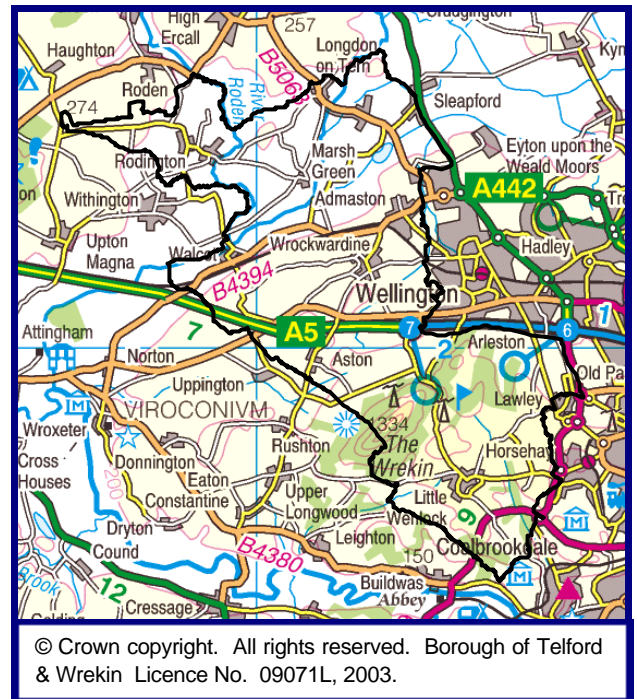


## 1.1. WROCKWARDINE

### OVERVIEW

- Located to the west of Telford, Wrockwardine is a rural ward and, by area, the second largest in the Borough.
- The ward underwent considerable growth between 1991 and 2001, with the population growing by some 1,292 people or 36.2% and the number of households growing by 584 or 43.7%. These changes resulted in the average household size falling from 2.7 to 2.5 people.
- The ward's age profile revealed proportionately fewer children aged 15 years or less, 20.9%, and fewer people aged 65+, 12.2% than the Borough-wide profile, 22.3% and 12.4% respectively.
- A quarter of households, 24.1% contained a married couple with dependent children.
- Only 5.8% of households rented their home from a social landlord, the second lowest ward rate in the Borough.
- Some 57.3% of dwellings were found to be semi-detached in Wrockwardine, the fourth highest ward rate in the Borough and almost double the Borough-wide rate of 30.6%.
- The ward had the second lowest ward rate, 6.8%, for households which did not have access to a car. However, at 53.5%, the ward had the third highest ward rate for households with access to two or more cars.
- Some 15.4% of the economically active population were self-employed – the fourth highest ward rate in the Borough.
- At 17.3%, the ward had the third highest ward rate for people that work in finance and business services.
- Only 14.3% of the population had a long-term illness compared with 18.0% Borough-wide.



### KEY STATISTICS

Table 1: Key Ward Statistics

		1991	2001	% Change	
				Ward	Borough
Population	Males	1,778	2,411	35.6	13.9
	Females	1,794	2,451	36.6	13.0
	Total	3,570	4,862	36.2	11.9
Households		1,337	1,921	43.7	21.7
Average household size		2.7	2.5	-5.2	-8.0
Area (hectares)		-	5,374	-	-
Population Density		0.7	0.9	36.2	11.9

### POPULATION CHARACTERISTICS

Table 2: Age Structure

	Borough	Ward			
		2001		1991	
		%	People	%	People
0 - 4	6.6	307	6.3	211	5.9
5 - 9	7.0	337	6.9	229	6.4
10 - 14	7.3	312	6.4	198	5.5
15	1.4	60	1.2	40	1.1
16 - 19	5.2	177	3.6	193	5.4
20 - 29	12.6	417	8.6	436	12.2
30 - 44	23.3	1,231	25.3	787	22.0
45 - 64	24.2	1,430	29.4	1,030	28.9
65 - 84	11.1	557	11.5	413	11.6
85 +	1.3	34	0.7	33	0.9
Total	100	4,862	100	3,570	100

**Table 3: Ethnicity**

	Borough	Ward		
	2001			1991
	%	People	%	%
Asian or Asian British	2.9	76	1.6	0.5
Black or Black British	0.6	3	0.1	0.1
Chinese	0.3	14	0.3	0.0
Mixed	1.1	24	0.5	-
Other Ethnic group	0.3	19	0.4	0.1
White	94.8	4,727	97.2	99.2
Total	100	4,863	100	100

**Table 4: Religion**

	Borough %	Ward	
		People	%
	Buddhist	0.3	15
Christian	74.3	3,897	80.2
Hindu	0.4	7	0.1
Jewish	0.0	4	0.1
Muslim	1.3	20	0.4
Sikh	1.2	43	0.9
Other religion	0.2	7	0.1
No religion	15.1	531	10.9
Religion not stated	7.3	338	7.0
Total	100	4,862	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	Married couple no children	Married couple with non-dependent children only	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	73	462	63	34	147	228	192	103	8	361	142	58	0	48	1,919
	%	3.8	24.1	3.3	1.8	7.7	11.9	10.0	5.4	0.4	18.8	7.4	3.0	0.0	2.5	100

**Table 6: Tenure**

	Borough	Ward		
	2001			1991
	%	Households	%	%
Owner Occupied	68.8	1,595	83.0	80.5
Housing Association/Registered Social Landlord	22.0	111	5.8	7.3
Private Landlord	5.9	154	8.0	8.1
Other	3.3	61	3.2	4.2
Total	100	1,921	100	100

**Table 8: Households with Access to A Car or Van**

	Borough	Ward		
	2001			1991
	%	Households	%	%
None	22.4	131	6.8	10.2
One	45.5	762	39.7	41.7
Two or more	32.2	1,028	53.5	48.2
Total	100	1,921	100	100

**Table 7: Dwelling Type**

	Borough	Ward		
	2001			1991
	%	Dwellings	%	%
Detached	30.6	1,099	57.3	53.8
Semi-detached	36.7	653	34.0	40.4
Terrace (including end terrace)	22.4	114	5.9	3.2
Flat	10.3	53	2.8	2.7
Total	100	1,919	100	100

**EMPLOYMENT**

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

	Borough	Ward		
	2001			1991
	%	People	%	%
Full time employees	66.3	1,647	62.8	61.6
Part-time employees	16.8	462	17.6	15.3
Self-employed	8.7	405	15.4	16.6
Un-employed	4.8	56	2.1	4.3
Full time student	3.4	53	2.0	1.1
Govt Scheme	-	-	-	1.1
Total	100	2,623	100	100.0
Economic Activity Rate	68.7	-	72.4	67.5

**Table 10: Industry of Employment**

	Borough	Ward		
	2001		1991	
	%	People	%	%
Agriculture, Forestry and Fishing	1.4	83	3.2	8.9
Mining and Utilities	0.8	30	1.2	6.3
Construction	5.8	136	5.3	5.8
Manufacturing	25.4	526	20.6	17.4
Wholesale, Retail and Hotels	20.5	463	18.1	19.5
Transport and Communication	4.9	111	4.3	3.7
Finance and Business Services	14.0	443	17.3	11.6
Public Services	23.6	682	26.7	26.8
Other Services	3.6	85	3.3	
Total	100	2,559	100	100

**Table 11: Standard Occupational Class Of Residents in Employment**

	Borough	Ward		
	2001		1991	
	%	People	%	%
Managers and Senior Officials	13.8	491	19.2	24.7
Professional Occupations	9.0	314	12.3	6.3
Associate professional and technical occupations	11.9	367	14.3	6.3
Administrative and secretarial occupations	12.5	362	14.1	14.2
Skilled trades occupations	11.9	292	11.4	14.2
Personal service occupations	5.9	128	5.0	5.3
Sales and customer service occupations	7.5	162	6.3	6.3
Process, plant and machine operatives	13.2	234	9.1	12.1
Elementary occupations (including not stated)	14.4	209	8.2	10.5
Total	100	2,559	100	100

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

	Borough %	Ward	
		People	%
No qualifications	31.8	840	23.2
Level 1: 1+ O level passes, 1+ CSE/GCSE any grades, NVQ Level 1, Foundation GNVQ	18.6	624	17.2
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	771	21.3
Level 3: 2+ A Levels, 4+ AS levels, Higher School Certificate, NVQ level 3, Advanced GNVQ	7.3	261	7.2
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	825	22.8
Other qualifications/level unknown	6.9	300	8.3
Total	100	3,621	100

**Table 13: Means of Travel to Work**

	Borough	Ward		
	2001		1991	
	%	People	%	%
Mainly work at home	7.8	296	11.6	11.0
Train	1.0	41	1.6	0.0
Bus	4.3	30	1.2	2.6
Motorcycle	1.0	25	1.0	1.6
Driving a car or van	64.4	1,870	73.1	72.8
Passenger in a car or van	9.6	155	6.1	5.8
Bicycle	2.5	41	1.6	1.6
On foot	8.3	77	3.0	2.6
Other	1.2	24	0.9	2.1
Total	100	2,559	100	100

## HEALTH AND CARE

**Table 14: Long-term Limiting Illness**

	Borough	Ward		
	2001		1991	
	%	People	%	%
Yes	18.0	697	14.3	8.4
No	82.0	4,165	85.7	91.6
Total	100	4,862	100	100

**Table 15: General Health**

	Borough %	Ward	
		People	%
Good	68.6	3,578	73.6
Fairly good	22.0	932	19.2
Not good	9.3	352	7.2
Total	100	4,862	100

**Table 16: Provision of Unpaid Care**

	Borough %	Ward	
		People	%
1- 19 hours a week	6.3	384	7.9
20 - 49 hours a week	1.2	56	1.2
50 or more hours a week	2.4	90	1.9
Total	9.9	530	10.9

## EXPLANATORY NOTES

### The Census

The 2001 Census was carried out on the 29<sup>th</sup> 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.

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