

Shropshire JSNA

Employment and Economy

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Economic Activity and Employment

Being in employment is associated with better physical and mental health and well-being, and conversely, when rates of participation in the labour market are low, this can impact of the health of the local population.

76.8% of the Shropshire 16-64 population was economically active in 2021, which is the equivalent of 138,300 people. Rates of economic activity have fluctuated since 2015, but have dipped significantly since 2018, while rates in the West Midlands and England have remained predominantly flat. Historically, working age participation in the labour market was notably higher in Shropshire than regional or national averages, but that is no longer the case.

The male economic activity rate in Shropshire is slightly higher than the female rate, although the differential between the two is much narrower than is the case for the West Midlands or England. While the Shropshire female rate is in alignment with the West Midlands and England, the male rate is notably lower.

Most economically active people are in employment (97.80%) which equates with 135,300 people. The number has fallen from a peak of 150,600 in 2018.

Levels of self-employment are particularly high in Shropshire, with rates surpassing those in the West Midlands and England in each year since 2015. In 2021, 14.70% of those in employment were self-employed compared with 8.40% in the West Midlands and 9.50% in England.

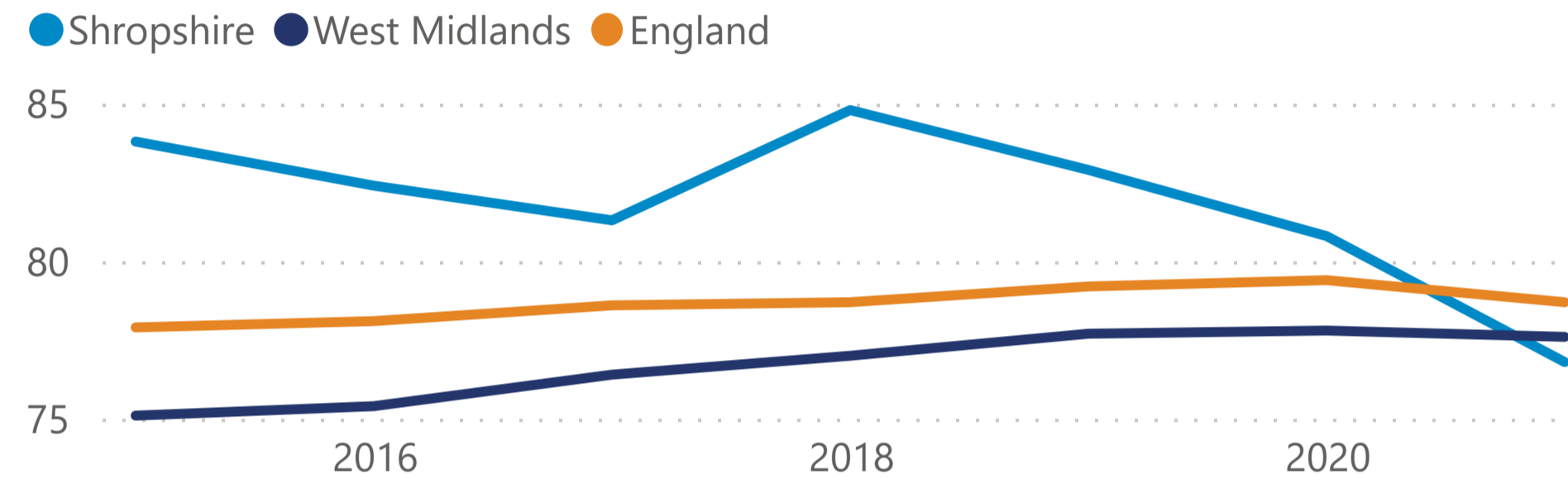
Shropshire Economically Active 2021

138K

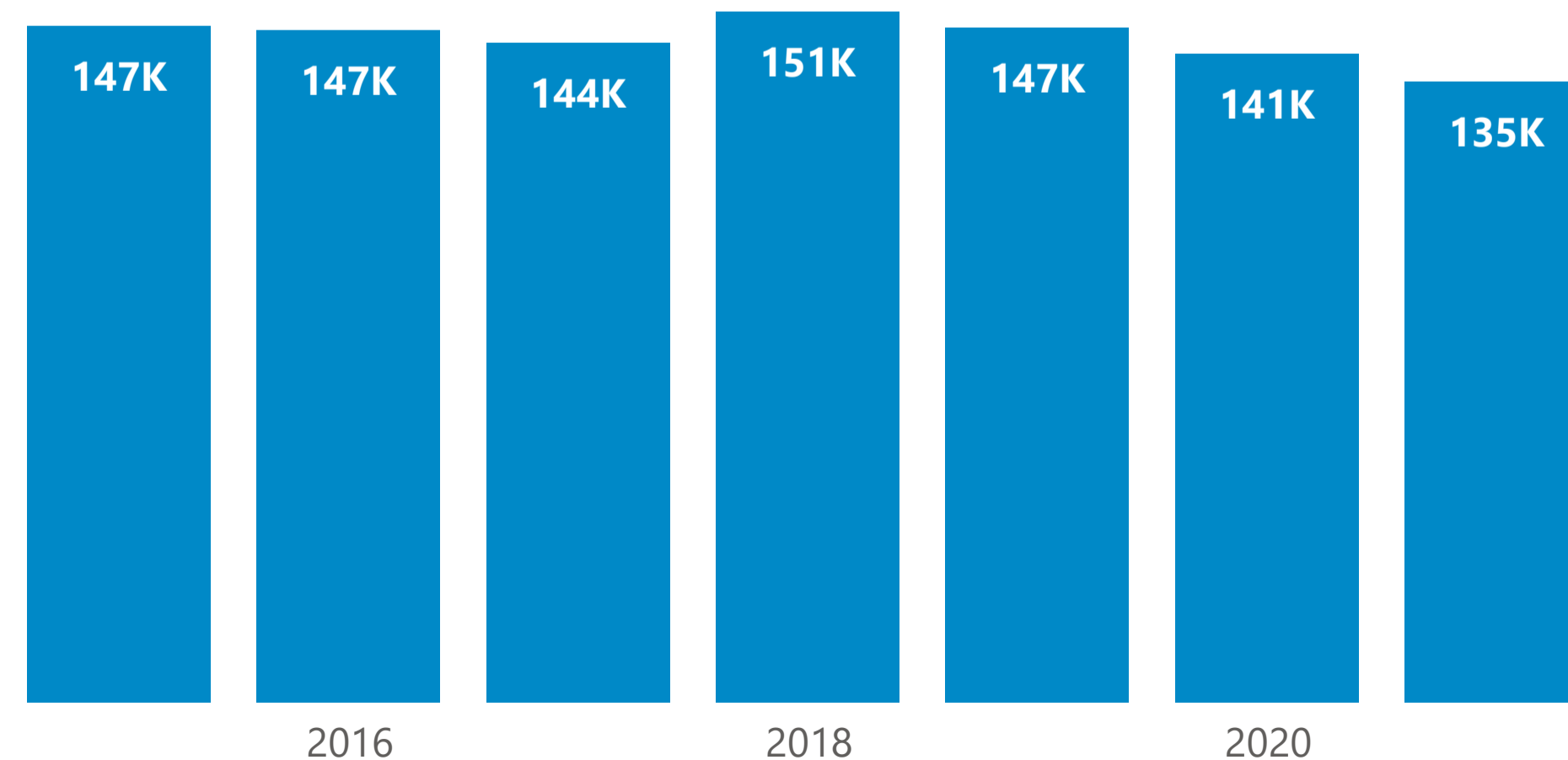
Shropshire in Employment 2021

135K

Economic Activity Rate by Geography

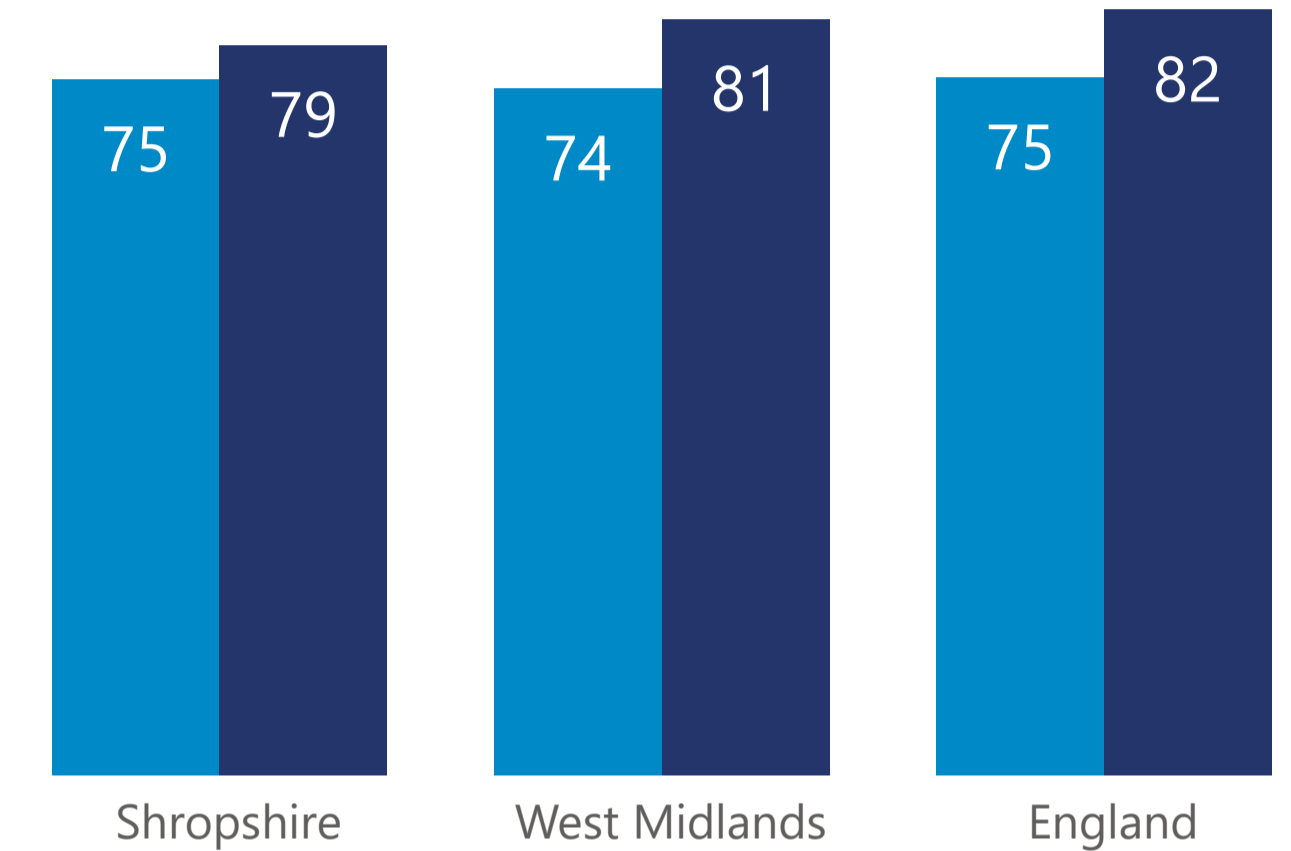


Shropshire Employment by Year



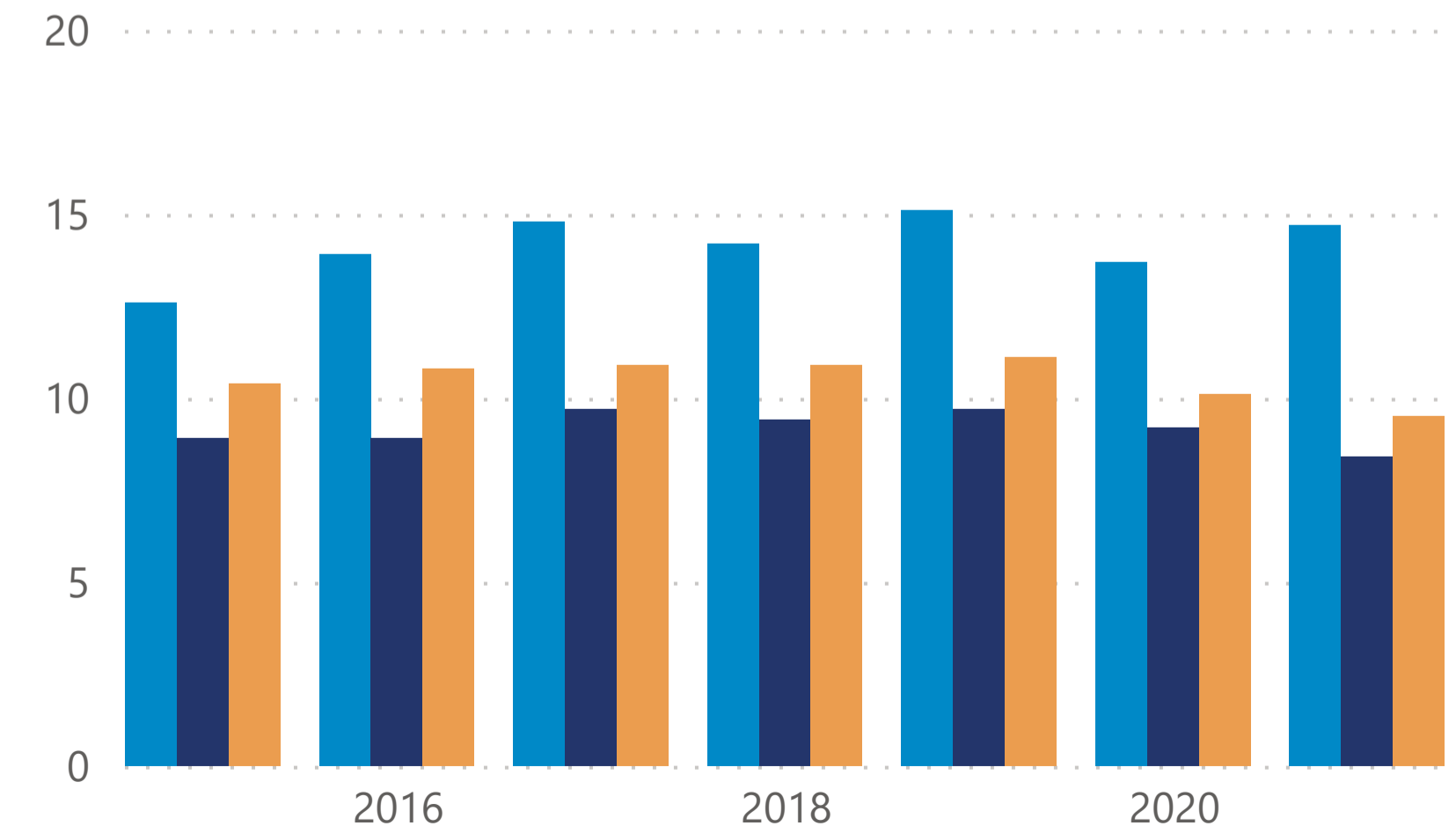
Economic Activity Rates - 2021

● Female ● Male



Self-employment Rates

● Shropshire ● West Midlands ● England



Occupations

48.5% of Shropshire working residents were employed in SOC 1-3 occupations in 2021 (managers, senior officials, professional and associate professional and technical). Shropshire has relatively high numbers of managers and senior officials and those working in professional occupations, but proportionally fewer in associate professional and technical. Those employed in SOC 1-3 typically command higher than average earnings.

In 2011, Albrighton supported the highest proportion of residents in SOC 1-3, with Church Stretton, Much Wenlock, Shifnal, Bridgnorth, Wem and Cleobury Mortimer above the Shropshire average at that time. At the other end of the scale, the proportion was lowest in Ludlow, Highley, Whitchurch, Craven Arms and Oswestry.

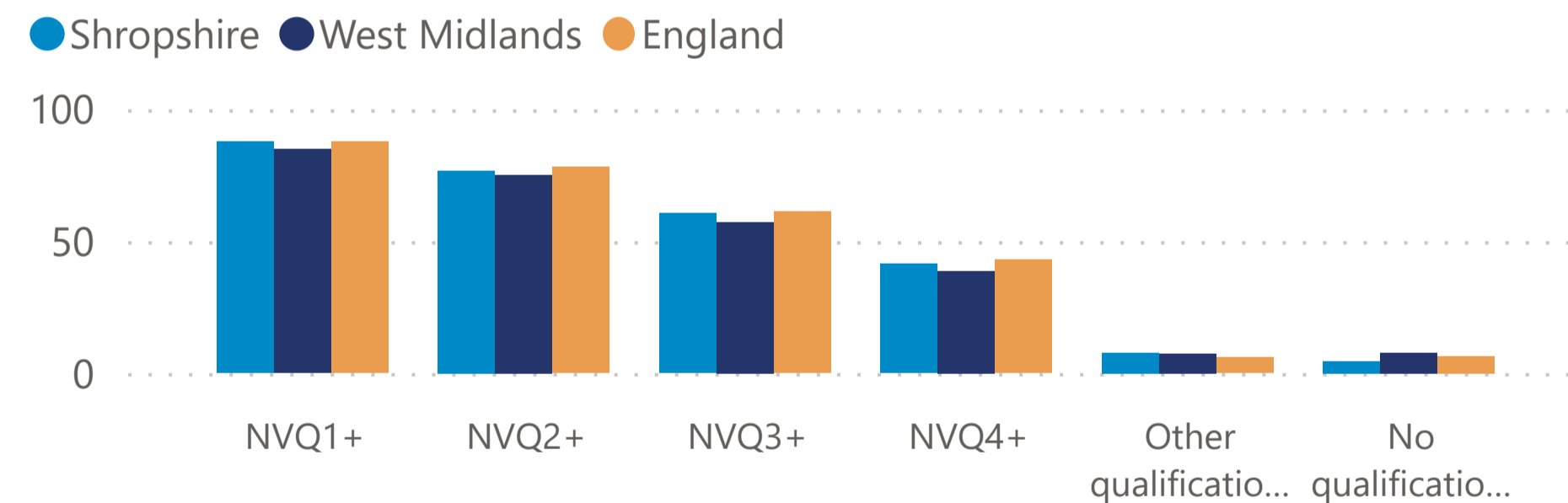
Qualifications

41.5% of the Shropshire population was qualified to at least NVQ level 4 in 2021. This is slightly lower than the national average, but higher than for the West Midlands. Just 4.6% had no qualifications, which is low and which has fallen steadily in recent years. The place plan areas most likely to accommodate residents with level 4 qualifications according to the 2011 Census were Church Stretton, Much Wenlock and Bishop's Castle. Those most likely to have residents with no qualifications are Highley, Whitchurch and Broseley.

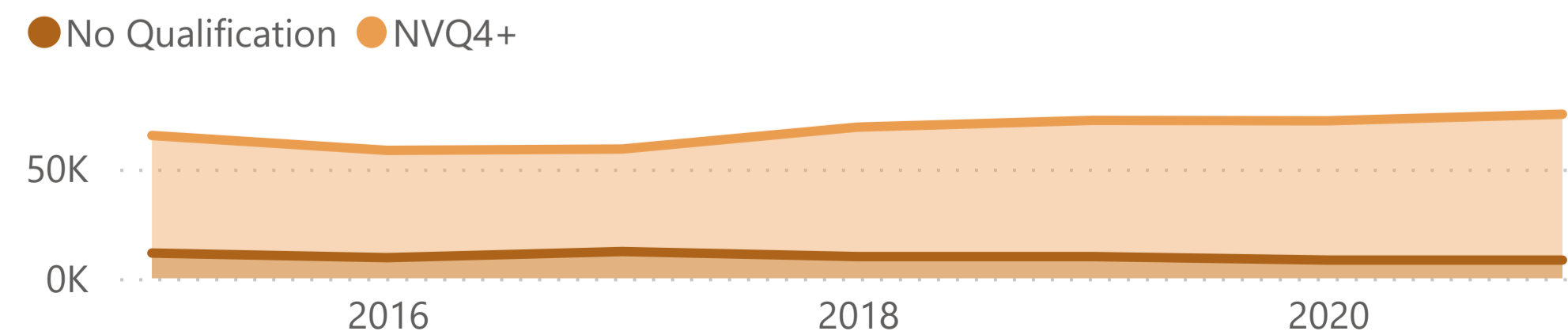
Employment by Occupation 2021

Occupation	Shropshire	West Midlands	England
Managers, directors and senior officials	12.60	9.60	10.80
Professional occupations	25.90	22.60	23.90
Associate prof & tech	10.00	14.00	15.30
Administrative and secretarial	9.60	10.20	10.20
Skilled trades	12.10	8.90	8.70
Sales and customer service	3.80	6.60	6.80
Caring, leisure and other service	10.20	9.70	9.10
Process, plant and machine operatives	7.50	7.10	5.40
Elementary occupations	8.30	11.10	9.50

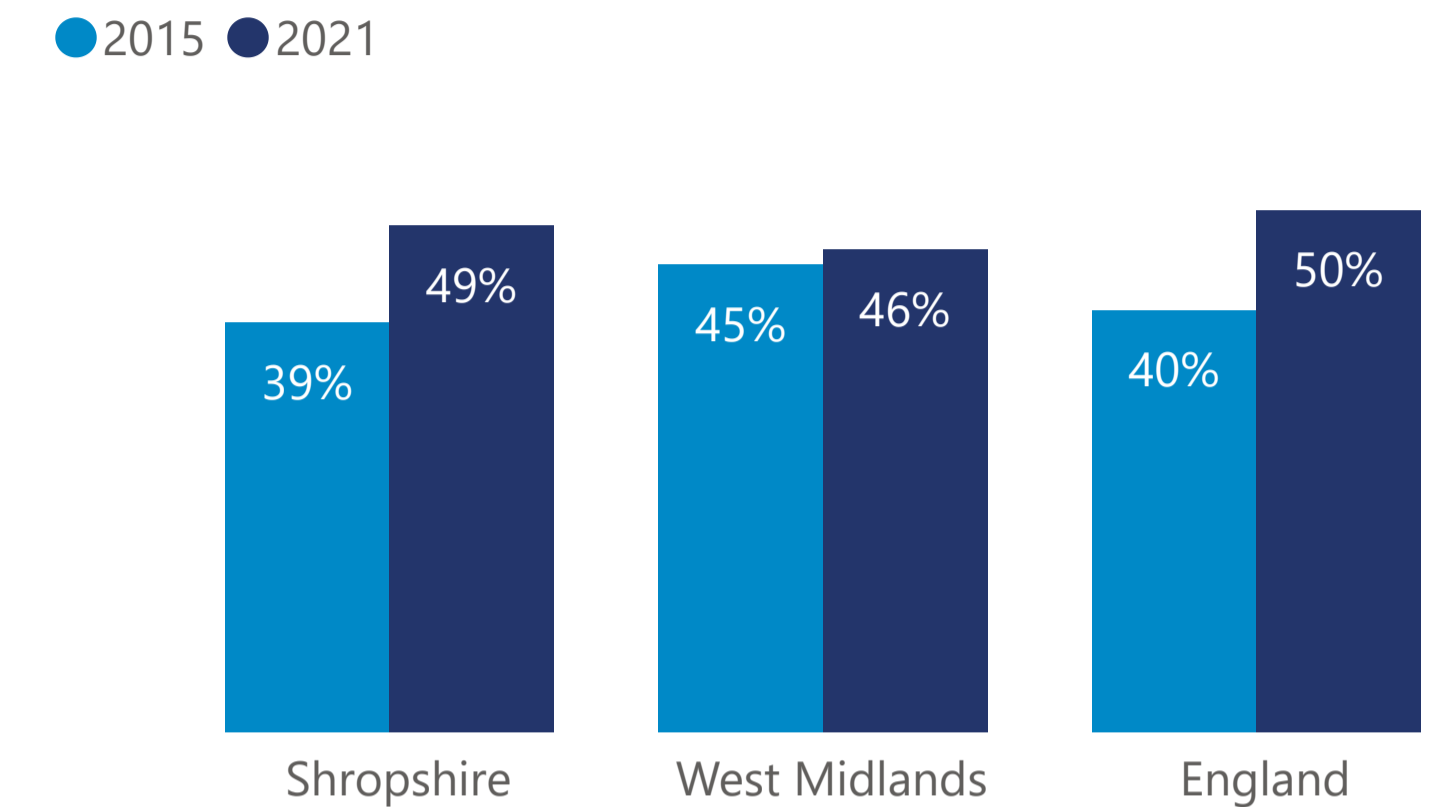
Highest Levels of Qualification 2021



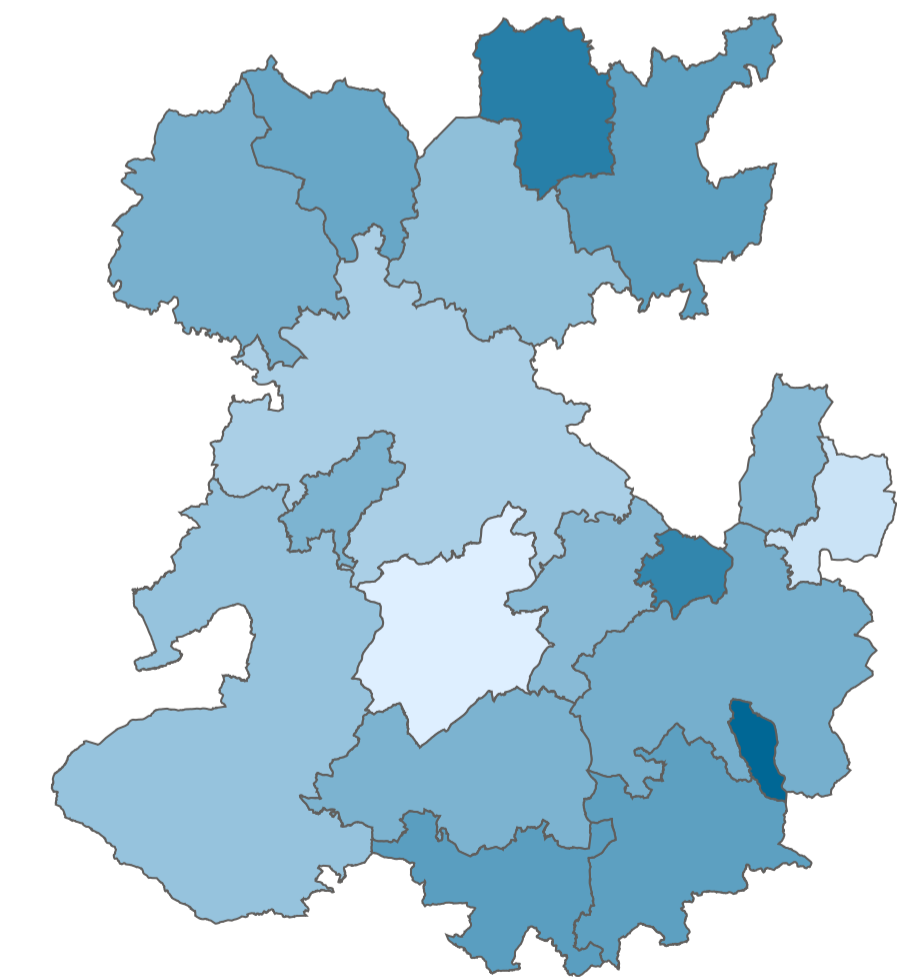
Change in Shropshire Qualification Levels



Percentage of Resident Workers in SOC 1-3 Occupations



Qualifications by Place Plan Area 2011



Please select from the following:

No qualifications

Unemployment and Claimants

A high level of unemployment is a clear indicator of deprivation. While unemployment across most of Shropshire is low, there are pockets where levels of worklessness are high, and this can often be multi-generational.

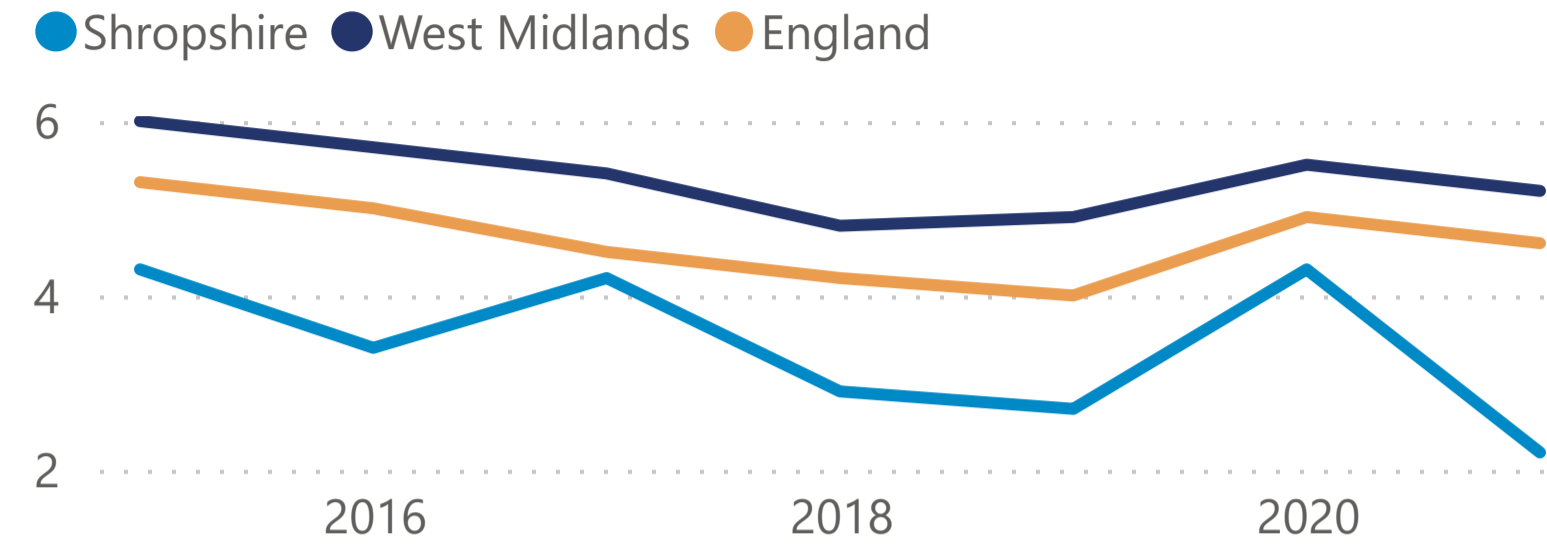
The unemployment rate in Shropshire in 2021 stood at 2.20% of the 16-64 population, with the rate for females standing at 1.70% and the rate for males at 2.70%. Unemployment in the West Midlands and England is notably higher, at 5.20% and 4.60% respectively in 2021.

There were 4,560 Shropshire residents on the claimant count in June 2022. This number increased sharply and quickly at the start of the Covid-19 pandemic, and although numbers have been falling steadily over the last eighteen months, the number remains elevated compared with historic norms. The claimant rate of 2.40% is lower than in the West Midlands (4.90%) and England (3.80%).

The claimant rate is highest in Highley (3.37%) and Whitchurch (3.07%) and is also higher than the Shropshire average in Bridgnorth, Craven Arms, Ludlow and Oswestry. The rate is comparable to the Shropshire average in Shifnal and Shrewsbury and is less than 2% in Albrighton, Church Stretton, Ellesmere and Wem.

Note: The claimant count is a measure of those who are not in work and who are claiming out-of-work benefits, including universal credit and job seekers allowance

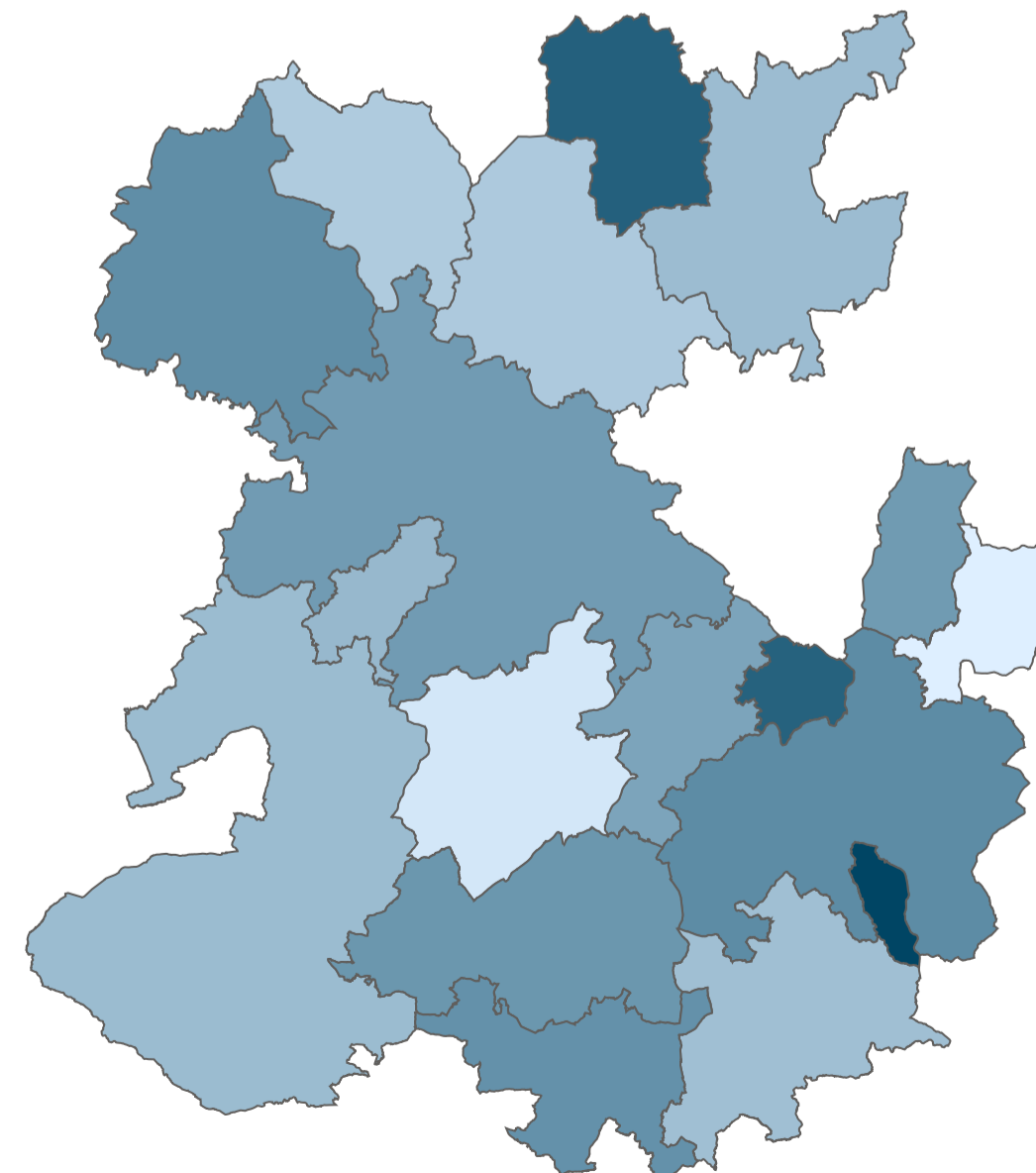
Unemployment Rates



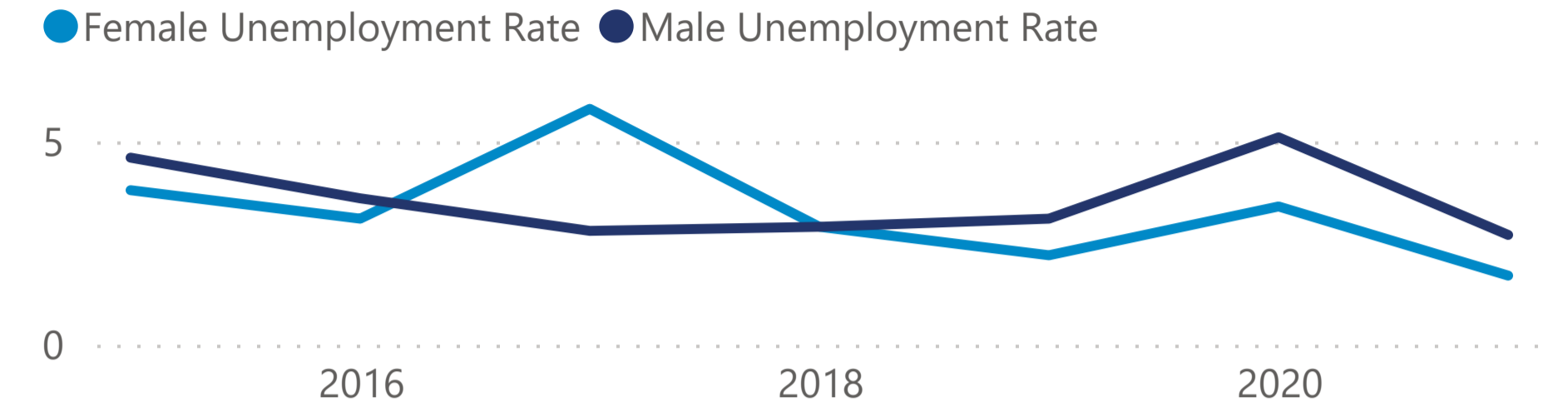
Claimant Count Shropshire June 2022

4.56K

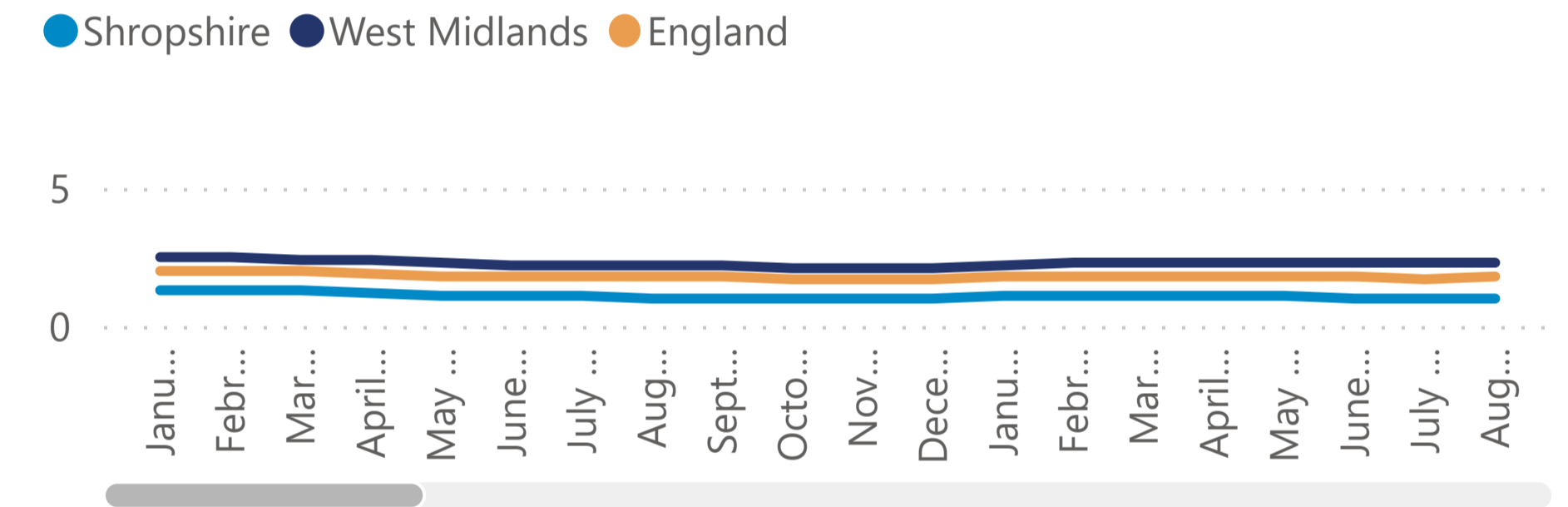
Claimant Count & Rate by Place Plan Area June 2022



Shropshire Rates of Unemployment by Gender



Claimant Rates



Place Plan Area	Count	Rate
Albrighton	65	1.52%
Bishop's Castle	125	2.07%
Bridgnorth	360	2.59%
Broseley	100	3.05%
Church Stretton	80	1.60%
Cleobury Mortimer	80	2.03%
Craven Arms	95	2.48%
Ellesmere	110	1.91%
Highley	105	3.37%
Ludlow	235	2.53%

Employment and Jobs

There were 135,500 people in employment in Shropshire in 2020, of which 123,500 were employees (91.14%). The remainder are sole traders or working proprietors.

The number of jobs has been subject to notable fluctuation in recent years, and was most latterly impacted by the Covid-19 pandemic, with jobs falling by 1,000 (0.8%) in 2020.

Since 2015, the number of jobs in Shropshire has risen by around 3% - this is comparable to the national growth rate and marginally slower than growth posted in the West Midlands region.

Part-time and Full-time Employment

Part-time employment is more prevalent in Shropshire than it is regionally or nationally, accounting for 35.63% of employment in 2020. This compares with 32.09% in the West Midlands and 31.87% in England. While many people choose to work part-time, high levels of part-time work can be an indication of under-employment within the local economy.

Jobs by Industrial Sector

The mix of sectors that make up an economy determines average rates of pay and productivity and influences the types of skills that are needed in the local labour force. The largest employment sectors in Shropshire are health (19,000 jobs), retail (12,000) manufacturing (11,500) and education (11,000).

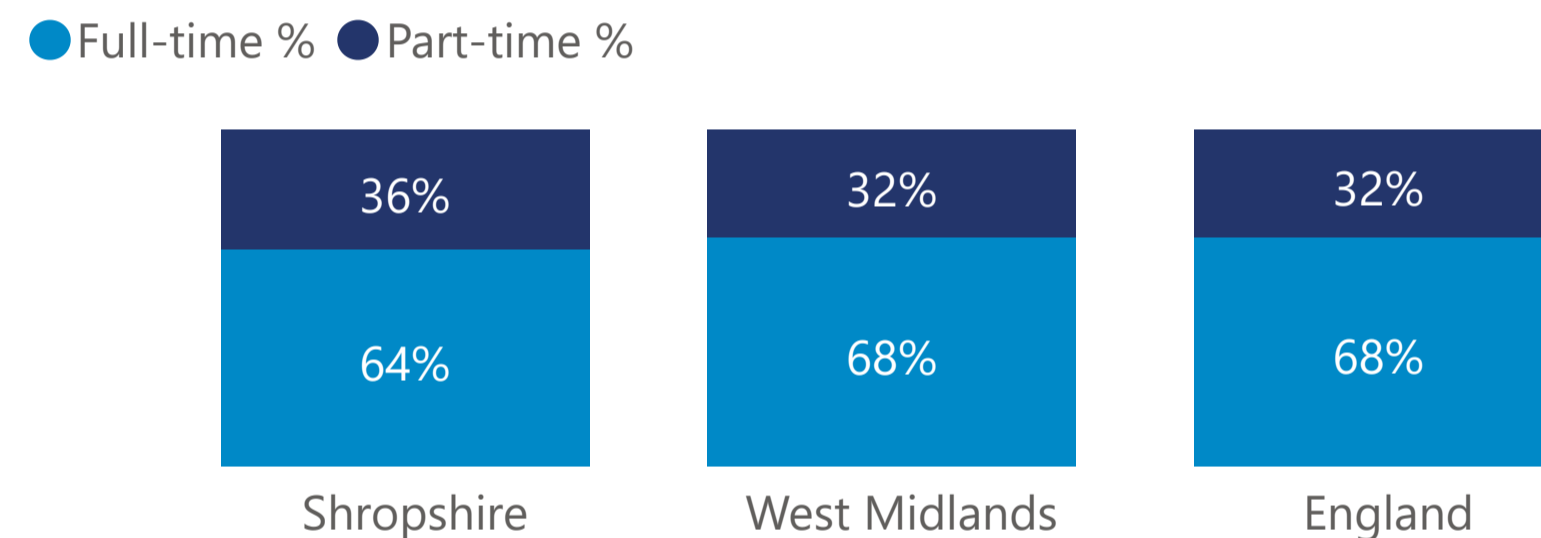
Total Employment in Shropshire

Year	Employment
2015	131000
2016	134000
2017	138000
2018	136000
2019	137500
2020	135500

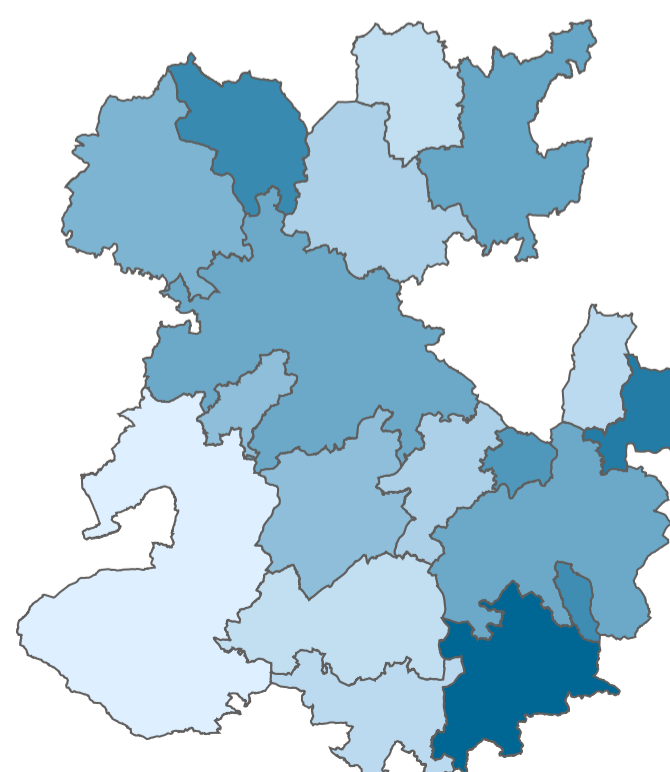
Number of Jobs in Shropshire

Year	Total Employees
2015	119500
2016	122500
2017	125500
2018	123500
2019	124500
2020	123500

Breakdown of Jobs by Full and Part-time 2020

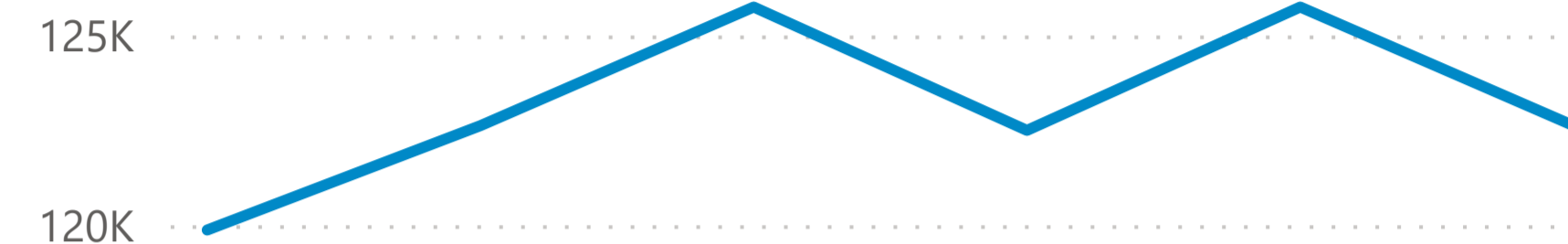


Indexed Job Growth 2015-2020 by Place Plan Area

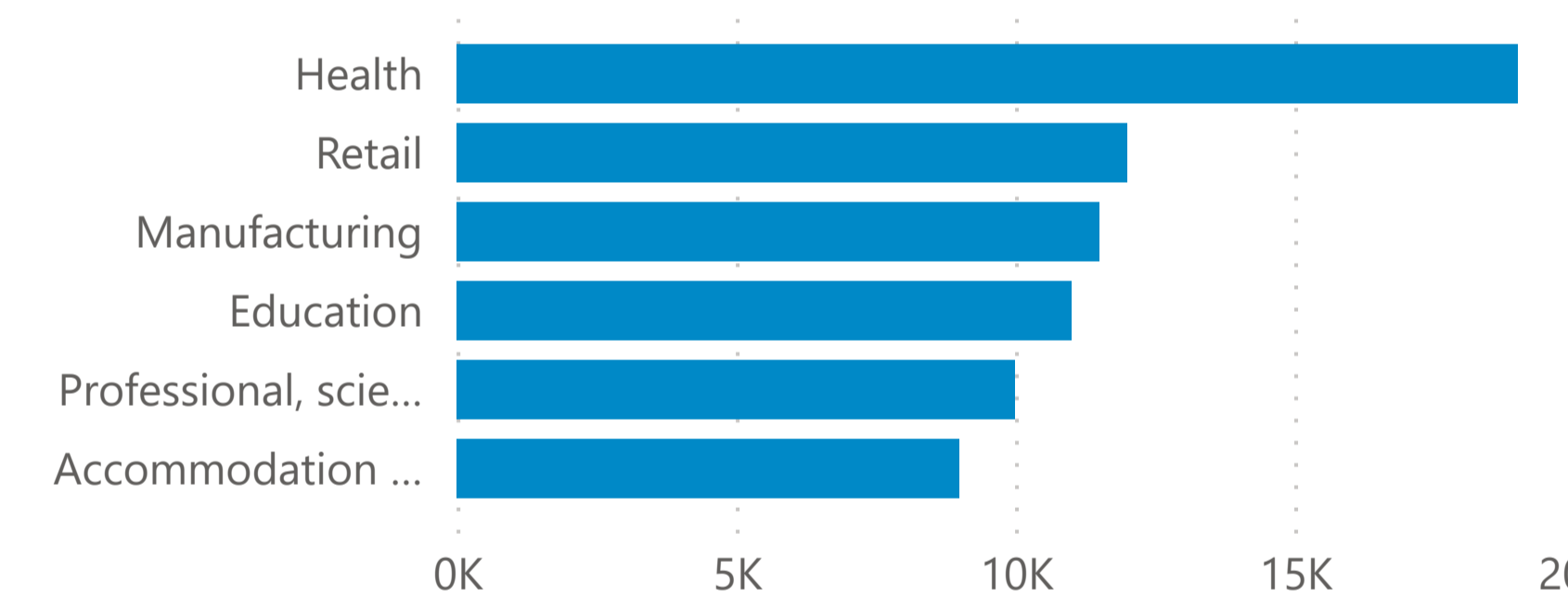


Please select an industry sector

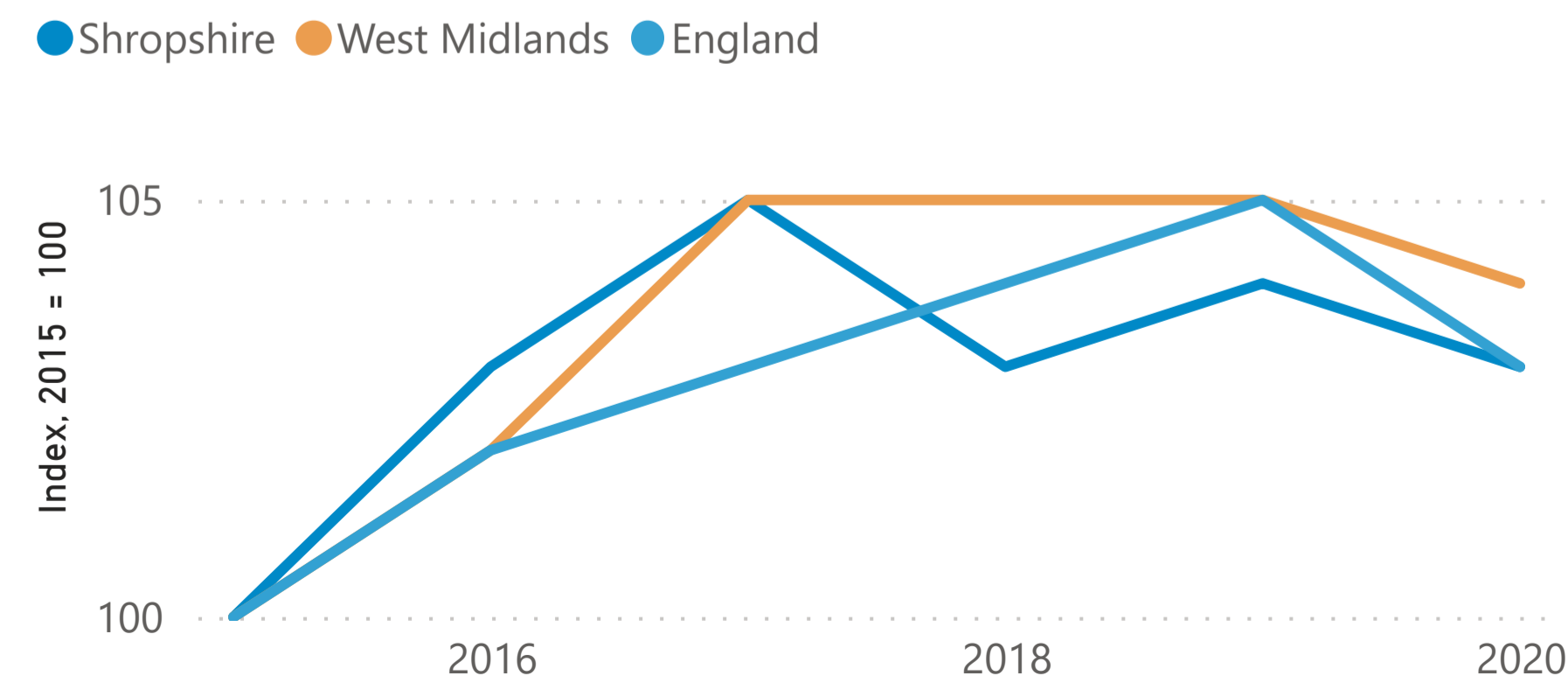
Shropshire Jobs by Year



Shropshire Jobs by Industry 2020



Growth in the Number of Businesses



Jobs by Place Plan Area

The highest number of jobs are located in the Shrewsbury place plan area (50,500), with the County town acting as the main employment centre for Shropshire residents. Oswestry is the second largest centre (15,500 jobs) ahead of Bridgnorth, Market Drayton and Ludlow.

Cleobury Mortimer, Pontesbury & Minsterley, Broseley, Much Wenlock and Highley all support fewer than 2,000 jobs.

Location quotients are useful measurements of how important each industrial sector is to a local economy. A value of one means the sector is of equal value to the place plan area economy as it is to Shropshire - a higher value means that it is more significant, and a value below one means it has less importance locally than it does within Shropshire as a whole.

Private/Public Sector Jobs

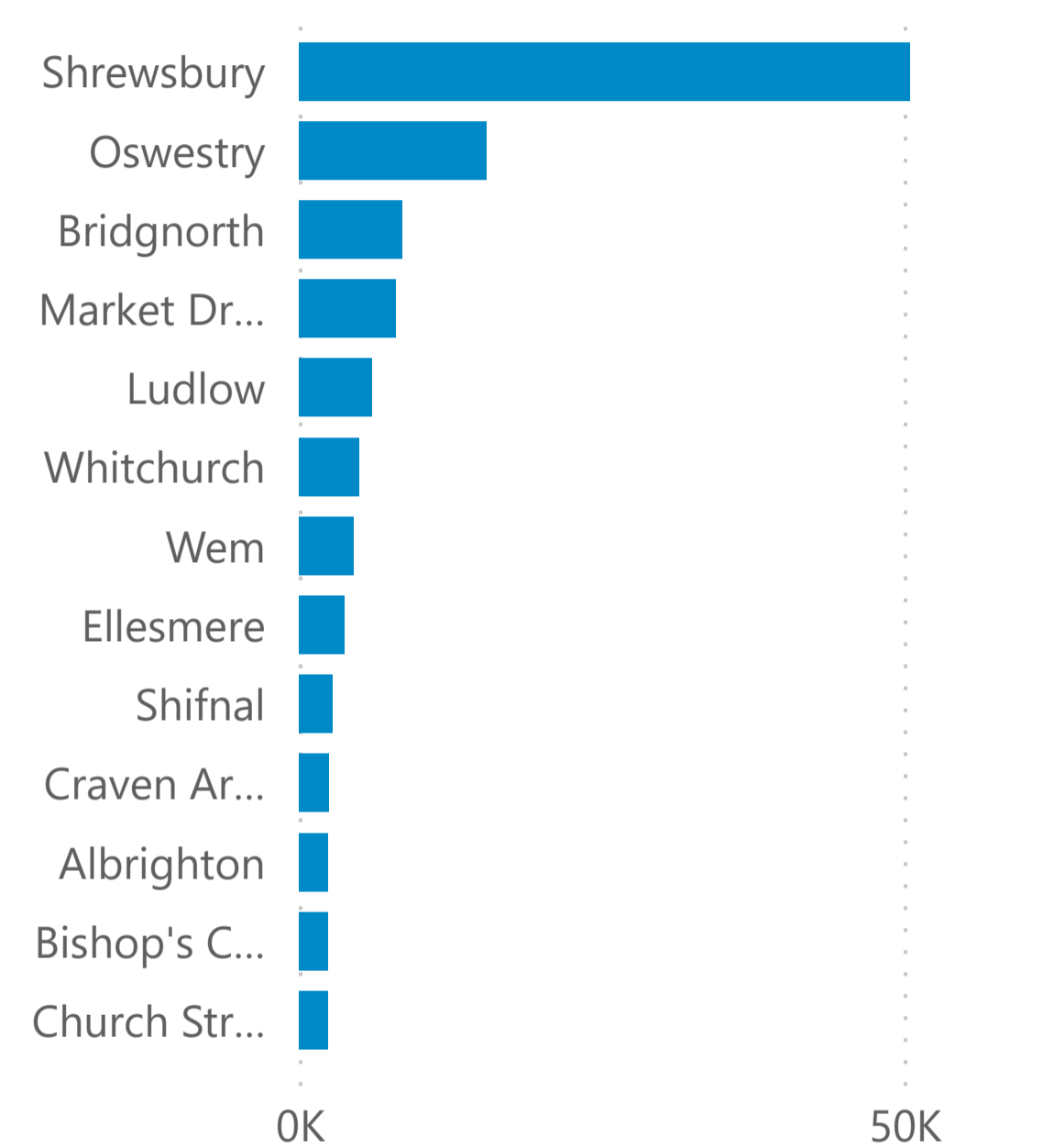
In most places, the level of public sector employment has fallen over the last decade, but generally private sector employment has grown to fill the gap. Across Shropshire, the private sector accounted for 82.01% of all jobs in 2020.

Public sector jobs account for the highest proportion of the total in Albrighton, Much Wenlock and Shrewsbury place plan areas, but represent less than 10% of total employment in Bridgnorth, Broseley, Cleobury Mortimer, Craven Arms, Ellesmere, Highley and Whitchurch.

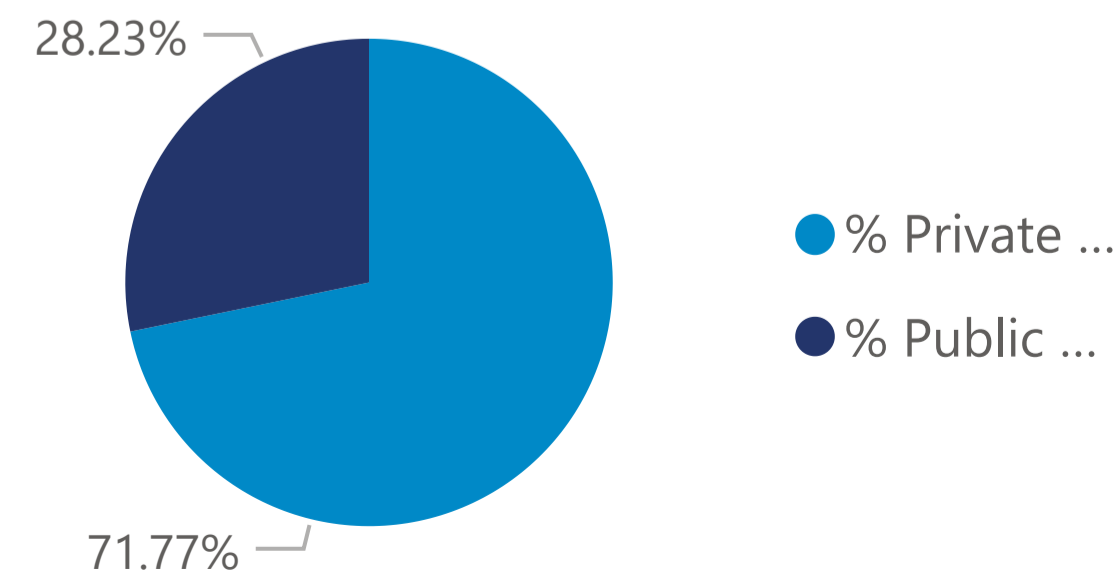
Please Select Place Plan Area

Albrighton

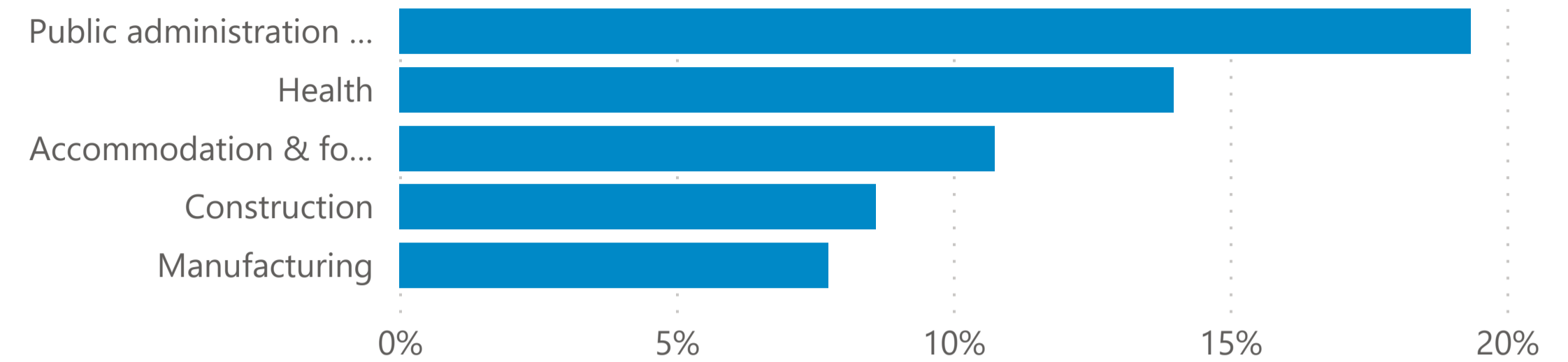
Total Number of Jobs by Place Plan Area, 2020



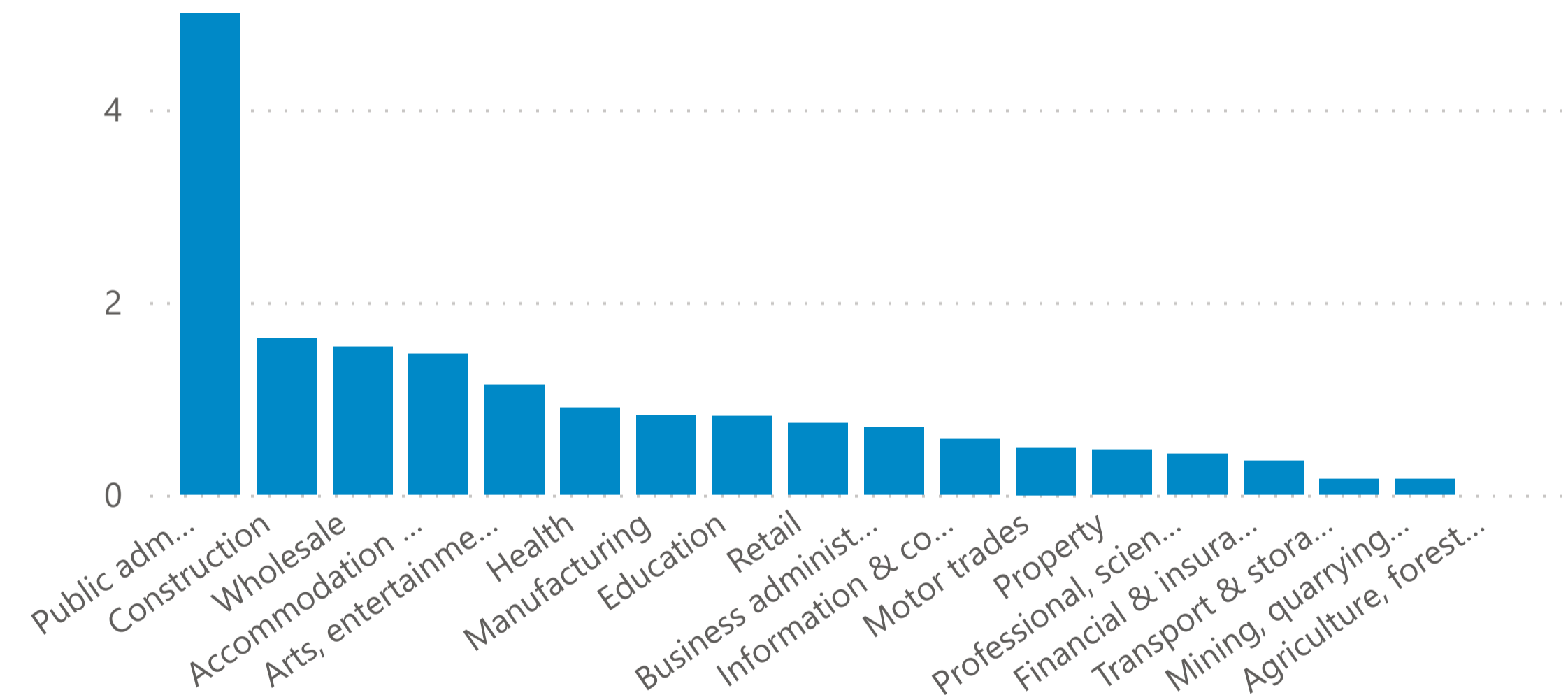
Breakdown of Jobs by Public and Private Sector 2020



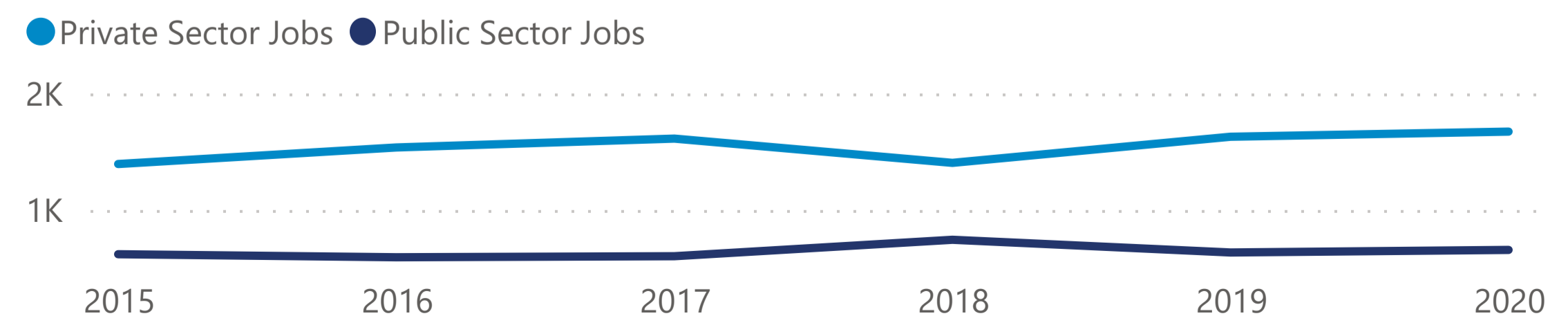
Top Five Employment Sectors, 2020



Location Quotient by Sector, 2020



Private Sector Jobs and Public Sector Jobs Growth



Business Numbers in Shropshire

There were nearly 16,000 businesses in Shropshire in 2021, a number which has risen by 3.52% since 2015. This rate of growth is notably slower than in either the West Midlands (14.52%) or England (+13.69%). Numbers fell marginally in Shropshire, as well as regionally and nationally, in 2021 as a result of the economic consequences of the Covid-19 pandemic.

The business base comprises predominantly micro businesses, with more than nine out of 10 enterprises operating within the County having fewer than 10 employees. At the other end of the scale, there are comparatively few medium-sized businesses with 50 to 249 employees at 195, or 1.24% of the total. There are just 45 enterprises which employ more than 250 and which are not classed as SMEs (small and medium sized enterprises).

Private companies represent the largest share of enterprises, although public organisations support a disproportionately large share of employment.

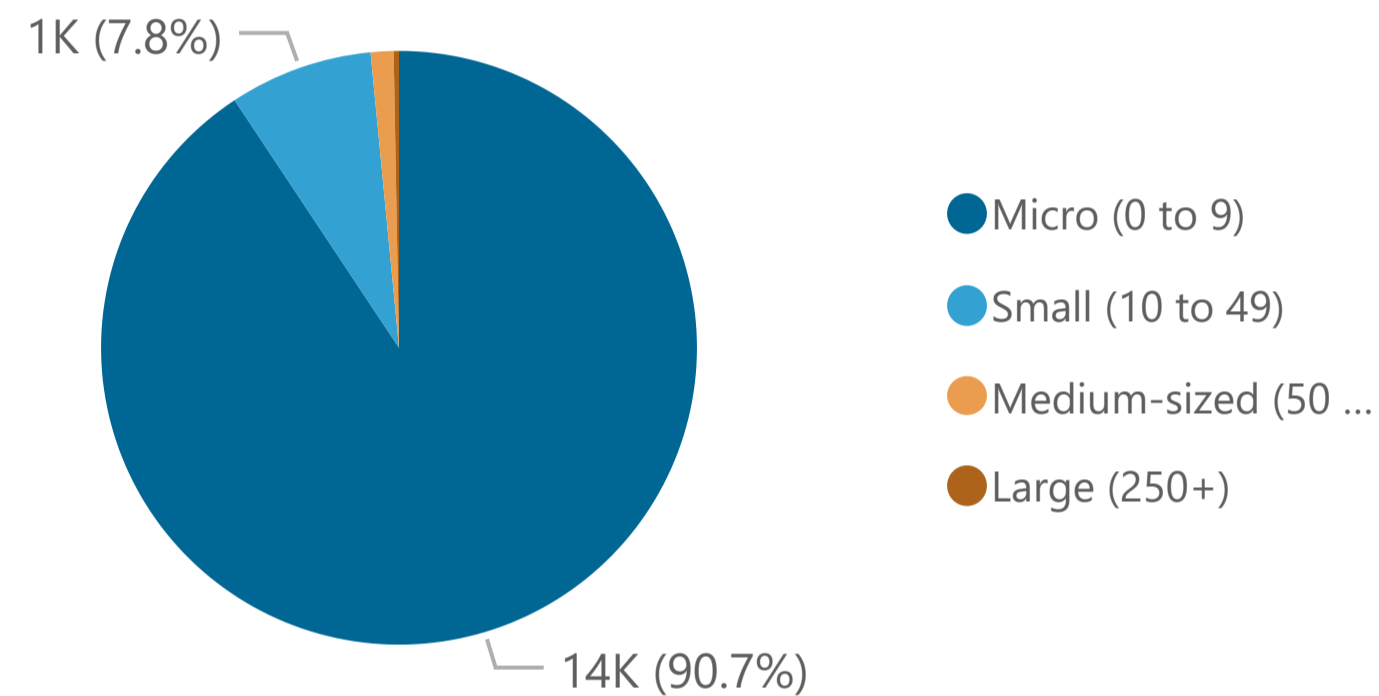
Industry Sectors

Agricultural businesses account for more than a fifth of business enterprises in Shropshire compared with less than 4% nationally. The second most prolific sector in terms of business numbers is professional, scientific and technical. Businesses in this sector tend to be small, and account for a lower share of employment.

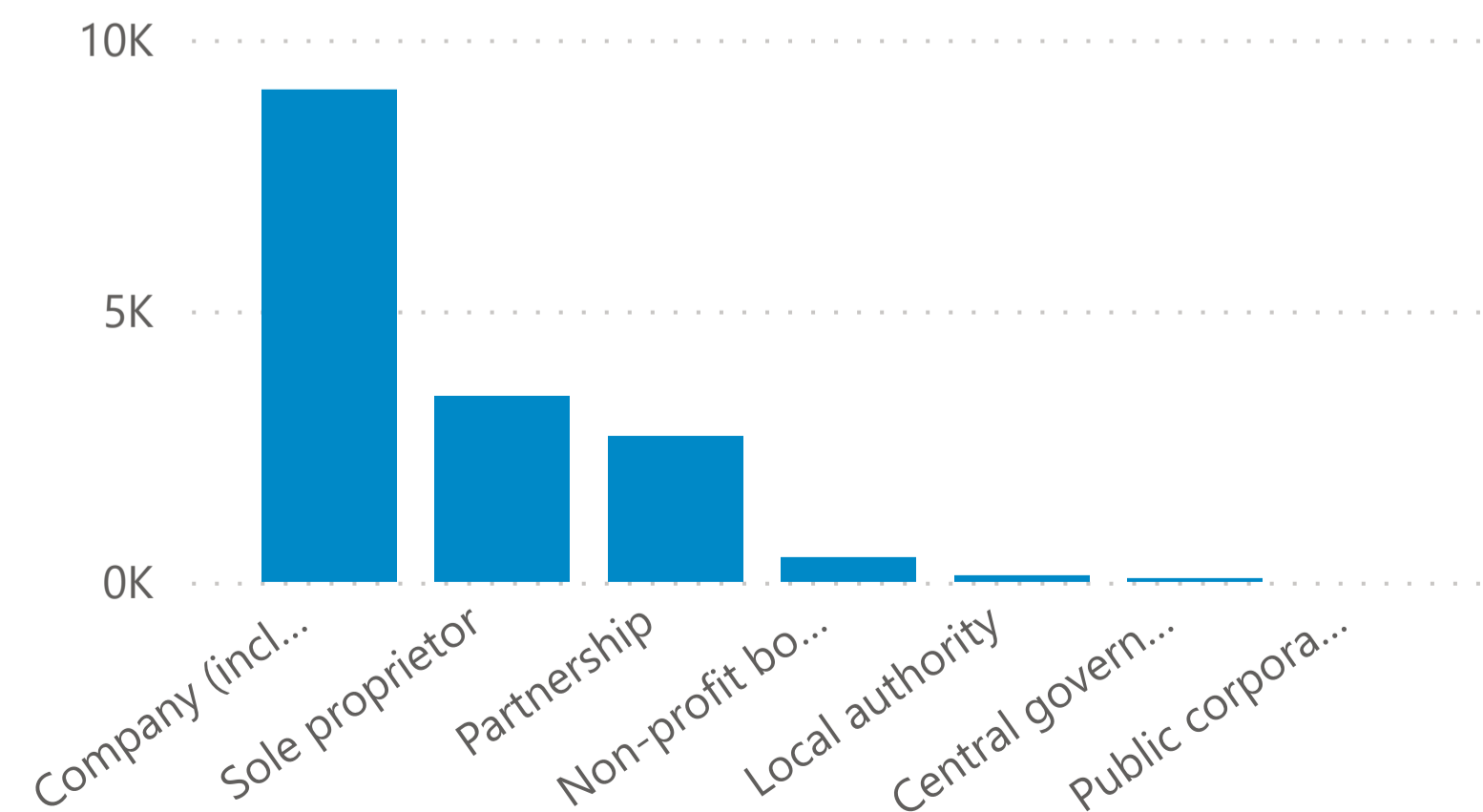
Number of Businesses in Shropshire 2021

15.75K

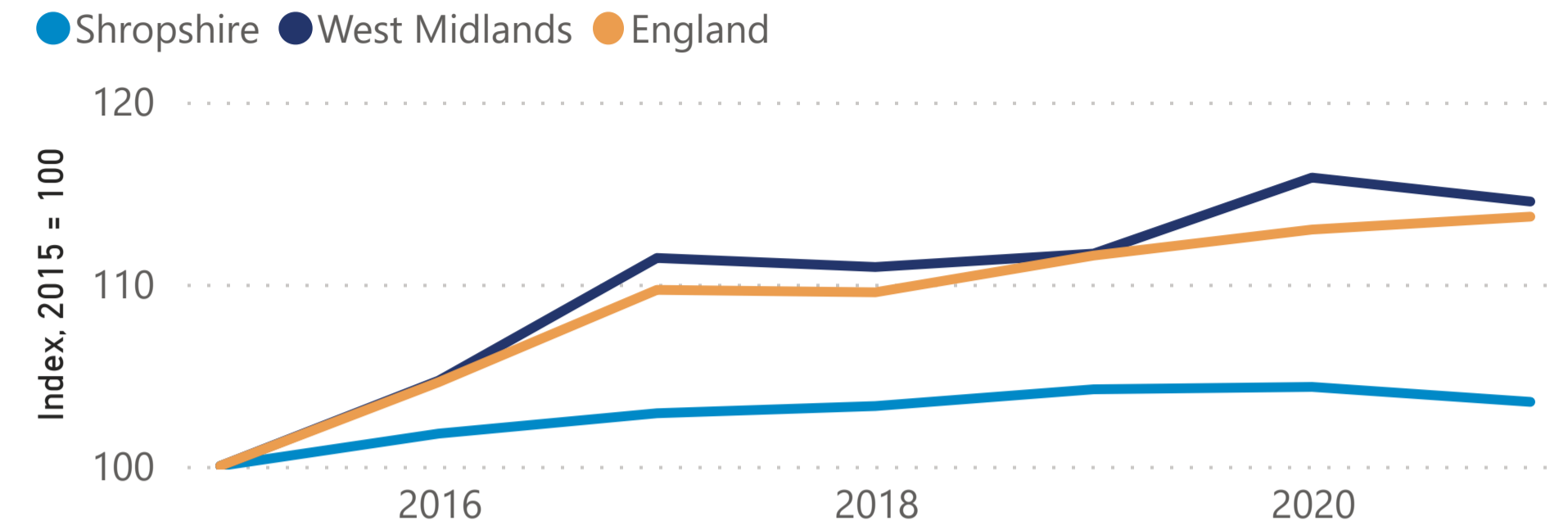
Breakdown of Shropshire Businesses by Size 2021



Shropshire Businesses by Legal Status 2021



Growth in the Number of Businesses by Geography



Breakdown of Business by Industry Sector, 2021

Industry	Shropshire	West Midlands	England
Agriculture, forestry & fishing	20.01%	5.28%	3.82%
Professional, scientific & technical	12.96%	13.83%	16.89%
Construction	11.75%	12.18%	13.05%
Business administration & support services	6.76%	9.43%	8.56%
Accommodation & food services	6.32%	5.93%	5.78%
Retail	6.19%	8.10%	8.02%
Arts, entertainment, recreation & other services	5.46%	5.84%	6.33%
Manufacturing	5.27%	6.67%	4.99%
Wholesale	4.13%	4.50%	3.95%
Information & communication	4.06%	5.58%	8.19%
Motor trades	3.52%	3.56%	2.81%
Property	3.46%	3.66%	3.91%
Health	3.24%	4.10%	3.78%
Transport & storage (inc postal)	2.89%	7.20%	5.10%
Financial & insurance	1.43%	1.65%	2.29%
Education	1.30%	1.66%	1.72%
Public administration & defence	0.73%	0.32%	0.29%
Mining, quarrying & utilities	0.54%	0.51%	0.52%

Business Births and Deaths

In 2020, there were 90 more businesses births than deaths in Shropshire (1,180 compared with 1,090). Since 2015, the number of births has exceeded the number of deaths in each year, meaning the active business base is expanding.

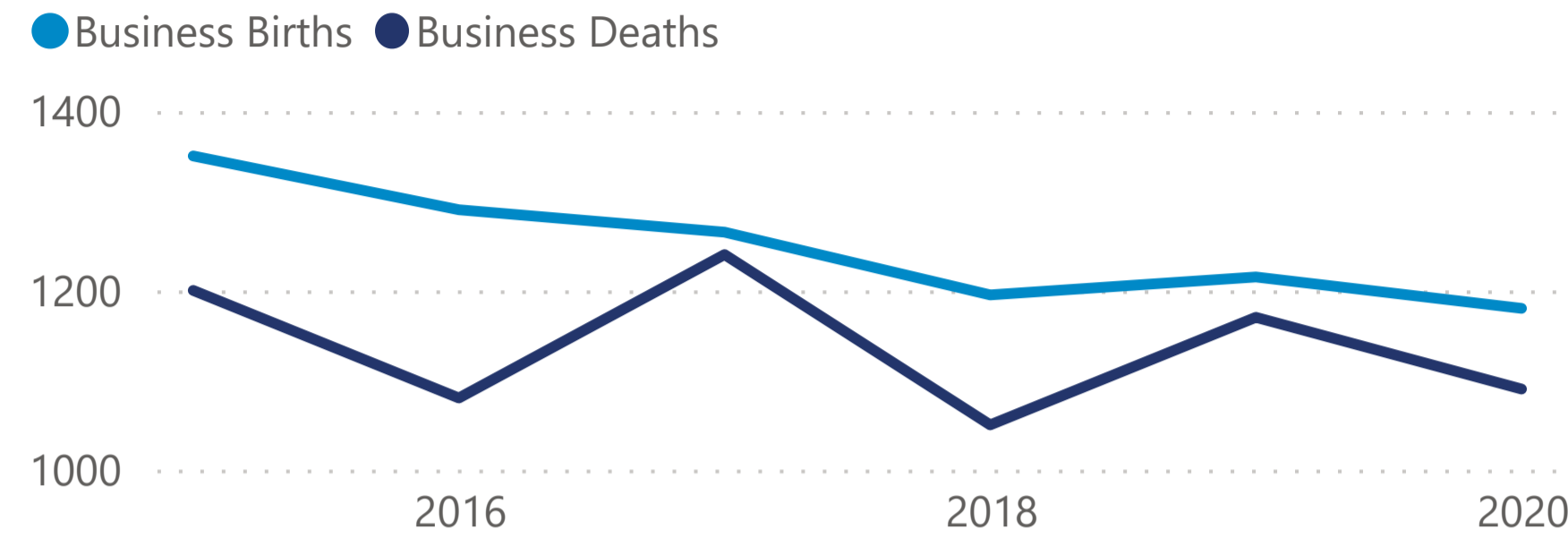
Growth in the number of active businesses in Shropshire has been much slower in Shropshire than in the West Midlands or England, primarily due to a lower number of start-ups. The number of business births in Shropshire is lower than it was in 2015, and the start-up rate (the number of births as a proportion of the active business base) is much lower in Shropshire than it is regionally or nationally.

The business death rate is also much lower in Shropshire than in England and the West Midlands. This means that the Shropshire business base is more stable and subject to a lower level of churn but also that it can lack dynamism and innovation.

Survival Rates

As a consequence of low churn in the business arena, survival rates in Shropshire are high compared to regional and national averages at the one, two, three, four and five year stages. Of all businesses established in 2015, 47.04% were still in operation in Shropshire in 2020, compared with 38.52% in the West Midlands and 39.5% in England.

Shropshire Business Births & Deaths



Business Birth Rate 2020

Shropshire
8.58%

West Midlands
12.21%

England
12.12%

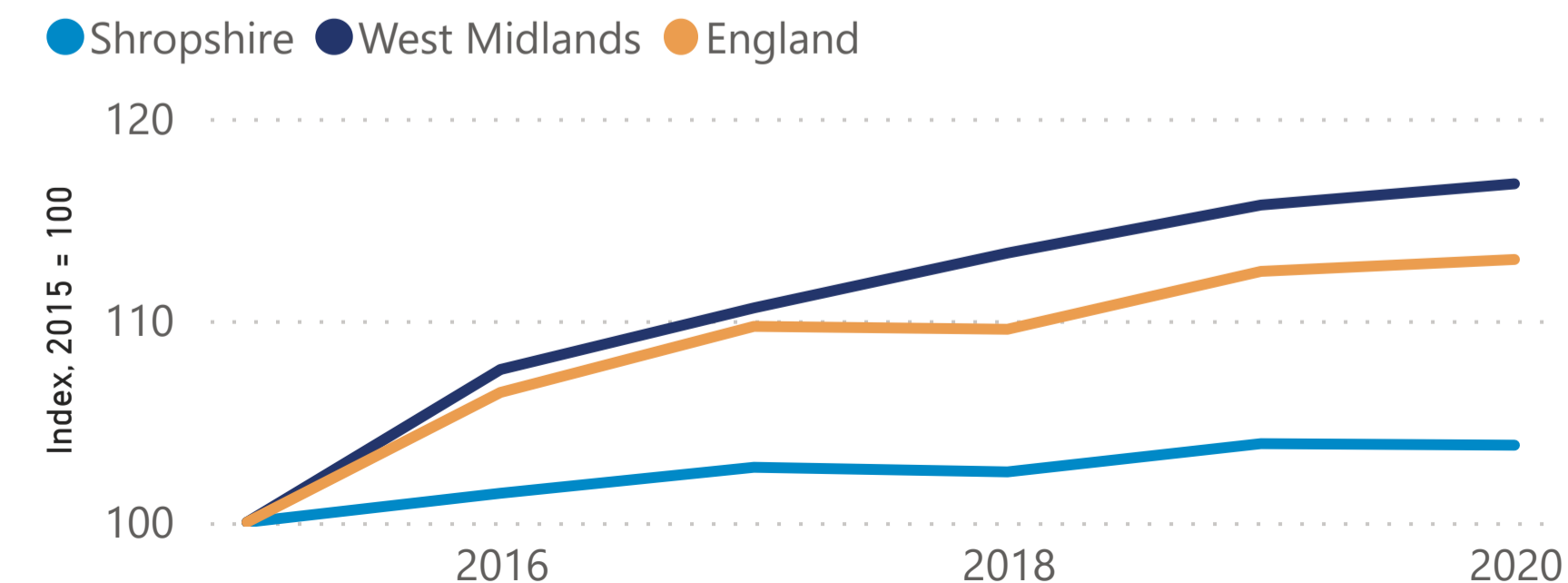
Business Death Rate 2020

Shropshire
7.93%

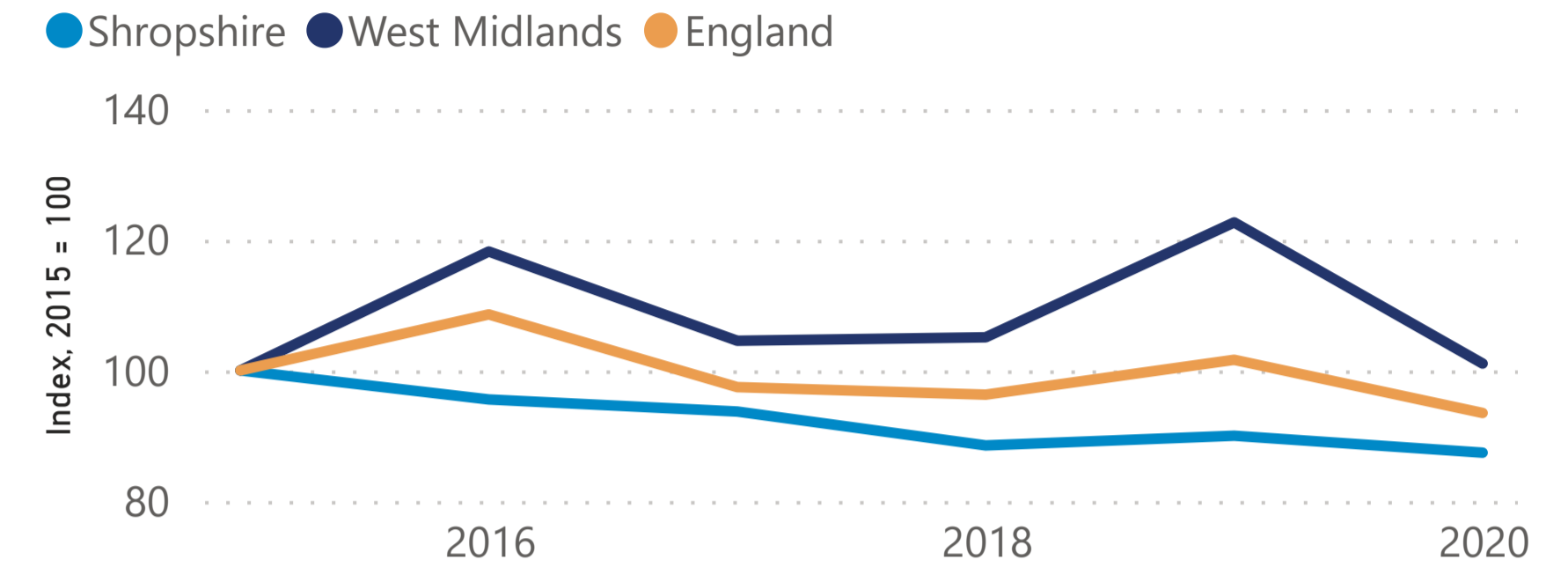
West Midlands
11.86%

England
10.65%

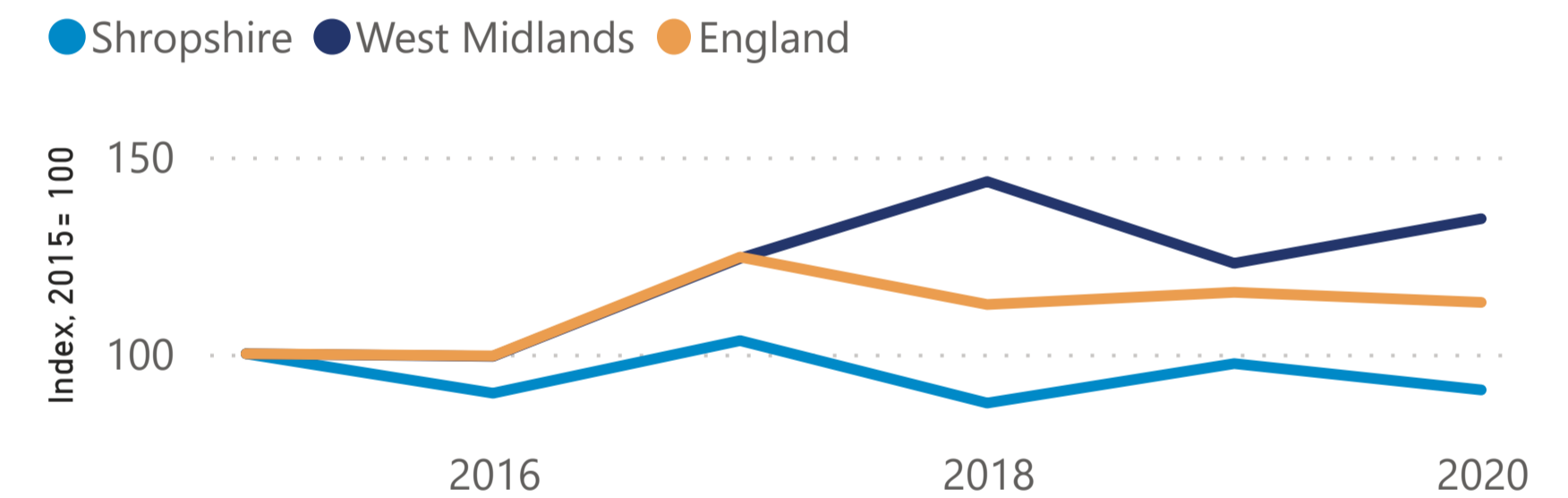
Growth in Active Businesses



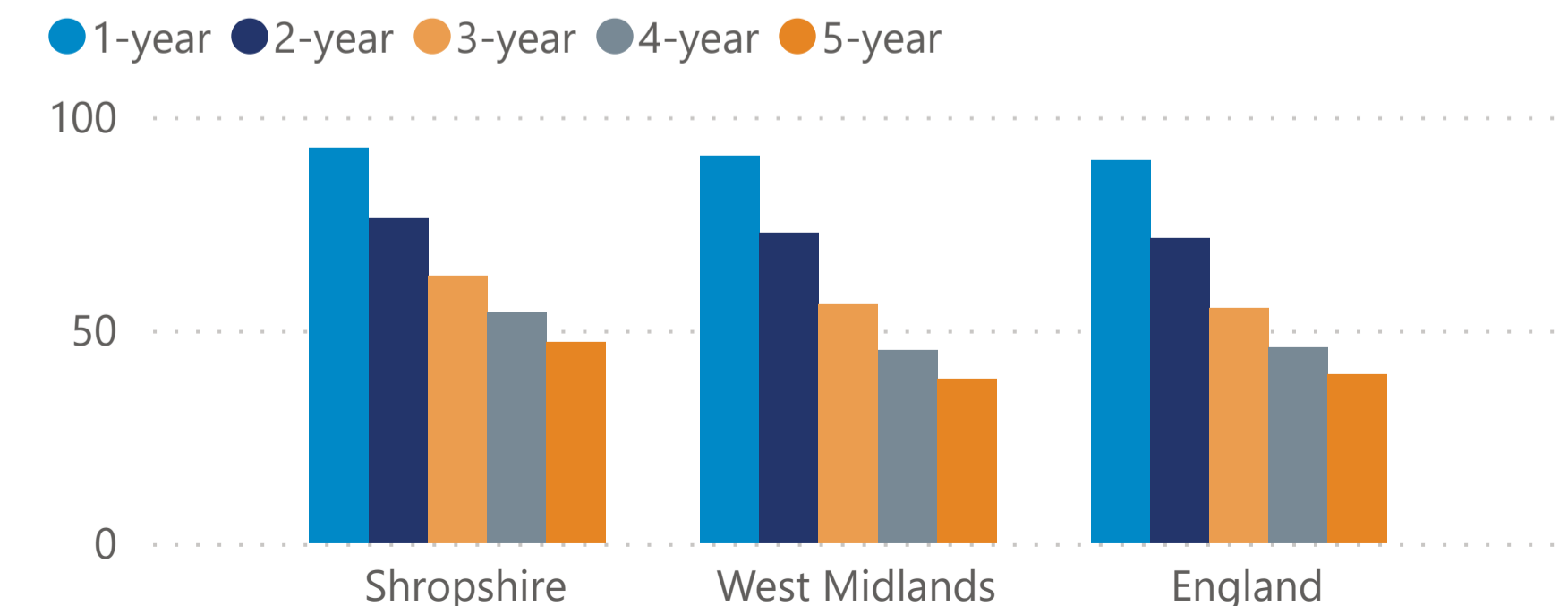
Growth in Business Births



Growth in Business Deaths



Survival Rates



Earnings

Average (median) earnings in Shropshire are lower than national rates. The differential is less extreme for residents pay, with those living in the County earning on average £28 per week less (for full-time employees, gross pay). This compares with a deficit of £57 for workplace pay. Workplace pay in Shropshire is influenced by the mix of industrial sectors which predominate, which are often lower skilled and low paid.

Since 2015, residents pay has outstripped workplace pay in each year in Shropshire, although the gap has narrowed. Higher rates of pay for the residential population is impacted by relatively high levels of out-commuting amongst higher paid workers.

Weekly workplace earnings in Shropshire rose by 19.57% between 2015 and 2021, which compares with growth of 15.23% nationally. Meanwhile, residents pay in Shropshire increased by 18.90%. Both workplace and residents pay have risen more rapidly in Shropshire than in England in recent years despite still lagging some distance behind.

Women's workplace pay is £32 per week lower than men's in Shropshire, a differential that is notably lower than it is nationally, where men earn an average of £103 per week more on a full-time wage basis.

Female residents earnings are £38 less than the male equivalent - the rate is higher than the national average for women full-time workers though.

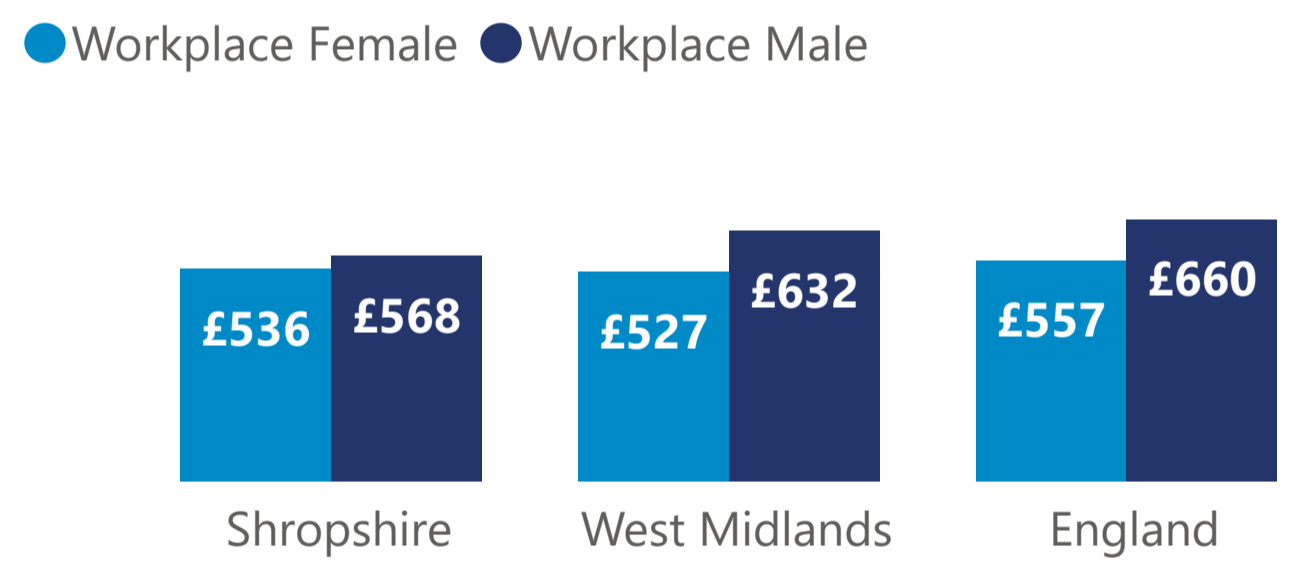
Workplace Earnings 2021

Shropshire	£556.00
West Midlands	£585.00
England	£613.00

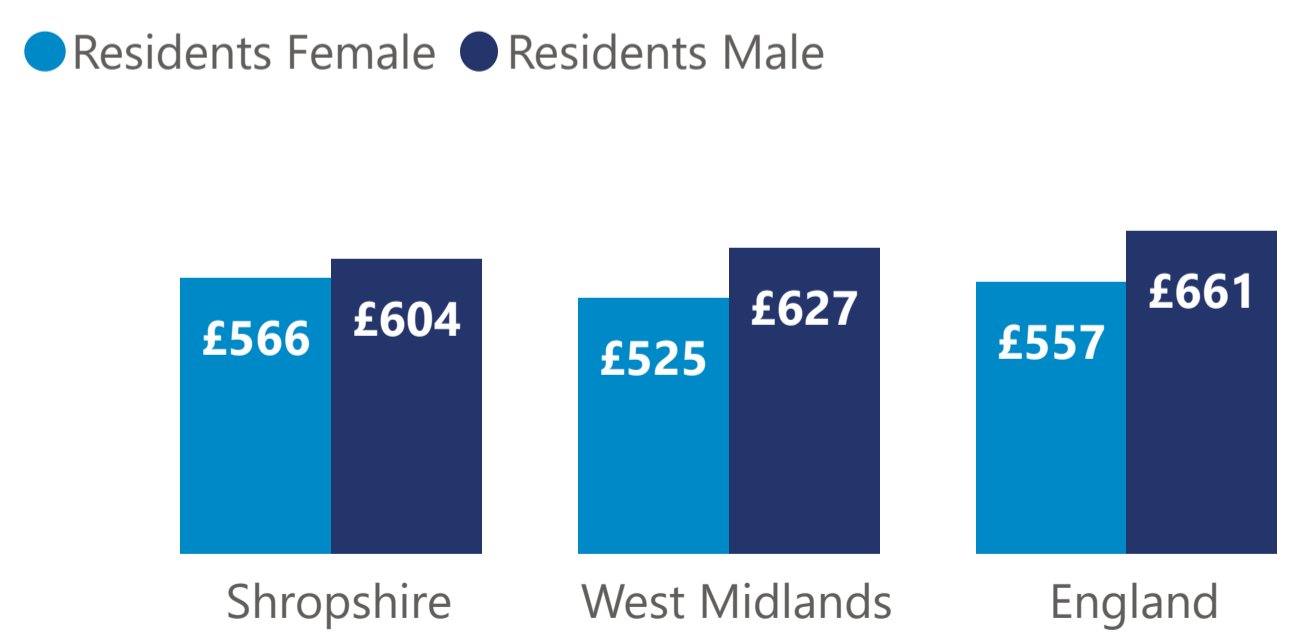
Residents Earnings 2021

Shropshire	£585.00
West Midlands	£582.00
England	£613.00

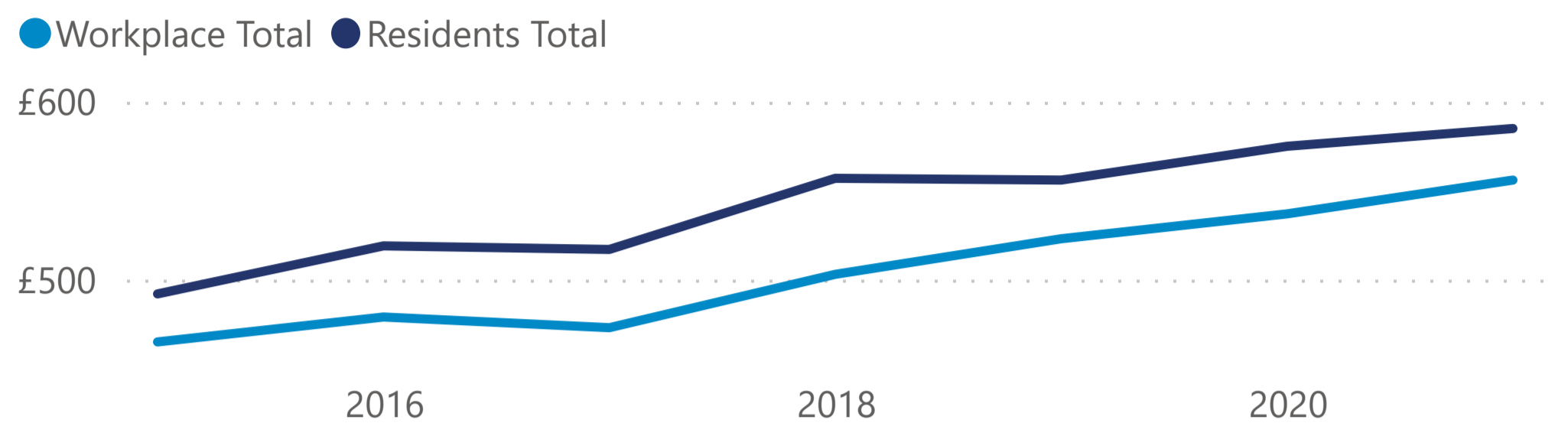
Workplace Earnings by Gender 2021



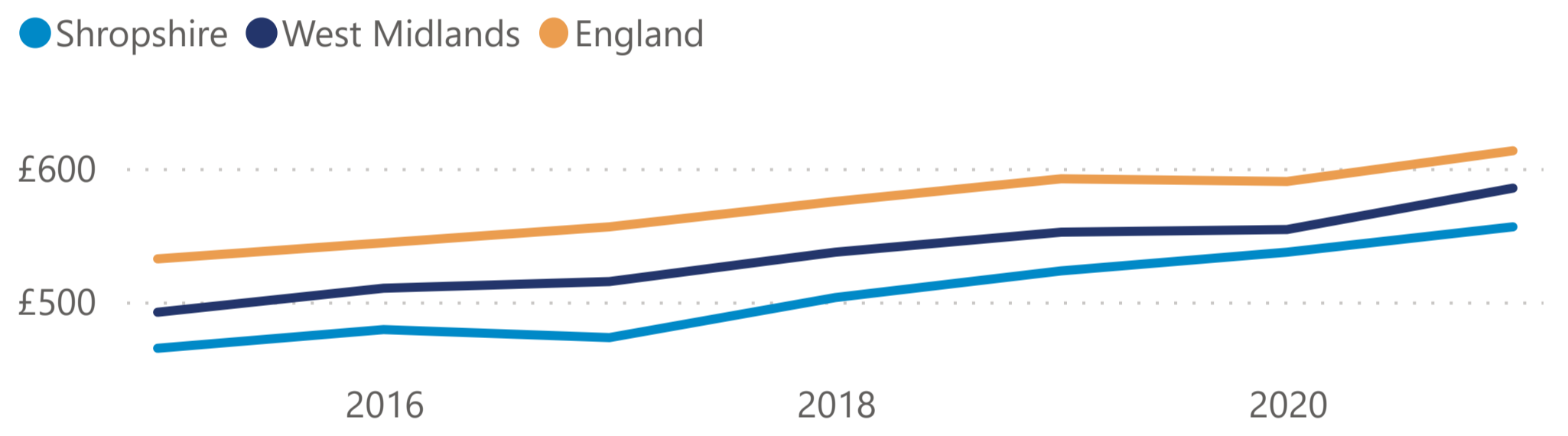
Residents Earnings by Gender 2021



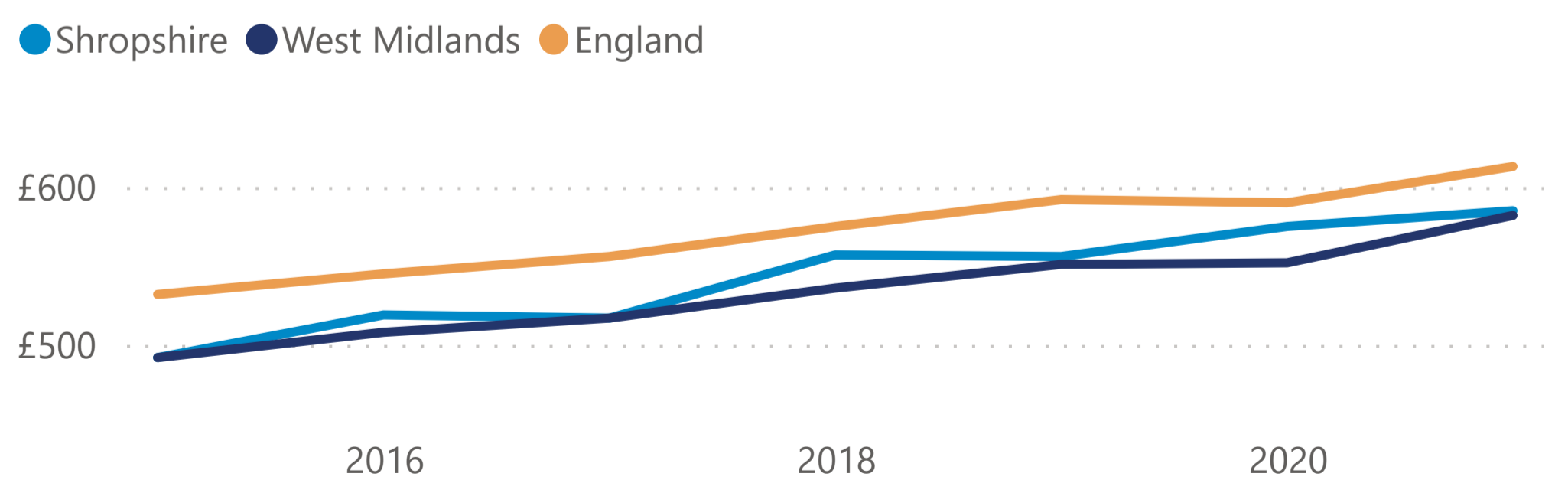
Workplace and Residents Weekly Earnings: Shropshire



Workplace Weekly Earnings by Geography



Residents Weekly Earnings by Geography



Note: Workplace earnings relate to the earnings of those who work in Shropshire, but who do not necessarily live there, while residents earnings relate to those who live in Shropshire, but do not necessarily work there.

Data Sources

Economic Activity

Annual Population Survey, Office for National Statistics

[Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#)

Occupations and Qualifications

Annual Population Survey, Office for National Statistics

Census 2011

[Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#)

Unemployment

Annual Population Survey, Office for National Statistics

Claimant Count, ONS/DWP

[Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#)

Employment & Jobs 1

Business Register of Employment Survey, Office for National Statistics

[Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#)

Employment & Jobs 2

Business Register of Employment Survey, Office for National Statistics

[Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#)

Business Numbers

Inter-Departmental Business Register, Office for National Statistics

[Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#)

Business Births and Deaths

Business Demography, Office for National Statistics

[Home - Office for National Statistics \(ons.gov.uk\)](#)

Earnings

Annual Survey of Hours and Earnings, Office for National Statistics

[Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#)

Contact

If you have any queries please feel free to contact us via email:

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