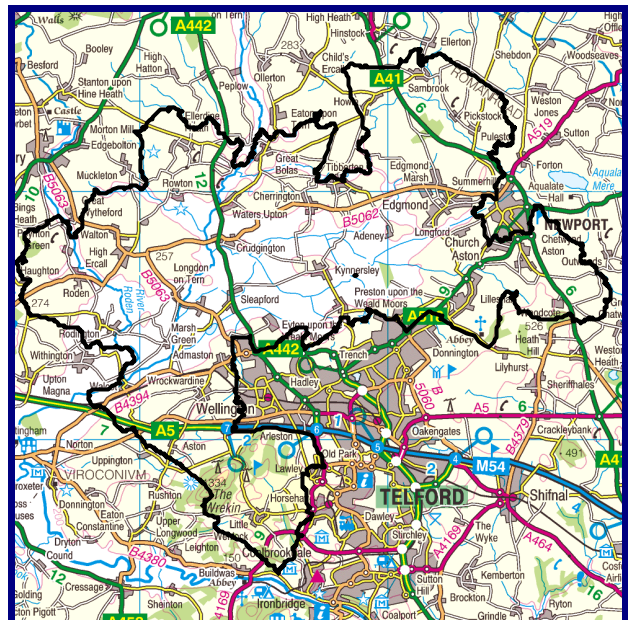


1.1. RURAL AREA

OVERVIEW

- The rural area of the Borough covers some 20,951 hectares and whilst the largest area of the Borough has the lowest population density at 0.7 people per hectare. The population of the rural area grew by some 15.8% or 1,883 people between 1991 and 2001, some 3.9 percentage points above the Borough-wide rate of 11.9%. Conversely, the number of households grew by a lower rate, 19.4%, than the Borough-wide rate, 21.7%.
- In 2001, the population age profile of the rural area was older than the Borough-wide profile. In particular, only 17.8% of the population were aged 15 years or less compared to 22.3% Borough-wide, whilst some 15.8% of the rural population were aged 65+ compared to 12.4% Borough-wide.
- Some 78.1% of households were owner occupiers in the rural area compared to 68.8% Borough-wide. Whilst the proportion of households that rented their home from a social landlord at 8.6% was less than half the Borough-wide rate of 22.0%, the proportion of households that rented from a private landlord, 7.8%, was higher than the Borough-wider rate, 5.9%.
- The proportion of households in the rural area without access to a car at 8.6% was less than half the Borough-wide rate of 22.4%. Conversely, some 53.2% of households in the rural area had access to two or more cars compared to 32.2% Borough-wide.
- In 1991, some 10.6% of the rural population worked in agriculture, forestry and fishing, by 2001 this had fallen to 6.4% (1.4% Borough-wide).
- Some 13.7% of people in the rural area worked mainly at home, compared with 7.8% Borough-wide. This may be related to the relatively high proportion, 17.0%, of people that were self employed, compared with 8.7% Borough-wide.



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KEY STATISTICS

Table 1: Key Ward Statistics

		1991	2001	% Change	
				Ward	Borough
Population	Male	5,947	6,963	17.1	13.9
	Female	5,960	6,824	14.5	13.0
	Total	11,904	13,787	15.8	11.9
Households		4,416	5,273	19.4	21.7
Average household size		2.7	2.6	-4.2	-8.0
Area (hectares)		-	20,591	-	-
Population Density		0.6	0.7	16.6	11.9

POPULATION CHARACTERISTICS

Table 2: Age Structure

	Borough		Ward			
	%	2001		1991		
		People	%	People	%	
0 - 4	6.6	646	4.7	605	5.1	
5 - 9	7.0	791	5.7	682	5.7	
10 - 14	7.3	848	6.2	762	6.4	
15	1.4	170	1.2	149	1.3	
16 - 19	5.2	750	5.4	728	6.1	
20 - 29	12.6	1,483	10.8	1,322	11.1	
30 - 44	23.3	2,899	21.0	2,577	21.6	
45 - 64	24.2	4,028	29.2	3,322	27.9	
65 - 84	11.1	1,897	13.8	1,551	13.0	
85 +	1.3	275	2.0	206	1.7	
Total	100	13,787	100	11,904	100	

Table 3: Ethnicity

	Borough	Ward		
	2001			1991
	%	People	%	%
Asian or Asian British	2.9	114	0.8	0.3
Black or Black British	0.6	18	0.1	0.1
Chinese	0.3	32	0.2	0.1
Mixed	1.1	54	0.4	-
Other Ethnic group	0.3	30	0.2	0.2
White	94.8	13,540	98.2	99.3
Total	100	13,788	100	100

Table 4: Religion

	Borough	Ward	
	%	People	%
	Buddhist	0.3	30
Christian	74.3	11,242	81.5
Hindu	0.4	13	0.1
Jewish	0.0	4	0.0
Muslim	1.3	28	0.2
Sikh	1.2	67	0.5
Other religion	0.2	23	0.2
No religion	15.1	1,461	10.6
Religion not stated	7.3	918	6.7
Total	100	13,786	100

HOUSING AND HOUSEHOLD CHARACTERISTICS

Table 5: Household Structure

	Households with Dependent Children				Single Person Households		All other Households								Total	
	Lone Parent	Married couple	Cohabiting couple	Other	Single Pensioner	Single non-pensioner	All pensioner	Cohabiting couple with no children	Cohabiting couple with non-dependent children	Cohabiting couple no children	Married couple with non-dependent children only	Married couple with non-dependent children	Lone Parent with non-dependent children	All student		Other
Borough %	7.9	19.7	4.2	2.1	11.5	14.5	7.5	5.0	0.4	14.8	6.3	3.2	0.2	2.6	100	
Ward	Households	164	1,170	137	93	566	537	591	223	17	1,046	407	151	39	130	5,271
	%	3.1	22.2	2.6	1.8	10.7	10.2	11.2	4.2	0.3	19.8	7.7	2.9	0.7	2.5	100

Table 6: Tenure

	Borough	Ward		
	2001			1991
	%	Households	%	%
Owner Occupied	68.8	4,119	78.1	75.3
Housing Association/Registered Social Landlord	22.0	456	8.6	10.4
Private Landlord	5.9	412	7.8	7.0
Other	3.3	285	5.4	7.4
Total	100	5,272	100	100

Table 8: Households with Access to A Car or Van

	Borough	Ward		
	2001			1991
	%	Households	%	%
None	22.4	453	8.6	12.8
One	45.5	2,013	38.2	41.4
Two or more	32.2	2,807	53.2	45.8
Total	100	5,273	100	100

Table 7: Dwelling Type

	Borough	Ward		
	2001			1991
	%	Dwellings	%	%
Detached	30.6	2,916	54.3	53.4
Semi-detached	36.7	1,961	36.5	38.2
Terrace (including end terrace)	22.4	301	5.6	4.7
Flat	10.3	193	3.6	3.7
Total	100	5,371	100	100

Table 9: Economically Active Population (16+ to 74)

	Borough	Ward		
	2001			1991
	%	People	%	%
Full time employees	66.3	4,054	58.8	61.3
Part-time employees	16.8	1,222	17.7	15.9
Self-employed	8.7	1,171	17.0	16.4
Un-employed	4.8	161	2.3	4.2
Full time student	3.4	286	4.1	1.1
Govt Scheme	-	-	-	1.0
Total	100	6,894	100	100.0
Economic Activity Rate	68.7	-	66.6	63.5

Table 10: Industry of Employment

	Borough	Ward		
	2001			1991
	%	People	%	%
Agriculture, Forestry and Fishing	1.4	431	6.4	10.6
Mining and Utilities	0.8	56	0.8	3.2
Construction	5.8	412	6.2	4.7
Manufacturing	25.4	1,182	17.6	18.8
Wholesale, Retail and Hotels	20.5	1,175	17.5	19.1
Transport and Communication	4.9	253	3.8	3.7
Finance and Business Services	14.0	1,031	15.4	11.2
Public Services	23.6	1,887	28.2	28.8
Other Services	3.6	272	4.1	
Total	100	6,699	100	100

Table 11: Standard Occupational Class Of Residents in Employment

	Borough	Ward		
	2001			1991
	%	People	%	%
Managers and Senior Officials	13.8	1,227	18.3	24.2
Professional Occupations	9.0	880	13.1	9.1
Associate professional and technical occupations	11.9	899	13.4	7.2
Administrative and secretarial occupations	12.5	874	13.0	15.8
Skilled trades occupations	11.9	804	12.0	12.1
Personal service occupations	5.9	394	5.9	6.7
Sales and customer service occupations	7.5	352	5.3	5.9
Process, plant and machine operatives	13.2	563	8.4	8.1
Elementary occupations (including not stated)	14.4	706	10.5	10.9
Total	100	6,699	100	100

Table 12: Qualifications (all people aged 16 to 74)

	Borough %	Ward	
		People	%
No qualifications	31.8	2,380	23.0
Level 1: 1+ O level passes, 1+ CSE/GCSE any grades, NVQ Level 1, Foundation GNVQ	18.6	1,590	15.4
Level 2: 5+ O level passes, 5+ CSEs (grade 1s), 5+ GCSEs (Grade A-C), School Certificate, 1+ A Levels, NVQ level 2, Intermediate GNVQ	21.1	2,170	21.0
Level 3: 2+ A Levels, 4+ AS levels, Higher School Certificate, NVQ level 3, Advanced GNVQ	7.3	1,138	11.0
Level 4/5: First degree, Higher degree, NVQ levels 4 and 5, HNC, HND, Qualified Teacher, Medical Doctor, Dentist, Nurse, Midwife or Health Visitor	14.2	2,325	22.4
Other qualifications/level unknown	6.9	754	7.3
Total	100	10,357	100

Table 13: Means of Travel to Work

	Borough	Ward		
	2001			1991
	%	People	%	%
Mainly work at home	7.8	917	13.7	7.4
Train	1.0	68	1.0	0.7
Bus	4.3	109	1.6	1.7
Motorcycle	1.0	62	0.9	1.2
Driving a car or van	64.4	4,651	69.4	70.1
Passenger in a car or van	9.6	386	5.8	7.7
Bicycle	2.5	115	1.7	2.7
On foot	8.3	329	4.9	5.4
Other	1.2	62	0.9	3.2
Total	100	6,699	100	100

HEALTH AND CARE

Table 14: Long-term Limiting Illness

	Borough	Ward		
	2001			1991
	%	People	%	%
Yes	18.0	2,303	16.7	11.3
No	82.0	11,484	83.3	88.7
Total	100	13,787	100	100

Table 15: General Health

	Borough %	Ward	
		People	%
Good	68.6	9,922	72.0
Fairly good	22.0	2,744	19.9
Not good	9.3	1,121	8.1
Total	100	13,787	100

Table 16: Provision of Unpaid Care

	Borough %	Ward	
		People	%
1- 19 hours a week	6.3	1,064	7.7
20 - 49 hours a week	1.2	157	1.1
50 or more hours a week	2.4	247	1.8
Total	9.9	1,468	10.6

EXPLANATORY NOTES

The Census

The 2001 Census was carried out on the 29th April. As the response rate was 94.2% in the Borough, it was necessary for the Office for National Statistics (ONS) to impute missing responses. **All data from the Census are therefore estimates and subject to standard error.**

In order to monitor local trends, 1991 Census data has been modelled to 2001 ward boundaries. Whilst every effort has been made to ensure that this exercise produces accurate results, it must be remembered that at best the 1991 data included in this report are estimates.

Due to rounding, table columns in this document may not sum to the presented total.

Migration

A migrant is defined as a person with a different address one year before the Census to that on Census Day.

Ethnicity

The 2001 Census was the first Census to use the "mixed" ethnicity response.

Dependent Children

A dependent child is a person in a household aged 0-15 years (whether or not in a family) or a person aged 16-18 who is a full-time student and in a family with parents

Economic Activity

The economically active population is more usually defined as all people aged 16+ who are either full or part time employees, self employed, unemployed or a full time student who is working. To date, ONS have only published data for 16-74 year olds, excluding residents who are 75+ and economically active. It has not been possible to produce ward based estimates of the economically active population from the 1991 Census which excludes those who are aged 75+. However, the percentage of economically active people

who were aged 75+ in the 1991 Census was less than 0.13%.

Economic Dependency Ratio

The economic dependency ratio is the ratio between people of working age, 16 to 65, and the rest of the population. A high rate indicates that there are disproportionately more people not of working age in a population than working age.

Unemployment Rate

The Census definition of unemployment is broader and therefore produces a higher unemployment rate than the measure normally used by ONS (residents claiming Job Seekers Allowance).

Long-term Limiting Illness

An illness, health problem or disability which limits daily activities or the work a person can do.

Disclaimer

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Produced by

Policy and Performance Unit,
Community Governance,
Civic Offices, PO box 59,
Telford. TF3 4WZ
Telephone 01952 203014
Email: policy@telford.gov.uk

