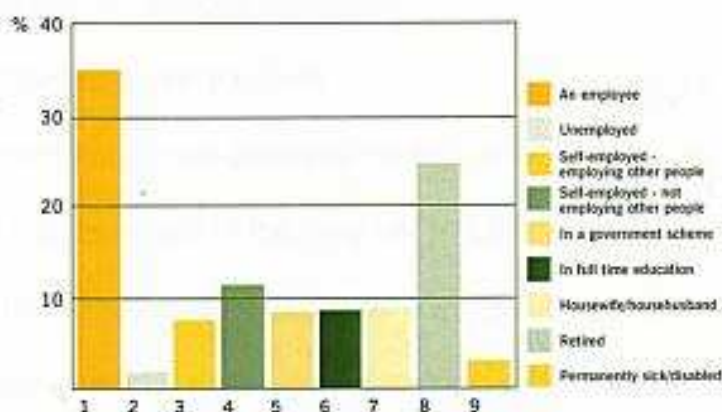
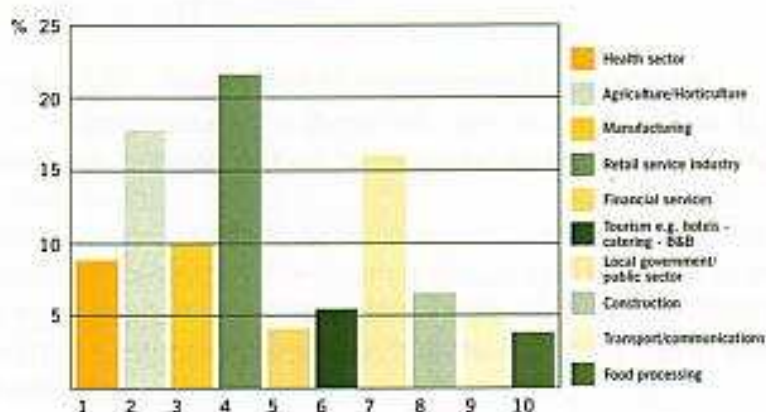


Employment

Residents over the age of 16 were asked to identify their employment status – 702 people responded to this question. This is a large respondent group and should be representative of trends in the Parish. However, it must be noted that 40 people eligible to answer this question chose not to respond.



Employed residents were asked to indicate what type of work they do. The graph below shows that the majority of residents are in three types of employment. The main source of employment, retail/service sector reflects the increasing importance of the service sector in the UK economy. Reflecting the rurality of the Parish, 17.8% work in agriculture/horticulture. Local Government /Public sector is the third major area of employment.



The majority of employed residents in the Parish (64.8%) commute to work. Just over a third (35.3%) work within the Parish. In an area dominated by farming, where living and working on the farm is common, a number of non-farming residents also work within the Parish (17%) – this may reflect the national trend of home-based working, particularly in rural areas.

Forty-nine residents indicated that there are barriers preventing them from seeking work or study opportunities. Childcare provision is a major difficulty, with availability and cost both cited as problems. Access to transport, ill health and lack of information and advice were also identified as important issues. 10 people cited "other" as a problem, but the survey did not allow exploration of this.

Residents were asked to comment on what could be done to improve job opportunities locally. 154 people responded, generating 10 significant themes. Points raised by fewer than seven respondents are not included.

26 people called for improved public transport

24 people suggested encouraging new business/industry to the area

14 people called for the development of the dairy site in Ellesmere

11 people suggested the promotion of existing local business and agriculture

10 people wanted to see a relaxation of current planning regulations

9 people wanted to promote tourism

7 people asked for improved child care facilities

7 people wanted to see improvements in the quality of shops and re-investment in Ellesmere town centre

7 people called for a less restrictive use, or the expansion of Ellesmere Business Park

7 people called for the availability of Broadband

Improved public transport is seen as a means of enhancing job opportunities.

Bus services, particularly to Shrewsbury and Wrexham, are considered to be in need of attention. Some respondents commented on the need for an expansion of evening services to cater for shift workers.

Of those who believe new business ought to be encouraged in the area, approximately half feel that there should be incentives for re-locating established business to the area.

The remainder felt that more support should be given for starting small businesses.

The need to progress with the proposed development at the old Dairy site in Ellesmere generated a significant response.

10 respondents believe that restrictive planning regulations stifle business enterprise and agricultural diversification.

Travel

Health Services

Of the 926 residents represented in the survey, 86 respondents reported difficulties with transport to health services. Access to hospitals is the most difficult, with 67 people reporting problems, while 49 people have problems getting to a dentist. 37 people have problems getting to their doctor.

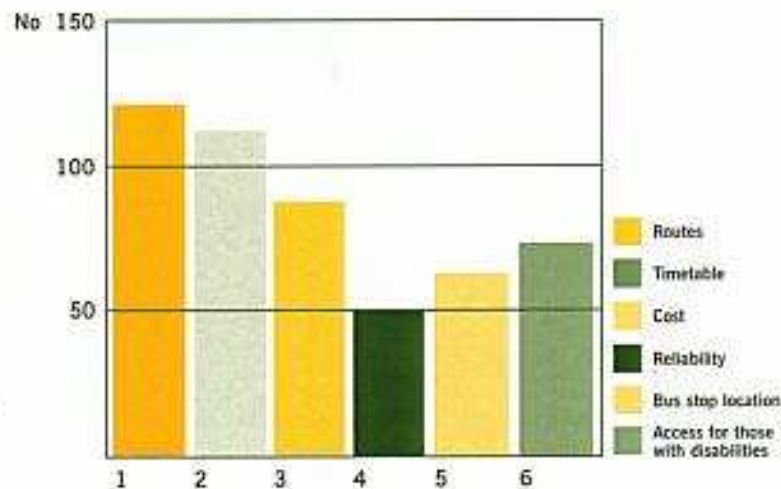
An analysis of age and gender showed that transport to these three services was a particular problem for women aged over 45 years across all zones.

Bus Services

Bus services seem to be used by very few people, with 71.5% (412 respondents) stating that they never use a bus. Of those people using buses, 15.6% gave shopping as their main reason (90 respondents). Interestingly, buses are used for access to work by only 3.1% (18 respondents).

When asked about improvements to bus services, 240 residents responded.

Approximately half of this group felt that both the timetable and routes offered need changing to enhance the service. These problems were more significant in zones 3 and 6.



576 people responded to the question about vehicle sharing. The majority (58.9%) never share. The most common reason for sharing is for social and leisure activity (26.7%) with a 12.8% sharing for shopping. Only 4% (23 respondents) share a vehicle for travelling to work and only 5.6% share the 'school run'.

Parking in Ellesmere

Given that Ellesmere Rural Parish is classed as the "hinterland" of Ellesmere, the question about the parking facilities in town was seen as important. 721 residents responded, with 86.8% identifying parking facilities as good or reasonable. Only 10.1% think that parking facilities are poor.

Cycling

Facilities for cyclists in the area are viewed quite negatively – opinions seem consistent across all zones. Good or reasonable facilities were indicated only by 23.9% of the 627 respondents. Significantly, 41% (257 people) saw cycling facilities as poor. With the Government seeking to reduce car use, there is clearly a need to improve local cycling facilities and further research may be needed.

Road Safety

Road safety is seen as a major problem. 697 people responded to the question about "danger spots" in their zone. 86.7% (604 respondents) gave a positive response. Only 6.7% (47 respondents) felt their zone was safe. Analysis indicates that dangers are most frequently identified from residents in zones 4, 5 and 6. See page 8 for further details.

Services and Facilities

Age-Related Facilities

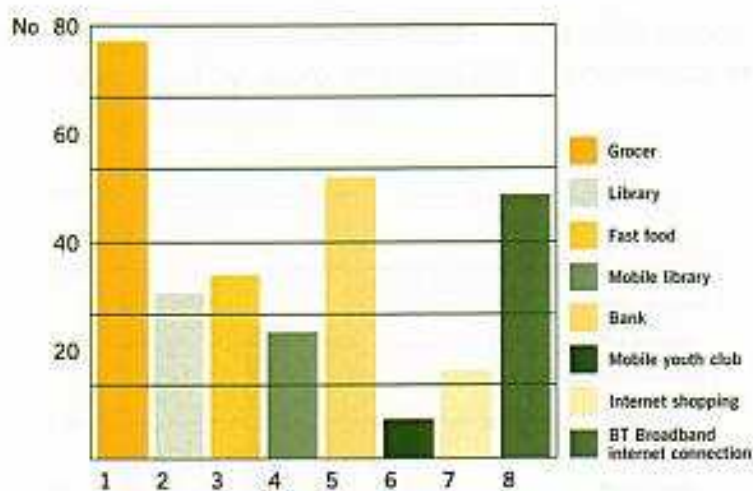
Residents were asked about local facilities for different age groups. 576 people responded. Adults over the age of 26, feel that facilities are reasonable, with only a few describing them as poor. The most important finding from this question is in relation to facilities for children and young people. 38% and 41% respectively, rated facilities as poor. Analysis of age and gender indicated that these negative views are shared by young people under 25 years of age and those aged 25 – 59 years (possibly their parents).

Services

Residents were asked to indicate if they would use a range of services, if provided in their zone – 505 people responded.

Thirty-five respondents suggested they would use a mobile youth club if provided. This represents 57.4% of the 11 – 17 year old respondents. Teenagers in zone 6, followed by zone 4, expressed the most interest.

208 people supported an expansion of library services. Although all age groups showed an interest, women aged 25 – 29 were more interested. Recognising the rural nature of the Parish, an expansion of mobile library services would probably be most practical. Views on library services showed a similar pattern across all the zones.



Children's Playground

Residents were asked if they felt their village should have a children's playground. There was substantial interest in this across the Parish, with 54.4% of the 610 respondents answering 'yes'. The need for a playground is voiced more often in zones 4 and 6. Zone 4 already has a playground, which implies that residents would like it to be retained.

Postal Services

Residents were asked for their views on a number of aspects of the postal service in the Parish – 617 people responded to this question. The results show that all aspects of the service are viewed positively, with the majority of people rating them as good or reasonable. However, the weakest aspect was the speed of service, which was rated poorly by 18.8 % (116 respondents) although 71% of respondents felt this aspect was good or reasonable.

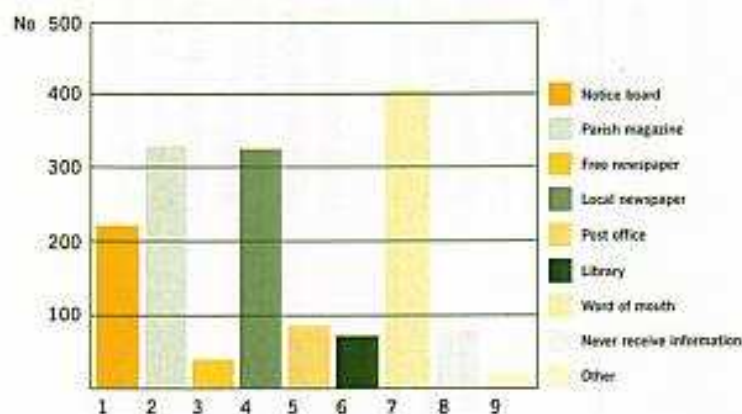
Getting Information

Residents across the Parish were asked about how they get information about events and activities in their zone. 686 people responded to this question and their responses are shown below.

The Parish Magazine is seen as a source of information more commonly in zones 1, 2 and 4 where "The Magnet" and the Church Newsletter are distributed. In these zones, approximately 60% of respondents see it as a source of information. Nobody in zone 3, and only 30% of respondents in zones 5 and 6, cited a Parish Magazine as a source of information. The local paper seemed to be more significant in zones 5 and 6 than in the other zones.

Across the Parish, 33.7% (231 people) viewed their notice board as a key source of information. This was less common in zones 1, 2 and 3. However, in zones 4, 5 and 6, where there is a village focal point featuring a notice board, this is a key source of information.

The only Post Office in the Parish is in Dudleston Heath. It is a main source of information for local residents, used by approximately 18% of households in zones 2 and 4.



ELLESMERE RURAL PARISH PLAN ACTION PLAN

THE ISSUE	THE ACTION	PARTNERS (Lead partner/s in bold)	TIMESCALE
Notice boards in the Parish	Provide new notice board for Dudleston Heath	Ellesmere Rural Parish Council	Short Term
Facilities for children and young people	Promote the provision of nursery facilities	Local Education Authority - in partnership with Criffins School and Community Hall North Shropshire District Council Ellesmere Rural Parish Council	Long Term
A children's playground for Tetchill	Determine whether there is a need for a play-ground and, if so, ascertain whether there is a suitable site in the area and investigate funding possibilities	Ellesmere Rural Parish Council North Shropshire District Council	Long Term
Neighbourhood & Farm Watch	Promote the setting up of new Neighbourhood & Farm Watch schemes	Ellesmere Rural Parish Council North Shropshire Neighbourhood & Farm Watch Assoc.	Short Term
Preservation of existing trees and additional planting schemes	Promote the availability of free trees from the Tree Warden Service or Shropshire County Council Countryside Service. Promote the fact that Tree Preservation Orders can be placed by North Shropshire District Council	Ellesmere Rural Parish Council Shropshire County Council Ellesmere Rural Tree Warden	Ongoing
Car sharing	Promote efforts to support car sharing	Ellesmere Rural Parish Council The Magnet Board of Governors, Criffins CE School Ellesmere Web Site	Ongoing
Sports Hall at Criffins CE School	Support the efforts of everyone associated with the School in its bid to raise the funding shortfall	Criffins School and Community Hall Local Education Authority Criffins CE School Ellesmere Rural Parish Council	Short Term