



IN

ECONOMIC
RECOVERY

INVEST IN SHROPSHIRE

Prof. Mark Barrow
Executive Director of Place
Shropshire Council

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 Shropshire
Council

2020 / 2021

- **£150+ million grants** directly awarded to Shropshire Businesses
- Economic Recovery, transformation and resilience **framework for Shropshire**
- Producing a '**reopening your business in Shropshire toolkit**' and ongoing direct support to county's businesses
- **Supporting town centres** – social distancing measures, TROs, temporary pavement licences, free car parking, support to Shop Local campaigns
- Begin delivery of a £3.2m **Economic Recovery Programme**

Economic Task Force for Shropshire



Department
for Work
& Pensions



Handelsbanken



To inform a new **economic growth plan and strategy refresh** for Shropshire, focusing on employment and skills, town centre recovery and sector focus

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immediate

restart



short term

revitalise



long term

growth

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Replacing the 2017-21 Economic Strategy

- **Revisit the original vision**

“the best place to do business and invest, renowned for pool of local talent and expertise. Strive to maximise economic potential and increase productivity.”

- **Current Regional Structures**

- Strategic relationships
 - Midlands Engine / Connects
 - West Mids' CA
 - Adjoining Councils
- LEP – changing agenda
- Levelling up & Union Connectivity
- River Severn Partnership
- Local Plan – Reg 19 set for 30,000 by 2038
- **System Leadership**
 - Economic & Social Taskforces
 - Shropshire Business Board
 - LEP
 - Voluntary & Community Sector Assembly
 - Sector Leaders

Drivers of change ?

1. New Paradigm

- Acceleration in digital
 - Connectivity: Superfast 95% today - 5G 68% by 2025
 - Centre Digital Skills UCS – Clusters, Co-working
- Pendulum swung. Less city focussed, quality of life
 - Workspace / offices – Riverside, Mile End, Rural Business Parks
 - Corridors of growth – still relevant
 - Strong housing market – building on the work life offer
 - 21st nationally NHB – close to 2,000 units per year versus 1260
 - Q1&2 2020 – Shrewsbury biggest % increase in commercial enquiries
- Retail – ownership not spectators, Shropshire outperforming others

2. Green & Digital Recovery

Climate Emergency – 5th largest renewables in UK – 40MW

RSP – plan for £10bn GVA

Clusters – national Env Science & hydrology, digital and data

3. Brexit Impacts – esp. exporters, Agri sector

4. Mega Trends – demographics, public debt, enabling technology, resource stress, rise of the individual, economic connectivity, climate change, shifting economic power

The Nine Global Mega Trends



Demographics



Rise of the individual



Enabling Technology



Economic interconnectedness



Public Debt



Economic Power Shift



Urbanisation



Resource Stress



Climate Change

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CORRIDORS OF GROWTH & OPPORTUNITY

LOCAL PLAN 2038



300 Ha (720 acres)
COMMERCIAL DEVELOPMENT



30,800 HOUSES



15,060 JOBS



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**£100bn GVA uplift
by 2040**

**3,500 Acres released
for development**

**Space for circa 50,000
new homes**

120,000 jobs created

**£40m funding
announced**

Delivery by 2027

Unlocking opportunities for the Severn Regional Growth Zone

Rivers Severn, Wye, Teme and Warwickshire Avon



+



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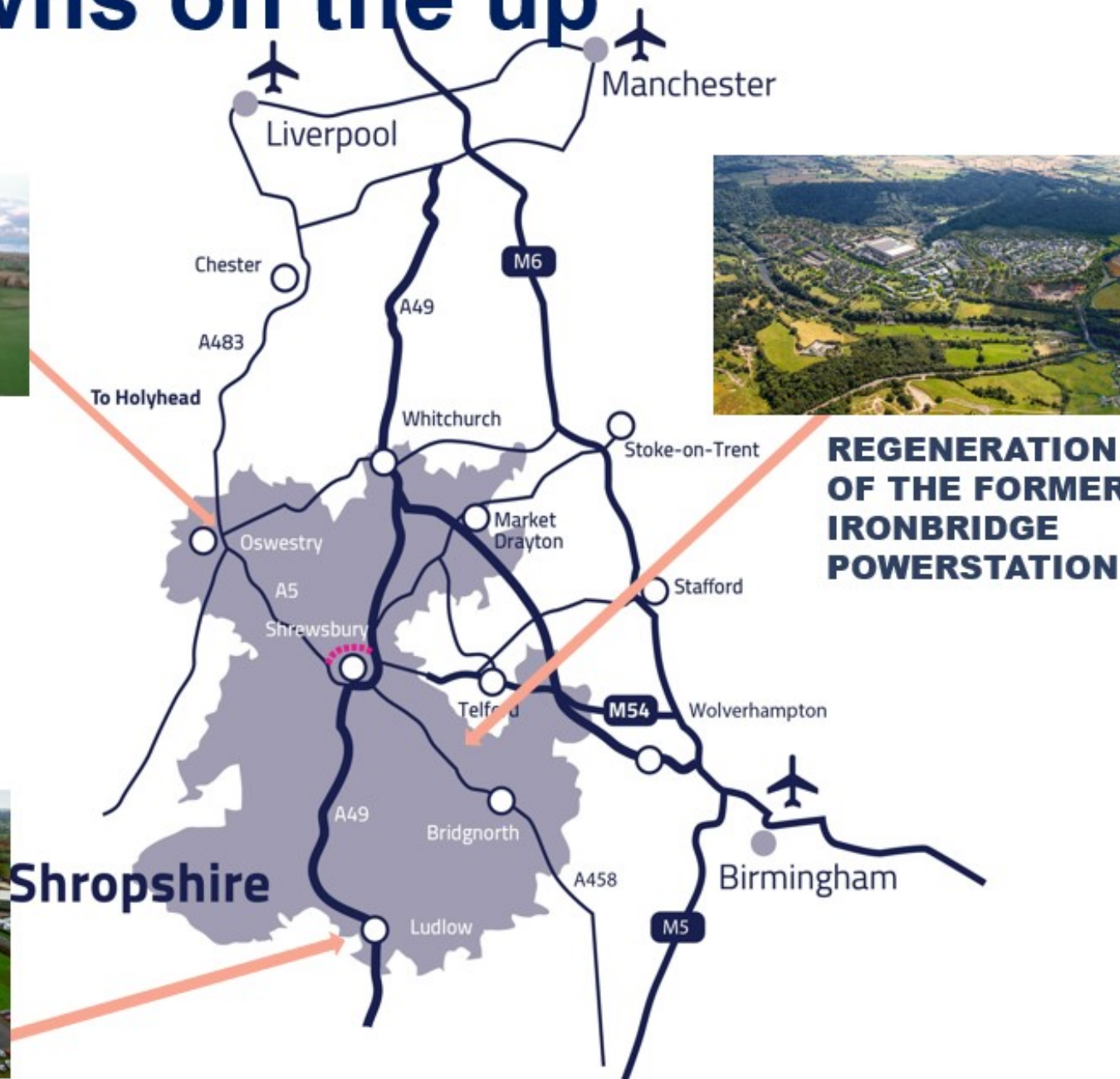


Market Towns on the up



**OSWESTRY
GROWTH
CORRIDOR**

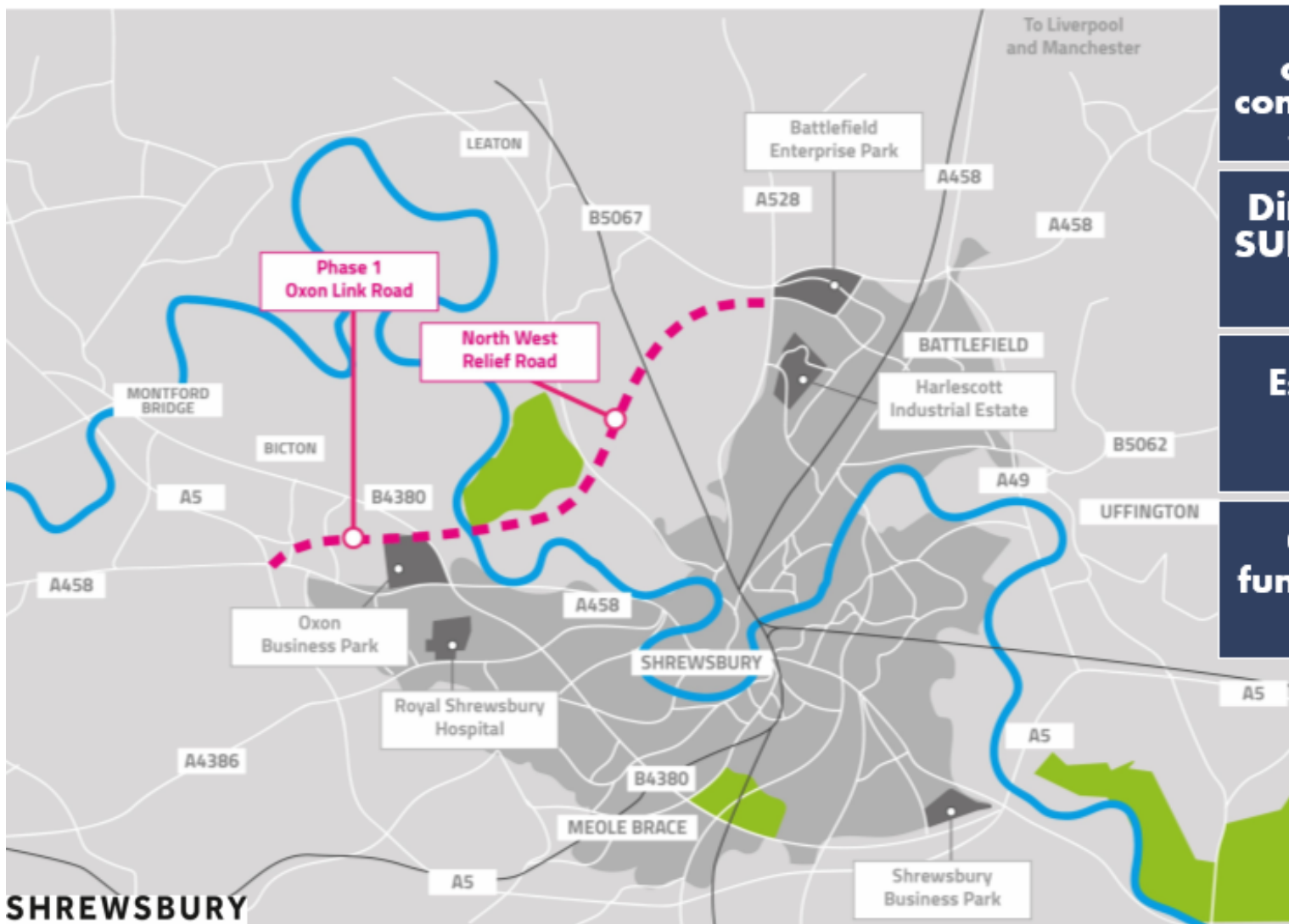
**A49 GROWTH
CORRIDOR -
LUDLOW**



**REGENERATION
OF THE FORMER
IRONBRIDGE
POWERSTATION**

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Shrewsbury North West Relief Road



**4.7 km single
carriageway road to
complete the orbital route
around Shrewsbury**

**Direct link between the
SUE West and Battlefield
Enterprise Park**

**Estimated construction
costs £86m**

**Circa 4.5 years from
funding award to scheme
completion**

SHREWSBURY



BIG TOWN PLAN



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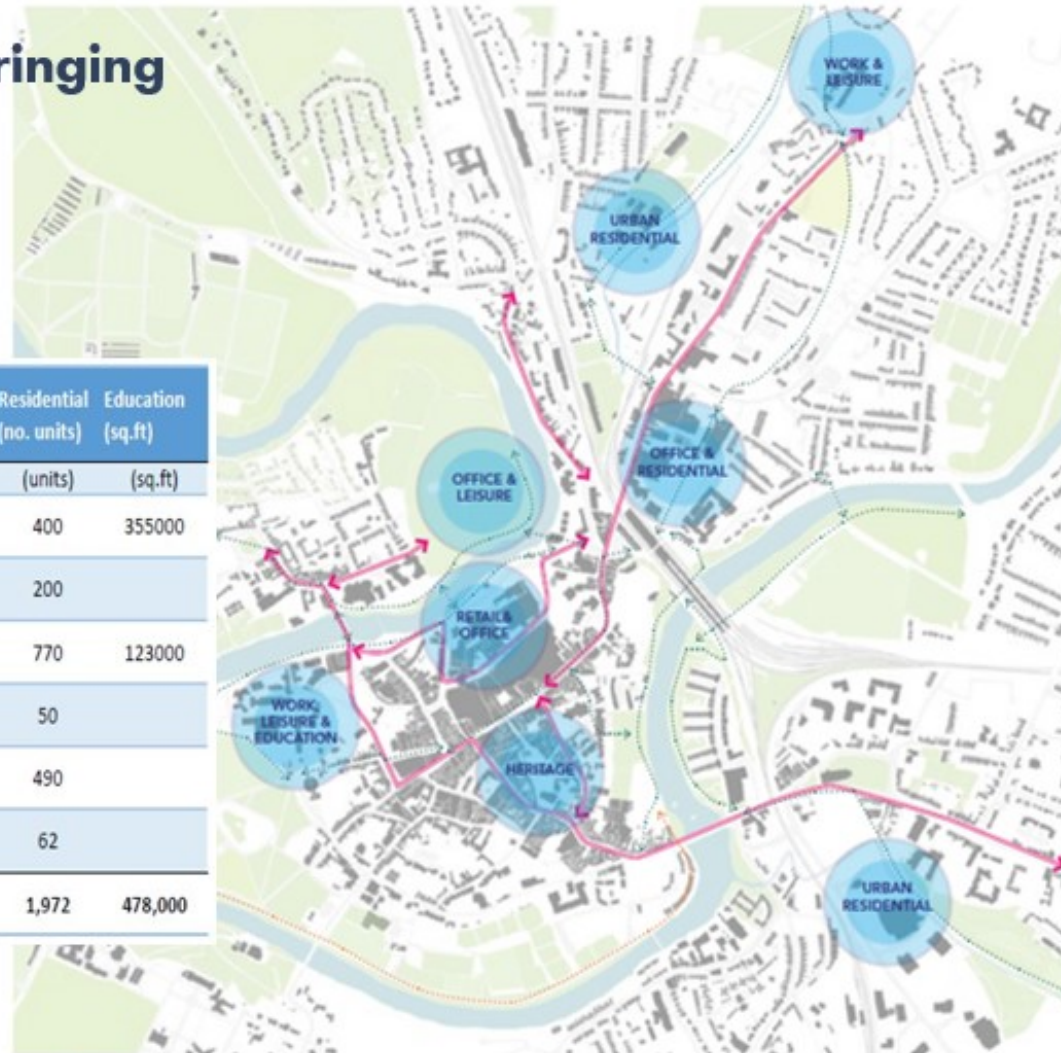


Opportunities & growth overview

Creating investable opportunities, bringing further life and vitality to the town

Managing the retail transition

Site/Use	Commercial (sq.ft)	Co-working (sq.ft)	Retail (sq.ft)	Food and Beverage (sq.ft)	Office (sq.ft)	Leisure (sq.ft)	Car Parking (no. spaces)	Residential (no. units)	Education (sq.ft)
	(sq.ft)	(sq.ft)	(sq.ft)	(sq.ft)	(sq.ft)	(sq.ft)	(spaces)	(units)	(sq.ft)
Frankwell and Riverside			140000	62000	175000	200000	450	400	355000
Station Quarter			50000		205000		300	200	
The Northern Corridor	12000			30000	90000			770	123000
The West End				30000		20000		50	
Abbey Foregate		124000	30000				320	490	
Historic Quarter		30000			66000			62	
Total	12,000	154,000	220,000	122,000	536,000	220,000	1,070	1,972	478,000



Development areas



Vehicle movement in town centre

SHREWSBURY



BIG TOWN PLAN

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