Shropshire Council

Strategic Housing Market Assessment Report: Part 1

Produced by the Shropshire Planning Policy Team and the Information, Intelligence and Insight Team

Date Published: March 2020

CONTENTS

APPENDICES

1. Introduction

Overview

1.1. National Planning Practice Guidance (NPPG) provides a useful summary of the key steps to gather the evidence necessary to plan for housing. It stipulates that: *"Strategic policy-making authorities will need a clear understanding of housing needs in their area. The steps in building up this evidence include:*

- *Establishing the overall housing need (conducted using the standard methodology unless exceptional circumstances justify an alternative - see local housing need guidance);*
- *Identifying the housing need of specific groups;*
- *Working with neighbouring authorities and key stakeholders to establish the housing market area, or geography which is the most appropriate to prepare policies for meeting housing need across local authority boundaries"[1].*

1.2. The NPPG stipulates that this information can then be used to *"prepare or update their Strategic Housing Land Availability Assessment…"[1]* and *"prepare a viability assessment…"[1].*

Assessment of Local Housing Need (LHN)

1.3. The first key piece of evidence necessary to plan for housing referenced within the NPPG is that required to establish the overall local housing need (LHN).

1.4. The National Planning Policy Framework (NPPF) specifies that *"to determine the minimum number of homes needed, strategic policies should be informed by a local housing need assessment, conducted using the standard method in national planning guidance - unless exceptional circumstances justify an alternative approach which also reflects current and future demographic trends and market signals. In addition to the local housing need figure, any needs that cannot be met within neighbouring areas should also be taken into account in establishing the amount of housing to be planned for"[2].*

1.5. In October 2017, Shropshire Council published a Full Objectively Assessed Housing Need Assessment (FOAHN) which summarised the LHN assessment undertaken for Shropshire, using the Government's standard methodology (this was based on the 2014-based sub-national household projections). The assessment is available to view on the Shropshire Council website at:
http://shropshire.gov.uk/planning-policy/local-plan/local-plan-partial-review-2016-2036/

Strategic Housing Market Assessment (SHMA)

1.6. The second and third key pieces of evidence necessary to plan for housing referenced within the NPPG are those required to establish the housing need of specific groups and to define the housing market area.

1.7. The NPPF specifies that *"the size, type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies including, but not limited to, those who require affordable housing, families with children, older people, students, people with disabilities, service families, travellers, people who rent their homes and people wishing to commission or build their own homes"[3].*

---

[1] HCLG, (2019), NPPG – Plan-making, Paragraph 039, Reference: ID: 61-039-20190315, Revision date: 15/03/2019
[2] HCLG, (2019), The NPPF – Paragraph 60
[3] HCLG, (2019), The NPPF – Paragraph 61

1.8. The NPPG defines a Housing Market Area (HMA) as *"a geographical area defined by household demand and preferences for all types of housing, reflecting the key functional linkages between places where people live and work"*[4].

1.9. This evidence will be provided within the Strategic Housing Market Assessment (SHMA) for Shropshire. The SHMA will consist of two reports. The first report will seek to define the Shropshire Housing Market Area(s) and provide a more detailed profile of Shropshire; the second report will provide a summary of the assessment of the need for housing for particular groups of people within Shropshire.

1.10. This document represents the first part of the SHMA for Shropshire.

Strategic Land Availability Assessment (SLAA)

1.11. The NPPG also references the need to produce a Strategic Land Availability Assessment (SLAA) in order to plan for housing. The NPPF states that *"Strategic policy-making authorities should have a clear understanding of the land available in their area through the preparation of a SHLAA. From this, planning policies should identify a sufficient supply and mix of sites, taking into account their availability, suitability and likely economic viability. Planning policies should identify a supply of:*

a) specific, deliverable sites for years one to five of the plan period; and
b) specific, developable sites or broad locations for growth, for years 6-10 and, where possible, for years 11-15 of the plan"[5].

1.12. The SLAA is a technical assessment of the suitability; availability; and achievability (including viability) of land for housing and employment development. As such, the SLAA incorporates the process formerly known as the Strategic Housing Land Availability Assessment (SHLAA). Shropshire Council published its most recent SLAA in November 2018[6].

Viability Assessment

1.13. The NPPG also references the need to undertake a Viability Assessment in order to plan for housing. The NPPG summarises the purpose of a viability assessment as follows *"to ensure that policies are realistic and the total cost of all relevant policies is not of a scale that will make the plan undeliverable"*[7].

1.14. Shropshire Council is undertaking a viability assessment to inform the ongoing Local Plan Review.

Disclaimer

1.15. **Please Note:**

- **All references to Shropshire refer to the Shropshire Council Local Authority area.**
- **Data considered within this assessment was the most up to date available at the time of assessment. For the purpose of population and household statistics, the 2016 based sub-national population projections (2016-based SNHPP) and 2016 based sub-national household projections (2016-based SNHP) have been used.**

---

[4] HCLG (2019), NPPG – Plan-making, Paragraph 018, Reference ID: 61-018-20190315, Revision date: 15 03 2019
[5] HCLG (2019), NPPF – Paragraph 67
[6] The SLAA is available on the Shropshire Council website at: https://shropshire.gov.uk/planning-policy/local-planning/local-plan-partial-review-2016-2036/evidence-base/
[7] HCLG, (2019), NPPG – Plan-making, Paragraph 039, Reference: ID: 61-039-20190315, Revision date: 15/03/2019

2. Defining the Shropshire Housing Market Area(s)

Introduction

2.1. The NPPG defines a Housing Market Area (HMA) as *"a geographical area defined by household demand and preferences for all types of housing, reflecting the key functional linkages between places where people live and work"*[8].

2.2. *The NPPG suggests that HMAs can broadly be defined by analysing:*

- *The relationship between housing demand and supply across different locations, using house prices and rates of change in house prices. This should identify areas which have clearly different price levels compared to surrounding areas.*
- *Migration flow and housing search patterns. This can help identify the extent to which people move house within an area, in particular where a relatively high proportion of short household moves are contained, (due to connections to families, jobs, and schools).*
- *Contextual data such as travel to work areas, retail and school catchment areas. These can provide information about the areas within which people move without changing other aspects of their lives (e.g. work or service use)"*[8].

2.3. This approach is generally consistent with that used when Shropshire Council last defined the housing market area(s) covering Shropshire (based on the now superseded NPPG produced in 2014). This assessment was summarised within the Shropshire Full Objectively Assessed Housing Need (FOAHN) published in 2016. It concluded that *"the evidence would support the conclusion that Shropshire represents a self-contained HMA. It is therefore appropriate to undertake a FOAHN assessment for the Shropshire HMA".*[9]

2.4. However, this assessment also noted that *"although Shropshire represents a self-contained HMA'…'the 'Duty to Cooperate' is not restricted to just Local Planning Authorities within the same HMA. Consequently, Shropshire Council will continue to liaise closely with other appropriate Local Planning Authorities in accordance with the 'Duty to Cooperate', and through this process may be required to accommodate unmet need from areas beyond the Shropshire HMA, where this is reasonable; sustainable and deliverable"*[9].

2.5. The following sections aim to refresh the assessment of the housing market area(s) within Shropshire, using a methodological approach consistent with the current NPPG.

HMA and Local Authority Boundaries

2.6. There are a series of potential ways by which HMA boundaries could align and/or overlap with Local Authority boundaries, these can be summarised as follows:

1. Shropshire is a discrete, self-contained HMA; or
2. Shropshire consists of a series of HMAs; or
3. Shropshire is located within a HMA which covers multiple Local Authorities; or
4. A combination of options 2 and 3.

[8] HCLG (2019), NPPG – Plan-making, Paragraph 018, Reference ID: 61-018-20190315, Revision date: 15 03 2019

[9] Shropshire Council (2016), Full and Objective Assessment of Housing Need (FOAHN), http://shropshire.gov.uk/planning-policy/local-plan/local-plan-partial-review-2016-2036/

HMAs Identified at the National Level

2.7. In 2015, the Planning Advisory Service (PAS) produced a good practice guide on assessing housing need[10]. Whilst much of the advice within this guide has now been superseded, its advance on HMAs remains of use, as the current approach to defining these areas remains generally consistent. The PAS guide suggests using HMAs identified at the national level as a useful starting point for analysing HMAs at a Local Authority level.

2.8. In 2010, Communities and Local Government (CLG) published the *Geography of Housing Market Areas*, an assessment of HMAs across England[11], commissioned by the former National Housing and Planning Advice Unit (NHPAU) and undertaken by the Centre for Urban and Regional Development Studies (CURDS). This study provided a consistent set of HMAs across England, which is cited as a useful starting point for the identification of HMAs.

2.9. The Geography of Housing Market Areas identified a three-tiered hierarchy of HMAs; these were Strategic; Single-Tier; and Local market areas. Guidance produced by PAS suggested that of these tiers, the most useful for housing need studies is the single-tier 'silver standard' geography, which follows Local Authority boundaries.

2.10. The justification provided for this recommendation by PAS was that the other two tiers are less suitable for the purpose of undertaking an assessment of housing need. Specifically, the *"strategic HMAs are often too large to be manageable"* whilst conversely the local tier crosses Local Authority areas, and is therefore *"usually impractical, given that planning policy is mostly made at the Local Authority level, and many kinds of data are unavailable for smaller areas"*[5]. Therefore the single-tier 'silver standard' is most useful as it "follows Local Authority boundaries, so that no Local Authority is divided between different HMAs".

2.11. Whilst it is recognised that this assessment of HMAs at the national level and in particular the single-tier 'silver standard' geography represent a useful starting point for consideration of HMA(s), unfortunately, as the assessment was based on data from 2001, it pre-dates the formation of Shropshire Council.

2.12. Therefore, within the *Geography of Housing Market Areas* single-tier 'silver standard' geography, Shropshire is divided into three HMAs, these are:

- HMA 44: Former district of Bridgnorth (with Telford and Wrekin Council).
- HMA 84: Former districts of Shrewsbury and Atcham; North Shropshire; and Oswestry.
- HMA 43: Former district of South Shropshire (with Herefordshire)[12].

2.13. Using a pragmatic approach which recognises the practical difficulties in gathering data at a sub-Local Authority level, four potential options have been identified for defining HMAs in Shropshire. These are:

- A self-contained HMA for Shropshire;
- A HMA for Shropshire and Telford and Wrekin;
- A HMA for Shropshire and Herefordshire; or
- A HMA for Shropshire, Telford and Wrekin, and Herefordshire.

---

[10]PAS, (2015), Objectively Assessed Need and Housing Targets – Technical Advice Note, 2nd Edition https://www.local.gov.uk/pas/find-event/pas-past-events/objectively-assessed-need-and-housing-targets

[11] Geography of Housing Market Areas, an assessment of HMAs across England, published 26th November 2010, commissioned by DCLG from former National Housing and Planning Advice Unit (NHPAU) and undertaken by the Centre for Urban and Regional Development Studies (CURDS). https://www.gov.uk/government/publications/housing-market-areas

[12]CURDS, (2010), The Geography of Housing Market Areas: www.ncl.ac.uk/curds/research/defining/NHPAU.htm

2.14. Of these options, a self-contained HMA for Shropshire is evidently the most preferable for a number of reasons:

- It would mean the HMA is consistent with the area for which planning policy is developed.
- It would mean that much of the data required to undertake both a LHN and SHMA would be available either locally or as part of the results of the 2011 Census for the HMA.
- It would mean that the area for which other Council functions are undertaken, including those for delivery of infrastructure, services and facilities which are necessary to support delivery of the housing requirement resulting from the LHN would be consistent with the HMA.

2.15. Furthermore, with regard to the other potential HMA options under consideration, it is important to note that:

- Telford and Wrekin Council have undertaken an assessment of HMAs within their most recent SHMA. This assessment concluded *"An analysis of 2011 census migration and travel to work data confirms that Telford and Wrekin forms a separate housing market area"*[13]. Identifying a HMA for Shropshire which included Telford and Wrekin would therefore contradict the conclusion within the SHMA undertaken by Telford and Wrekin Council.
- Herefordshire Council have already undertaken an assessment of LHN which included the consideration of HMAs. This assessment concluded *"reflecting the geography of the area, and wider evidence regarding commuting and migration flows, we consider that Herefordshire represents a HMA"*[14]. Identifying a HMA for Shropshire which includes Herefordshire would therefore contradict the conclusion within the LHN assessment undertaken by Herefordshire Council.
- Shropshire is one of the largest Local Authorities in England, indeed according to the Local Government Boundary Commission; Shropshire is the fourth largest Unitary Authority in England, by area (Ha)[15]. Therefore, HMAs which cover Shropshire and one or more neighbouring Local Authorities are likely to become increasingly unmanageable for the purpose of identifying a LHN. This conclusion is consistent with PAS guidance which recognises that large HMAs are *"often too large to be manageable"*[5]. This would particularly be the case if the other Authority was Herefordshire, which in itself is very large.

2.16. From the above assessment, it is evident that a self-contained HMA for Shropshire provides the most preferable option. However, the next step must be to determine whether Shropshire, on its own, is sufficiently self-contained to be classified as a HMA, having regard to the indicators identified within the NPPG.

[13] Arc4 on behalf of Telford and Wrekin Council (2016), Telford and Wrekin Strategic Housing Market Assessment
[14] GL Hern on behalf of Herefordshire Council (2014), Local Housing Requirements Study Update
[15] Local Government Boundary Commission (2015), Local Authorities in England. www.lgbce.org.uk/records-and-resources/local-Authorities-in-england

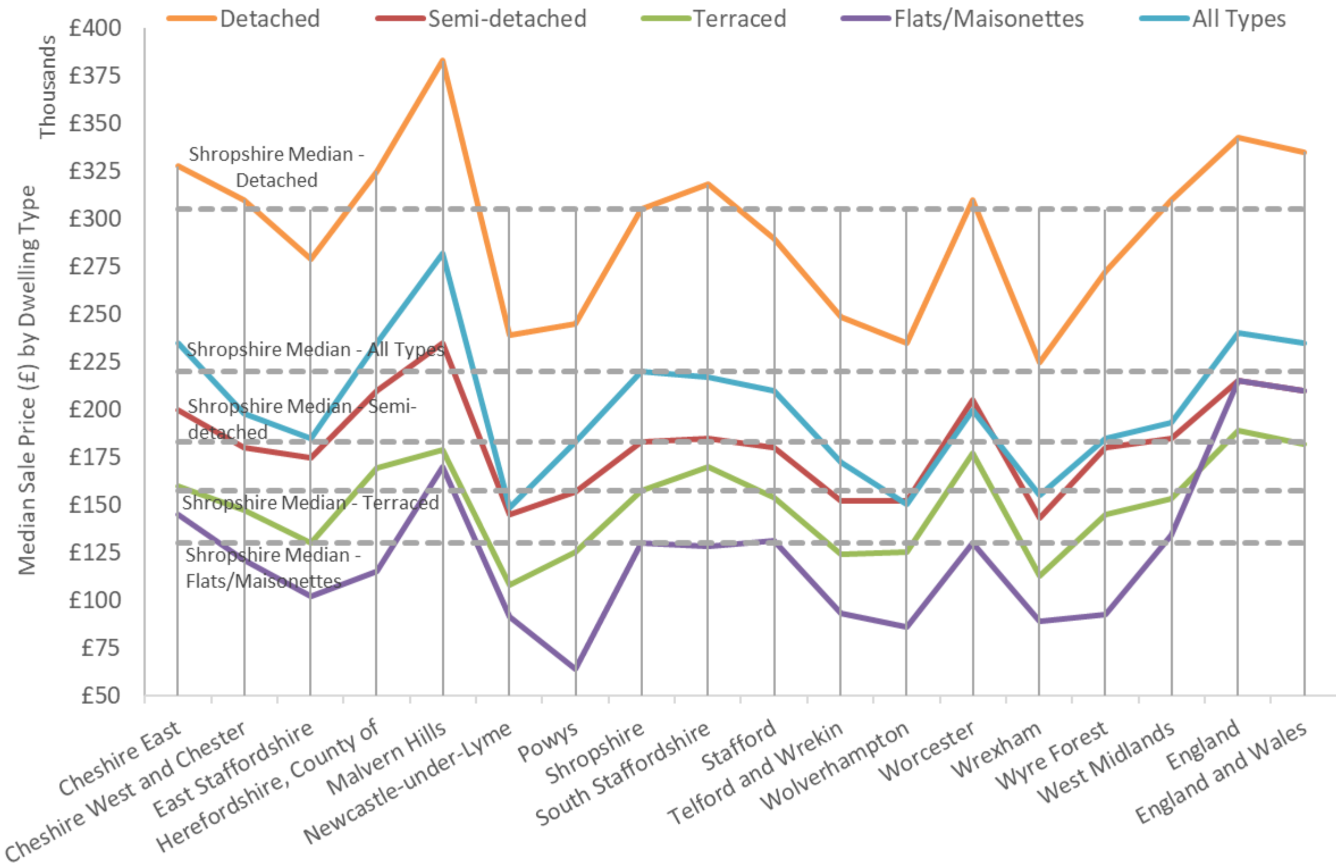
Self-containment of Shropshire

The relationship between housing demand and supply

2.17. The first indicator suggested within the NPPG is *"the relationship between housing demand and supply across different locations, using house prices and rates of change in house prices"[16].* The purpose of this assessment is to identify areas which "have clearly different price levels compared to surrounding areas"[16].

2.18. Figure 1 provides a comparison of median house sale prices at Local Authority level, by dwelling type. The Local Authorities considered are those which are adjacent (and considered to be locally comparable) to Shropshire. It also provides comparison within the regional and national averages.

Figure 1: Median Sale Prices by Local Authority (June 2019)[17]



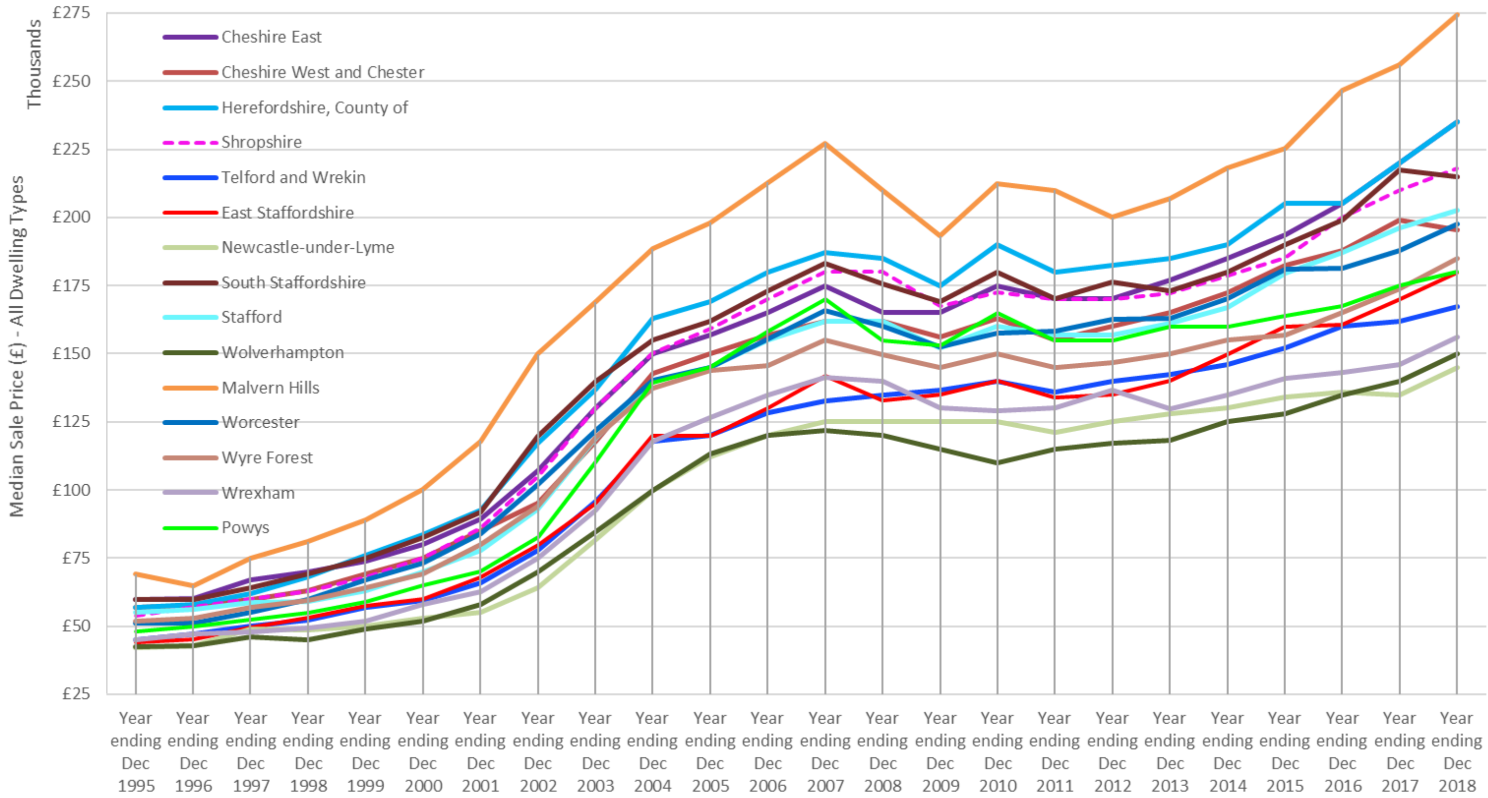
2.19. It is apparent from the data provided within Figure 1 that there is deviation of median house sale prices between Shropshire and its adjacent Local Authorities as at June 2019. This is particularly apparent in regard to those Local Authorities of greatest interest when considering Shropshire's role as a self-contained HMA (as they are identified within the same single-tier 'silver standard' geography as Shropshire within the national assessment of HMAs), specifically Telford and Wrekin and Herefordshire, both of which vary significantly from Shropshire across all dwelling sale price categories.

[16] HCLG (2019), NPPG – Plan-making, Paragraph 018, Reference ID: 61-018-20190315, Revision date: 15 03 2019
[17]ONS, (2018), House Price Statistics for Small Areas: 1995 to 2017, (Crown Copyright – 2018), www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/medianhousepricefornationalandsubnationalgeographiesquarterlyrollingyearhpssadataset09

2.20. Of the other Local Authorities, only South Staffordshire and to a lesser extent Cheshire East are generally comparable to Shropshire, and even here there is some divergence.

2.21. Figure 2 presents the data for median house prices for all dwellings over a longer timeframe (from 1995-2018) by Local Planning Authority. This provides further evidence that there is significant variance between Shropshire and its adjacent Local Authorities.

Figure 2: Median sale prices for all dwellings: by Local Authority (1995-2018)[17]



2.22. This is again particularly evident for those Local Authorities within the same single-tier 'silver standard' geography as Shropshire within the national assessment of HMAs (Telford and Wrekin; and Herefordshire), but also extends to South Staffordshire and Cheshire East, which were more comparable with Shropshire in 2018.

2.23. It is apparent from this data that the majority of adjacent Local Planning Authorities do not have directly comparable house sale prices, particularly those within the same single-tier 'silver standard' geography as Shropshire within the National assessment of HMAs. This supports the conclusion that Shropshire represents a self-contained HMA.

Migration flows and housing search patterns

2.24. The second indicator suggested within the NPPG is *"Migration flow and housing search patterns. This can help identify the extent to which people move house within an area, in particular where a relatively high proportion of short household moves are contained, (due to connections to families, jobs, and schools)"*[18].

2.25. Migration flows are the measurement of people moving - within, into and out of an area. The most current data on migration flows is within the results of the 2011 Census, which collected information on where the resident population lived in the year leading up to

[18] HCLG (2019), NPPG – Plan-making, Paragraph 018, Reference ID: 61-018-20190315, Revision date: 15 03 2019

Census Day on the 27th March 2011. From this data the Office for National Statistics (ONS) have published tables on the origin of residents who had moved and their destination (resident address on Census Day).

2.26. Table 1 provides a summary of the moves within, into and out of Shropshire for the year before the 2011 Census.

Table 1: Migration - within, into and out of Shropshire[19]

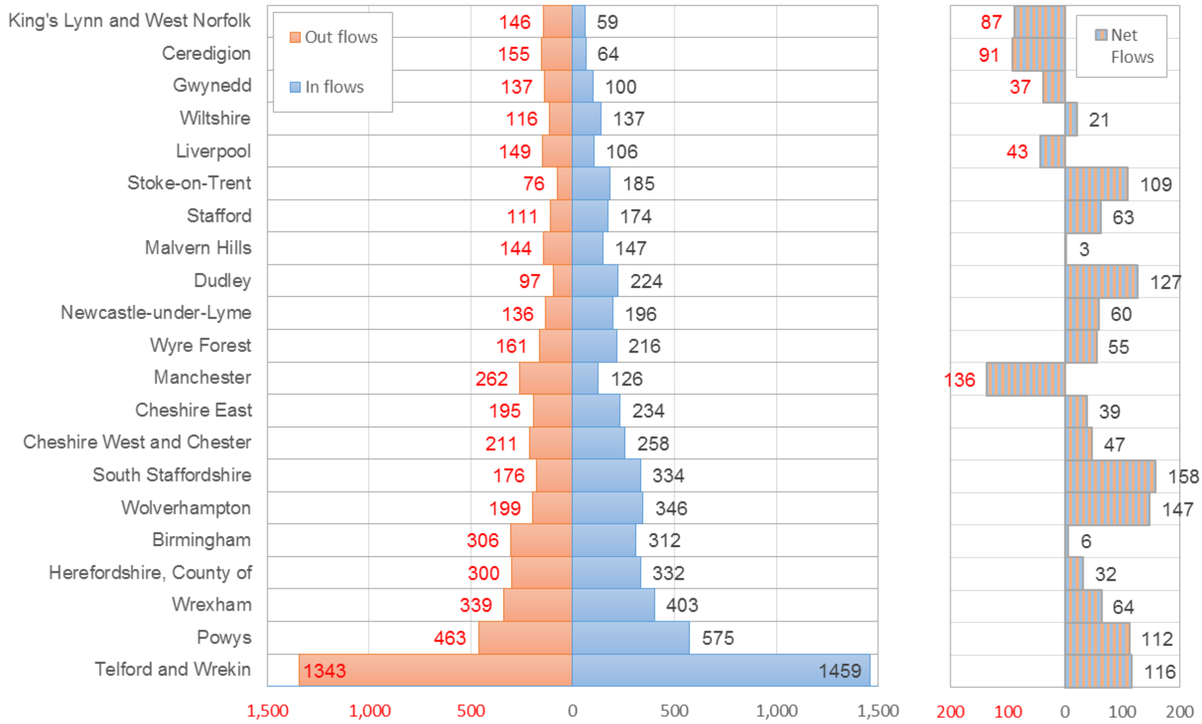
Origin ↓ / Destination →	Shropshire	Rest of UK	Total
Shropshire	18,608	11,293	29,901
Rest of UK	11,802		
Total	30,410		

2.27. In summary:

- A total of 13,778 people moved into Shropshire (of these 1,976 were from abroad (excluded from the table) and 11,802 were from the rest of the UK).
- A total of 11,293 people moved out of Shropshire.
- A total of 18,608 people moved within Shropshire.
- Cross-boundary migration resulted in a net increase of 2,485 people in Shropshire.

2.28. Figure 3 provides a summary of the top origins and destinations of migrants moving into and out of Shropshire (excluding those moving within Shropshire):

Figure 3: Top origin and destination of migrants into and out of Shropshire[20]



2.29. The NPPG suggests that a HMA is an area within which "*a relatively high proportion of short household moves are contained*"[21]. As such it is a measurement of the level of self-containment within an area.

[19] ONS (2011), Census (Crown Copyright - 2018)
[20] ONS (2011), Census (Crown Copyright - 2018)

2.30. Previous iterations of the NPPG (and the DCLG advice note on identification of sub-regional housing market areas which informed the NPPG), suggested an appropriate threshold to measure self-containment was 70%.

2.31. Specifically, the DCLG advice note on identifying sub-regional housing market areas, states: *"Identifying suitable thresholds for self-containment: The typical threshold for self-containment is around 70 per cent of all movers in a given time period. This threshold applies to both the* ***supply side*** *(70 per cent of all those moving out of a dwelling move within the same area) and the* ***demand side*** *(70 per cent of all those moving into a dwelling have moved from that same area)"*[22].

2.32. Consequently two migration containment ratios will be considered to determine whether Shropshire is self-contained (an area within which a relatively high proportion of short household moves are contained). These are:

- Supply Side (origin): moves within the area divided by all moves whose **origin** is in the area, excluding long-distance moves.
- Demand side (destination): moves within the area divided by all moves whose **destination** is in the area, excluding long-distance moves.

2.33. Finally, there is also a need to consider the total level of self-containment (**origin and destination**).

2.34. When considering the level of self-containment within an area, the NPPG is clear that this should focus on "*short household moves"*[23]*.* As such before considering levels of migration into and out of an area, any long distance move needs to be identified and removed from the calculation.

2.35. The NPPG does not define a long distance move, it does however provide context for the motivators of a short distance move, specifically a move *"due to connections to families, jobs, and schools"*[23]*.* Unfortunately, available data does not specify the purpose of a move.

2.36. Whilst much of the advice within the PAS good practice guide on assessing housing need has now been superseded, the advice regarding defining housing market areas, including the assessment of migration remains valid, particularly as the definition of a short distance move within the NPPG remains generally consistent with that within previous iterations of the NPPG.

2.37. Within the PAS good practice guide on assessing housing need it recognised that *"what counts as a long distance move is a matter of judgement"*[24]*.* It then provided some general recommendations, as follows *"moves between countries and regions of the UK should probably be excluded, unless an area is close to the boundary between two countries or regions, in which case moves that begin or end outside those two countries/regions should probably be excluded"*[24]*.*

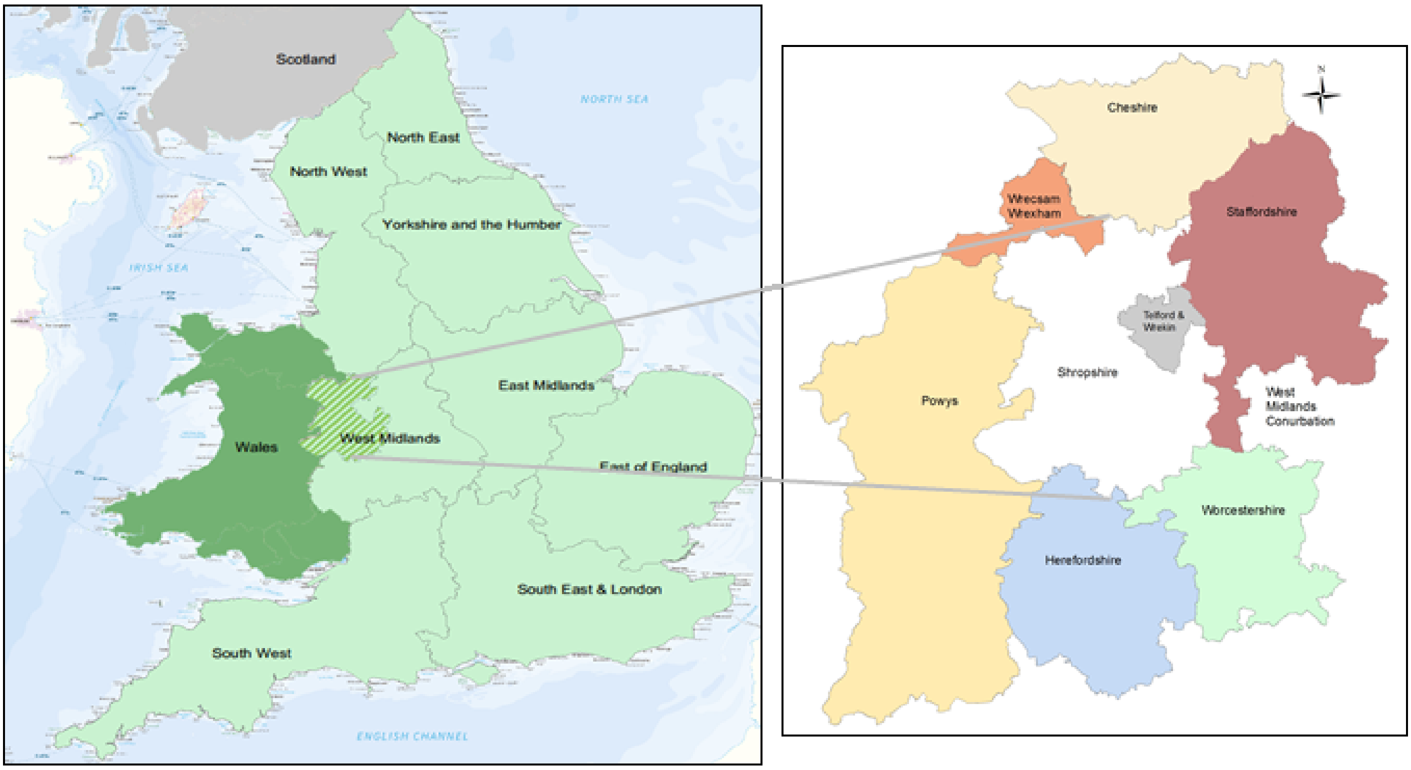
2.38. Shropshire Council considers that this approach is reasonable, and consequently reflected this methodology within its assessment. Specifically, it has excluded migration to/from other Countries (including other Countries within the United Kingdom) and to/from regions of the UK, where the boundaries for these areas are not in close proximity to Shropshire.

---

[21] HCLG (2019), NPPG – Plan-making, Paragraph 018, Reference ID: 61-018-20190315, Revision date: 15 03 2019
[22] CLG, (2007), Identifying Sub-Regional Housing Market Areas – Advice Note
[23] HCLG (2019), NPPG – Plan-making, Paragraph 018, Reference ID: 61-018-20190315, Revision date: 15 03 2019
[24] PAS, (2015), Objectively Assessed Need and Housing Targets – Technical Advice Note, 2nd Edition

2.39. Figure 4 provides a locational context for Shropshire. It illustrates that Shropshire is located to the north-west of the West Midlands Region. To the North of Shropshire is Cheshire (North West Region); to the East of Shropshire is Telford and Wrekin (West Midlands Region) and Staffordshire (West Midlands Region); to the South is Worcestershire (West Midlands Region) and Herefordshire (West Midlands Region); and to the West is Powys and Wrexham (Wales).

Figure 4: Shropshire Context



2.40. It is reasonable to consider that for the purposes of this assessment migration to/from all the regions adjacent to Shropshire are considered as short distance moves. Consequently, within this assessment, a short distance move is defined as migration to/from:

- The West Midlands;
- The North West; and
- Wales.

2.41. It is also considered appropriate to define migration to/from Countries and Regions other than those listed in Paragraph 2.40 as long distance moves, as they are not 'close to the boundary' of Shropshire. These movements have therefore been excluded from this assessment, consistent with the recommendations within the PAS good practice guide.

2.42. Specifically, it is considered to be a long distance move where the origin or destination of migrants to/from Shropshire is:

- Another Country, including:
  - Scotland;
  - Northern Ireland; and
  - The Republic of Ireland;
- The East Midlands;
- The North East;
- Yorkshire and the Humber;
- The East;
- The South East;
- The South West; and
- London

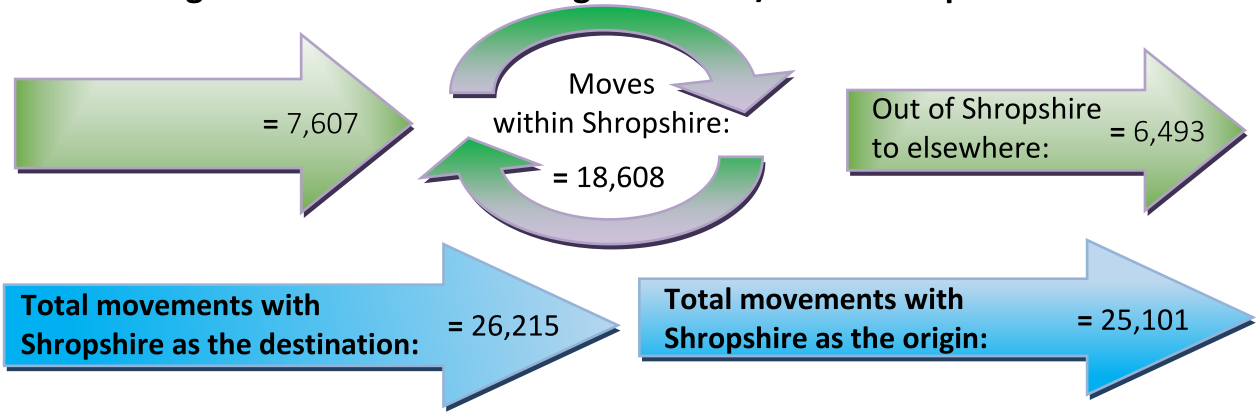
2.43. Please *Note: Shropshire Council recognises that this definition of a long distance move to/from Shropshire is relatively conservative and includes many areas within the short distance category that are in all likelihood represent a long distance move (for instance*

Cumbria). Consequently the resulting data on the self-containment (proportion of short distance moves) of Shropshire represent minimum estimates of self-containment.

2.44. Figure 5 provides a summary of the resultant number of moves into and out of Shropshire. In this calculation:

- Migration data is:
  - Sourced from the 2011 Census, and relates to persons moving housing in the year ending on Census day[25].
  - Excludes migration to/from Countries and Regions referenced in Paragraph 2.42, as these are considered long distance moves.
  - Includes migration within Shropshire.
- In addition to providing an indication of the level of containment on the supply side (**origin**) and demand side (**destination**); Shropshire Council has also provided a measurement of the overall ratio of moves that are to/from Shropshire and do not cross the Local Authority boundary.

Figure 5: Assessment of migration into/out of Shropshire



Measurement	Calculation	Level of Containment
Destination Containment:	Moves within Shropshire / Total Moves with Shropshire as a destination	70.98%
Origin Containment:	Moves within Shropshire / Total Moves with Shropshire as an origin	74.13%
Overall Containment:	**Total non-cross-boundary moves / Total moves with Shropshire as either an origin or destination**	**72.52%**

2.45. The assessment indicates that even using this conservative definition of a long distance move, all three measurements of self-containment (destination; origin and total) within Shropshire exceed the 70% threshold specified within the NPPG.

2.46. **As such it can be concluded that Shropshire represents an area *"where a relatively high proportion of short household moves are contained"*[26]. This supports the conclusion that Shropshire forms a self-contained HMA.**

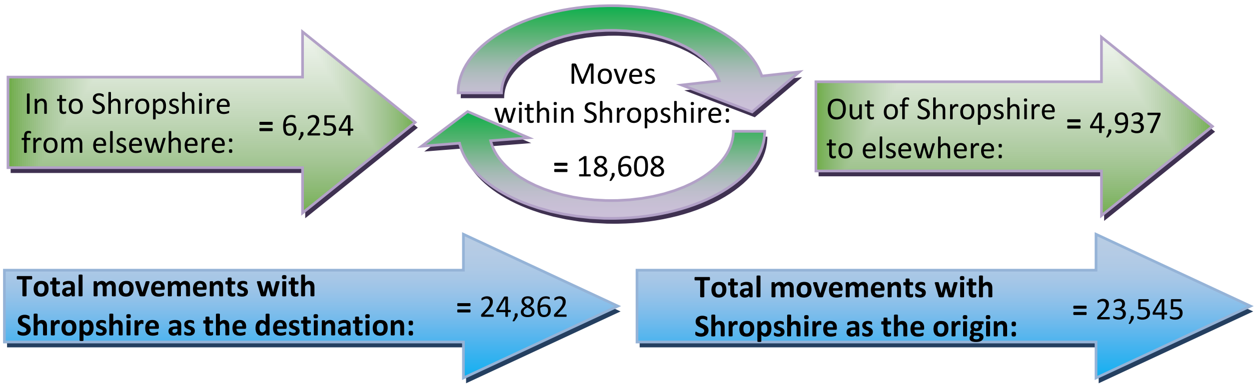
2.47. This level of self-containment further increases if a more refined definition of what is a short and what is a long distance move is applied.

[25] ONS (2011), Census (Crown Copyright - 2015)
[26] HCLG (2019), NPPG – Plan-making, Paragraph 018, Reference ID: 61-018-20190315, Revision date: 15 03 2019

2.48. Specifically, if a short distance move is considered to be migration to / from:

- All Local Authorities within the West Midlands;
- Cheshire East Council and Cheshire West and Chester Council (North West); and
- Powys County Council, Wrexham Council, Denbighshire County Council and Flintshire County Council (Wales).

Figure 6: Refined assessment of migration into/out of Shropshire



Measurement	Calculation	Level of Containment
Destination Containment:	Moves within Shropshire / Total Moves with Shropshire as a destination	74.85%
Origin Containment:	Moves within Shropshire / Total Moves with Shropshire as an origin	79.03%
Overall Containment:	**Total non-cross-boundary moves / Total moves with Shropshire as either an origin or destination**	**76.88%**

2.49. Figure 6 summarises the levels of self-containment using this refined definition of a short distance move. **This further supports the conclusion that Shropshire represents an area *"where a relatively high proportion of short household moves are contained"*[26] and as such forms a self-contained HMA.**

Travel to work areas, retail and school catchment areas

2.50. The third indicator suggested within the NPPG is *"Contextual data such as travel to work areas, retail and school catchment areas. These can provide information about the areas within which people move without changing other aspects of their lives (e.g. work or service use)"*[26].

Travel to work areas

2.51. Travel to work data provides information on commuting flows and the spatial structure of the labour market. As such they can provide an indication of levels of self-containment within an area (number of people living and working in the same area).

2.52. The higher the level of self-containment within an area, the greater the potential that the area is one within which *"people move without changing other aspects of their lives"*[27]. As such the higher the level of self-containment within an area, the greater the likelihood that it represents a self-contained HMA.

2.53. Reflecting the methodology used to assess self-containment for the purpose of migration, a 70% threshold will be utilised. Also consistent with the methodology used to assess the self-containment of migration, *"this threshold applies to both the **supply side** … and the **demand side…**"*[28].

2.54. There is also a need to consider the total level of self-containment (**origin and destination**).

Context

2.55. Shropshire has close economic ties with neighbouring Local Authorities. Many Shropshire residents work outside their home County. Conversely the workplace population comprises not only those that live in Shropshire, but also those that commute in.

2.56. Increases in car ownership during the 1960s and 1970s meant that employment opportunities outside the immediate local area became much more accessible. This led to an increase in the number of people travelling further to work and an increase in cross Local Authority border traffic.

2.57. According to research commissioned by the Department for Transport, however, since the late 1980s there has been a decline in commuting journeys[29] for a number of reasons, including:

- Workers are commuting to work on fewer days of the week;
- There has been a growth in "trip-chaining", where people combine two or more trips of differing purposes (e.g. dropping children at school on route to work);
- A rise in the number of workers who do not have a fixed, usual workplace and as such are not officially classified as commuting when they travel to work;
- An increase in the level of home working; and
- An increase in self-employment and part-time working.

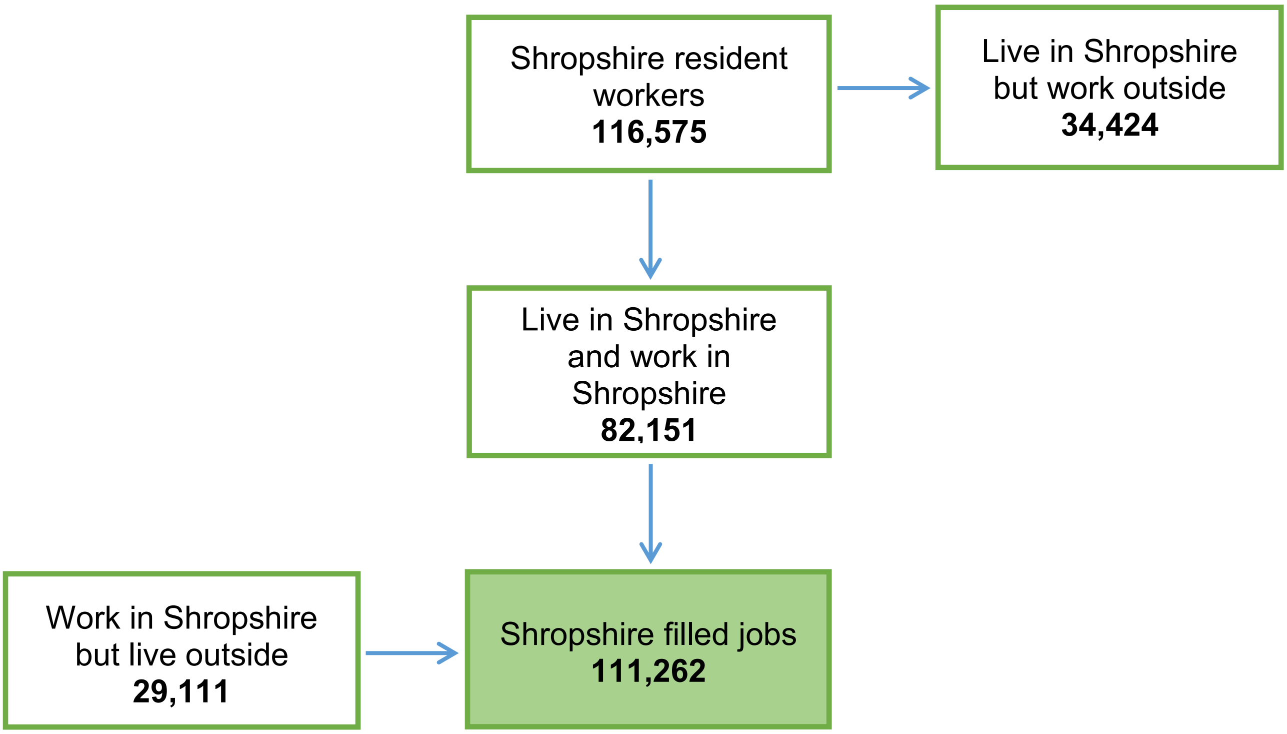
2.58. Notwithstanding this, commuting journeys still account for approximately 16% of all personal journeys, and for 20% of all personal miles travelled. As these journeys tend to be concentrated at the same time, they can put pressure on road and rail infrastructure. An overall decline in commuting journeys does not necessarily reflect a decline in commuting across Local Authority borders.

2.59. Understanding commuting at a sub-national level is reliant on data generated from the Census by the Office for National Statistics. At the time of the 2011 Census, 111,262 people aged 16 and over had jobs in Shropshire; while 116,575 people aged 16 and over living in Shropshire were in employment. This means that the County has more workers than it has filled jobs. Net out-commuting stood at 5,313 in 2011.

[27] HCLG (2019), NPPG – Plan-making, Paragraph 018, Reference ID: 61-018-20190315, Revision date: 15 03 2019
[28] CLG, (2007), Identifying Sub-Regional Housing Market Areas – Advice Note
[29] Commuting defined as journeys direct from a workers home and usual workplace for the purposes of the National Travel Survey

2.60. Figure 7 provides a summary of the origin and destination of people living and working in Shropshire:

Figure 7: Commuter[30] Flows in Shropshire[31]



Commuting Trends

2.61. Levels of commuting have risen over the last two decades, with the number travelling into Shropshire to work rising by 16,181 people (+125%) between 1991 and 2011 to reach 29,111. The number commuting out of Shropshire has also risen, albeit less dramatically, from 23,710 people in 1991 to 34,424 people in 2011. This is the equivalent of an additional 10,714 in-commuters and constitutes growth of 45%. While out-commuting continues to surpass in-commuting, the gap has narrowed, with net commuting standing at -5,313 in 2011 compared with -10,780 in 1991. This is depicted within Table 2 below:

Table 2: Commuting in and out of Shropshire, 1991-2011[31]

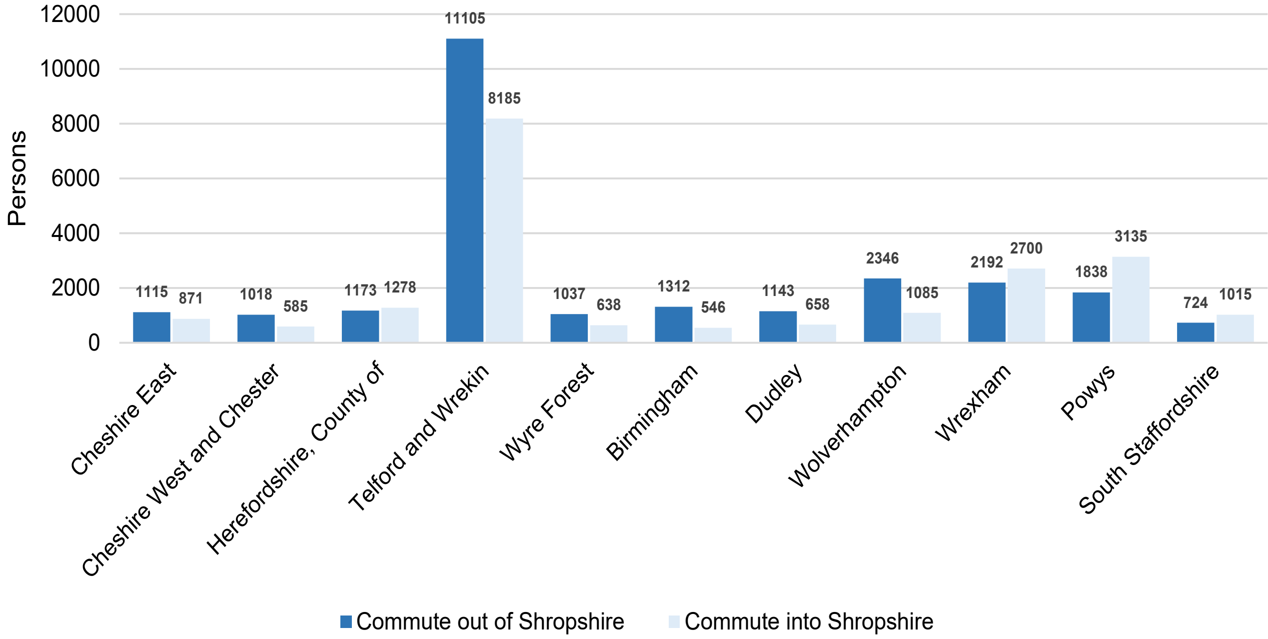
	1991	2001	2011	Change 1991-2011	% Change 1991-2011
In-Commuters	12,930	20,786	29,111	+16,181	+125.1%
Out-Commuters	23,710	33,011	34,424	+10,714	+45.2%
Net Commuting	*-10,780*	*-12,225*	*-5,313*	*-5,467*	*-50.7%*

2.62. Figure 8 shows the main origins and destinations of cross-boundary commuting to and from Shropshire. The largest flows, both into and out of Shropshire, are with Telford and Wrekin, with 19,290 people commuting between the two Local Authorities at the time of the 2011 Census.

[30] Commuting here defined as people crossing a local authority boundary to work, regardless of how many stops they might make on the way.
[31] ONS, (2011), 1991, 2001, 2011 Censuses, Crown Copyright 2019

2.63. The top five District or Unitary Authority destinations for Shropshire residents commuting out of the County are Telford; Wolverhampton; Wrexham; Powys; and Birmingham. The top five District or Unitary Authority origins of workers commuting into Shropshire are Telford; Powys; Wrexham; Herefordshire; and Wolverhampton.

Figure 8: Cross-boundary commuting to and from Shropshire (2011)[32]



Note: Figures in 2011 and 1991 refer to workers aged 16 and over while figures in 2001 refer to workers aged 16-74.

In-Commuting

2.64. At the time of the 2011 Census, 29,111 workers commuted into Shropshire from outside the Local Authority boundary. This is the equivalent of 26.2% of the workforce. Telford and Wrekin supplied the largest volume of workers who commuted in, at 28.1% of the total. More than a fifth travelled from Wales, principally Powys and Wrexham at 10.8% and 9.3% respectively. 8.6% of in-commuters came from Staffordshire (excluding Stoke which accounts for 1.4% of in-commuters).

2.65. The number of workers commuting into Shropshire from all neighbouring Counties increased in the decade up to 2011, but growth in commuting levels was especially strong from non-neighbouring locations.

2.66. The number of commuters from Birmingham rose by 120%, while the number of commuters from other origins increased by 62.3%. The latter now accounts for more than a fifth of the local workforce.

[32] ONS (2011), Census Crown Copyright - 2019

2.67. Table 3 provides a breakdown of in-commuters to Shropshire for key origins:

Table 3: Breakdown on in-commuters by origin, 2001-2011[33]

	2001		2011		Percentage
	Number	Percentage	Number	Percentage	Change: 2001-2011
Birmingham	248	1.2%	546	1.9%	120.2%
Dudley	431	2.1%	658	2.3%	52.7%
Wolverhampton	747	3.6%	1,085	3.7%	45.2%
Herefordshire	1,133	5.5%	1,278	4.4%	12.8%
Telford & Wrekin	6,037	29.0%	8,185	28.1%	35.6%
Staffordshire	2,039	9.8%	2,506	8.6%	22.9%
Worcestershire	1,039	5.0%	1,421	4.9%	36.8%
Cheshire	1,085	5.2%	1,456	5.0%	34.2%
Wrexham	1,819	8.8%	2,700	9.3%	48.4%
Powys	2,425	11.7%	3,135	10.8%	29.3%
Other	3,783	18.2%	6,141	21.1%	62.3%
Total	**20,786**	**100.0%**	**29,111**	**100.0%**	**40.1%**

Note: Figures in 2011 refer to workers aged 16 and over while figures in 2001 refer to workers aged 16-74.

Out-Commuting

2.68. At the time of the 2011 Census, 34,424 Shropshire residents commuted out of Shropshire to work. This means that almost 30% of Shropshire residents who work have jobs outside the Local Authority boundary. Almost a third of those commuting out of County work in Telford and Wrekin, whilst Staffordshire, the Black Country, Wrexham and Cheshire (East and West) are also popular destinations.

2.69. Between 2001 and 2011, the number of Shropshire resident workers out-commuting to Staffordshire, Cheshire and Powys all rose by more than a fifth. In contrast, the number commuting to Dudley, Wolverhampton, Herefordshire and Telford and Wrekin all declined.

2.70. Table 4 provides a breakdown of out-commuters from Shropshire by key destinations:

Table 4: Breakdown on out-commuters by destination, 2001-2011[33]

	2001		2011		Percentage
	Number	Percentage	Number	Percentage	Change: 2001-2011
Birmingham	1,282	3.9%	1,312	3.8%	2.3%
Dudley	1,263	3.8%	1,143	3.3%	-9.5%
Wolverhampton	2,480	7.5%	2,346	6.8%	-5.4%
Herefordshire	1,177	3.6%	1,173	3.4%	-0.3%
Telford & Wrekin	11,831	35.8%	11,105	32.3%	-6.1%
Staffordshire	1,891	5.7%	2,315	6.7%	22.4%
Worcestershire	2,078	6.3%	2,332	6.8%	12.2%
Cheshire	1,606	4.9%	2,133	6.2%	32.8%
Wrexham	1,942	5.9%	2,192	6.4%	12.9%
Powys	1,501	4.5%	1,838	5.3%	22.5%
Other	5,960	18.1%	6,535	19.0%	9.6%
Total	**33,011**	**100.0%**	**34,424**	**100.0%**	**4.3%**

Note: Figures in 2011 refer to workers aged 16 and over while figures in 2001 refer to workers aged 16-74.

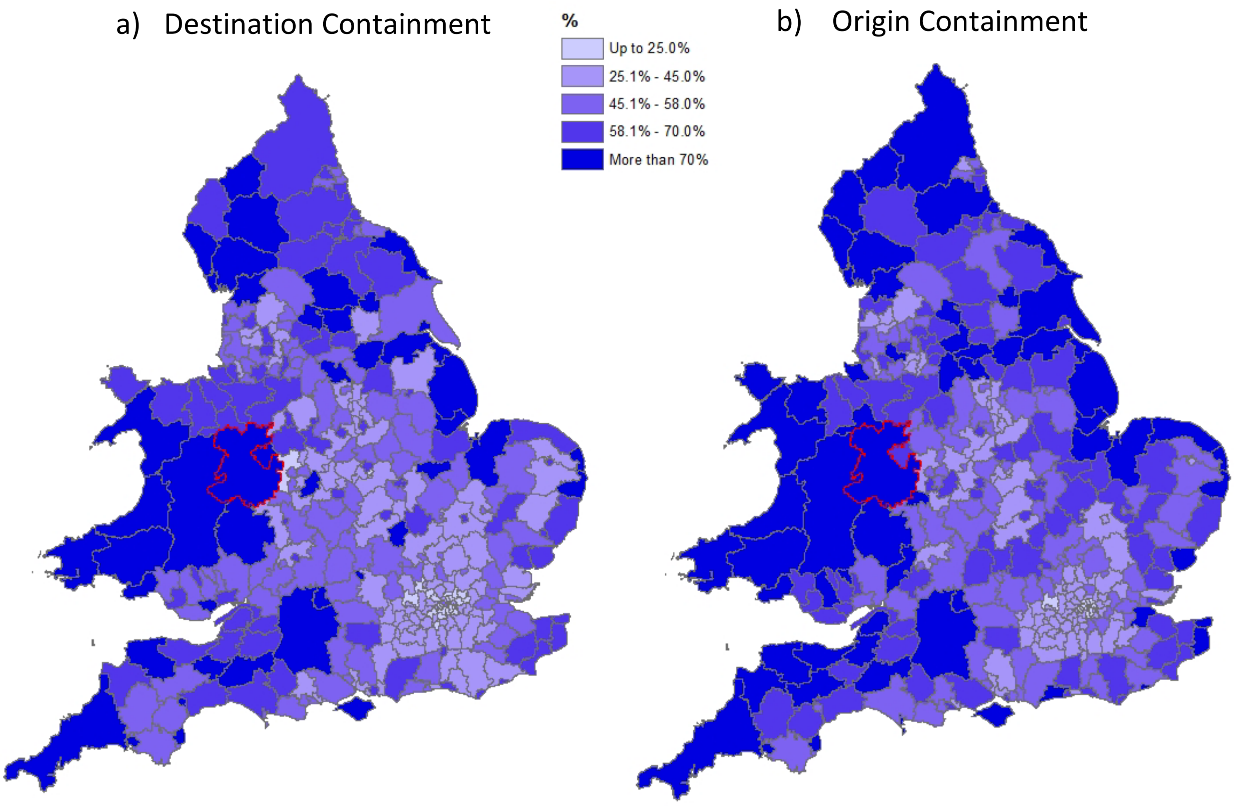
[33] ONS (2001 and 2011), Census, Crown Copyright - 2019

Self-Containment

2.71. A significant proportion of people both live and work in Shropshire (82,151 people), which means that 70.5% of Shropshire residents work within the county (origin containment). There is also a high level of job containment in Shropshire, with 73.8% of jobs in Shropshire (destination containment) filled by people who live in Shropshire.

2.72. As illustrated in Figure 9 compared with much of England and Wales, this level of self-containment is high. Overall, Shropshire ranked 40th and 42nd out of 346 Unitary and District Authorities in terms of its level of destination and origin containment respectively in 2011.

Figure 9: Levels of self-containment across England and Wales[34]



Shropshire Containment Summary

2.73. The following tables and figures provide a summary of Shropshire's level of employment self-containment. It is evident that Shropshire's containment ratios in respect of its labour market are all in excess of 70%.

Table 5: Shropshire: destination and origin Summary, 2011[35]

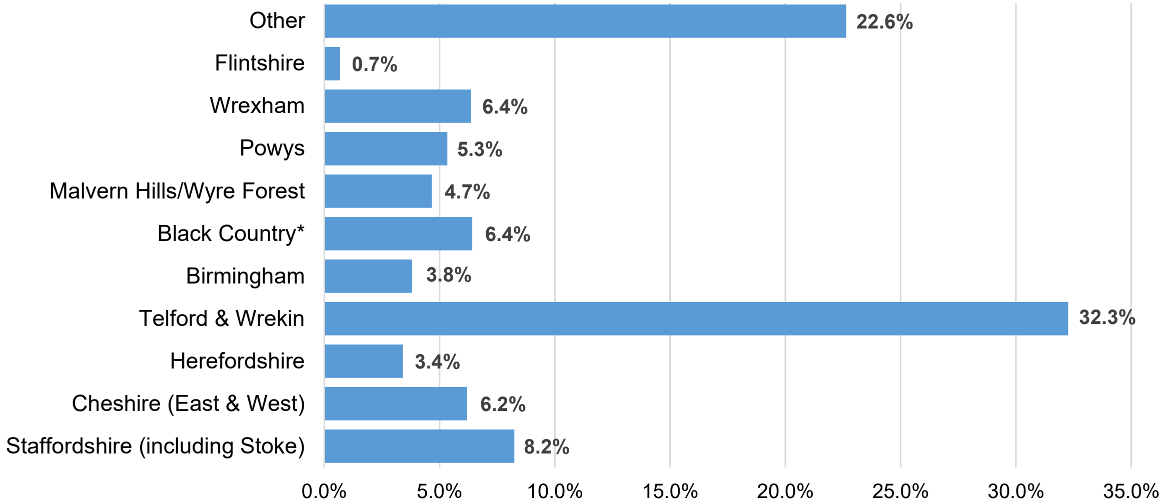
Live in ↓	Work in →		
	Shropshire	Other	Total
Shropshire	82,151	34,424	116,575
Other	29,111		
Total	111,262		

[34] ONS (2011), Census, Crown Copyright – 2019, OS 100049049
[35] ONS (2011), Census, Crown Copyright – 2019

Table 6: Shropshire: commuter containment summary, 2011[36]

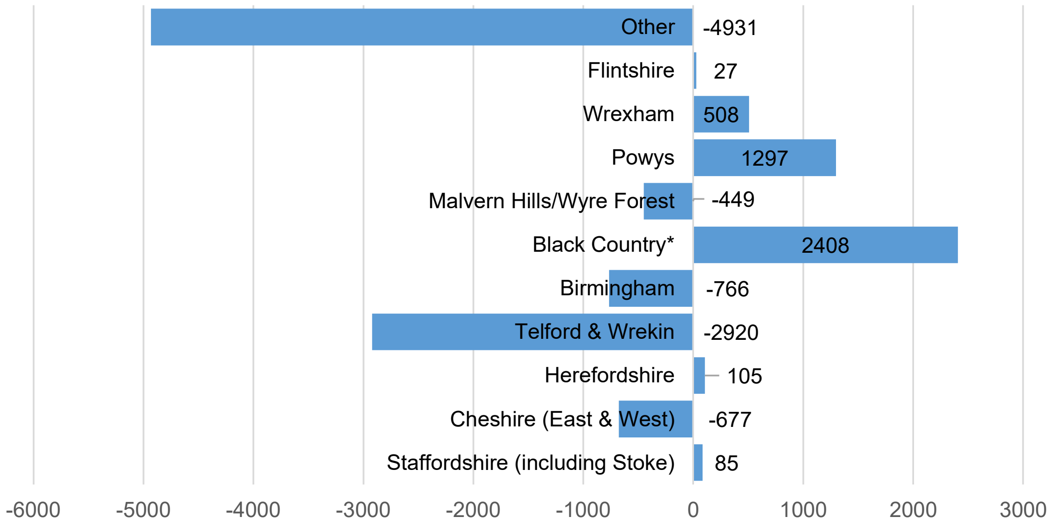
	Level of containment
Workers resident in Shropshire	116,575
Workplaces (Jobs)	111,262
Workers and Workplaces	227,837
Work trips not crossing Shropshire border	164,302
Destination Containment (demand side ratio)	73.8%
Origin Containment (supply side ratio)	70.5%
Overall Containment	72.1%

Figure 10: Destination of workers commuting out of Shropshire (2011)[36]



**Note: The Black Country includes Wolverhampton, Sandwell, Dudley and Walsall*

Figure 11: In and out commuting: net flows between key origins and destinations (2011)[36]



**Note: The Black Country includes Wolverhampton, Sandwell, Dudley and Walsall*

2.74. **The level of commuter self-containment in Shropshire (origin and destination) again supports the conclusion that Shropshire is a self-contained HMA.**

[36] ONS (2011), Census, Crown Copyright – 2019

Retail catchment areas

2.75. Where retail catchment areas have been identified in Shropshire it was within Retail Studies undertaken by former Local Authorities subject to Local Government Reorganisation when Shropshire Council was formed. When these areas were defined there was recognition that they primarily focused on the immediate vicinity of a retail centre and the extent of their wider sphere of influence depended on numerous factors including size, offer and competition within the wider area. In some circumstances these spheres of influence extended beyond Shropshire. A similar pattern was identified within the retail catchments in neighbouring Local Authorities, which in some instances extend into Shropshire.

2.76. However, none of the catchments identified within Shropshire achieve full coverage of a neighbouring Local Authority. Similarly, no catchments identified within neighbouring Local Authorities achieve full coverage of Shropshire. As such given the previously identified limitations of defining a HMA at a sub-local authority level, in Shropshire, alignment of the HMA with retail catchment areas would be difficult.

2.77. It should also be noted that the majority of activity within a retail catchment area is generally focused within the immediate vicinity of the retail centre itself and the retail activity within the wider catchment generally reduces as distance increases.

School catchment areas

2.78. Within Shropshire, primary and secondary school catchments (where defined) generally align with Local Authority boundaries, apart from the Bishop's Castle Community College Secondary Catchment area which also covers a small portion of Powys. **As such they would support the conclusion that Shropshire Council is a self-contained HMA.**

Conclusion

2.79. The NPPF specifies that *"A housing market area is a geographical area defined by household demand and preferences for all types of housing, reflecting the key functional linkages between places where people live and work. These can be broadly defined by analysing:*

- *The relationship between housing demand and supply across different locations, using house prices and rates of change in house prices. This should identify areas which have clearly different price levels compared to surrounding areas.*
- *Migration flow and housing search patterns. This can help identify the extent to which people move house within an area, in particular where a relatively high proportion of short household moves are contained, (due to connections to families, jobs, and schools).*
- *Contextual data such as travel to work areas, retail and school catchment areas. These can provide information about the areas within which people move without changing other aspects of their lives (e.g. work or service use)"*[37].

2.80. **Having reviewed key indicators utilised to identify HMAs, as advocated within the NPPG and available best practice guidance, the evidence would support the conclusion that Shropshire represents a self-contained HMA.**

2.81. Although Shropshire represents a self-contained HMA, it is recognised that in accordance with the NPPF and NPPG, the 'Duty to Cooperate' is not restricted to just Local Planning Authorities within the same HMA. Consequently, Shropshire Council will continue to liaise closely with other appropriate Local Planning Authorities in accordance with the 'Duty to Cooperate', and through this process may be required to accommodate unmet need from areas beyond the Shropshire HMA, where this is reasonable; sustainable and deliverable.

[37] HCLG (2019), NPPG – Plan-making, Paragraph 018, Reference ID: 61-018-20190315, Revision date: 15 03 2019

3. Shropshire Profile

Introduction

3.1. This section of the SHMA is intended to provide a profile of Shropshire. This profile covers a range of issues, which can be broadly categorised under the following themes:

- Pen portrait;
- Population and households;
- Health and wellbeing;
- Shropshire business base;
- Dwelling stock profile; and
- Housing market signals.

3.2. Where considered appropriate, statistics for Shropshire are also compared with equivalent statistics for the West Midlands Region, England and/or Great Britain and selected nearby Local Authorities. This is consistent with the list of comparable Local Authorities used in the FOAHN prepared in 2016. The urban local authorities of Wolverhampton and Worcester (in close proximity to rural Shropshire) are included to provide an urban / rural comparison.

Pen Portrait

3.3. Shropshire expands across 319,730[38] hectares and is structured around approximately 540 settlements, including the Strategic Centre (Shrewsbury); five Principal Centres (Oswestry, Bridgnorth, Market Drayton, Whitchurch and Ludlow); and 11 Key Centres (Albrighton, Bishops Castle, Broseley, Church Stretton, Cleobury Mortimer, Craven Arms, Ellesmere, Highley, Much Wenlock, Shifnal and Wem)[39].

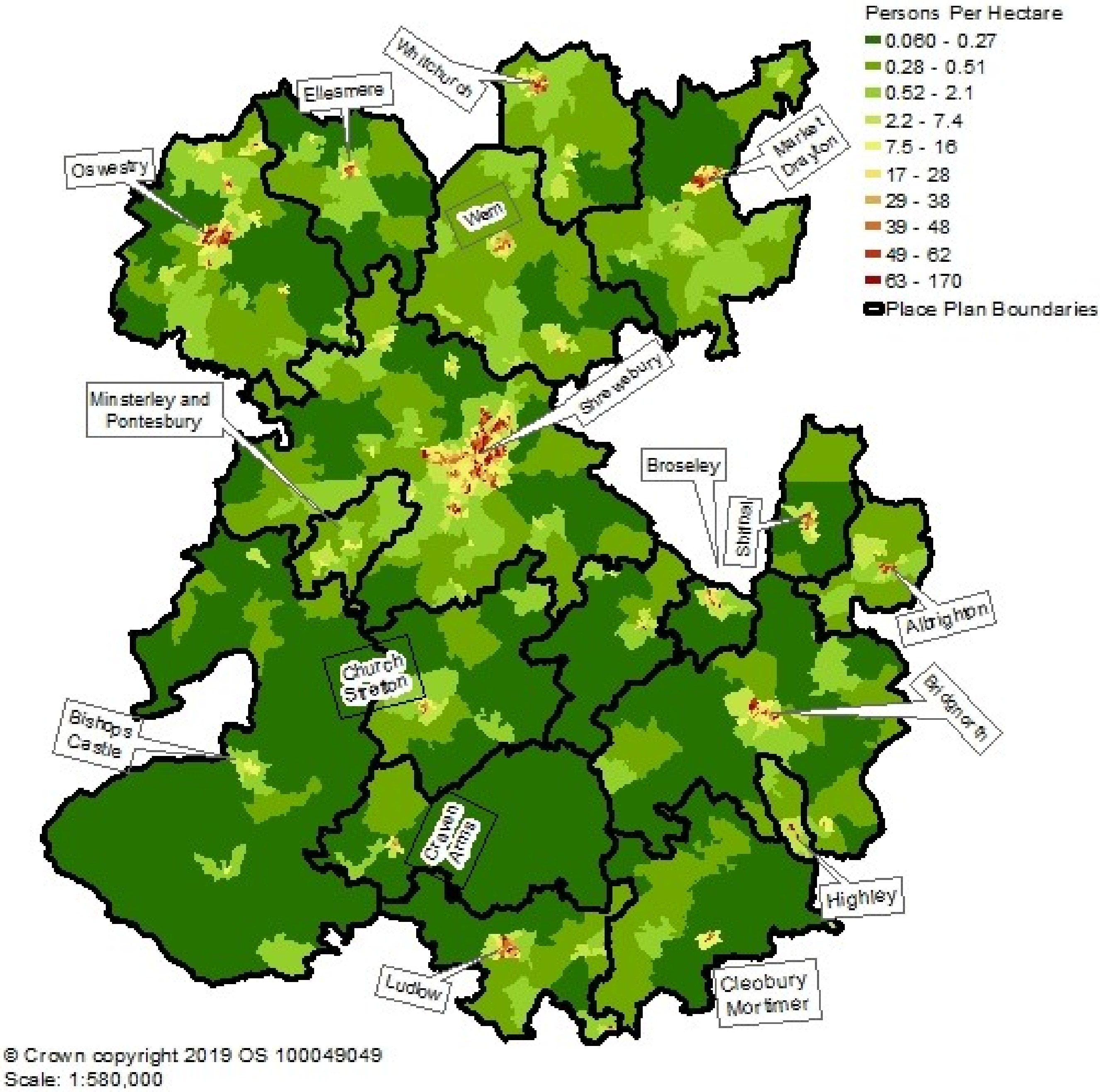
3.4. The County has an estimated resident population of 320,300[40] people, of which 65% live in the key centres and market towns and 35% lives in the countryside and smaller settlements. Shropshire has a population density of 1.0 persons per hectare compared to 4.24 for England, 3.87 for England and Wales and 4.46 for the West Midlands[38&40].

[38] ONS, (2019), 2011 Census: Key Statistics Table KS101EW: Usual Resident Population – ONS www.nomisweb.co.uk/census/2011/key_statistics
[39] Shropshire Council, (2018), Hierarchy of Settlements, shropshire.gov.uk/planning-policy/local-planning/local-plan-partial-review-2016-2036/evidence-base/
[40] ONS, (2018), Mid-Year Population Estimates, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

3.5. Figure 12 shows the diversity of population density across the County, with population sparsity particularly evident in the south of the County.

Figure 12: Population Density by Census Output Area[38&41]

(Persons per Hectare)



3.6. The County is admired for it beautiful natural and historic landscape and its biodiversity with much of south Shropshire designated as the South Shropshire Hills Area of Outstanding Natural Beauty (AONB)[42] (covering 23% of Shropshire). The countryside ranges from the gently undulating landscape in the north through low lying fertile valleys of the River Severn catchment to distinct hills and open, windswept moorlands in the south.

[41] ONS (2015), Mid-Year Population Estimates for Census Output Areas (COAs), www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/censusoutputareaestimatesinthewestmidlandsregionofengland

[42] South Shropshire Hills Area of Outstanding Natural Beauty - www.shropshirehillsaonb.co.uk/

3.7. The County Town of Shrewsbury is estimated to support a resident population of around 75,000[43] people. Only five other settlements in Shropshire support populations of over 10,000 people (Oswestry, Bridgnorth, Ludlow, Market Drayton and Whitchurch). The Strategic, Principal and Key Centres cover only around 2% of Shropshire's land area.

3.8. Shropshire's settlement structure of highly dispersed market towns, small villages and hamlets makes the provision of local services a challenge and the provision of public transport costly. This contrasts with the more sparsely populated rural Counties of North Yorkshire, Cumbria and Northumberland. These Counties contain National Parks with natural environments that in some areas are uninhabitable.

3.9. The richness of Shropshire's historic environment is reflected in the number of designated heritage assets. There are 6,913 listed buildings, 441 Scheduled Ancient Monuments, 34 Registered Historic Parks and Gardens (including 3 which are cross-border) and a Registered Historic Battlefield. The wider value of historic landscapes and townscapes is recognised through the designation of 127 Conservation Areas in Shropshire, together with the wealth of non-statutory undesignated heritage assets (c 35,000) recorded on the Historic Environment Record[44].

3.10. The County has a road network with approximately 5,100km[45] of carriageway and is easily accessible by road (including the A5/M54 motorway). Shropshire has a high level of car ownership, with 84.2% of households[46] having access to at least one car or van. Shrewsbury also acts as a rail hub with easy access to Wales, Cheshire, the West Midlands, and London and beyond. There are 16 rail stations and an extensive bus network that aims to provide accessible public transport to residents and visitors.

Population and Households

3.11. The following section reviews long-term trends in population growth and long-term projected population growth in Shropshire. The primary sources of data which have informed this section are:

- National Census (most recent 2011) – providing a snapshot in time of population, household and socio-economic data[47].
- Mid-Year Population Estimates by age, gender and the components of population change (revised 2012-2016 and most recent 2018 (published May 2019)[48].
- Sub-national Population Projections (SNPP) by age, gender and the components of population change (most recent 2016 based to 2041 (published 22nd June 2018))[49].
- Sub-national Household Projections (SNHP) by age of household reference person, relationship status and type (most recent 2016 based to 2041 (published 20th September 2018))[50].

---

43 Shropshire Council, (2018), Hierarchy of Settlements, https://shropshire.gov.uk/planning-policy/local-planning/local-plan-partial-review-2016-2036/evidence-base/

44 Historic Environment Record - https://shropshire.gov.uk/environment/historic-environment/

45 Shropshire Local Transport Plan, page 47, paragraph 6.2 'Key Facts', Shropshire Council - https://new.shropshire.gov.uk/media/4132/provisional-ltp-strategy.pdf

46 2011 Census, Key Statistics Table KS404EW – Car or Van Availability, ONS.

47 ONS, (2011), 1981, 1991, 2001, 2011 Censuses, Crown Copyright – 2019

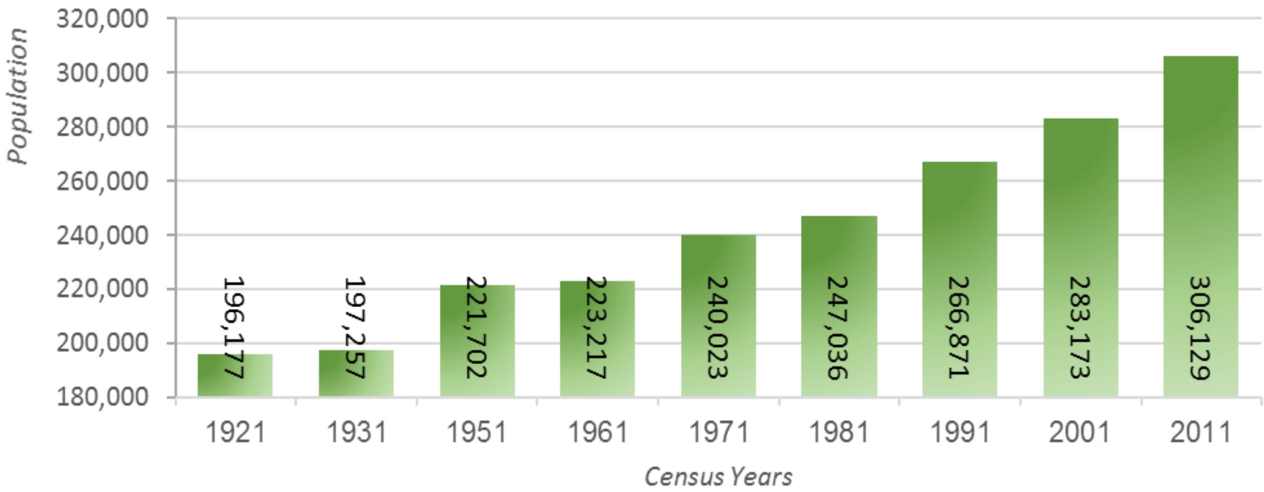
48 ONS, (2018), Mid-Year Population Estimates, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

49 ONS, (2018), 2016 SNPP, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/datasets/localauthoritiesinenglandtable2

Population Trends

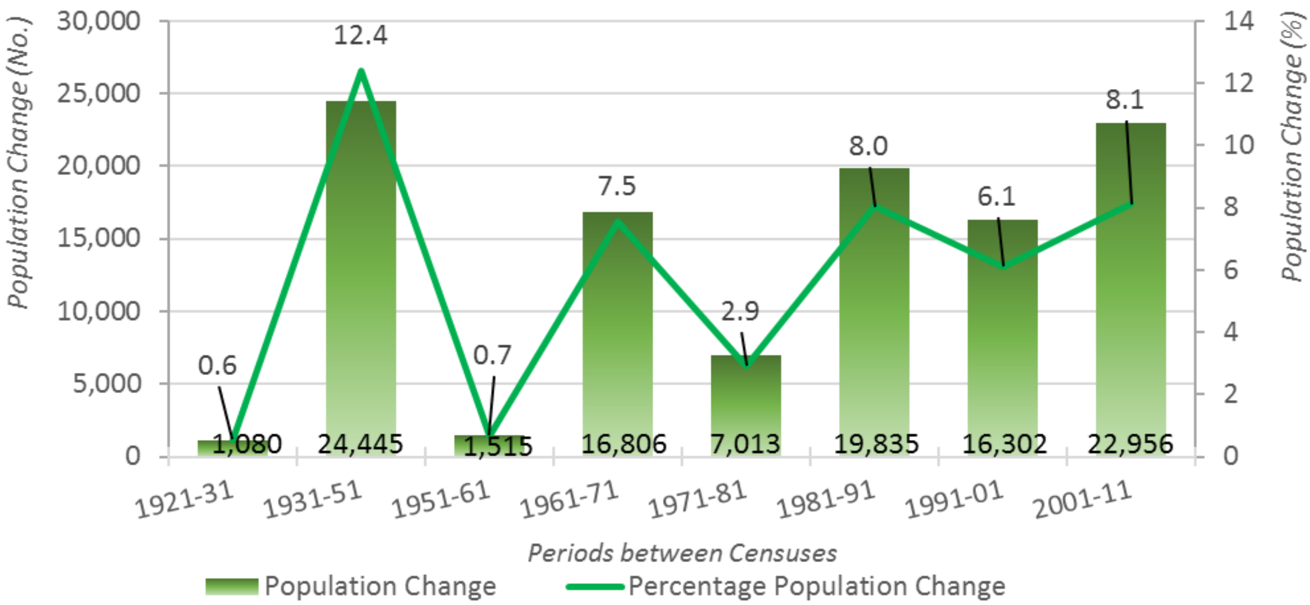
3.12. Figure 13 shows Shropshire's long-term population growth, derived from national censuses from 1921-2011. Shropshire's population has steadily increased from 196,177 in 1921 to 306,126 in 2011, growth of 56% over 90 years.

Figure 13: Long-term Population Change 1921-2011[51]



3.13. Figure 14 summarises inter-censal population change. In terms of decadal change, the highest level of population growth occurred during 2001-2011 (8.1%) and then 8.0% during 1981-1991. The lowest recorded growth occurred during 1951-61 (under 1.0%) and then 2.0% during 1971-81. No national census was undertaken in 1941 due to WWII, so it is not possible to determine population change between 1931-41 and 1941-51. However, Figure 14 shows during 1931-1951 Shropshire's population grew by 12.4%.

Figure 14: Comparison – Annual Average Change[51]



---

[50] ONS, (2018), 2016 SNHP, www.ons.gov.uk/releases/subnationalpopulationprojectionsforengland2016basedprojections

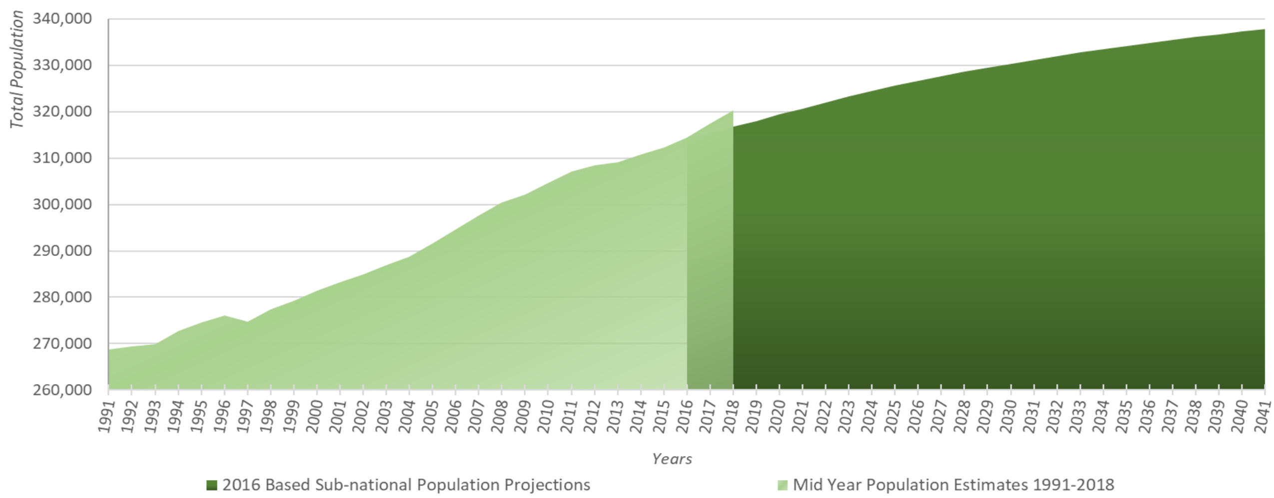
[51] ONS, (2019), 1921-2011 Censuses (Please note: no nation-wide census took place in 1941, during the Second World War).

2016-Based Population Projections

3.14. Figure 15 illustrates Shropshire's long-term population growth during 1991-2018 and the ONS 2016-based SNPPs to 2041. A comparison of the 2016-based SNPP's and the two previous SNPP's is provided within Appendix A of this document.

3.15. Shropshire's population has grown by 19.0% (51,600 people) during the period 1991-2018, from 268,700 in 1991 to 320,300 in 2018. This level of growth has been higher than levels experienced nationally (16.9%) and regionally (12.8%). Shropshire experienced a higher than average annual growth rate (0.81%) during 2001-2011, when compared with 1991-2001 (0.53%) and 2011-2018 (0.60%). This suggests a projected slowing down of population growth in Shropshire.

Figure 15: Population Trend 1991-2018[52] and Projected Growth 2016-2041[53]



3.16. The higher level of population growth during 2001-2011 was unexpected prior to the release of the 2011 Census results. ONS attribute this and the subsequent changes to the back-dated 2002-2011 mid-year population estimates to what they term 'Un-attributable Population Change' (UPC)[54].

3.17. ONS believe the higher level of population growth was most likely due to an underestimation of net migration during 2001-2011 but unfortunately it is not possible to definitively prove or quantify this due to the lack of robust data. During 2001-2011 ONS invested substantial resources in improving their estimation of migration (internal and overseas) which may have contributed.

3.18. As population projections use 5-6 years of trend data in births, deaths and migration, to model population change, UPC has less impact on the preparation of migration assumptions.

[52] ONS, (2018), 1991-2017 Mid-Year Population Estimates, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

[53] ONS (2018), 2016-Based SNPP, www.ons.gov.uk/releases/subnationalpopulationprojectionsforengland2016basedprojections

[54] ONS, (2016), ONS Methodology: 2016-Based SNPP, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/methodologies/2012basedsubnationalpopulationprojectionsquestionsandanswers#how-accurate-are-the-projections-and-what-are-they-used-for

3.19. The 2016-based SNPP[55] estimate that Shropshire's population will grow by 6.9% during the Local Plan period 2016-2038 and further 0.5% during 2038-2041. Shropshire's projected population growth during 2016-2038 is significantly lower than the growth projected nationally (11.0%) and regionally (10.6%).

3.20. Of note is that the mid-year population estimates[56] show growth of 0.89% (3,000 people) during 2017-2018, compared to the 2016-based SNPP which estimate growth of only 0.39% (1300 people). This indicates the projections have underestimated the level of population gain through net migration during 2017-18 and only time will tell if this is also reflected in the next set of mid-year population estimates.

3.21. The long-term trend in rates of average annual population change for Shropshire, West Midlands and England is shown in Figure 16.

Figure 16: Annual Rate of Population Change – 1991-2018[55]

[55] ONS, (2018), 1991-2017 Mid-Year Population Estimates, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

[56] ONS (2018), 2016-Based SNPP, www.ons.gov.uk/releases/subnationalpopulationprojectionsforengland2016basedprojections

3.22. Figure 16 indicates that only once in 1996-97 has Shropshire experienced negative rates of annual population change, attributable to movements of armed forces personnel out of the County.

3.23. Shropshire saw high rates of growth in 1993-94, 1997-98 and in the last decade from 2004-05 to 2007-08. The latter may in part reflect the enlargement of the EU in 2004 (following the Accession Treaty in 2003) and an increase in European migrants.

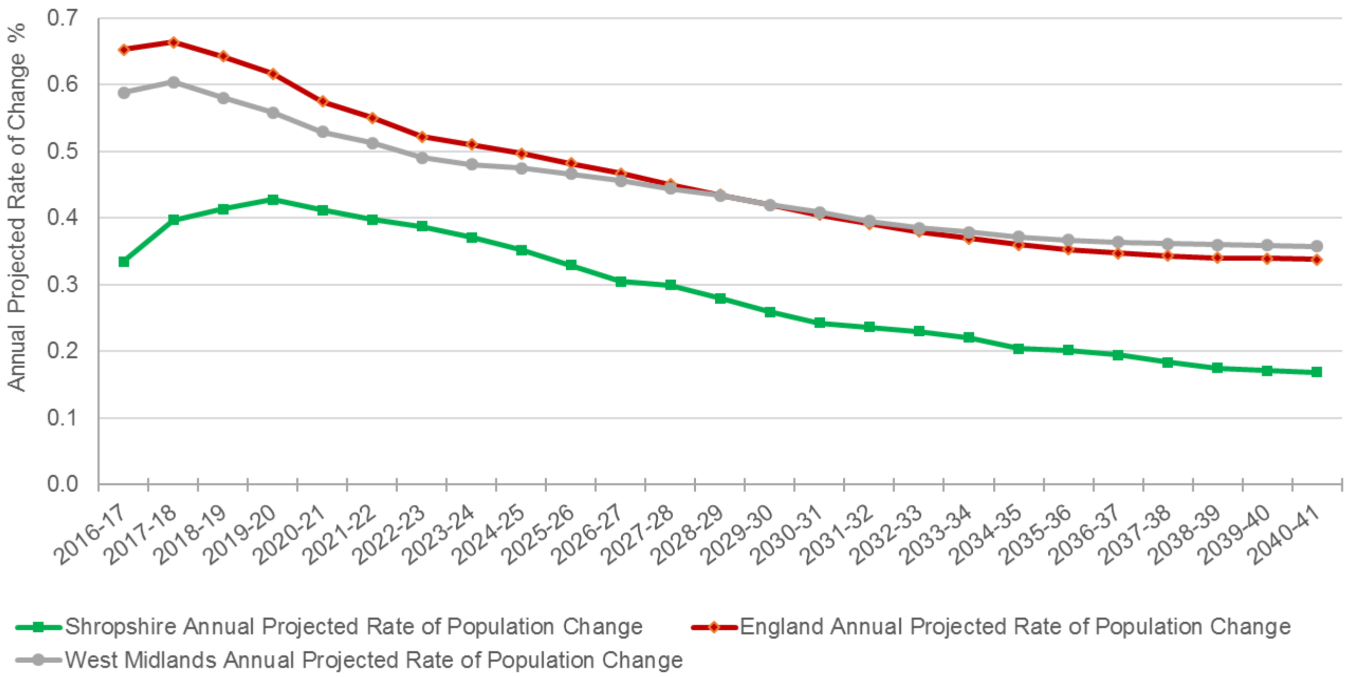
3.24. In 2012-13 Shropshire experienced its lowest annual growth rate during the period 1991-2018, indicating lower levels of net migration into the County. Since 2012-13 rates of growth have improved due to a rise in net migration.

3.25. Figure 16 also shows that during 2008-09 to 2016-17 Shropshire has observed consistently lower rates of growth than that experienced nationally and during 2010-11 to 2016-17 compared to that experienced within the West Midlands. Since 2013-14 rates have stabilised a little nationally.

3.26. Figure 17 illustrates projected annual rates of population change for Shropshire, West Midlands and England from a 2016 base year. The assumptions that inform the projections are based on 5/6 years of available trend data on fertility, mortality and migration.

3.27. From 2016/17 to 2020/21 annual rates of population growth in Shropshire are projected to steadily increase, however after 2020/21 it is estimated there will be consistent decline in annual growth rates. Shropshire is estimated to grow at a significantly lower annual rate than the West Midlands and England during 2016/17-2040/41. Nationally and regionally annual growth rates are projected to steadily decline during 2017-2040/41.

Figure 17: Annual Rate of Projected Population Change – 2016-2041[57]



[57] ONS, (2018), 1991-2017 Mid-Year Population Estimates, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

3.28. The 2016-based SNPP estimate Shropshire will experience an average annual growth rate of 0.30% during 2016-2038, significantly lower than nationally (0.47%) and regionally (0.46%). The projections for Shropshire estimate the average annual growth will decline during 2016-2036. From a rate of 0.40% during 2016-2021, annual growth is projected to decline to 0.22% during 2031-2038.

3.29. Table 7 provides a comparison of population growth in Shropshire during the proposed Local Plan Review period from 2016-2038, relative to selected nearby Local Authorities. It indicates that Shropshire ranks 6th out of 13 Local Authorities in terms of percentage population growth forecast during the period 2016-38. Malvern Hills and Telford are Wrekin are projected to experience the highest growth of 9.9% during 2016-2038, in contrast to South Staffordshire which is projected to experience only 4.5% growth.

Table 7: Local Authority Comparison: Population Change – 2016-2038[58]

	2016	2038	Change 2016-38	% Change 2016-38	Rank
Cheshire East	377,300	397,600	20,300	5.4%	10
Cheshire West and Chester	335,700	354,300	18,600	5.5%	9
East Staffordshire	116,900	124,800	7,900	6.7%	7
Herefordshire, County of	189,500	204,600	15,100	7.9%	5
Malvern Hills	76,600	84,200	7,600	9.9%	1
Newcastle-under-Lyme	128,100	139,600	11,500	9.0%	3
Shropshire	314,400	336,100	21,700	6.9%	6
South Staffordshire	111,200	116,200	5,000	4.5%	12
Stafford	133,700	140,200	6,500	4.9%	11
Telford and Wrekin	173,700	191,000	17,300	9.9%	1
Wolverhampton	258,000	283,300	25,300	9.8%	2
Worcester	101,900	635,800	52,300	9.0%	4
Wyre Forest	100,000	105,600	5,600	5.6%	8

Components of Population Change

3.30. Population change stems from three main components: births, deaths and migration. The impact of births and deaths is referred to as natural change and the ONS estimates differentiate between, internal (within UK) and international migration (from overseas).

3.31. ONS release estimates and projections on the individual components of population change. As the law requires all births and deaths to be registered in the UK, ONS have robust trend data. This enables the calculation of fertility and mortality rates that can be applied to the preparation of the mid-year population estimates and the SNPP.

3.32. However, the estimation of trends in internal, cross-border and overseas migration are considerably more complex requiring a blend of administrative and survey data. For mid-2017 a combination of four administrative data sources were used as a proxy for internal migration within England and Wales: the Patient Register Data Service (PRDS), the Personal Demographic Service (PDS), the National Health Service Central Register (NHSCR) and Higher Education Statistics Agency (HESA) data.

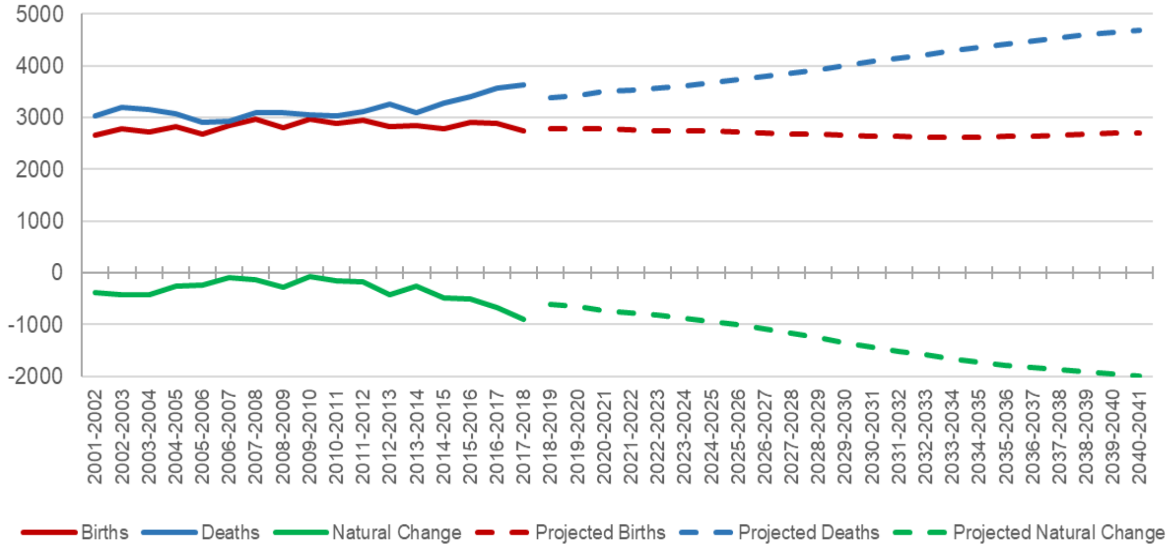
[58] ONS (2018), 2016-Based SNPP, www.ons.gov.uk/releases/subnationalpopulationprojectionsforengland2016basedprojections

3.33. The ONS national estimates of international migration are based on the International Passenger Survey (IPS). The IPS is a long-running ONS survey that operates at UK ports of arrival and departure. It is not reliable enough to distribute migrants down to local authority level and so ONS use administrative data sources to model this element. These administrative datasets include: the Patient Register Data Service (PRDS), ONS Census data, Home Office data, the Department for Business, Energy and Industrial Strategy (BEIS), the Welsh Government (WG), Higher Education Statistics Agency (HESA) data, Migrant Worker Scan data (MWS) and the Customer Information System (CIS). Please note: Projections referenced are based on trends up to mid-year 2016 and do not reflect data for mid 2016 - mid 2018.

Natural Change

3.34. Figure 18 illustrates the trends from 2001-2018 and projections for 2018-2041 from mid-year to mid-year for the number of births and deaths in Shropshire. Alongside this it shows the overall natural change impact of births minus deaths.

Figure 18: Trends in Births, Deaths and Overall Natural Change[59&60]



3.35. Figure 18 reveals that during mid-2017 to mid-2018 the number of recorded births was similar to the projected births. The number of deaths rose above the projected deaths for mid-2018 to mid-2019.

3.36. Figure 18 shows that annually there have been more deaths than live births in Shropshire since 2001-2018 and that this trend is projected to continue to 2041. This means that if births and deaths (natural change) were the only components that influenced population change, then Shropshire's population would be in decline.

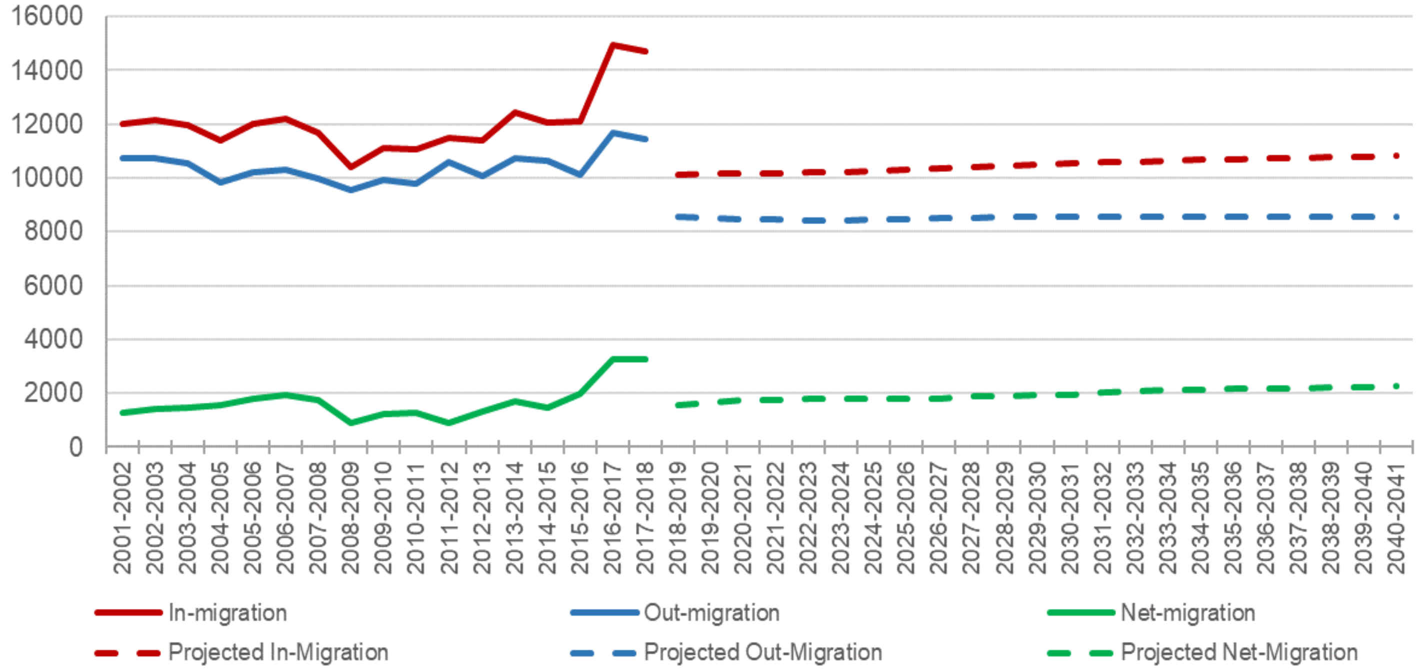
[59] ONS, (2018), Mid-Year Population Estimates, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

[60] ONS (2018), 2016-Based SNPP, www.ons.gov.uk/releases/subnationalpopulationprojectionsforengland2016basedprojections

Internal Migration

3.37. Figure 19 shows the trends from 2001-2017 and projections for 2017-2041 from mid-year to mid-year for flows of migrants moving into Shropshire from the rest of the UK and flows of migrants moving out of Shropshire for the rest of the UK. Alongside this it shows population gained through net migration (in-flows minus out-flows).

Figure 19: Trends in Births, Deaths and Overall Natural Change[61&62]



3.38. During the period 2001/02 to 2017/18, annual internal migration flows reached their highest estimated levels between mid-2016 and mid-2017. Figure 19 reveals that the estimated levels of in, out and net migration during mid-2017 to mid-2018, have been significantly higher than the ONS projected levels for mid-2017 to mid-2018. There was a particularly large rise in migration between mid-2015-2016 and mid-2016-2017. Figure 19 shows internal in-migration rose by 23.1% to 14,900, out-migration rose by 15.1% to 11,700 and internal net migration by 63.8% to 3,300 during this period. The 2018 levels of migration show a small decline from this peak. Internal in-migration declined by 2.0% to 14,700, out-migration declined by 2.0% to 11,400 and internal net migration declined by 0.3% to 3,300. When the 2019 mid-year population estimates are published in 2019 it will be interesting to see if they reveal a similar migration level to the previous two years and a continued trend.

3.39. Historically, during 2001 to 2018 more migrants have moved into Shropshire from the rest of the UK than have left to move elsewhere in the UK. This trend is projected to continue during 2016 to 2041. This means population growth in Shropshire has and is projected to be mainly driven by internal net migration.

3.40. Figure 19 shows that annual estimates of migration flows can fluctuate considerably, however the gap between in and out flows has remained largely consistent during 2001-2018.

---

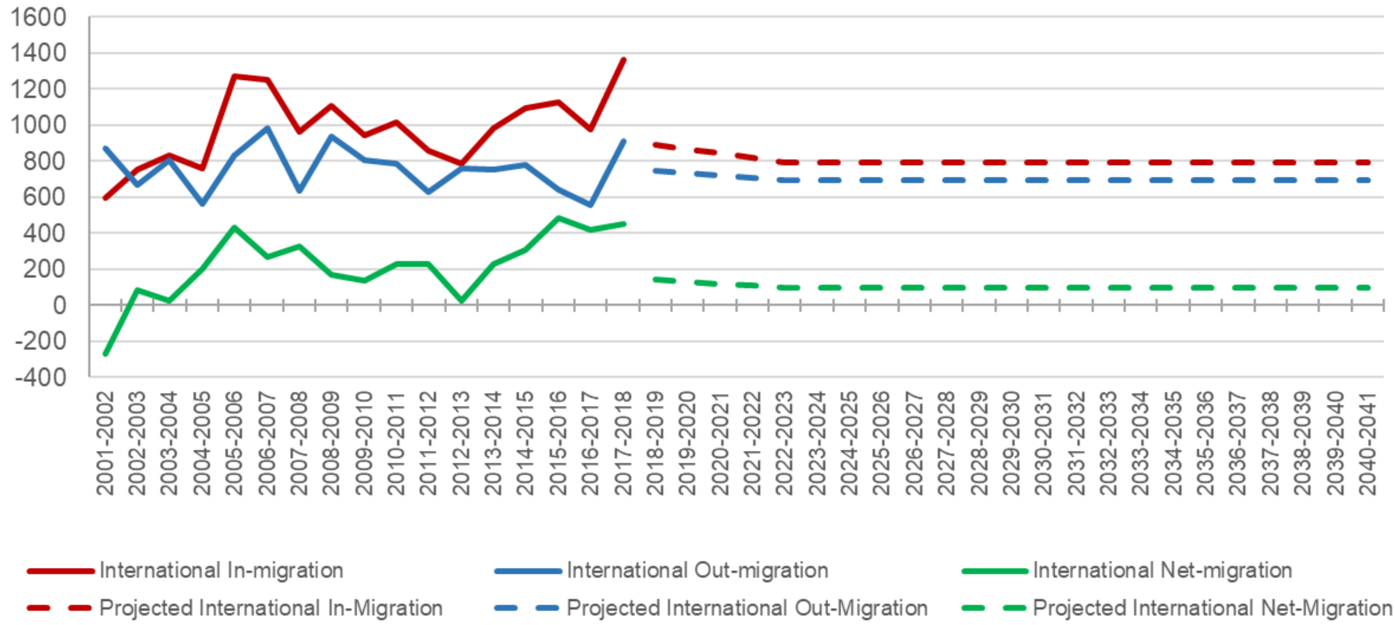
[61] ONS, (2018), Mid-Year Population Estimates, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

[62] ONS (2018), 2016-Based SNPP, www.ons.gov.uk/releases/subnationalpopulationprojectionsforengland2016basedprojections

International Migration

3.41. Figure 20 shows the trends from 2001-2018 and projections for 2018-2041 from mid-year to mid-year for flows of migrants moving into Shropshire from overseas and flows of migrants moving overseas from Shropshire. Alongside this, Figure 20 shows population gained through overseas net migration (in-flows minus out-flows). These migrant flows are labelled as international migrants.

Figure 20: Overseas In, Out, Net Migration Trend[63&64]



3.42. Figure 20 illustrates that, historically during 2001 to 2018 more migrants have moved into Shropshire from overseas than have left to move overseas. This trend is projected to continue during 2018 to 2041. This means population growth in Shropshire has and is in a small way projected to be driven by international net migration as well as migration from within the UK.

3.43. Figure 20 shows that annual estimates of international migration flows can fluctuate sharply from year to year, reflecting the relatively small numbers of international migrants moving into and out of Shropshire. Due to the complexities of projecting international migration so far into the future ONS assume consistency in numbers of migrants from 2022-2023 onwards.

Summary: Components of Population Change

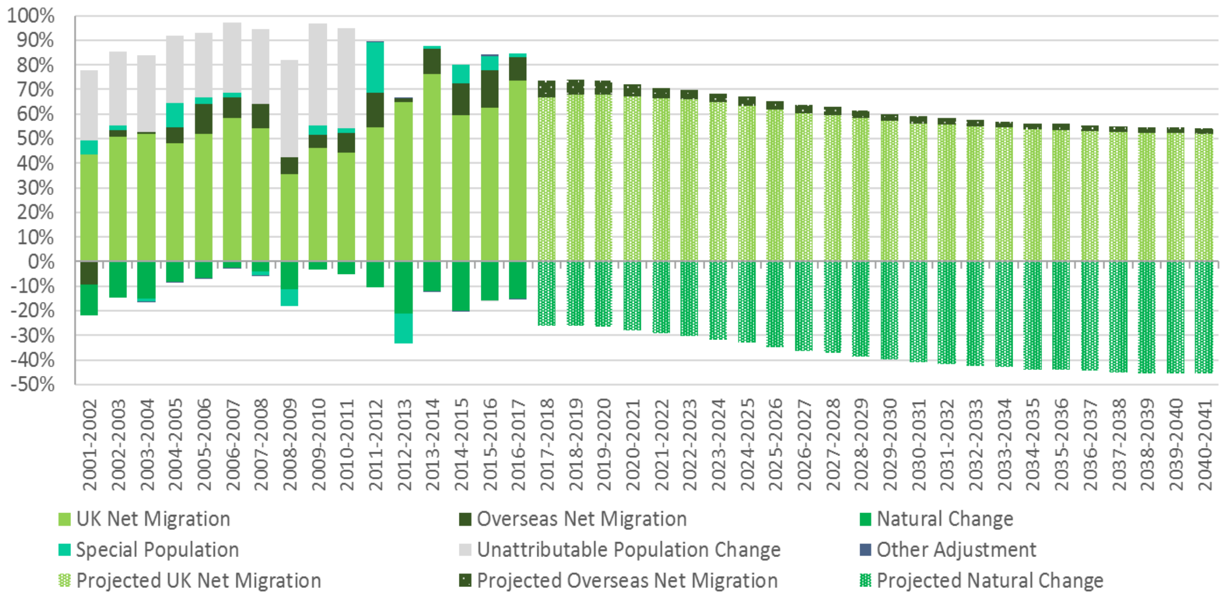
3.44. Figure 21 summarises the impact of the three components of population change on Shropshire's population. It shows that population growth in Shropshire has and is projected to be fed by internal net migration (2001-2002 to 2040-2041) and international net migration (2002-2003 to 2040-2041).

---

[63] ONS, (2018), Mid-Year Population Estimates, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

[64] ONS (2018), 2016-Based SNPP, www.ons.gov.uk/releases/subnationalpopulationprojectionsforengland2016basedprojections

Figure 21: Summary: Population Effect of Components of Change[65&66]



3.45. ONS make an adjustment to annual population change to reflect movements of special population groups which include the armed forces. In Shropshire, movements of special population groups have fluctuated every year, influenced by MOD policy and the Government's response to global events.

3.46. Figure 21 shows a loss of special population during 2008-09 and 2012-13 and a large gain in population during 2011-12. The impact on population growth of unattributable population change is also evident in Figure 21, one factor that caused this could be higher levels of internal and international migration than previously predicted before the 2011 census.

3.47. Figure 21 also shows clearly the historic and projected increasing loss of population through natural change in Shropshire. This continues to be influenced by Shropshire's ageing population and nationwide trends in fertility. National evidence shows more women are electing to have no children, or to have smaller families or to delay motherhood until they are older and ready. This is combined with a projected decline in the female population of childbearing age in Shropshire.

Population Age Structure

3.48. Population pyramids are a useful way of visualising an area's age structure. Figure 22 shows a snapshot of Shropshire's age structure for 1991, 2018 and its projected age structure in 2038. It should be noted that in the younger adult age groups there is a higher proportion of males than females due to the location of armed forces at RAF Cosford, RAF Shawbury and Clive Barracks at Tern Hill and the HM Prison Stoke Heath.

3.49. Figure 23 provides a snapshot comparison of the Shropshire and English age structure for 1991, 2018 and their projected age structure in 2038.

[65] ONS, (2018), Mid-Year Population Estimates, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

[66] ONS (2018), 2016-Based SNPP, www.ons.gov.uk/releases/subnationalpopulationprojectionsforengland2016basedprojections

Figure 22: Comparison of Population Pyramids for 1991, 2018 and 2038[67&68]

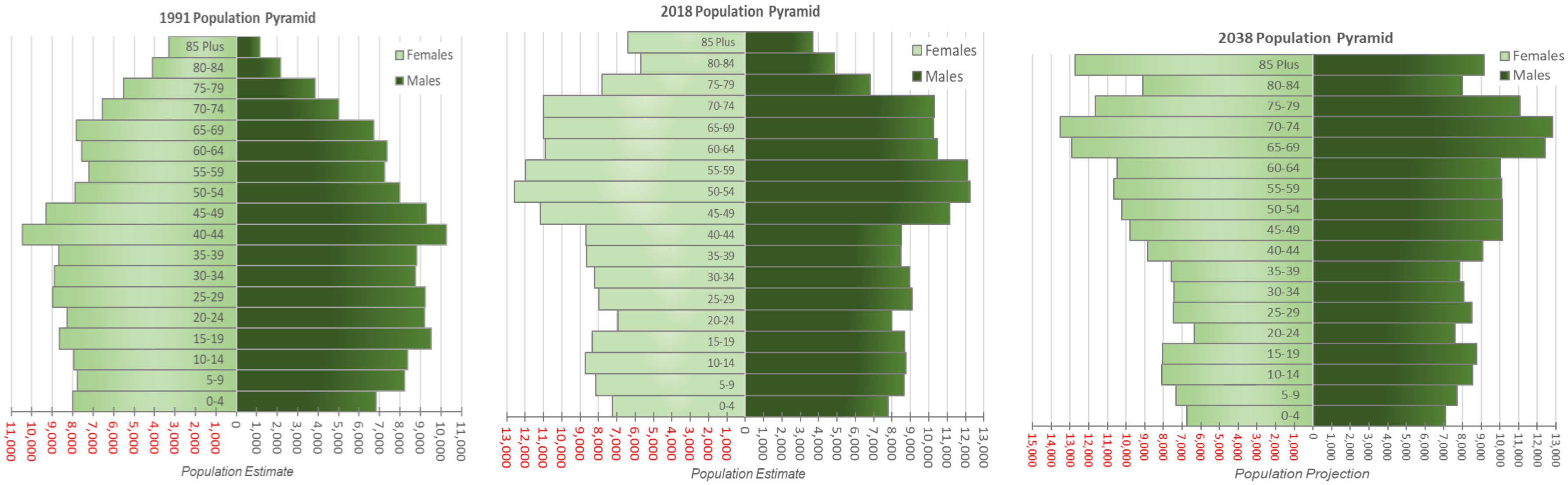
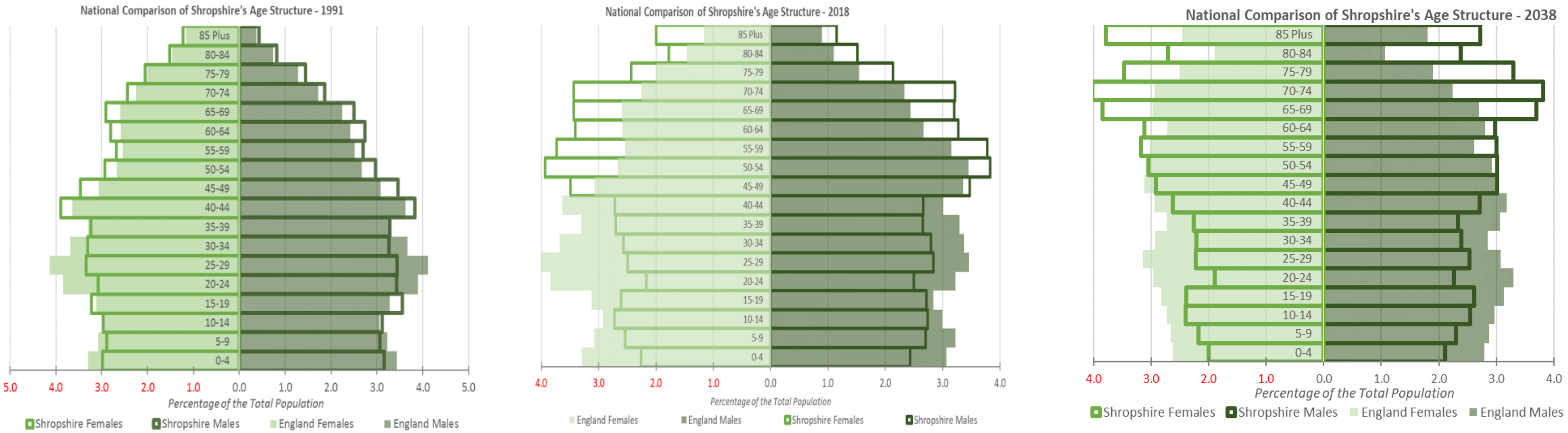


Figure 23: National Comparison of Shropshire's Age Structure for 1991, 2018 and 2038[67&68]



[67] ONS, (2018), Mid-Year Population Estimates, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland

[68] ONS (2018), 2016-Based SNPP, www.ons.gov.uk/releases/subnationalpopulationprojectionsforengland2016basedprojections

Year 1991

3.50. In 1991 Shropshire had a more triangular, traditional age structure and only in the 0-14 year age groups is the impact of lower fertility rates in the late 1960's to 1970's beginning to emerge. Also the post WWII baby boom is evident in the 40-49 year age groups. Lower life expectancy and the influences of WWI are also evident in the 65 plus age groups, with smaller numbers of older population when compared with the 2017 and 2038 pyramids.

3.51. In 1991, Shropshire had a very similar age structure to England, although some divergence from the national age structure is beginning to emerge. Shropshire has a slightly greater proportion of 40-79 year olds and fewer 0-9 and 15-34 year olds, when compared nationally.

Year 2018

3.52. In 2018 Shropshire has a mushroom like age structure, contrasting significantly from the age structure in 1991. The resident population born in the late 1960's to 1970's has reached 35-49 years. The influence of family planning and falling fertility rates is strikingly evident in the drop off from the 45-49 year age group to 40-44 year age group.

3.53. The older population (born during the 1940's to early 1960's) has grown significantly when compared with 1991. These generations have aged well, benefiting from improved standards of living, healthier lifestyles and medical advancements resulting in increasing life expectancy. In Shropshire's case, the older population has been boosted by in-migration of older people wishing to retire to Shropshire to enjoy the beautiful environment and perceived slower pace of life.

3.54. In 2018, the divergence between Shropshire and England is much more evident, with Shropshire having a much greater proportion of people in all age groups above 50 years. In contrast England has a substantially higher proportion of population in all the younger age groups. Particularly noticeable is the difference in the 20-34 year population when many young people resident in Shropshire opt to further their education, seek employment or travel the world outside of the County.

Year 2038

3.55. By 2038, the mushroom like age structure of 2018 is beginning to disappear as the 'baby boom' generation reach the elderly age groups (75 years and over). The number of people projected to live beyond the age of 85 years is staggering compared to 1991 and 2018.

3.56. Relative to England, Shropshire has a smaller proportion of people in all age groups below 55 years. England has a more balanced population structure, influenced by higher levels of international migration (and higher birth rates). Nationally no age groups, male or female, represent more than 3.0% of the total population. In contrast, the 65-74 years age groups represent between 3.7%-4.0% of the total population of Shropshire.

Projected Change in Average Age

3.57. The average age in Shropshire is projected to change from 43 years in 2016 to 46 years in 2038. In comparison the median age is projected to grow from 46 years in 2016 to 51 years in 2038. Both the average and median ages continue to grow throughout the life of the projections. This is a reflection of Shropshire's ageing population and the projected decline in the size of younger population groups. Only time will tell if the new Shrewsbury University Centre serves to reduce the current net out-migration of the younger population.

3.58. In contrast the average age nationally in 2016 is 39 years, rising to 41 years in 2038 and regionally 39 years rising to 40 years. Nationally, the median age in 2016 is 39 years rising to 43 years in 2038 and regionally is rising from 39 years rising to 41 years by 2038.

3.59. Nationally the age structure is younger (illustrated above) influenced by the size of the labour force in larger urban employment centres and younger people attending the large Universities. The rise in working age migrants from overseas has also served to boost the younger population nationally. The retired population often choose to re-locate from the urban centres to more relaxed environments like Shropshire.

Dependency Ratio

3.60. The dependency ratio is a measure showing the number of dependents, aged zero to 15 years and 65 years and over, relative to the total population, aged 16 to 64 (working age population). The higher the ratio the greater level of dependency.

3.61. The dependency ratio is used by economists as a measure of the pressure on the productive working age population particularly financially in terms supporting the up-bringing and care needs of the dependent population. This pressure on the working age population can impact on local economic growth and shape local economic policies designed to nurture a healthy and productive labour force.

3.62. In 2016, Shropshire had a dependency ratio of 67 dependent people for every 100 independent people, compared to 59 nationally and 61 regionally. Shropshire's higher dependency ratio is a reflection of Shropshire's older age structure, where a greater proportion of the population have reached the traditional retirement age of 65 years.

3.63. Of note is the projected rise in Shropshire's dependency ratio to 77 dependent people by 2026, rising further to 94 dependent people by 2038 and continuing at 94 dependent people to every 100 independent people by 2041. This compares nationally to 64 dependent people by 2026, rising to 71 dependent people by 2038 and reaching 72 dependent people for every 100 independent people by 2041. Regionally, it's projected by 2026 there will be 65 dependent people, rising to 72 dependent people by 2038 and 72 dependent people for every 100 independent people by 2041.

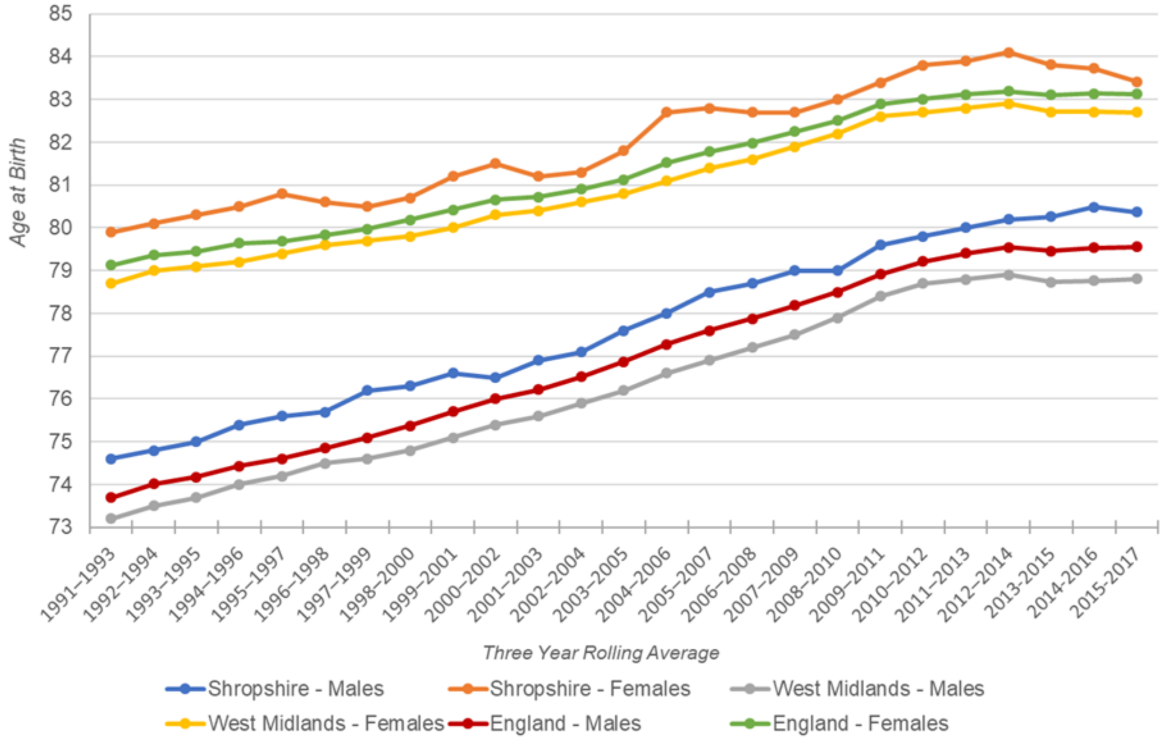
3.64. It is of concern that by 2041, Shropshire will be approaching 100 dependent people for every 100 independent people. This increased burden on Shropshire's working age population will have implications for the future productivity of Shropshire's labour force. More people will be balancing work and caring for their elders, having to meet the costs of social care and supporting the increased pressures on public services through taxation.

Life Expectancy

3.65. Figure 24 illustrates that in Shropshire the life expectancy of males and females at birth has risen from 1991-93 to 2012-14 (males: 74.6 to 80.4 years, females: 79.9 to 83.4 years.) During this period the gap in life expectancy at birth between males and females has narrowed from 5.3 years in 1991-93 to 3.0 years in 2015-17. This is a positive demographic trend as people in older cohabiting / married couple households can support each other and remain independent for longer.

3.66. In both the male and female population, life expectancy at birth continues to remain higher in Shropshire than when compared with England and the West Midlands. As mentioned previously greater life expectancy and historic higher fertility rates have served to increase the size of Shropshire's elderly population.

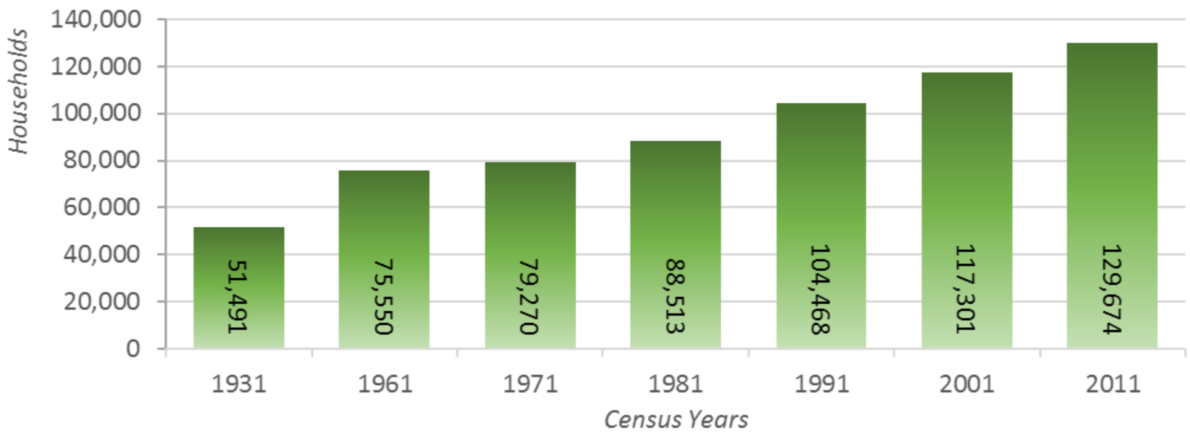
Figure 24: Comparison of Long-term Trends in Life Expectancy, 1991-2017



Household Change

3.67. Figure 25 shows Shropshire's long-term household growth, derived from national censuses from 1921-2011. The number of households in Shropshire has steadily increased from 51,481 in 1921 to 129,674 in 2011, growth of 56% over 90 years.

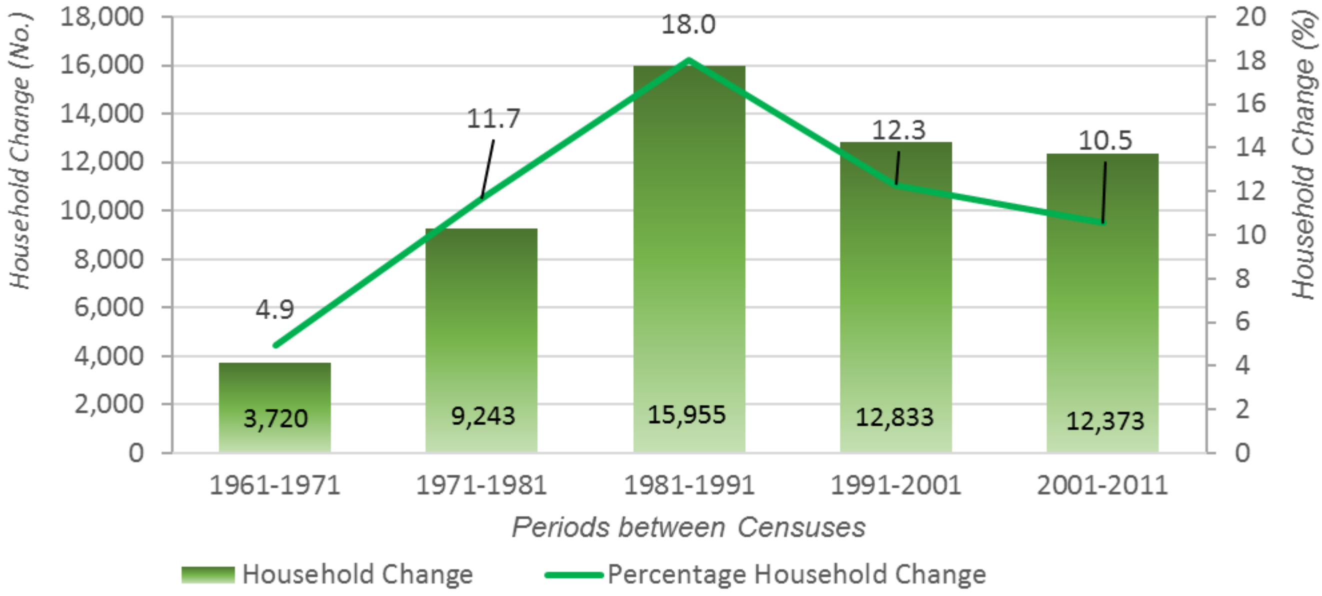
Figure 25: Long-term Household Change – 1931-2011[69&70]



[69] ONS, (2019) 1981-2011 Census Results, https://www.nomisweb.co.uk/default.asp
[70] ONS, (2019), Historic Censuses 1931-71, www.ons.gov.uk/census/2011census/2011censusdata/censusdata18011991

3.68. Figure 26 summarises inter-censal household change. In terms of decadal change, the highest level of household growth occurred during 1981-1991 (18.0%) and then 12.3% during 1991-2001. The lowest shown growth occurred during 1961-1971 (4.9%).

Figure 26: Household Change – Annual Population Estimates



Household Trends

3.69. Figure 27 summarises how the number of households in Shropshire has grown since 1991 and how the numbers are projected to grow for the period 2016-2038, informed by the 2016-based SNHP. A comparison of the 2016-based SNHP's and the two previous SNHP's is provided within Appendix A of this document.

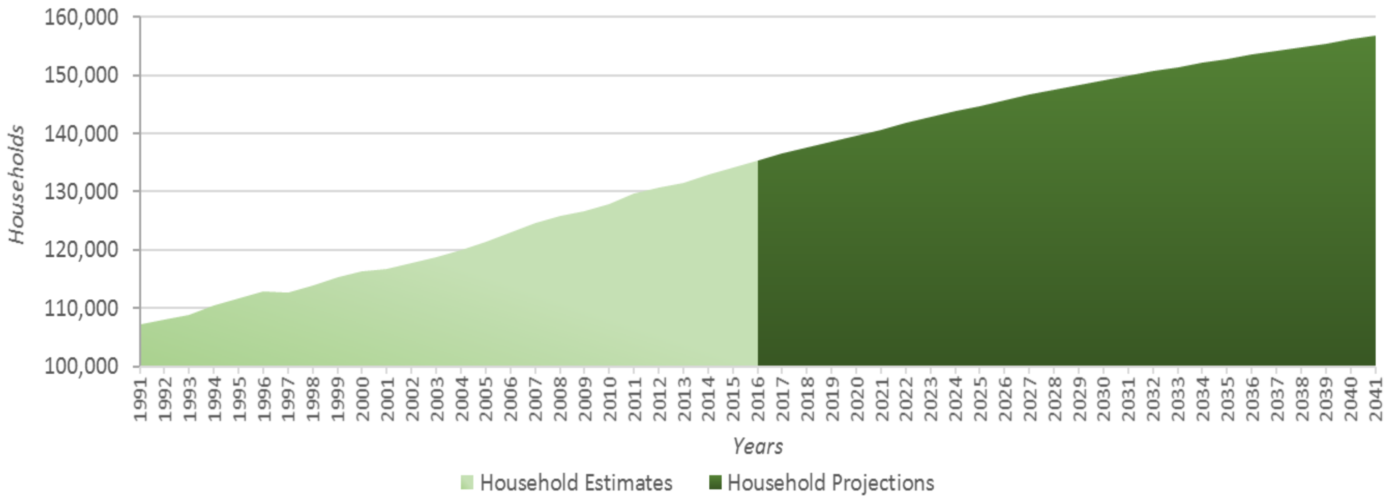
3.70. At mid-2018 ONS estimate that there are currently 137,600 households resident in Shropshire, containing a household population of 308,100 people. The number of households in Shropshire is estimated to have grown by 26.3% during 1991-2016 (28,200), at an average annual rate of 0.94%. This upward trend is projected to continue between 2016 and 2038 with growth of 15.0% resulting in an average annual growth rate of 0.63%.

3.71. During 1991-2016 the number of households has grown at a faster rate than the total population (17.0% compared to 26.3%). This can be attributed to higher levels of household formation leading to a reduction in average household size from 2.5 persons per household in 1991 to 2.3 persons in 2016. This has been influenced by social and economic factors such as more people being able to afford their own home and choosing to live alone, relationship breakdowns (higher divorce rates), more people co-habiting and older people remaining independent for longer. Again, it is projected that household growth (15.0%) from 2016 to 2038 will outstrip population growth of 6.9% for the same period.

3.72. The projections reflect a slowing down of population growth and household formation with average annual growth rates falling from 0.75% (2016-2021), 0.71% (2021-2026), 0.57% (2026-2031), 0.52% (2031-2038) and 0.41% (2038-2041). This slowing down, may in part be influenced by people's inability to form new households due to rising housing costs in Shropshire. This particularly affects the younger population living with parents, relatives and friends.

3.73. The household projections are estimated using household representative rates (HRR) derived from the 2001 and 2011 censuses. Stage 2 of the household projections will provide more insight into household formation amongst the key population age groups. Younger people, families with dependents and the older population all have specific housing needs that are estimated later in the SHMA.

Figure 27: Household Trend and Projection 1991-2041[71]



3.74. Table 8 illustrates the number of historic and projected households in Shropshire by different year intervals and provides a household change figure for long-term (1991-2041).

Table 8: Shropshire Population Change – 1991-2041[71]

Year	ONS MYE	Time Band	Change	% Change
1991	107,300	N/A	N/A	N/A
2001	116,700	**1991-2001**	9,400	8.8
2011	129,800	**2001-2011**	13,100	11.2
2016	135,400	**2011-2016**	5,700	4.4
2021	140,600	**2016-2021**	5,200	3.8
2026	145,700	**2021-2026**	5,100	3.6
2031	149,900	**2026-2031**	4,200	2.9
2036	153,500	**2031-2036**	3,600	2.4
2038	155,500	**2031 - 2038**	5,600	3.7
2041	156,700	**2038-2041**	1,300	0.8

Health and Wellbeing

General Health

3.75. Table 9 shows how people reported their "health in general" in the 2011 Census and compares results for Shropshire with selected nearby Local Authorities, England, England & Wales and the West Midlands Region.

Table 9: General Health[71]

Area	Very Good or Good Health Number	Very Good or Good Health %	Fair Health Number	Fair Health %	Bad or Very Bad Health Number	Bad or Very Bad Health %
Shropshire	249,218	81.4%	41,475	13.5%	15,436	5.0%
England	*43,147,169*	*81.4%*	*6,954,092*	*13.1%*	*2,911,195*	*5.5%*
England & Wales	*45,529,229*	*81.2%*	*7,401,881*	*13.2%*	*3,144,802*	*5.6%*
West Midlands	*4,472,798*	*79.8%*	*786,583*	*14.0%*	*342,466*	*6.1%*
Cheshire East	304,660	82.3%	47,306	12.8%	18,161	4.9%

[71] ONS (2018), 2016-Based SNHP, www.ons.gov.uk/releases/2016basedhouseholdprojectionsinengland

Area	Very Good or Good Health Number	Very Good or Good Health %	Fair Health Number	Fair Health %	Bad or Very Bad Health Number	Bad or Very Bad Health %
Cheshire West & Chester	268,744	81.5%	42,604	12.9%	18,260	5.5%
Herefordshire	148,368	80.9%	25,517	13.9%	9,592	5.2%
Powys	104,970	78.9%	19,857	14.9%	8,149	6.1%
Staffordshire	683,082	80.5%	117,417	13.8%	47,990	5.7%
Telford & Wrekin	133,637	80.2%	22,609	13.6%	10,395	6.2%
Wolverhampton	192,431	77.1%	39,096	15.7%	17,943	7.2%
Worcestershire	460,577	81.3%	76,406	13.5%	29,186	5.2%
Wrexham	107,455	79.7%	19,009	14.1%	8,380	6.2%

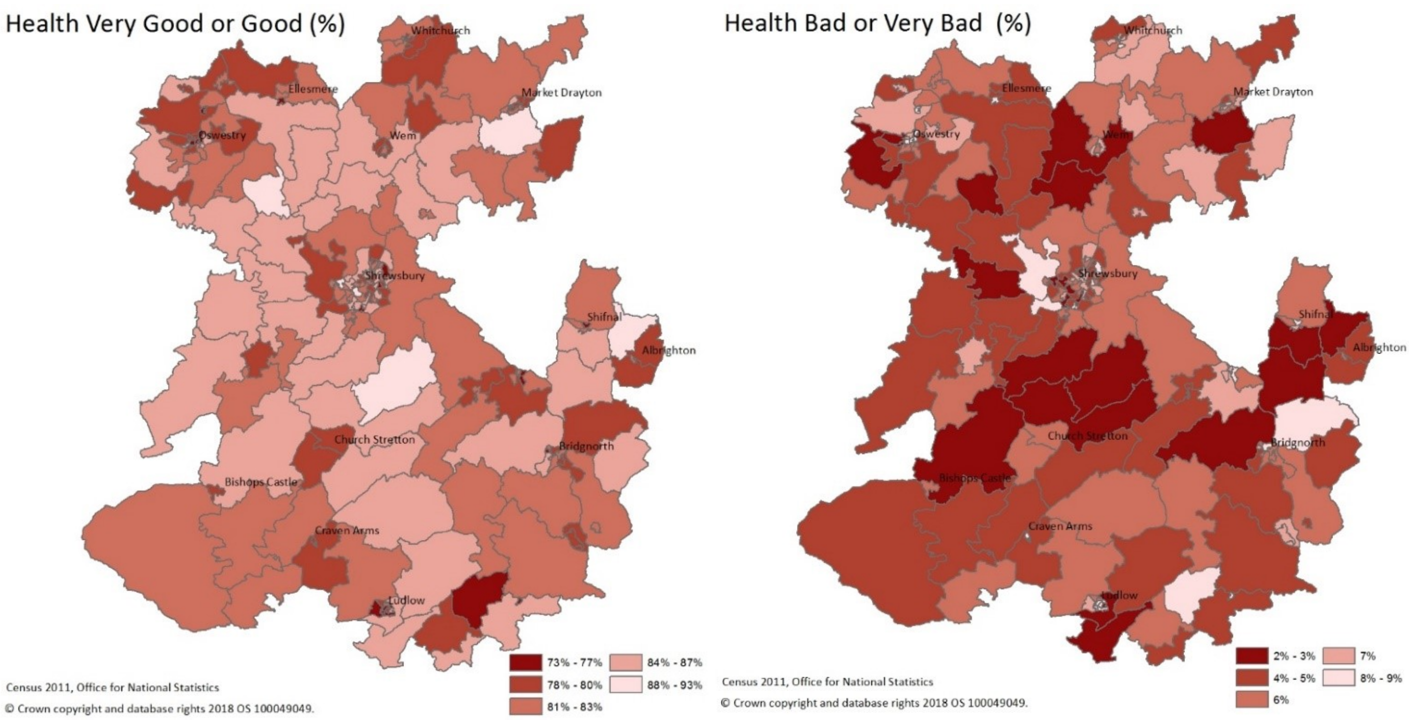
3.76. A higher percentage of Shropshire residents reported 'Very good' or 'Good' health compared to England & Wales and the West Midlands. Two nearby Local Authorities, Cheshire East and Cheshire West & Chester reported higher percentages in very good or good health. Shropshire had the second lowest percentage of residents reporting 'bad' or 'very bad' health with only Cheshire East reporting a lower percentage than Shropshire.

3.77. Shropshire ranks 186th out of the 348 local authorities in England and Wales, in terms of the number of people who indicated they were in 'Very good health'. Similarly, Shropshire ranked 194th out of 348 local authorities in respect of people who indicated they experienced 'Very bad health'.

3.78. Figure 28 shows the percentages of people who (a) said their general health was "Very good or Good" and (b) said their health was "Bad or Very Bad" at the time of the 2011 Census. Darker shading indicates a lower percentage.

3.79. A higher percentage of people in areas around Shrewsbury, Bridgnorth, Ludlow and Craven Arms reported that their health was "Bad or Very Bad".

Figure 28: General Health across Shropshire[72]



[72] ONS, (2011), 2011 Censuses, Crown Copyright – 2019

Long Term Health Problem or Disability

3.80. Table 10 shows the proportion of people with a long-term health problem or disability (LTHPD) in 2011 and the proportion of households where at least one person has a LTHPD.

3.81. In terms of households containing someone with a health problem Shropshire is in line with the proportion for England and for England & Wales and it is slightly lower than that found in the West Midlands region. Shropshire has a higher percentage of households where someone has a health problem than two of its nearby Local Authorities Cheshire East and Worcestershire and is lower than all the others.

3.82. Looking at the proportion of the population which has a health problem Shropshire is slightly higher than the figures for England and England & Wales. Shropshire has a higher proportion of people with a health problem than Cheshire East, Cheshire West & Chester and Worcestershire.

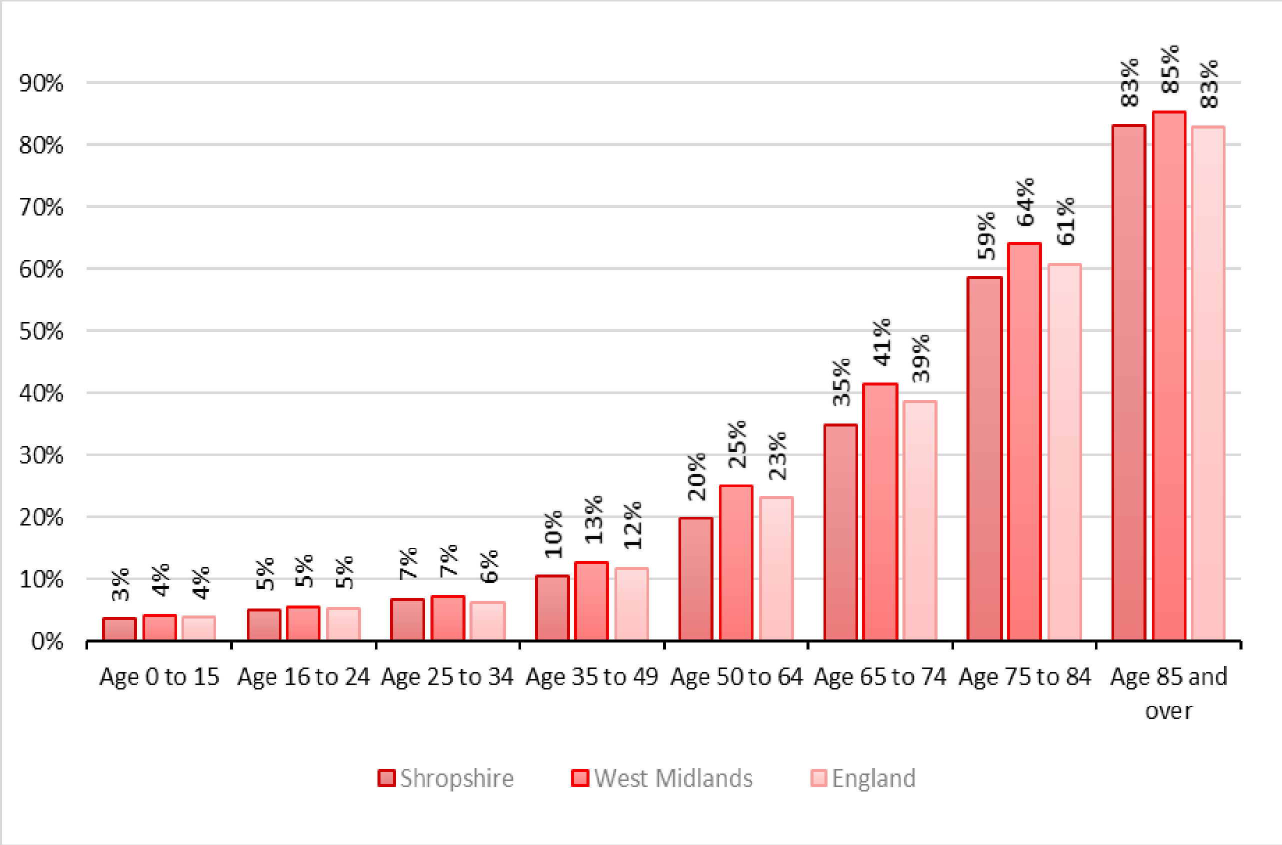
Table 10: Household Containing Someone with a Health Problem[73]

Area	Households Containing Someone with a Health Problem		Population with a Health Problem	
	Number	%	Number	%
Shropshire	33713	26.0%	56,826	18.6%
England	*5659606*	*25.7%*	*9,352,586*	*17.6%*
England & Wales	*6055489*	*25.9%*	*10,048,441*	*17.9%*
West Midlands	*622565*	*27.1%*	*1,062,064*	*19.0%*
Cheshire East	39673	24.9%	64,831	17.5%
Cheshire West & Chester	36889	26.1%	60,995	18.5%
Herefordshire	20842	26.6%	34,364	18.7%
Powys	17051	29.2%	28,437	21.4%
Staffordshire	94393	26.6%	162,647	19.2%
Telford & Wrekin	17987	27.0%	30,995	18.6%
Wolverhampton	29679	29.0%	51,258	20.5%
Worcestershire	61107	25.5%	101,492	17.9%
Wrexham	16246	28.5%	27,905	20.7%

3.83. Figure 29 shows the age bands of people with a Long Term Health Problem or Disability. It is clear from this analysis that those people in the oldest age bands are more likely to have a LTHPD – for example 83% of Shropshire's Household residents aged 85 and over have a LTHPD. Figures for Shropshire are in line with England and slightly lower than the West Midlands.

[73] ONS, (2011), 2011 Censuses, Crown Copyright – 2019

Figure 29: Population with Long-Term Health Problem or Disability in each Age Band[74]



3.84. At the time of the Census 2011, 48% of all household residents in Shropshire aged 65 and over reported to have a long-term health problem or disability which limited their day to day activities a lot or a little. As the older population of Shropshire increases over the coming years the proportion of people with a long-term health problem or disability in the County is likely to increase.

Health Deprivation (Indices of Multiple Deprivation 2019)

3.85. The Health Deprivation & Disability Domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation.

3.86. Shropshire ranks 191st out of 326 local authorities in England in respect of health deprivation (1 = most deprived, 326 least deprived). Shropshire is the 11th lowest ranking (least deprived) out of the selected nearby Local Authorities in respect of Health Deprivation and Disability.

[74] Census 2011, Office for National Statistics, ©Crown Copyright 2018

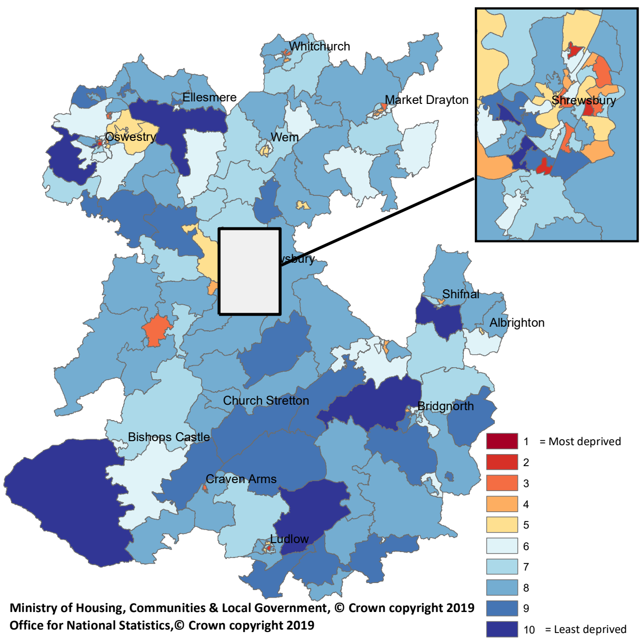
Table 11: Health Deprivation and Disability: Ranking by Selected Nearby Local Authorities[75]

Nearby Local Authorities	Health Deprivation and Disability – Rank of Average Score Out of 326 Local Authorities in England (1 being the most deprived)
Cheshire East	169
Cheshire West and Chester	116
East Staffordshire	126
Herefordshire	186
Malvern Hills	240
Newcastle-Under-Lyme	83
Powys	Figures not included as Powys (Wales) is not included within the English Indices of Multiple Deprivation.
Shropshire	191
South Staffordshire	211
Stafford	166
Telford and Wrekin	64
Wolverhampton	48
Worcester	127
Wrexham	Figures not included as Wrexham (Wales) is not included within the English Indices of Multiple Deprivation.
Wyre Forest	143

3.87. Figure 30 shows the level of deprivation (using nationally defined deciles, ranging from 1 which is the most deprived (dark red) to 10 which is the least deprived (dark blue) in respect of Health Deprivation & Disability) within Lower Super Output areas across Shropshire.

3.88. There are no LSOAs in Shropshire which fall within Decile 1 (10% most deprived) nationally. There are 5 LSOAs fall within Decile 2 (20% most deprived) nationally, 3 in the Shrewsbury area, one in Ludlow the area and one on Oswestry.

Figure 30: Health Deprivation & Disability[76]

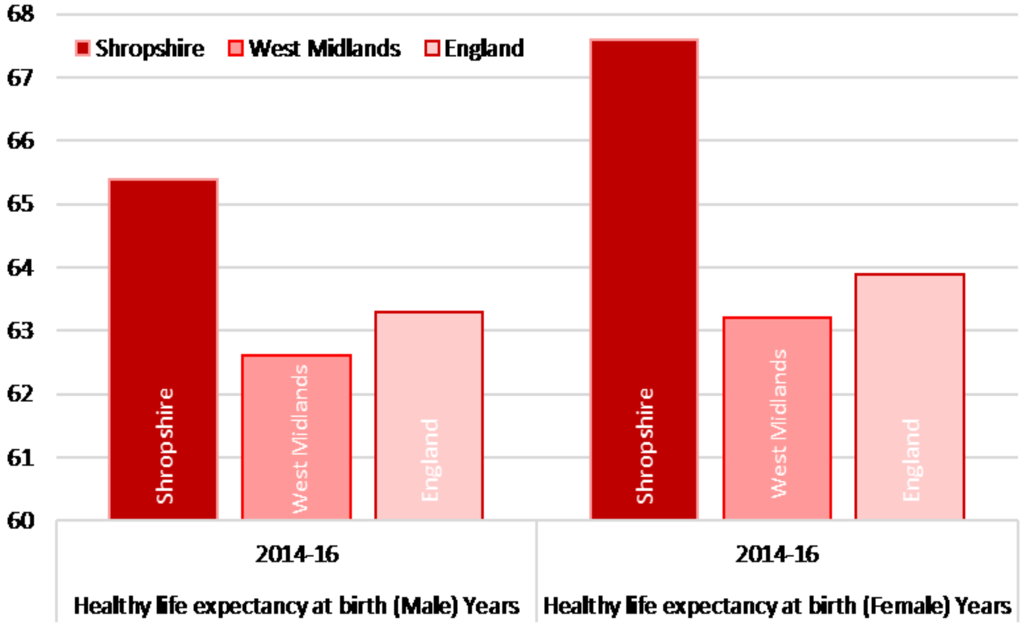


[75] HCLG, (2019), Indices of Multiple Deprivation
[76] HCLG, (2019), Indices of Multiple Deprivation

Healthy Life Expectancy

3.89. Healthy Life Expectancy (HLE) is an estimate of the number of years lived in "very good" or "good" general health based on how individuals perceive their general health. Figure 31 compares the HLE for Shropshire, West Midlands and England. It shows that healthy life expectancy for both males and females in Shropshire is better than that in England and the West Midlands Region.

Figure 31: Healthy Life Expectancy[77]



[77] Public Health England, (2018), Public Health England Data © Crown copyright

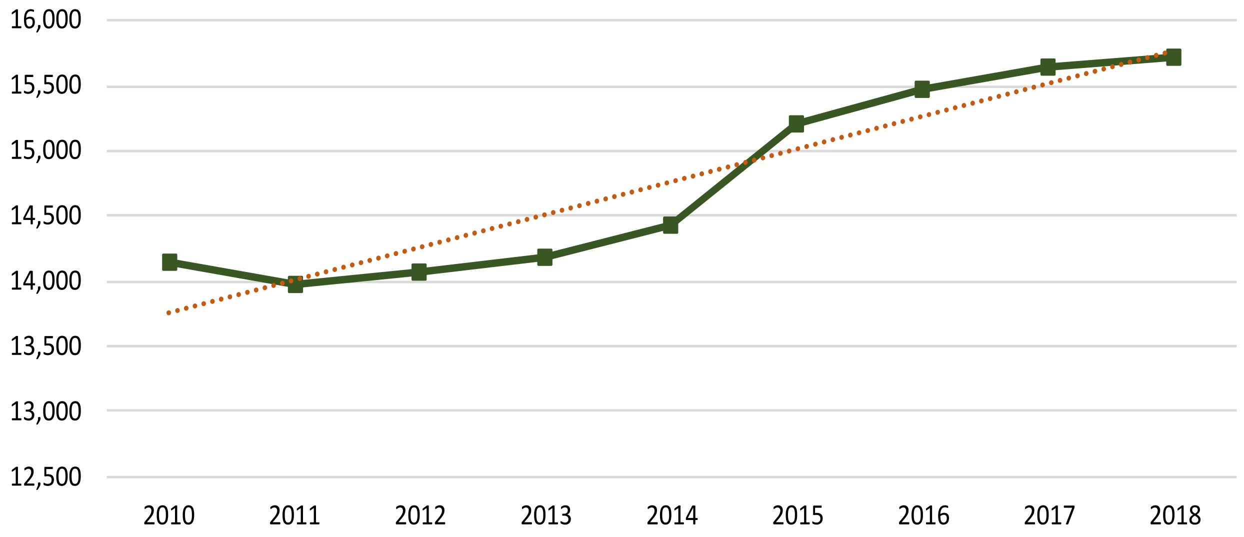
Shropshire Business Base

Businesses and Employment

3.90. There were 15,710 enterprises in Shropshire in March 2018, which were represented by 17,865 local VAT or PAYE registered units. Since 2011, when the number of enterprises dipped by 165 (-1.2%), growth has been sustained in each year, with 1,570 additional enterprises operating in 2018 than there were in 2010. This represents growth of 11.1% over the eight year period.

3.91. Notwithstanding this, growth in the number of enterprises has been slower in Shropshire than in either the West Midlands or Great Britain, which experienced growth of 24% and 28% respectively between 2010 and 2018.

Figure 32: Growth in the Number of Enterprises in Shropshire, 2010-2018[78]



3.92. There were 125,000 employee jobs in Shropshire in 2017, which represents an increase of 10,000 compared with 2010 (+8.7%). The number of employee jobs in both the West Midlands and Great Britain has risen faster than in Shropshire over the 7 year period to 2017 (+11.6% and +11.2% respectively).

Table 12: Number of Employee Jobs, 2010-2017[78]

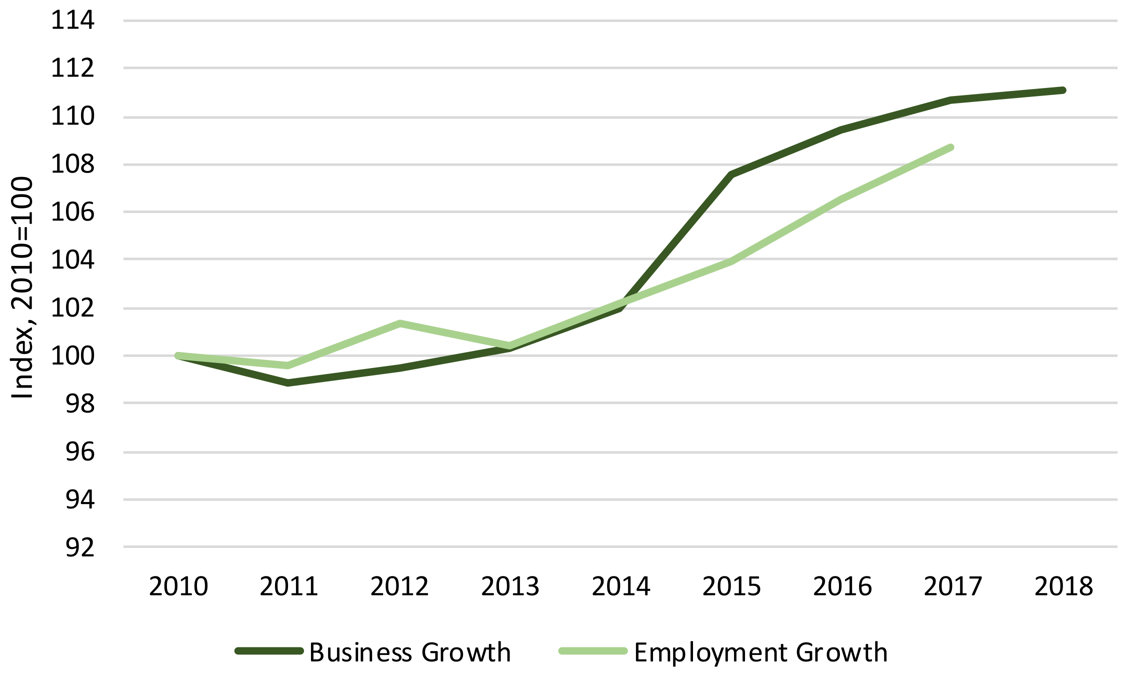
Year	Shropshire		West Midlands		Great Britain	
	Employee Jobs	% annual change	Employee Jobs	% annual change	Employee Jobs	% annual change
2010	115,000	-	2,311,500	-	26,581,500	-
2011	114,500	-0.4%	2,301,500	-0.4%	26,593,500	0.0%
2012	116,500	1.7%	2,323,000	0.9%	26,753,000	0.6%
2013	115,500	-0.9%	2,340,000	0.7%	27,096,500	1.3%
2014	117,500	1.7%	2,404,000	2.7%	27,931,500	3.1%
2015	119,500	1.7%	2,464,500	2.5%	28,738,500	2.9%
2016	122,500	2.5%	2,505,500	1.7%	29,214,000	1.7%
2017	125,000	2.0%	2,578,500	2.9%	29,550,000	1.2%

Note: Numbers rounded to nearest 100

[78] ONS, (2019), IDBR 2018, © Crown Copyright

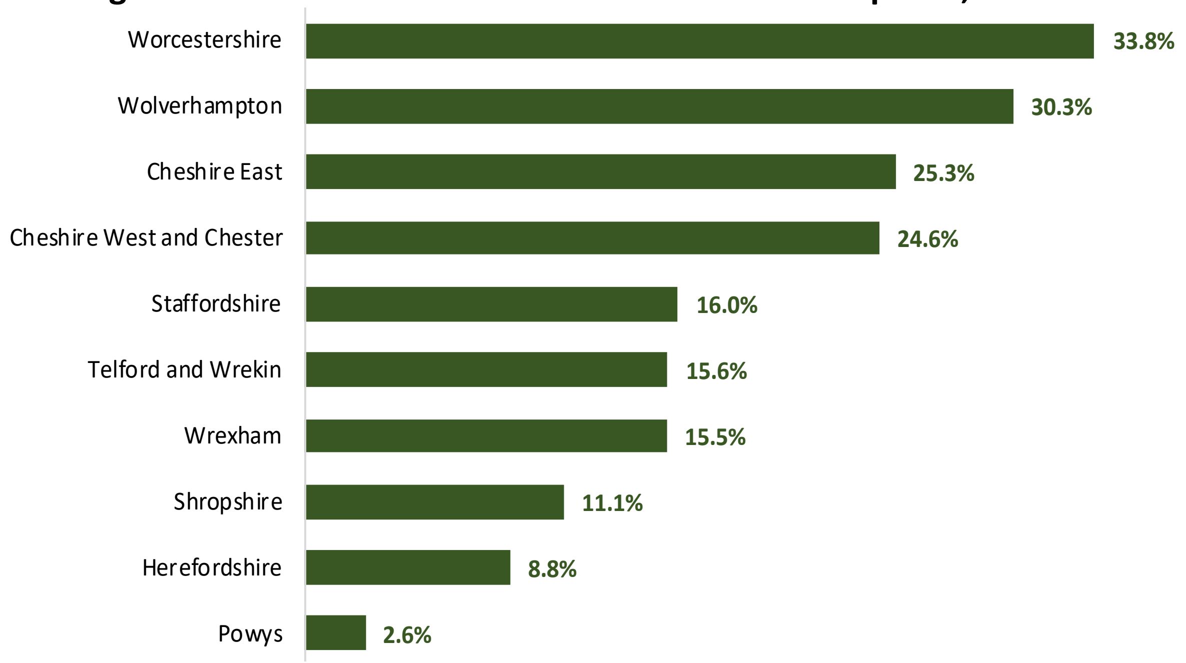
3.93. Figure 33 compares growth in employment and business numbers. It is evident that generally whilst growth of businesses operating in Shropshire has increased faster than growth in jobs, the gap appears to be narrowing.

Figure 33: Growth in Employee Jobs and the Number of Enterprises, 2010-2018[79&80]



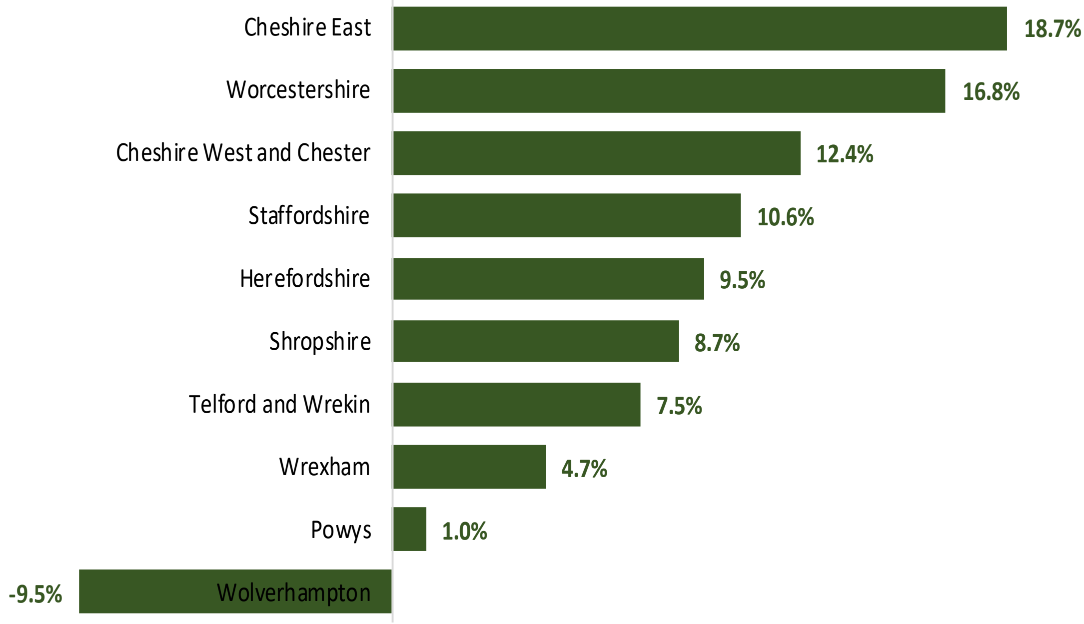
3.94. Figure 34 and Figure 35 show growth in employment and in the number of enterprises across selected nearby Local Authorities, since 2010.

Figure 34: Growth in the Number of Business Enterprises, 2010-2018[80]



[79] ONS, (2019), BRES 2017, © Crown Copyright
[80] ONS, (2019), IDBR 2018, © Crown Copyright

Figure 35: Growth in the Number of Employee Jobs, 2010-2017[79]



3.95.

3.96. Figure **36** shows the correlation between enterprise growth and job growth. It shows that the main anomaly is Wolverhampton, where employment fell despite a rise in the number of enterprises operating. In Shropshire, growth in the number of businesses plus growth in jobs has been comparatively muted compared with most of its selected nearby Local Authorities.

Figure 36: Correlation between Enterprise Growth and Job Growth[81]

Businesses by Size

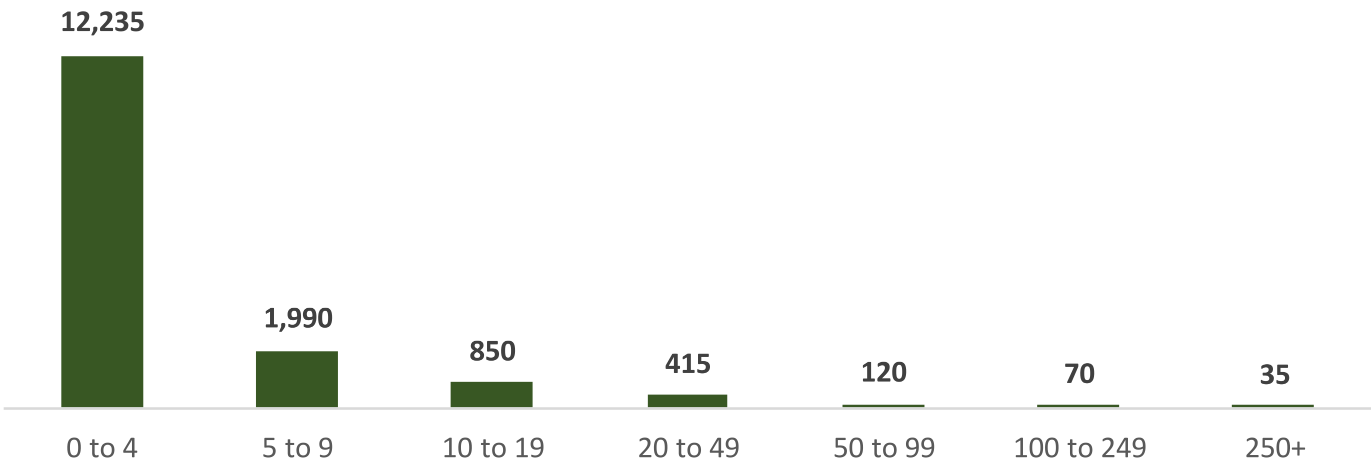
3.97. Shropshire is principally a small business economy, with more than 90% of the 15,710 enterprises registered for either VAT or PAYE employing fewer than 10 people in 2018. More than 75% of businesses have four or fewer employees. Only 35 employers in the County have a workforce of 250 or more, and as such are not classified as small and

[81] ONS, (2019), IDBR 2018, © Crown Copyright

medium sized enterprises (SMEs). This includes both private and public sector organisations.

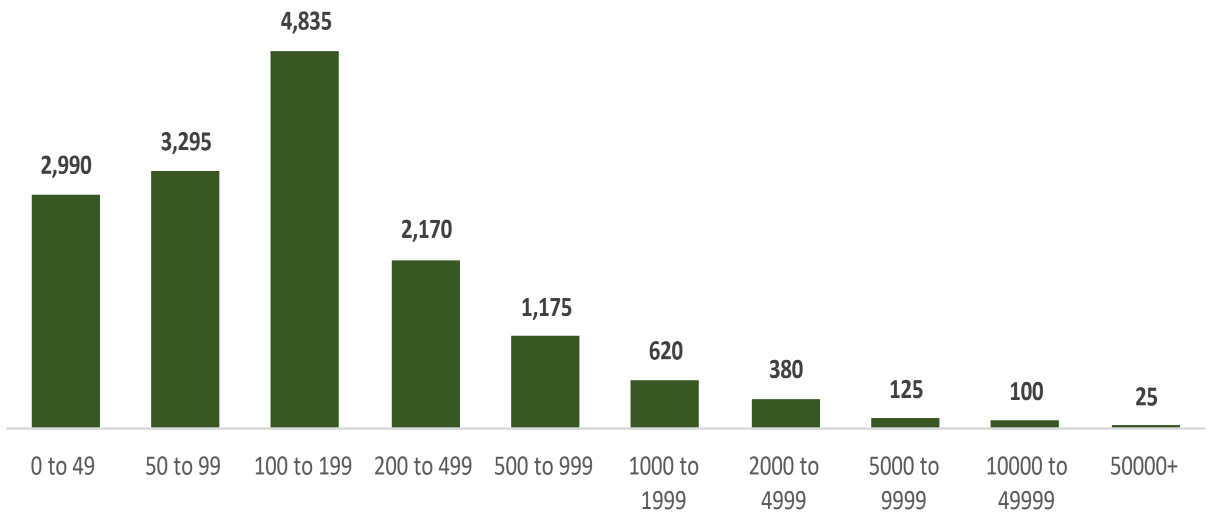
3.98. The penetration of small businesses is particularly in evidence in the south and north east of the county, and while they still dominate elsewhere, there is a greater presence of larger employers within Shrewsbury and Oswestry.

Figure 37 : Number of Business Enterprises by Number of Employees, 2018[81]



3.99. Almost 85% of enterprises in Shropshire generate a turnover of less than £0.5 million. At the other end of the scale, there are 250 enterprises that command a turnover in excess of £5 million.

Figure 38: Number of Business Enterprises by Turnover Band, 2018[82]



3.100. Compared with the West Midlands and Great Britain, Shropshire supports a higher penetration of micro and small businesses and fewer large employers. Although the number of large employers in Shropshire is limited, these account for a disproportionately large share of employment. Some market towns are particularly dependent on one or two large employers and hence are vulnerable should these businesses close, downsize or relocate. They also generate a high proportion of the County's wealth, despite the fact that less than 10% of enterprise have a turnover of more than £1,000,000.

[82] ONS, (2019), IDBR 2018, © Crown Copyright

Table 13: Breakdown of Enterprises by Size: Shropshire, West Midlands and Great Britain, 2018[82]

Employees	Shropshire	West Midlands	Great Britain
0-4	77.9%	76.0%	78.0%
5-9	12.7%	12.9%	11.4%
10-19	5.4%	6.0%	5.7%
20-49	2.6%	3.1%	3.0%
50-99	0.8%	1.0%	1.0%
100-249	0.4%	0.6%	0.6%
250+	0.2%	0.4%	0.4%

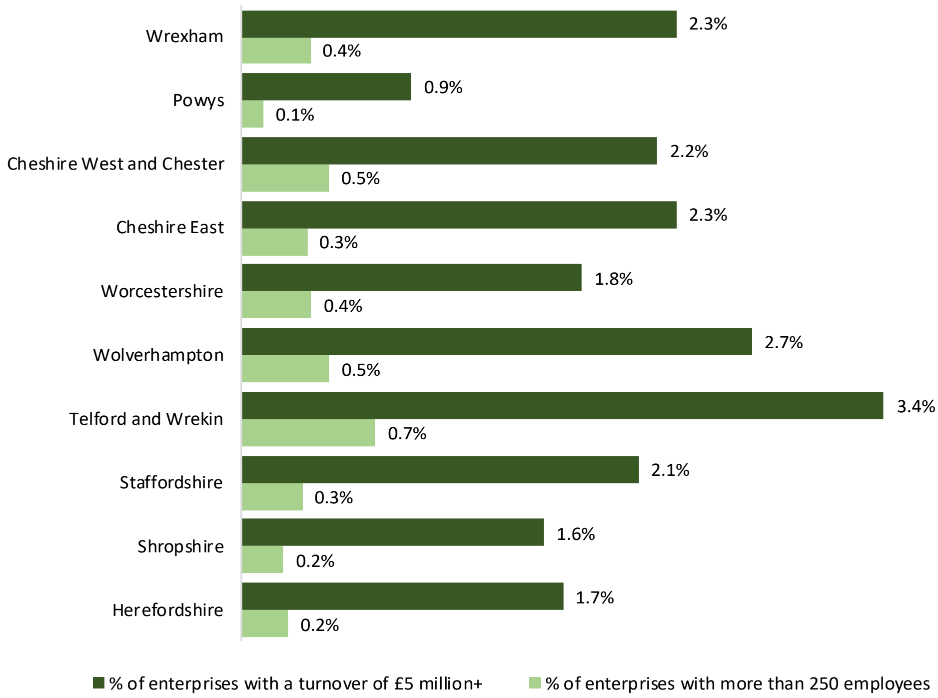
Table 14: Breakdown of Enterprises by Turnover Band: Shropshire, West Midlands and Great Britain, 2018[82]

£'000s	Shropshire	West Midlands	Great Britain
0-49	19.0%	16.6%	15.9%
50-99	21.0%	23.2%	23.4%
100-199	30.8%	30.1%	32.0%
200-499	13.8%	12.6%	12.4%
500-999	7.5%	7.8%	7.1%
1,000-1,999	3.9%	4.5%	4.1%
2,000-4,999	2.4%	2.9%	2.8%
5,000+	1.6%	2.2%	2.3%

3.101. Figure 39 shows which of Shropshire's selected nearby Local Authorities have the highest penetration of large businesses. Telford & Wrekin supports the largest proportion of businesses with at least 250 employees (0.7%) and also the largest proportion with a minimum turnover of £5 million (3.4%). Wolverhampton also has a comparatively high number of large businesses. Powys and Herefordshire, as well as Shropshire, have the lowest penetration of large enterprises.

Figure 39: Penetration of Large Businesses in Selected Nearby Local Authorities, 2018[83]

[83] ONS, (2019), IDBR 2018, © Crown Copyright



Labour Force

Employment

3.102. 77.7% of Shropshire residents aged 16-64 were in employment in 2018, which compares favourably with both the West Midlands and Great Britain due to both higher economic activity rates and lower levels of unemployment. The majority of people in employment are employees, but a significant proportion are self-employed.

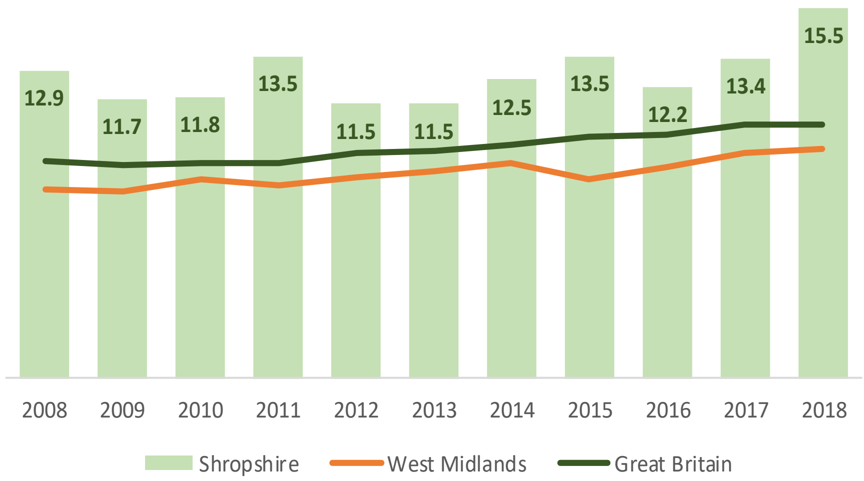
Table 15: Employment and Self-Employment Rates, 2018[84&85]

	Shropshire	West Midlands	Great Britain
Employment rate - aged 16-64	77.7%	72.7%	75.0%
% aged 16-64 who are employees	61.8%	62.9%	64.0%
% aged 16-64 who are self employed	15.5%	9.6%	10.6%

3.103. In the year ending March 2018, 15.5% of Shropshire residents in employment were self-employed. This equates to around 28,100 people. While the proportion attributable to self-employment has fluctuated somewhat over the last decade, self-employment consistently accounts for a higher proportion of those in employment than in either the West Midlands or Great Britain.

Figure 40: Trends in Self-Employment, 2008-18[86&87]

[84] ONS, (2018), Annual Population Survey © Crown Copyright 2019
[85] Year ending March
[86] ONS, (2018), Annual Population Survey © Crown Copyright 2019
[87] Year ending March



3.104. Home-working in Shropshire is also more common than it is in many places. More than one in six Shropshire residents that were in employment at the time of the last Census said that their home was their primary work base (20,252 people). This is significantly higher than is the case regionally or nationally (around a tenth of total employment in both the West Midlands and England is accounted for by homeworking). Workers who live in more rural locations in Shropshire are more likely to work primarily from home than residents of the main towns.

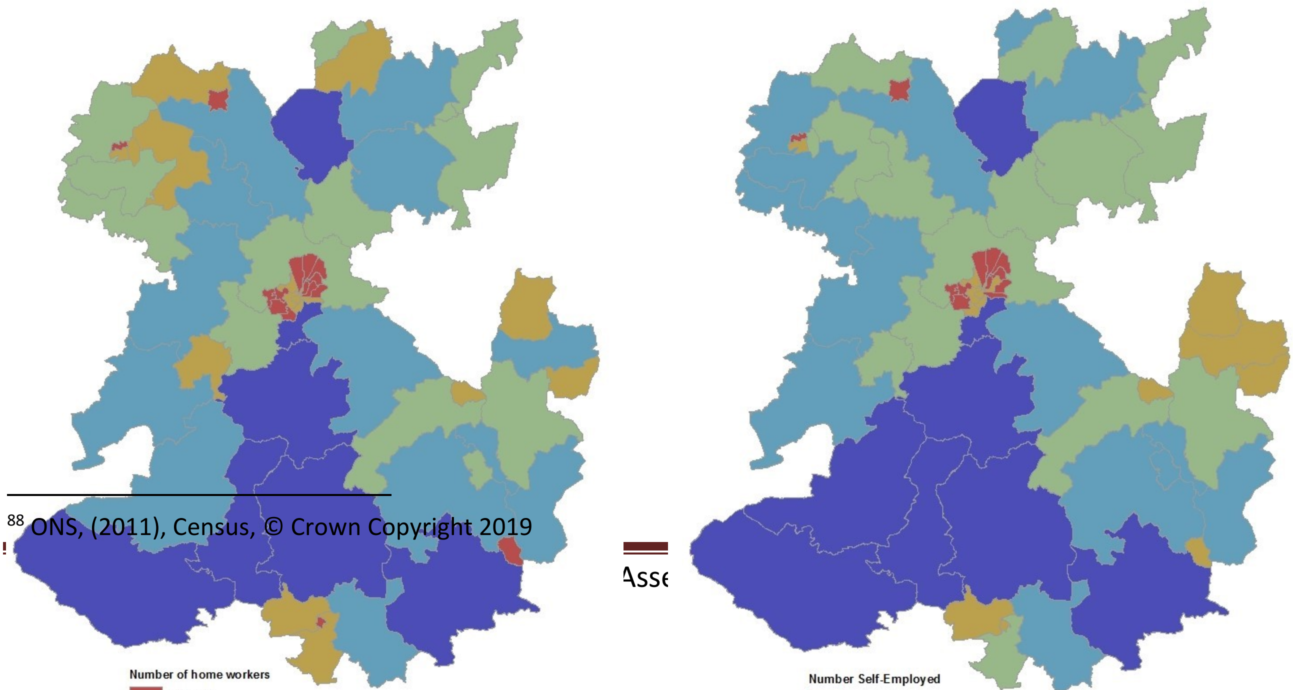
3.105. 12 Shropshire electoral divisions have more than 500 homeworkers:

- Cleobury Mortimer
- Church Stretton & Craven Arms
- Corvedale
- Clun
- Wem
- Bayston Hill, Column and Sutton
- Burnell
- Hodnet
- Bishop's Castle
- Loton
- Brown Clee
- The Meres

3.106. More than a fifth of those in employment in Bishops Castle, Clun and Corvedale, as well as Chirbury and Worthen, work mainly from home. In contrast, less than 5% of those in employment in the Shrewsbury wards of Monkmoor, Harlescott, Sundorne, Battlefield and Castlefields & Ditherington as well as in Oswestry East work primarily from home.

3.107. Figure 41 show the correlation between home working and self-employment.

Figure 41: Number of Home Workers by Electoral Division as at 2011 (left) and Number Self-Employed by Electoral Division as at 2011 (right)[88]



[88] ONS, (2011), Census, © Crown Copyright 2019

Unemployment and Benefit Claimants

3.108. The Annual Population Survey suggests that 4.1% of the Shropshire population aged 16-64 was unemployed[89] in 2018 (year ending March). This equates with approximately 6,100 people. The unemployment rate for the 16+ population was 4% over the same period. Shropshire has a lower unemployment rate than Great Britain (4.4%) or the West Midlands (5.1%).

Table 16: Unemployment Rates, 2018[90]

	Shropshire	West Midlands	Great Britain
Unemployment rate - aged 16-64	4.1	5.1	4.4
Unemployment rate - aged 16+	4.0	5.0	4.3

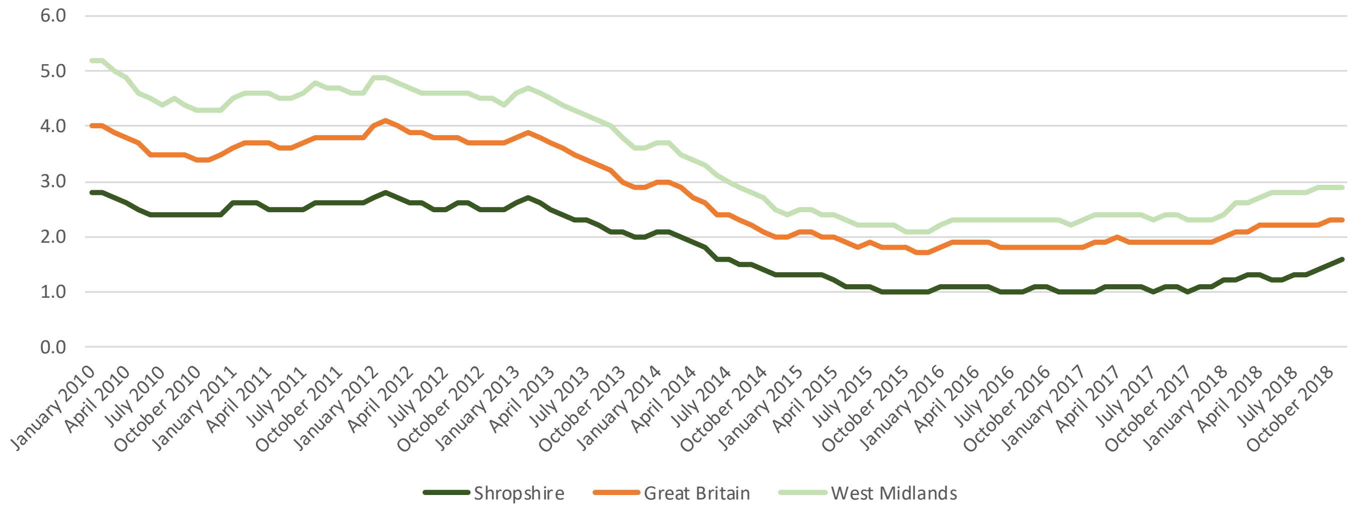
3.109. 2,995 Shropshire residents were registered on the claimant count in November 2018, which is the equivalent of 1.6% of the working age population. These people are all actively seeking work.

[89] The ILO defines the unemployment rate as the percentage of the population who are not in employment but who are seeking work and are available to work. They do not necessarily claim benefits.
[90] ONS, (2018), Annual Population Survey © Crown Copyright 2019

3.110. Trends in the number claiming benefits show a strong decline since 2010, when Shropshire and the wider Country were still suffering the impact of the economic downturn. More recently, there has been an upturn in the number of claimants (+48% in the year to November 2018) although numbers may be distorted by the switch away from Job Seekers Allowance to Universal Credit.

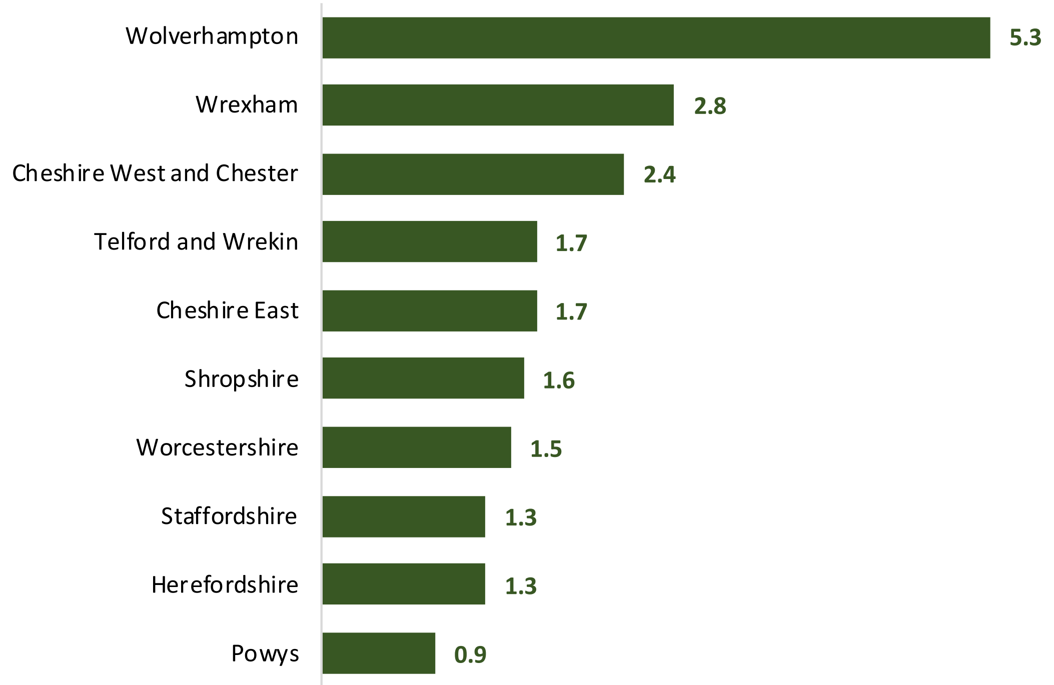
3.111. Compared with the West Midlands and Great Britain, the claimant rate is comparatively low, with 2.9% and 2.3% of the working age population in the West Midlands and Great Britain respectively claiming.

Figure 42: Claimant Count Rate, 2010-2018[91]



3.112. The claimant count is far higher in Wolverhampton than in any of Shropshire's other geographic neighbours, at 5.3% of the working age population in November 2018. The rate is also higher than the national average in Wrexham and in Cheshire West and Chester. It is lowest in Powys at just 0.9% and is also lower than it is in Shropshire in Worcestershire, Staffordshire and Herefordshire.

Figure 43: Claimant Count Rate across Selected Nearby Local Authorities (2018)[91]



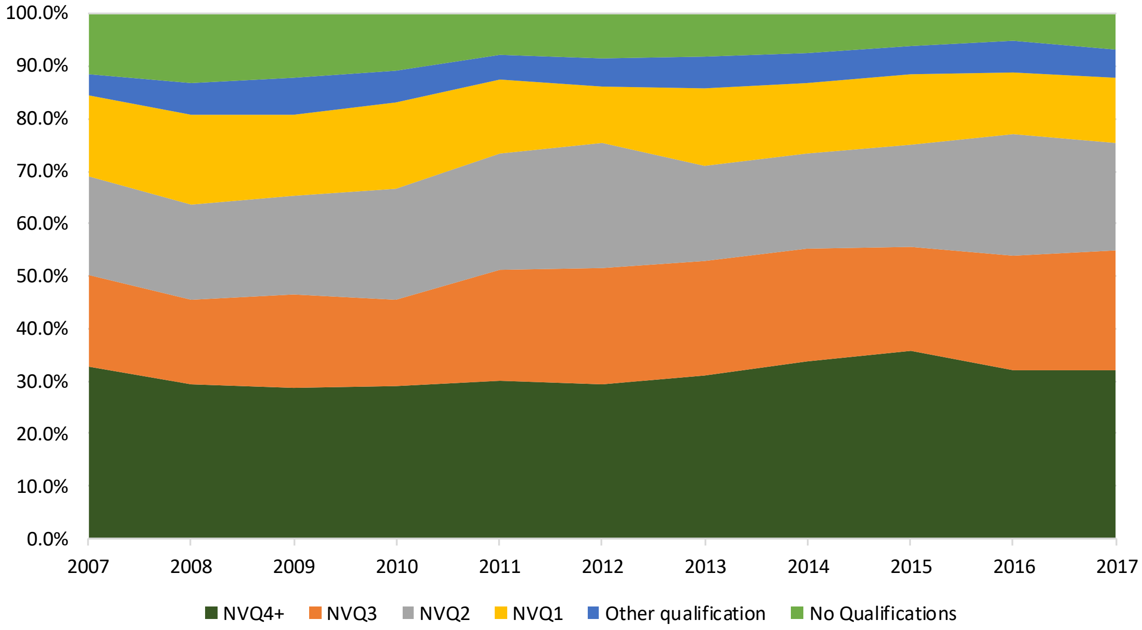
[91] ONS, *(2018), DWP, © Crown Copyright 2019*

Skills and Occupations

3.113. The Shropshire resident working age population (16-64) has become more highly qualified over the last decade, with more than half now qualified to at least NVQ level 3. However, the proportion with NVQ 4 or above has fallen from 32.9% in 2007 to 31.9% in 2017. Meanwhile, the proportion with no qualifications has been in steady decline over the last decade, falling to 6.7% from 11.6%.

3.114. Figure 44 shows the breakdown of the resident population by the highest level of qualification that they hold.

Figure 44: Breakdown of the Resident Population (aged 16-64) by Qualification, 2007-2017[92]



3.115. In comparison with the West Midlands, the Shropshire resident population is comparatively well qualified, with a higher proportion holding at least an NVQ level 3 qualification (55.9% compared with 50.8% in the West Midlands) and far fewer holding no qualifications at all (6.6% compared with 10.4%). While proportionally fewer Shropshire residents have no qualifications than is the case nationally, a lower proportion have a level 4 qualification.

Table 17: Highest Level of Qualification Held, 2017[93]

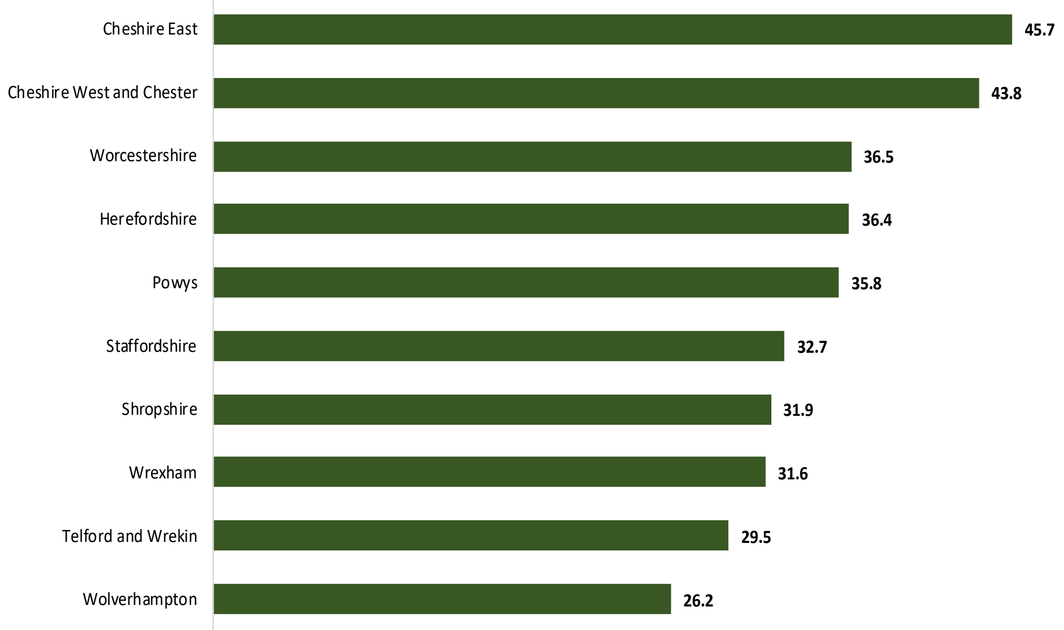
	Shropshire	West Midlands	Great Britain
NVQ Level 4	31.9%	31.8%	38.6%
NVQ Level 3	55.9%	50.8%	57.2%
NVQ Level 2	75.5%	69.3%	74.7%
NVQ Level 1	88.0%	80.6%	85.4%
Other Qualification	5.4%	9.0%	6.9%
No Qualification	6.6%	10.4%	7.7%

3.116. Figure 45 illustrates the proportion of the working age population (16-64) qualified to NVQ level 4 or higher, in comparison with selected nearby Local Authorities. It is apparent that Cheshire East, Cheshire West and Chester, Worcestershire, Herefordshire, Powys and Staffordshire all

[92] ONS, *(2018), DWP, © Crown Copyright 2019*
[93] ONS, (2018), Annual Population Survey © Crown Copyright 2019

support a higher proportion of NVQ 4+ qualified residents than Shropshire. Conversely Wrexham, Telford and Wrekin and Wolverhampton support a lower proportion of NVQ 4+ qualified residents.

Figure 45: Proportion of 16-64 population qualified to NVQ level 4, 2017[94]



3.117. Fewer Shropshire residents are employed in high skill occupations (standard occupational classification (SOC) levels 1-3) compared with the national average, with a particular shortfall in professional occupations.

3.118. In contrast, proportionally more Shropshire residents are employed in skilled trade's occupations and there are also a higher percentage of people working in elementary occupations than there are nationally (but not regionally).

Table 18: Breakdown of Resident Workforce by Occupational Classification[94]

	Shropshire	West Midlands	Great Britain
Managers, directors and senior officials	13.6%	10.4%	10.8%
Professional occupations	15.8%	18.1%	20.3%
Associate prof & tech occupations	12.3%	13.2%	14.5%
SOC 1-3	**41.7%**	**41.7%**	**45.6%**
Administrative and secretarial occupations	8.9%	10.4%	10.3%
Skilled trades occupations	14.2%	11.2%	10.2%
Caring, leisure and other service occupations	10.5%	9.3%	9.0%
Sales and customer service occupations	5.9%	7.1%	7.6%
SOC 4-7	**39.5%**	**38.0%**	**37.1%**
Process, plant and machine operatives	5.7%	7.8%	6.3%
Elementary occupations	12.8%	12.2%	10.5%
SOC 8-9	**18.5%**	**20.0%**	**16.8%**
Total	***100.0%***	***100.0%***	***100.0%***

[94] ONS, (2018), Annual Population Survey © Crown Copyright 2019

3.119. Table 19 illustrates the change in levels of employment in Shropshire by standard occupational classification between 2008 and 2018.

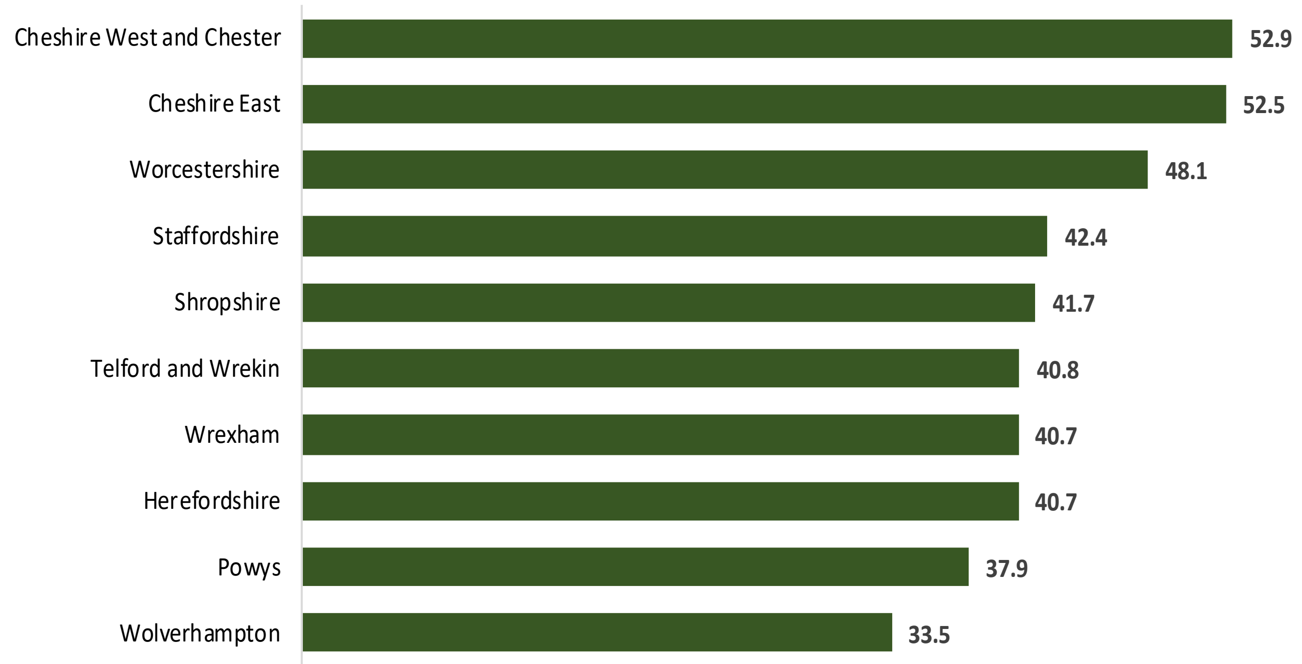
Table 19: Change in Resident Workforce by Occupational Classification[95&96]

	Number 2018	Change 2008-2018	% change 2008-2018
Managers, directors and senior officials	20,500	+2,300	+12.6
Professional occupations	23,800	-1,100	-4.4%
Associate prof & tech occupations	18,400	+3,100	+20.3%
SOC 1-3	**62,700**	**+4,300**	**+7.4%**
Administrative and secretarial occupations	13,400	-300	-2.2%
Skilled trades occupations	21,400	-500	-2.3%
Caring, leisure and other service occupations	15,700	+5,200	+49.5%
Sales and customer service occupations	8,800	-1,200	-12.0%
SOC 4-7	**59,300**	**+3,200**	**+5.7%**
Process, plant and machine operatives	8,500	-2,200	-20.6
Elementary occupations	19,200	+3,400	+21.5%
SOC 8-9	**27,700**	**+1,200**	**+4.5%**
Total	***150,100***	***+8,900***	***+6.3%***

3.120. Interestingly, occupations seeing fastest growth rates in Shropshire are managers, directors and senior officials, associate professional and technical occupations, caring, leisure and other service occupations and elementary occupations. Conversely, those employed in professional occupations, administrative and secretarial occupation, skilled trades' occupations, sales and customer service occupations and as process, plant and machine operatives has declined in Shropshire.

3.121. Figure 46 illustrates the proportion of the resident population employed in high skill occupations (standard occupational classification (SOC) levels 1-3) in Shropshire, compared with proportions in selected nearby Local Authorities.

Figure 46: Proportion of Resident Population Employed in SOC 1-3 Occupations, 2018[95]



[95] ONS, (2018), Annual Population Survey © Crown Copyright 2019
[96] Note: Numbers do not add up due to rounding.

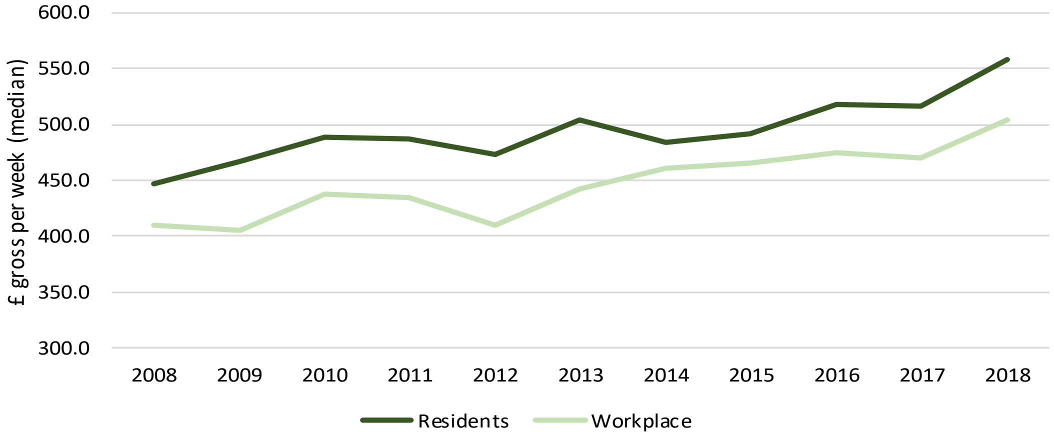
3.122. It is apparent from this information that residents in Cheshire West and Chester, Cheshire East, Worcestershire and Staffordshire are more likely to work in SOC level 1-3 occupations than residents of Shropshire. Conversely Telford and Wrekin, Wrexham, Herefordshire, Powys and Wolverhampton are less likely to work in SOC level 1-3 occupations than residents of Shropshire.

Earnings

3.123. Shropshire supports a relatively low wage economy, with workplace earnings significantly lower than national or regional averages. This arises from Shropshire's traditional reliance on jobs in comparatively unproductive and low paid sectors, including agriculture, tourism and food and drink.

3.124. Although workplace earnings are below the average for Great Britain, resident earnings are more closely aligned to the national average. The differential between workplace and resident earnings is influenced by the high level of out-commuting amongst the top earners. Figure 47 shows the change in workplace and resident earnings between 2008 and 2018.

Figure 47: Comparison between Workplace and Residents Earnings, 2008-2018[97]



3.125. Table 20 illustrates the gross median weekly earnings for full-time employees in Shropshire, the West Midlands and Great Britain between 2008 and 2018.

Table 20: Workplace Earnings, 2008-2018[98]

	Shropshire		West Midlands		Great Britain	
	£ gross per week	Index, 2008 = 100	£ gross per week	Index, 2008 = 100	£ gross per week	Index, 2008 = 100
2008	409.6	100.0	448.9	100.0	479.1	100.0
2009	404.7	98.8	456.2	101.6	489.9	102.3
2010	437.9	106.9	467.4	104.1	500.3	104.4
2011	434.1	106.0	464.4	103.5	500.0	104.4
2012	410.2	100.1	469.2	104.5	507.9	106.0
2013	441.9	107.9	484.5	107.9	517.6	108.0
2014	460.3	112.4	479.2	106.7	520.4	108.6
2015	465.4	113.6	492.1	109.6	528.5	110.3
2016	475.6	116.1	510.2	113.7	540.2	112.8
2017	473.1	115.5	514.8	114.7	552.0	115.2
2018	504.8	123.2	536.6	119.5	570.9	119.2

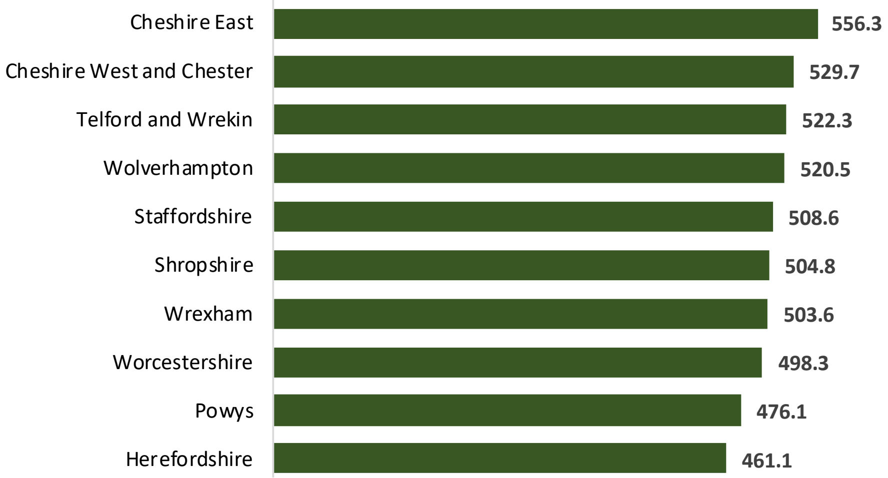
[97] ONS, (2018), Annual Survey of Hours and Earnings © Crown Copyright 2019
[98] ONS, (2018), Annual Survey of Hours and Earnings © Crown Copyright 2019

3.126. Gross median weekly earnings for full-time employees in Shropshire increased by 23.2% between 2008 and 2018. However, it is notable that between 2008 and 2012 gross median weekly earnings fluctuated, with annual growth only achieved in 2010. Since 2013, annual growth was sustained until 2017, where there was a slight reduction compared with the previous year, however annual growth returned in 2018.

3.127. Over the 2008 to 2018 period, workplace wage growth in Shropshire has surpassed regional and national growth by a small margin. Despite this, Shropshire wages remain lower than in the West Midlands and Great Britain (by £31.80 and £66.10 per week respectively).

3.128. Figure 48 compares gross weekly workplace earnings in Shropshire and selected nearby Local Authorities. It is apparent from this data that workplace wages in Shropshire are comparable to those in Staffordshire, Wrexham and Worcestershire. However, they are noticeably higher than those in Powys and Herefordshire and noticeably lower than those in Cheshire East, Cheshire West and Chester, Telford and Wrekin and Wolverhampton.

Figure 48: Gross Weekly Workplace Earnings in Selected Nearby Local Authorities, 2018[98]



3.129. Table 21 illustrates the gross median weekly full-time earnings for residents of Shropshire, the West Midlands and Great Britain between 2008 and 2018.

Table 21: Residents Earnings, 2008-2018[99]

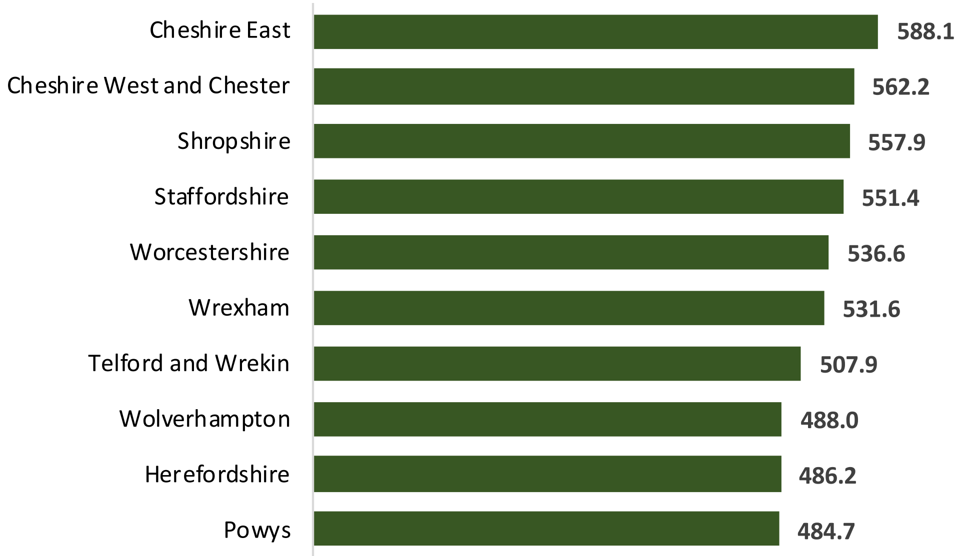
	Shropshire		West Midlands		Great Britain	
	£ gross per week	Index, 2008 = 100	£ gross per week	Index, 2008 = 100	£ gross per week	Index, 2008 = 100
2008	447.4	100.0	449.8	100.0	480.0	100.0
2009	466.7	104.3	456.8	101.6	490.5	102.2
2010	489.4	109.4	469.2	104.3	501.7	104.5
2011	488.0	109.1	465.2	103.4	500.2	104.2
2012	472.8	105.7	469.3	104.3	508.3	105.9
2013	504.7	112.8	483.0	107.4	517.9	107.9
2014	484.3	108.2	481.2	107.0	521.1	108.6
2015	491.9	109.9	492.1	109.4	529.0	110.2
2016	517.7	115.7	507.8	112.9	541.0	112.7
2017	517.3	115.6	517.1	115.0	552.3	115.1
2018	557.9	123.2	536.6	119.3	571.1	119.0

[99] ONS, (2018), Annual Survey of Hours and Earnings © Crown Copyright 2019

3.130. In Shropshire, resident earnings exceeded workplace earning by £53.10 (10.5%) per week in 2018, and while they lag behind national rates by £13.20, Shropshire resident workers earn an average of £21.30 more per week than their West Midland counterparts. Like workplace wages, residents' earnings have risen at a slightly faster rate than either regionally or nationally over the last eight years.

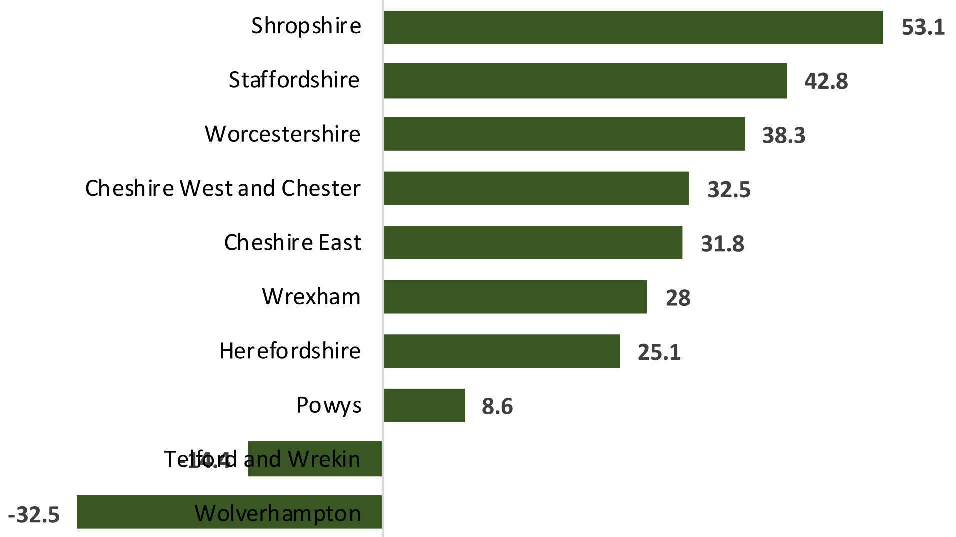
3.131. Figure 49 compares gross weekly residents earnings in Shropshire and selected nearby Local Authorities. It is apparent from this data that Shropshire residents' gross weekly wages are comparable to those in Cheshire West and Chester and Staffordshire. However, they are noticeably lower than in Cheshire East and noticeably higher than the remaining selected nearby Local Authorities.

Figure 49: Gross Weekly Residents Earnings in selected Nearby Local Authority, 2018



3.132. The difference between resident earnings and workplace earnings is greater in Shropshire, at £53.10 per week than in all other selected nearby authorities. The difference is smallest in Powys. In Telford & Wrekin and Wolverhampton, workplace wages are higher than residents – the reverse is true everywhere else.

Figure 50: Difference between Resident and Workplace Earnings, 2018[100]

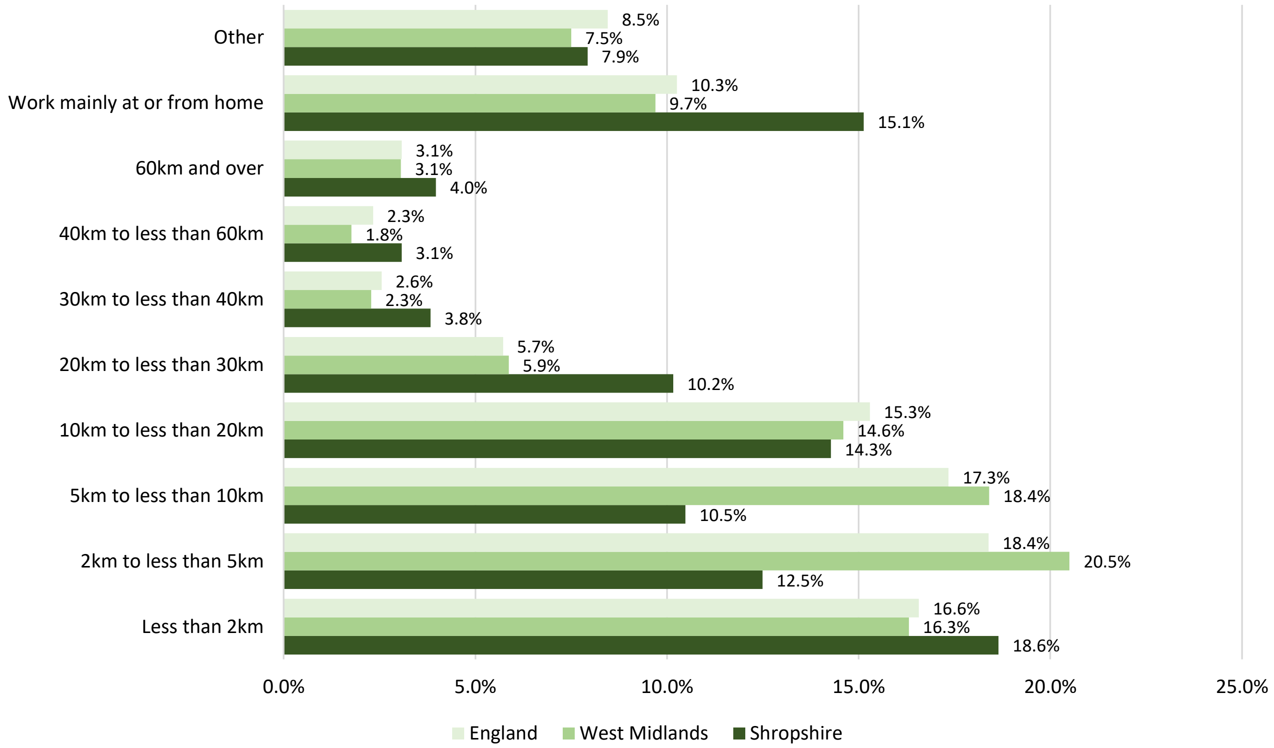


[100] ONS, (2018), Annual Survey of Hours and Earnings © Crown Copyright 2019

Travelling to Work

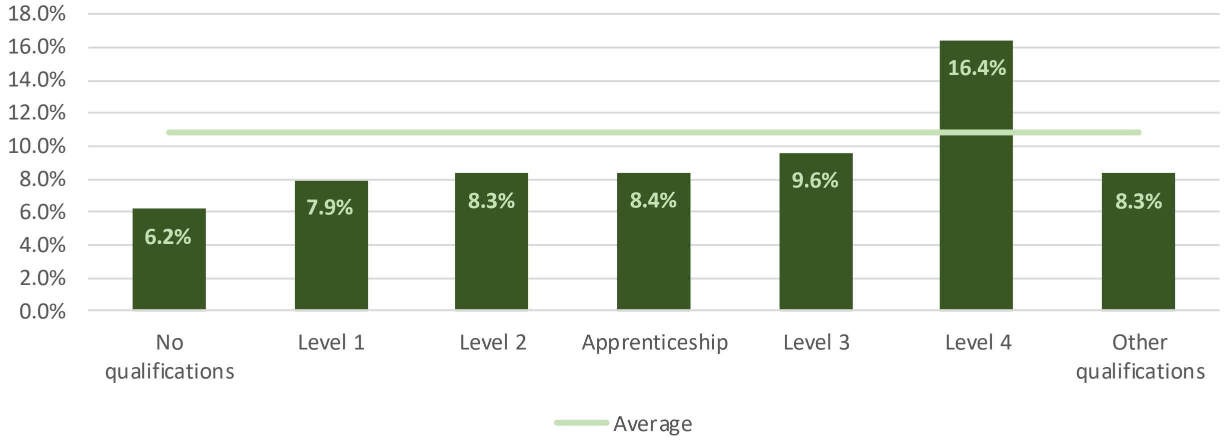
3.133. High levels of out-commuting plus the large and rural nature of the county impacts how far residents travel to work. High numbers work mainly from home, but proportionally higher numbers also travel considerable distances to get to their workplace. 21% of Shropshire workers travel 20km or more to get to work compared to 13% and 13.7% in the West Midlands and England respectively. The average commute for Shropshire residents was 18.7km in 2011 against an average of 14.1km in the West Midlands and 14.9km in England.

Figure 51: Average Distances Travelled to Work, 2011[101]



3.134. The higher qualified workers are the most likely to travel longer distances to work. As displayed in the chart below, 16.4% of Shropshire working residents with at least NVQ level 4 qualifications travel 30km or further to work compared with an average of 10.8% for all workers.

Figure 52: Percentage Travelling 30km+ to Work by Qualification Level, 2011[101]

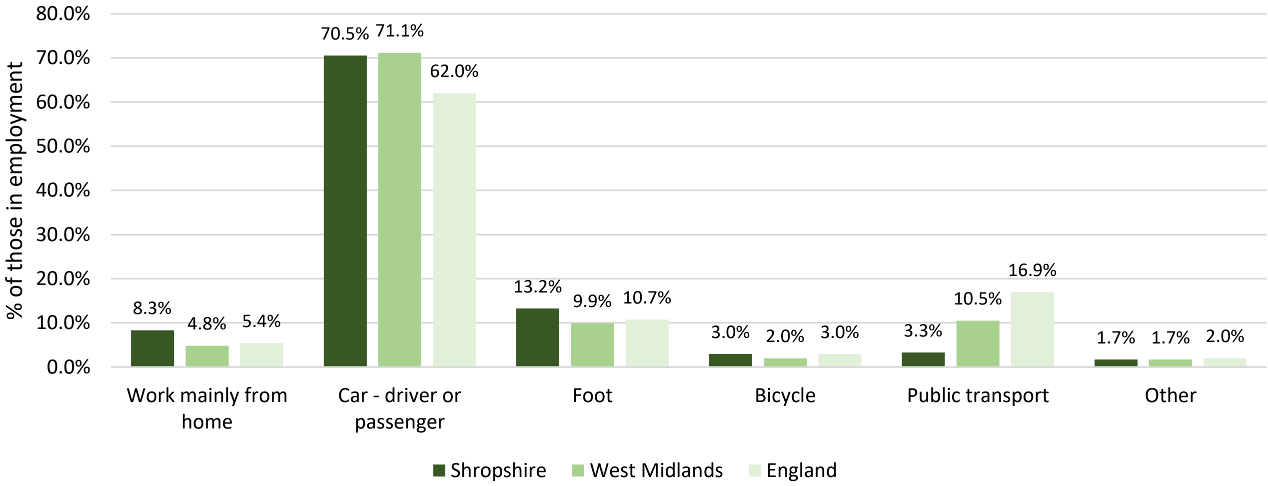


[101] ONS, (2011), Census, Crown Copyright - 2019

3.135. Shropshire's rurality also means that car dependency is high. Just 15.8% of households in Shropshire do not have a car compared with just over a quarter of households (25.8%) nationally and just under a quarter (24.7%) in the West Midlands[102].

3.136. There is also a high reliance on cars as the principal means of travelling to work. In 2011, 70.5% of those working used a car (either as a driver or passenger) as their principal means of travelling to work compared with 62% nationally. Far fewer workers in Shropshire use public transport – just 3.3% in 2011 compared with 16.9% nationally.

Figure 53: Main Means of Travelling to Work, 2011[102&103]



[102] ONS, (2011), Census, Crown Copyright - 2019

[103] *The number of people working mainly from home is calculated differently for different Census tables. For figure 6, Census respondents were specifically asked how they travel to work, with working mainly from home one of the given options. The distance travelled to work did not constitute a specific Census question; instead ONS statisticians calculated the distance based on home postcode and workplace postcode. This means that the number and proportion of the population who are reported to work primarily from home do not always correlate.*

Dwelling Stock Profile

Numbers of Dwellings

3.137. The 2011 Census remains the most detailed source of information on accommodation type and tenure characteristics in Shropshire and at Place Plan Area level. The Census estimated that there were 135,572 dwellings in Shropshire on the 27th March 2011, encompassing 135,645 household spaces. In comparison Shropshire's Council Tax database[104] recorded 133,712 dwellings on the valuation list in 2011. As summarised in Table 1, since the 2001 Census the number of dwellings has increased by 10.8% in Shropshire.

3.138. For the purpose of the Census, ONS define a 'household space' as "accommodation used or available for use by an individual household." A 'dwelling' is defined as "a single self-contained household space (an unshared dwelling) or two or more household spaces at the same address that are not self-contained but combine to form a shared dwelling that is self- contained."

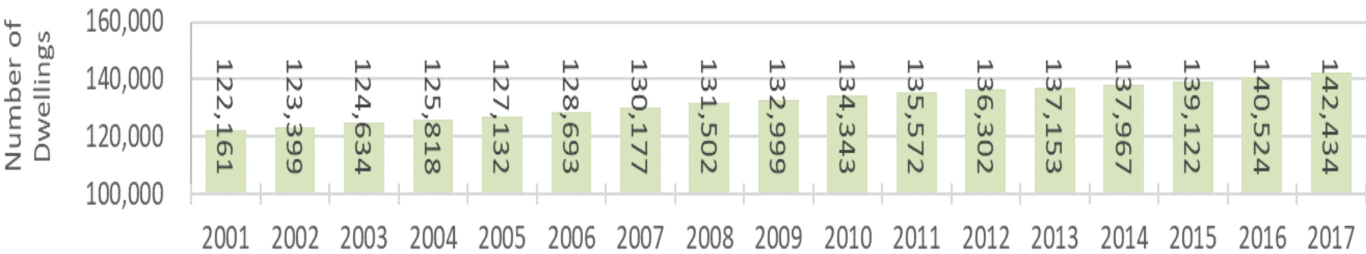
Table 22: Long-term Change in Number of Shropshire Dwellings, 1981-2011[105]

	1981	1991	2001	2011	Change 2001-11	
					Number	%
Dwellings	-	109,748	122,326	135,572	13,246	10.8
Household Spaces	97,080	109,990	122,162	135,645	13,483	11.0

Note: No count of number of dwellings was derived from the 1981 Census Questionnaire.

3.139. MHCLG also publish more up-to-date annual dwelling stock estimates derived from aggregated Council Tax data submitted by Local Authorities (illustrated simply in Figure 54). This enables comparison of dwelling stock numbers over time in Shropshire (but lacks the detail provided by the 2011 Census). During 2001-2017 dwelling stock increased by 16.6% in Shropshire. On average dwelling stock increased by 1,193 dwellings a year or 0.9% a year during 2001-17.

Figure 54: Number of Dwellings in Shropshire 2001-2017[106]



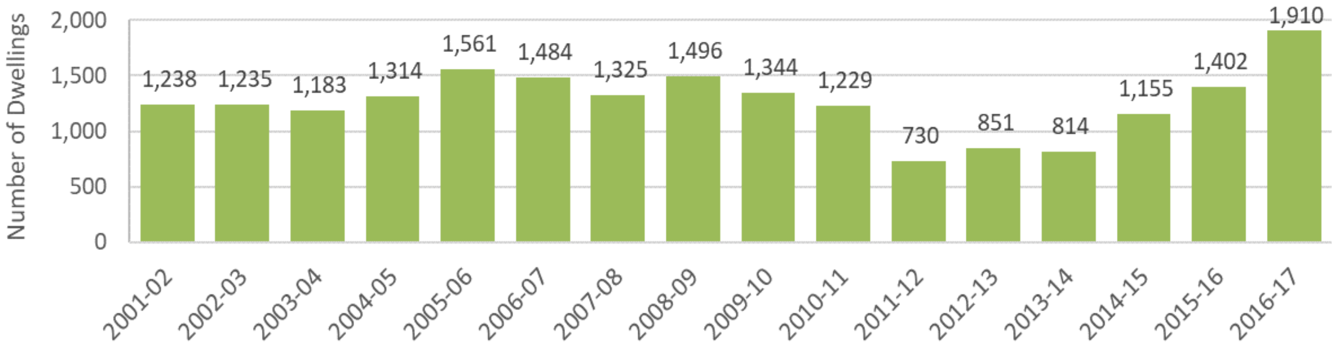
3.140. Figure 55 illustrates annual growth in dwelling stock in Shropshire during 2001/02 to 2016/17. Of note is that during this period, Shropshire experienced the highest annual level of new dwellings in 2016/17. As figure 2 depicts, this represents growth of 162% since the low point of 730 new dwellings in 2011/12. This growth has been influenced by the Adoption of SAMDev and subsequent increase in land supply, combined with increasing confidence in the Shropshire housing market following emergence from the recession / long period of austerity. During 2001-2011, on average 1,341 dwellings a year (1% annually) were added to Shropshire's housing stock, compared to an annual average of 1,144 dwellings (0.8% annually) during 2011-2017.

[104] MHCLG (2011), Calculation of Council Tax Base for Formula Grant Purposes CTB (October 2011), https://www.gov.uk/government/statistics/council-taxbase-2011-in-england

[105] ONS, (2019), 1981, 1991, 2001 and 2011 Censuses, © Crown Copyright, https://www.nomisweb.co.uk/query/select/getdatasetbytheme.asp?opt=3&theme=&subgrp=

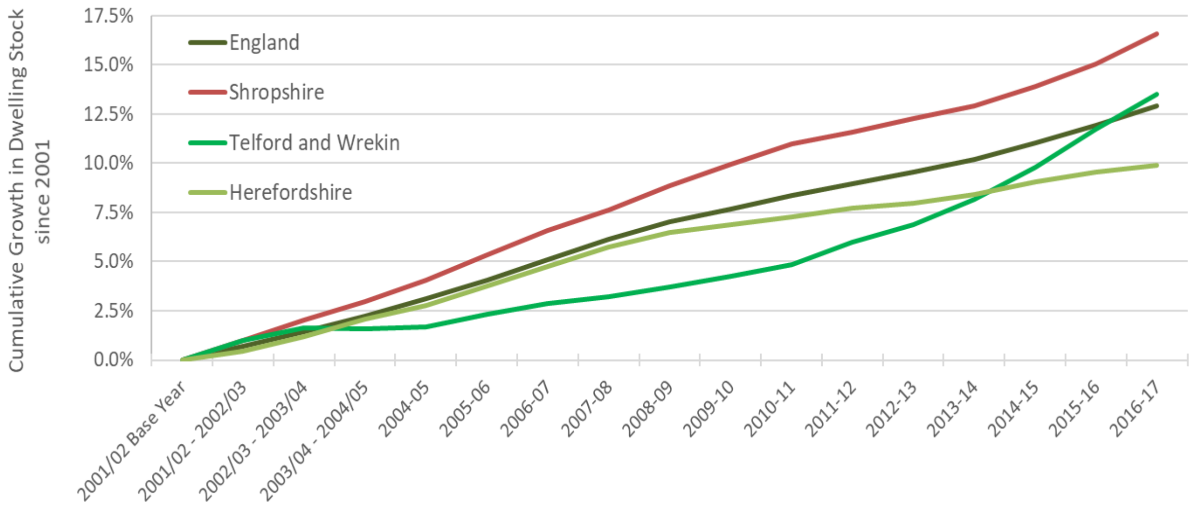
[106] MHCLG (2019), Calculation of Council Tax Base, www.gov.uk/government/collections/council-taxbase-statistics

Figure 55: Annual Growth in Numbers of Dwellings 2001-2017[107]



3.141. Figure 56 considers cumulative percentage growth in new dwelling stock since 2001, comparing Shropshire with the national trend. Immediately evident is that Shropshire has experienced the highest level of cumulative growth compared with the national trend and neighbouring local authorities. In Shropshire the highest level of annual growth has been during 2016-17 (1.4%), followed by 1.2% during 2005-06 and 1.2% during 2006-07.

Figure 56: Comparison: Cumulative Percentage Growth in Dwelling Numbers[107]



Note: Data initially was collected by financial year.

Dwelling Types

3.142. The Value Office Agency has a duty (under the Local Government Finance Act 1992) to make sure that each home in England and Wales is correctly assessed and placed in the right Council Tax band. The assessment is based on the relative value of homes (at 1 April 1991 for England) in order to determine each household's contribution. Using their operational database they are able to publish open data about dwelling type, the build period of dwelling stock and the attributed Council Tax banding at Local Authority and LSOA level. This data provides valuable information on the characteristics of Shropshire's dwelling stock by dwelling type, particularly bungalows of which data is not available from the 2011 Census.

3.143. The VOA administrative dataset recorded 142,180 dwellings with a Council Tax banding in Shropshire at the end of March 2018. As summarised in Table 23 and 24, Shropshire's stock is characterised by its large proportion of detached dwellings, with 40,560 dwellings or 28.5% of

[107] MHCLG, Table 125: Dwelling stock estimates by local authority district: 2001 – 2017, www.gov.uk/government/statistical-data-sets/live-tables-on-dwelling-stock-including-vacants

all stock of this type. Comparison with the selected Local Authorities shows Shropshire has the 6th highest proportion of detached stock, with Powys ranking highest (31.6%) and urban Wolverhampton ranking the lowest with only 11.7%. Nationally and regionally, detached stock is substantially lower, 15.6% and 18.1% respectively.

3.144. Only Malvern Hills and Powys exceed Shropshire (14.3%) with higher proportions of bungalow accommodation and this substantially exceeds national and regional characteristics. This dwelling type is likely to increase in demand with the scale of Shropshire's ageing population and with the focus on profitability and higher density housing construction of new-build bungalows are less frequent.

Table 23: Housing Stock by Dwelling Type – March 31st 2018[108]

	Detached	Semi-detached	Bungalow	Flat / Maisonette	Terraced	Unknown & Other	All Dwellings
Cheshire East	48,690	44,890	19,340	19,540	39,540	2,060	174,070
Cheshire West and Chester	34,730	46,400	16,180	20,150	36,810	2,410	156,680
East Staffordshire	12,630	12,550	5,020	6,050	14,220	760	51,210
Herefordshire	26,570	18,410	11,400	10,190	16,340	1,900	84,810
Malvern Hills	11,030	8,630	5,680	4,680	4,420	1,000	35,430
Newcastle-under-Lyme	9,840	20,620	6,550	6,390	12,270	400	56,070
Powys	20,420	12,380	11,040	5,650	12,690	2,390	64,570
Shropshire	40,560	38,060	20,270	13,170	25,420	4,700	142,180
South Staffordshire	14,690	15,000	6,200	4,240	5,380	1,490	46,990
Stafford	17,470	16,140	6,290	6,950	10,990	2,120	59,950
Telford and Wrekin	18,580	22,010	6,860	8,060	19,030	1,360	75,890
Wolverhampton	12,760	43,410	5,320	23,080	23,860	1,020	109,450
Worcester	8,010	13,670	2,190	10,030	11,670	350	45,900
Wrexham	13,740	18,950	6,710	6,960	13,540	400	60,300
Wyre Forest	10,440	13,740	5,110	5,960	9,850	1,700	46,790
WEST MIDLANDS	449,350	751,320	188,450	407,220	643,820	43,420	2,483,570
ENGLAND	3,764,260	5,763,020	2,276,570	5,568,490	639,750	432,990	24,203,070
ENGLAND & WALES	4,031,410	6,123,070	2,444,150	5,764,120	6,820,050	452,930	25,635,730

Table 24: Percentage of Housing Stock by Dwelling Type – March 31st 2018[108]

	Detached	Semi-detached	Bungalow	Flat / Maisonette	Terraced	Unknown & Other	All Dwellings
Cheshire East	28.0	25.8	11.1	11.2	22.7	1.2	100.0
Cheshire West and Chester	22.2	29.6	10.3	12.9	23.5	1.5	100.0
East Staffordshire	24.7	24.5	9.8	11.8	27.8	1.5	100.0
Herefordshire	31.3	21.7	13.4	12.0	19.3	2.2	100.0
Malvern Hills	31.1	24.4	16.0	13.2	12.5	2.8	100.0
Newcastle-under-Lyme	17.5	36.8	11.7	11.4	21.9	0.7	100.0
Powys	31.6	19.2	17.1	8.8	19.7	3.7	100.0
Shropshire	28.5	26.8	14.3	9.3	17.9	3.3	100.0
South Staffordshire	31.3	31.9	13.2	9.0	11.4	3.2	100.0

[108] VOA, (2018), Table CTSOP3.0: Number of properties by Council Tax band, property type and region, county and local authority district (snapshot 31st March 2018),www.gov.uk/government/statistics/council-tax-stock-of-properties-2018

	Detached	Semi-detached	Bungalow	Flat / Maisonette	Terraced	Unknown & Other	All Dwellings
Stafford	29.1	26.9	10.5	11.6	18.3	3.5	100.0
Telford and Wrekin	24.5	29.0	9.0	10.6	25.1	1.8	100.0
Wolverhampton	11.7	39.7	4.9	21.1	21.8	0.9	100.0
Worcester	17.5	29.8	4.8	21.9	25.4	0.8	100.0
Wrexham	22.8	31.4	11.1	11.5	22.5	0.7	100.0
Wyre Forest	22.3	29.4	10.9	12.7	21.1	3.6	100.0
WEST MIDLANDS	18.1	30.3	7.6	16.4	25.9	1.7	100.0
ENGLAND	15.6	23.8	9.4	23.0	26.4	1.8	100.0
ENGLAND & WALES	15.7	23.9	9.5	22.5	26.6	1.8	100.0

3.145. Shropshire housing stock is characterised by relatively low levels of flats and maisonettes (9.3%) and terraced accommodation (17.9%), although this varies at a sub-county level. Generally, more affordable, these dwelling types represent just over a quarter of dwelling stock in Shropshire, compared to nationally where this stock represents nearly half of all dwelling stock. Shown in Table 25, the 2011 Census revealed 'flats, maisonettes and apartments' were the fastest growing dwelling type in Shropshire since the 2001 Census. The development of 'flats, maisonettes and apartments' represented a fifth of dwelling stock growth during 2001-2011.

Table 25: Change in Dwelling Type – 2001 to 2011 Censuses[109&110]

	2001		2011		Change	
	Number	**%**	**Number**	**%**	**Number**	**%**
Household spaces	122,326	100.0%	135,645	100.0%	13,319	10.9%
Detached	49,731	40.7%	53,529	39.5%	3,798	7.6%
Semi-detached	41,577	34.0%	45,289	33.4%	3,712	8.9%
Terraced (including end-terrace)	20,020	16.4%	22,807	16.8%	2,787	13.9%
Flat, maisonette or apartment	10,278	8.4%	12,957	9.6%	2,679	26.1%
Caravan or other mobile or temporary structure	720	0.6%	1,063	0.8%	343	47.6%

Tenure Characteristics

3.146. As the 2011 Census remains the most robust and detailed data on dwelling type at Shropshire and sub-county level, the following analysis considers this.

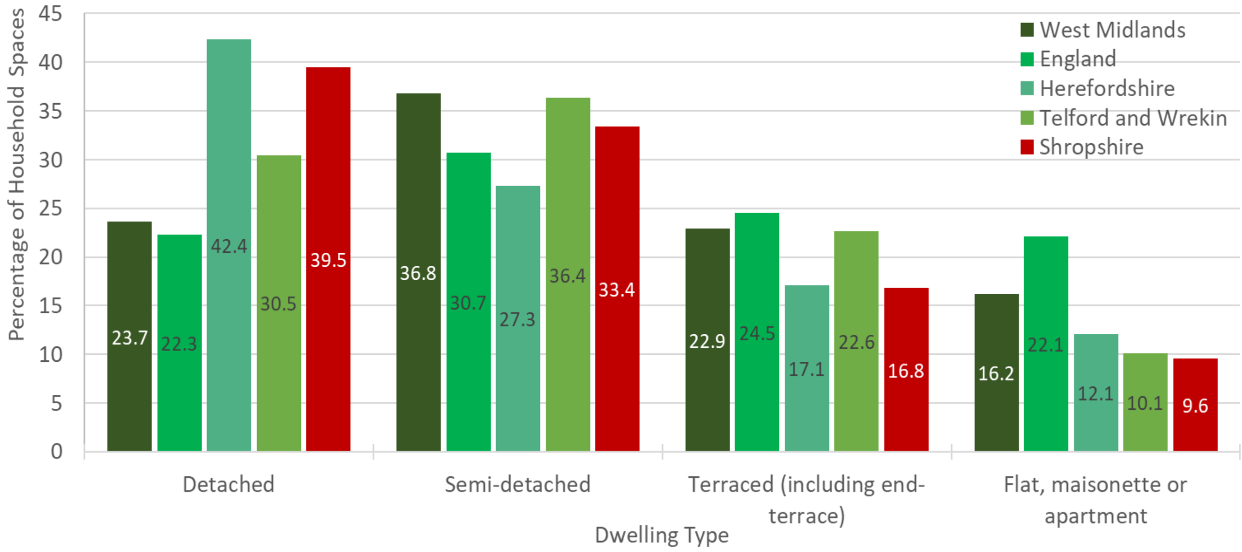
3.147. Semi-detached dwellings represent a little over a quarter of stock in Shropshire (26.8%) and typically are more affordable and attractive to first time buyers and younger families. Shropshire has the fifth lowest level of semi-detached accommodation, significantly below regional levels but above national levels of 23.8%. Although semi-detached accommodation increased only by 8.9% during the inter-census period, this type of dwelling made up nearly a third (28%) of new housing stock in Shropshire.

3.148. Overall the 2011 Census showed a very similar breakdown of dwelling types in Shropshire as in the 2001 Census. In percentage terms there was evidence of a very small shift from detached and semi-detached accommodation to terraced accommodation, flats and maisonettes and interestingly caravans or other mobile homes.

[109] ONS, 2001 Census Table KS016 – Household Spaces and Accommodation Type, https://www.nomisweb.co.uk/census/2001/ks016
[110] ONS, 2011 Census Table KS401EW - Dwellings, household spaces and accommodation type, https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=618

3.149. Unsurprisingly, Shropshire has the lowest percentage of accommodation types 'flats, maisonettes or apartments' and 'terraced' when compared with the areas depicted in Figure 57. In contrast Shropshire has a significantly higher proportion of detached accommodation than is estimated nationally and regionally and this is only exceeded by Herefordshire local authority. A high proportion of detached stock suggests larger homes and higher house prices.

Figure 57: Types of Accommodation – National and Local Comparison[111]



3.150. To illustrate the diversity of dwelling stock across the County, Table 26 provides a breakdown of accommodation type for each Place Plan Area. Seven Place Plan Areas had in excess of 50% detached accommodation. With the exception of Wem, these areas are all located in the south of Shropshire (Church Stretton, Cleobury Mortimer, Craven Arms, Much Wenlock and Minsterley and Pontesbury). These areas encompass some of the most remote parts of the County and have the highest average house prices. Bishop's Castle has the highest proportion of detached accommodation (60.9%) compared to Shrewsbury at the other end of the scale with only 29.5%.

3.151. Albrighton followed by Shrewsbury and Shifnal Place Plan Areas had the highest percentage of semi-detached accommodation compared to Church Stretton at the other end of the scale. This accommodation is generally more affordable and is likely to be more accessible to first time buyers and young families. The communities of Highley, Ludlow and Shrewsbury are characterised by a higher proportion of terraced accommodation, reflecting Highley's history as a mining community, Shrewsbury's role as Shropshire's major employment centre and Ludlow's need for affordable accommodation for much needed agricultural workers.

3.152. A higher proportion of 'flats, maisonettes and apartments' tends to reflect more urbanized areas with higher concentrations of population but also can be reflective of accommodation for older people and where there are institutional centres such as armed forces bases. In Shropshire, this is true of Shrewsbury (12.4%), Shifnal (11.8%), Church Stretton (11.5%) and Whitchurch (11.2 %.)

[111] ONS, 2011 Census Table KS401EW - Dwellings, household spaces and accommodation type, https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=618

Table 26: Percentage Breakdown of Housing Stock by Property Type[112]

Place Plan Area	All	Detached		Flat*		Semi-Detached		Terraced		Other**	
	No.	No.	%	No.	%	No.	%	No.	%	No.	%
Albrighton	3,135	1,118	35.7	169	5.4	1,298	41.4	507	16.2	43	1.4
Bishop's Castle	5,045	3,063	60.7	194	3.8	1,216	24.1	511	10.1	61	1.2
Bridgnorth	10,778	4,319	40.1	1,078	10.0	3,515	32.6	1,731	16.1	135	1.3
Broseley	2,529	939	37.1	204	8.1	936	37.0	408	16.1	42	1.7
Church Stretton	3,676	2,127	57.9	421	11.5	810	22.0	309	8.4	9	0.2
Cleobury Mortimer	3,391	1,829	53.9	144	4.2	789	23.3	330	9.7	299	8.8
Craven Arms	3,017	1,562	51.8	208	6.9	835	27.7	389	12.9	23	0.8
Ellesmere	3,558	1,638	46.0	209	5.9	1,243	34.9	459	12.9	9	0.3
Highley	1,910	702	36.8	85	4.5	550	28.8	465	24.3	108	5.7
Ludlow	7,912	2,883	36.4	686	8.7	2,200	27.8	2,092	26.4	51	0.6
Market Drayton	9,232	3,854	41.7	708	7.7	3,436	37.2	1,160	12.6	74	0.8
Minsterley & Pontesbury	2,126	1,098	51.6	159	7.5	675	31.7	187	8.8	7	0.3
Much Wenlock	2,260	1,155	51.1	151	6.7	596	26.4	313	13.8	45	2.0
Oswestry	17,797	7,371	41.4	1,640	9.2	5,754	32.3	2,986	16.8	46	0.3
Shifnal	3,549	1,175	33.1	418	11.8	1,355	38.2	599	16.9	2	0.1
Shrewsbury	42,474	12,549	29.5	5,266	12.4	16,095	37.9	8,495	20.0	69	0.2
Wem	6,761	3,529	52.2	491	7.3	2,021	29.9	707	10.5	13	0.2
Whitchurch	6,495	2,618	40.3	726	11.2	1,965	30.3	1,159	17.8	27	0.4
Shropshire	135,645	53,529	39.5	12,957	9.6	45,289	33.4	22,807	16.8	1,063	0.8

3.153. The 2011 Census revealed 69.2% of Shropshire households owned their own home outright or with a mortgage. As illustrated in Figure 58 this represents a significantly higher proportion of households in Shropshire compared with this tenure nationally and regionally. This is very much reflective of Shropshire's older age structure who have paid off their mortgages.

3.154. In total 13.5% of Shropshire households lived in social rented accommodation at the time of the 2011 Census, significantly less than nationally (17.7%) and regionally (19.0%.) In Shropshire, 37% of households living in social rented housing lived in accommodation owned by a local authority, a significantly smaller proportion than regionally (57.4%) and nationally (53.3%.)

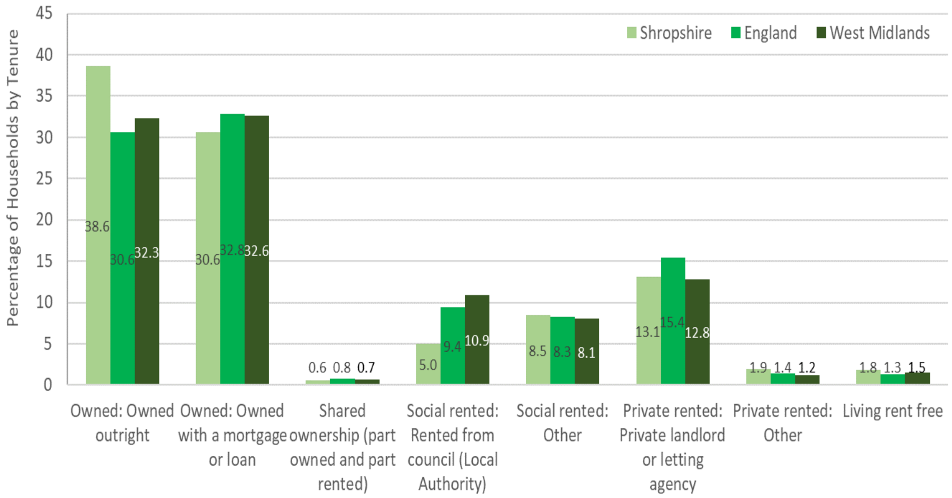
3.155. Private rented accommodation is the alternative housing option for households who cannot afford to purchase a home but are also not eligible for social housing. Purchasing an affordable market home in Shropshire is becoming even more challenging particularly for younger households and so the private rented sector is increasingly important. The 2011 Census revealed that 15% of households lived in private rented accommodation in Shropshire, below the national level of 16.8% but perhaps surprisingly higher than the regional level of 14.0%.

3.156. NPPG requires local authorities to consider the future need for private rented sector accommodation and provides guidance on how this should be assessed. This is fully addressed

[112] ONS, 2011 Census Key Statistics Table KS401EW - Dwellings, household spaces and accommodation type, www.nomisweb.co.uk/

later in the SHMA, however MHCLG indicate *"tenure data from ONS can be used to understand future need for private rented sector housing."*[113]

Figure 58: Percentage of Households by Tenure Comparison[114]



3.157. Figure 59 breaks down the main three housing sectors in Shropshire by urban and rural areas. The Census results showed 57,625 households (44.4%) were resident in urban Shropshire and 72,049 households (56.6%) were resident in rural Shropshire. Of the household's resident in rural Shropshire 71.2% (51,287) owned their own home (outright or with a mortgage), compared to only 66.6% of households (38,401) in urban Shropshire.

Figure 59: Percentage of Households by Tenure – Rural / Urban Comparison[114]

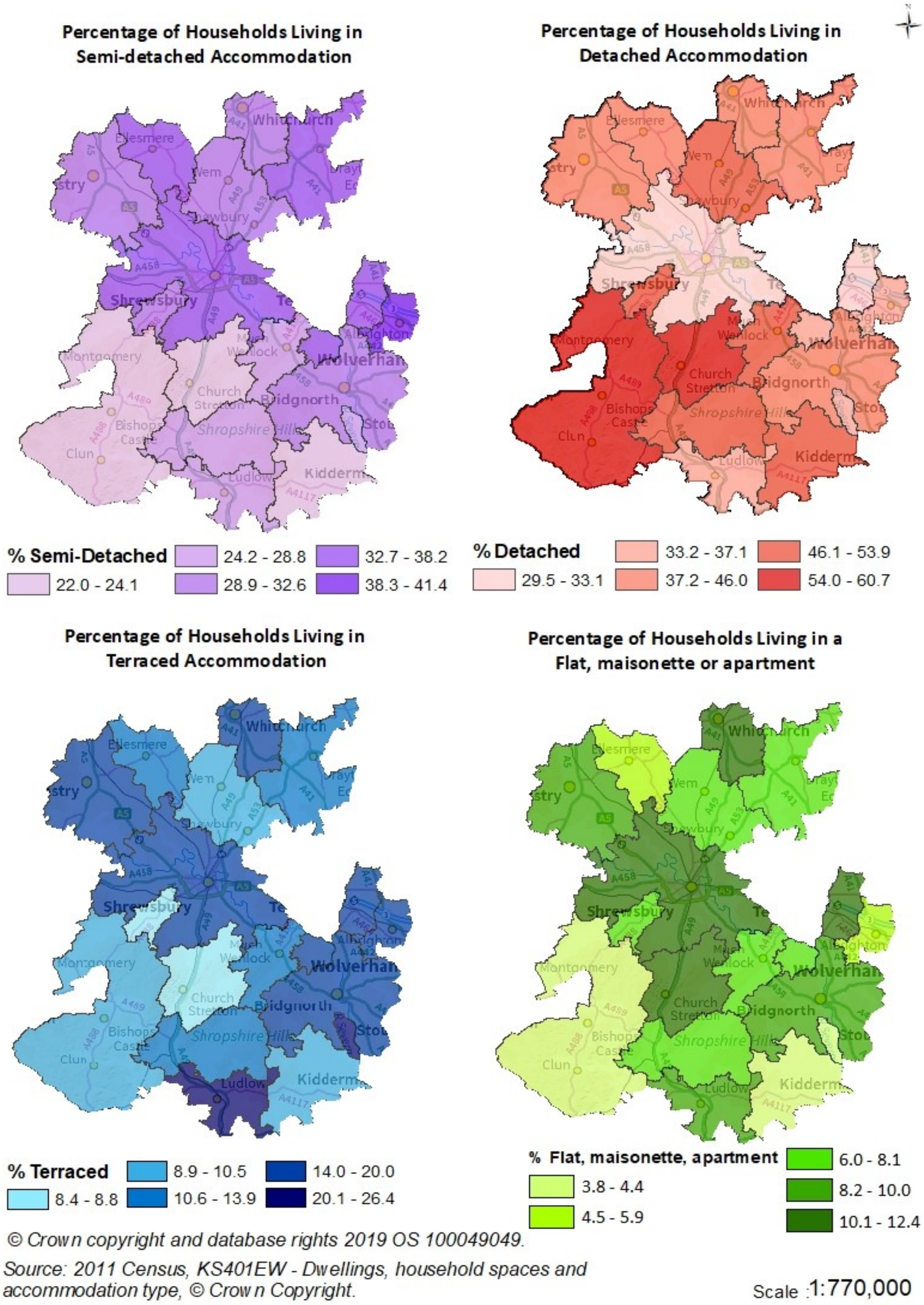
For publication of the 2011 Census data, ONS have used the 2011 Urban Rural Classification. Output areas are treated as **urban** *if they were allocated to a 2011 built-up area with a population of 10,000 or more people. The urban domain is sub-divided into three broad morphological types based on the predominant settlement component. The remaining* **rural** *output areas are grouped into three broad morphological types based on the predominant settlement component. For more information –*
https://ons.maps.arcgis.com/home/item.html?id=0560301db0de440aa03a53487879c3f5

3.158. This urban / rural split is also reflected to a much lesser extent in the private rented sector, with 15.2% (8,733) of all households living in private rented accommodation in urban Shropshire, compared to 14.8% (10,688) in rural Shropshire. As would be expected social housing is more predominant in urban areas where there is a higher concentration of households (11.3%, 8,110 households) in rural Shropshire, compared to 16.2% (9,338) in urban Shropshire.

3.159. Figure 60 illustrates the variation across Shropshire in terms of accommodation type and tenures. This compliments the analysis included with Table 5.

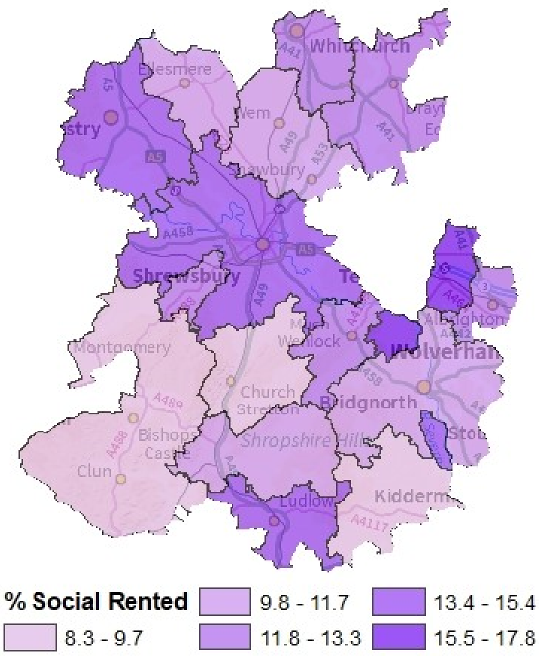
[113] NPPG, planning for the housing needs of different groups, paragraph: 002 Reference ID: 67-002-20190722
[114] 2011 Census Key Statistics Table KS402EW – Tenure - https://www.nomisweb.co.uk/

Figure 60: Household Accommodation Breakdown by Place Plan Area[115]

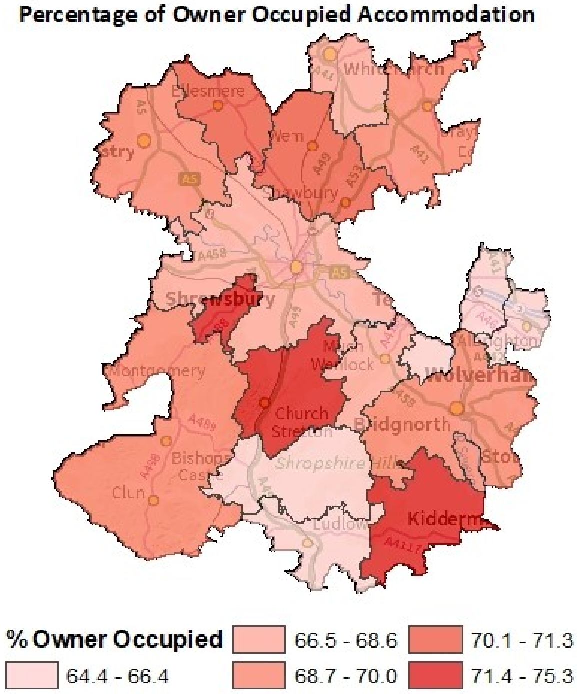


115 ONS, 2011 Census Key Statistics Table KS401EW - Dwellings, household spaces and accommodation type, www.nomisweb.co.uk/

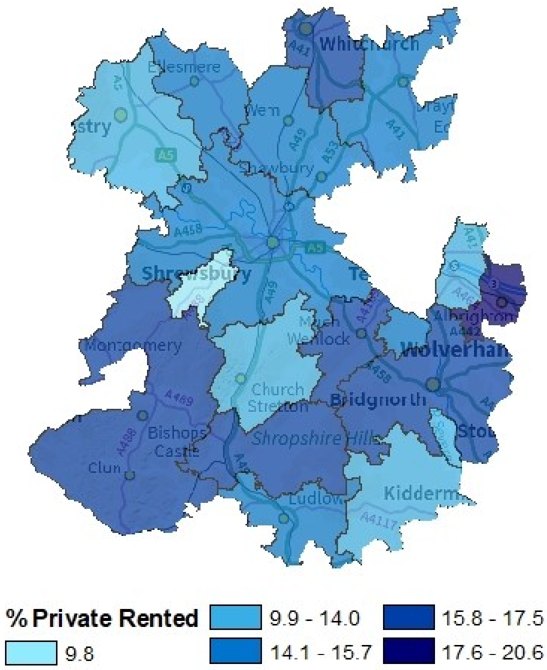
Percentage of Social Rented Accommodation



Percentage of Owner Occupied Accommodation



Percentage of Private Rented Accommodation



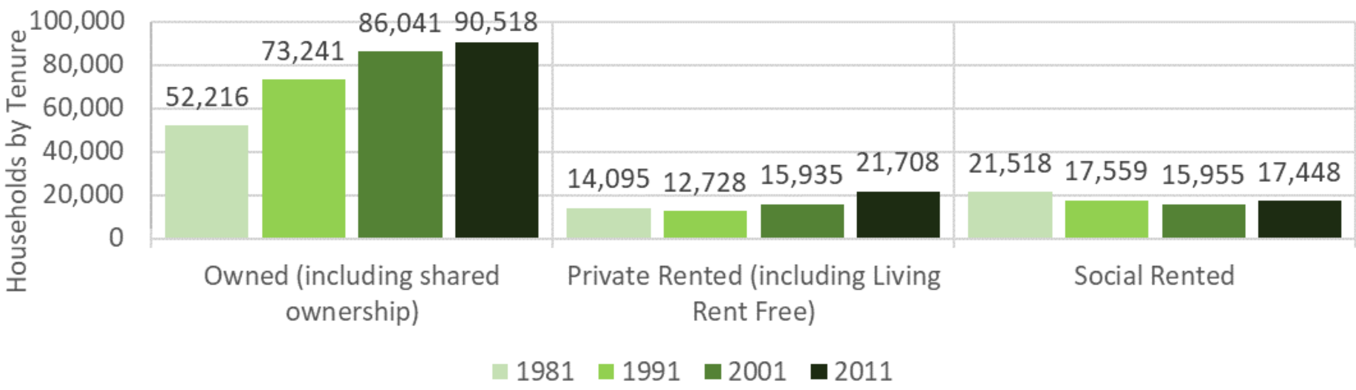
Scale : 1:770,000

Source: 2011 Census, Table KS402EW Tenure, © Crown Copyright.

Long-term Inter Census Dwelling Stock Change 1981-2011

3.160. Historic Censuses reveal the number of households living in owner occupied accommodation (including with a mortgage and shared) in Shropshire has risen by 73.4% during 1981 to 2011, compared to 54.0% in private rented accommodation and a fall of -18.9% in social rented accommodation. This long-term shift reflects more households able and wanting to own their home in Shropshire, a shift in government policy (i.e. Right to Buy) and less investment in social housing and growth in the private rented sector as owner occupation is less accessible.

Figure 61: Long-term Inter Census Change 1981-2011[116]



Dwellings by Tenure Estimates[117]

3.161. Working with MHCLG, ONS have prepared estimates of dwelling stock by tenure for 2012-17 (including confidence intervals.) These estimates are very useful as they provide a more recent trend for Shropshire and enable comparison with the selected local authorities, regions and country. The latest estimates (2017) show 66.6% of dwelling stock in Shropshire is owner occupied and 20% of dwelling stock privately rented. Relative to areas included in Table 3 Shropshire ranks 7th in terms owner occupancy and perhaps surprisingly 3rd in terms of dwellings privately rented. In general terms the more rural local authorities have a higher level of owner occupation and the more urban a higher level of private rented.

3.162. During 2012 to 2017, the level of owner occupied dwellings has mildly increased in Shropshire by 0.9%, a lower level of growth than nationally and in neighbouring Telford and Wrekin but slightly above regional levels. This suggests in Shropshire, expansion of this housing sector has been hindered by households struggling to afford private market housing costs. In contrast, ONS estimate the number of privately rent dwellings has increased by 20.3%. This expansion indicates households, not eligible for social housing or able to afford owner occupation, are accessing the private rented sector.

[116] ONS, 1981 Census small area statistics, Table 13 – Tenure and Rooms, 1991 Census small area statistics Table 63 – Occupancy and Tenure, 2001 Census Key Statistics, Table KS018EW – Tenure, 2011 Census Key Statistics, Table KS402EW – Tenure, www.nomisweb.co.uk/query/select/getdatasetbytheme.asp?opt=3&theme=&subgrp=

[117] ONS, Sub-National Dwelling Stock by Tenure Estimates 2012-2017, Office for National Statistics and the Ministry of Housing, Communities and Local Government (published 30/01/2019) - www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/subnationaldwellingstockbytenureestimates

3.163. Six local authorities included in Table 27 experienced a decline in owner occupied dwellings, the most extreme Newcastle-under-Lyme. Four authorities experienced decline in the private rented sector, the most extreme Stafford.

Table 27: Tenure Estimates 2017 - Comparison[118]

2017	Number of Owner Occupied Dwellings	% of Dwellings Owner Occupied	Rank (highest to smallest)	% Change 2012-2017	Number of Private Rented Dwellings	% of Dwellings Privately Rented	Rank (highest to smallest)	% Change 2012-2017
Cheshire East	126,440	73.1	2	-1.2	26,210	15.2	10	34.0
Cheshire West and Chester	106,567	68.6	6	6.4	25,323	16.3	7	-1.2
East Staffordshire	32,358	63.2	10	-7.9	12,212	23.9	2	57.5
Herefordshire, County of	61,155	72.3	4	5.9	11,945	14.1	11	-13.2
Malvern Hills	24,948	70.8	5	5.4	5,502	15.6	8	-2.2
Newcastle-under-Lyme	35,952	64.0	9	-12.0	10,318	18.4	6	166.7
Shropshire	94,910	66.6	7	0.9	28,510	20.0	3	20.3
South Staffordshire	34,816	74.2	1	-1.6	5,494	11.7	13	37.9
Stafford	43,929	72.5	3	13.2	8,101	13.4	12	-30.4
Telford and Wrekin	44,719	60.1	11	8.5	14,161	19.0	5	11.3
Wolverhampton	63,792	58.4	12	4.5	17,008	15.6	9	4.2
Worcester	24,763	54.4	13	-6.6	13,287	29.2	1	29.2
Wyre Forest	31,024	66.4	8	-5.5	8,996	19.3	4	51.3
West Midlands	1,563,592	63.4		0.62	441,527	17.9		16.3
England	15,062,000	62.9		2.09	4,786,000	20.0		11.7

3.164. Figure 62 compares owner occupied dwellings as a percentage of total dwelling stock during the period 2012-17 for selected areas, and similarly Figure 63 illustrates private rented dwellings as a percentage of total housing stock for the same period.

3.165. Figure 62 shows Shropshire has a significantly higher proportion of owner occupied dwellings when compared with national, regional and Telford and Wrekin levels. In Shropshire the percentage of owner occupied dwellings has fallen consistently since 2013, following a similar trend to the West Midland region. In contrast, since 2013 the proportion of owner occupied stock has risen in Herefordshire despite the area having even more severe affordability issues than Shropshire.

3.166. Figure 63 shows the proportion of privately rented dwelling stock has consistently increased in Shropshire since 2013. The Shropshire trend has led to the private rented sector reaching national levels and surpassing Telford and Wrekin by 2017. This co-insides with Shropshire experiencing rising house prices and lower earnings inflation. Fortunately, the private rented sector in Shropshire has been able to absorb households unable to afford to buy a property. Herefordshire has diverged from Shropshire levels since 2014 and the percentage of stock is estimated to have consistently fallen since 2015.

---

118 ONS, *Dwelling Stock by Tenure Estimates 2012-2017, Office for National Statistics and the Ministry of Housing, Communities and Local Government.*

Figure 62: Percentage of Dwellings Owner Occupied 2012-2017

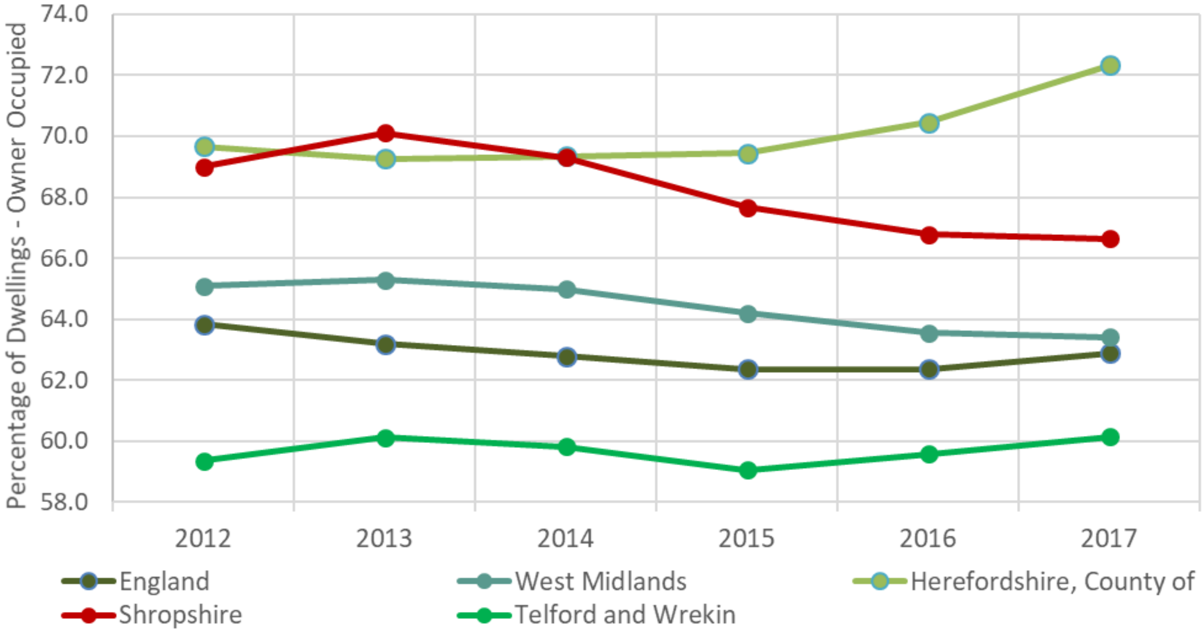
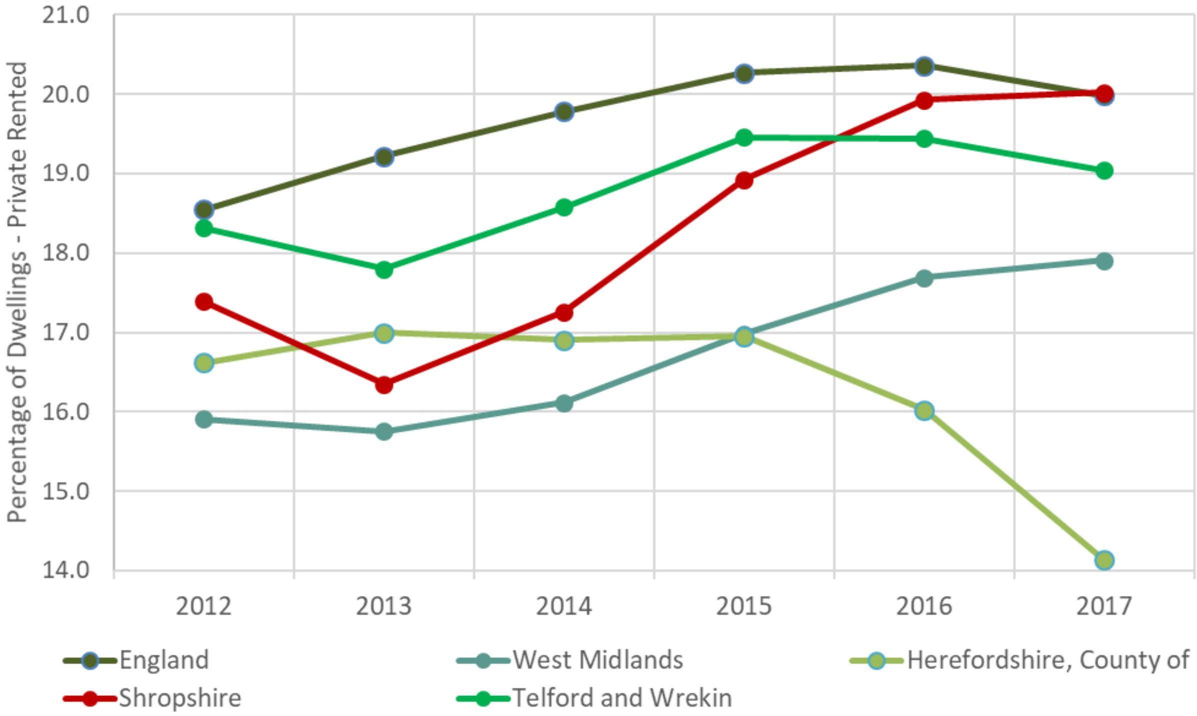


Figure 63: Percentage of Dwellings Privately Rented 2012-2017



Dwellings by Accommodation Size (Number of Bedrooms) – Valuation Office Agency

3.167. The data published by the VOA provides an up-date to the 2011 Census information on dwellings by bedroom size. As reflected in the previous analysis, Shropshire's dwelling stock is characterised by larger properties with three or more bedrooms (90,670 dwellings or 63.8%). Shropshire ranks eighth compared to selected local authorities in Table 28, in terms of larger dwellings, but remains significantly higher than nationally (57.7%).

Figure 64: Shropshire Housing Stock by Dwelling Type – March 31st 2018

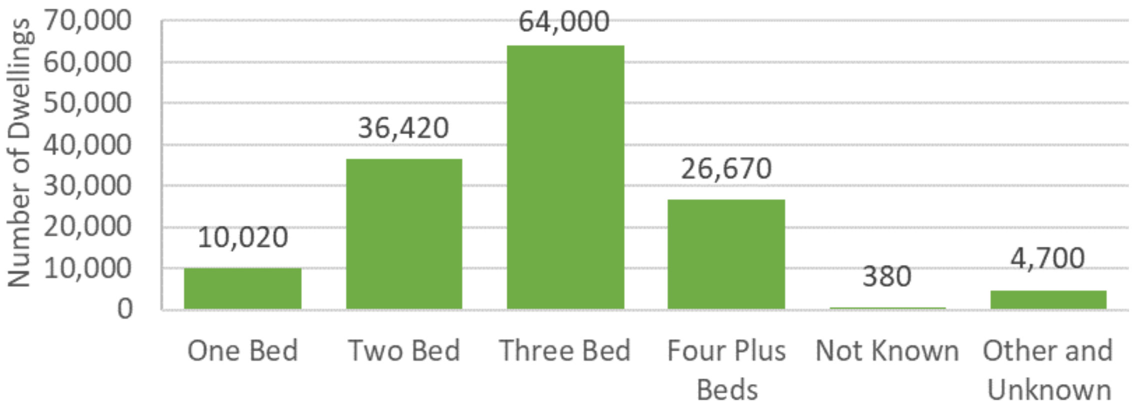


Table 28: Percentage of Housing Stock by Dwelling Type – March 31st 2018[119]

	One Bedroom	Two Bedroom	Three Bedroom	Four Plus Bedrooms	Not Known	Other and Unknown
Cheshire East	7.2%	26.2%	42.5%	22.8%	0.1%	1.2%
Cheshire West and Chester	7.1%	22.9%	48.9%	19.4%	0.2%	1.5%
East Staffordshire	7.1%	26.8%	47.0%	16.6%	1.0%	1.5%
Herefordshire	9.2%	24.4%	42.8%	20.5%	0.7%	2.2%
Malvern Hills	8.0%	26.6%	39.7%	22.1%	0.7%	2.8%
Newcastle-under-Lyme	8.8%	29.0%	48.9%	12.6%	0.8%	0.7%
Powys	5.8%	22.0%	45.1%	21.0%	0.8%	3.7%
Shropshire	7.0%	25.6%	45.0%	18.8%	0.1%	3.3%
South Staffordshire	4.9%	24.2%	47.5%	19.9%	2.3%	3.2%
Stafford	7.3%	22.4%	46.4%	19.8%	0.3%	3.5%
Telford and Wrekin	6.6%	24.1%	48.2%	19.0%	0.3%	1.8%
Wolverhampton	11.6%	24.5%	54.5%	8.1%	0.6%	0.9%
Worcester	12.7%	25.4%	45.8%	15.2%	0.4%	0.8%
Wrexham	7.2%	28.0%	49.9%	14.1%	0.1%	0.7%
Wyre Forest	8.9%	24.4%	48.5%	14.3%	0.2%	3.6%
WEST MIDLANDS	9.5%	25.3%	49.4%	13.6%	0.5%	1.7%
ENGLAND	12.0%	27.9%	42.8%	14.9%	0.3%	1.8%
ENGLAND & WALES	11.8%	27.6%	43.2%	14.9%	0.2%	1.8%

Please note: "Not Known" indicates that while the property can be assigned to a property type (bungalow, flat, etc.), the number of bedrooms are not known.
Property type "Other" includes mobile homes and caravans.
Property type "Unknown" includes properties whose details are not recorded/not known.
The data is rounded to the nearest hundred and consequently may not sum exactly.

3.168. In terms of generally more affordable one bedroom properties, Shropshire ranks 11th of the comparator local authorities, significantly below the 12.7% in Worcester and nationally at 12.0%. Overall, one bedroom (7.0%) and two bedroom properties (25.6%) represent a third of dwellings in Shropshire, compared to 40% nationally.

[119] VOA, (2018)

Dwellings by Accommodation Size (Number of Bedrooms) – 2011 Census

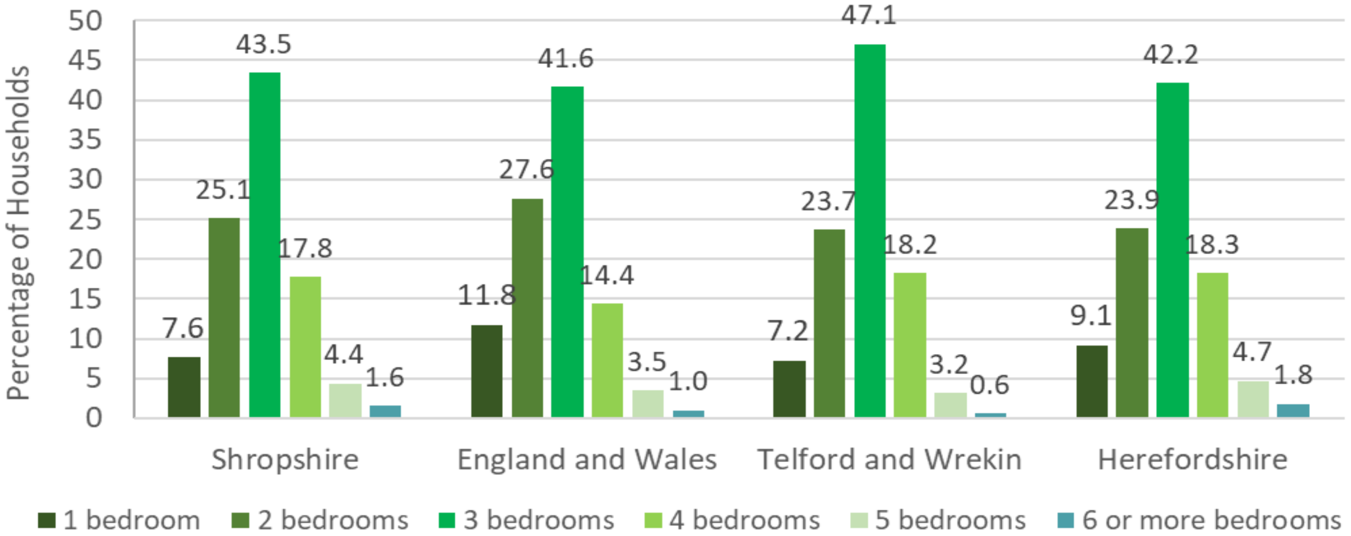
3.169. The 2011 Census estimated the average number of bedrooms per household in Shropshire was 2.9, above national and regional averages of 2.7 and 2.8[120]. Reflecting the relatively high percentage of detached dwelling stock in Shropshire, nearly a quarter of household spaces in Shropshire had four or more bedrooms (23.8%, 30,856 spaces.) This is significantly higher than England and Wales (19.0%) and Telford and Wrekin (22.0%), but slightly below Herefordshire (24.8%), an area with very similar rural characteristics to Shropshire.

3.170. As the population ages the number of single person households in Shropshire is projected to rise, indicating a higher level of over-occupancy in the future particularly amongst older households living in properties with more than three bedrooms. The higher house prices attached to these larger properties also hinders first time buyers from moving up the housing ladder. Migration flows suggest more people are retiring to Shropshire from areas in south of England, characterised by even higher house prices and are able to afford larger properties in Shropshire.

Table 29: Percentage of Household Spaces by Number of Bedrooms[121]

All Household Spaces: Number of bedrooms	No bedrooms	1 bedroom	2 bedrooms	3 bedrooms	4 bedrooms	5 or more bedrooms
129,674	217	9,683	32,547	56,371	23,108	7,748
100.0	0.2%	7.5%	25.1%	43.5%	17.8%	6.0%

Figure 65: Comparison – Percentage of Household Spaces by Number of Bedrooms[122]



3.171. Properties with 1-2 bedrooms generally observe lower house prices and are more accessible to first time buyers and households / individuals on lower incomes. In Shropshire, 32.7% (42,444) of household spaces had 1-2 bedrooms, significantly below England and Wales (39.4%) and similar to levels observed in Telford and Herefordshire. The availability of enough 1-3 bedroom properties is also important for enabling older households to downsize and to accommodate growing families.

---

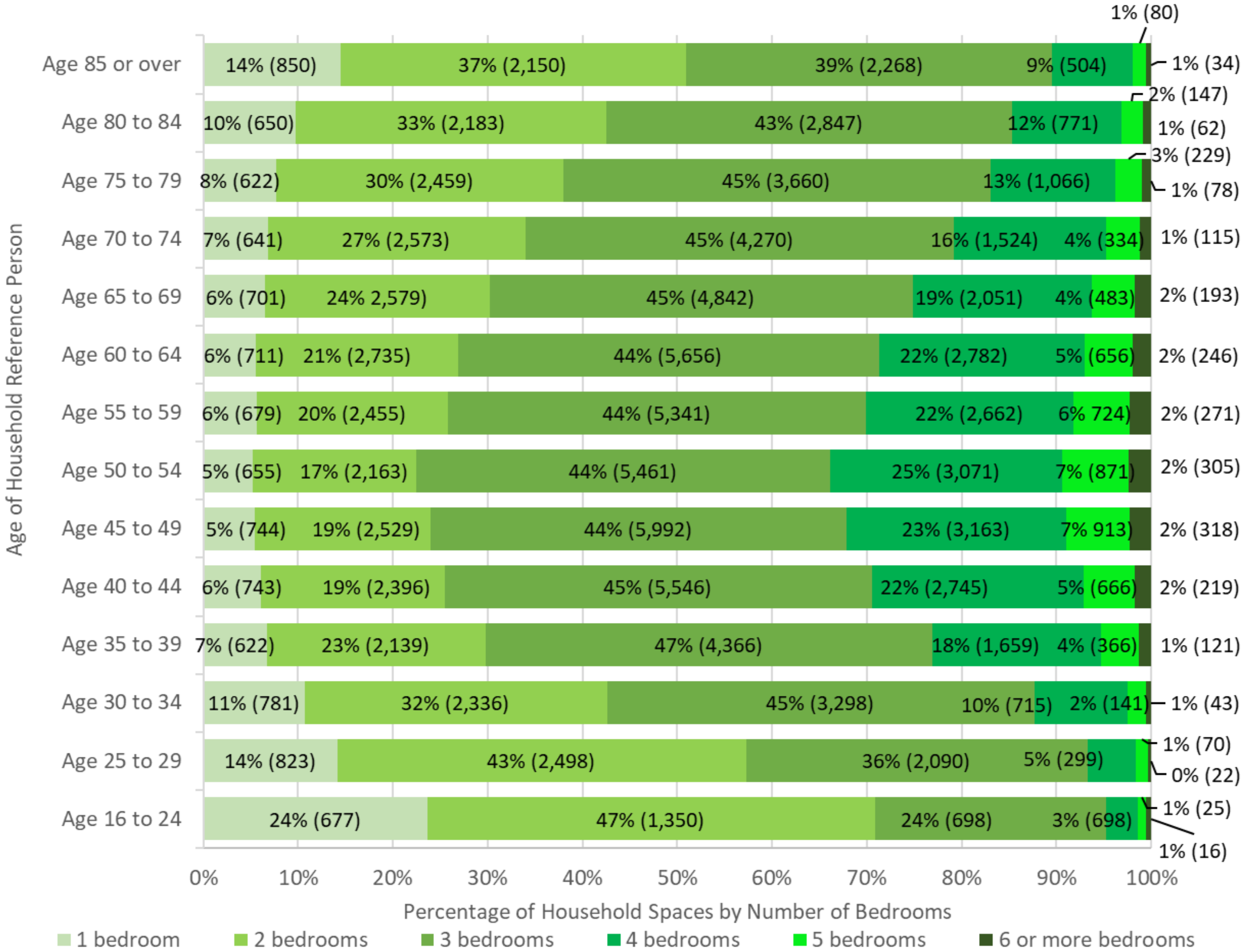
120 ONS, 2011 Census KS403EW - Rooms, bedrooms and central heating, www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=146

121 ONS, 2011 Census Table QS411EW - Number of bedrooms, www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=543

122 ONS, 2011 Census Commissioned Table CT0621 - Tenure by number of bedrooms and accommodation type by sex of HRP by age of HRP

3.172. The 2011 Census (highlighted in Figure 65) revealed the number of single bedroom properties represented only 7.6% of household spaces in Shropshire, significantly below levels in England and Wales (11.8%) and in Herefordshire (9.1%.) This reflects the relatively small proportion of flats, maisonettes and apartments in Shropshire. The expansion of extra care housing for older people, discussed later in the SHMA, is likely to impact on this low level of single bedroom properties in Shropshire.

Figure 66: Percentage of Household Spaces by Age of Household Reference Person and Number of Rooms[123]



3.173. Figure 66 illustrates the best source of information available (taken from the 2011 Census) on the relationship between the age of the household reference person (HRP) and the size of their homes, based on the number of bedrooms. This is not necessarily a footprint for the size of housing needed in the future but is an indicator of household preferences in March 2011.

Older Households

3.174. In 2011, the largest proportion of households with an HRP aged over 65 years lived in three bedroom household spaces (43.7%) in Shropshire. However nearly a fifth of older households lived in properties with 4 or more bedrooms, many occupied by parents whose children have

[123] ONS, *Census Commissioned Table CT0621 - Tenure by number of bedrooms and accommodation type by sex of HRP by age of HRP*

grown up and left the family home. Well over a third of households (37.6%) with an HRP aged 65 years and over occupied household spaces with 1-2 bedrooms. This will in some cases reflect older people downsizing to smaller properties that are more manageable.

3.175. Unsurprisingly the breakdown of household size has shifted for households with an elderly HRP (85 years and over), with over half of households (50.1%) living in 1-2 bedroom household spaces. Properties of this size would encompass sheltered, extra care, other supported housing and smaller more manageable bungalows and flats.

3.176. Just over 10% of elderly households were resident in properties with four or more bedrooms. Maintaining and managing larger / older properties can be challenging for less mobile residents. These households may include multi-generational households caring for each other's needs and sharing responsibilities. However many of these large properties will encompass single / couple households at greater risk of experiencing health conditions and more limited mobility.

Younger Households

3.177. Young households with an HRP aged 16-24 years occupied only 2.2% of household spaces in 2011 in Shropshire. This is unsurprising as many young people will be continuing with their education or just starting their careers and unable to afford their own place at this age. The households will also encompass vulnerable young people and young parents. The 2011 Census revealed that 70.8% of these younger households lived in more affordable 1-2 bedroom household spaces, nearly a quarter in 3 bedroom homes and 4.8% in household spaces with four bedrooms and over.

3.178. Extending younger households to include 16-34 year old HRPs, the Census showed people now more established in careers and with families have been able to move up the housing ladder, with 53.0% of households living with 1-2 bedrooms and 38.1% in 3 bedroom homes.

Working Age Households

3.179. Households with an HRP of working age (16-64 years) lived in 68.4% of household spaces in Shropshire, with HRPs aged 50-64 years living in 28.9% of all household spaces. In the older working age households, nearly a third of households were occupying 4-6 bedroom properties and 44.0% occupying three bedroom properties. These households include the higher earners / savers moving towards retirement age who required a larger home to accommodate their families or those that just aspired to afford and invest in a larger home.

3.180. For all households with a working age HRP, just over a quarter (26.1%) lived in 4-6 bedroom properties, 30.5% in 1-2 bedroom properties and 43.4% in three bedroom properties.

Vacant Dwellings

3.181. To function well, the housing market requires a level of vacant properties for households to move between properties. However high levels of long-term vacancy can also be an indicator of the health of the local housing market. The 2011 Census reported 5,971 household spaces with no usual resident in Shropshire, representing 4.4% of all household spaces in the County. This is similar to the rate nationally (4.3%) but higher than regionally (3.6%) and locally, Telford and Wrekin (3.1%). In Shropshire the proportion of vacant household spaces has remained consistent through the 1991, 2001 and 2011 Censuses.

3.182. In Shropshire this level of vacancy is influenced by at least two factors. The first is the prevalence of second homes, amongst holiday makers and people with strong links with the County. The second is the older average age of the housing stock in Shropshire with more long-term vacant properties in need of care and attention.

Table 30: Long-term Change in Household Spaces with No Usual Residents[124,125&126]

Area	2011 Census: Household spaces with no usual residents			2001 Census: Household spaces with no usual residents			1991 Census: Household spaces with no usual residents		
	Number	%	Rank 2011	Number	%	Rank 2001	Number	%	Rank 1991
Cheshire East	6,888	4.1%	7	6,042	4.1%	4	6,024	4.3%	8
Cheshire West and Chester	6,304	4.3%	6	4,760	3.6%	8	4,883	3.9%	11
East Staffordshire	1,877	3.8%	8	1,703	4.0%	6	1,945	4.9%	3
Herefordshire	4,357	5.3%	2	2,705	3.6%	7	3,123	4.6%	4
Malvern Hills	1,505	4.5%	4	1,281	4.3%	3	1,172	4.1%	10
Newcastle-under-Lyme	1,680	3.1%	13	1,396	2.8%	13	1,652	3.4%	14
Powys	5,137	8.1%	1	3,534	6.6%	1	2,976	5.7%	1
Shropshire	5,971	4.4%	5	5,025	4.3%	2	5,010	4.5%	5
South Staffordshire	1,166	2.6%	15	896	2.1%	15	1,048	2.6%	15
Stafford	1,954	3.4%	11	1,577	3.2%	10	1,737	3.7%	12
Telford and Wrekin	2,122	3.1%	14	1,781	2.8%	12	1,951	3.6%	13
Wolverhampton	3,932	3.7%	9	3,979	4.1%	5	5,170	5.2%	2
Worcester	1,373	3.2%	12	1,060	2.7%	14	1,503	4.4%	6
Wrexham	2,015	3.4%	10	1,819	3.4%	9	2,057	4.1%	9
Wyre Forest	2,074	4.6%	3	1,139	2.8%	11	1,668	4.3%	7
England	980,729	4.3%		811,398	3.8%		930,043	4.7%	
West Midlands	86,008	3.6%		74,168	3.3%		6,024	4.3%	

Note: Household Spaces with no usual residents, encompasses second homes, as data is not available consistently for the 1991, 2001 and 2011 Censuses.

3.183. MHCLG publish long-term annual trend data (2004-2018) on vacant properties. This is derived from the local authority Council Tax database, housing statistical returns from local authorities to MHCLG and information from the Tenants Services Agency on private housing providers.

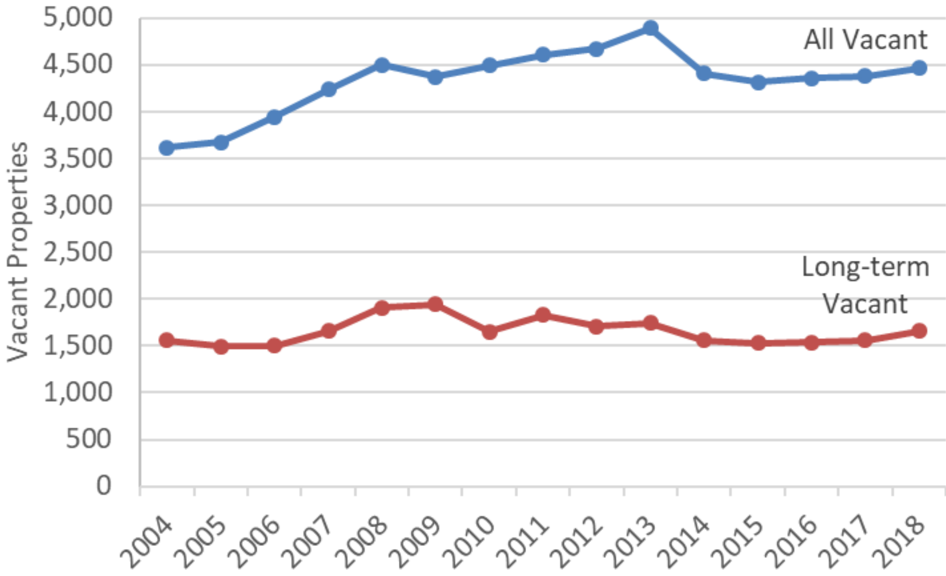
3.184. Figure 67 depicts the long-term trend in this data for Shropshire, revealing a general steady increase in number of vacant properties from 3,616 in 2004 to 4,891 in 2013, a slight fall to 2015 and a very mild increase to 2018. Since 2011 the number of vacant properties have overall fallen by -3.1%. Since 2004, Shropshire on average has had 4,327 vacant dwellings annually.

3.185. Overall, vacant housing stock represents on average, during 2004 to 2017, 3.2% of the overall dwelling stock in Shropshire, starting from a low of 2.9% in 2004 and peaking in 2013 at 3.6%.

3.186. On average long-term vacant dwellings represent 38% of total vacant properties, reaching a high of 44% in 2009. In terms of numbers, this is an average of 1,655 vacant dwellings annually, peaking in 2005 and since 2015 steadily increasing. Since 2011 the number of long-term vacant properties have overall fallen by -9.7%.

[124] ONS, 2011 Census table, KS401EW: Dwellings, Household Spaces and Accommodation, ONS copyright
[125] ONS, 2001 Census table, KS016: Household Spaces and Accommodation Type, ONS copyright
[126] ONS, 1991 Census Small Area Statistics table: S54: Occupancy (occupied, vacant, and other accommodation): Household spaces; rooms in household spaces; ONS copyright 2019. www.nomisweb.co.uk/query/select/getdatasetbytheme.asp?opt=3&theme=&subgrp=

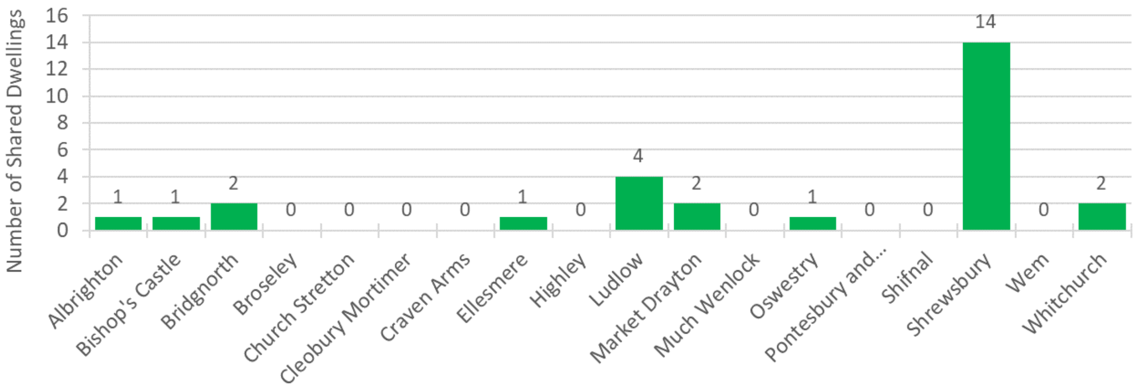
Figure 67: Shropshire Long-term Trend 2004-2018 – Vacant Dwellings[127]



Shared Accommodation

3.187. The 2011 Census provided information on the number of shared dwellings, which is defined as *'two or more household spaces at the same address which are not self-contained, but combine to form a shared dwelling that is contained'*. This information encompasses houses in multiple occupation, which in some instances may require a licence from a local authority. The emergence of the new University Centre Shrewsbury and problems accessing affordable unshared accommodation may serve to increase these numbers.

Figure 68: Number of Shared Dwellings by Place Plan Area[128]



3.188. In Shropshire only 28 shared dwellings were recorded on Census Day, representing only 0.02% of all Shropshire dwellings. This compares with 0.09% nationally and 0.06% regionally. Shropshire ranks 11th when measured against the 15 previously selected comparable Local Authorities. The more urban University cities of Worcester, Wolverhampton and Stafford had the highest proportion of shared dwellings.

3.189. In Shropshire 79% (22) of the shared dwellings included three or more household spaces. Figure 23 illustrates that only nine place plan areas had any shared dwellings in 2011, with the most populated area of Shrewsbury having the highest number.

---

[127] Council Tax Base, Table 615 All vacant dwellings 2 by local authority district, England, from 2004, 2004-2018 - www.gov.uk/government/statistical-data-sets/live-tables-on-dwelling-stock-including-vacants

[128] ONS, 2011 Census Quick Statistics Table QS418EW – Dwellings, www.nomisweb.co.uk/query/select/getdatasetbytheme.asp?theme=75&subgrp=Quick+Statistics

Second Addresses[129]

3.190. The 2011 Census did not try to identify whether an address with no usual residents was a second home, holiday home or long-term vacant. However it asked people if they had a second address that they stayed at for in excess of 30 days a year that wasn't their usual residence.[130] This provided valuable information on how people were choosing to live their lives and also on the use of housing stock in a local authority area.

3.191. The 2011 Census revealed that 10,772 people usually resident elsewhere in England and Wales had second addresses in Shropshire, 56.1% males and 43.9% female. Breaking this number down, 10.7% (1,153 people) stayed in Shropshire to enjoy a holiday, 17.3% (1,862 people) for work purposes and 72.0% (7,757 people) for other reasons. 'Other reasons' encompasses 869 children aged 0-15 years who may have lived with another parent during the year or attended a boarding school for over 30 days in Shropshire.

3.192. Older people aged 65 years and over-represented only 7.7% of people (833 people) with second addresses in Shropshire, but over half lived (54.0%) in Shropshire to enjoy a holiday. The majority (83.6%) of people with a second address in Shropshire were of working age, with 20.2% having a second address for work purposes. This will include people in the armed forces and seasonal workers. Males represented 78.8% of people living at second address in Shropshire for work purposes. The majority of working age people (72.7%) lived at a second address for 'other reasons', including students and people imprisoned.

3.193. Conversely, 2.4% of Shropshire's resident population (7,420 residents) had a second address elsewhere in England and Wales, with 21.2% of residents living away for work purposes and 14.7% for holiday purposes.

3.194. In terms of children aged 0-15 years, more left to visit second addresses in other local authorities (1,299) than visited Shropshire for over 30 days (934). The reverse trend was true for the working age population in 2011, with people resident in Shropshire living at second addresses (5,321) elsewhere in England and Wales and 9,005 people living at second addresses in Shropshire from elsewhere in England and Wales. Flows of older people are very similar, with 833 people living at a second address in Shropshire, compared to 800 Shropshire residents living at a second address elsewhere in England and Wales.

Dwelling Stock by Age and Council Tax Banding[131]

3.195. The VOA publish valuable information on how Shropshire's dwelling stock has grown historically and the distribution of property values across Shropshire.

3.196. At the 31st March 2018, 142,180 dwellings were recorded in Shropshire, with over a fifth (21.5%) built prior to the 20th century and 10.8% built during 1900 to the Second World War. As highlighted in Figure 69, the highest level of house-building was during 1965-1972 (14,070 dwellings), closely followed by building during 1955 to 1964 of 13,850. The need for housing

---

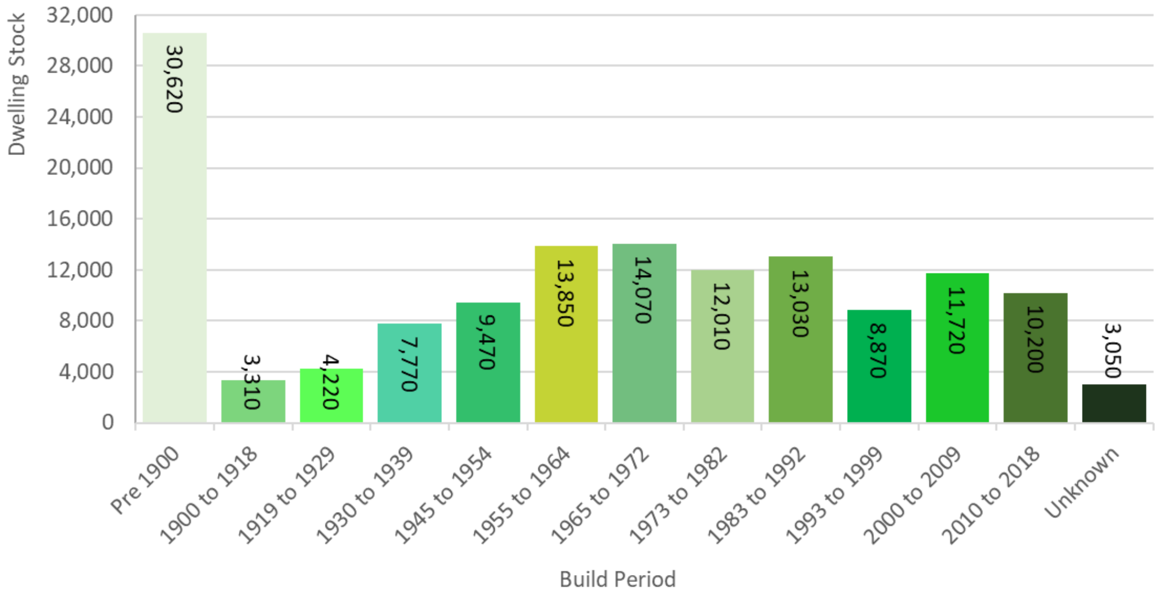
[129] *Please note: A second address is an address at which a person stays for more than 30 days per year that is not a person's place of usual residence. This includes addresses that are in the UK and those outside of the UK. Typical second addresses include armed forces bases, addresses used by people working away from home, a student's home address, the address of another parent or guardian, or a holiday home. If a person with a second address was staying at that address on census night, they were classed as a visitor to that address, but counted as a usual resident at their home address.*

[130] ONS, 2011 Census: Second address estimates for local authorities in England and Wales, published 22 October 2012, www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/2011censussecondaddressestimatesforlocalauthoritiesinenglandandwales

[131] VOA, Table CTSOP1.1: Number of properties by Council Tax band and region, county, local authority district and lower and middle super output area (snapshot 31st March 2018), www.gov.uk/government/statistics/council-tax-stock-of-properties-2018

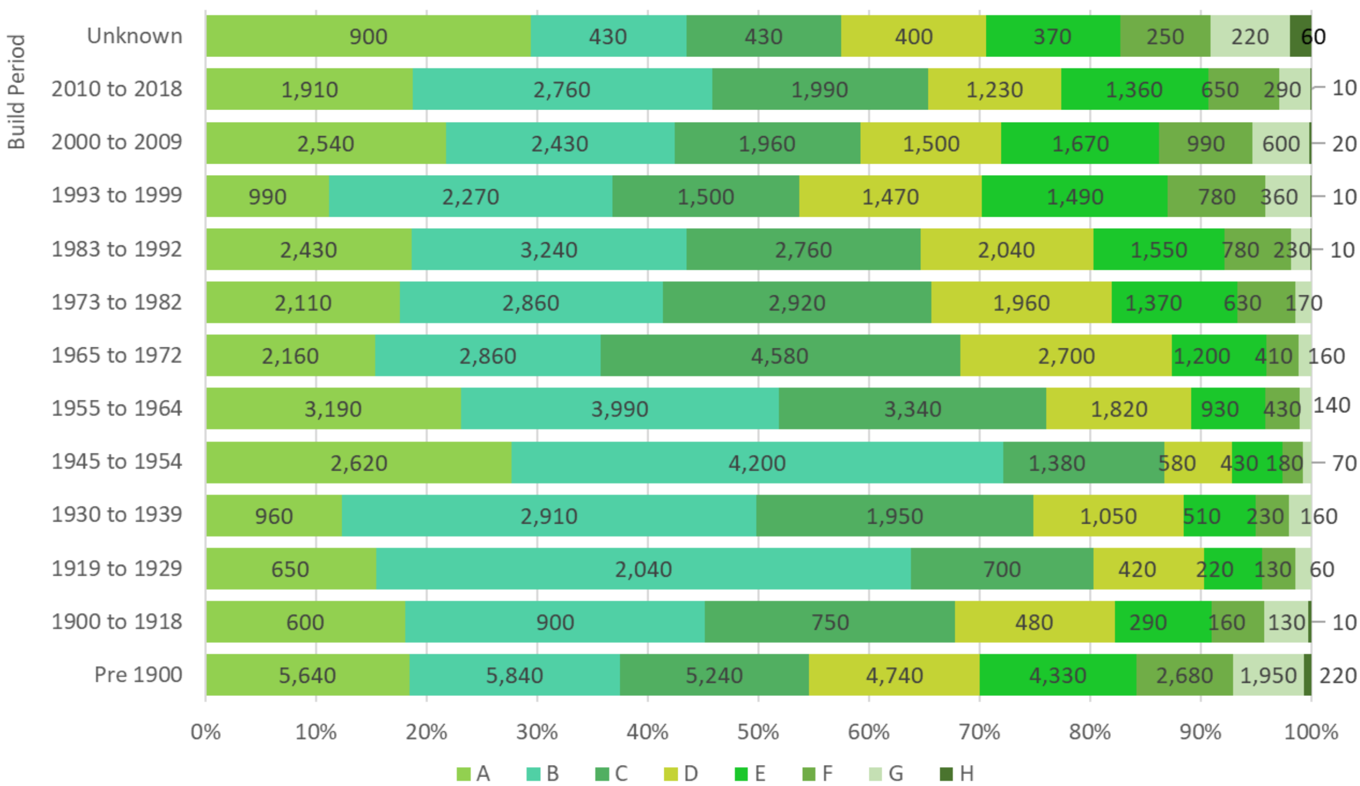
was very much driven by high fertility rates and expansion of the population following World War II. There was also considerable investment in improving people's living conditions.

Figure 69: A Breakdown of Shropshire Dwelling Stock by Build Period



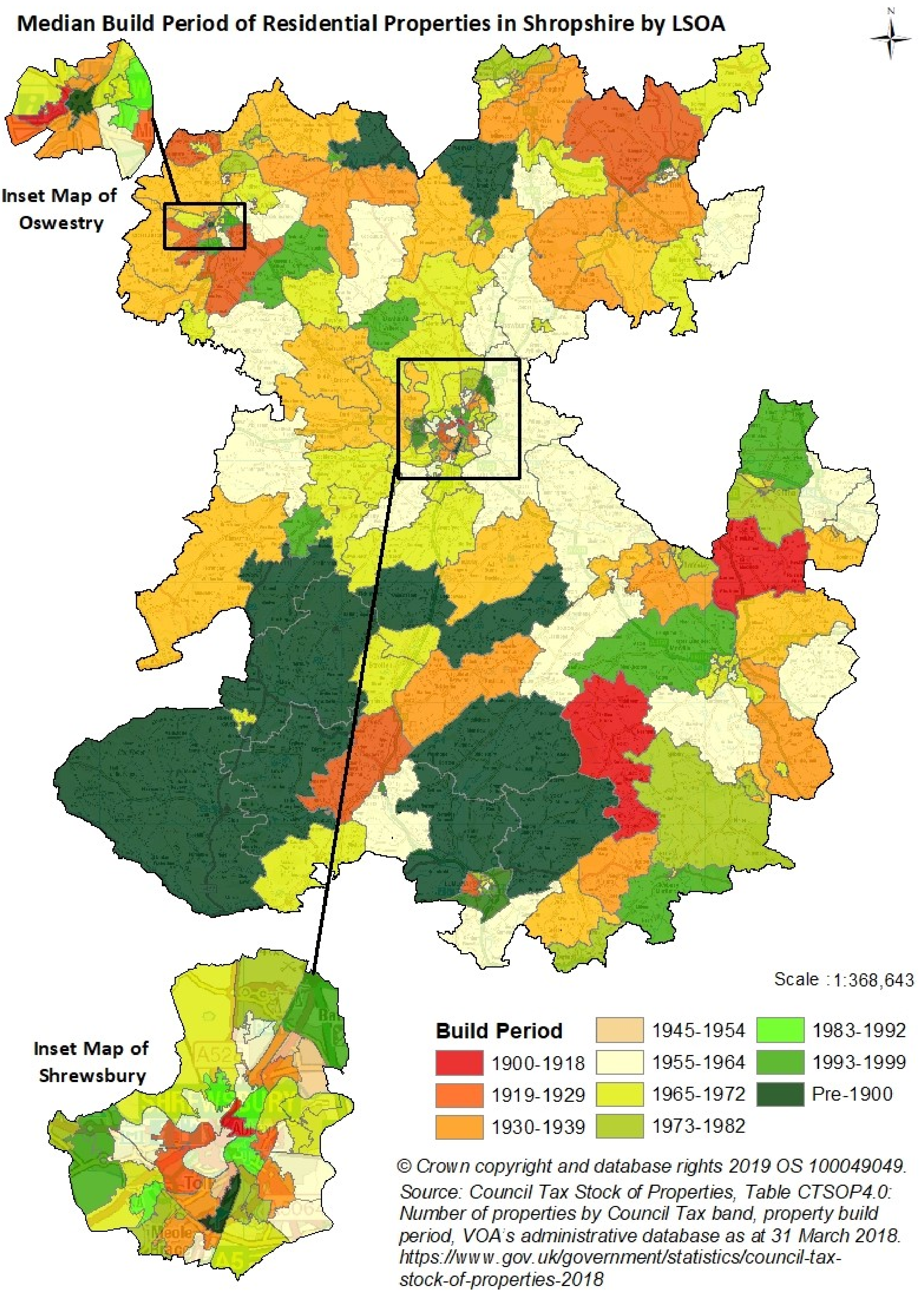
3.197. Generally, the value of a dwelling, reflects the size, demand and location of the property. So, the higher the value at the 1st April 1991, the higher the Council Tax Band and the greater local Council Tax contribution. Overall, the largest proportion (25.8%) of dwellings in Shropshire are assessed as band B, based on a rateable value of £40,001 up to £52,000 in 1991. Nearly two thirds of Shropshire dwellings fall into bands A, B and C, valued up to £68,000 in 1991.

Figure 70: Shropshire Dwelling Stock by Build Period and Council Tax Banding



3.198. Figure 71 shows how the distribution of bandings for house-building has changed over time, with a much greater proportion of lower value housing (band A-C) built during the post WWI and WWII housing boom periods (80.3% 1919-29 and 86.6% during 1945-54.)

Figure 71: Median Build Period of Residential Properties in Shropshire by LSOA



3.199. Figure 71 maps the average (median) build period for each LSOA in Shropshire, showing how historic housebuilding has shaped Shropshire's dwelling stock and subsequently Shropshire's population growth. Evident are the cluster of LSOAs located in the south of Shropshire with median build periods before WWII. The growth of the urban centres of Shrewsbury and Oswestry is also evident as the median build period has increased as the centres have expanded.

3.200. Table 31 provides a comparison with comparator local authorities and nationally and regionally with regard to council tax band distribution. This shows Shropshire stock is characterised by a smaller proportion (18.7%) of lower value but more affordable properties (assessed as band A) compared with 24.3% nationally and 30.5% regionally. In contrast, 46.5% of below average value properties in Shropshire are assessed as band B / C, compared to 41.2% nationally and 44.7% regionally. These properties encompass lower value semi-detached / detached and terraced properties that are likely to be more affordable for people wishing to get on the housing ladder or wishing to move up a rung.

3.201. At the other end of the spectrum, dwellings assessed as band E to H (valued in excess of £88,000 in 1991) represent a fifth of dwelling stock in Shropshire. Of these dwellings, the highest proportion (29.8%) were built in 1993-1999, closely followed by 28.0% in 2000-2009 and 22.6% in 2010-18. This reflected people's ability and desire to afford higher value dwellings and the profitability of building larger homes during this period. Long-term house price inflation will have benefited householders in terms of increasing the value of their current property and enabling them to move up the housing ladder.

Table 31: Percentage of Housing Stock by Council Tax Band – March 31st 2018

	A	B	C	D	E	F	G	H / I
Cheshire East	17.4%	20.5%	19.3%	14.6%	11.4%	7.8%	6.9%	1.0%
Cheshire West and Chester	21.7%	23.3%	19.6%	13.4%	10.2%	6.1%	4.8%	0.4%
East Staffordshire	34.8%	21.8%	16.5%	11.5%	8.3%	4.4%	2.3%	0.2%
Herefordshire	15.5%	23.2%	19.5%	15.5%	13.6%	8.0%	4.2%	0.2%
Malvern Hills	10.7%	20.6%	21.7%	15.6%	13.7%	10.4%	6.5%	0.4%
Newcastle-under-Lyme	43.0%	18.7%	20.1%	8.5%	4.8%	3.1%	1.6%	0.1%
Powys	8.9%	14.1%	19.7%	15.7%	18.7%	14.4%	6.2%	1.2%
Shropshire	18.7%	25.8%	20.7%	14.3%	11.0%	5.8%	3.2%	0.2%
South Staffordshire	14.5%	22.3%	23.7%	15.2%	11.2%	7.2%	5.1%	0.4%
Stafford	20.0%	22.7%	22.7%	15.4%	10.5%	5.8%	2.6%	0.2%
Telford and Wrekin	35.1%	27.0%	15.9%	11.4%	6.2%	2.8%	1.4%	0.1%
Wolverhampton	51.3%	22.0%	15.2%	6.2%	2.7%	1.6%	0.9%	0.1%
Worcester	18.6%	32.9%	25.2%	11.9%	7.3%	3.2%	0.9%	0.0%
Wrexham	7.1%	20.5%	27.5%	16.4%	13.0%	8.1%	4.1%	1.6%
Wyre Forest	24.0%	24.5%	24.1%	13.2%	7.3%	3.7%	2.6%	0.3%
WEST MIDLANDS	30.5%	25.2%	19.5%	11.2%	7.1%	3.8%	2.3%	0.2%
ENGLAND	24.3%	19.5%	21.7%	15.4%	9.5%	5.0%	3.5%	0.6%

Housing Market Signals

3.202. As per NPPG, the calculation of overall housing in Shropshire uses the standard methodology based upon the 2014 sub-national household projections and the most recent indicator of housing affordability. This means analysis of housing market signals is no longer a key input into the calculation of overall housing need.

3.203. However, NPPG underlines that together with current and future demographic change, current and future housing market signals are a key part of the evidence base required to assess if there are exceptional local circumstances that justify deviating from the standard methodology.[132]

House Prices

3.204. House prices are an important market signal that can provide valuable insight into the balance between the demand and supply of housing in a housing market area like Shropshire. If house prices in an area are rising at a faster rate than elsewhere it may indicate that an increased supply of affordable housing is needed. The following house price analysis includes consideration of the Office for National Statistics (ONS) median house price data, the Land Registry monthly average (geometric mean) house price data, the UK House Price Index and Land Registry House Sales data.

3.205. The 2011 Census showed that 86.5% of households in Shropshire lived in privately owned accommodation, compared to only 82.3% nationally. DHCLG estimate that 86.7%[133] (Year 2017) of housing stock in Shropshire is owned within the private sector. This compares with 86.5% in Herefordshire and 79.2% within Telford and Wrekin. Together this data gives some idea of the importance of the private housing market and its role in meeting housing needs in Shropshire.

Median House Price[134]

3.206. Median house prices are less influenced by extreme sale prices than mean house prices and given the use of a 100% sample are the most appropriate measure of average house price change. As every quarter passes ONS recalculate the median house price based on sales in the year to date i.e. the Q2 2018 median house price is based on sales from July 1st 2017 to June 30th 2018. This trend data is available during the period Q4 1995 to Q2 2018. In this analysis the year referred to, uses the median house price value calculated at the end of Q2 each year to compare change over time.

3.207. In the year to the end of Q2 (June 30th 2018), the median house price in Shropshire reached £210,000, ranking it 5th in comparison to the selected local authorities shown in Table 32. Shropshire's median house price was 11.0% below the national average of £235,995.

---

[132] NPPG, Paragraph: 015 Reference ID: 2a-015-20190220 (Revision date 20/02/2019.

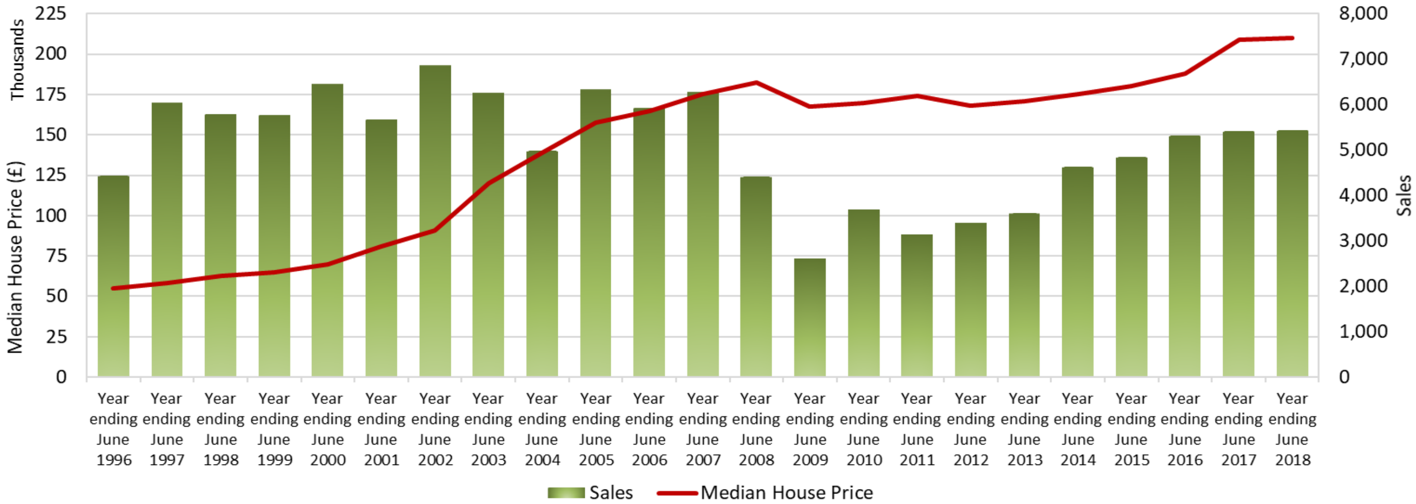
[133] Table 100 Dwelling stock: Number of Dwellings by Tenure and district: England; 2016, DHCLG - https://www.gov.uk/government/statistical-data-sets/live-tables-on-dwelling-stock-including-vacants

[134] Median House Prices for Administrative Geographies, HPSSA dataset 9 Table 1a and 2a, ONS - www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/medianhousepricefornationalandsubnationalgeographiesquarterlyrollingyearhpssadataset09

Table 32: Median House Price Data – Year End June 1998 - Year End June 2018[135]

	Median House Price			Rank Year End 2018	% Change				
	Year End June 1998	Year End June 2008	Year End June 2018		1998-04	2004-08	2008-13	2013-18	1999-18
Cheshire East	68,500	177,000	227,348	2	75.1	26.5	-4.0	33.7	224.8
Cheshire West & Chester	60,325	165,000	199,950	7	74.0	26.9	-2.4	24.2	207.6
East Staffordshire	50,000	139,000	177,750	10	77.0	27.6	-0.7	28.8	223.2
Herefordshire, County of	64,500	190,000	226,000	3	98.4	26.7	-2.6	22.2	222.9
Malvern Hills	78,000	226,361	261,250	1	108.3	25.8	-9.7	27.8	209.2
Newcastle-under-Lyme	48,000	128,000	138,750	15	45.7	39.1	-2.4	11.0	180.3
Powys	53,500	167,500	175,000	11	72.0	34.0	-6.6	11.8	217.2
Shropshire	62,638	182,500	210,000	5	91.6	31.3	-6.3	22.8	223.1
South Staffordshire	65,500	180,000	215,475	4	98.5	24.2	-1.7	21.7	197.2
Stafford	59,000	165,000	200,000	6	79.7	29.4	-3.0	25.0	233.6
Telford and Wrekin	51,000	135,000	163,000	12	70.1	23.9	5.6	14.4	199.1
Wolverhampton	46,000	124,000	144,950	14	69.6	37.8	-4.8	22.8	211.7
Worcester	56,500	168,000	195,000	8	100.0	29.3	-4.6	21.7	212.0
Wrexham	48,750	140,975	150,000	13	68.2	34.3	-7.8	15.4	197.0
Wyre Forest	57,000	155,000	179,000	9	84.2	23.0	-6.5	23.4	188.8
West Midlands	**55,250**	**147,000**	**185,000**		**117.2**	**22.5**	**0.0**	**25.9**	**234.8**
England	**64,000**	**180,000**	**235,995**		**121.9**	**26.8**	**2.8**	**27.6**	**268.7**

Figure 72: Comparison Median House Prices and Volume of Sales in Shropshire[136]



[135] Median house price for national and subnational geographies – HPSSA Dataset 9 Table 1a and 2a, ONS. https://www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/medianhousepricefornationalandsubnationalgeographiesquarterlyrollingyearhpssadataset09

[136] ONS, Number of residential property sales for administrative geographies - HPSSA Dataset 6 (20/07/2017) – Table 2A - https://www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/numberofresidentialpropertysalesfornationalandsubnationalgeographiesquarterlyrollingyearhpssadataset06

3.208. Figure 72 indicates the trend in real terms of median house prices compared with volume of sales in Shropshire. This illustrates very clearly that sales fell very significantly during 2007-2009 at the onset of the recession and have not yet returned to the levels experienced prior to 2007. Only in 2013 to 2016 is there evidence of a rising trend in sales and this parallels the rise in median house prices.

3.209. Shropshire experienced sustained median house price growth during 1995-2008. Prices then stabilised and since 2013 have risen again. The period of relative stability in median house prices (2009-2014) allowed the gap between earnings and housing costs to narrow and stabilise in Shropshire. Housing costs became more affordable and gave more opportunity for people to become homeowners. This contributed to the rise in sales following 2013.

Average House Price

3.210. Analysis is included of the Land Registry reported monthly average (geometric mean) house price information as it is a more up-to-date data source than the ONS HPSSA data set and is part of the UK House Price Index (UKHPI) dataset. The average house price (published January 2019) is for the month ending December 2018. It should be noted that the last two months data is always subject to revision due to time lags in registrations data.

3.211. Shropshire had an average house price of £213,999 in December 2018. In comparison, this is significantly higher than Telford and Wrekin (£164,614) and considerably lower than for England (£247,886). When ranked against all comparison Local Authorities Shropshire is 5th out of 15 local authorities with Malvern Hills, Herefordshire, South Staffordshire and Cheshire East having higher average house prices (in that order).

Table 33: Land Registry Average House Price Data – July 2018[137]

	Average price (All Property Types) (£)						
					% Change		
	December 2006	December 2012	December 2018	Rank Dec 2018	Dec. 2006-12	Dec. 2012-18	Dec. 2006-18
Cheshire East	182,620	173,365	231,227	4	-5.1	33.4	26.6
Cheshire West and Chester	176,884	163,611	199,660	8	-7.5	22.0	12.9
East Staffordshire	151,728	140,715	186,041	11	-7.3	32.2	22.6
Herefordshire	198,907	188,368	246,145	2	-5.3	30.7	23.7
Malvern Hills	220,947	204,373	266,828	1	-7.5	30.6	20.8
Newcastle-under-Lyme	133,294	121,289	155,267	14	-9.0	28.0	16.5
Powys	160,677	155,539	187,029	10	-3.2	20.2	16.4
Shropshire	184,103	175,098	213,999	5	-4.9	22.2	16.2
South Staffordshire	184,199	180,851	231,498	3	-1.8	28.0	25.7
Stafford	176,345	166,157	208,306	7	-5.8	25.4	18.1
Telford and Wrekin	146,345	133,058	164,614	12	-9.1	23.7	12.5
Wolverhampton	132,243	116,622	151,791	15	-11.8	30.2	14.8
Worcester	175,106	164,192	209,020	6	-6.2	27.3	19.4
Wrexham	148,302	130,898	160,581	13	-11.7	22.7	8.3
Wyre Forest	163,492	142,865	194,479	9	-12.6	36.1	18.9
West Midlands Region	158,291	147,386	200,388		-6.9	36.0	26.6
England	182,031	178,406	247,886		-2.0	38.9	36.2

[137] Land Registry, © Crown Copyright 2019. http://landregistry.data.gov.uk/app/hpi *(this table uses the geometric mean average house price which provides different results to the median house price).*

3.212. Comparison of average house prices in December 2006 with December 2018 shows an increase of 16.2% in Shropshire, relative to 36.2% nationally and 26.6% regionally. In terms of long-term change Shropshire ranked 11th relative to the identified comparator Authorities.

3.213. When the trend is broken down into shorter time periods (2006-2012 and 2012-2018) it is more revealing, showing that average house prices declined by -4.8% in period one and grew by 17.3% in period two. During period one Shropshire experienced average house price decline that was significantly worse than Stafford (-0.8) and better than Wolverhampton (11.1%). Average house price change during period two showed that 11 comparison Authorities recovered at a higher rate than Shropshire.

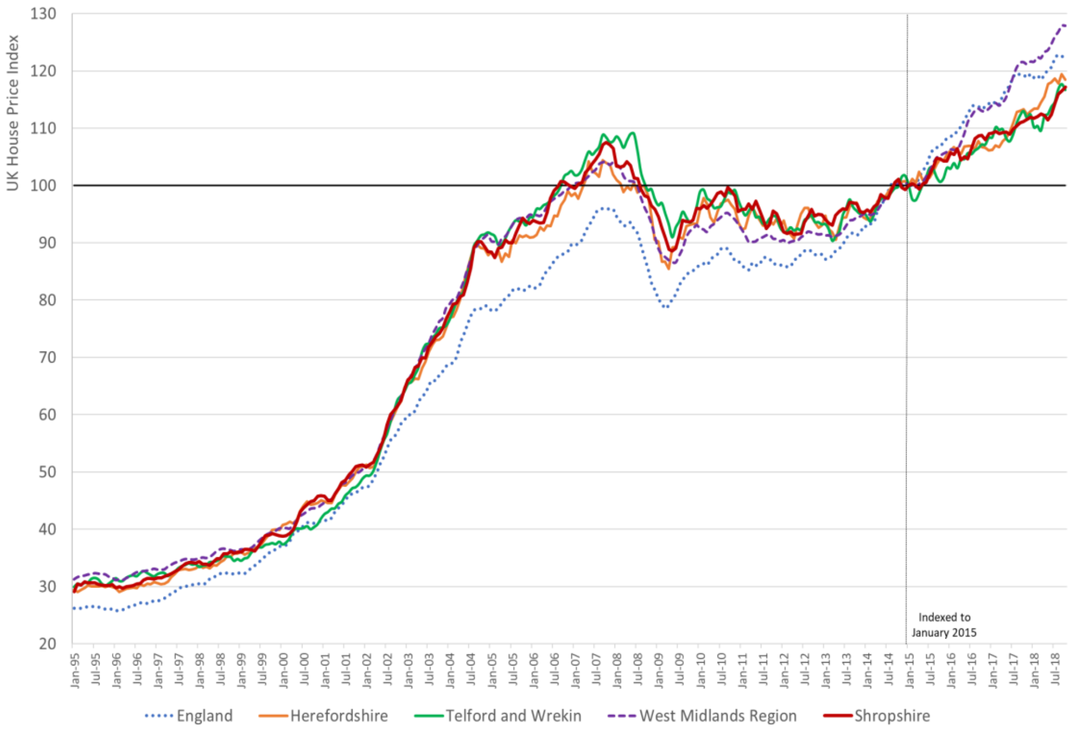
House Price Index

3.214. The new UK House Price Index (UK HPI) was launched on the 14th June 2016 and is up-dated monthly. At this time the historic trend was rebased to January 2015. The long-term trend in the UK HPI (January 1995 – December 2018) is displayed in Figure 73 for Shropshire, Herefordshire, Telford and Wrekin (these two Local Authorities have the greatest synergy with Shropshire), the West Midlands and England. This is followed by Figure 74 which shows monthly data since January 2015, when the UK HPI was rebased.

3.215. The long-term trend in Figure 73 shows house price inflation nationally remained below the January 2015 (base month) levels during 1995-2014 but rose relatively sharply from January 2015 onwards. This contrasts with Shropshire and comparator areas who have experienced higher than national house price growth during 1995-2014 and lower levels of house price growth since January 2015.

3.216. In year 2006-2008 Shropshire, Herefordshire and Telford and Wrekin observed house prices above the base month level, during the peak of the house price boom. Only in the last two years have house prices recovered to levels experienced in 2007-2008. The margin between Shropshire and nationally widened during July 2003-January 2014 and there was more variation in house prices between Shropshire and comparator areas 2005-2014.

Figure 73: House Price Index – Comparison (published monthly)[138]



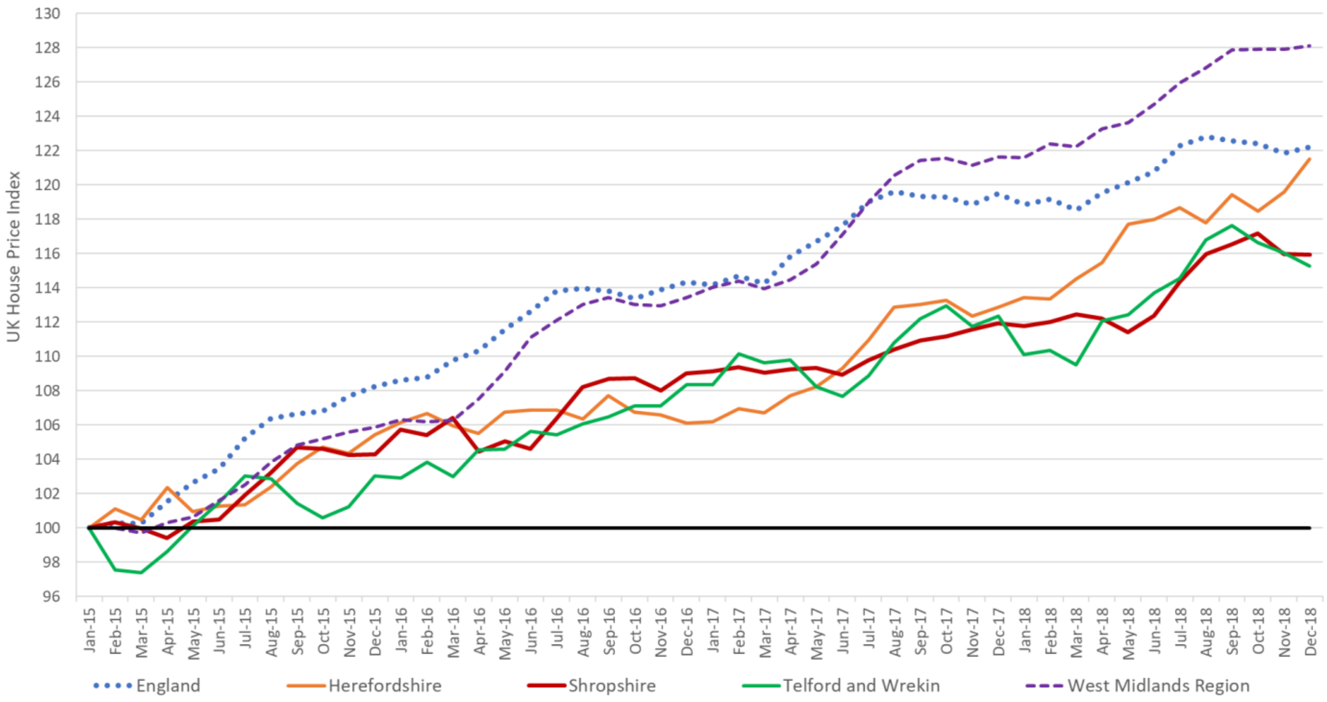
[138]Land Registry, House Price Index, www.gov.uk/government/publications/about-the-house-price-index/about-the-house-price-index

3.217. House prices in Shropshire during 2009-2015, have remained fairly stable and have remained below the peak level reached before the onset of the recession in 2007-2008. This evidence of general stability during 2009-2015 and good comparability with other areas suggests house prices have not resulted in growing affordable housing need during this period.

3.218. Figure 5 demonstrates that in the last four years house prices in Shropshire, Herefordshire and Telford and Wrekin have risen but generally well below house price growth for the West Midlands region and nationally. Since June 2017, house price growth in Herefordshire has exceeded Shropshire and Telford and Wrekin. Both Shropshire and Telford and Wrekin have experienced very similar growth trends since April 2016.

3.219. Of note is data for the last four months, which shows evidence of falling house price inflation in Shropshire and Telford. In contrast house prices nationally and regionally have stabilised and only Herefordshire has experienced continued house price inflation. If this recent trend continues it may suggest people are being hindered due to rising housing costs or being more cautious before entering the housing market, perhaps in response to BREXIT / economic forecasts.

Figure 74: UK House Price Index – Rebased to January 2015 (Published monthly)[139]



Volume of Sales

3.220. Sales data is provided to October 2018 and so for the purpose for this analysis volume sales information for 2018 encompasses sales for November 2017 to October 2018 (year to date October 2018).

3.221. The Land Registry UK HPI data shows Shropshire saw average monthly sales of 428 private dwellings. This represents a decline of -22.0% when compared with average monthly sales of 548 in 2006. Table 34 shows that since 2006 Shropshire has experienced the 11th highest level of decline compared with the identified comparator Local Authorities and nationally. However, when broken down into two time periods the severe fluctuation in sales is evident with a decline of -48.3% during 2006-2012 and an increase of 50.7% during 2012-2018.

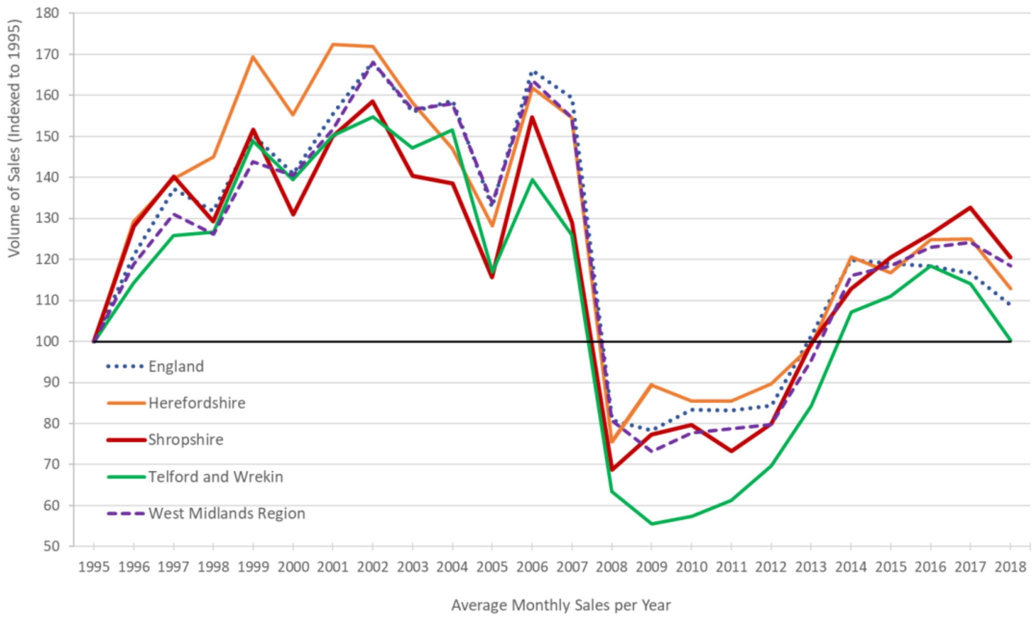
139 Land Registry, House Price Index, www.gov.uk/government/publications/about-the-house-price-index/about-the-house-price-index

Table 34: Land Registry House Price Data – Volume of Sales[140]

	Average Monthly House Sales (All Property Types)					
	2006	2012	2018	% Change		
				2006-12	2012-18	2006-18
Cheshire East	9,246	4,711	6,980	-49.0	48.2	-24.5
Cheshire West and Chester	7,308	3,629	5,880	-50.3	62.0	-19.5
East Staffordshire	2,701	1,387	2,019	-48.6	45.6	-25.2
Herefordshire	3,953	2,189	2,758	-44.6	26.0	-30.2
Malvern Hills	1,370	984	1,212	-28.2	23.2	-11.5
Newcastle-under-Lyme	2,366	1,396	1,723	-41.0	23.4	-27.2
Powys	2,116	1,207	1,825	-43.0	51.2	-13.8
Shropshire	6,579	3,403	5,130	-48.3	50.7	-22.0
South Staffordshire	1,825	1,071	1,407	-41.3	31.4	-22.9
Stafford	2,836	1,454	2,497	-48.7	71.7	-12.0
Telford and Wrekin	3,632	1,814	2,611	-50.1	43.9	-28.1
Wolverhampton	3,849	1,952	2,949	-49.3	51.1	-23.4
Worcester	2,728	1,325	1,783	-51.4	34.6	-34.6
Wrexham	2,675	1,163	1,672	-56.5	43.8	-37.5
Wyre Forest	2,149	1,135	1,494	-47.2	31.6	-30.5
Worcestershire	13,016	7,054	10,091	-45.8	43.1	-22.5
Staffordshire	17,489	9,099	14,030	-48.0	54.2	-19.8
West Midlands Region	115,869	56,452	83,845	-51.3	48.5	-27.6
England	1,249,080	634,536	819,221	-49.2	29.1	-34.4
England and Wales	1,308,139	664,916	866,199	-49.2	30.3	-33.8

3.222. Figure 75 shows that in terms of residential property sales, Shropshire, England, Herefordshire and Telford and Wrekin have experienced similar fluctuations during the period 1995-2018. Shropshire has generally remained below or in line with Herefordshire and national levels. Since the sharp decline in sales (2007-2008) at the onset of the house price collapse, Shropshire sales volumes have remained significantly higher than Telford and Wrekin.

Figure 75: Volume of Sales (indexed to 1995) Comparison



140 Land Registry, UK House Price Index, www.gov.uk/government/publications/about-the-house-price-index/about-the-house-price-index

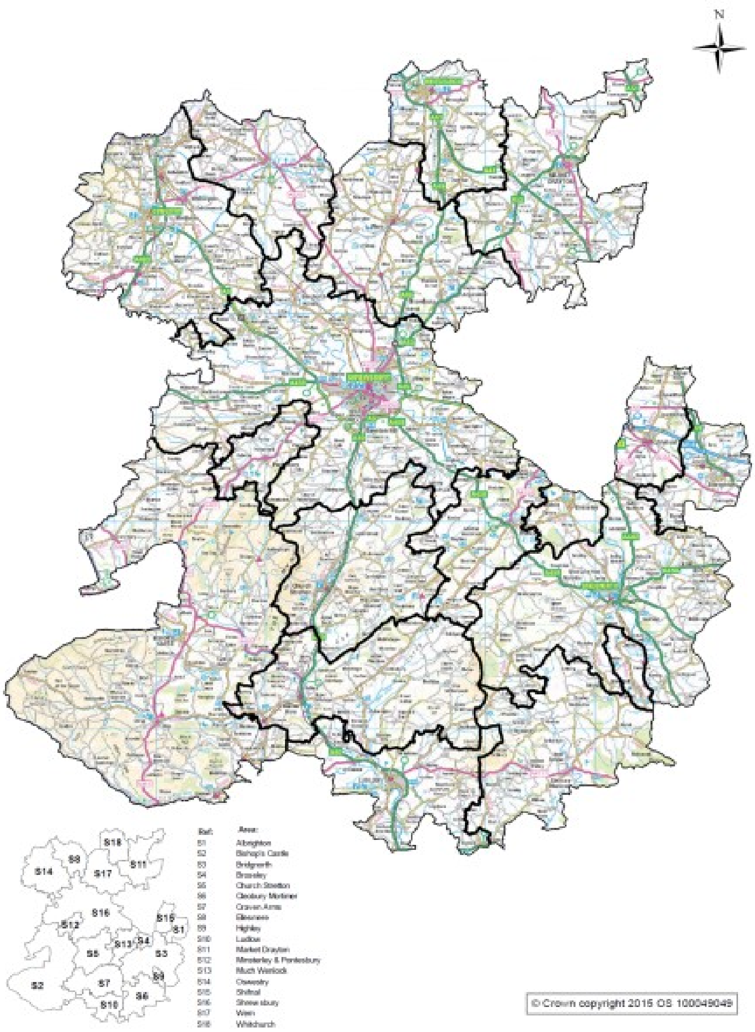
3.223. Average monthly sales have yet to recover to the peak levels experienced in 1996-2007 (with the exception of 2005). The more gradual recovery of sales volumes in Shropshire has been encouraging, indicating greater confidence in the private housing market and suggesting housing has become a little more affordable. In 2017, Shropshire experienced the highest level of increase since 1998. However, in the year to October 2018 average monthly sales have fallen back to 1996 and 2005 levels. This fall in average sales is reflected in all areas illustrated in Figure 75. Again, this may suggest people are being a little more cautious about selling and buying property in the present BREXIT / economic climate or could indicate housing costs are becoming even less affordable due to the lack of availability of affordable housing.

Housing Demand and Supply at Sub-County Level

3.224. Understanding patterns in housing demand and supply at a sub-county level, through analysis of house prices, can also assist in having a more detailed understanding of the functioning of Shropshire's local housing market.

3.225. Analysis of house prices enables the identification of areas within Shropshire which either have similar house price characteristics or alternatively have very diverse house price characteristics. Analysis of Price Paid[141] data (at record level) sourced from the Land Registry (accessible via the MHCLG website) means data can be aggregated up to Place Plan Area and lower quartile, median and average house prices compared. Figure 76 illustrates Shropshire's Place Plan Areas to help interpret the analysis.

Figure 76: Shropshire Place Plan Areas



[141] Price Paid Data, Land Registry – 2006-2018 - www.gov.uk/government/statistical-data-sets/price-paid-data-downloads

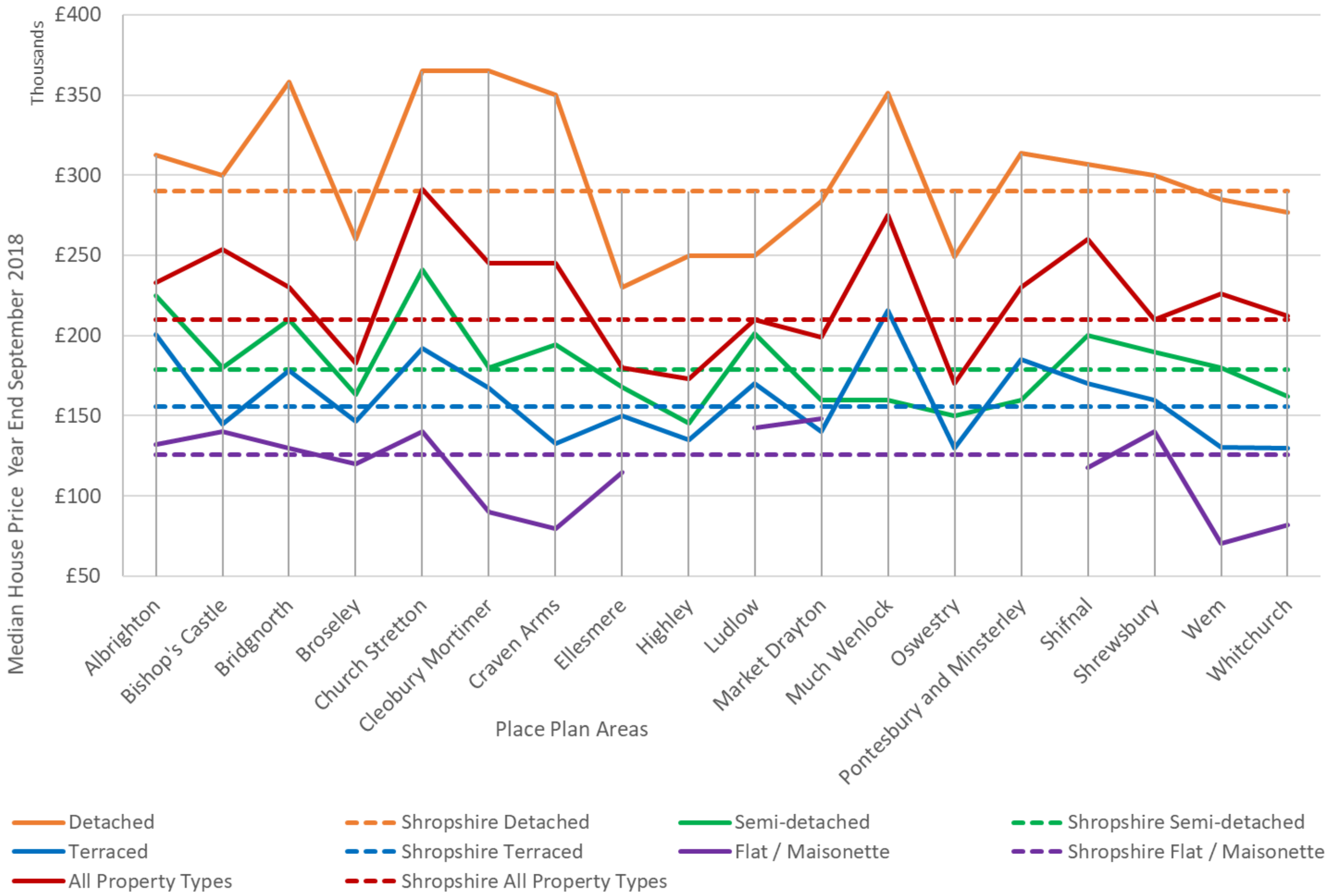
Median House Price

3.226. Figure 77 provides a comparison of median house sale prices by property type for sales in the year September 30th 2018, for each Place Plan Area. Also included is comparison with the Shropshire median house price by property type. For context Table 35 shows the volume of sales in year to September 30th 2018 by property type for each Place Plan Area and Table 36 a breakdown of the areas housing stock derived from the 2011 Census.

3.227. Figure 77 shows that Church Stretton (£291,500) closely followed by Shifnal (£260,000) and Bishop's Castle (£251,750) saw the highest overall median house prices in 2018 compared with all Place Plan Areas in Shropshire. In contrast Oswestry (£170,000), Highley (£173,000), closely followed by Ellesmere (£179,973) Place Plan Areas saw the lowest median house prices. These areas experienced median house prices significantly below the County median (£210,000).

3.228. Comparison with the Shropshire median house price shows southerly Place Plan Areas such as Church Stretton, Much Wenlock, Shifnal, Cleobury Mortimer and Craven Arms observed significantly higher median house prices. The more northerly Place Plan Areas of Oswestry, Ellesmere, Market Drayton, Shrewsbury and Whitchurch performed on or close to the Shropshire median. In general, house prices are significantly higher in the south of the County when compared with central and northern Shropshire house prices.

Figure 77: Median House Price by Property Type & Place Plan Area: Year to Sept 2018



3.229. Exceptions to this conclusion are Highley (a historic mining community) and Ludlow, both in the south of the County. These areas share characteristics in terms of higher levels of social housing, higher levels of lower cost terraced housing (Highley - 24.3% and Ludlow – 26.4%) and higher proportions of residents living in deprivation.

Table 35: Number and Percentage Breakdown of Sales by Property Type for 2018

	Sales					Sales - % Breakdown			
	All	Detached	Flat	Semi-Detached	Terraced	Detached	Flat	Semi-Detached	Terraced
Albrighton	88	36	27	19	6	40.9	30.7	21.6	6.8
Bishop's Castle	136	82	30	23	1	60.3	22.1	16.9	0.7
Bridgnorth	357	142	93	91	31	39.8	26.1	25.5	8.7
Broseley	121	55	41	24	1	45.5	33.9	19.8	0.8
Church Stretton	134	77	27	10	20	57.5	20.1	7.5	14.9
Cleobury Mortimer	95	50	27	17	1	52.6	28.4	17.9	1.1
Craven Arms	75	39	24	10	2	52.0	32.0	13.3	2.7
Ellesmere	152	65	47	34	6	42.8	30.9	22.4	3.9
Highley	63	33	19	11	0	52.4	30.2	17.5	0.0
Ludlow	316	135	56	91	34	42.7	17.7	28.8	10.8
Market Drayton	361	170	115	65	11	47.1	31.9	18.0	3.0
Much Wenlock	50	34	10	6	0	68.0	20.0	12.0	0.0
Oswestry	629	271	189	140	29	43.1	30.0	22.3	4.6
Minsterley & Pontesbury	63	30	24	9	0	47.6	38.1	14.3	0.0
Shifnal	323	177	82	54	10	54.8	25.4	16.7	3.1
Shrewsbury	2,109	690	704	500	215	32.7	33.4	23.7	10.2
Wem	272	165	73	28	6	60.7	26.8	10.3	2.2
Whitchurch	335	164	91	65	15	49.0	27.2	19.4	4.5
Shropshire	5,679	2,415	1,679	1,197	388	42.5	29.6	21.1	6.8

3.230. As would be expected detached properties sell for the highest house prices, in 2018 peaking in Church Stretton (median price £365,000) and Cleobury Mortimer (£365,000). These areas fall within or are adjacent to the South Shropshire Hills AONB and are known to be attracters of migrants wishing to live in a beautiful environment. Often these migrants are retirees from the rest of the UK.

3.231. Table 35 shows that detached properties made up over 50% of sales in Much Wenlock, Bishop's Castle, Craven Arms, Church Stretton and Cleobury Mortimer, reflecting that over 50% of housing stock in these areas is detached (see Table 36). Further analysis also shows areas of Shifnal, Albrighton and Bridgnorth saw relatively high median sale prices for detached properties. These areas border Telford and South Staffordshire local authorities, with good access to rail and road links to employment centres in Telford and the West Midlands conurbation.

3.232. In terms of median sale prices of flats, urban areas of Market Drayton (£148,000), Ludlow (£142,500) and Shrewsbury (£139,950) observed the highest prices. Shrewsbury and Minsterley and Pontesbury experienced the highest proportion of sales. Figure 77 shows a high median house price for Broseley attributable to the sale of only one flat in the area. Similarly, the more rural Place Plan Areas (Bishop's Castle, Cleobury Mortimer, Craven Arms, Highley, Much Wenlock and Minsterley and Pontesbury) saw 5 or less sales of flats during 2018. Of note is the high number of sales in Church Stretton which may be attributable in part to a single development.

3.233. Terraced housing generally provides more affordable housing when compared with detached and semi-detached housing. The median house price for a terraced property in Shropshire was £156,000 in 2018, based on 1,197 sales. Much Wenlock experienced the highest median house price for terraced properties (£215,750, based on 6 sales), over 38% higher than the Shropshire median (£156,000). Similarly Albrighton, Bridgnorth, Church Stretton, Cleobury Mortimer, Ludlow, Shifnal, Shrewsbury and Minsterley and Pontesbury all saw median house prices well above the County median.

Table 36: Percentage Breakdown of Housing Stock by Property Type[142]

	All	Detached		Flat*		Semi-Detached		Terraced		Other**	
	No.	No.	%	No.	%	No.	%	No.	%	No.	%
Albrighton	3,135	1,118	35.7	169	5.4	1,298	41.4	507	16.2	43	1.4
Bishop's Castle	5,045	3,063	60.7	194	3.8	1,216	24.1	511	10.1	61	1.2
Bridgnorth	10,778	4,319	40.1	1,078	10.0	3,515	32.6	1,731	16.1	135	1.3
Broseley	2,529	939	37.1	204	8.1	936	37.0	408	16.1	42	1.7
Church Stretton	3,676	2,127	57.9	421	11.5	810	22.0	309	8.4	9	0.2
Cleobury Mortimer	3,391	1,829	53.9	144	4.2	789	23.3	330	9.7	299	8.8
Craven Arms	3,017	1,562	51.8	208	6.9	835	27.7	389	12.9	23	0.8
Ellesmere	3,558	1,638	46.0	209	5.9	1,243	34.9	459	12.9	9	0.3
Highley	1,910	702	36.8	85	4.5	550	28.8	465	24.3	108	5.7
Ludlow	7,912	2,883	36.4	686	8.7	2,200	27.8	2,092	26.4	51	0.6
Market Drayton	9,232	3,854	41.7	708	7.7	3,436	37.2	1,160	12.6	74	0.8
Minsterley & Pontesbury	2,126	1,098	51.6	159	7.5	675	31.7	187	8.8	7	0.3
Much Wenlock	2,260	1,155	51.1	151	6.7	596	26.4	313	13.8	45	2.0
Oswestry	17,797	7,371	41.4	1,640	9.2	5,754	32.3	2,986	16.8	46	0.3
Shifnal	3,549	1,175	33.1	418	11.8	1,355	38.2	599	16.9	2	0.1
Shrewsbury	42,474	12,549	29.5	5,266	12.4	16,095	37.9	8,495	20.0	69	0.2
Wem	6,761	3,529	52.2	491	7.3	2,021	29.9	707	10.5	13	0.2
Whitchurch	6,495	2,618	40.3	726	11.2	1,965	30.3	1,159	17.8	27	0.4
Shropshire	135,645	53,529	39.5	12,957	9.6	45,289	33.4	22,807	16.8	1,063	0.8

'*' 'Flat' is 'Flat, maisonette or apartment', '**' 'Other' is 'Caravan or other mobile or temporary structure'

3.234. In contrast Oswestry experienced the lowest median house price of £129,500 for a terraced property, over 17% below the Shropshire median. In south Shropshire Highley had the lowest median terraced house price (£135,000). This reflects Highley's high proportion of terraced housing stock (24.3%) which can be attributed to its mining heritage. Shrewsbury experienced median terraced house prices closest to the Shropshire median, based on a higher proportion of terraced housing (20%) and a relatively high proportion of sales (24%.)

Long-term House Price Change

3.235. Figure 77 is very useful in identifying the commonalities and diversity of median sale prices across Shropshire. However, it is also very important to understand the long-term trend in median house prices within Shropshire.

3.236. Figures 78-80 show a 10 year trend in median house prices by Place Plan Area (2006-2016). Included for comparison is the Shropshire and England trend in overall median house prices. As the figures demonstrate Shropshire and England median house prices remained similar during

[142] 2011 Census Key Statistics Table KS401EW - Dwellings, household spaces and accommodation type, ONS, www.nomisweb.co.uk/

2006-2009 and since then have diverged to a point where the national median house price is £30,000 higher in 2016. Observing this period (2006-2016) is useful as it covers both the recession and a period of economic recovery.

3.237. For ease of viewing the findings, Place Plan Areas have been split by north (Figure 78), central / south west (Figure 79) and south east Shropshire (Figure 80). Through viewing the data this way it reveals the significantly lower range of median house prices experienced in Place Plans Areas in the north (Figure 78) when compared to southern / central Place Plan Areas shown in Figure 79 and 80. In the north of Shropshire the highest median house price over ten years was seen in Wem in 2007 (£207,000) compared to Craven Arms in the south which experienced a peak median house price in 2010 (£285,000).

3.238. Due to the smaller size of the property market in each Place Plan Area when compared to Shropshire and England there is greater fluctuation in median house price over the 10 year period. This is particularly evident in Craven Arms (£198,500 (2014) - £285,000 (2010)) and Cleobury Mortimer (£175,000 (2008) - £250,000 (2011)) Place Plan Areas.

North Shropshire

3.239. Figure 78 shows median house prices in Oswestry and Whitchurch Place Plan Areas have remained significantly below the national and Shropshire averages during 2006-2016. Whitchurch median house prices fell to their lowest in 2008 (£140,000) but in 2015-16 prices have moved closer to the Shropshire average. In 2016, Wem, Market Drayton and Whitchurch achieved higher median house prices than in 2006, but Oswestry and Ellesmere prices remain below 2006 levels.

3.240. From 2009-2016 all Place Plan Areas in north Shropshire observed median house prices significantly below the national average and in general Ellesmere, Wem and Market Drayton have followed the Shropshire trend. During 2014-2016 all Place Plan Areas with the exception of Ellesmere have experienced growing median house prices. Only Wem achieved house prices of over £200,000 (2007) but similarly to Market Drayton median house prices fell dramatically during 2008-2009 (£200,000 to £158,000).

Central and South West Shropshire

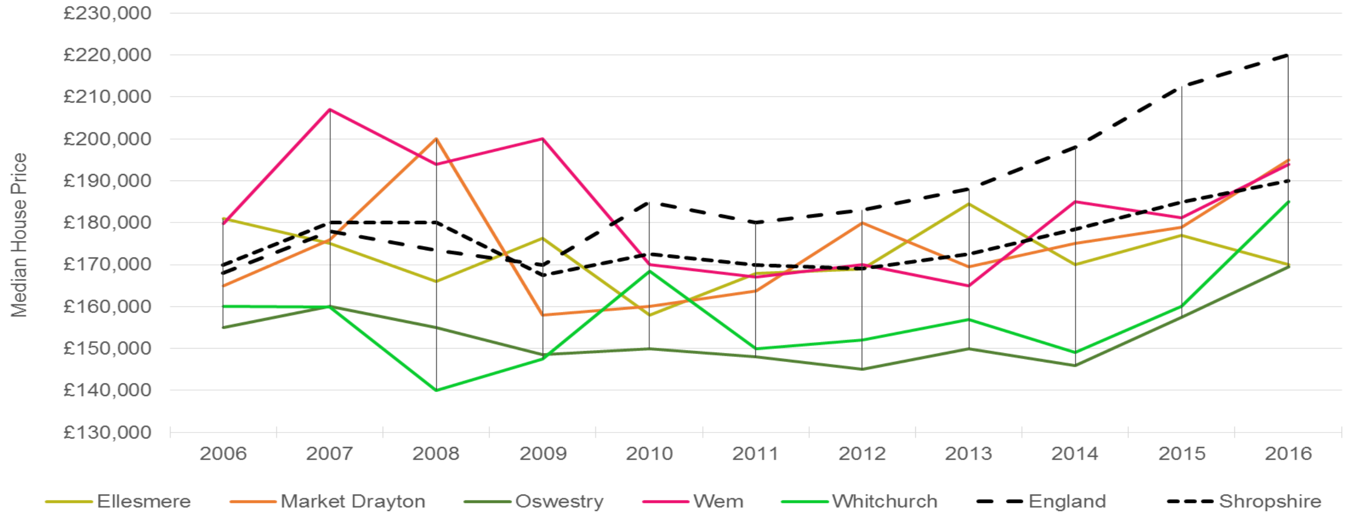
3.241. Figure 79 shows Shrewsbury and Ludlow Place Plan Areas have closely followed the Shropshire median house price trend during 2006-2016. Bishop’s Castle, Craven Arms and Church Stretton Place Plan Areas have seen median house prices significantly above the national and Shropshire averages during 2006-2016. For these areas house prices have not fallen below £198,500 since 2006. In summary there were no Place Plan Areas in central / southern Shropshire with median house prices that consistently fell below the Shropshire average.

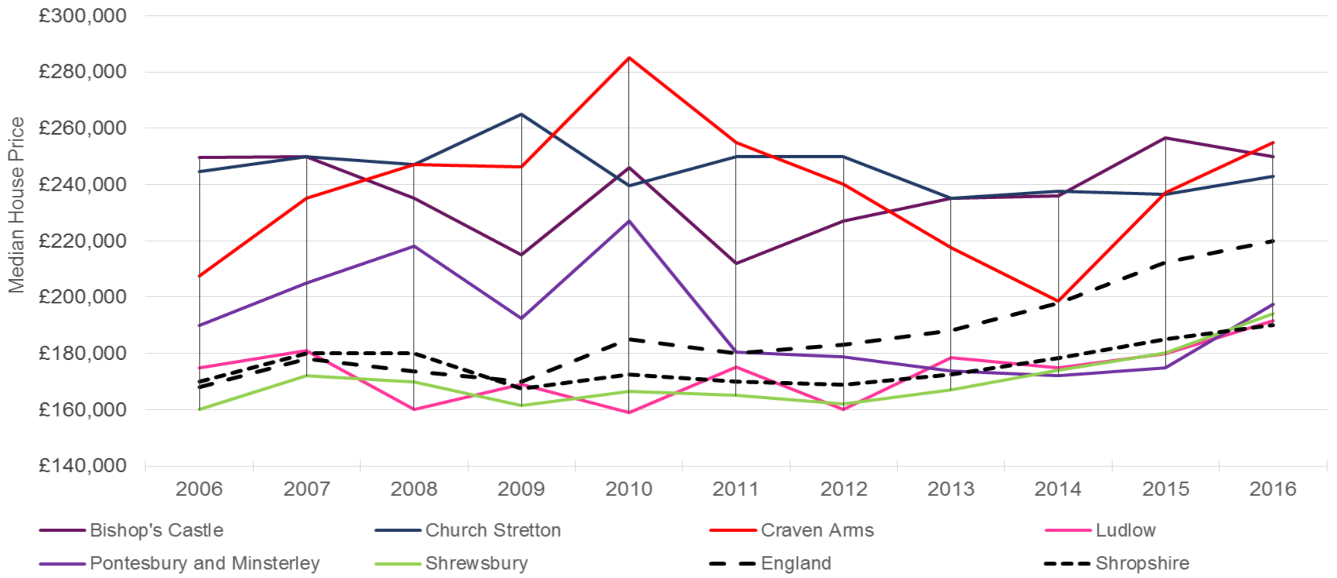
South East Shropshire

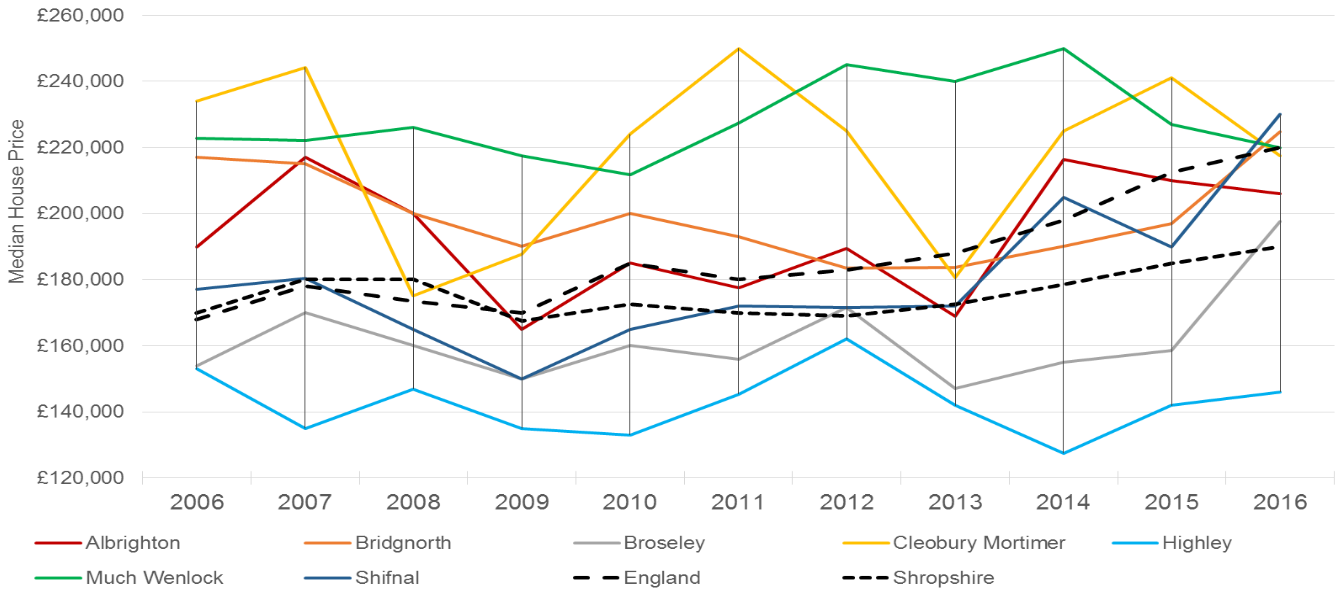
3.242. Figure 80 shows median house prices in Much Wenlock and Cleobury Mortimer have remained significantly above the County and national average during 2006-2016. In complete contrast Highley and Broseley have observed median house prices well below the Shropshire and the national average. During 2006-2016 prices in Much Wenlock didn’t fall below £211,750 but in Highley prices didn’t rise above £162,000.

3.243. All Place Plan Areas in Figure 80 experienced a decline in median house prices during the period 2007-2010 and during 2014-2016, Broseley, Highley, Bridgnorth and Shifnal Place Plan Areas observed rising median house prices, following the County and national trend. This may be reflective of the impact of the recession and the subsequent economic recovery on local housing markets. Although Much Wenlock, Cleobury Mortimer and Albrighton Place Plan Areas bucked this trend experiencing falling median house prices during 2014-2016.

Figure 78, Figure 79 and Figure 80: Median House Prices by Place Plan Area – 2006-2016







Overview

3.244. Figures 78-80 demonstrate the disparity of median house prices across the County during 2006-2016. For example the highest median house price over the 10 year period was observed in Craven Arms (£285,000) in 2010, but in the same year Highley observed a median house price of £133,000, a disparity of £152,000. Overall, the figures provide evidence of significantly higher private sector housing costs in south / central Shropshire Place Plan Areas when compared with the north Shropshire Place Plan Areas. Median house prices range from £140,000 (Whitchurch 2008) - £207,000 (Wem 2007) in the north and from £159,000 (Ludlow 2010) - £285,000 (Craven Arms 2010) in the south during the 2006-2016 period.

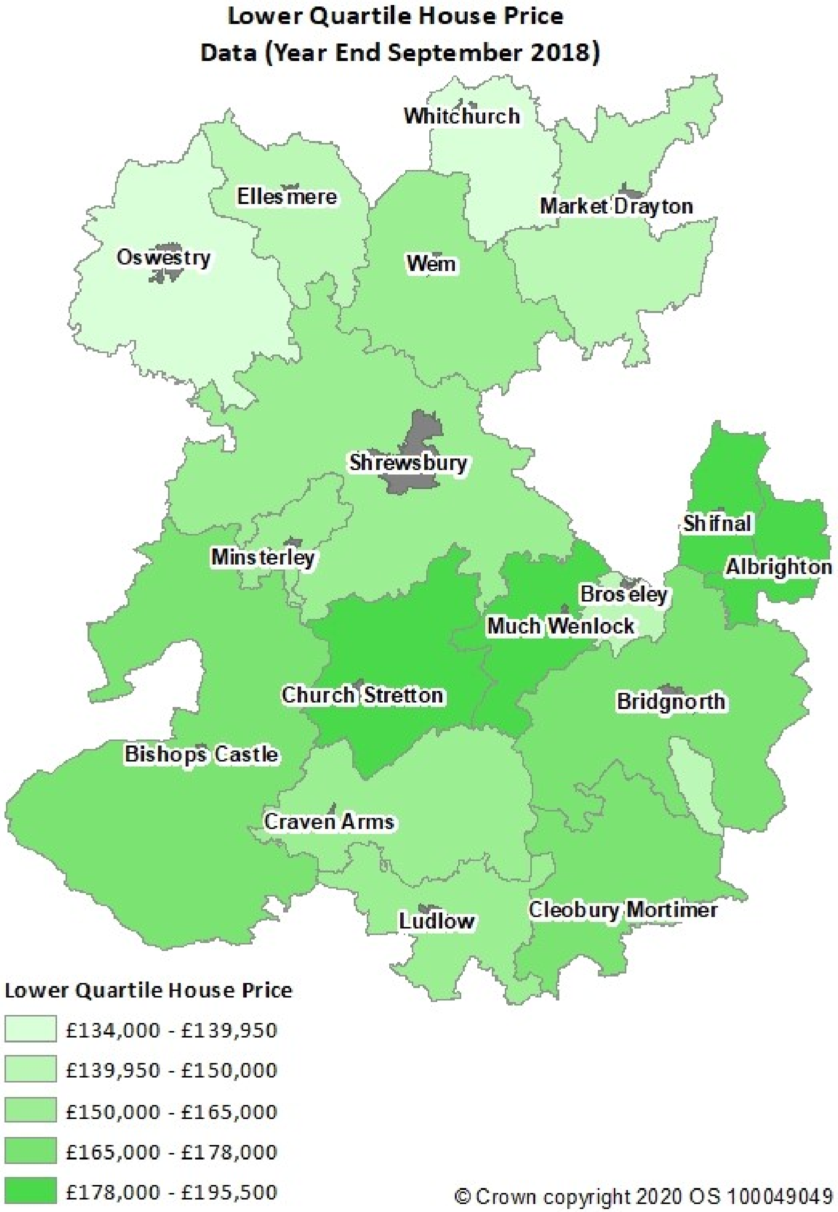
Lower Quartile and Median House Price

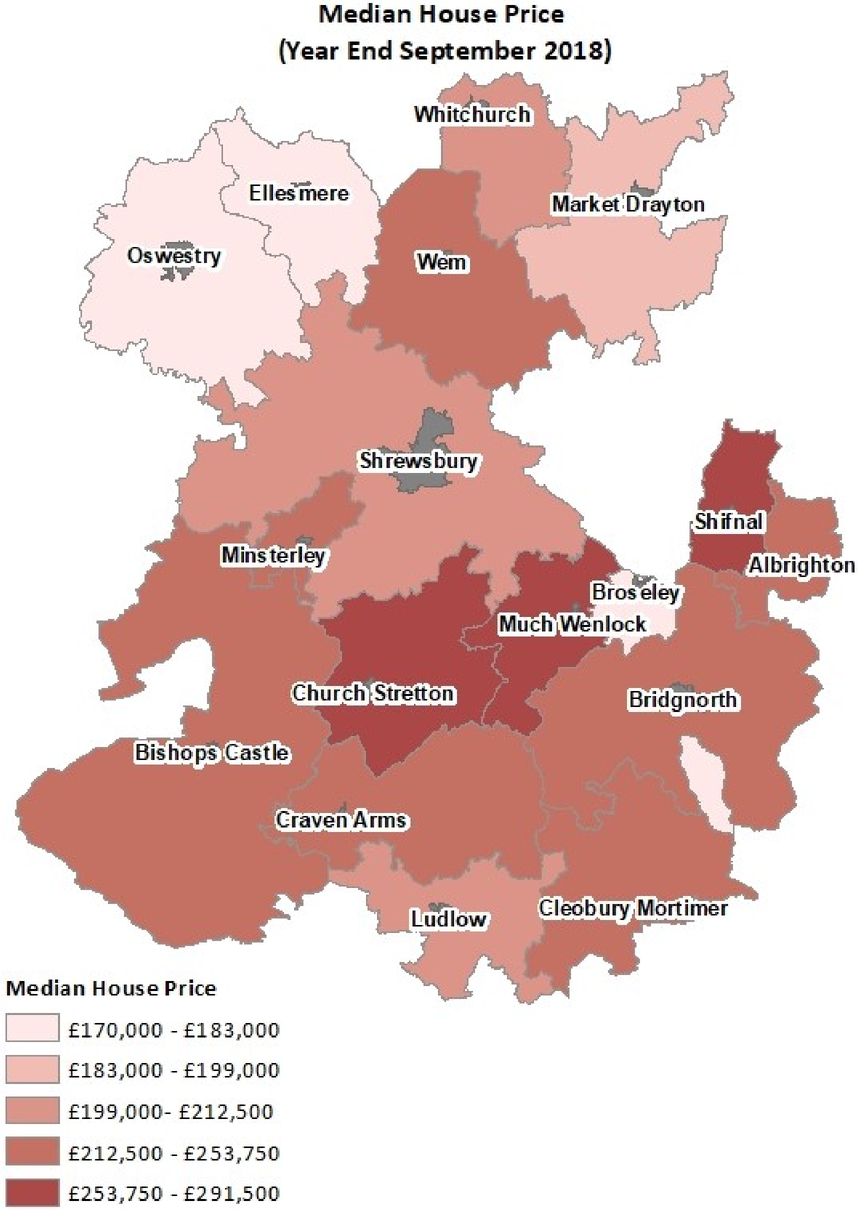
3.245. Figure 81 shows the spatial distribution of lower quartile and median house prices across Shropshire using 2018 data.

3.246. Map 2 of Figure 81 shows clearly the commonalities in terms of median house prices between groupings of Place Plan Areas in:

- South / Central Shropshire (Church Stretton, Much Wenlock and Shifnal – highest housing costs),
- South Shropshire (Pontesbury and Minsterley, Bishop's Castle, Craven Arms, Bridgnorth, Cleobury Mortimer and Albrighton),
- Central and north east Shropshire (Whitchurch, Market Drayton, Wem and Shrewsbury)
- North West Shropshire (Ellesmere and Oswestry – lowest housing costs).

Figure 81: Lower Quartile and Median House Prices Mapped By Place Plan Area





3.247. Place Plan Areas of Ludlow, Highley, and Broseley stand out as exceptions to this behaviour. However house prices in these areas are likely to be influenced by their unique characteristics:

- Highley has retained the character of its coal mining roots with a high level of lower cost terraced housing, a resilient community, lower household income and is constrained in its location to the west of the River Severn.
- Ludlow has a community of households living in relative deprivation (IMD 2015), a higher level of lower cost terraced housing and strong links with employment in agriculture.
- Broseley has strong linkages with Ironbridge and the rest of southern Telford.

3.248. Lower quartile house price analysis is useful in better understanding where issues of housing affordability may be common across Shropshire for households on lower quartile incomes. Map 1 of Figure 81 is less clear cut in its groupings of Place Plan Areas than Map 2 of Figure 81, however Church Stretton, Much Wenlock, Albrighton and Shifnal stand out as having the highest lower quartile market housing costs in Shropshire. Oswestry, Whitchurch (bordering Wales), Highley and Broseley have the lowest housing costs.

Repossessions

3.249. The Ministry of Justice – Mortgage and Landlord Possession Statistics[143] are another data source that provides additional insight into private housing market conditions. If the number of actions and enforcements has been worsening this may suggest that private sector housing costs are becoming less affordable in Shropshire. For this reason this analysis reviews trends in household repossessions (possession actions registered in the county courts of England and Wales). Table 37 presents information on repossessions for Shropshire; its comparator Local Authorities; and nationally.

Table 37: Change in Repossessions 2003-2017

	Actual Repossessions			Percentage Change			Rate/1000 Dwellings (2017)	Rank (Using Rate)
	2003	2010	2017	2003-10	20010-17	2003-17		
Cheshire East	181	221	146	22.1	-33.9	-19.3	0.84	10
Cheshire West and Chester	138	184	181	33.3	-1.6	31.2	1.16	6
East Staffordshire	73	83	59	13.7	-28.9	-19.2	1.15	7
Herefordshire, County of	73	71	69	-2.7	-2.8	-5.5	0.82	11
Malvern Hills	20	42	28	110.0	-33.3	40.0	0.80	13
Newcastle-under-Lyme	112	104	66	-7.1	-36.5	-41.1	1.17	5
Powys	37	45	22	21.6	-51.1	-40.5	0.34	15
Shropshire	97	148	115	52.6	-22.3	18.6	0.81	12
South Staffordshire	55	46	31	-16.4	-32.6	-43.6	0.66	14
Stafford	43	55	55	27.9	0.0	27.9	0.91	9
Telford and Wrekin UA	125	165	71	32.0	-57.0	-43.2	0.95	8
Wolverhampton	191	345	212	80.6	-38.6	11.0	1.94	1
Worcester	60	85	77	41.7	-9.4	28.3	1.69	2
Wrexham	80	140	101	75.0	-27.9	26.3	1.67	3
Wyre Forest	78	94	74	20.5	-21.3	-5.1	1.58	4
England	40464	48678	43450	20.3	-10.7	7.4	*1.67*	

143 Ministry of Justice – Mortgage and Landlord Possession Statistics, www.gov.uk/government/statistics/mortgage-and-landlord-possession-statistics-quarterly-april-to-june-2017 *(Data available to Quarter 2 2017. Table uses full calendar years)*

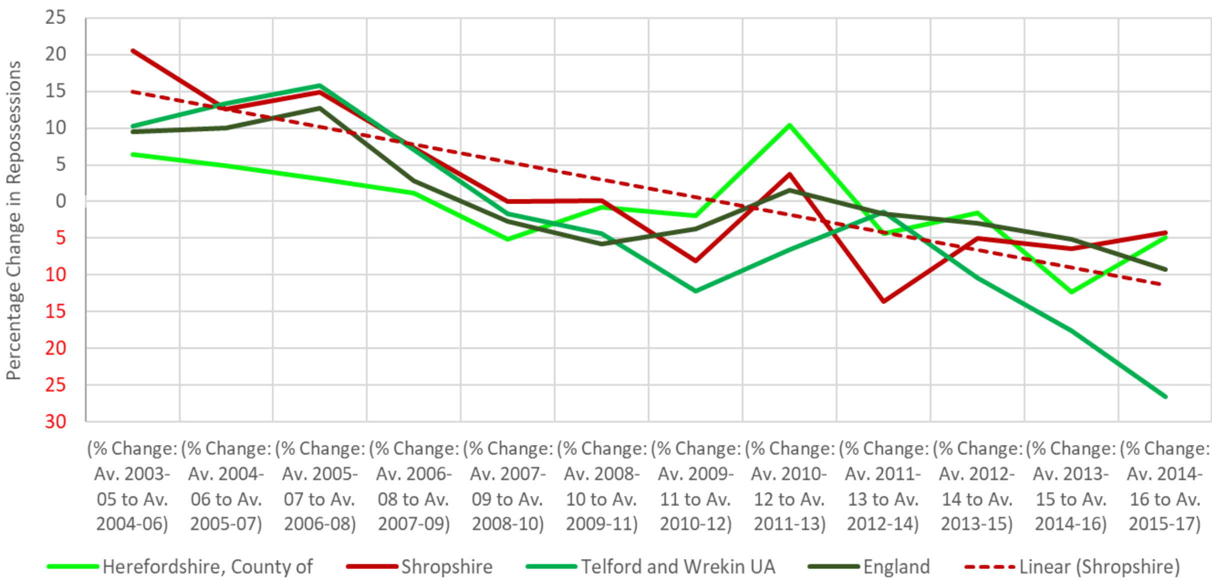
3.250. Table 37 indicates that in 2017 nationally repossessions occurred at a rate of 1.67 per 1,000 dwellings, over twice the rate of Shropshire with 0.81 per 1,000 dwellings. Shropshire ranks 12th relative to identified comparator Local Authorities.

3.251. In the long-term the number of repossessions in Shropshire peaked in 2008 and 2009 with 203 repossessions in both years. Table 37 shows that during the period 2003-2010 the number of repossessions in Shropshire rose by 52.6% following a sustained period of house price inflation. In contrast between 2010 and 2017, numbers have fallen by -22.3%, possibly reflecting improvements in levels of housing affordability (through a combination of stability on house purchase/rental prices; lower interest rates; and rising earnings); increased levels of job stability; and reduced unemployment.

3.252. The pattern of rise and fall in numbers is reflected in all the comparator Authorities shown in Table 37, except South Staffordshire, Herefordshire and Newcastle-Under-Lyme. These areas experienced percentage decline during 2003-2010 followed by more significant decline during 2010-2017. In the long-term (2003-17), the local authorities of Malvern Hills followed by Cheshire West and Chester, and Worcester have seen the highest percentage rise in repossessions, perhaps reflecting recent rises in house prices in these areas. In Shropshire re-possessions have risen by 18.6% in the long-terms, significantly above the national rise of 7.4%.

3.253. Figure 82 uses a three year rolling average of annual repossessions data for 2003-2017. From this percentage annual change in repossessions has been calculated to enable comparison of the Shropshire trend with those of Herefordshire, Telford and Wrekin and nationally. The number of repossessions fluctuate substantially over time and so using a rolling average is a useful way of smoothing the data to reveal the real trend.

Figure 82: Three Year Rolling Average Change - Repossessions 2003-2017



***Please note:** <u>'% Change: Av. 2003-05 to 2004-06'</u> on the horizontal axis refers to the average number of repossessions for 2003-05 subtracted from the average number of repossessions for 2004-06 and then divided by the first value to obtain an annual percentage change figure.*

3.254. Shropshire has experienced successive annual percentage growth in the average number of repossessions during 2003-05 to 2007-09, with the level of growth decreasing over time. However, since 2008-10 to 2015-17, Shropshire has experienced annual percentage decline in the average number of repossessions, the only exception being 2010-12 to 2011-13, with a small level of growth. The displayed linear trend for Shropshire illustrates the general downward trend of successive growth and then successive decline, which is consistent with the general trend for Telford and Wrekin, Herefordshire and nationally.

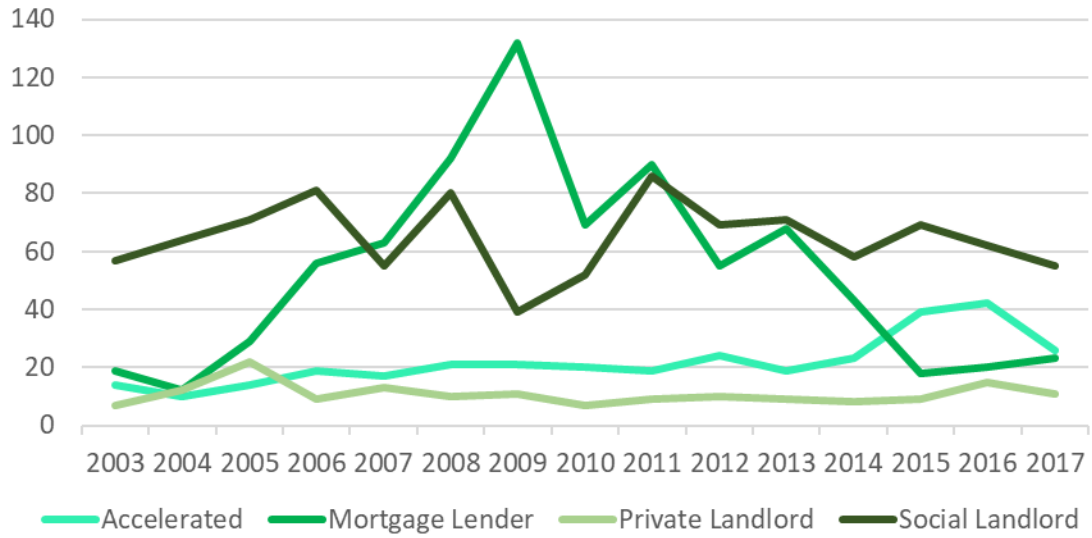
3.255. During 2003-05 to 2008-10, Shropshire experienced higher levels of percentage annual growth in repossessions than experienced nationally but since then Shropshire has experienced either higher or similar levels of annual percentage decline. In 2003-05 to 2004-06 Shropshire experienced the highest level growth (20.5%) and during 2011-13 to 2012-14 saw its highest level of decline.

3.256. Figure 83 provides a simple trend of Possession Actions by claimant in Shropshire. This provides more insight into the operation of mortgage lenders and private landlords in the private housing market.

3.257. Most striking is the number of repossessions by mortgage lenders, which peaked in 2009 but has since fallen by -82.6% in Shropshire. Compared with the selected comparator Authorities this places Shropshire 10th in terms of the highest fall. This peak is likely to reflect a combination of consistent house price inflation during the period from 2003 to 2009 and the impact of the economic downturn.

3.258. The general level of possession actions by private landlord is relatively low when compared with the possession actions of other types of landlord. In 2015, Shropshire levels reached 11 repossessions, resulting in an average of 10.8 actions per year since 2003.

Figure 83: Possession Actions by Type of Claimant in Shropshire, 2003-2017



3.259. Figure 83 shows that between 2007 and 2011 possession actions instigated by mortgage lenders were higher than those by social landlords. However, for the remaining years the reverse is true with social landlords initiating more possession actions. In 2017, there were 115 repossessions, 20.0% were instigated by mortgage lenders, 9.6% by private landlords, and nearly half by social landlords (47.8%). The remainder (22.6%) were treated as 'accelerated landlord' possession actions, where if certain tenancy criteria were met the case didn't need to go before the courts. During 2014 and 2016 the number of accelerated actions increased by of 82.6%, falling by -38.1% during 2016-17.

3.260. Between 2003 and 2017, overall repossessions peaked in 2008/2009 and 2011 (exceeding 200), with the largest proportion instigated by mortgage lenders. Since 2009 possession actions by mortgage lenders have fallen by -82.6% in Shropshire from 132 as the recession kicked in to only 23 in 2017.

3.261. In summary, the long-term trend in repossession actions has risen by 18.6% in Shropshire, potentially reflecting the relatively high affordability ratios experienced in the County. However reductions between 2010 and 2017 of -22.3% may in part reflect improvements in affordability levels since 2007. These trends are consistent with national trends and this suggests that there has not been a significant rise in the need for affordable housing need.

Affordability – Purchasing a Property

3.262. The ability or inability of households to afford and access suitable housing in a suitable location is a key market signal that may indicate higher levels of affordable housing need. Affordability ratios (ARs) are widely used as a measure of affordability of private market housing, as they compare housing costs against the ability of a household to pay. A high ratio indicates housing is less affordable and that households on lower incomes are more likely to struggle to afford even the lowest priced accommodation.

3.263. Best practice is to use the workplace based earnings estimates as opposed to resident based earnings to calculate ARs. In 2018 workplace based median earnings were estimated at £26,519[144] in Shropshire and resident based earnings at £27,653[145]. This contrast in earnings is due to many Shropshire residents accessing higher paid jobs by commuting outside of the County and the relative lower paid jobs within Shropshire. More detailed earnings data is sourced from the 2018 ONS Annual Survey of Hours and Earnings (ASHE)[146]

Lower Quartile House prices to Lower Quartile Earnings

3.264. This analysis considers long-term trends and comparison with other Local Authorities and nationally. Table 38 shows that in 2017 Shropshire had a lower quartile based affordability ratio (AR) of 8.52. This places Shropshire's AR the third highest against the comparable Local Authorities listed in Table 38 and reveals Shropshire to be the third least affordable place to live of the Local Authorities considered, in 2017. Herefordshire and Malvern Hills stand out as the least affordable comparable Local Authorities at 8.80 and 10.67.

3.265. Shropshire's AR is 3.2% (0.28) below Herefordshire's AR and 16.2% above the England ratio of 7.26. The most comparable Local Authorities with Shropshire in terms of ARs are South Staffordshire (8.2) and Wyre Forest (7.8). Telford and Wrekin's AR of 6.32 contrasts significantly with Shropshire's AR indicating the area is much more affordable to households on lower quartile earnings.

[144] Ratio of house price to workplace-based earnings (lower quartile and median) www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoworkplacebasedearningslowerquartileandmedian

[145] Ratio of house price to residence-based earnings (lower quartile and median) www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoresidencebasedearningslowerquartileandmedian

[146] Nomis Official Labour Market Statistics (ASHE) www.nomisweb.co.uk/query/select/getdatasetbytheme.asp?theme=25

3.266. Overall Shropshire's ranking highlights that access to affordable private market housing for people on low incomes is a particular challenge in the County. This indicates a higher level of affordable housing need amongst lower income households compared with similar Authorities and nationally.

3.267. However, as house prices in Shropshire are below the national average, the high affordability ratio in Shropshire is likely to result from lower wages received in the area, particularly amongst those employed in rural areas. Indeed data for 2018 indicates that the average median gross weekly earning for employees in Shropshire is £504.8[146], significantly less than the median average for the West Midlands Region (£536.6) and the median average for Great Britain (£570.9). Consequently, a more effective method of addressing affordability in Shropshire may be to increase opportunities to earn higher wages, rather than solely relying on provision of affordable dwellings.

3.268. Table 38 shows that since 2002, Shropshire's AR has risen at a rate of 0.56, just below the rise experienced nationally of 0.61. Only six of the comparator local authorities have experienced higher rises in ARs than Shropshire during the period 2002-2017, led by Wolverhampton (0.79) and East Staffordshire (0.72). Telford and Wrekin has seen the third highest level of growth at 0.66 compared with Shropshire's ranking of seventh.

Table 38: Ratio of Lower Quartile House Price to Lower Quartile Earnings[147]

	Affordability Ratio				Rank	Rate of Change			
	2002	2007	2012	2017	2017	2002-07	2007-12	2012-17	2002-17
Malvern Hills	7.95	10.40	8.53	10.67	1	0.31	-0.18	0.25	0.34
Herefordshire, County of	5.91	9.66	8.57	8.80	2	0.63	-0.11	0.03	0.49
Shropshire	5.47	9.01	7.83	8.52	3	0.65	-0.13	0.09	0.56
South Staffordshire	5.42	8.79	8.39	8.20	4	0.62	-0.05	-0.02	0.51
Wyre Forest	5.29	7.76	7.86	7.81	5	0.47	0.01	-0.01	0.48
Worcester	5.55	8.03	7.07	7.49	6	0.45	-0.12	0.06	0.35
Stafford	4.51	7.27	6.62	7.46	7	0.61	-0.09	0.13	0.65
Powys	4.35	9.55	7.21	7.17	8	1.20	-0.25	-0.01	0.65
Cheshire East	:	:	6.85	7.14	9	:	:	0.04	:
Cheshire West and Chester	:	:	6.61	7.09	10	:	:	0.07	:
East Staffordshire	3.83	6.47	5.76	6.58	11	0.69	-0.11	0.14	0.72
Telford and Wrekin	3.81	6.66	5.91	6.32	12	0.75	-0.11	0.07	0.66
Wrexham	3.86	7.41	6.02	5.90	13	0.92	-0.19	-0.02	0.53
Wolverhampton	3.22	5.99	4.80	5.75	14	0.86	-0.20	0.20	0.79
Newcastle-under-Lyme	3.49	6.49	5.68	5.47	15	0.86	-0.12	-0.04	0.57
England	*4.51*	*7.21*	*6.58*	*7.26*		*0.60*	*-0.09*	*0.10*	*0.61*

Please note: Cheshire East and Cheshire West & Chester Local Authorities were newly created in 2009 and so data is unavailable before 2009. ONS do not publish ARs for Shropshire prior to 2008, so the ARs for 2002 and 2007 have been calculated using historic ASHE data from NOMIS for the former Shropshire CC.

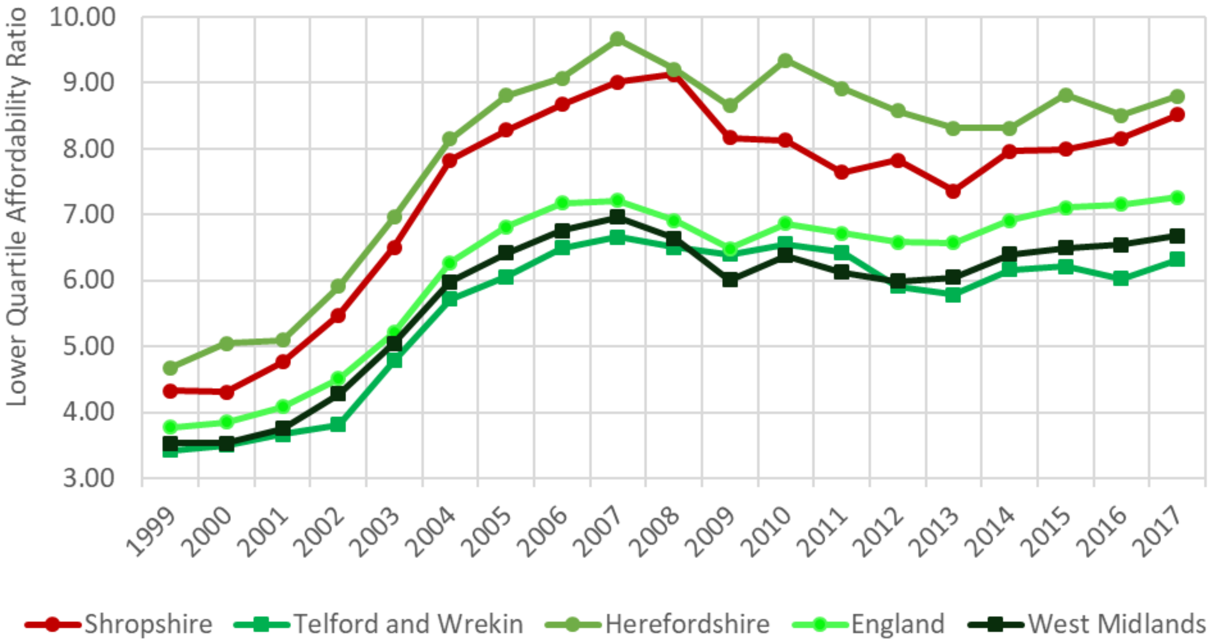
3.269. Breaking down the long-term trend, Table 38 shows the AR in Shropshire rose at a higher rate (0.65) during 2002-2007, then fell by -0.13 during 2007-2012 and rose slightly by -

[147] Ratio of house price to workplace-based earnings (lower quartile and median) https://www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoworkplacebasedearningslowerquartileandmedian

0.09 during 2012-2017. During 2007-2012 and 2012-2017, the rate of increase in ARs nationally and in the comparison Local Authorities slowed or began to decline in response to the recession impact on house prices and earnings. During 2007-2012 Shropshire experienced the fifth highest level of decline after Malvern Hills, Powys, Wrexham and Wolverhampton. During 2012-17, the Welsh local authorities, Newcastle-under-Lyme, Wyre Forest and South Staffordshire continued to experience decline, indicating a slower recovery in house prices.

3.270. Figure 84 depicts the long-term trend in ARs, during the time series 1999-2017. It illustrates clearly (as proven in Table 38) that in the long-term Shropshire has experienced significantly higher ARs than Telford and Wrekin and England but has more closely followed the Herefordshire trend. During the period 2002-2007 the ARs for all areas rose sharply reflecting the high levels of house price inflation at the time. When comparing Shropshire with Telford and Wrekin and England, the margin between ARs has widened since 2004.

Figure 84: Change in the Ratio: Lower Quartile House Prices to Lower Quartile Earnings[147]



3.271. As reflected in Figure 84, Shropshire's ARs rose significantly each year from 2000 to 2008, reaching 9.13 at the peak of the house price boom in 2008. Since the onset of the housing market crash, Shropshire's ARs have fallen to a low of 7.36 in 2013. A short period of stability to 2015, indicated the gap between earnings and housing costs was narrowing, making access to affordable market housing relatively easier for lower income households. However Shropshire's ARs have in recent years started rising again showing evidence of housing becoming less affordable to people on lower quartile earning. As such, access to affordable housing remains a key concern in Shropshire, particularly if house prices continue to rise.

3.272. The ASHE data for 2018 reveals lower quartile earnings for Shropshire's workplace population of £19,500 and the Price Paid data shows the median house price for the year ending September 2018 is £155,000. Together these figures indicate an affordability ratio of 7.95.

Median House Price to Median Earnings (Workplace based)[148]

3.273. Table 39 considers the long-term trend in the affordability ratio of median house price to median earnings and provides a comparison with other selected local authorities and nationally. Shropshire is ranked third in terms of the highest median affordability ratio with only Herefordshire and Malvern Hills having higher ratios. This again emphasises the challenge of providing enough affordable housing in the County.

3.274. In the long-term (2002-2017) Shropshire has experienced the fifth lowest level of change compared with the selected local authorities (where data is available). However, Shropshire (0.51) has experienced a lower rate of growth than nationally (0.72). When change is broken down into three smaller time periods (2002-07, 2007-12 and 2012-17) Shropshire saw growth of 0.52 during period one, decline of -0.09 during period two (at the beginning of the recession period) followed by growth of 0.09 since 2012.

3.275. The ASHE data for 2018 reveals median earnings for Shropshire's workplace population of £26,519 and the Price Paid data shows the median house price for the year ending September 2018 is £210,000. Together these figures indicate an affordability ratio of 7.92.

Table 39: Median House Price to Median Earnings[148]

	Affordability Ratio				Rank	Rate of Change			
	2002	2007	2012	2017	2017	2002-07	2007-12	2012-17	2002-17
Cheshire East	:	:	6.8	7.6	6	:	:	0.11	:
Cheshire West and Chester	:	:	6.2	7.2	9	:	:	0.16	:
East Staffordshire	3.9	6.5	5.4	6.3	12	0.64	-0.17	0.18	0.60
Herefordshire, County of	6.4	9.1	9.2	9.5	2	0.43	0.01	0.03	0.49
Malvern Hills	8.5	9.9	8.9	10.6	1	0.15	-0.10	0.20	0.24
Newcastle-under-Lyme	3.6	6.0	5.9	5.5	14	0.69	-0.02	-0.07	0.54
Powys	4.7	8.7	7.9	7.4	7	0.86	-0.09	-0.06	0.59
Shropshire	5.5	8.4	7.7	8.4	3	0.52	-0.09	0.09	0.51
South Staffordshire	6.2	8.1	7.9	7.7	5	0.31	-0.03	-0.02	0.24
Stafford	4.5	7.1	6.3	7.2	8	0.59	-0.12	0.15	0.61
Telford and Wrekin	4.0	5.7	5.8	6.3	11	0.41	0.02	0.10	0.57
Wolverhampton	3.3	5.4	4.6	5.4	15	0.66	-0.15	0.18	0.67
Worcester	5.1	7.4	6.5	6.6	10	0.47	-0.13	0.02	0.31
Wrexham	3.5	6.5	6.0	5.8	13	0.84	-0.08	-0.03	0.63
Wyre Forest	5.1	7.6	7.8	7.8	4	0.50	0.03	-0.01	0.54
England	4.5	7.0	6.8	7.7		0.54	-0.02	0.14	0.72

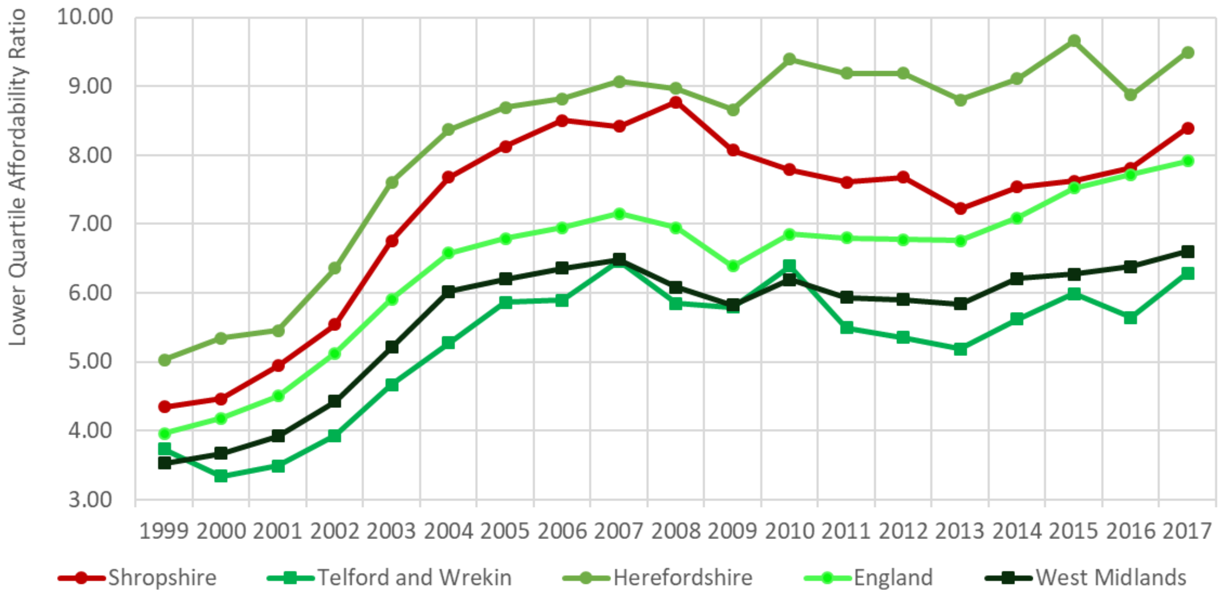
Please note: Cheshire East and Cheshire West & Chester Local Authorities were newly created in 2009 and so data is unavailable before 2009. ONS do not publish ARs for Shropshire prior to 2008, so the ARs for 2002 and 2007 have been calculated using historic ASHE data from NOMIS for the former Shropshire CC.

[148] Ratio of house price to workplace-based earnings (lower quartile and median) www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoworkplacebasedearningslowerquartileandmedian

3.276. Figure 85 illustrates the long-term trend in the median affordability ratios during 1999-2017 and compares the trend nationally and with the two local authorities Shropshire has most synergy with; Herefordshire and Telford and Wrekin. All areas have experienced similar long-terms trends with sustained rises during 1999-2006 and then continued smaller fluctuations since then. The impact of the recession (2008-09) is apparent in Shropshire and nationally in particular.

3.277. In the long-term Shropshire's median affordability ratio has remained above Telford and Wrekin, the West Midlands and England.

Figure 85: Ratio of Median House Price to Median Earnings (work based)[149]



3.278. In Shropshire, during 2008-2016 there has been a 12.5% decline in the AR. To summarise in the last ten years there is no evidence to suggest levels of housing affordability have significantly worsened in Shropshire indicating affordable housing need has not been increasing within the private owner-occupied sector.

Housing Affordability Ratios by Shropshire Place Plan Area

3.279. NPPG identifies affordability ratios (ARs) (ratio of house prices to income) as a key market signal in determining housing need. ARs provide a measure of how affordable housing costs are in an area. A high value indicates housing costs are less affordable relative to average gross household income in an area. ONS use earnings data from the ONS Annual Survey of Hours and Earnings (ASHE) to calculate ARs, however this data is not available below county level. So, the following analysis is based on gross household income PayCheck[150] data purchased from CACI.

3.280. Figures 86 and 87 include data on median / lower quartile household income by Place Plan Area. For comparison a secondary axis is included illustrating ARs based on median household income / median house price and lower quartile household income / lower quartile house price.

[149] Ratio of house price to workplace-based earnings (lower quartile and median) www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoworkplacebasedearningslowerquartileandmedian

[150] CACI Paycheck product (year 2018) - https://www.caci.co.uk/products/product/paycheck

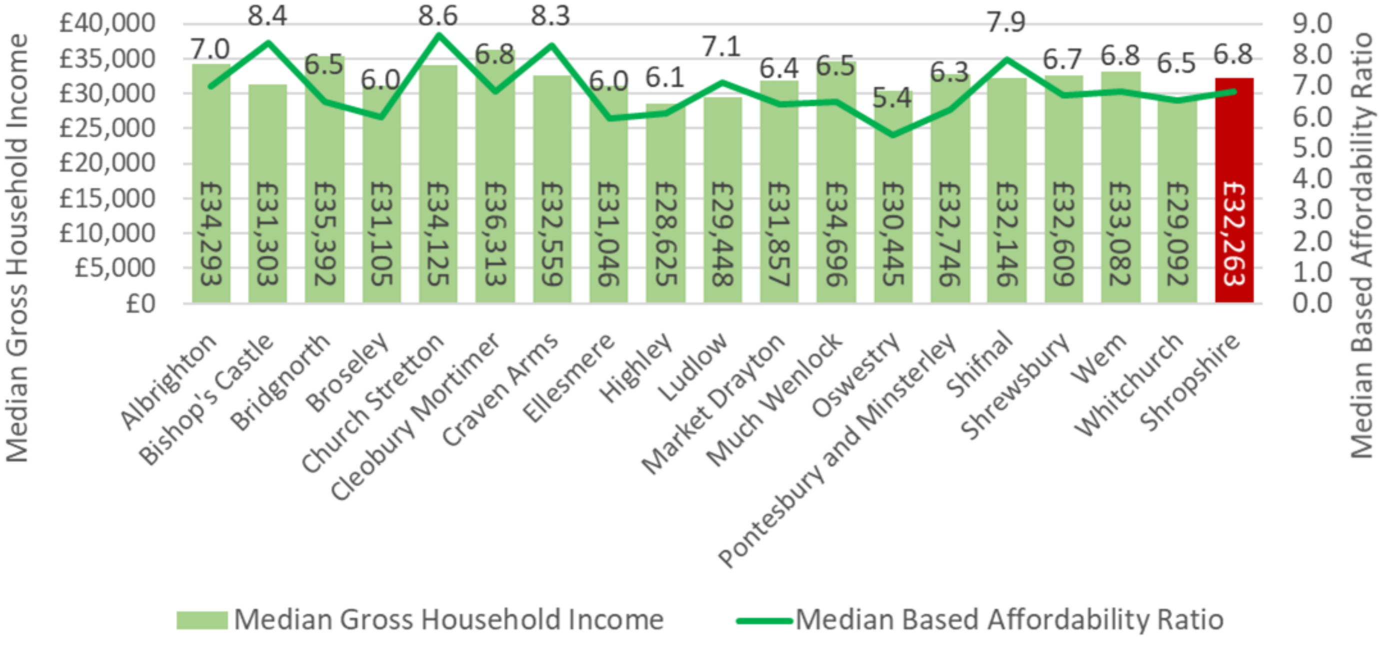
3.281. Figure 86 shows Highley Place Plan Area has the lowest median household income (£28,625) within Shropshire contrasting with Cleobury Mortimer which has the highest (£36,313). This difference of nearly £8K gives some insight into the diversity of gross household income levels across Shropshire. Bishop's Castle, Broseley, Ellesmere, Highley, Ludlow, Market Drayton, Oswestry, Shrewsbury, Shifnal and Whitchurch fall below the Shropshire and national median household income.

3.282. Cleobury Mortimer, Albrighton, Bridgnorth, Much Wenlock, Church Stretton and Wem Place Plan Areas mainly in the south of Shropshire have median household income levels in excess of £33,000, which is largely attributable to many residents commuting to work in Telford and the West Midlands conurbation, accessing higher paid jobs and affluent retirees.

3.283. Albrighton, Bridgnorth, Church Stretton, Cleobury Mortimer and Much Wenlock Place Plan Areas, which with the exception of Church Stretton are located in the south east of Shropshire have median household income levels in excess of £35,000, which is largely attributable to many residents commuting to work in Telford and the West Midlands conurbation, accessing higher paid jobs. Church Stretton perhaps benefits from its setting within the Shropshire Hills AONB which makes it very attractive as a place to live.

3.284. The ARs in Figure 86 reveal the largest gap between housing costs and household income is in the Place Plan Areas of Church Stretton and Bishop's Castle in the south of Shropshire, where median house prices are amongst the highest in Shropshire. Lower levels of median household income may be attributable to the lower wage agricultural economy in these areas combined with more retired residents and higher median house prices may be attributable to the attractiveness of the South Shropshire Hills AONB as a place to retire to from other parts of the UK.

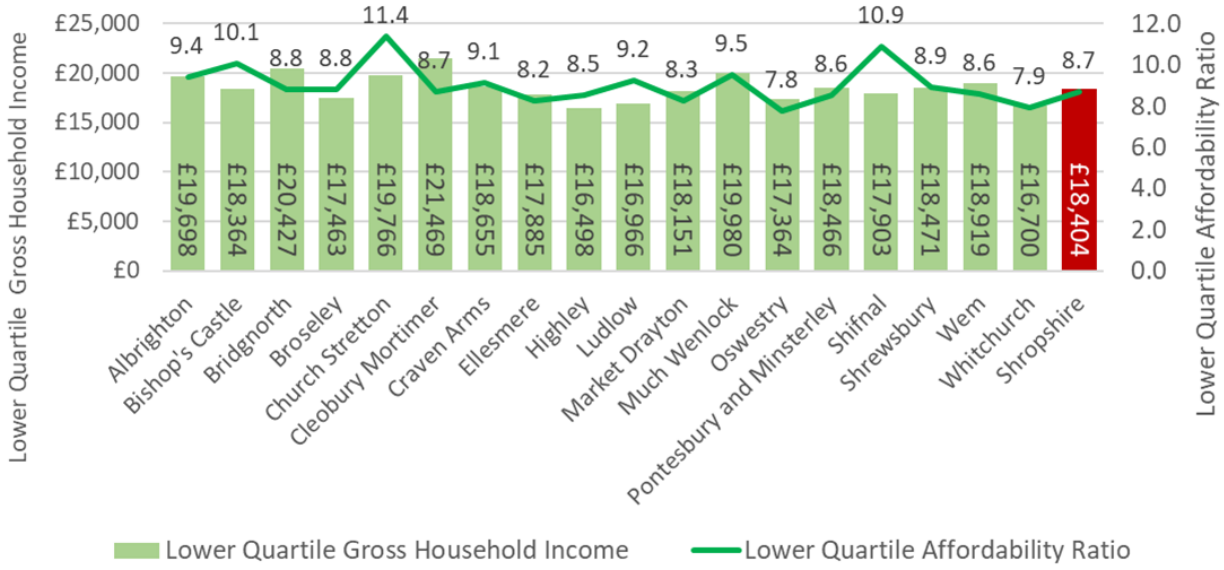
Figure 86: Median Household Income (2019) by Shropshire Place Plan Area[150]



3.285. Figure 87 shows high levels of affordable housing need in Church Stretton (11.4), closely followed by Shifnal, Bishop's Castle, Much Wenlock and Albrighton. These areas all have ARs in excess of the Shropshire (8.7) and national (8.7) ARs.

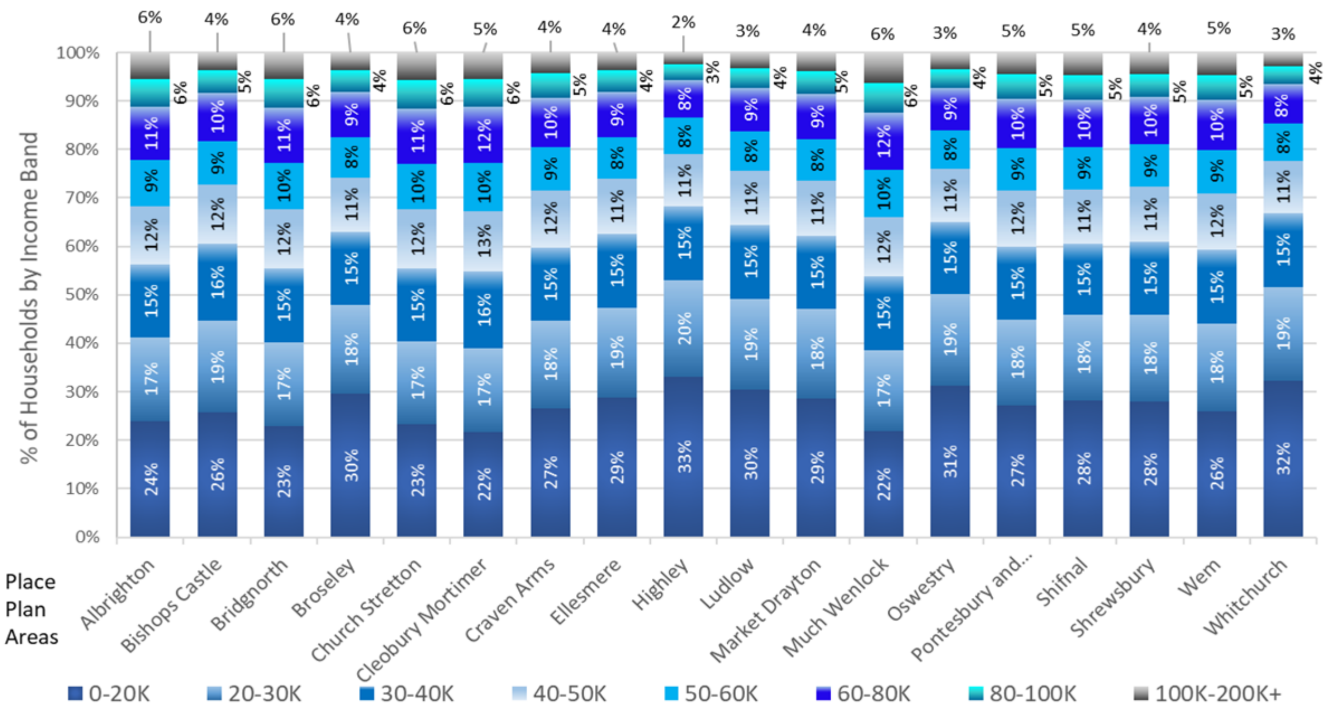
3.286. Nine Place Plan Areas have lower quartile gross household incomes below the Shropshire average (£18,404), with Highley (£16,498) and Whitchurch (£16,700) having the lowest.

Figure 87: Lower Quartile Household Income (2019) by Shropshire Place Plan Area[150]



3.287. Figure 88 illustrates the percentage of Shropshire households with annual gross household incomes shown by broad income banding for each Place Plan Area. Highley (33%) followed by Whitchurch, Ludlow, Oswestry and Broseley, all have in excess of 30% of households with incomes of £0-20K, substantially above national (28.6%) and County (28.3%) levels.

Figure 88: Percentage of Households by Gross Household Income Bandings (2019)



Appendices

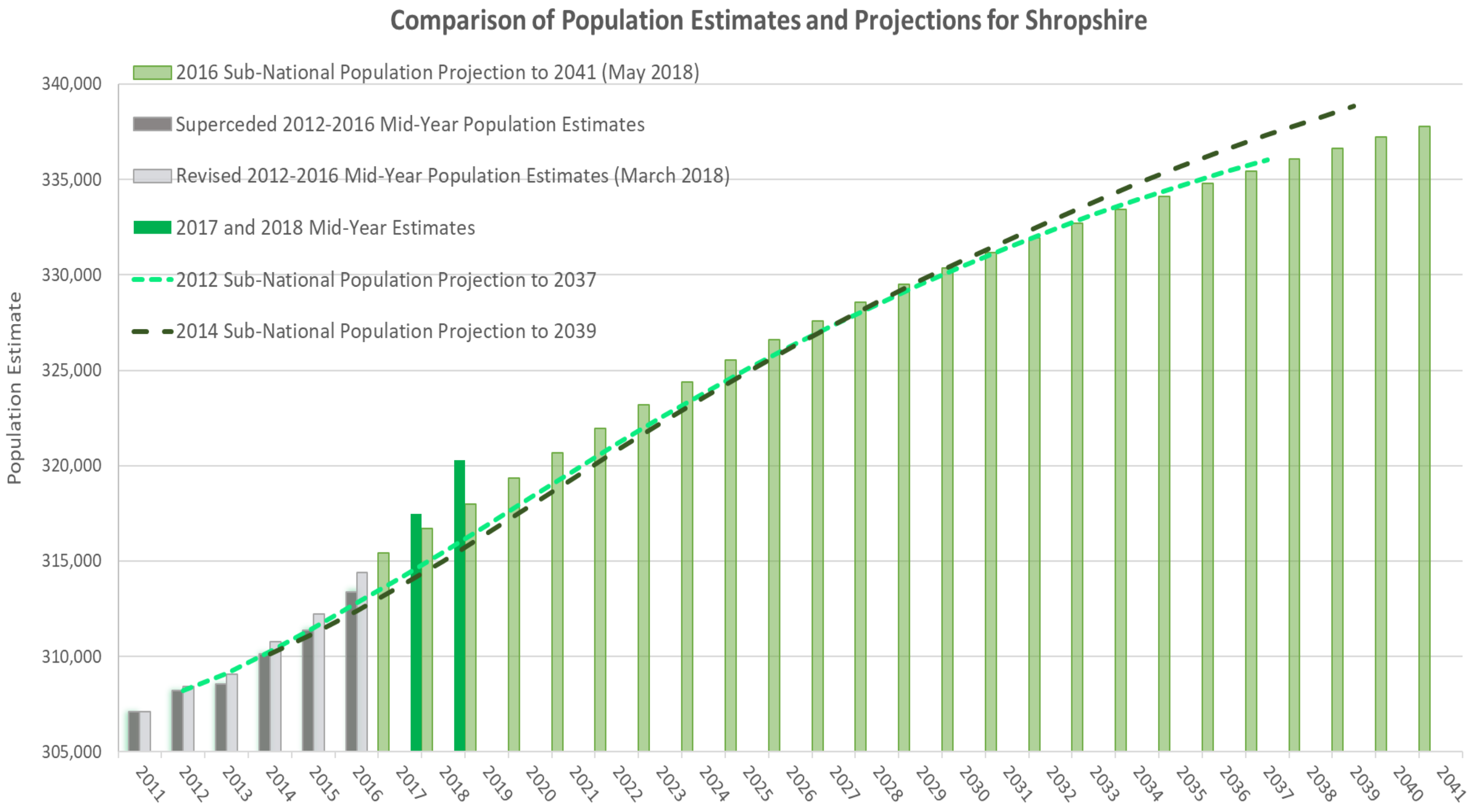
Appendix A. Comparison Sub-National Population and Household Projections

Comparison of Recent ONS Long-term Population Projections (2012[151], 2014[152] and 2016 Based[153])

A1. For the proposed Local Plan Review period (2016-2038), the 2014-based SNPP estimated the highest level of population growth (8.2% or 25,700 people), reaching 338,100 by 2038. This compares with 6.9% (21,700 people) estimated in the 2016-based SNPP, reaching 336,100 by 2038.

A2. When published by ONS the trend based 2012, 2014 and 2016 SNPP, estimate population growth 25 years into the future (to 2037, 2039 and 2041 respectively). Figure 89 usefully displays and compares the three sets of projections for their full term, beyond the end of the Local Plan period (2038). Figure 54 also includes the mid-year population estimates 2011-16 (now superseded) which have informed the 2012 and 2014 based SNPP and the revised mid-year population estimates 2011-16 which have informed the production of the 2016-based SNPP.

Figure 89: Comparison of Population Estimates and Population Projections[151,152,153]



[151] ONS (2014), 2012-Based SNPP, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/bulletins/subnationalpopulationprojectionsforengland/2014-05-29

[152] ONS (2016), 2014-Based SNPP, www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/bulletins/subnationalpopulationprojectionsforengland/2014basedprojections

[153] ONS (2018), 2016-Based SNPP, www.ons.gov.uk/releases/subnationalpopulationprojectionsforengland2016basedprojections

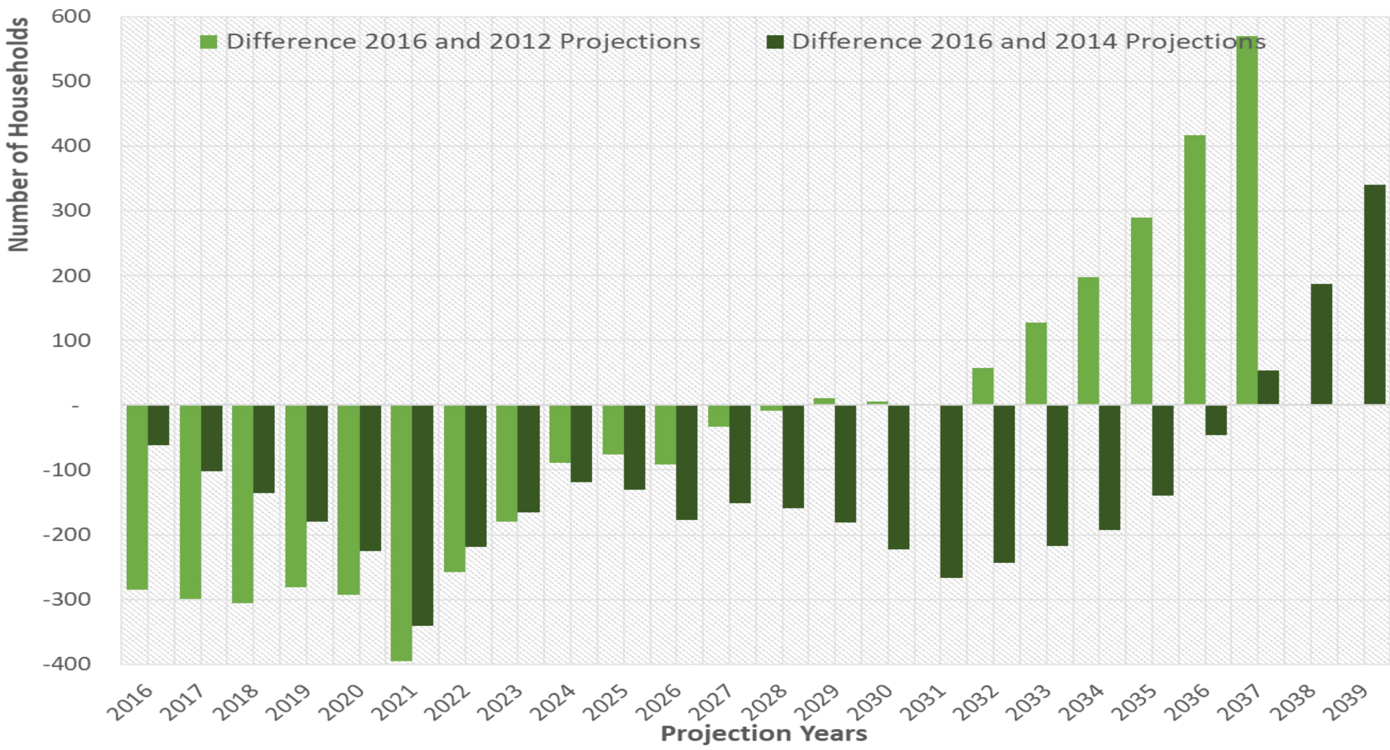
A3. For context the revised 2011-2016 mid-year population estimates (highlighted in light grey) demonstrate a higher level of population growth than the superseded estimates (highlighted in dark grey). This is largely attributable to population gains from net international migration. In other words fewer people have left Shropshire to migrate overseas during 2011-2016 and more people have arrived in Shropshire in 2015 and 2016 from overseas than was previously estimated.

A4. Figure 89 shows the impact of the revised mid-year population estimates for 2011-16 on the 2016-based SNPP, which has led to much higher levels of projected population growth during 2016 to 2029 than is evident for the 2014-based SNPP (highlighted by a dark green line). Similarly higher levels of growth are projected during 2016 to 2030, compared to the 2012-based SNPP (highlighted by a bright green line).

A5. In the longer term, the 2016-based SNPP show significantly lower levels of population growth after 2029, when compared to the 2014-based SNPP. This means by 2039 ONS estimate the Shropshire population will be 1,900 people lower (2016-based SNPP) than was estimated by the 2014-based SNPP. A similar pattern occurs when you compare the 2016-based SNPP with the 2012-based SNPP after 2030. By 2037, the 2016-based SNPP show 600 fewer people in Shropshire than was estimated in the 2012 SNPP.

Comparison of Recent ONS Long-term Household Projections (2012[154], 2014[155] and 2016[156] Based)

Figure 90: Comparison of the 2012 and 2014 Household Projections with the Current 2016 Household Projections[154,155,156&157]



[155] HCLG, (2016), 2014-Based SNHP, www.gov.uk/government/statistics/2014-based-household-projections-in-england-2014-to-2039

[156] ONS (2018), 2016-Based SNHP, www.ons.gov.uk/releases/2016basedhouseholdprojectionsinengland

[157] Please Note: Between publication of the 2014 and 2016 based SNHP, ONS took over responsibility for preparation of the data from HCLG. ONS have made minor changes to the methodology for preparing household reference rates and ensured projections reflect the 2016 SNPP (informed by revisions to mid-year population estimates).

A6. Figure 90 compares the three most recent sets of sub-national household projections (SNHP), specifically the 2012, 2014 and 2016 based SNHP for Shropshire. Specifically it presents a comparison of:

- The most recent 2016-based SNHP with the previous 2012-based SNHP (shown in light green); and
- The most recent 2016-based SNHP with the 2014-based SNHP (shown in dark green).

A7. Figure 90 shows that for the period 2016-2028, the 2016-based SNHP are estimated to exceed the levels of household growth projection in the 2012 and 2014 based SNHP. The 2012-based SNHP begin to exceed the 2016-based SNHP in 2032, reaching nearly 600 households above by 2037. In contrast, the 2014-based SNHP only begin to exceed the 2016 projections in 2037, reaching only a relatively small margin above (300 households).

A8. Overall for the Shropshire Local Plan period (2016-2038), the 2014 and 2016 based SNHP estimate similar growth of 14.1% and 14.3% respectively. The 2014 projections estimate 154,600 households in Shropshire by 2038 and the 2016 projections estimate 154,800 households by 2038. This suggests that the 2016 household projections are consistent with the demographic trends applied in the most recent estimates of housing need (based on the 2014 projections.)