Mark Barrow

Executive Director: Place
Shropshire Council

Economic Growth

INVEST SHROPSHIRE

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We are recovering well…

Regional Employment

local authority: district / unitary	March 2020	August 2023	August 2024	change in month		change in year		change since March 2020	
	number	number	number	change	%cha	change	%cha	change	%cha
Coventry	8,000	12,605	14,065	140	1.0	1,460	11.6	6,065	75.8
Wychavon	1,320	1,990	2,280	-35	-1.6	290	14.7	965	73.1
Stratford-on-Avon	1,050	1,510	1,740	20	1.2	230	15.1	690	65.8
Birmingham	49,370	62,540	79,820	1,725	2.2	17,280	27.6	30,450	61.7
Worcester	1,780	2,340	2,815	70	2.5	475	20.3	1,035	58.1
Sandwell	10,780	13,220	16,270	435	2.7	3,055	23.1	5,495	51.0
Herefordshire, County of	2,110	2,590	3,140	45	1.4	550	21.3	1,030	48.8
Redditch	1,535	1,930	2,240	25	1.1	315	16.2	705	46.0
Warwick	1,570	1,935	2,290	30	1.3	360	18.5	720	46.0
Rugby	1,535	1,970	2,200	25	1.1	230	11.7	665	43.2
Telford and Wrekin	3,430	3,940	4,825	130	2.8	880	22.4	1,395	40.7
Bromsgrove	1,165	1,430	1,635	20	1.2	205	14.3	470	40.5
Malvern Hills	925	1,135	1,270	25	2.0	140	12.2	345	37.4
Walsall	8,605	9,545	11,450	255	2.3	1,905	19.9	2,845	33.1
Solihull	3,650	4,030	4,800	135	2.9	775	19.2	1,150	31.5
North Warwickshire	845	985	1,110	10	1.1	125	12.7	265	31.4
Wolverhampton	10,380	12,175	13,510	220	1.7	1,335	11.0	3,135	30.2
Wyre Forest	1,580	1,820	2,055	50	2.5	240	13.1	475	30.1
Shropshire	4,010	4,315	5,180	70	1.3	865	20.1	1,170	29.2
Nuneaton and Bedworth	2,830	3,130	3,635	140	4.0	505	16.2	805	28.5
Dudley	8,515	8,960	10,305	135	1.3	1,345	15.0	1,790	21.0

18-24 y.o. Claimant Count

local authority: district / unitary	March 2020	August 2023	August 2024	change in month		change in year		change since March 2020	
	number	number	number	change	%cha	change	%cha	change	%cha
Warwick	230	305	390	5	1.0	85	27.6	160	70.2
Rugby	235	330	370	10	2.2	40	12.4	135	57.9
Coventry	1,535	2,175	2,400	65	2.7	225	10.3	860	56.0
Birmingham	9,105	11,775	13,730	550	4.2	1,955	16.6	4,625	50.8
Worcester	320	430	465	30	6.4	35	8.4	145	45.8
Wychavon	260	330	365	0	0.0	35	10.0	105	40.2
Stratford-on-Avon	160	215	220	5	3.3	5	2.3	60	38.0
Sandwell	2,115	2,555	2,835	135	5.0	280	11.0	725	34.2
North Warwickshire	160	200	200	0	0.5	0	1.0	40	24.2
Bromsgrove	215	275	270	10	3.5	-10	-2.9	50	24.0
Redditch	310	365	385	10	2.4	15	4.6	75	23.5
Telford and Wrekin	760	800	935	10	1.2	140	17.3	180	23.5
Wolverhampton	1,910	2,230	2,360	60	2.7	130	5.9	450	23.4
Malvern Hills	180	190	220	10	5.2	35	18.1	40	23.3
Nuneaton and Bedworth	555	630	665	35	5.9	35	5.5	115	20.4
Walsall	1,915	2,060	2,210	105	5.1	150	7.2	290	15.2
Herefordshire, County of	415	465	470	0	0.4	5	1.5	60	14.0
Solihull	825	785	910	45	5.3	125	15.9	85	10.6
Wyre Forest		335	340	10	3.7			30	9.0
Shropshire	825	755	870	80	9.8	115	15.2	50	5.8
Dudley	1,750	1,750	1,805	35	1.9	55	3.1	55	3.1

50+ Claimant Count

local authority: district / unitary	March 2020	August 2023	August 2024	change in month		change in year		change since March 2020	
	number	number	number	change	%cha	change	%cha	change	%cha
Coventry	1,750	2,520	2,810	40	1.5	285	11.3	1,055	60.4
Wychavon	375	545	575	-15	-2.9	25	4.9	195	52.4
Herefordshire, County of	595	715	900	5	0.8	185	26.0	310	51.9
Stratford-on-Avon	320	405	475	0	-0.4	70	17.0	155	48.3
Birmingham	11,535	13,230	16,890	375	2.3	3,660	27.7	5,355	46.4
Rugby	375	430	525	20	3.6	90	21.1	150	39.8
Solihull	805	915	1,115	30	2.7	200	21.6	310	38.7
Worcester	455	525	625	10	1.6	100	18.7	170	36.9
Bromsgrove	315	335	425	5	0.9	90	27.2	115	36.1
Wyre Forest	385	430	525	0	-0.2	95	22.2	135	35.1
Sandwell	2,550	2,840	3,420	165	5.0	580	20.4	870	34.1
Telford and Wrekin	745	770	960	30	3.4	190	25.0	215	29.2
Wolverhampton	2,390	2,785	3,060	80	2.7	275	9.9	670	28.1
Warwick	450	500	575	10	1.6	70	14.3	125	27.8
Redditch	380	415	485	5	1.0	65	16.1	100	26.4
Walsall	1,905	2,015	2,405	55	2.3	390	19.4	500	26.4
Shropshire	1,125	1,105	1,385	25	1.8	280	25.4	255	22.8
Malvern Hills	295	335	350	5	1.5	15	3.9	55	19.1
North Warwickshire	230	205	270	5	2.3	65	32.5	40	18.0
Nuneaton and Bedworth	625	670	735	15	2.4	65	9.7	110	17.8
Dudley	2,090	2,020	2,295	60	2.8	275	13.5	205	9.9

Number of company start-ups in Shropshire hits record high

More new businesses were established in Shropshire during 2023 than in any previous year to date, according to a report..

A total of **3,480** new formations were registered in Shropshire during the last 12 months, an increase of 11.1 per cent on 2022 when 3,132 were recorded.

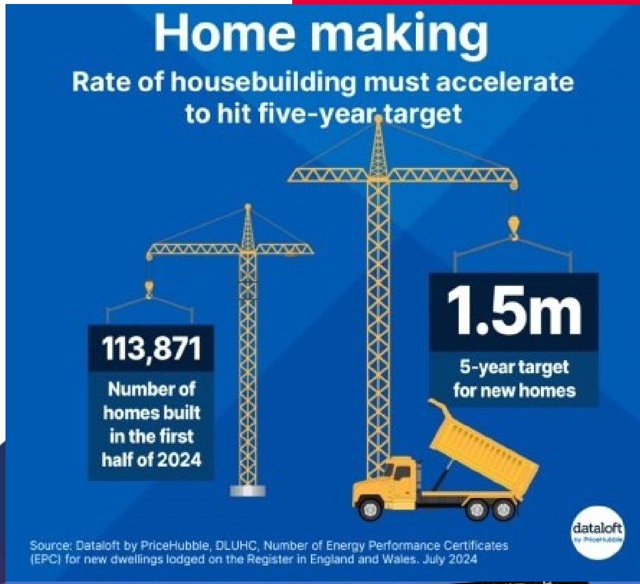
It brings the number of registered companies in the county to an all-time high of **28,037**.

Shropshire Council

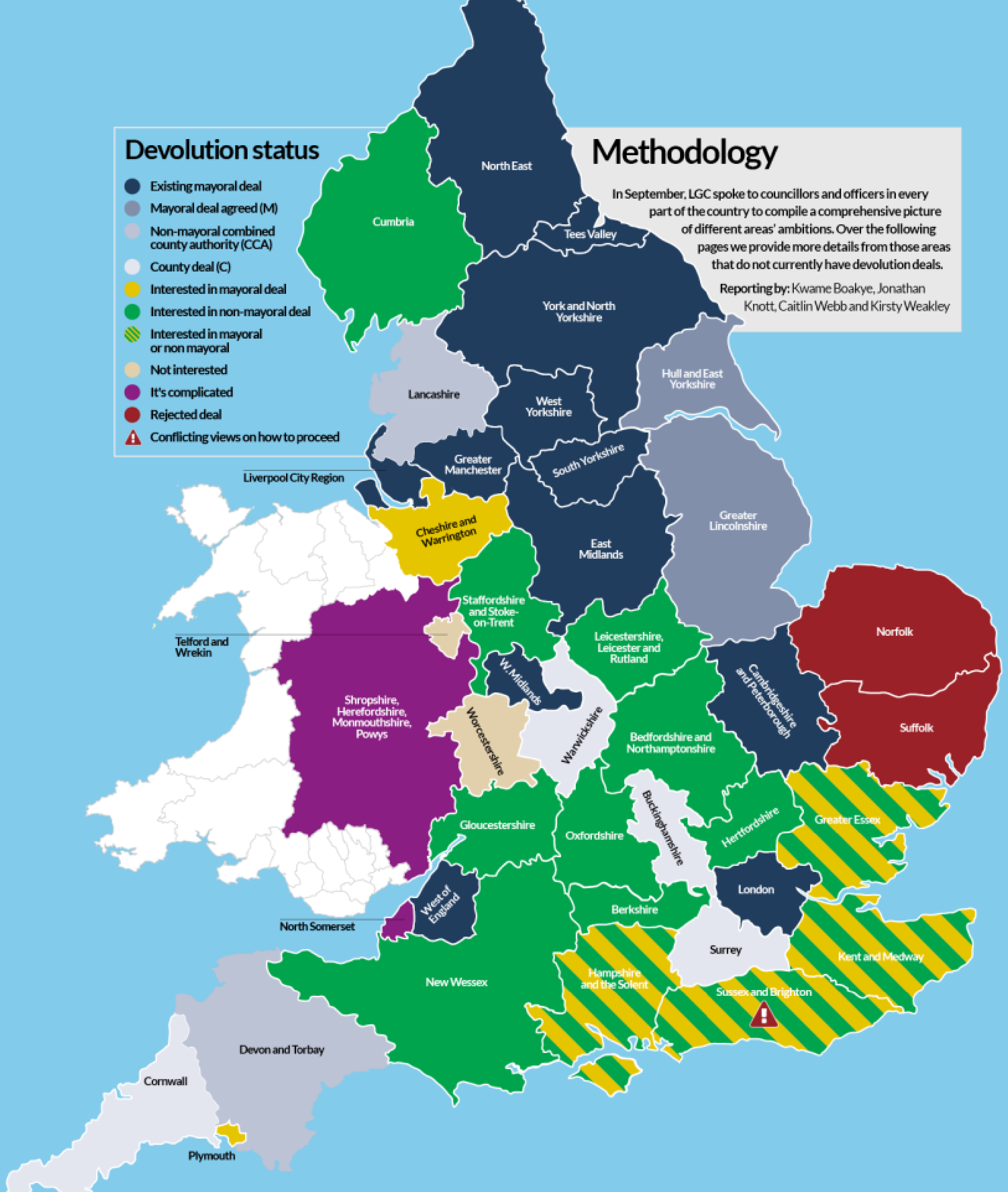
Drivers of change…

Government Growth initiatives

1. **Five national missions**: “Kickstart Economic Growth”
2. **Planning Reform:**
   - NPPF, pro-renewables, Revised housing targets, Strategic Plans
3. **Infrastructure Reform:**
   - GB Energy,
   - Public Transport: GB Rail, Bus Franchising
4. **Housing:**
   - 1.5m new homes by 2029
5. **Industrial Strategy:**
   - “Prosperity through Partnership”
     - Delivering clean power by 2030
     - Caring for the future
     - Harnessing data for the public good
     - Building resilient economy
6. **Devolution & Growth Deals**



DEVOLUTION & DEAL STATUS 2024



LOCAL GOVERNMENT CHRONICLE

Ministers must set out what devolution is for
SARAH CALKIN, EDITOR

BRIEFING PODCAST FINANCE WORKFORCE GOVERNANCE NET ZERO IDEA EXCHANGE LGPS ASK LGC EVENTS JOBS SUBSCRIBE

DEVOLUTION AND ECONOMIC GROWTH

Four counties seek cross border partnership over devolution deal

23 SEPTEMBER 2024 | BY CAITLIN WEBB

Shropshire, Herefordshire, Powys and Monmouthshire councils are focusing on their cross country partnership instead of a devolution deal, LGC has learned.

The two English and two Welsh unitary authorities have set up what they described as the "groundbreaking cross border" Marches Forward Partnership in November 2023. In a joint statement they said this was instead of a combined authority as "formal devolution deals relation to English councils only".

The councils were formerly part of a Local Enterprise Partnership, but when all LEPs were dissolved as part of the transition towards devolution, all these functions were transferred to Shropshire CC.

Leader of Shropshire Council Lezley Picton (Con) told LGC the group is working with consultants from Metro Dynamics to "define the governance" of the organisation and "how it operates with current cross-border legislation".

THE LOCAL AUTHORITY PODCAST FROM LGC

EDITOR'S PICKS »

Chancellor's 'no return to austerity' pledge may be little comfort

Drivers of Change

1. NEW PARADIGM

Acceleration in digital - Connectivity & Digital Skills
Pendulum swung - Less city focussed, quality of life
Retail – ownership not spectators, Shropshire outperforming others

2. GREEN & DIGITAL RECOVERY

Climate Emergency – 5th largest renewables in UK
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

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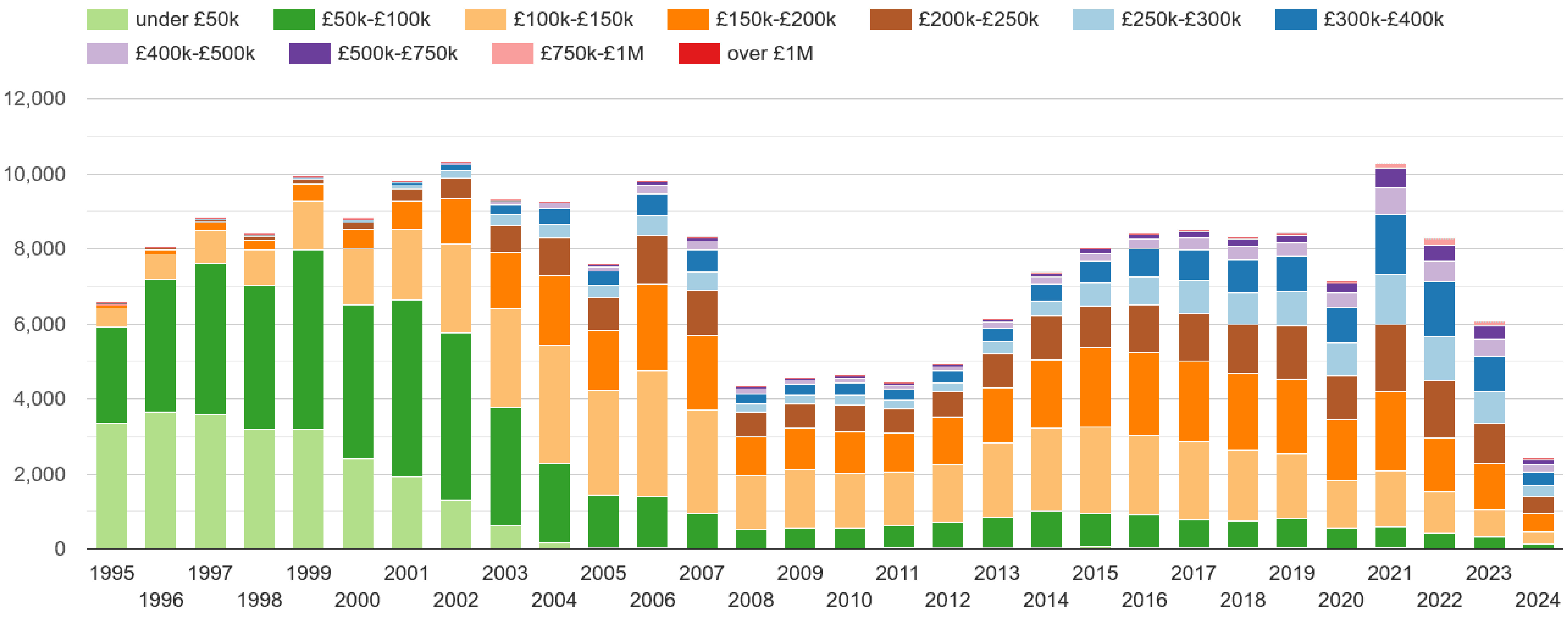
Challenges & opportunities…

Shrewsbury property sales volumes



Connected Shropshire

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It's **BIG** = 1,346 sq. miles

Time (mins)	Train	Car
Birmingham	60	49
Manchester	80	99
Cardiff	120	151
London	161	180

96% Households Superfast Broadband Availability

Key Elements of the Economic Growth Strategy

THE VISION FOR SHROPSHIRE

Working together with our business communities and stakeholders, and by utilising our unique environment and high-quality assets, we will co-create a connected, competitive, sustainable and inclusive economy: one that is nationally recognised where businesses and residents are thriving, healthy and resilient.

OUR NEW KPI'S

Productivity	Wages	Investment	Homes	Jobs
Close the gap by at least 50%	Close the gap by at least 50%	£350 million (2022 - 2027)	1,400+ per annum	5,000+ by 2027

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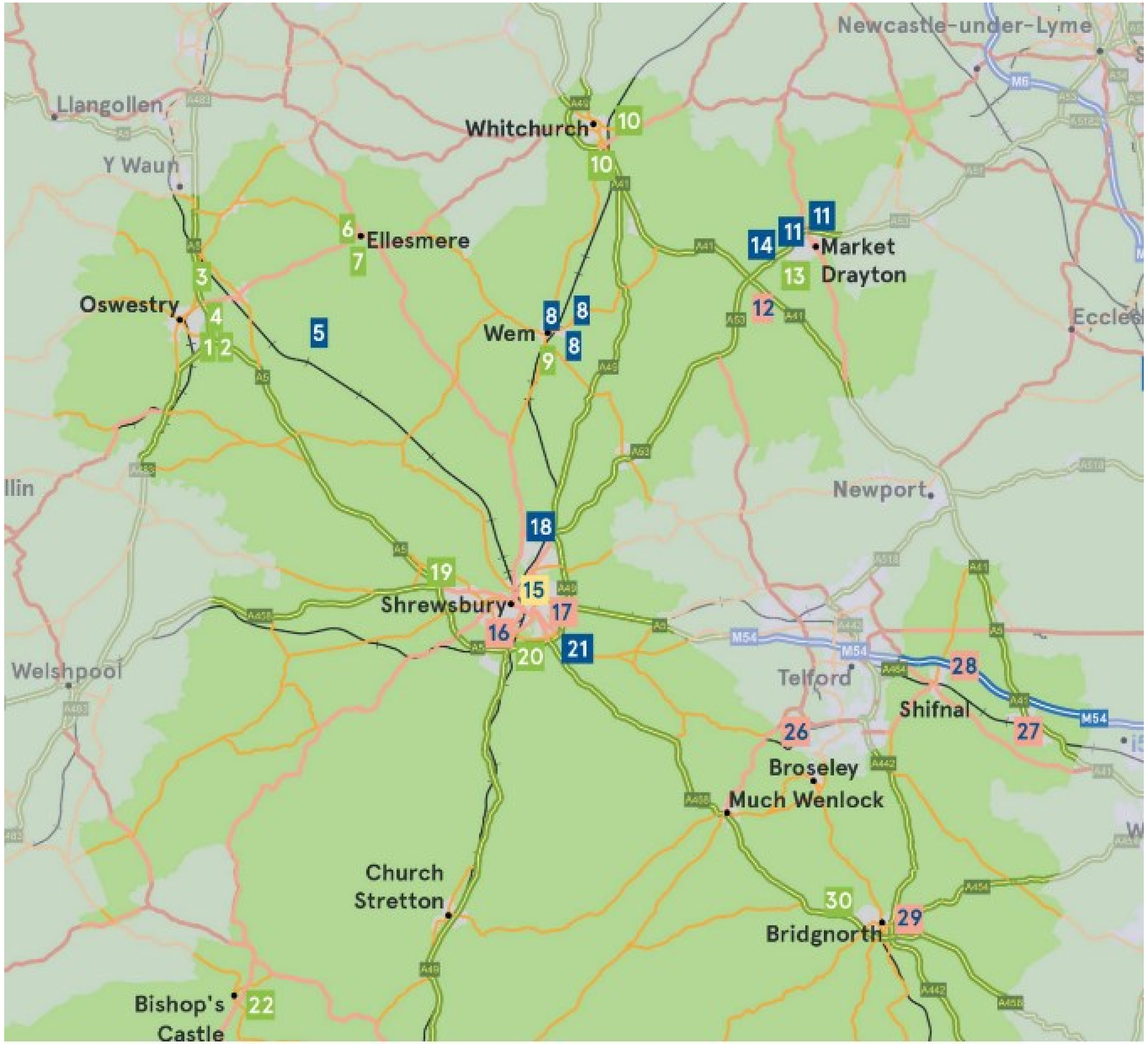
Shropshire Development Opportunities

Circa 800 hectares of opportunity

- 650 hct employment
- 150 hct residential

In excess of £5bn of GDV

New Local Plan – Spring 25 Adoption



Challenges and opportunities:

1. **Manufacturing and Industry**: We have a growing advanced manufacturing sector, including automotive supply chains. High-tech manufacturing businesses contribute significantly to economic growth.
2. **Agriculture and Agri-Tech**: A traditional backbone of our economy, there's a push toward innovation in agri-tech and food production. Increased investment in sustainable farming practices and agricultural research is leading to additional growth.
3. **Tourism**: Our rich cultural heritage, landscapes, and historical landmarks make tourism a critical sector. We are promoting Shropshire as a destination for both UK and international visitors, supporting hospitality, retail, and leisure industries.
4. **Digital and Tech Sectors**: While Shropshire has a rural character, the county has been making progress in digital infrastructure, encouraging more businesses in digital and creative industries to set up operations. Shrewsbury has seen growth in tech startups and innovation.
5. **Challenges**: Shropshire faces several challenges in terms of labour market shortages, housing availability, and transport infrastructure. Our population is aging, and there is a need for more housing and infrastructure to support economic expansion.
6. **Investment and Development**: Actively encouraging investment, especially in housing and employment sites, to drive further economic growth. Shropshire Economic Partnership is working on plans to support business growth, skills development, and infrastructure improvements. We are working on opportunities for growth/devo deals with government and partner councils.
7. **Green Economy**: We continue to explore opportunities in the green economy, with a focus on sustainable energy production and eco-friendly businesses.

In summary, while Shropshire's economy is growing in several sectors, it also needs strategic investments in infrastructure, housing, and skills to maintain and accelerate that growth.

Our three key themes

Employment and Skills

To **retain and develop** a skilled workforce where individuals have opportunities to progress in the labour market through up-skilling, re-skilling and developing transferrable skills, through delivering higher level skills **to meet the demands of businesses** within the local economy.

Supporting Local Businesses

To continue to provide comprehensive business support **to new and existing employment markets/sectors**, growing and **attracting high-value sectors** that support the creation of high-value jobs. Enabling resilience planning in all areas and supporting businesses to **enhance their workforce's wellbeing** and their corporate responsibility.

Strategic Locations

To be active in identifying and delivering opportunities for targeted investment locations and a "place-based" approach within the market towns. Putting people's needs at the heart of housing, infrastructure, employment and local service provision **to create sustainable, prosperous, growing communities**.

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Thank You !