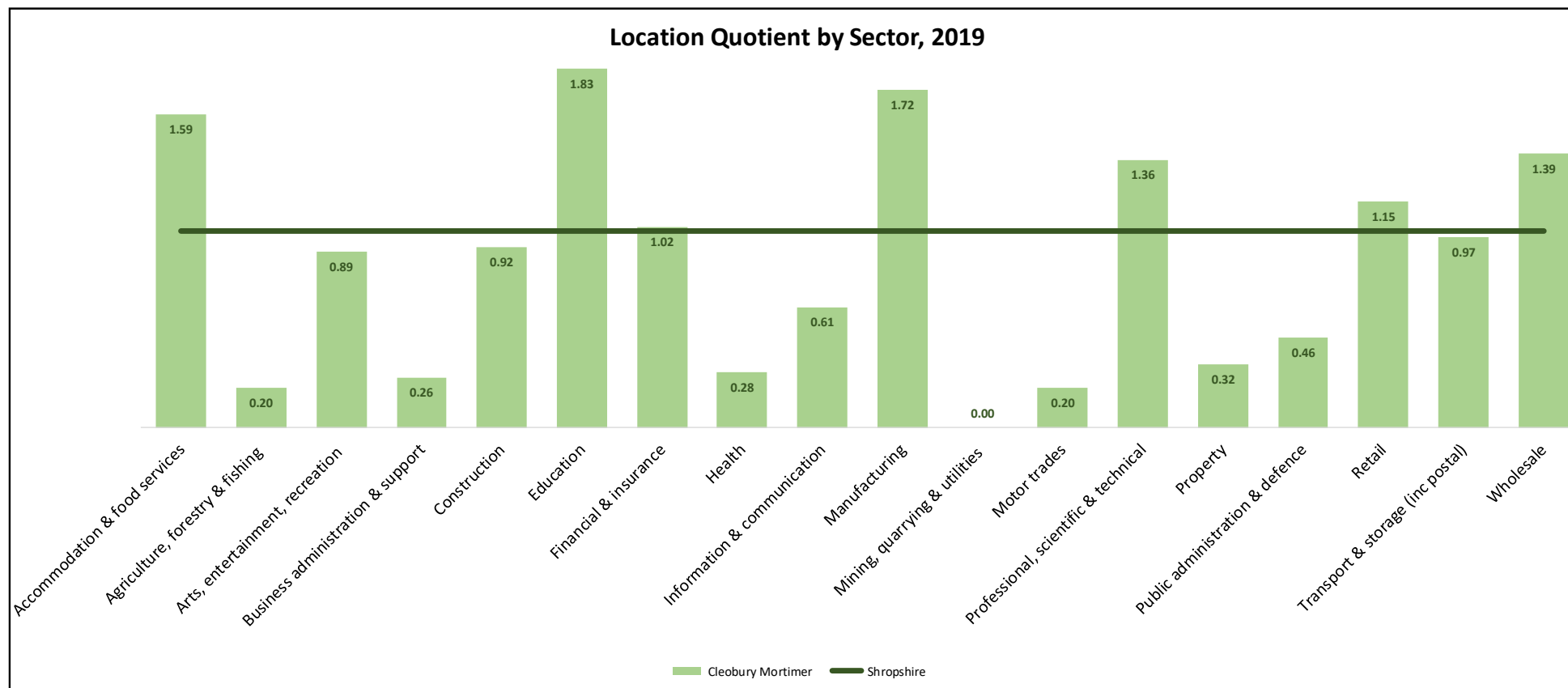
The adjacent table shows the breakdown of employment sectors in Cleobury Mortimer alongside the comparable breakdowns for Shropshire, the West Midlands and for Great Britain.

It shows that agriculture, mining & quarrying, motor trades, transport & storage, information & communication, finance & insurance, property, business administration & support, public administration and defence, health and arts, entertainment & recreation employ relatively few people in Cleobury Mortimer (19.5% 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 Cleobury Mortimer 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.

As well as accommodation & food services, education and manufacturing, professional, scientific & technical and wholesale are over-represented in Cleobury Mortimer in relation to the rest of Shropshire.

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



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

Note: Excludes land-based agriculture

Main Employers

Employers	Number of Employees	Turnover (£'000s)
The Shropshire Gateway Education Trust	172	7,768
Muller Precision Limited	121	13,428
Pineland Furniture Ltd	58	n.a
Amodil Supplies Ltd	48	53,821
Mawley Oak Garages Ltd	27	n.a
Swifts Bakery	14	n.a
Mercia Retail Ltd	11	n.a

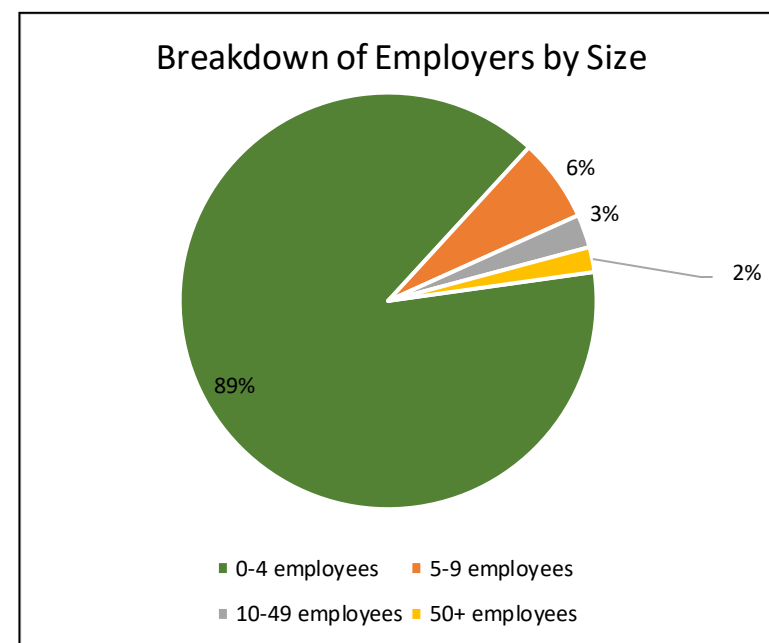
Source: FAME (Bureau Van Dijk), February 2021

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.

89% of businesses in Cleobury Mortimer employ less than 5 people. An additional 6% employ between 5 and 9. Just 2% have a workforce of 50 or more.

The following organisations are identified by the business directory FAME as being the largest employers in Cleobury Mortimer. This suggests that there are only five employers with a workforce of 20 or more within the town centre boundary.

Large employers which are not included within the above table include national retail stores.

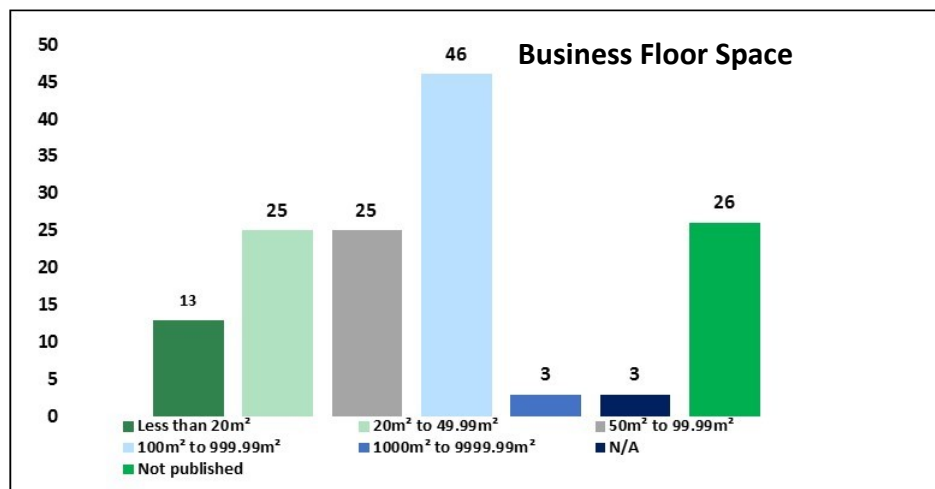
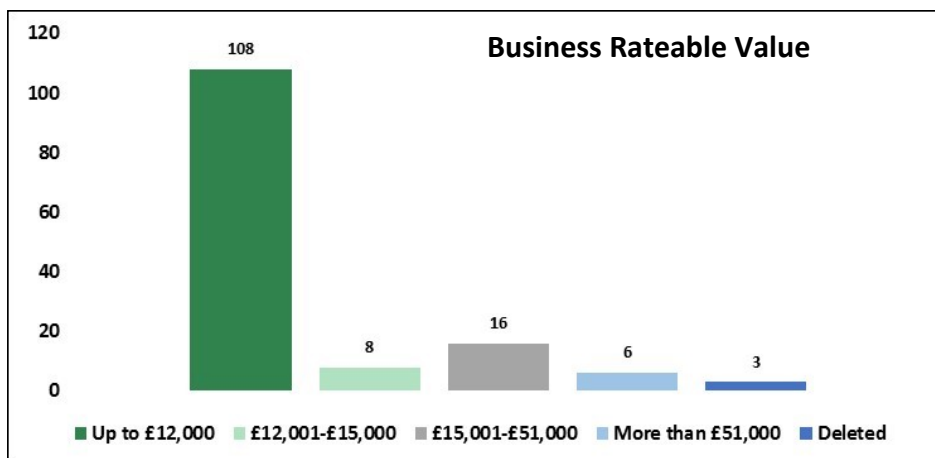


Note: 0-4 employee category includes all companies where employment levels are unknown.

Business Rates

141 establishments have a rateable value in Cleobury Mortimer and the combined rateable value of these organisations is £1.5 million. This is the equivalent of 0.6% of the total rateable value of all businesses in Shropshire.

108 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 6 (0.4%) have a rateable value of more than £51,000.



Source: Valuation Office Agency

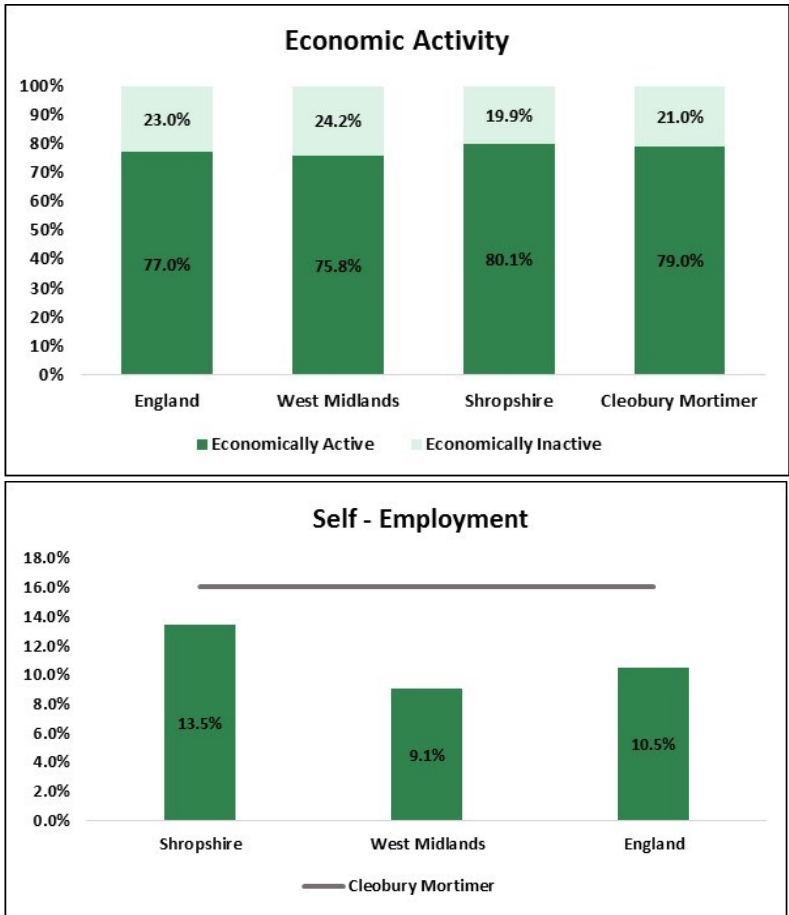
The majority of organisations on the Cleobury Mortimer business rates list are classed as commercial—primarily retail outlets and offices. These account for 72.3% of the total. Industrial is the second largest classification, accounting for 13.5% of the total.

Count of Classification	Cleobury Mortimer
Commercial	102
Educational Training and Culture	4
Industrial	19
Leisure	3
Miscellaneous	10
Utilities	3
Total	141

63 businesses have a floor space of less than 100m², while just three have floor space of more than 1,000m². The largest organisation covers over 4,500m².

Economic Activity

The status of Cleobury Mortimer residents aged 16-64 at the time of the 2011 Census showed 79.0% 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% but higher than the national and regional averages (77% and 75.8% respectively).



Source: 2011 Census

Of those who were economically active, 75.4% were in employment while 3.6% 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 lesser issue in Cleobury Mortimer in relation to Shropshire as well as England.

Of the 1,471 Cleobury Mortimer residents in employment, the majority are employees (79.1%) while the remainder are self-employed. 69.9% of employees work full-time compared with 70.5% of the self-employed.

Employment Breakdown	Cleobury Mortimer
In Employment Total	1,471
Of which Employee: Total	1,164
Of which Employee: Part-time	350
Of which Employee: Full-time	814
Of which: Self-employed: Total	315
Of which Self-employed: Part-time	93
Of which Self-employed: Full-time	222

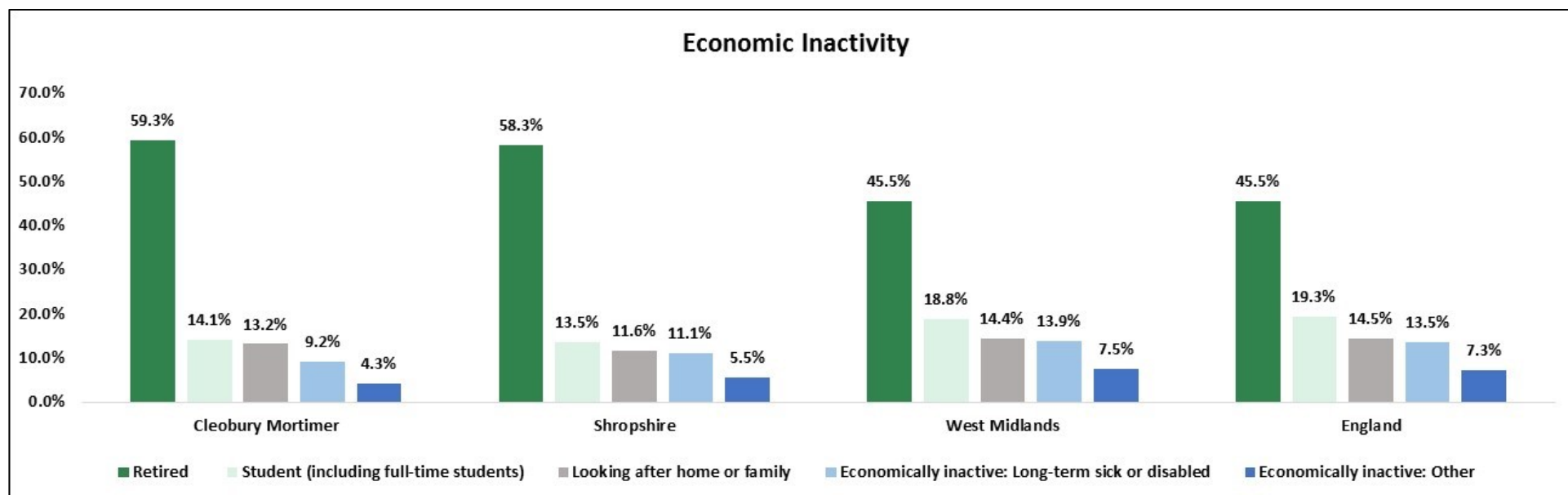
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County's market towns, especially the main employment centres. In Cleobury Mortimer, the self-employment rate is even higher than it is in Shropshire at 16.1%, which is higher than many other Shropshire towns except Bishop's Castle, Church Stretton, Much Wenlock and Pontesbury/Minsterley.

Economic Inactivity

413 Cleobury Mortimer 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 Cleobury Mortimer population which does not participate in the labour market is slightly higher than the average for Shropshire.

The following chart shows the breakdown of the economically inactive population in Cleobury Mortimer, 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.

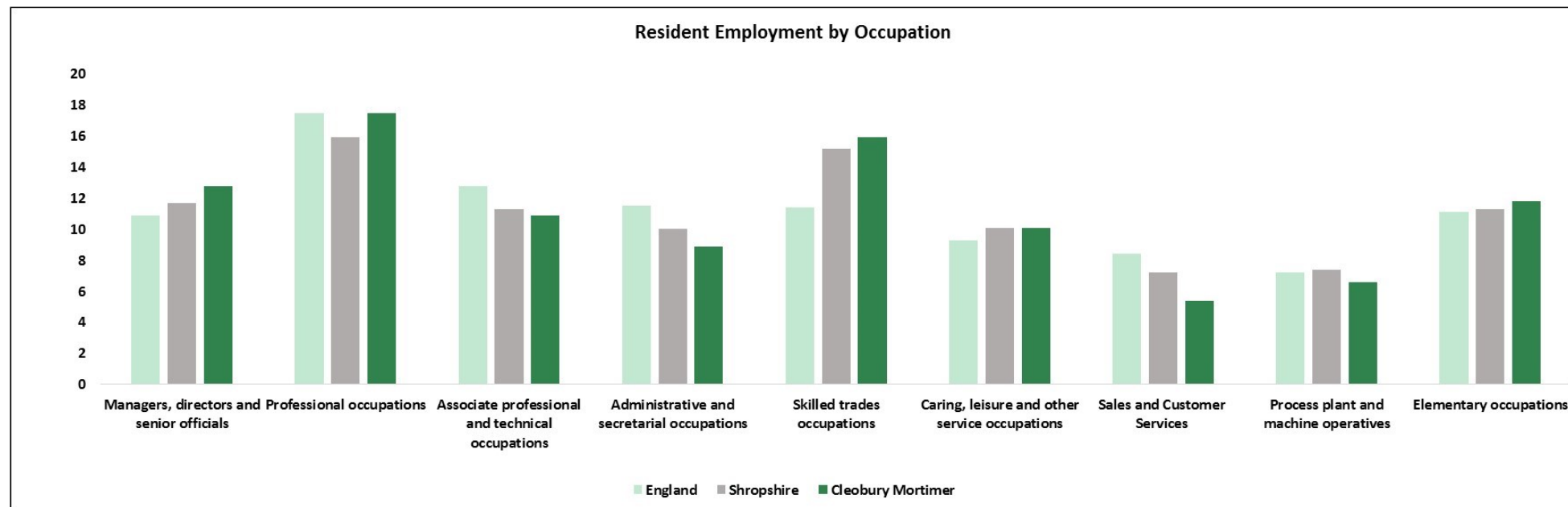
It is apparent that a slightly higher proportion of economically inactive Cleobury Mortimer residents are inactive because they are retired. In contrast, there are proportionally fewer long-term sick and disabled.



Source: 2011 Census

Employment by Occupation

Cleobury Mortimer supports higher numbers working in the Standard Occupation Classifications (SOC) of 1 to 3 the professions, with 41.2% 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. 12.8% work as managers, 17.5% in professional occupations and 10.9% in associate professional occupations. In addition, a relatively higher proportion work in elementary occupations (11.8% compared with 11.3% for Shropshire) but there are fewer process, plant and machine operatives (6.6% compared with 7.4% for Shropshire).



Source: 2011 Census

Qualifications

According to the Census 2011, 28.8% of residents had a level 4 qualification or above, marginally lower than the Shropshire average of 29.4%. In total 13.2% of people had no qualification. Again, this is marginally lower than the Shropshire average (14.0%). Overall, the qualification profile of Cleobury Mortimer residents is similar to the County as a whole.

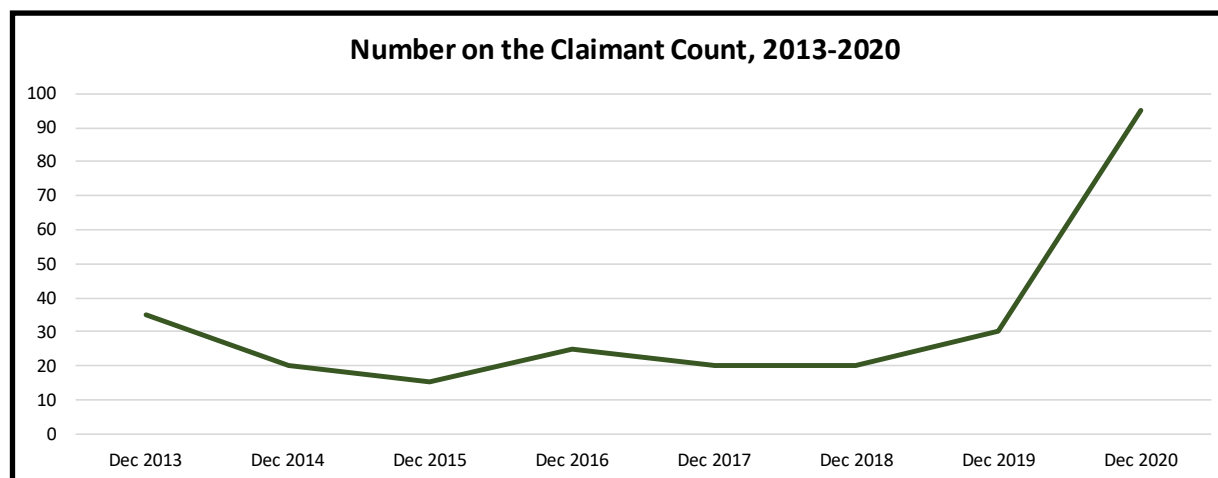
Qualifications	Cleobury Mortimer	Shropshire	England and Wales
Level 1	15.4	15.4	15.2
Level 2	19.9	19.4	17.2
Level 3	15.6	14.7	14.5
Level 4/5	28.8	29.4	29.7
Other qualifications	7.0	7.1	8.6
No qualifications	13.2	14.0	15.0

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 Cleobury Mortimer between December 2013 and December 2020.



Source: Department of Work and Pensions/ONS

In December 2020, 95 Cleobury Mortimer residents were on the claimant count, which is more than six times higher than the 15 who were on the count in December 2015. The claimant rate in Cleobury Mortimer (the percentage of the 16-64 population which is claiming) is comparable to the average for Shropshire (4.5% compared with 4.4%). This rate is lower than for either Great Britain (6.2%) or the West Midlands (7.2%). Claimant numbers everywhere were elevated throughout 2020 due to the coronavirus pandemic.

Universal Credit

The following table shows the number of people claiming Universal Credit in Cleobury Mortimer 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)	209
Households on Universal Credit (Nov 20)	173

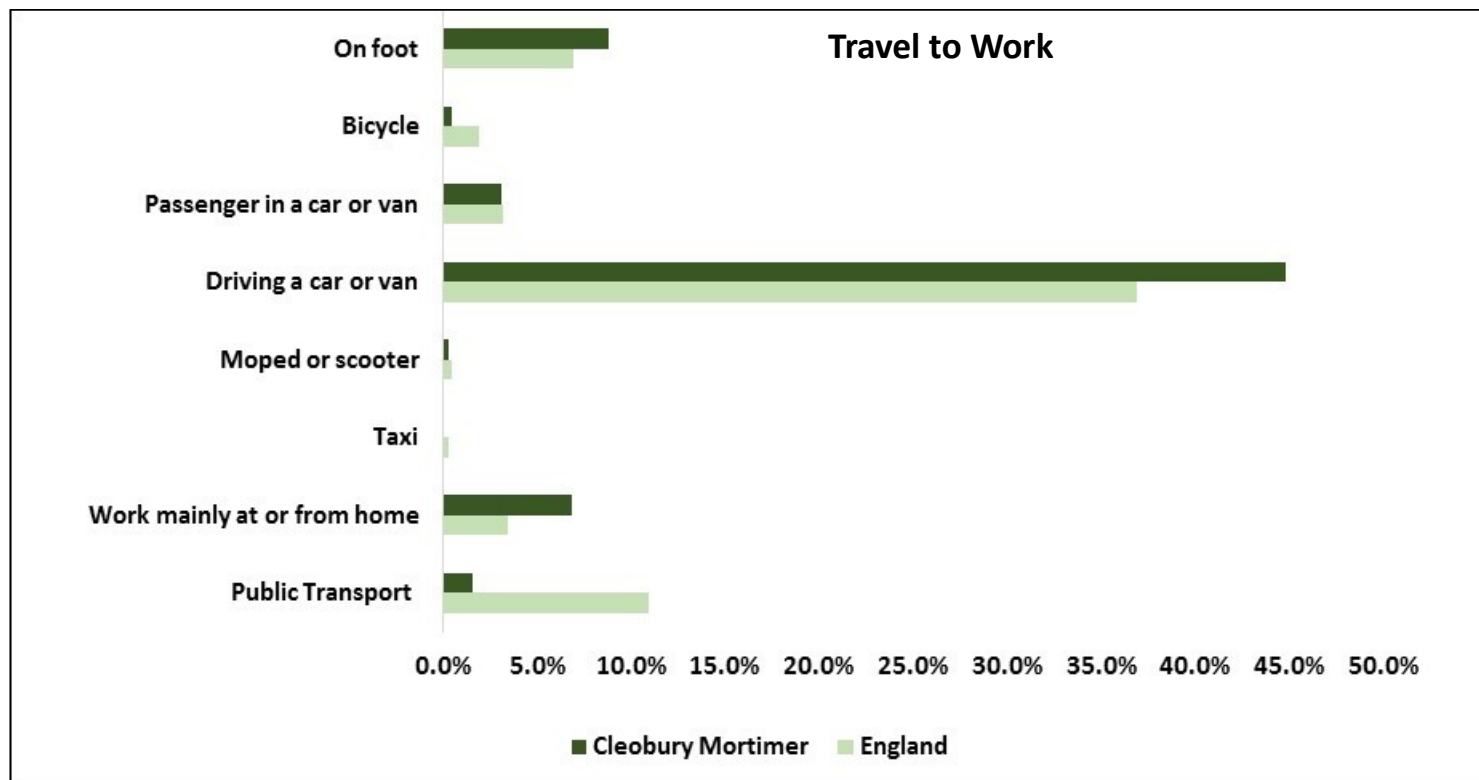
State Pension

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 Cleobury Mortimer total 827 or 1.1% of the state pension claimants in the county.

Travel and Commuting

The most commonly used method of transport to work for Cleobury Mortimer residents who work was to travel by car or van. 45% of workers drove to work, while an additional 3% were a passenger in a car or van. A higher percentage of Cleobury Mortimer residents work primarily from home than is the case nationally (7% compared with 3%), and this is also slightly higher than the Shropshire average of 6%. A comparable percentage walk to work compared with Shropshire (9% against 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

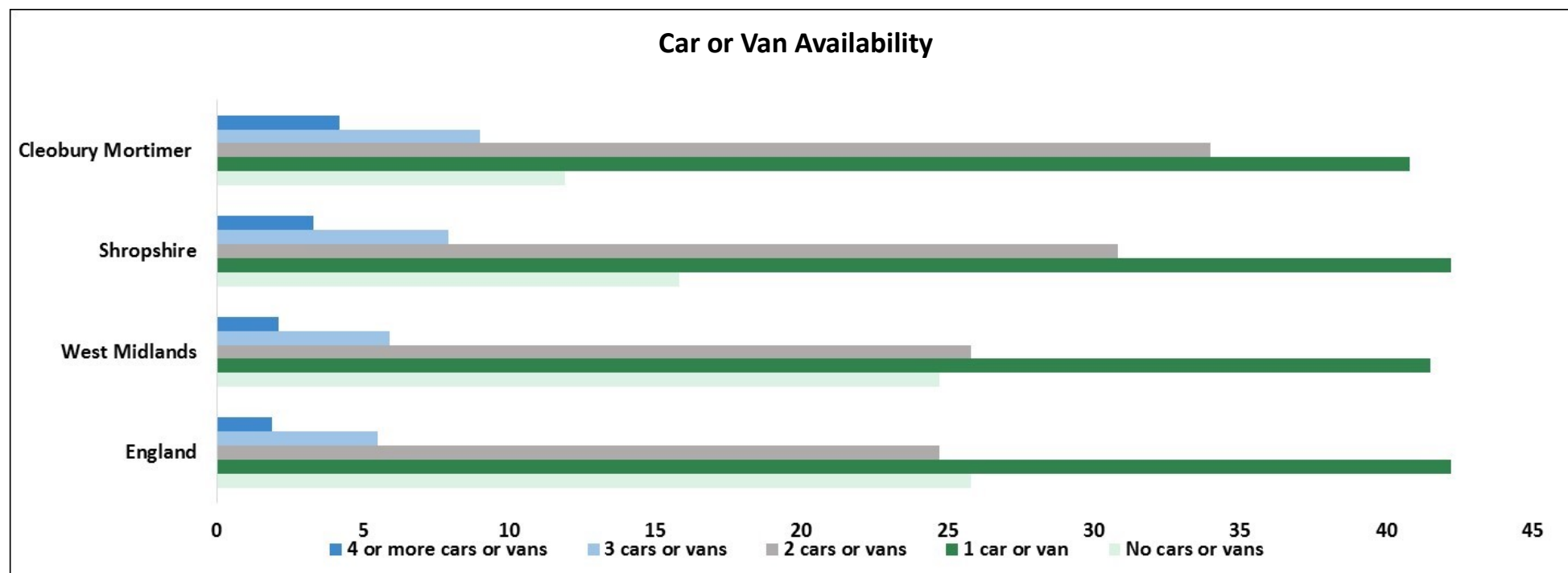


Source: 2011 Census

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 a 25.8% of households nationally according to the 2011 Census. The proportion of households without a car in Cleobury Mortimer is even lower at 11.9%.

40.8% of households have one car, 34% have two cars while 13.2% have three or more. The total number of cars and vans owned by Cleobury Mortimer households stood at 2,085 in 2011.

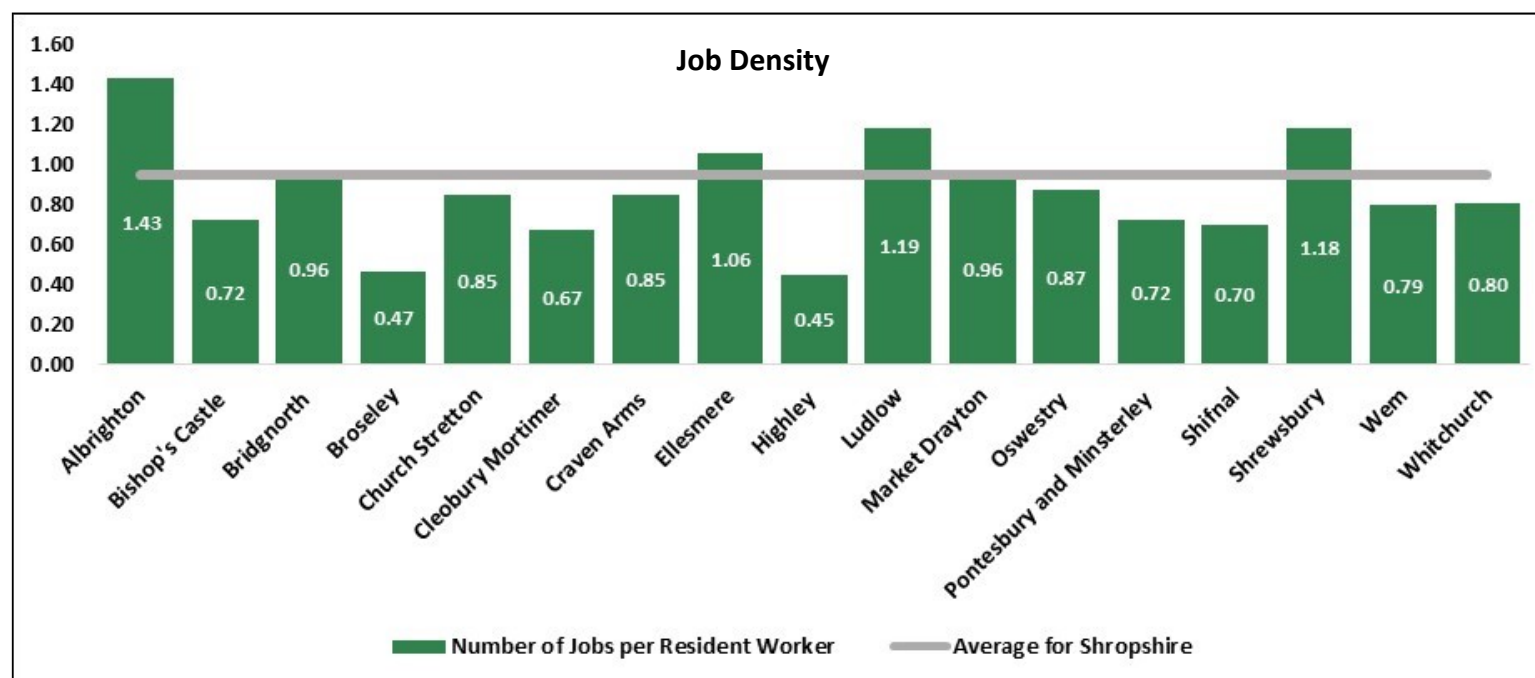


Source: 2011 Census

Commuting Patterns

Cleobury Mortimer (place plan area) supports a lower level of employment self-containment than most Shropshire market towns with only Broseley, Shifnal, Highley and Pontesbury and Minsterley displaying a lower level of self-containment. 33.3% of all Cleobury Mortimer jobs are filled by Cleobury Mortimer residents while 22.4% of working people who live in Cleobury Mortimer also work there, which gives an overall level of self-containment of 26.8%. The differential between the number of resident workers and the number of jobs is sizeable, with net out-commuting across the Cleobury Mortimer place plan border standing at 982. This equates with 2,332 people living in Cleobury Mortimer but working elsewhere and 1,350 people working in Cleobury Mortimer but living elsewhere.

There are, therefore, comparatively few jobs in Cleobury Mortimer in relation to the size of the resident population. As such, job density is low at just 0.67 jobs per resident worker compared an average of 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 Cleobury Mortimer, the rest of Shropshire is an important source of workers for Cleobury Mortimer jobs. All other jobs are filled by workers from Malvern Hills (15.9%), Herefordshire (9.3%) or Wyre Forest (16.2%). The main destinations for Cleobury Mortimer workers who are not employed within the place plan area or elsewhere in Shropshire are also Herefordshire and Worcestershire.

Main Origins of Cleobury Mortimer Workforce	Number	%
Cleobury Mortimer	674	33.3%
Rest of Shropshire	512	25.3%
Malvern Hills	321	15.9%
Herefordshire	189	9.3%
Wyre Forest	328	16.25%

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. This results in a higher workforce number than quoted in the economic activity table.

Main Destinations for Cleobury Mortimer Resident Workers	Number	%
Cleobury Mortimer	674	22.4%
Rest of Shropshire	895	29.8%
Herefordshire	225	7.5%
Malvern Hills	316	10.5%
Worcester	88	2.9%
Wychavon	64	2.1%
Wyre Forest	316	10.5%
Birmingham	71	2.4%
Dudley	74	2.5%
Other	283	9.4%

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 15% or 387 households in Cleobury Mortimer earn less than £15,000 per year. At the other end of the scale 12% of households had an income exceeding £80,000 per annum. Household income rates in Cleobury Mortimer are higher than the Shropshire average.

Retail Economy

Retail accounts for 11.0% of total employment in Cleobury Mortimer, which makes it the fourth largest employment sector in the town. 0.8% of all retail employment across the whole of Shropshire is absorbed by Cleobury Mortimer.

Retail plays an important role in the economy of Cleobury Mortimer. Providing everyday amenities and shopping for local residents and surrounding rural hinterland.

High Street Shopping, Cleobury Mortimer's High Street area offers a range of independent stores providing fresh produce, gifts and household items. Services include banking and post office facilities along with several establishments for eating and drinking.

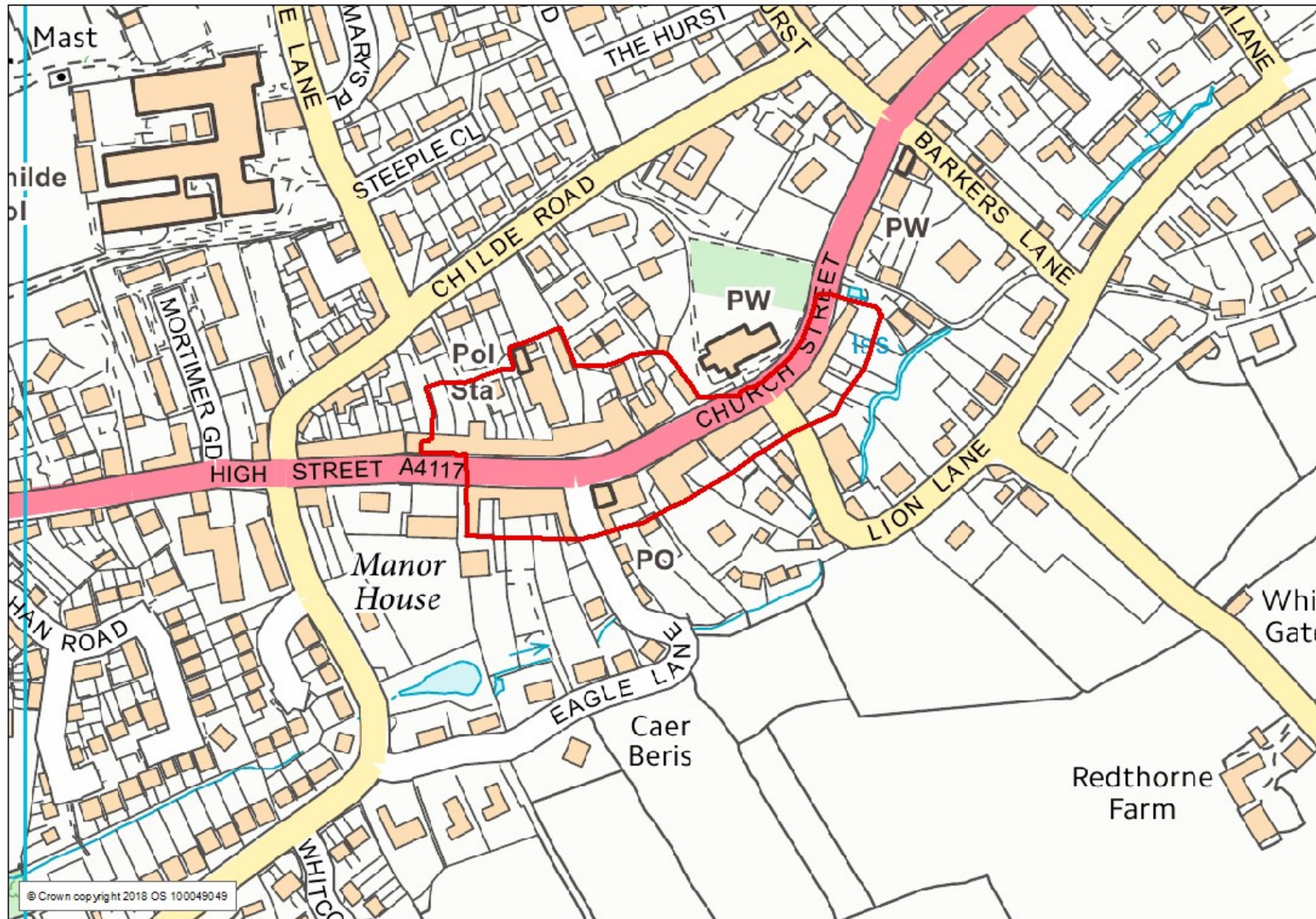
Supermarkets, There are a number of local convenience stores in the town centre including; Co-Op, Londis and Spar.

Markets

Farmers Market, monthly markets are held around St Mary's Church and attracts local producers.

Check the website for details and dates <http://www.cleoburycountryfarmersmarket.co.uk/Home>

Main Retail Area



Tourism & Leisure

Almost 200 people are employed in the tourism sector in Cleobury Mortimer, of which the majority are employed in accommodation and food services and a minority in arts, entertainment, recreation and other services. This is the equivalent of 20.1% of the total Cleobury Mortimer workforce which represents a higher share compared with Shropshire as a whole (14.7%). Less than 1% of total employment in the tourism sector in Shropshire is provided by Cleobury Mortimer.

Cleobury Mortimer is situated between the Clee Hills and the Wyre Forest making it an ideal base for exploring these areas. There are many popular walking routes in and around the surrounding countryside.

Visitors Attractions

An ideal starting place for information on places to visit is the -

Cleobury Mortimer Tourist Information Point, New Market Hall, Church Street, DY14 8BX.

Visitor website - <https://www.visitshropshirehills.co.uk/towns/cleobury-mortimer/>

Places to see in Cleobury Mortimer include:

Hobsons Brewery Visitor Centre, Newhouse Farm, Tenbury Road, Cleobury Mortimer DY14 8RD - www.hobsons-brewery.co.uk

Contact Hobsons behind the scenes tours of brewing process followed by beer tasting.

St Mary's Church, Church Street, Cleobury Mortimer, DY14 8BX.

Visit the parish church built in 1160 with a crooked spire and leaning walls.

Clee Hills and River Rea walks, 60 different walks in the beautiful rural landscape around Cleobury Mortimer.

Visit www.cmfa.co.uk/walkleaflets.html for details of routes.

Events

Cleobury Mortimer hosts a number of events throughout the year. Key annual events are listed here but it is worth visiting the town council website for details of all events.

Cleobury Community Celebration, <http://www.cleobury.org.uk/blog/>

Annual celebration day held in June to showcase talented people and businesses in Cleobury Mortimer.

Borders Classic Bike Show, <http://www.bordersbikeshow.com/>

Annual event held in September with indoor and outdoor displays.

Chorley Show, <http://chorleyshow.org/>

Popular annual village fair in Chorley around 6 miles north of Cleobury Mortimer.

Sports, Leisure & Culture

Cleobury Mortimer 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 Cleobury Mortimer area

Cleobury Mortimer Community Choir, Meetings held each Wednesday - <http://sing-laugh-breathe.co.uk/>

Cleobury Mortimer Golf Club, Cleobury Mortimer, Kidderminster DY14 8HQ - www.cleoburygolfclub.co.uk

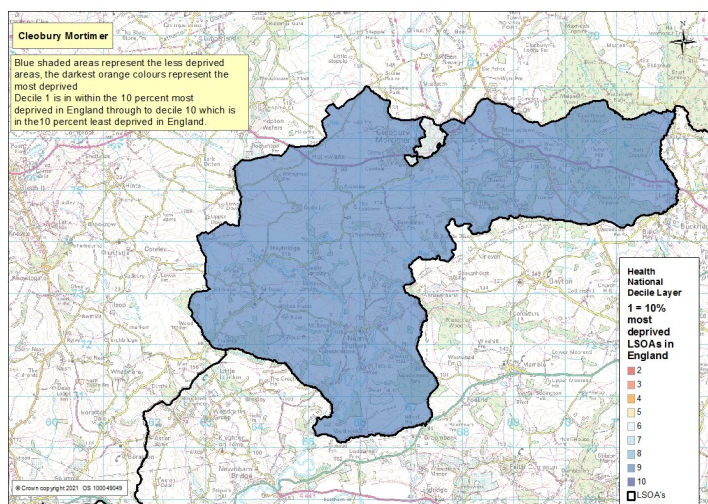
Cleobury Sports and Fitness Centre, Love Ln, Cleobury Mortimer, Kidderminster DY14 8PE - www.cleoburycountry.com

Cleobury Mortimer Volleyball Club, Love Ln, Cleobury Mortimer, Kidderminster DY14 8PE.

Training on a Wednesday at the sports centre.

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

Cleobury Mortimer health deprivation levels are low. One area falls into decile 6 or the 60% most deprived LLSOA's in England, and one area falls into decile 9, the 90% most deprived decile in England.

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

Of the **3,288** residents of Cleobury Mortimer in the last census reporting on their health conditions:

246 reported that their day-to-day activities were limited a lot.

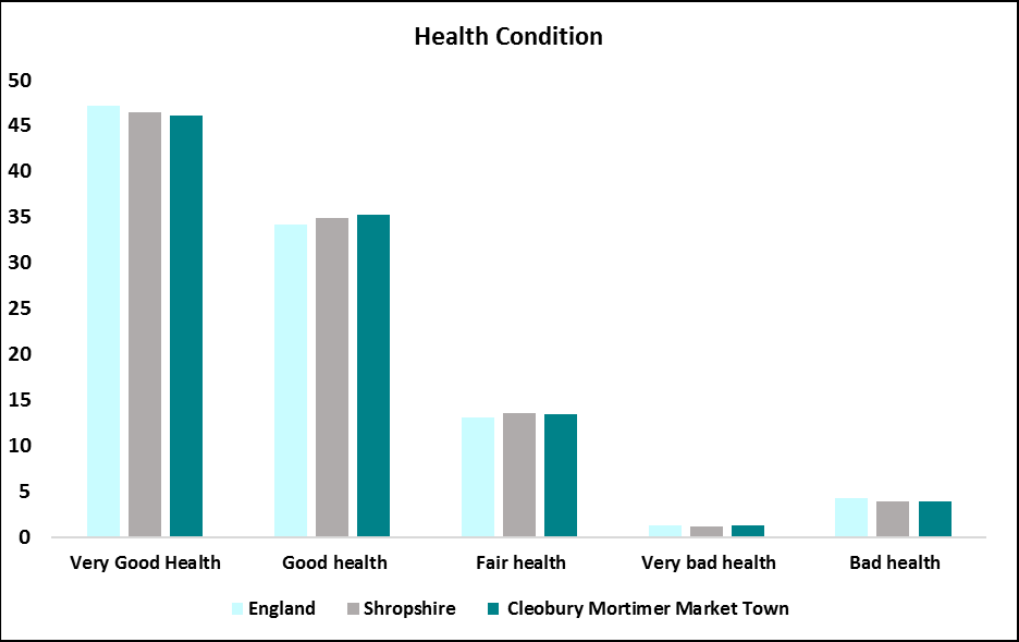
338 reported that their day-to-day activities were limited a little.

2704 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 **7.5%** which is lower than the rate for Shropshire **8.4%** and England **8.3%**.

Health Conditions

At the time of the 2011 Census, 81% of residents in Cleobury Mortimer said that they felt they were in very good or good health. This was similar to the Shropshire and England average of 81%. In contrast 3.9% of people said their health was bad and 1.2% said their health was very bad.



Source: 2011 Census

Health Economy

Relatively few people are employed in the health sector in Cleobury Mortimer - just 3.2% of the total workforce, which is very low compared with the Shropshire average of 14.7%.

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Cleobury Mortimer	7.0%	1.5%	2.7%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

7% of people in Cleobury Mortimer provided unpaid care for 1-19 hours per week, this was slightly higher than Shropshire as a whole. Cleobury Mortimer also had slightly more people providing care for 50 or more hours per week 2.7% compared to 2.4% for Shropshire and England.

Health Facilities

Cleobury Mortimer has local access to a range of health facilities including chemists, doctors, dentists and a minor injuries unit. The nearest accident and emergency services is based in Dudley. Check with the NHS for latest opening times and which services should be used.

Health Services available in or near Cleobury Mortimer include:

Hospitals

Accident & Emergency, 18 miles to the nearest Accident and Emergency service provided at Russells Hall Hospital, Pensnett Road , Dudley, West Midlands, DY1 2HQ.

Minor Injuries Unit, 11 miles to the minor injuries unit at Kidderminster Hospital & Treatment Centre, Bewdley Road, Kidderminster, Worcestershire, DY11 6RJ.

Doctors

Cleobury Mortimer Surgery, Vaughan Road, Cleobury Mortimer, DY14 8DB – 7080 registered patients.

Dentists

Cleobury Dental Practice, 5 & 6 Talbot Square, Cleobury Mortimer, DY14 8BQ - <http://www.cleoburydental.co.uk/>

Pharmacies

Cleobury Pharmacy, Cleobury Medical Centre, Off Vaughan Road, Cleobury Mortimer, DY14 8DB - <http://www.dudleytaylor.co.uk/>

Residential Nursing Homes

The following care providers, residential and nursing homes are close to Cleobury Mortimer Town. Please check with the Care Quality Commission for the latest details of providers and their care ratings - <http://www.cqc.org.uk/>

There are no care homes within the town, nearby homes include:

Casa Mia, Cleobury Road, Far Forest, Kidderminster, DY14 9EH - <http://www.casamia.org.uk/>

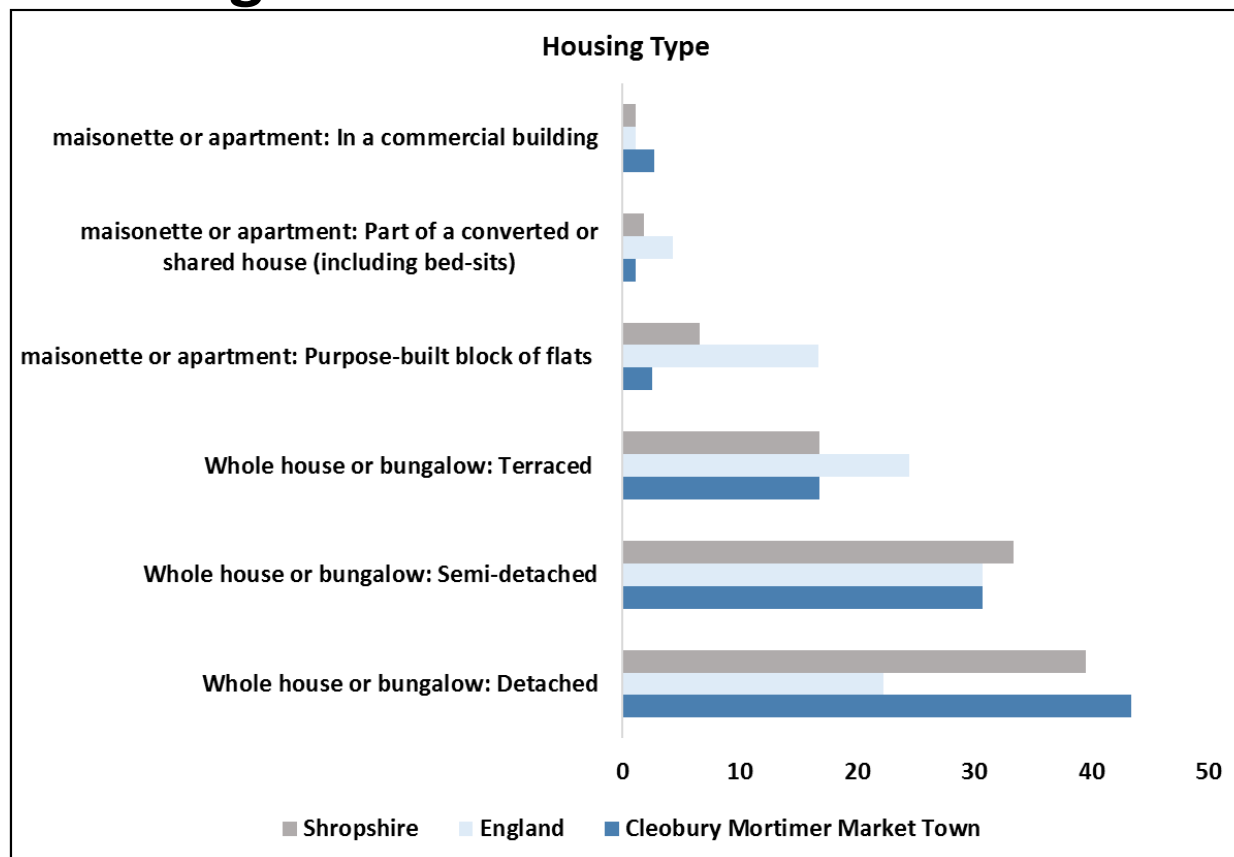
4 miles east of Cleobury Mortimer this care home is rated as Good (Sept 2016) by the CQC.

Other Services

Cleobury Compassionate Communities, The Market Hall, Church St, Cleobury Mortimer, DY14 8BX <http://www.cleoburycoco.org.uk/>

Volunteer organisation that provides support for elderly and isolated within the community who wish to maintain independent living.

Housing



Source: 2011 Census

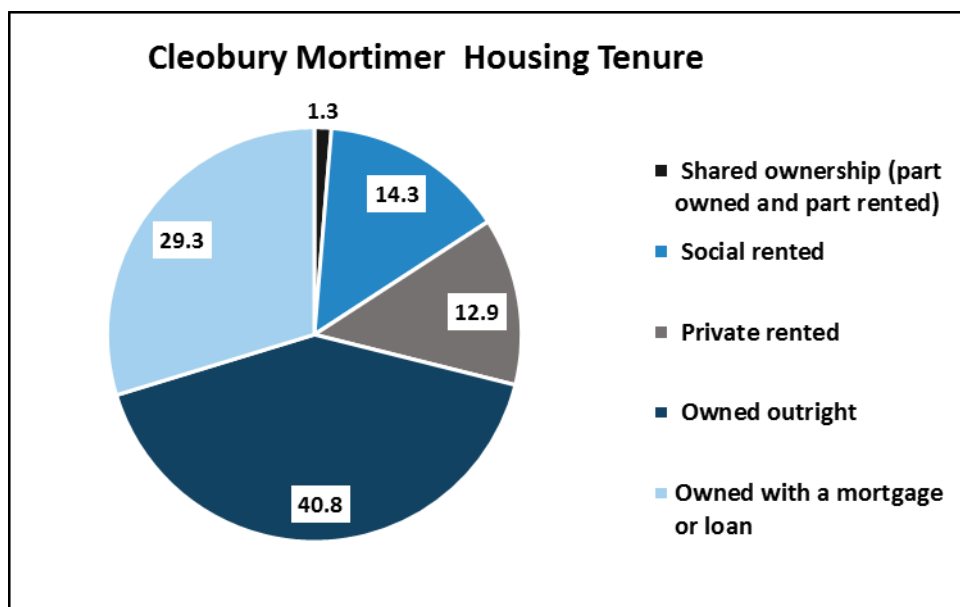
A greater number of Cleobury Mortimer household spaces were detached properties (43.4%) compared to Shropshire as a whole (39.5%). This was the largest housing type in the town.

A smaller percentage of household spaces were semi-detached (30.7%) compared to Shropshire as a whole (33.4%).

There were a greater proportion of household spaces which were flat, maisonette, or apartment in a commercial building, (2.7%) compared to Shropshire (1.1%).

Housing Composition

- 23.9% of households were One Person Households less than the Shropshire average (28.9%) and England (30.2%).
- 6.4% of households were Lone Parent with dependent children higher than the Shropshire average (5.2%) and lower than England (7.1%).
- 11.2% of households were One Person Pensioner aged 65 and over, less than the Shropshire average of (13.9%) and England (12.4%).
- 17.0% of households were married couples with dependent children greater than the Shropshire average of (15.3) and England (15.3).



Source: 2011 Census

In Cleobury Mortimer, at the time of the 2011 Census, there were 1,349 households, 1,419 dwellings and 3 Communal Establishments housing (no figure available) people. The largest proportion (40.8%) of houses in Cleobury Mortimer were owned outright, similar to the Shropshire figure of 39%. 14.3% of households were social rented housing, this was greater than for Shropshire as a whole (13.5%) and fewer than for England (17.7%).

There were slightly less houses privately rented 12.9% compared to 15% for Shropshire and 14% for England. In Cleobury Mortimer there are 161 registered social landlord (RSL) homes. These homes are owned by a range of RSL's.

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

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 Cleobury Mortimer a household with a median household income of (£36,028) would need 5.1 times this income to afford a median priced house (£185,000) as of year end 2020. This is lower 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 Cleobury Mortimer.

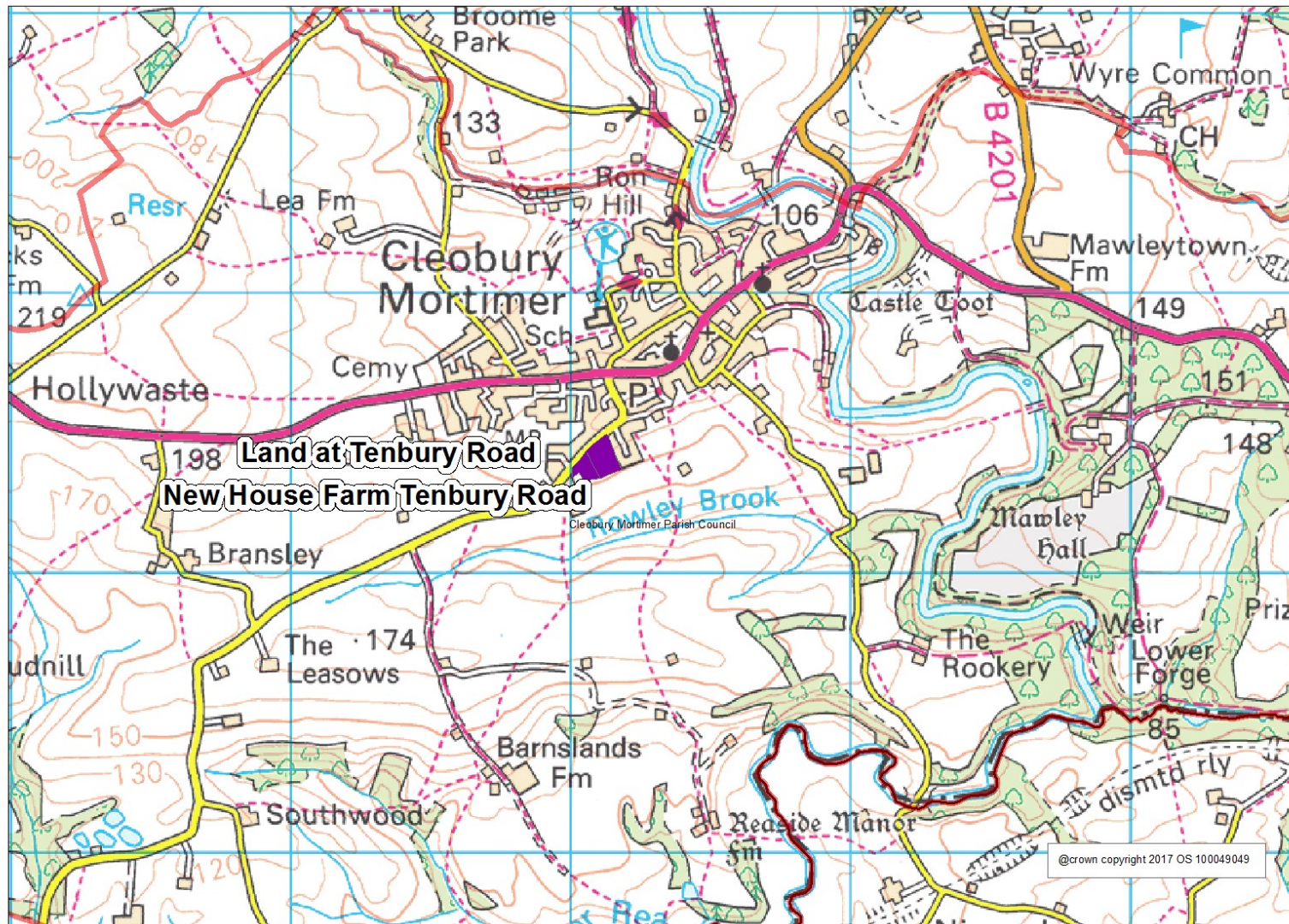
Detailed proposals to deliver the strategic vision within the Core Strategy are contained within the Site Allocations and Management of Development (SAMDev) document which together with the Core Strategy forms Shropshire's Local Plan for 2006-2026.

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.

The following table shows progress and expectations with current site allocations:

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 of Tenbury Road	12	0	12	0	0	0	0	0	0	0	0	0
Land at New House farm	7	0	0	0	7	0	0	0	0	0	0	0
Windfall Sites	42	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Proposed Development Sites



Education

Market Town	Number school age children	Free School Meals (FSM)	English as an additional Language
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
Wem	777	71	61
Whitchurch	973	122	83
Total	21108	2266	979

Cleobury Mortimer is a key educational centre for the south east of Shropshire. Pupils are mainly drawn from the Cleobury Mortimer Town area but schools also attracts pupils from the surrounding hinterland areas.

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

The percentage of children living in the town parish area who are eligible for free school meals is 9.9%. This is slightly lower than the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 1.6%. This is lower than the rate for Shropshire which is 4.64%

The number of school aged children shown is the number resident in the market town. This figure may differ from the total number of pupils at school in the area due to children attending schools within or outside of their school catchment areas.

Primary Schools

Cleobury Mortimer Primary School, Love Ln, Cleobury Mortimer DY14 8PE

Net capacity of 259 with an approved annual admission of 37 pupils. The school has 221 pupils on roll (Jan 2017).

The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 23.5%, similar to the national average of 24.7%.

The percentage of pupils whose first language is not English is very low 1.6% compared to 20.5% nationally.

Ofsted Rating: Good - Oct 2013.

Secondary Schools

Lacon Childe, Love Ln, Cleobury Mortimer DY14 8PE

Net capacity of 542 with an approved annual admission of 108 pupils. The school has 510 pupils on roll (Jan 2017).

The % of pupils eligible, at any time during the past 6 years, for Free School Meals is 21%, lower than the national average of 29.1%.

The percentage of pupils whose first language is not English is very low 1.4% compared to 15.7% nationally.

Ofsted Rating: Good - Oct 2012.

Further Education College

There are no college facilities within Cleobury Mortimer Town

Nearby College Facilities include:

Kidderminster College, Market St, Kidderminster DY10 1AB (12 miles) <http://kidderminster.ac.uk/>

Ludlow College, Castle Sq, Ludlow SY8 1GD (12 miles) - <http://www.ludlow-college.ac.uk/>

Transport and Infrastructure

Cleobury Mortimer is situated on the A4117 which provides access east to the A456 and then towards Bewdley and Kidderminster (11 miles). The A4117 west provides access to Ludlow (11 miles).

There is no railway line in Cleobury Mortimer, the nearest mainline stations are;

Ludlow SY8 1PY – 11 miles from Cleobury Mortimer town centre.

Kidderminster DY10 1QZ – 13 miles from Cleobury Mortimer town centre.

Airports

The nearest main international airports to Cleobury Mortimer.

Birmingham Airport, Marston Green, Birmingham, B26 3QJ
45 miles East of Cleobury Mortimer.

East Midlands Airport, Castle Donington, Derby DE74 2SA
80 miles north east of Cleobury Mortimer.

Light aircraft facilities are available at:

Milson Airstrip, Little Down Farm, Milson, DY14 0BD.
<http://www.milsonairstrip.co.uk/index.html>

Grass airstrip 4 miles south west of Cleobury Mortimer.

Wolverhampton Halfpenny Green Airport, Bobbington House, Six Ashes Rd, Bobbington, Stourbridge DY7 5BY -
<http://www.wolverhamptonairport.co.uk/>

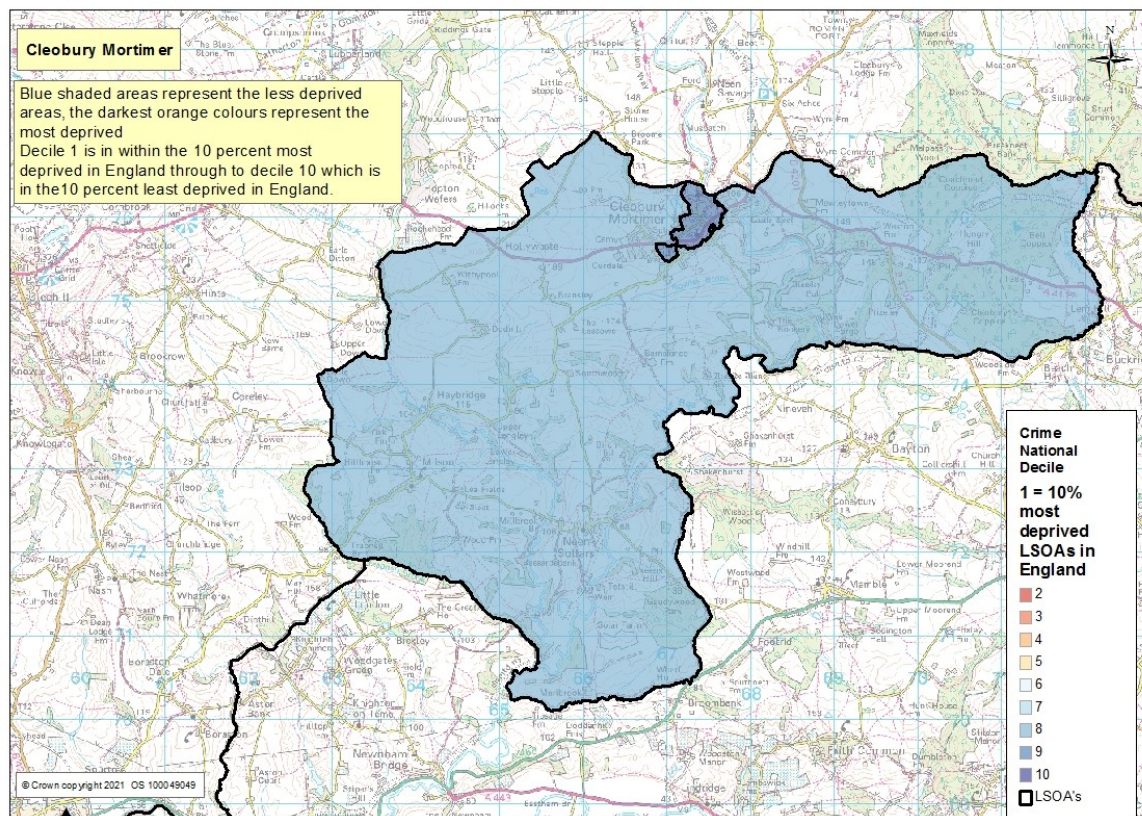
23 miles from Cleobury Mortimer the airport provides facilities for general aviation operators including:
aircraft and helicopter flying schools and several private aircraft operators

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 Cleobury Mortimer have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. Just 14 premises (1% of the total) are expected to have speeds that fall below this threshold. Most premises in Shropshire, as well as all premises in Cleobury Mortimer, 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:

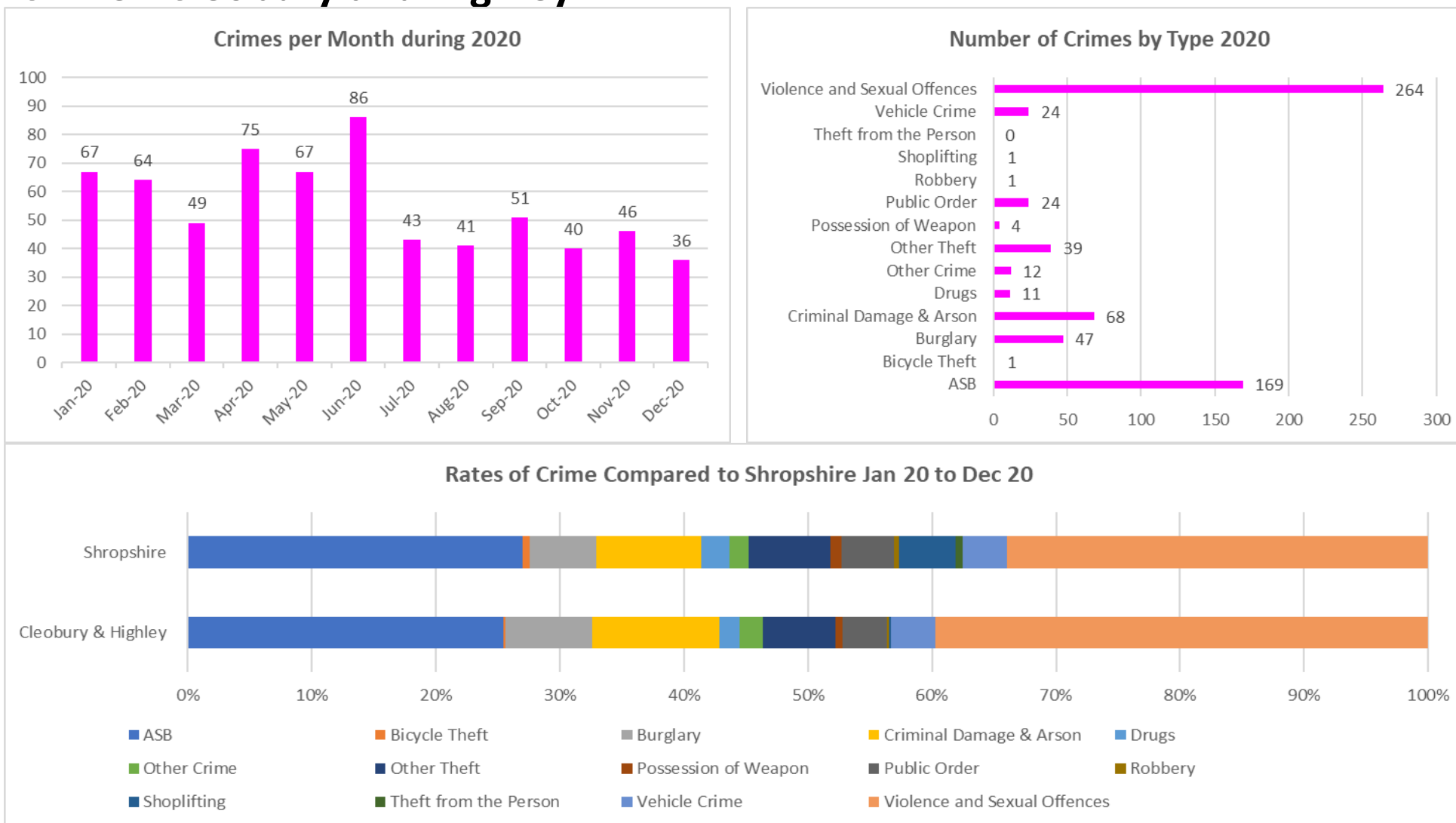
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

Crime levels are low in Cleobury Mortimer, All areas fall into the 9th and 8th most deprived decile nationally.

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

Crime - Cleobury and Highley

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. Data on this page covers the Cleobury and Highley policing area which also extends to Tenbury Wells and Neenton. 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**

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/>