



Shropshire Council
Legal and Democratic Services
Shirehall
Abbey Foregate
Shrewsbury
SY2 6ND

Date: Friday, 8 January 2021

**Committee:
Cabinet**

Date: Monday, 18 January 2021
Time: 1.00 pm
Venue: VIRTUAL MEETING

Members of the public will be able to listen to this meeting by clicking on this link:
www.shropshire.gov.uk/cabinet18jan2021

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- You may receive an error message or a request for login details if you try to gain access before 1.00 pm.
- The recording will be made available on You Tube following the meeting.

You are requested to attend the above meeting.
The Agenda is attached

Claire Porter
Director of Legal and Democratic Services (Monitoring Officer)

Members of Cabinet

Peter Nutting (Leader)
Steve Charmley (Deputy Leader)
Gwilym Butler
Dean Carroll
Lee Chapman
Steve Davenport
Robert Macey
David Minnery
Lezley Picton
Ed Potter

Committee Officer: amanda.holyoak@shropshire.gov.uk 01743 257714

AGENDA

1 Apologies for Absence

2 Disclosable Pecuniary Interests

3 Minutes (Pages 1 - 10)

To confirm the Minutes of the meetings held on 7 December 2020 and 14 December 2020 as a correct record, attached.

4 Public Question Time

To receive any questions from members of the public, notice of which has been given in accordance with Procedure Rule 14. Deadline for notification is not later than 1.00 pm on Thursday 14 January 2021.

5 Member Question Time

To receive any questions of which Members have given due notice, the deadline for notification for this meeting is 5.00 pm on Wednesday 13 January 2021.

6 Scrutiny Items

7 Shropshire's Economic Response - Resilience, Recovery and Transformation Framework (Pages 11 - 24)

Lead Member – Councillor Steve Charmley – Deputy Leader and Portfolio Holder for Assets, Economic Growth and Regeneration

Report of Director of Place, attached.

Contact: Mark Barrow 01743 258916

8 Housing Strategy (Pages 25 - 86)

Lead Member – Councillor Robert Macey – Portfolio Holder for Housing and Strategic Planning

Report of Director of Place, attached.

Contact: Mark Barrow 01743 258916

9 Shrewsbury Big Town Plan Masterplan and Vision (Pages 87 - 100)

Lead Member – Councillor Steve Charmley – Deputy Leader and Portfolio Holder for Assets, Economic Growth and Regeneration

Report of Director of Place, attached. Appendix 1 is to follow.

Contact: Mark Barrow 01743 258916

10 Boraston Parish Meeting (Pages 101 - 102)

Lead Member – Councillor Gwilym Butler – Portfolio Holder for Communities, Place Planning and Regulatory Services

Report of Director of Legal and Democratic Services, attached.

Contact: Claire Porter, 01743 252763

11 Disposal - Property at Ruyton XI Towns (Pages 103 - 106)

Lead Member – Councillor Steve Charmley – Deputy Leader and Portfolio Holder for Assets, Economic Growth and Regeneration

Report of Director of Place, attached.

Contact: Mark Barrow 01743 258916

12 Exclusion of Press and Public

To resolve that in accordance with the provisions of Schedule 12A of the Local Government Act 1972 and Paragraph 10.4 (3) of the Council's Access to Information Rules, the public and press be excluded from the meeting during the consideration of the following items.

13 Exempt Minutes (Pages 107 - 108)

To approve as a correct record the Exempt minutes of the meeting held on 14 December 2020, attached.

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Committee and Date

Cabinet

18 January 2021

CABINET

Minutes of the meeting held on 7 December 2020

Virtual Meeting

1.00 pm - 3.38 pm

Responsible Officer: Amanda Holyoak

Email: amanda.holyoak@shropshire.gov.uk Tel: 01743 257714

Present

Councillor Peter Nutting (Chairman)

Councillors Steve Charmley (Deputy Leader), Gwilym Butler, Dean Carroll, Lee Chapman, Steve Davenport, Robert Macey, David Minnery, Lezley Picton and Ed Potter

165 Apologies for Absence

There were no apologies for absence.

166 Disclosable Pecuniary Interests

Councillor Ed Potter declared that he would leave the meeting for the item on the Local Plan as he had an employee with an interest in some sites identified within the Local Plan.

167 Minutes

RESOLVED:

that the minutes of the meeting held on 2 November 2020 be approved as a correct record.

168 Public Question Time

The Director of Legal and Democratic Services confirmed that all preamble, statements of fact and opinions submitted with questions had been circulated and read by Cabinet members but that she would only be reading out the questions submitted.

Questions were submitted by the following members of the public:

Rob Wilson

Graham Tate

Stephen Mulloy

Susan Howle

Lydia Bardsley, Clerk to Clive Parish Council

Les Berryman

Malcolm Andrew, Trefonen Rural Protection Group

Bill Griffiths, Clerk to Tasley Parish Council

Clive Dyson, Bridgnorth Plan Steering Group

Nick Norbury
Elle Cass, for Nurton Developments Ltd
Charles Green, CPRE Shropshire
Zoe Turner, Shifnal Matters
Henry Carver, Save Bridgnorth Greenbelt

The full questions and answers provided are attached to the signed minutes and available from the webpage for the meeting. <https://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=4145&Ver=4>

169 Member Question Time

Questions were received from the following Members of the Council:

Ed Bird
Elliot Lynch & Les Winwood
David Turner
Michael Wood
Kevin Turley
Robert Tindall
Tina Woodward
Tom Biggins
Simon Jones

The questions submitted and the answers provided to them are attached to the signed minutes and are available from the webpage for the meeting. <https://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=4145&Ver=4>

170 Scrutiny Items

There were no scrutiny items.

171 Shropshire Local Plan - Pre Submission (Regulation 19) version

The Portfolio Holder for Housing and Strategic Planning introduced the report, explaining that its principle purpose was to seek Cabinet approval for the Regulation 19 Pre-Submission Draft of the Shropshire Local Plan and to agree that this be subject to a period of consultation for seven weeks where representations be sought on its soundness.

In picking up one of the points made in a public question, he proposed an amendment to Recommendation D to the report so that it would now include the text in bold below:

“That authority is delegated to the Executive Director of Place in consultation with the Portfolio Holder for Housing and Strategic Planning Development to make additional minor editorial changes to the Pre-submission Version of the Local Plan, and the **Local Development Scheme** ahead of its publication for public consultation and to agree associated documents for publication, including the Sustainability Appraisal, Habitats Regulation Assessment and the Consultation Strategy”

Councillors Barrow, Evans, Lynch, Winwood, Turner, Wood, Turley, Tindall, Lea (on behalf of Councillor Woodward), Biggins, Jones, Dee, and Wild were present and asked questions about the report, the responses to the consultation on the Regulation 18 Pre-submission draft; the proposed Regulation 19 stage of consultation and raised issues relating to their Electoral Divisions. The Portfolio Holder responded to these and outlined the risks of any delay to the process.

The Leader and Portfolio Holder thanked officers for their very professional and hard work to date. The Portfolio Holder also thanked the Members of the Council for their contribution and interest in not only local issues but also the wider policies. He also thanked the Local Housing Group and Local Plan Group for their helpful work throughout the process. Cabinet and officers agreed that the proposed Pre-Submission version of the Local Plan represented a sound and positive framework for the sustainable growth of Shropshire into the future.

RESOLVED:

- A. That Cabinet approves the Pre-Submission Version (Regulation 19) of the Local Plan (Appendix 1) for public consultation in line with Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012, for a period of seven weeks;
- B. That Cabinet agrees the principle for Shropshire Council to accept up to 30 hectares of employment need from the Association of Black Country Authorities (ABCA) as part of the legal Duty to Cooperate process, in order to supplement the acceptance of up to 1,500 dwellings from ABCA to 2038 (previously agreed in principle), and for this employment provision to be distributed in accordance with draft policy SP2 of the draft Local Plan.
- C. That Cabinet approves an updated version of the Local Development Scheme (Appendix 3)
- D. That authority is delegated to the Executive Director of Place in consultation with the Portfolio Holder for Housing and Strategic Planning Development to make additional minor editorial changes to the Pre-submission Version of the Local Plan and the Local Development Scheme ahead of its publication for public consultation, and to agree associated documents for publication, including the Sustainability Appraisal, Habitats Regulation Assessment and the Consultation Strategy.

172 Leisure Facilities Strategy

The Portfolio Holder for Culture, Leisure, Waste and Communications introduced the Indoor Leisure Facilities Strategy 2020 – 2038.

RESOLVED:

- 1 To adopt the Indoor Leisure Facilities Strategy 2020- 2038
- 2 To note the identified facility needs which will be subject to review within 12 months to further understand the impact of COVID-19.

173 Preferred Providers for Free Schools in Shrewsbury

ITEM DEFERRED TO 14 DECEMBER 2020 MEETING

174 Shifnal Town Centre and Highways Improvement Scheme

The Portfolio Holder Highways and Transport introduced the report and set out the improvements planned for Shifnal town centre in order to enhance the existing infrastructure.

RESOLVED:

- That Cabinet recommend to Council approval of the Shifnal Town Centre and Highways Improvement Scheme and allocation of Community Infrastructure Levy funds for the Shifnal area of £1,887,779.00 and £829,000 of Section 106 funds for highway junction improvements for project delivery.
- That Cabinet recommend to Council approval of a tender process and subsequent mobilisation to facilitate delivery of the Shifnal Town Centre Improvement Plan as supported with all parties.
- That Cabinet recommend to Council delegation to the Assistant Director of Infrastructure to amend the project as required in response to the tender outcome.
- That Cabinet recommend to Council approval of the necessary engagement and information process to deliver this project in association with Shifnal Town Council and wider Town groups as required.

Signed (Chairman)

Date:



Committee and Date

Cabinet

18 January 2020

CABINET

Minutes of the meeting held on 14 December 2020

VIRTUAL MEETING

1.00 pm - 3.05 pm

Responsible Officer: Amanda Holyoak

Email: amanda.holyoak@shropshire.gov.uk Tel: 01743 257714

Present

Councillor Peter Nutting (Chairman)

Councillors Steve Charmley (Deputy Leader), Dean Carroll, Lee Chapman, Steve Davenport, Robert Macey, David Minnery, Lezley Picton and Ed Potter

175 Apologies for Absence

Apologies were received from Councillor Gwilym Butler.

176 Disclosable Pecuniary Interests

There were none.

177 Minutes

The Leader reported that the minutes of the meeting held on 7 December 2020 would be presented at the meeting on 18 January 2021.

178 Public Question Time

The Director of Legal and Democratic Services read out questions submitted by the following members of the public.

Chris Tyler, on behalf of Much Wenlock Neighbourhood Plan Refresh Group – in relation to the Local Plan Review.

Mike Bastow – in relation to reduction of emissions.

From Joanna De Rycke, John Brownlie and Bernard Wills in relation to Swimming provision in Shrewsbury.

Rob Wilson in relation to School Streets, Low Traffic Neighbourhoods, and Local Cycling and Walking Infrastructure Plan.

The full questions and answers provided to them are attached to the signed minutes and available from the web page for the meeting: <https://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=4146&Ver=4>

179 Member Question Time

The Leader invited Councillor Ruth Houghton to ask her questions which were in relation to covid and employment opportunities for young people; economic recovery from covid and assistance available from Shropshire Council to those unable to pay rent or mortgage due to covid. The full questions and responses provided to them are attached to the signed minutes and the web page for the meeting <https://shropshire.gov.uk/committee-services/ieListDocuments.aspx?CId=130&MId=4146&Ver=4>

In response to a supplementary question regarding the involvement of local communities in recovery particularly in remote areas, the Leader encouraged her to suggest those who she felt should be involved in this work.

180 Scrutiny Items

There were no scrutiny items.

181 Swimming Provision in Shrewsbury

The Portfolio Holder for Culture, Leisure, Waste and Communications was pleased to introduce the report and outlined the work undertaken previously to reach this stage. She outlined what the recommended Option 4 would include over the existing Quarry site and at the Sports Village. This option would result in a better quality swimming offer which was more accessible to more people. In responding to comments and questions the Leader and Portfolio Holder reiterated that both the Quarry and Sports Village sites would go forward as one project.

RESOLVED:

1. To note and acknowledge progress and actions undertaken to meet the recommendations of the Cabinet report in February 2020.
2. To agree that the new Option 4, as recommended by the Member Working Group, is the emerging preferred option for the reasons set out within this report.
3. To delegate to the Executive Director of Place, in consultation with the Leader and the Portfolio Holder for Culture, Leisure, Waste and Communications, the ability to progress due diligence on the emerging preferred option, to include:
 - I. Design development to RIBA stage 2
 - II. Soft market testing and economic impact assessment
 - III. Whole-life financial appraisal: capital and revenue modelling
 - IV. Management Option(s)
 - V. Development of a delivery and procurement strategy
 - VI. Development of programme and risk management plans
4. To agree that following the due diligence exercise, officers will report back to Cabinet for a decision on a final preferred option in June 2021 which will then be subject to a public and stakeholder consultation before a final recommendation is made by Cabinet to Council.

182 **Draft Climate Strategy and Action Plan**

The Portfolio Holder for Adult Social Services and Climate Change introduced the report and recommendations. He explained the three pronged power up, power down and offsetting approach for achieving net zero carbon emissions by 2030 and emphasised that the Strategy and its supporting documents were intended to be simple, ambitious and flexible living documents. In responding to comments and questions, the Portfolio Holder expressed full confidence that the Strategy would lead to 2030 Carbon neutrality.

RESOLVED:

To recommend that Council approves the Corporate Climate Emergency Strategy, Action Plan and Project Pipeline 2020 (Appendices 1 and 2);

183 **Quarter 2 Corporate Performance Report**

The Portfolio Holder for Organisational Transformation and digital Infrastructure introduced the report highlighting the link to the online portal. He referred to the significant impact of the covid19 pandemic on many areas of performance which reflected the priority the Council had given to supporting communities during this time.

RESOLVED:

To consider the emerging issues in this report

To review the performance portal and identify any performance areas to consider in greater detail or refer to the Performance Management Scrutiny Committee.

184 **Financial Monitoring 2020/21 Quarter 2**

The Portfolio Holder for Finance and Corporate Support introduced the report and recommendations within it. The projected overspend had grown from that identified at the end of the first quarter and was now at £2.7 m, action was underway to address this. He also referred to the particular pressures in Children's Services and pressures and loss of income related to covid 19. In answering questions he reported that more detail on management action to address the projected overspend would be shared at the Performance Management Scrutiny Committee.

RESOLVED:

To note that at the end of Quarter 2 (30 September 2020), the full year revenue forecast is a potential overspend of £2.771m;

To consider the impact of this on the Council's General Fund balance.

To approve that Shropshire Council acts as Accountable Body for the Pocket Parks programme.

185 Treasury Management Update Quarter 2 2020/21

The Portfolio Holder for Finance and Corporate Support was pleased to report that once again the Treasury Management Team had exceeded the benchmark which had resulted in additional income of £204,000 during Quarter 2.

RESOLVED:

To accept the position as set out in the report

186 Setting the Council Tax Taxbase for 2021/22

The Portfolio Holder for Finance and Corporate Support presented the report drawing particular attention to the recommended change in premium to 300% for dwellings which had been unoccupied and substantially unfurnished for more than ten years, in order to discourage long term disuse.

RESOLVED:

to agree and recommend to full Council for approval:

In accordance with the Rating (Property in Common Occupation) and Council Tax (Empty Dwellings) Act 2018 to approve the revised discretionary power to levy a Council Tax premium in relation to dwellings which have been unoccupied and substantially unfurnished for more than ten years i.e. increasing the premium to 300% in relation to dwellings which have been unoccupied and substantially unfurnished for more than ten years and the resulting inclusion of an additional 197.00 Band D equivalents in the taxbase.

To approve the publication of a notice regarding the new discretionary Council Tax discount policy awarded in respect of vacant properties within 21 days of the determination.

On the assumption that the changes to the discount policy in relation to vacant dwellings detailed in Sections 2.1 and 8.3 of this report have been approved, Cabinet members are asked to agree and recommend to full Council:

To approve, in accordance with the Local Authorities (Calculation of Tax Base) (England) Regulations 2012, the amount calculated by Shropshire Council as it's Council Tax taxbase for the year 2021/22, as detailed in Appendix A, totalling 113,688.99 Band D equivalents.

To note continuation of the Council's localised Council Tax Support (CTS) scheme in 2021/22. The scheme is attached at Appendix B.

To note the exclusion of 8,917.40 Band D equivalents from the taxbase as a result of localised Council Tax Support.

To note continuation of the discretionary Council Tax discount policy of 0% in respect of second homes (other than those that retain a 50% discount through regulation as a result of job related protection) and note the inclusion of 715.06 Band D equivalents in the Council Tax taxbase as a result of this discount policy.

To note continuation of the discretionary Council Tax discount policy to not award a discount in respect of vacant dwellings undergoing major repair, i.e. former Class A exempt properties.

To note continuation of the discretionary Council Tax discount policy in respect of vacant dwellings, i.e. former Class C exempt properties, of 100% for one month i.e. effectively reinstating the exemption and the resulting exclusion of 172.56 band D equivalents from the taxbase.

To note continuation of the "six week rule" in respect of vacant dwellings, i.e. former Class C exempt properties.

To note continuation of the discretionary Council Tax discount policy to levy a Council Tax premium of 100% in relation to dwellings which have been unoccupied and substantially unfurnished for more than two years (but less than five years) and the resulting inclusion of an additional 320.56 Band D equivalents in the taxbase.

To note continuation of the discretionary Council Tax discount policy to levy a Council Tax premium of 200% in relation to dwellings which have been unoccupied and substantially unfurnished for more than five years (but less than ten years) and the resulting inclusion of an additional 212.00 Band D equivalents in the taxbase.

To approve a collection rate for the year 2021/22 of 97.7%.

187 Financial Strategy 2021/22 - 2025/26

The Portfolio Holder for Finance and Corporate Support said until the extent of government support for the next financial year was finalised, and more was known about the ongoing situation with regard to the pandemic, that the report had to be based on assumptions. In response to questions the Leader said he believed that one off income previously received would continue. It was disappointing that work on fairer funding had been delayed, once this was finalised he believed Shropshire Council would be significantly better off.

RESOLVED:

To approve the savings proposals as outlined in Appendix A which will contribute towards delivery of a balanced budget in 2021/22 and the removal of £1.651m of previously approved savings now unachievable, enabling the Leader of the Council to take his proposed budget to consultation

To note the revised funding gap for the years 2022/23 to 2025/26.

188 Treasury Strategy 2020/21 Mid year Review

In introducing the report, the Portfolio Holder for Finance and Corporate Support congratulated the Treasury Management Team for its achievement in outperforming targets.

RESOLVED:

To accept the position as set out in the report.

To note that any changes required to the Treasury Strategy including the Annual Investment Strategy or prudential and treasury indicators as a result of decisions made by the Capital Investment Board will be reported to Council for approval.

189 Land at Shrewsbury Flaxmill Compulsory Purchase Order - WITHDRAWN

The Leader reported that Historic England had asked that this item be deferred.

190 Exclusion of Press and Public

RESOLVED:

that in accordance with the provisions of Schedule 12A of the Local Government Act 1972 and Paragraph 10.4 (3) of the Council’s Access to Information Rules, the public and press be excluded from the meeting during the consideration of the following items.

191 Business Park Programme

RESOLVED:

That all recommendations made in the report be approved.

192 Preferred Providers for Free Schools In Shrewsbury

RESOLVED:

That the recommendation in the report be approved.

Signed (Chairman)

Date:

- 1.5. This report highlights the work being undertaken through the Economic Task Force for Shropshire with the business community, key partners and stakeholders to address the priorities and issues facing Shropshire's economy.
- 1.6. This report underpins the key themes for building the framework for Shropshire's future economy and growth plan - with resilience, recovery and growth being key.

2.0 Recommendations

- 2.1. The Cabinet support the principles of setting out an economic recovery, transformation and resilience framework and that the Executive Director of Place in consultation with the Portfolio for assets, economic growth and regeneration develops the framework. This will inform a new economic growth plan and strategy refresh for Shropshire, which will be brought back to cabinet for consideration in 2021.

REPORT

3.0 Risk Assessment and Opportunities Appraisal

- 3.1. We have ensured that Government guidance has always been followed and adhered to in the administration of local guidance and signposting with the primary objective being to support public health.
- 3.2. We have been working with many partners to effectively address the socio-economic Covid-19 risk and impacts i.e. public and mental health, unemployment, redundancies, business closures, home working, self-isolation, staff redeployment. The majority of this report is focused on managing the risks associated with Covid-19 impacts to our business and economic community.
- 3.3. As part of the development of the framework a high level Equality and Social Inclusion Impact Assessment (ESIIA) has been undertaken.

4.0 Financial Implications

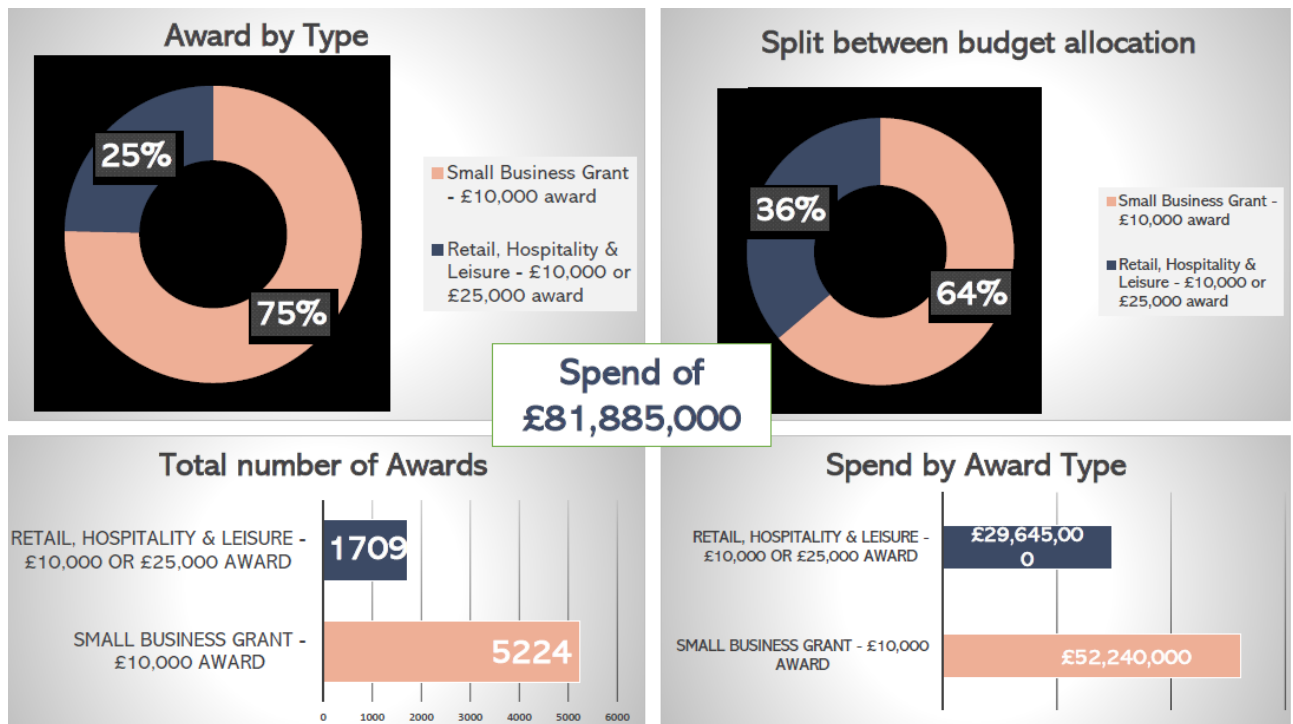
- 4.1 Covid-19 would have had a significant impact on the Council's finances in 20/21 had it not been for the support given by Central Government to the Authority. Shropshire has also benefited from grant support for businesses (which have been provided through the Council and is set out in this report) and the job support (furlough) scheme. Though there are no direct financial implications as a result of this report, the unknown further impacts of the pandemic, and the speed of the economic recovery are likely to have on-going implications for the Council, which though they are yet unquantifiable should be taken into account when considering this report.
- 4.2 Central Government provided all Local Authorities with grant funding to support businesses during the national mandated lockdown. The financial packages available were provided from central sources rather than sources at the

discretion of the Council and without such the Council would have been unable to support local businesses at the scale that has been required.

4.3. Central Government grant support to businesses included **Small Business Grants (SBG)** and **Retail and Hospitality Grants (RHL)**. The SBG provided up to £10,000¹ as a one-off grant to help small business owners manage their operating costs throughout the lockdown period. The RHL provided a one-off cash grant up to £25,000² to support those eligible businesses in the retail and, hospitality and leisure sector with their business costs during coronavirus.

Below gives a summary of the funding awarded between March – June 2020.

- 7,835 total number of grants awarded
- £91,670,000 overall budget – Central Govt funded
- 89.3% amount of funding paid out by Shropshire Council
- £9,785,000 amount of funding to be returned to Central Govt



Extended (Discretionary) Grant – also referred to as the top up grant which was aimed at small and micro businesses who were not eligible and unable to access the SBG and RHL grant funding. In total through this grant we supported:

¹ Based on receipt of small business rate relief (SBRR)

² Based on rateable value and Eligibility for the Expanded Retail Discount

- 883 businesses and 17 town areas = 900 total number of grants awarded
- £5,320,500 overall budget – Central Govt funded allocated 5% top up + LEP allocation
- 99.6% amount of funding paid out via B&I team
- £21,500 amount of funding to be returned to Central Govt

The Small Business Grant Fund, the Retail, Hospitality and Leisure Grants and Local Authority Extended Discretionary Grants which ran through the initial lockdown period have now closed.

4.4. The Marches LEP **Marches Investment Fund (MIF) Scheme**

Discretionary Scheme which ran alongside the main Government grants to support the business enabling sector (financial services, creative industries, consultants) who were not eligible for the Extended Discretionary Grant. This scheme provided £737,000 of funding (business case co-written with Shropshire Business Board) of which £570,000 was used to support shops and businesses directly.

In summary:

- 94 Shropshire businesses supported: 74 businesses received £5,000 and 20 businesses received £10,000

Market Town Place Marketing Scheme provided the remaining £167,000³ to support help Shropshire's market towns impacted by both flooding and coronavirus to attract and encourage visitors back into the towns particularly as the initial lockdown restrictions were eased.

In summary:

- 16 towns were supported across the County these were, Shrewsbury, Bridgnorth, Ludlow, Oswestry, Market Drayton, Whitchurch, Shifnal, Ellesmere, Church Stretton, Much Wenlock, Wem, Cleobury Mortimer, Broseley, Bishops Castle, Clun and Craven Arms.

4.5. The Marches LEP has been allocated £630,000 of **Marches Small Business Recovery Grant**. This was a scheme to help small businesses across the Marches which have suffered as a result of coronavirus. Grants between £1,000 and £3,000 were available for businesses with up to 10 FTE employees who were able to demonstrate a negative impact due to the crisis. This was a scheme managed through the Marches Growth Hub.

³ £137,000 initial budget increased by £30K in response to demand = £167,000 overall budget

Area	Wider Sectors	Visitor Economy Sector	Total
Herefordshire	£120,000	£62,500	£182,500
Shropshire	£157,500	£82,500	£240,000
Telford & Wrekin	£137,500	£70,000	£207,500
Total	£415,000	£215,000	£630,000

4.6. A priority during the second national lockdown was to again support those businesses hit by the second round of coronavirus lockdown restrictions through the application, processing and payment of the new round of national grant funding schemes, namely:

- **Local Restriction Support Grant (LRSG)** which supports businesses forced to close by government during the period of 5th November to 2nd December. The Council was awarded £6,752,250
- **Additional Restrictions Grant** which is a single allocation of funding based on £20 per head of population for each local authority. The Council was awarded £6,462,720 which was based on ONS 2019 population data of 323,136. The grant is a one-off payment for Local Authorities in financial year 20/21 and is to be used in 20/21 and 21/22 and will not be renewed. A proportion of the Additional Restrictions Grant has been used to formulate discretionary grant schemes to support closed businesses that do not have a rateable value and businesses that are severely impacted rather than closed. Funds can be used to run a series of business support programmes at the discretion of the Local Authority. The details of this are being developed for implementation in the New Year.

4.7. At the time of writing this report the Government has announced a third national lockdown. The Government has made available a further £4.6bn in business grant support for businesses who are mandated to close as part of the new lockdown restrictions. Businesses in the retail, hospitality and leisure sectors will receive up to £9,000 in the form of a one-off grant based rateable values:

- £4,000 for businesses with a rateable value of £15,000 or under
- £6,000 for businesses with a rateable value between £15,000 and £51,000
- £9,000 for businesses with a rateable value of over £51,000

4.8. Furthermore, an additional £594 million is being made available, as part of the third national lockdown restrictions, to support business not eligible for the grant detailed in 4.6.

5.0 Background

Covid-19 Unprecedented challenges

5.1 Coronavirus (Covid-19) was declared a Public Health Emergency by the World Health Organisation in January 2020, and then recognised as a worldwide pandemic in March 2020. From 23rd March 2020, the UK Government

introduced a nationwide lockdown to protect UK residents and consequently all non-essential organisations were mandated to close.

5.2 These have been unprecedented times across the Country and the pandemic resulted in significant disruption to the economy and this has been incredibly challenging for businesses across Shropshire.

5.3 Some of the key headline issues shaping the current economic profile are as follows:

- **Unemployment and Redundancies - universal credit claimants⁴**, reported in November 2020, Shropshire has a notably lower claimant count than the national average (4.8% compared with 6.5%)

Overall universal credit claimants in Shropshire in October: 20,580

Ludlow*: 5,006

North Shropshire*: 7,271

Shrewsbury & Atcham*: 7,409

Increase of 10,331 in Shropshire since March (+101%)

Note: Includes those on very low incomes as well as those claiming benefits due to unemployment

Unemployment claimant count in Shropshire in October: 8,565

Ludlow*: 2,245

North Shropshire*: 2,875

Shrewsbury & Atcham*: 3,025

Increase of 4,555 in Shropshire since March (+114%)

Coronavirus Job Retention Scheme (CJRS) otherwise known as the furlough scheme. Current data suggests total Shropshire employees registered on CJRS peaked in July at 42,800 and there was a fall of more than two-thirds in August to 13,000.

Self-Employment Income Support Scheme following the following grant allocation in Shropshire:

Round 1, 14,300 grants totalling £42.6 million (July 2020)

Round 2, 11,500 grants totalling £29.4 million (Oct 2020)

- **Apprenticeships** 25% down from 800 last year to 600 this year
- **Sector impacts**, almost all sectors of the economy have been impacted by the pandemic. However, there are notable impacts which have been felt particularly in;
 - Retail, hospitality and leisure industries
 - Tourism and visitor economy
 - Healthcare
 - Transport

⁴ 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

- Supply chains

5.4 Shropshire Council set about assessing some of the key emerging issues, associated risk and proactively managed a collective response with a series of practical short-term **immediate** interventions to help **restart** and support the economy across all sectors. These included:

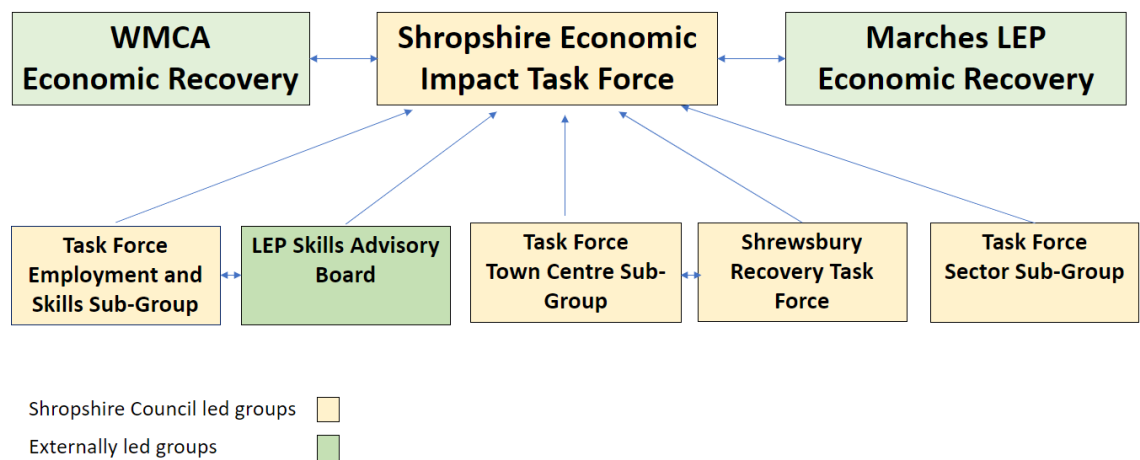
- Producing a *Reopening your Business in Shropshire* – online business guide/toolkit.
- Providing effective business support and signposting - to access finance initiatives e.g. **Bounce Back Loan (BBLs)** and ‘top up’ schemes; and financial support/funding streams.
- Provision of business support packages - resource a programme of support packages, events and webinars which were developed to support businesses through the pandemic
- Resourced the application, processing and payment of business support grants i.e. **SBG, RHL, Extended (Discretionary) Grants** and more recently the **LRSB** and **Additional Restriction Grant**.
- Supporting and signposting small and voluntary organisations to access much needed funding e.g. **ESF Community Grants** offering grants of £5,000 – £20,000 for local initiatives that will move unemployed people towards employment, training or education.
- Working in partnership with the Shropshire Chamber of Commerce to proactively support the **Kickstart** scheme designed to help those aged 16-24 who are claiming Universal Credit and at risk of long-term unemployment
- Supporting **town centres** and businesses:
 - Implementing **social distancing** measures to comply with public health regulations and to safely manage the reopening of the high streets and town centres
 - Installing **temporary TROs** interventions to additionally help with social distancing requirements
 - Processing **temporary pavement licencing** applications to support Autumn and Winter trading. As at 30th September = 28 licences – 1 Ellesmere, 2 Ludlow, 1 Market Drayton, 2 Oswestry and 22 Shrewsbury (source Shropshire Council Trading Standards and Licensing Operations)
 - Offering **free car parking** to encourage visitor and durations extensions
 - Maintaining and managing accessible public open space/public realm to support business, residents and mental health initiatives
 - Roll out Shropshire Council’s **shop local campaign**
 - Support local marketing campaigns e.g. Oswestry and Shrewsbury BID’s - *Shrewsbury’s Open* and *Shrewsbury Open Online*, *Oswestry back open for business* and similar for the other market towns to encourage shop local campaigns.

5.5 The Council has been working extremely closely with the business community, Business Improvement Districts, the Marches LEP, Government departments, partners and stakeholders to understand the immediate requirements to

support businesses, respond to immediate requirements and provide as much support as we can to help businesses and residents across Shropshire.

- 5.6 Shropshire Council established an Economic Task Force to bring together key partners, stakeholders and organisations from across the County and the business community. A number of subgroups have been established to support key strands of focus and work, this includes:
- Employment and Skills
 - Town Centre recovery
 - Sector focus

5.7

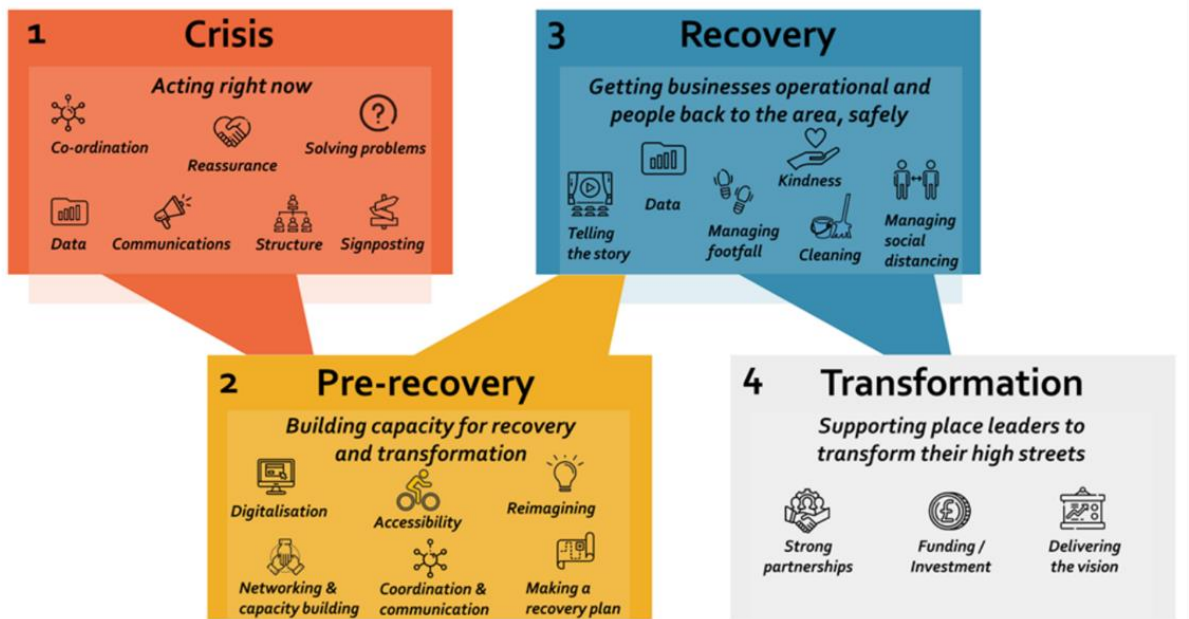


5.8 The Economic Task Force has established a tracker to manage and monitor key trends, emerging issues, establish areas of need and highlight responses/interventions.

5.9 The Task Force Subgroups (partnerships supported by external key stakeholders) adopted an action led proactive response with three key areas of focus:

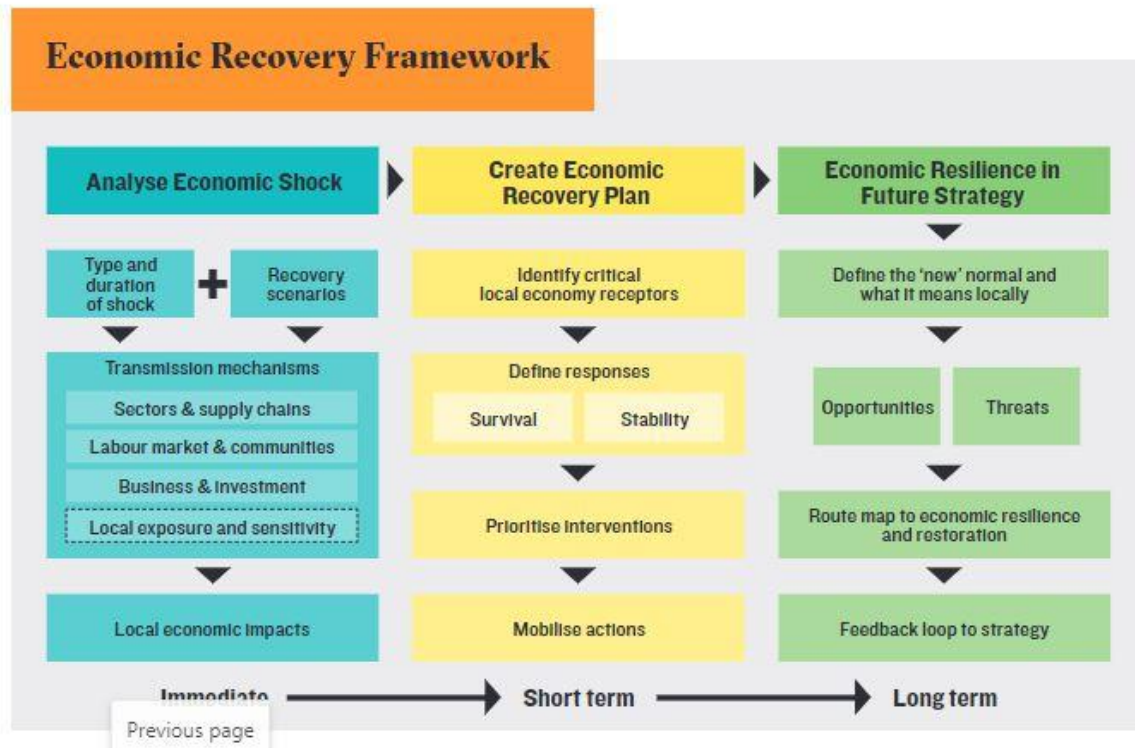
- To identify and report on the main issues
- To identify practical, immediate (**restart**) short term (**revitalise**) measures and intervention that will support the economy
- Set out future medium to long term (**growth**) interventions and recommendations for further work to build Shropshire’s transformation and resilience framework

5.10 Shropshire Council has used examples and followed nationally recognised best practice task forces e.g. The High Street Task Force, to help shape localised intervention measures for high streets and town centres through a 4-stage process.



6.0 Economic Recovery, Transformation and Resilience Framework and Economic Growth Plan

- 6.1 Shropshire is well placed geographically and strategically to grow and build on its natural assets and both core established and new emerging businesses to redefine, develop and transform its economy for the residents and businesses of Shropshire.
- 6.2 Building on best practice, the economic recovery framework will aim to deliver an economic growth plan to ensure Shropshire’s recovering economy is aligned to national and regional priorities, positioning Shropshire as a magnet to attract investment opportunities, provide jobs and offer sustainable growth across key sectors.



<https://lichfields.uk/media/5869/covid-19-economic-recovery-framework.pdf>

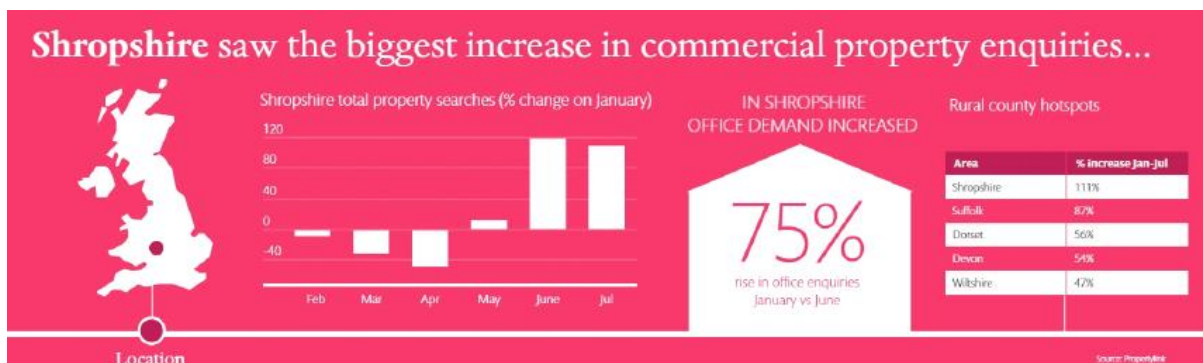
6.3 The development of Shropshire’s Economic Recovery, Transformation and Resilience Framework and Economic Growth Plan will involve:

- Use of a dynamic project tracker as a means of identifying and reporting emerging issues with the evidence base to support and bring forward opportunities and interventions to build the short, medium and long term asks, offers and deliverables.
- Working collaboratively and continuing to engage and consult with key stakeholders, partners and through wider public consultation platforms to collectively map and explore the strategic priorities to address the emerging “local” economic issues and challenges coming out across Shropshire and region.
- Identifying and establishing restart, revitalise and regrow opportunities for Shropshire's economy which will shape and refresh Shropshire’s Economic Growth Strategy addressing Covid-19, Brexit, digital and environmental challenges with resilience and transformation at the very heart of the Shropshire’s future economy.

6.4 The framework will look at planned **short, medium and long term interventions** to **grow** Shropshire’s economy.

The framework will be structured and focusing on some key themes:

- GVA and business growth/survival and investment for the local economy
- Employment growth – particularly innovative, digital and environmental management i.e. potential growth sectors
- Cross sector transferable skills to reduce the digital skills gap
- Initiatives to support economically active young (16-24)
- Digital/Smarter Infrastructure Strategy to support future ecommerce growth and the need for a digitally active and agile workforce
- Sustainable and green recovery
- Visitor economy and staycation opportunities
- Sustainable and active modes of transport/movement
- Support local health and wellbeing
- Local - buy in to local initiatives
- Commercial property - throughout the Covid-19 pandemic there has been an increase in the number of commercial property enquiries.



Source: Estates Gazette Property Link – Occupier Sentiment Report October 2020

7.0 Other Considerations

7.1 The Economic Recovery, Transformation and Resilience Framework and Economic Growth Plan will clearly have to consider the wider economic context including national trends and agendas and of course regional influences. Shropshire Council will build on important relationships in order to maximise opportunities to help meet our growth aspirations.

Brexit

7.2 The UK has left the EU and new rules for businesses with the EU start in January 2021. The transition period expired on the 31 December 2020. With Brexit uncertainty suggesting a weaker outlook for investment, trade and productivity coupled with Covid-19, this has resulted in a downturn of GDP and challenging economic conditions.

7.3 Therefore, Shropshire Council is working along with the Growth Hub collaboratively with other partners e.g. Shropshire Chamber of Commerce, Shropshire Business Board, The Marches LEP to offer practical advice, support and signposting to Shropshire businesses. This support provision has been made available across all sectors to help business prepare and operate

successfully under these new rules, particularly with regards to export planning, supply chain resilience and services and travel to the EU from 2020 onwards.

- 7.4 The Economic recovery, transformation and resilience framework will recognise the importance of continuing to work with companies to support their growth aspirations and ongoing success.

Digital

- 7.5 Since the start of the Covid-19 pandemic, residents and businesses have adapted to new restrictions put in place, with the digital agenda playing a significant role in supporting the ability of communities to remain socially and economically active and engaged. Whilst there have been examples where employees, or those seeking employment, have been unable to work from home due to limited connectivity, many have benefited as a direct result of the broadband interventions that have implemented by the Connecting Shropshire Programme. Since 2014 ‘superfast’ broadband coverage (defined as 30 megabits per second) has increased in Shropshire from only 24% to over 94% in 2020, highlighting the impact that the pandemic could have had in our business communities had digital infrastructure not been upgraded earlier.
- 7.6 In addition to supplier contract interventions, which will continue to build ‘gigabit’ (1000 megabits per second) networks into 2021, Connecting Shropshire has a number of complimentary interventions that have, and continue to support businesses that need immediate improved connectivity where none is planned. The Marches and Gloucestershire Broadband Grant (MGBG) scheme was first introduced in 2017 and enables eligible European Regional Development Fund (ERDF) SME’s to access up to £25k of capital funding for improved connectivity without a need to contribute capital. Where any business fails to qualify for an MGBG grant, a new ‘top up’ gigabit voucher now exists that can enable qualifying ‘home based’ businesses and ‘agile’ workers to get connection as part of a wider community scheme.
- 7.7 Whilst the above interventions have been successful in providing ‘demand’ focused projects we recognise the importance of achieving the aspirations of ubiquitous and equitable broadband across the whole Council area. As a result, we are now working with Government on the new Government ‘gigabit’ programme planning announced in the Autumn Spending Review. £1.2bn has been committed to deliver 85% ‘gigabit’ coverage in the UK by 2025. Our focus will be to ensure this funding is focused on building improved broadband to the remaining ‘superfast’ broadband gaps in Shropshire as a priority, at the same time as supporting the government’s commitment to deliver more ‘gigabit’ capable networks.
- 7.8 Although broadband remains a key focus of activity, we understand businesses and home workers also expect, and demand reliable mobile coverage. Whilst Shropshire Council has no direct influence upon the wholly commercial Mobile Network Operator (MNO) market, we are conscious of the need to improve coverage in Shropshire. We will continue to work with the Department for Digital, Culture, Media & Sport (DCMS), the Mobile Network Operators and

Ofcom to seek improvements to current 4G coverage. In 2020 we expect more information to become available on the Shared Rural Network (SRN) which is a Government and Industry initiative to improve 4G connectivity specifically to 'not spot /partial not spot' areas.

- 7.9 Whilst in its commercial infancy 5G networks have started to offer opportunities to test capabilities beyond the conventional handset market. As part of the national DCMS 5G 'Test and Trials' programme Shropshire Council is working with partners on evaluating how 5G networks can be built and operated in rural areas as well as assessing new service delivery opportunities for health and social care provision. We will additionally look at other collaborative opportunities with other partners where opportunities present themselves.
- 7.10 The Economic recovery, transformation and resilience framework will look to explore a new proposition for Shropshire around wider digital / smarter solutions and interventions to align with the new economic growth plan opportunities and aspirations

Green agenda

- 7.11 Throughout the pandemic, the national picture reported reduced carbon consumption as a result of industries temporarily closing and restrictions on travel, there has been a notable reduction in pollution and carbon emissions. Lockdown saw a 7% reduction in global emissions, equivalent to the level of reduction needed per annum to deliver net carbon zero ambition – indicating not only the scale of behaviour change needed, but also how this will need to be sustained year on year. Improving environmental and carbon performance can also significantly reduce revenue costs and help local companies to remain competitive in the context of economic challenges from both Covid-19 and Brexit, especially where energy forms a significant overhead (e.g. Bridgnorth Aluminium).
- 7.12 We are working collaboratively with partners to maximise the acceleration we have seen in environmental business growth, by narrowing the emerging skills gap to tap into future employment opportunities (potential 5,000⁵ new direct jobs) in sectors such as:
- renewable energy development;
 - energy efficiency retrofit measures for existing buildings (both domestic and non-domestic);
 - low carbon vehicle fuels;
 - Waste, materials and resource management.
 - Land management, carbon capture & storage.
- 7.13 The Economic recovery, transformation and resilience framework will support the challenge of clean growth through increased investment in low carbon

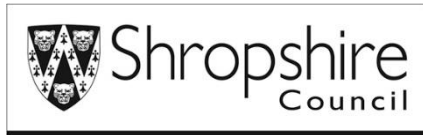
⁵ https://lginform.local.gov.uk/reports/view/lga-research/estimated-total-number-of-direct-jobs-in-low-carbon-and-renewable-energy-sector?mod-area=E92000001&mod-group=AllRegions_England&mod-type=namedComparisonGroup

innovation and industries with a focus on sectors that support the environment and local green job growth.

8.0 Next steps

8.1 Through the Economic Task Force and working with partners, we will continue to develop, underpin and take forward the economic recovery, transformation and resilience framework set out in this report. We will develop and consult on the key areas of focus, prioritise the opportunities, streamline the offers and asks to Government to enable us to effectively and efficiently plan, support and deliver the national economic recovery. Alongside this we will be developing a refreshed economic growth strategy for Shropshire covering the period 2021-2026.

List of Background Papers
Cabinet Member (Portfolio Holder) Cllr Steve Charmley
Local Members All
Appendices



Committee and date

Cabinet
18th January 2021

Item

Public

FINAL DRAFT HOUSING STRATEGY REPORT

Responsible Officer Mark Barrow, Executive Director Place
Email: mark.barrow@shropshire.gov.uk Tel: 01743 258919

1. Summary

- 1.1 On the 15th June 2020, Cabinet resolved to endorse the Housing Strategy proposed vision and objectives and approve a six week public consultation for the draft housing strategy. It was also resolved that a final version of the Housing Strategy, having considered any relevant consultation responses, be brought back to Cabinet for approval.
- 1.2 The 6-week consultation commenced on the 5th August 2020 and resulted in the submission of 60 responses from a broad range of our stakeholders including residents, Parish Councils, businesses and the voluntary sector. The responses reinforced the pivotal role that housing plays in our lives together with its many facets.
- 1.3 This report sets out these responses and proposed actions and amendments to the Housing Strategy.

2. Recommendations

Cabinet is asked to;

- Approve the Housing Strategy 2020 to 2025

REPORT

3. Risk Assessment and Opportunities Appraisal

- 3.1 There is no statutory obligation to produce a housing strategy in England, although as a strategic housing authority there is a duty to periodically assess and review the housing condition and needs in their area. Latterly, such is the

local and national importance, and prominence given to housing and in particular the Government's attempts and ambition to fix the "broken housing market", that most Councils have housing as a strategic priority and produce a housing strategy to articulate their ambition, vision and objectives.

3.2 The proposed Housing Strategy will demonstrate how the Council will:

- Target housing solutions within the Council area.
- Broaden the housing range for residents.
- Highlight to tenants and residents the forthcoming challenges which both the Council and they themselves will face.
- Structure the Council's approach to housing, as relevant to the Local Development Plan.
- Meet its housing legal requirements.

3.3 An initial screening Equality and Social Inclusion Impact Assessment ("ESIIA") was undertaken at the consultation stage of the draft Housing Strategy. Following the consultation on the Strategy, any identified impacts in equality terms, whether negative or positive have been considered and the ESIIA has been updated accordingly. We would expect at least a low to medium positive impact across the Protected Characteristic groupings, with positive impacts being sought for the groupings of Age and Disability and for people at risk of social exclusion.

3.4 This will include households who are at risk of social exclusion due to vulnerabilities or complex needs, eg young people leaving care, veterans and serving members of the armed forces; people who are at risk of homelessness, and people who are in low income households, including those living in rural isolation and/or living in fuel poverty. There will be ongoing efforts to engage with people in the Protected Characteristic groupings, particularly where low levels of responses to public consultation have been received to date.

3.5 We will continue to engage with all Members as community leaders, and through Cabinet and the Portfolio Holder, which will help the Council to ensure that information, feedback and concerns are raised through a variety of channels and that actions may then be identified as necessary to seek to mitigate any negative impacts for any Protected Characteristic groupings within the community, and to enhance positive impacts across communities and across our rural county as a whole

4. Financial Implications

4.1 An innovative and robust Housing Strategy seeks to advise potential investors in Shropshire's housing services and ensure development is what is required and where it is needed.

4.2 The implementation of the Housing Strategy will be detailed in an Action Plan, which will detail short, medium and long term actions. Any actions with capital

funding implications will be pursued through the Council's Capital Programme, where projects will be appraised on an individual basis following the process detailed in the Council's Capital Strategy. Each potential action would need to be evaluated on its own merits, and be subject to further Cabinet approvals as necessary, prior to inclusion in the Capital Programme.

5. Climate Change Appraisal

- 5.1 **Energy and fuel consumption:** Positive effect. One of the key priorities of the Housing Strategy is to minimise the environmental impact of existing housing stock and to positively influence the design of future housing development to maximise resource efficiencies and to ensure optimum use of sustainable construction techniques. Maximising energy efficiency in new and existing housing will also contribute positively by reducing energy costs for occupiers, particularly those on limited incomes;
- 5.2 **Renewable energy generation:** Positive effect. The Housing Strategy will provide opportunities to foster the generation and storage of renewable energy as part of the refurbishment of existing housing stock and the design of new housing;
- 5.3 **Carbon offsetting or mitigation:** Positive effect. The Housing Strategy will provide opportunities to foster the capture and storage of carbon emissions as part of the design of sustainable urban drainage and open space integral to the design of new housing schemes;
- 5.4 **Climate Change resilience and adaptation:** Positive effect. The Housing Strategy will provide positive opportunities to ensure that the refurbishment of existing housing stock and the design of new housing deliver accommodation which is resilient to more extreme weather events and enables occupiers to adapt to the changing climate.

6. Background

- 6.1 The rationale and background behind the need and role of the Housing Strategy was outlined in the Cabinet report of 15th June 2020 and in summary:-
 - The existing Strategy, which was jointly formulated and adopted by Herefordshire and Shropshire, expired in 2015.
 - Reflecting the huge changes to primary legislation and guidance, the Housing Strategy reflects the Council's role in discharging a range of statutory duties.
 - Providing a link to wider priority policy areas such as economic growth and climate change.
- 6.2 The Housing Strategy 2020–2025 has been developed around the vision 'All homes are well designed decent homes of high quality, which will protect Shropshire's unique urban and rural environments and ensure it is a great place to live. That all Shropshire residents have access to the 'right home in the right place' to support and promote their health and wellbeing throughout their lives'.

- 6.3 It is important that in considering and addressing these fundamental challenges, we articulate through a strategy our objectives and develop the necessary framework on how the Council will engage and work with our many stakeholders and partners to deliver housing and housing related services. The need for focus on key objectives and for joint working is never more pressing than at the current time.
- 6.4 The Housing Strategy was drafted prior to the current Covid 19 crisis and whilst the issues and objectives remain unchanged, many issues have been exacerbated, particularly regarding housing affordability and homelessness.
- 6.5 The six objectives attracted comment in equal measure and largely provided constructive and positive responses as set out in Appendix 3. The objectives and summarised responses are set out below.

6.5.1 **Objective 1**

To meet the overall current and future housing needs of Shropshire's growing population by addressing the housing needs of particular groups within communities

Respondents drew attention to geographic variations and to different challenges in each area and that there should be consideration of a broader range of housing options. Demographic challenges were referenced and particularly the need to address housing solutions for older people and those of the young, these together with needing to retain younger residents in communities, and those economically active. Potential solutions were suggested for action post Covid. Infrastructure and resource implications were also highlighted.

6.5.2 **Objective 2**

To ensure people whose housing needs are not met through the local open market housing can access housing that meets their needs

Respondents noted that alternative options were required with specific reference to those households caught in the gap between market and social provision. The suggestion was made that the solution was wider than bricks and mortar with references being made to the wider community, environment and infrastructure necessary to create a sense of 'Place'. The need for innovation and creativity with stakeholders and a joined-up approach with registered providers was highlighted.

6.5.3 **Objective 3**

Working to reduce and prevent households from becoming homeless and where this is not possible ensuring they have safe, secure and appropriate accommodation until they are able to resettle

Respondents were overwhelmingly supportive of this objective. Reference was made to the need for a greater understanding of the complex reasons behind homelessness and the need for a strong emphasis on practical and emotional support. A multi-agency response was required and engagement

with the private sector. There were practical suggestions, such as bringing empty homes back into use and exploring the potential use of underused buildings which are not currently residential.

Whilst there was support for Objective 3, it was felt that the wording of the objective should be strengthened and the words 'working to reduce' to be deleted and 'prevent' changed to 'preventing'.

6.5.4 Objective 4

To ensure people can access a mix of housing options within Shropshire's urban and rural landscape, that best meets their needs in terms of tenure, safety, size, type, design and location of housing

Respondents noted the need to address rural housing issues which in turn could help sustain rural services and facilities. Again, the importance of Place was referenced. There was a need to explore all opportunities and implication that there was a broader range of potential solutions. The benefits of good housing are well documented and were referenced here, in so much as housing is intertwined with health and social cohesion. Poor quality housing was highlighted as a potential focus for action, as was the need for partnership working.

6.5.5 Objective 5

To minimise the environmental impact of existing housing stock and future housing development in the interest of climate change. To work with policy makers, developers and private and social landlords to maximise resource efficiencies and to ensure optimum use of sustainable construction techniques.

Respondents largely supported this objective and welcomed the use of modern method of construction techniques. Suggestions were made that incentives for private landlords could be explored as well as encouraging excellence in building and refurbishment. Modern methods of construction were viewed as presenting opportunities both environmentally and economically for the County, including linking apprenticeships and local employers. The re-use of empty properties had numerous references together with the importance of green space and corridors. New housing was noted as not necessarily being the only answer – use of local materials and 'greening' of development, along with making better use of existing stock should be actioned.

As with Objectives 3 and 6, it was felt that this Objective needed to be strengthened to become a more positive statement. As such, 'to work with policy makers, developers and private and social landlords to maximise' has been deleted.

6.5.6 Objective 6

To support the drive for economic growth by ensuring that there is enough housing supply to enable businesses to attract and retain the local workforce that they need

This objective was the least supported. It was highlighted that housing and economic growth need to be considered in tandem and there is a need to ensure that economic growth and housing are equally matched in terms of their provision. As with Objective 5 it was noted that local young people need to be involved in the actual developments through apprenticeships and opportunities for local companies.

This objective is proposed to be strengthened with the words “To support the drive for economic growth by” being deleted.

6.6 The consultation has provided affirmation of the focus and content of the Housing Strategy 2020–2025, and resulted in the need to amend objective wording whilst retaining the emphasis as follows :-

- Objectives 1 and 2 will remain unchanged.
- Objective 3 will be amended to “preventing households from becoming homeless and where this is not possible ensuring they have safe, secure and appropriate accommodation until they are able to resettle”.
- Objective 4 will remain unchanged.
- Objective 5 to be amended to “To minimise the environmental impact of existing housing stock and future housing development in the interest of climate change, and to maximise resource efficiencies and to ensure optimum use of sustainable construction techniques”.
- Objective 6 to be amended to “Ensuring that there is enough housing supply to enable businesses to attract and retain the local workforce that they need”.

7. Additional Information and Next Steps

7.1 The Housing Strategy once approved will provide the strategic framework in which to develop an Action Plan for its implementation. It is acknowledged that this Strategy cannot be delivered in isolation of our many stakeholders and partners. Therefore an Action Plan will be prepared in partnership with these stakeholders to identify the short, medium and long term actions that will deliver these strategic goals. This will incorporate where appropriate actions and suggestions made by respondents to the formal consultation to the draft Strategy. The Action Plan will reference how progress will be monitored and measured.

7.2 Progress on the delivery of the Strategy through the Action Plan will be reported on an annual basis to Scrutiny and the Place Overview Committee.

8. Conclusions

8.1 Approval of the Housing Strategy 2020–2025 will help to inform the Council’s housing related services and make sure that these align with local need and demand, therefore supporting effective and efficient use of resources. It will

also allow the Council to communicate clearly with residents, developers, landlords, and other stakeholders and partners, about the Council's housing priorities, and assist us to achieve better housing outcomes for the County.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Cabinet Member (Portfolio Holder)
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Cllr Rob Macey - Portfolio Holder for Planning and Strategic Planning

Local Member

All members

Appendices

Appendix 1 - Housing Strategy 2020 – 2025

Appendix 2 – ESIIA

Appendix 3 – Consultation response summary
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Foreword by Cllr Robert Macey

Welcome to our Housing Strategy.

The right home in the right Place is an aspiration for the majority of us, but this realisation is harder to achieve for some people. The global pandemic has highlighted the importance of having a decent home with sufficient space together with highlighting the importance of communities.

We recognise that that there are a multitude of reasons why this may be the case for some of our residents. Our aim is to address the barriers that prevent these residents from being able to access a suitable home.

Shropshire Council together with its Partners, both Private and Public are in a key position to address these challenges, whether that is through the development of specific policies, providing funding or by pulling human resources together.

We also recognise that there are often competing interests in providing the right home for our residents. The challenge of limiting the impact of new development on the environment is particularly important, especially in the light of Shropshire Council declaring a climate emergency. We understand that communities wish to see their physical environments protected and the challenge this presents in supporting new development. We recognise that to achieve economic growth, we need to facilitate the right homes to support growth and business development and to encourage and retain workers. It is also important to us, that residents who require a special type of home with specific support are helped in equal measure.

We are hugely ambitious and positive about the future and growth of housing in Shropshire and look forward to delivering this Strategy.

Why we need this strategy

The need for a decent home in a location where the household can realise its potential is well documented. The issue is how the requirement is realised for all communities, both urban and rural. The high cost of housing and slower pace of earnings within the County has resulted in the cost of home ownership rising beyond the means of many individuals and families.

It is recognised that not all households will wish or indeed have the means to be home owners. All households should equally be provided for with public and private sector opportunities and that all households should also be able to live in a decent home.

There are those residents both old and young, who will require the assistance of the Council to secure the right home for them, whether that is through supported and assisted living or through residential care. There is a determination that by working together with the public and private sectors there can be creative solutions to the challenges. This strategy provides a focus for those interested and involved in supporting and influencing initiatives that provide the right home for all Shropshire residents.

What is this strategy is for?

This Strategy sets out immediate objectives, opportunities and an action plan with the aim of encouraging partners with resources and expertise to work together. It recognises that different age groups often need different housing solutions and that some will continually need the Council to be creative in identifying a solution.

Housing forms the basis of many work areas within the Council and pulls together the strands of each service provision.

This is within a context of reducing public sector budgets and dealing with higher demands, needing to protect and enhance the environment, deal with climate change and the need to protect finite resources and recognising a wide range of housing requirements.

Who is this Strategy for?

This strategy is for the Council and its partners, both private and public sector as a mechanism to identify what is needed to achieve the vision and how this can be achieved. Working together in partnership is essential, including through the pooling of finances and expertise.

Employers – and employees; for businesses to grow and expand it is important that the workforce is appropriately housed in an accessible location and that housing should not become a barrier to growth.

The Housing Vision for Shropshire

All homes are well designed decent homes of high quality, which will protect Shropshire's unique urban and rural environments and ensure it is a great place to live.

That all Shropshire residents have access to the 'right home in the right place' to support and promote their health and wellbeing throughout their lives;



Delivering the Strategy

Key Objectives: -

- 1.To meet the overall current and future housing needs of Shropshire's growing population by addressing the housing needs of particular groups within communities
- 2.To ensure people whose housing needs are not met through the local open market housing can access housing that meets their needs
3. Preventing households from becoming homeless and where this is not possible ensuring they have safe, secure and appropriate accommodation until they are able to resettle
- 4.To ensure people can access a mix of housing options within Shropshire's urban and rural landscape, that best meets their needs in terms of tenure, safety, size, type, design and location of housing.
- 5.To minimise the environmental impact of existing housing stock and future housing development in the interest of climate change. Maximise resource efficiencies and to ensure optimum use of sustainable construction techniques.
6. Ensuring that there is enough housing supply to enable businesses to attract and retain the local workforce that they need.



Performance and monitoring

An action plan sits alongside this strategy and will be set out as immediate, short, medium and long term. This action plan, along with the overall targets will be reviewed regularly and updated annually by Shropshire Council for the duration of this Strategy.

Shropshire in context

Shropshire: its communities and places

Shropshire is a fantastic place to live, work and visit. It is admired for its beautiful and attractive natural and historic environment as well as its impressive biodiversity. Covering a sizeable area of 319,730 hectares with 23% of this is designated as the South Shropshire Hills Area of Outstanding Natural Beauty.

The county has a rich cultural heritage to discover and natural landscapes to explore, for residents and visitors alike. There are for example Roman and Iron Age sites; castles and historic buildings; theatres and museums; rivers and canals; walking and cycling routes including one of the largest Rights of Way networks in the country; geology and wildlife; and natural and industrial archaeology.

Shropshire communities look out for each other and their living environment. The whole County benefits from excellent schools, low crime rates, a growing local economy and many volunteers supporting local communities. The quality of life and wide range of housing options continues to attract a rising number of people wishing to settle in the County. The current population is estimated at 320,300¹ people which is projected to reach 337,800 by 2041².

Around 39% of Shropshire's population lives in villages, hamlets and dwellings dispersed throughout the countryside. The remainder live in one of the 17 market towns and key centres. Only Ludlow and Bridgnorth in the south, Oswestry, Whitchurch and Market Drayton in the north, and Shrewsbury, the central county town have populations in excess of 10,000 people.

The County has a road network with approximately 5,100km³ 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 households⁴ 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.

The 2019 Indices of Deprivation identified seven small urban areas in Shrewsbury, Oswestry and Ludlow with concentrations of population experiencing high levels of deprivation. Less identifiable are the small pockets of rural deprivation across Shropshire. Key to improving the health and wellbeing of Shropshire's more vulnerable residents is to ensure they can live in and access safe and suitable homes in good condition, built to a high quality and in the right location.

Shropshire: its businesses and sectors

Business sectors include agriculture; the care sector; construction; forestry; quality foods via farm shops and food fairs; heritage and countryside related tourism including music and walking festivals; the hospitality sector; advanced manufacturing and engineering; and significant numbers of home-based businesses including the creative sector.

On skills, the University Centre Shrewsbury, which works closely with local businesses, is a joint venture between the Council and the University of Chester, whilst the Council also has close links with

Harper Adams University and further education colleges, including the Shrewsbury Colleges group and North Shropshire College. Our large geography means that our economy operates and reaches in different directions.

Shropshire is primarily a small business economy, with more than nine out of ten enterprises having less than 10 employees. The value of small and medium sized enterprises (SMEs) to the Shropshire economy is hugely important and significant, alongside a number of larger employers who have more than 250 employees including international companies working across a range of sectors.

How has the Strategy been informed?

This Strategy is informed by a wealth of information and intelligence from a variety of organisations and sources including; Planning Policy and Information, Intelligence and Insight web pages; recently revised place plans and Homepoint monitoring reports; which provides an analysis of the housing waiting list. Notwithstanding statistics that are produced and prepared by the Office of National Statistics (ONS), Ministry of Housing Communities and Local Government and the Land Registry. In addition, stakeholder intelligence has been used to influence the objectives and opportunities identified in this Strategy.

‘Planning for the right homes in the right Place’ National Planning Policy Context

In February 2017, the Government published a Housing White Paper entitled “Fixing our Broken Housing Market”⁵. This set out the government’s plans to reform the housing market and boost the supply of new homes. This included the Government’s 2015 *“commitment to build a million new homes by 2020 and supply a further half a million by 2022.”*

This identified three challenges;

- Councils lacking an up-to-date adopted Local Plan that reflected future population growth.
- The slow pace of new development.
- The structure of the current housing market making it harder to increase supply.

The White Paper outlined measures to ensure people’s housing needs and aspirations are met in the short and long-term:

- planning for the right homes in the right places,
- build homes faster,
- diversify the housing market, and
- helping people now.

These measures also address *“supporting people to buy or rent their own home, preventing homelessness, improving options for older people and protecting the most vulnerable.”*

The White Paper expresses the Governments desire that local authorities should be ‘as ambitious and innovative as possible to get homes built in their area.’

A key measure from the Government’s White Paper has been to completely refresh and simplify the Planning Policy system.

In September 2017, the Government published a consultation document entitled “Planning for the right homes in the right places”⁶ with a view to reforming the planning system to speed up the delivery of new homes. The new National Planning Policy Framework⁷ was issued in July 2018 and subsequently updated in July 2019. This has prompted new National Planning Policy Guidance⁸ for local authorities.

The Government has pledged to renew the Affordable Housing Programme, but the focus will be on new initiatives aimed at home ownership. The ‘First Homes’ initiative has launched its consultation on design and delivery of first homes in February 2020. It references the Government’s commitment to making home ownership a reality for everyone and recognising that it is out of reach for many. The consultation references that progress has been made, but further action was needed. It notes that the biggest barrier to home ownership is affordability given low interest rates and high rents have limited the ability for people to save.

Homes England’s Strategic Plan – (2018/19 – 2022/23) pledges that “over the next five years we’ll help more people in England to access better homes in the right places by: Providing expert support to priority locations, addressing the barriers facing smaller builders, supporting modern methods of construction (MMC), Delivering home ownership products, such as Help to Buy, Unlocking and

enabling land, providing investment products, including for major infrastructure and supporting the affordable market'

Local Planning Policy Context

Shropshire has an adopted Local Plan covering the Plan Period 2006-2026. (Core Strategy adopted 2011 and SAMDev Adopted in December 2015.) The Council is currently at an advanced stage of reviewing the Local Plan which extends the Plan period to 2016-2038. This will provide clarity to all stakeholders within the Shropshire housing market area and enable the Council to respond flexibly to changing circumstances in line with National Planning Policy Framework (NPPF).

The Council's Local Housing Need Assessment published in August 2020 identifies that Shropshire has an annual housing need of 1,177 dwellings per annum and an overall housing need of 25,894 dwellings during 2016-2038. This adopts the standard methodology for calculating housing need defined in the NPPG.

At the end of 2017, the Council sought views on "the preferred scale and distribution of development" in Shropshire for the period 2016-2038. The key housing proposal was 'High' housing growth of 28,750 dwellings, equivalent to an average of 1,430 dwellings per year for the whole of Shropshire.

Place Plan

There are 18 Place Plan areas in Shropshire, usually (although not always) focussed on a market town and its surrounding rural communities. Each Place Plan looks at infrastructure needs with that specific Place Plan area. This Strategy uses Place Plan geography for its analysis.

Delivering the vision

Shropshire Council is committed to growing and nurturing a healthy, functioning local housing market that provides high quality decent homes to support thriving Shropshire communities. The Council is working closely with developers, private landlords, communities and other participants in the sector to achieve the vision outlined in this Strategy.

Shropshire Council recognises geographic variations within the County and consequently, will not adopt a one size fits all approach to delivering the Strategy.

Where people cannot afford to access homes through the open housing market, Shropshire Council is ambitious to work collaboratively with partners to find innovative solutions to removing affordability barriers and to growing the stock of affordable homes.

Shropshire Council is dedicated to ensuring people on low incomes, encompassing some of the most vulnerable members of Shropshire society, live or have access to safe, secure, high quality housing in places where the need is. This means working effectively with social landlords and other service providers.

The Council recognises the vital role the housing sector plays in supporting local economic growth. The Council is committed to ensuring the growing labour force has access to high quality homes in the right places to fully meet their health and wellbeing needs.

The Council is committed to ensuring future housing growth and improvements to existing housing stock are delivered in a manner sensitive to Shropshire's environment and local communities.

Shropshire Council is working collaboratively to ensure that reducing the impact of climate change and ensuring homes meet 'decent home' standards are at the forefront of achieving this vision.

Shropshire Council is equipped with valuable tools, powers and innovative housing/planning professionals including;

- Planning policy and Planning Development Management,
- Economic Growth,
- Adult and Children's Services,
- Housing Options tackling homelessness, adaptations, revitalising housing stock.
- Estates and land ownership
- HomePoint and the arms-length management organisation STAR Housing
- Public / environmental protection.
- The Council's Housing company 'Cornovii'

This places the Council in a pivotal position to positively influence and collaborate with others to achieve Shropshire's housing vision. Shropshire Council is also in the unique position of being democratically accountable to Shropshire residents who want the Council to continue to make Shropshire a wonderful place to live and work.

Achieving this vision will help public, community and voluntary service providers make more effective use of resources and services to support the health and wellbeing of Shropshire's population.

The importance of collaboration and partnership working in achieving this vision cannot be emphasised enough. The Council will engage with individuals, local communities, and private developers, private and social rented landlords, other public and voluntary sector organisations, Shropshire's business community and other parties active in Shropshire's local housing market.

Key Objectives

1.To meet the overall current and future housing needs of Shropshire’s growing population by addressing the housing needs of particular groups within communities

National Planning Policy requires local authorities to assess overall housing need during the Local Plan period. In addition, NPPG also states that “*plan-making authorities’ need ‘to assess the need for housing of different groups and reflect this in planning policies’ particularly ‘having regard to deliverability.’*”⁹ This work forms part of the evidence base that supports the current review of Shropshire’s Local Plan.

The following section in brief outlines the pressing current and future needs of these groups. Within these groups there can be further challenges and opportunities presented by geographic variations. We recognise that housing needs cannot be viewed in isolation to wider place-shaping policies and the provision of infrastructure.

It lists some of the key opportunities Shropshire Council together with partners are pursuing to address housing need in Shropshire. Some of these are ground breaking and innovative and being driven by caring and enthusiastic professionals.

Young People and Students

There is a need to ensure that all young people who wish to live in Shropshire; whether attending higher education or living in Shropshire for work have access to a range of affordable housing solutions.

Students attending higher education establishments in Shropshire should have access to satisfactory student accommodation, whether it be communal halls of residence or self-contained dwellings. Provision is vital first to attract new students and then to support their welfare as the educational establishments nurture their knowledge and talents.

Many young adults leave Shropshire to further their education and pursue employment elsewhere in their late teens and early twenties. The development of the University Centre Shrewsbury will provide young people with an opportunity to further their education in Shropshire. These young people may be currently resident in the County or from elsewhere. If Shropshire can retain its young people once they have completed their education, they will further strengthen the quality and diversity of Shropshire’s labour force. This aspiration is reflected as one of the 10 goals of the ‘Shrewsbury Big Town Plan’ to ‘retain more of our best young talent in the town and attract new talent from outside’. Attractive and accessible housing solutions are required to encourage retention of students and all young people in Shropshire.

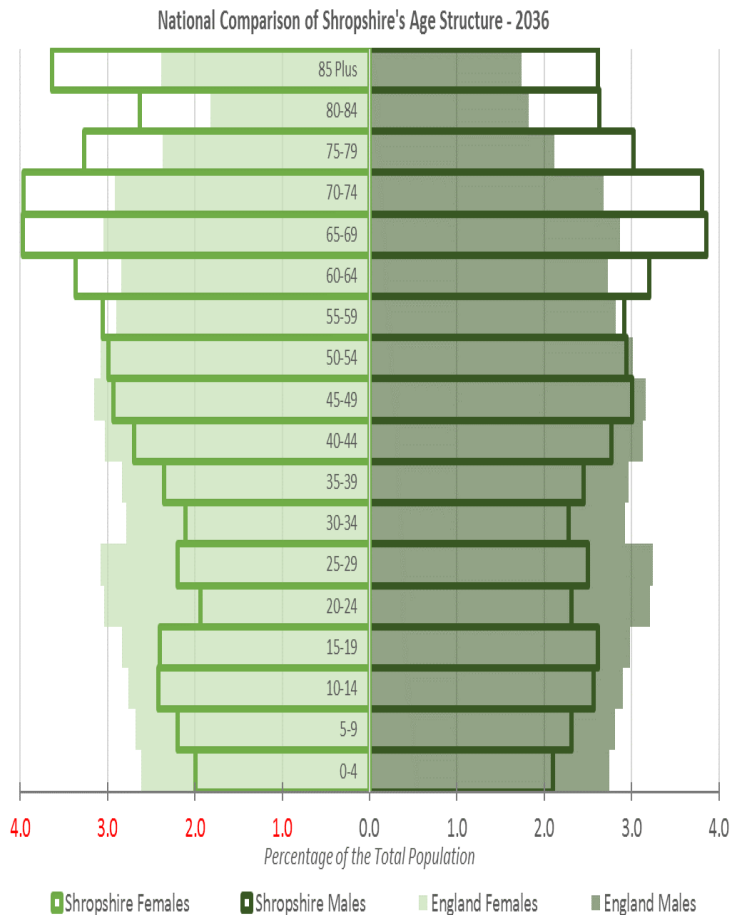
Rural Housing

The challenges facing rural communities in respect to housing is nationally well documented, the challenges in Shropshire are no different and primarily relate to affordability. Approximately 39% of Shropshire's population live in the countryside and rural settlements. The rural population comprises a high number of older people for example, 58% of 80 years of age and over within the County live in rural areas and 61% of the 65 – 79 age group. This will be in part attributed to the attractiveness of Shropshire as a place to retire.

There is a strong correlation between Shropshire's aging communities and housing affordability ratios, for example Ludlow, Church Stretton and Bishops Castle in the South of the County have high ratios of 7, 8.2 and 7.4 respectively. These figures represent the multiplier used against the household income to determine affordability. For example, median gross household income in Church Stretton would have to be multiplied by 8.2 to acquire an open market median house value home. As the mortgage multiplier is generally accepted as being four times the household income, the amount people can afford results in an imbalance of housing opportunities for those who have grown up, work or need to provide family support in those areas. With an aging rural population there are challenges regarding enabling older people to be able to live healthy, happy and supported lives into old age.

The largest challenge for essential rural workers, younger people and families is the affordability of both social and market housing. The lack of appropriate housing can impact on service delivery and the ability of rural businesses to grow and flourish, as well as ensuring balanced and mixed communities.

Older People including those approaching retirement



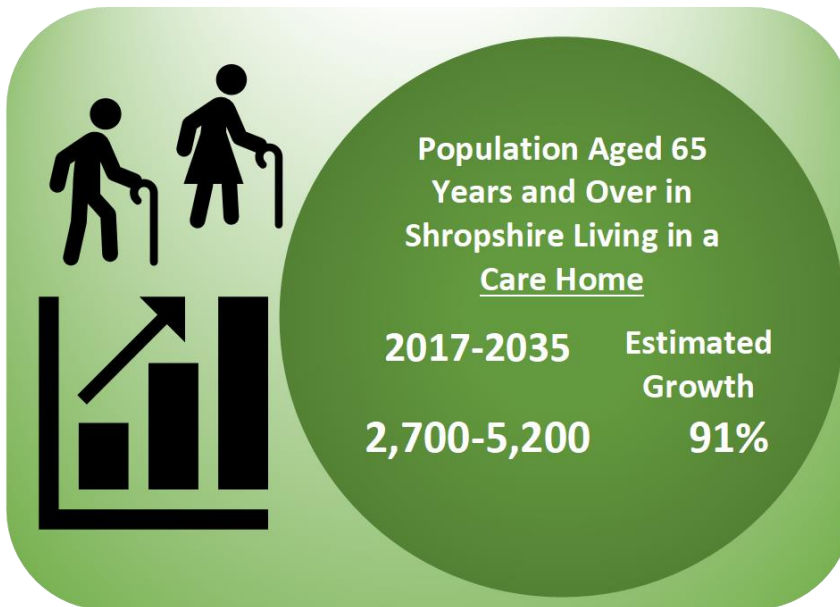
Migration and longer life expectancy are leading to a growing older population in Shropshire. At present it is estimated 77,800 older people live in Shropshire, projected to rise by 48% to 114,600 by 2041. By 2041, over a third of the population will be aged over 65 years compared to just below a quarter nationally. The above illustration clearly shows the projected aging profile of Shropshire.

The need to supply enough and the right homes in the right places to meet the needs and aspirations of Shropshire’s growing older population is vital. Older people, from those approaching retirement to those more elderly and less mobile, require a range of housing solutions that can promote their health and well-being, enable them to live where they wish to live and enable them to remain independent for longer (avoiding the need for costly residential care.) National planning policy requires local authorities to consider the need for a range of housing solutions including; -

- Age restricted general market housing for people aged 55 and over and the active elderly with shared amenities
- Retirement living or sheltered housing – purpose-built homes with limited communal facilities but with a degree of support in the form of a warden or house manager
- Extra care housing with medium to high level of care available if required – in dependant living with varying degree of care as time progresses
- Residential care homes and nursing homes – high level of care, meeting all activities of daily living.

This list is clearly not exhaustive in terms of housing solutions for older people, other opportunities include co-housing and downsizing opportunities, which can continue to promote independence

with the assistance of adaptations. The Council will where possible embrace a broad range of housing solutions for its aging residents.



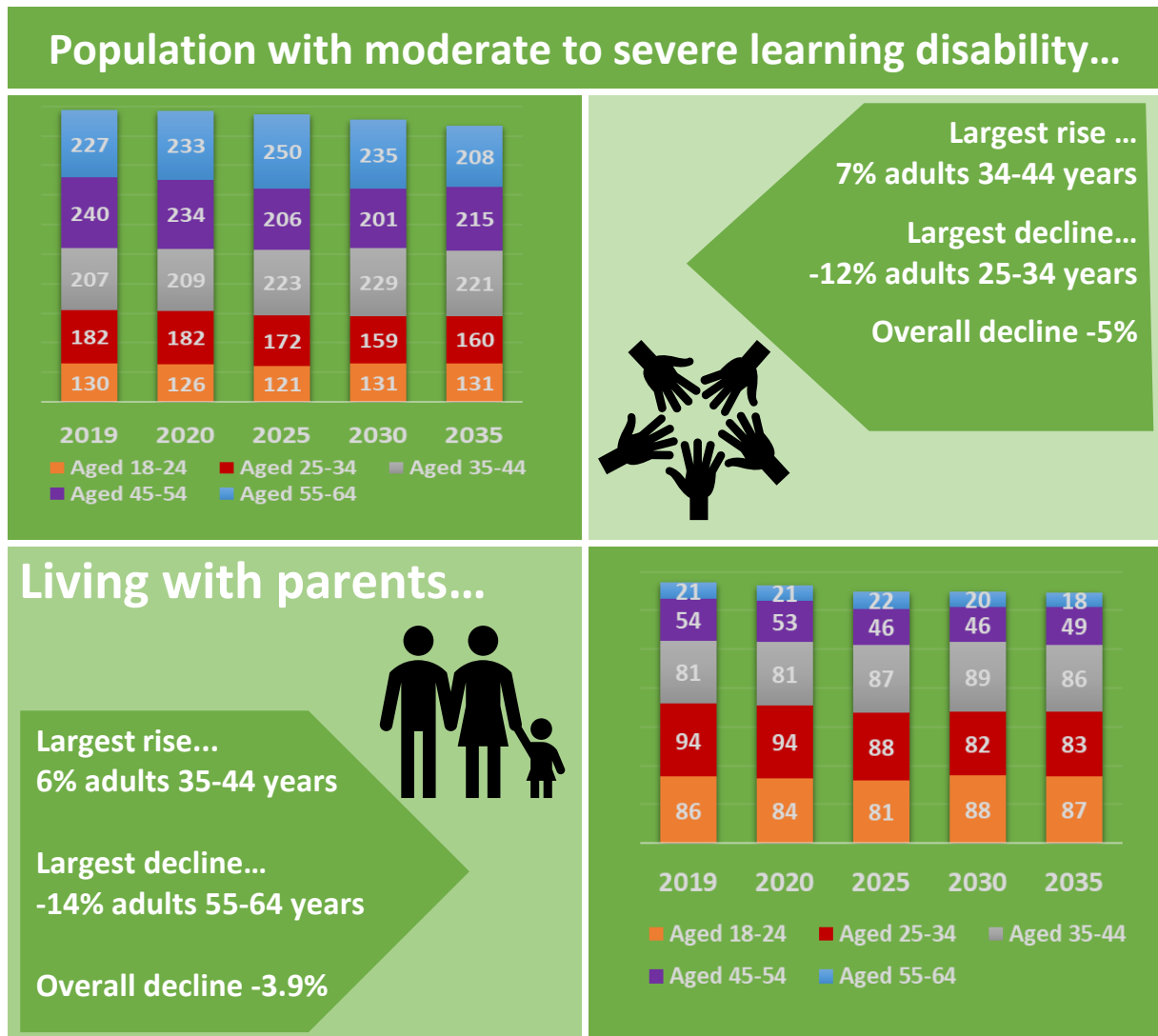
Gypsy's and Travellers

Shropshire Council is committed to *“the Government’s overarching aim to ensure fair and equal treatment for Travellers, in a way that facilitates the traditional and nomadic way of life of Travellers while respecting the interests of the settled community.”* The Council also recognises the importance of taking into account the accommodation needs of all Travellers, including those that are settled.

Shropshire Council undertook a Gypsy and Traveller and Travelling Showperson Accommodation Assessment (GTAA) ^[1] in 2017 which has been updated by a GTAA published in February 2020. The studies consider supply of plots and pitches and identify the likely accommodation needs of Gypsies and Travellers and Travelling Showpeople to 2038. This evidence is being used to inform the now advanced review of Shropshire’s Local Plan and its approach to Traveller site delivery.

It is recognised that new gypsy and traveller sites will be more sustainable if they are in appropriate locations, well managed and have good facilities. On this basis Shropshire Council has undertaken improvements at a number of its sites. However, whilst Shropshire Council owns and manages four sites, a significant proportion of the pitch provision in Shropshire is on private sites of various sizes and Government policy encourages more private provision. Therefore, Shropshire’s Local Plan will set out criteria to guide the delivery of suitable sustainable new Traveller sites regardless of the provider.

People with disabilities



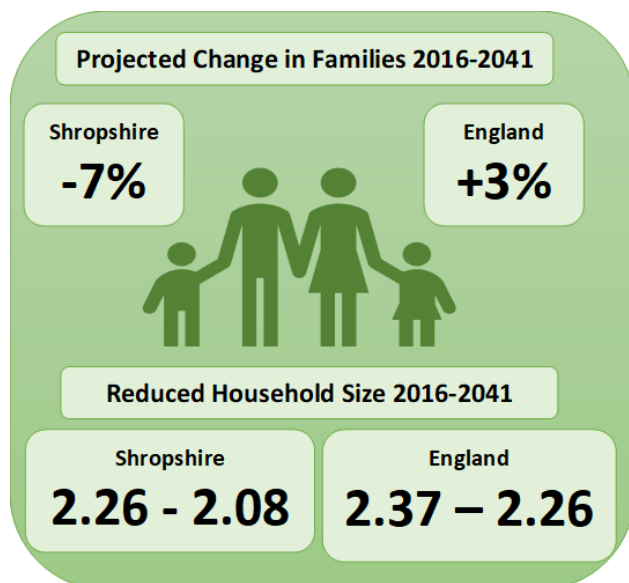
Ensuring that all people with disabilities are afforded the same choice in terms of securing the right home and support and that both private and public sector have a part to play in its provision.

Shropshire Council has a strong focus on providing opportunities for people with disabilities to live independently and the commissioning of supported living accommodation aims to reduce the number of placements into residential care.

Individuals may have been at risk of going into residential care; they may be in temporary placement, they could be in a position of risk in the community or they could be coming out of educational residential placements or hospital. Whatever the situation the Supported Living Team aims to build support around everyone’s needs and strengths.

Shropshire Council continues to develop supported living opportunities for individuals regardless of their disability. Most of our supported living arrangements are for individuals with a learning disability, with a few schemes commissioned for individuals with mental health needs.

Families with children



Shropshire is projected to experience a decline in households in terms of numbers of dependent children (0 to 15 years), which is consistent with national trends in household formation. The most significant projected decline is likely to be households containing 3 or more children which is expected to see a decline of -9.8%. Nationally, this group is the only group that is expected to decline.

Market Drayton, Oswestry, Whitchurch, Shrewsbury and Shifnal have the highest proportion of younger age population (25–49 years). These areas in central and northern Shropshire have a slightly younger age structure, suggesting the presence of more families and slightly more affordable housing. These areas include the County Town and three urban areas with more than 10,000 population, all serving as large employment centres in Shropshire.

Changing trends in household sizes in a context of high house prices and low average household incomes needs to be reflected in emerging development opportunities.

Opportunities

- Promote and explore housing solutions that encourage students, young people and essential workers to remain or relocate to Shropshire
- Ensure adequate and satisfactory student accommodation in Shropshire is available
- Recognise that a range of housing solutions are required to meet the housing needs of rural and urban communities
- Continue and enhance community capacity building initiatives such as Community Led Schemes
- Continue working collaboratively with housing providers and developers to bring forward more homes for vulnerable people that offer a range of housing options.
- Ensure there is a broad spectrum of housing solutions for Shropshire's aging population which minimise the need for costly residential and nursing care
- Maximise opportunities to adapt homes occupied by vulnerable older people, to enable them to lead independent and fulfilled lives.

- Support infrastructure which enables the development and use of new technology that enables people to live in their own home for longer.
- Provide Supported living to support those with physical and mental health problems
- Embrace opportunities presented by Cornovii Developments Ltd (Local Housing Company) in the development of unique and community responsive housing solutions
- Increasing the housing choice in town centres and improving affordability by introducing a range of housing models and tenures.
- Provide quality children's homes and work in a collaborative way to provide suitable accommodation for Care Leavers
- Develop housing solutions for all individuals and families within the Council's area
- Secure housing to meet the needs of vulnerable people when new developments are identified
- Ensure there is a co-ordinated approach to supported housing
- Invest in the development of bespoke accommodation for individuals with complex needs to enable to them to continue to live in Shropshire and be near their families
- Ensure all authorised Gypsy and Traveller caravan sites are well run by promoting good management and appropriate facilities
- Promote the development of further specialised housing with care schemes including housing with care suitable for adults with dementia and/ or mental health difficulties to widen housing and care options
- Embrace opportunities presented by Cornovii Developments Ltd (Local Housing Company) and STAR Housing in the development of unique and community responsive housing solutions
- Intervene in the Shropshire housing market to provide housing to groups where other solutions may not be available.

2.To ensure people whose housing needs are not met through the local open market housing can access housing that meets their needs

Understanding the level of need

The NPPF explains 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.”¹⁰

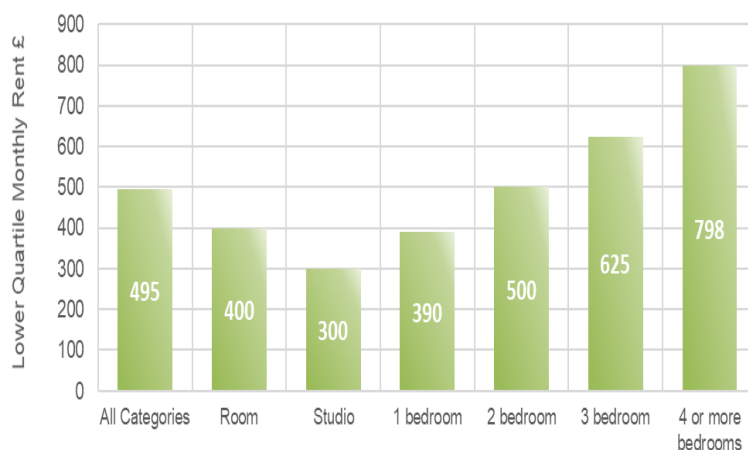
To calculate affordable housing need NPPG states that “Strategic policy-making authorities will need to estimate the current number of households and projected number of households who lack their own housing or who cannot afford to meet their housing needs in the market.

The unmet (gross) need for affordable housing by assessing past trends and current estimates of:

- the number of homeless households;
- the number of those in priority need who are currently housed in temporary accommodation;
- the number of households in over-crowded housing;
- the number of concealed households;
- the number of existing affordable housing tenants in need (i.e., householders currently housed in unsuitable dwellings); and
- the number of households from other tenures in need and those that cannot afford their own homes, either to rent, or to own, where that is their aspiration.”

We acknowledge the substantial number of residents in current housing need within Shropshire, as they seek advice and support in terms of accessing affordable housing. At the time of writing there are more than 5000 households on the housing register requiring affordable housing. Affordable housing being defined by the NPPF as ‘housing for sale or rent, for those whose needs are not met by the market, including housing that provides a subsidised route to home ownership and/or for essential local workers’. The number of new affordable homes over the last 5 years has averaged at 343 per year. This is significantly below the number of homes required. Households in the greatest need are housed in advance of those with a lower need in accordance with Shropshire Council’s Allocation Policy.

The need for affordable housing in Shropshire is growing, as fewer households can afford rising house prices or rising private monthly rents.



There is a growing disparity between house prices and household income which reinforces the need for a broader range of house types and tenures that can address this unmet housing need.

The 'unmet' housing need is further evidenced by affordability ratios. The ability or inability of households to afford and access suitable housing in a suitable location is a key market signal to 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 that is less affordable and that households on lower incomes are more likely to struggle to afford even the lowest priced accommodation.

Affordable Housing is defined as an umbrella term that covers a wide range of housing options for people who are unable to meet their housing needs on the open market. It can include both rented and low-cost home ownership options. The NPPF defines affordable tenures as follows: -

- a) Affordable housing for rent (Social or Affordable Rent) or is at least 20% below local market rents
- b) Starter homes as specified in the Housing and Planning Act 2016
- c) Discounted market sales housing whereby a home is sold at least 20% below local market value
- d) Other affordable routes to home ownership which includes shared ownership, low cost homes for sale and rent to buy

The NPPF advises that "planning policies and decisions should be responsive to local circumstances and support housing developments that reflect local needs". Shropshire Council together with its Registered Provider partners continues to have an excellent track record of delivering exception site developments. The 'exception' being evidenced local housing need. Standard exception site delivery has been further enhanced by 'Community Led Housing', of which there are currently 15 schemes, delivered with direct support and input from the community.

The Right Home Right Place initiative canvasses responses from the whole community and not just those seeking an affordable home, but also households needing to downsize and those households with a hidden need.

The NPPF could be viewed as providing a number of 'tools' for Local Authorities to use in addressing the provision of affordable housing. It references that consideration may be given to allowing some open market on site to facilitate the delivery of affordable homes.

Opportunities

- Explore through the Local Plan Review opportunities to introduce a wider range of housing solutions that satisfy a broader range of community needs and aspirations.
- Review housing opportunities presented as a policy requirement on land allocated for housing development
- Continue to encourage self-build development opportunities on land allocated for housing

- Acknowledge that home ownership is not an aspiration or a realistic option for many households and to work with public and private sector partners to provide affordable housing options
- Acknowledge that Shropshire Council together with its Public and Private Sector partners are in a pivotal position to drive and support a range of housing solutions
- Continue to seek quality housing solutions

3. Preventing households from becoming homeless and where this is not possible ensuring they have safe, secure and appropriate accommodation until they are able to resettle

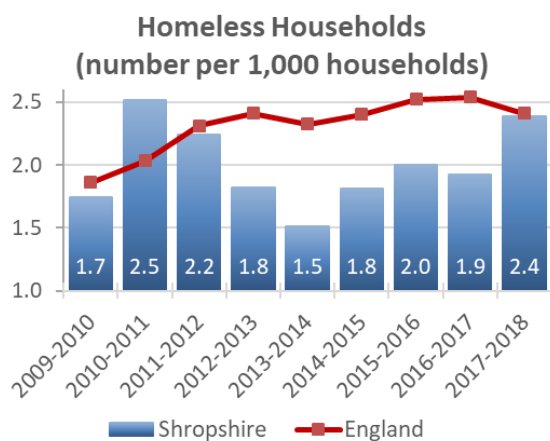
Ensuring there are household solutions for all residents of Shropshire including those that find themselves homeless or require supported housing opportunities within Shropshire.

The charity 'Crisis' defines homelessness in its broadest sense as “a problem faced by people who lack a place to live that is supportive, affordable, decent and secure”¹¹. Rough sleepers are the most visible homeless people, but a high proportion of homeless people/households are accommodated in hostels, squats, bed and breakfasts (B&Bs) or temporarily with friends and family.

Policy and Legislation

The primary homelessness legislation is in Part 7 of the Housing Act 1996 and provides the statutory under-pinning for action to prevent homelessness and provide assistance to people threatened with or actually homeless. This was amended by the Homelessness Act 2002 and the Homelessness (Priority Need for Accommodation) (England) Order 2002. These extended the statutory duty that local authorities must provide accommodation to households accepted as being homeless and in priority need. Their duty also extends to supporting homelessness prevention and relief.

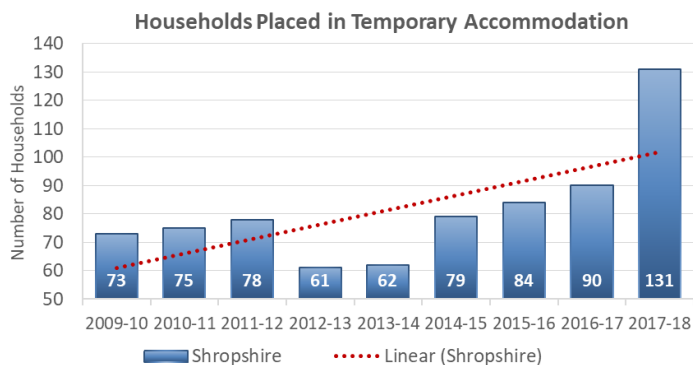
In 2017 new legislation entitled the “Homelessness Reduction Act” was adopted together with an updated version of the Homelessness Code of Guidance. This places a duty on local authorities to intervene at earlier stages to prevent homelessness in their areas. It also requires housing authorities to provide homelessness services to all those affected, not just those who have ‘priority need’. This new legislation came into force on April 3rd, 2018.



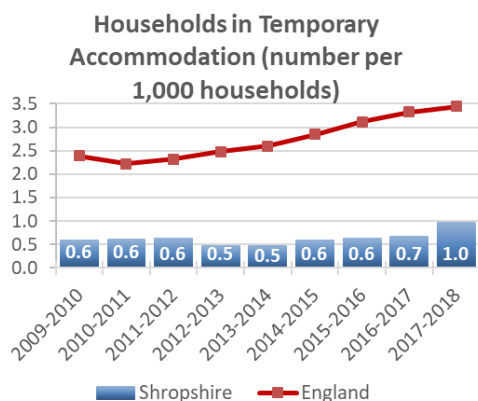
Unfortunately, since 2013-14 rates of homelessness have generally continued to increase in Shropshire, with a significant increase of 24.5% in the last two years. Rates remain below the level for 2010-11. This rise in the number of homeless households, parallels with rising house prices in Shropshire. With the exception of 2010-11, Shropshire rates have consistently remained below national levels.

¹¹Crisis, (2005), What is Homelessness

On average 81 (2009-2018) households a year occupy temporary accommodation in Shropshire. Since 2014-15, the number of households placed in temporary accommodation has risen year on year, increasing most significantly in the last two years by 46%. This suggests finding suitable settled housing for the rising number households accepted as homeless and in priority need in Shropshire has become more challenging.



Nationally the number of households in priority need per 1,000 households has continued to rise year on year since 2010-2011, reaching 3.4 households per 1,000 in 2017-2018. Shropshire has not followed this trend. However, rates have risen slightly year on year since 2013-2014, encompassing significant rise during 2016-17 to 2017-2018 (0.66 to 0.96 households per 1,000 households.) This follows on from a similar rise in homelessness and runs parallel with rising housing costs in Shropshire.



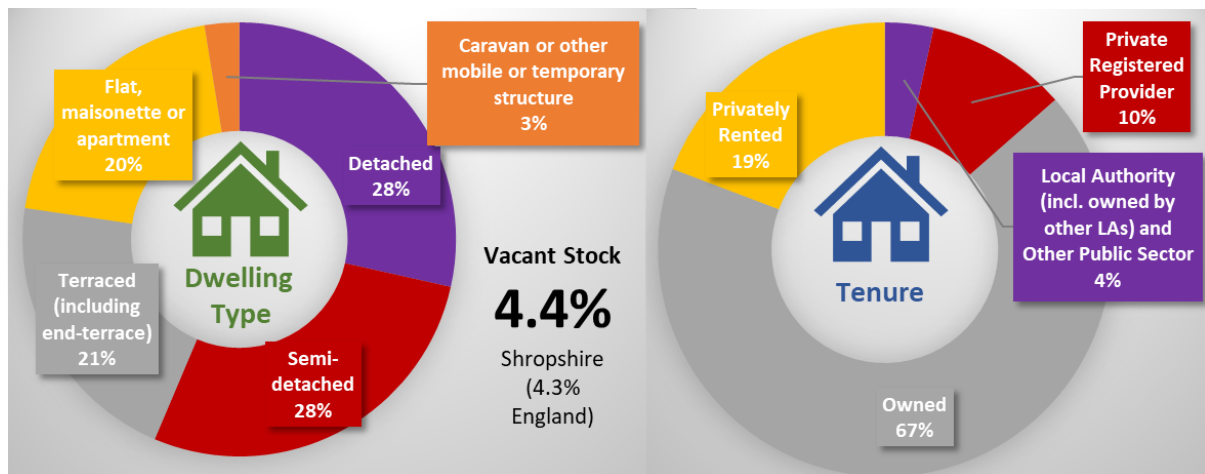
Homelessness can be as a result of a range of issues, which are often complex and the use of temporary accommodation can further escalate these challenges due to social isolation and lack of access to support. The solution to addressing the issue of preventing homelessness rests with both the public and private sector and needs a coordinated and collaborative approach. There are a range of steps incorporated into the action plan that will help in meeting this objective.

Opportunities

- Work with private, public and voluntary stakeholders to understand the issues that result in homelessness
- Identify housing solutions that focus on those leaving care and initiatives that prevent a young person from becoming homeless

- Educate and dispell the myth of the type of household that is or may become homeless
- Recognise that the current situation of temporary accommodation is not in the interest of the health and wealth being of the household or the Council and identify improved solutions.
- Identify and implement opportunities that improve the 'temporary' experience of the household
- Identify temporary accommodation that seeks to improve on the health and well being of the household
- Identify and implement opportunities that reduce expenditure on temporary accommodation
- Identify opportunities that bridge the gap between temporary accommodation and longer-term housing opportunities
- STAR Housing expansion of opportunities for temporary accommodation for those who have experienced homelessness and rough sleeping

4.To ensure people can access a mix of housing options within Shropshire’s urban and rural landscape, that best meets their needs in terms of tenure, safety, size, type, design and location of housing.



Shropshire’s housing stock can be broken down in terms of tenure: -67% owned, privately rent 19%, private registered provider 10%, Local Authority and other public sector 4% and 4.4% of vacant stock as illustrated above. There are obviously variances within these broad headings. The mix of type and size of property is equally applicable across the tenures, for example, adapted properties are required in private rented, affordable and market housing.

Market Housing

Communities with a mix of housing types, tenures, and sizes will be more able to meet the changing needs and aspirations of its residents, through their changing life stages, household shapes and sizes or changes in income.

Wider housing choice increases the opportunities for households to remain within their communities and promotes social equality and inclusion by easing geographical constraints on the search for appropriate homes.

The Local Plan sets out the requirements for new residential developments by stating that they should maintain provision of and contribute to a mix of housing types, tenure and size to help support the creation of mixed, balanced and inclusive communities. This includes meeting the needs of an ageing population, smaller properties, and opportunities for self -build.

Private Rented

The private rented sector in Shropshire accounts for 16% of the housing stock and of these 43% are flats.

The private rented sector makes an important contribution to the housing offer and flexibility to directly support our continued job led growth for existing and incoming labour force. Traditionally, this sector has not been the tenure of choice, mainly due to concerns of security of tenure and property conditions. The most common hazards reported to the Council relate to crowding and space, excess cold and damp and mould growth.

Within the private housing sector in Shropshire the lower quartile monthly rent is assumed to be the minimum cost a household would need to afford to access affordable private sector housing.

Affordable housing

Affordable Housing is an umbrella term that covers a wide range of housing options for people who are unable to meet their housing needs on the open market. It can include both rented and low-cost home ownership options

Shropshire Council together with its partners has continued to be successful in attracting Homes England funding, of which Registered Providers have benefitted from £34,902,507 funding in the last 3 years.

STAR Housing was set up in 2013 to run Shropshire Council's housing stock, which comprises around 4200 homes. They work towards maintaining and improving the existing stock and have built 140 new properties.

For those whose housing needs cannot be met through market provision – affordable housing is: social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. The affordable tenures defined by the NPPF are set out under Objective 2. Affordable houses are currently delivered by either a developer as a policy requirement or as an exception site development, which also includes schemes delivered as 'Community Led', the latter directly responding to identified local need.

There are significant variations within each community within Shropshire, given that it covers such a wide geographic area and therefore housing solutions should not be a 'one size fits all approach'. The Council through its planning policies should be able to provide the framework for addressing housing need. This cannot be undertaken in isolation and requires both public and private sector collaboration.

Opportunities

- Make Private Rented Sector housing safe for tenants. This includes licensing of houses in multiple occupation (HMOs)
- To ensure empty properties are not detrimental to communities, in terms of risk, nuisance, or wasted resources
- Seek the optimum amount and type of affordable homes on relevant development sites
- Challenge poor quality housing
- Work in partnership with the private sector to ensure that Private Rented Sector housing stock is maintained and managed to a high standard within the legislative framework and work with owners of empty properties, where necessary utilising available enforcement powers.
- Deliver more affordable homes through the STAR Housing new homes build programme
- Work with Registered Providers in Shropshire to provide a range of affordable housing options
- Work with developers to provide a mix of well-designed, decent homes on new developments

- Consider direct intervention in the Private Rented Sector to provide well managed market rent accommodation for those who do not access social housing but are unable to afford home ownership
- Offer incentives to bring forward empty space for housing

5.To minimise the environmental impact of existing housing stock and future housing development in the interest of climate change. Maximise resource efficiencies and to ensure optimum use of sustainable construction techniques.

Climate Change

One of the national Industrial Strategy “grand challenges” is Clean Growth, and this resonates in Shropshire, where we have the following opportunities in smart, flexible and clean energy technologies:

- University Centre Shrewsbury – Centre for Research into Environmental Science and Technology (CREST).
- Supporting development of low carbon innovations by SMEs through supporting the delivery of projects such as Built Environment Climate Change Innovations.
- Supply chain activities including low carbon within housing.

Shropshire Council declared a climate emergency in May 2019 and in December 2019 approved a climate change strategy framework. There are 5 themes to the framework: - demand management, transport and travel, renewable energy generation and storage, sustainable land management, clean and inclusive growth, adaptation and resilience. These themes apply equally to the work of the Council and to areas where the Council can influence and direct change in practices and procedures. Shropshire Council is in a pivotal position to affect appropriate changes.

Using Existing resources

Cold and damp homes threaten good health and reduce quality of life. Improving residential energy efficiency is particularly important in tackling fuel poverty. It is estimated that there are approximately 11% of Shropshire households classed as experiencing fuel poverty.

Households would be in fuel poverty if: -

- Fuel costs are above average, and
- Once spent, the residual income would be below the official poverty line

Empty homes are a recognised as a wasted resource, depriving people of a home and contributing to the need for more housing. It is only when properties stay empty longer than six months without any obvious signs of renovation or rental that they become true empty homes. They are a blight on local communities and may prevent investment in the area.

It is estimated that at the time of writing there are more than 1,700 empty properties in Shropshire and of these, approximately 600 have been empty for at least 2 years

Housing adaptations enable disabled people and people with mobility impairments to continue to live independently in their own homes. Adaptations restore privacy, confidence and dignity to individuals and their families, and significantly improve people’s health and quality of life.

Houses in Multiple Occupation (HMO) are a vital source of housing, traditionally providing housing at more affordable and transient end of the housing market, but in recent years used by a wider cross section of economically active tenants. New guidance on extending the size and type of HMO to be mandatory licenced has resulted in 51 licensed HMOs across Shropshire.

Embracing change

Homes England's Strategic Plan references challenges facing the construction industry, particularly in terms of productivity, workforce, skills and materials. In response, Modern Methods of Construction (MMC) buildings are a potential solution and could address labour and materials shortages. Additional advantages may be improved energy efficiency. The industry is immature with limited production capacity and supply chains.

Opportunities

- Protect and maximise the natural environment
- Explore opportunities and encourage the introduction of Modern Methods of Construction (MMO's) dwellings
- Encourage sustainable and resilient communities
- Encourage sustainable patterns of new housing development
- Maximise the use of existing housing stock by reusing empty properties
- Explore opportunities for a closer physical relationship between home and employment

6. Ensuring that there is enough housing supply to enable businesses to attract and retain the local workforce that they need.

The delivery of economic growth is a key priority for Shropshire Council, as laid out in our Corporate Plan. This plan seeks to improve the county as a place to do business and to deliver sustainable places and communities. Aspirations for improved economic prosperity for Shropshire are likewise set out in the Shropshire Economic Growth Strategy which was officially launched in September 2017. This sets out to:

- Enable businesses to start up, grow and succeed
- Deliver infrastructure to support growth

Shropshire's economy is comparatively low value due to the predominance of less productive sectors such as tourism, agriculture and care. Workplace earnings are comparatively low in Shropshire (10% lower than the national average) and per capita GVA generation is a third lower than it is nationally. Naturally, this impacts on housing affordability rates for those who wish to live and work in Shropshire. Shropshire's economic potential is also somewhat constrained by the ageing population and declining population that is of traditional working age (16-64).

Infographic

Workplace Earnings Gross per week for Full-time April 2019:

Shropshire: £525.90

National: £586.50

GVA per Head of Population, 2018:

Shropshire: £19,334

National: £28,729

Despite these challenges, the Economic Growth Strategy for Shropshire has ambitions for strong economic growth, focused on increasing jobs, boosting GVA and ensuring an adequate supply of housing to support this. Sufficient housing of the right type and in the right place is vital to attract and retain a labour market that can drive economic prosperity, in our urban and rural areas.

Improved connectivity in urban and rural areas promotes community cohesion and underpins opportunities for economic growth.

Some employers struggle to attract the workforce they need because there is insufficient appropriate housing for prospective employees in the local area. Most businesses rely on a workforce from within 5 miles of their business site. *According to the 2019 Shropshire Business Survey, on average, businesses said that 73.1% of their employees live less than 5 miles from their work location. Most of the rest come from 'between 5 – 25 miles away' (23.7%).* Consequently, if there is insufficient housing stock of an appropriate type, tenure and affordability within close proximity to the work base, there is a risk that businesses will not fulfil their growth ambitions or that they may relocate to where it is easier to attract the staff they need.

The need to retain and encourage younger skilled workers is a particular challenge for Shropshire, which is a location where out-migration of young adults has traditionally far out-weighted in-migration. UCS is making significant progress in attracting and retaining young people to pursue Higher Education in the County, but the provision of appropriate housing (along with attractive employment prospects and a strong cultural and entertainment offer) is key to attracting young people to the workplace.

Likewise, the need for appropriate housing provision for key workers needs to be addressed. These workers are intrinsic to the economic and social well-being of the county.

Opportunities

- Reduce housing barriers to businesses in attracting and retaining employees
- Work more closely with key employers to better understand the housing needs of their employees
- Encourage and support the provision of improved digital connectivity
- Promote initiatives for key worker and essential worker housing
- Promote housing opportunities that encourage skilled employees to live and work in Shropshire

Shropshire Council Equality and Social Inclusion Impact Assessment (ESIIA)
Part One Screening Record

A. Summary Sheet on Accountability and Actions

Name of proposed service change
Shropshire Housing Strategy 2020-2025

Name of lead officer carrying out the screening
Maria Howell Enabling and Development Officer
Carol Clarke Enabling and Development Officer

Decision, review and monitoring
--

Decision	Yes	No
Part One ESIIA Only?	X	
Proceed to Part Two Full Report?		X

If completion of a Part One assessment is an appropriate and proportionate action at this stage, please use the boxes below and sign off as indicated. If a Part Two report is required, please move on to separate full report stage.

Actions to mitigate negative impact or enhance positive impact of the service change in terms of equality and social inclusion considerations
--

The Planning Policy Team has prepared a Housing Strategy, the proposed vision is;

“All homes are well designed decent homes of high quality, which will protect Shropshire's unique urban and rural environments and ensure it is a great place to live. That all Shropshire residents have access to the ‘right home in the right place’ to support and promote their health and wellbeing throughout their lives”

Based on the information available at this time, the Housing Strategy once approved is likely to have a positive impact on Shropshire communities and groupings within the community across our very large and sparsely populated rural county.

This will include households who at risk of social exclusion due to vulnerabilities or complex needs; young people leaving care, veterans and serving members of the armed forces, and people who are in low income households, including those living in rural isolation and/or living in fuel poverty.

Due to the national and local importance of housing, Shropshire Council is required to produce a strategy which will outline our housing priorities for the coming years, show how we are going to meet our objectives and how we are going to deliver the housing and housing related services over the next 5 years. The strategy has regard to issues such as

affordability, Homelessness, an aging profile, the retention of young skilled and essential workers, empty properties and climate change.

It is hoped therefore that the strategy will have a positive effect on both young and older residents, those that require some additional support due to disabilities, or to vulnerabilities or complex needs, and all those residents who are finding it difficult to afford a decent home in the right location. It should also have a positive impact on wider issues such as economic growth with the provision of homes for workers and the reuse of empty properties.

As with the Local Plan partial Review, the Housing Strategy is anticipated to generate a positive impact for the following groups in particular:

- Hard to reach in rural areas such as families, children and young people, older people, rural businesses, gypsies and travellers, and low income households;
- Vulnerable households in market towns, including families, older people and people on low incomes.

It is not possible at this stage to say with certainty what the likely impacts of the service change will be upon the community and upon groupings within the community.

There will be ongoing efforts to engage with people in the Protected Characteristic groupings, particularly where low levels of responses to public consultation have been received to date.

Actions to review and monitor the impact of the service change in terms of equality and social inclusion considerations

The first screening ESIIA, carried out ahead of the consultation, sought reach a range of people, with a focus on either end of the age spectrum, those in need of a home or an affordable home and on finding out about all needs across our rural county

We will continue to engage with all Members as community leaders, and through Cabinet and our Portfolio Holder, which will help the service area and therefore the Council to ensure that information, feedback and concerns are raised through a variety of channels and that actions may then be identified as necessary to seek to mitigate any negative impacts for any Protected Characteristic groupings within the community, and to enhance positive impacts across communities and across our rural county as a whole.

This further screening ESIIA has been completed after the consultation process and indicates that we have reached as many groupings as possible through the process and have incorporated their feedback in the development and production of the final Housing Strategy.

Associated ESIIAs

There are related ESIIAs which refer to the Local Plan Partial Review and the Council's Economic Growth Strategy, to Local Economic Growth Strategies, and to the Community and Rural Strategy. These screening assessments accompanied reports to Cabinet. Other relevant Strategies are for Temporary Accommodation, the Great Outdoors Strategy and the

Climate Change Strategy.

Actions to mitigate negative impact, enhance positive impact, and review and monitor overall impacts in terms of any other considerations

There are positive impacts anticipated in terms of economic growth and in terms of efficient energy usage, whilst mitigating action will be taken to minimise the impact on the environment.

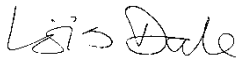
The Strategy in its final form should also have a positive impact on wider issues such as economic growth with the provision of homes for workers and the reuse of empty properties.

With regard to health and well being, it is an aspiration within the strategy vision

That all Shropshire residents have access to the 'right home in the right place' to support and promote their health and wellbeing throughout their lives"

As such, there are positive impacts expected across groupings including housing that is neither damp nor fuel inefficient.

Scrutiny at Part One screening stage

People involved	Signatures	Date
Lead officer carrying out the screening		
Carol Clarke/ Maria Howell Housing Enabling and Development Officer		
Any internal support*		
Any external support** Mrs Lois Dale, Rurality and Equalities Specialist		6 th December 2020

*This refers to other officers within the service area

**This refers either to support external to the service but within the Council, e.g. from the Rurality and Equalities Specialist, or support external to the Council, e.g. from a peer authority

Sign off at Part One screening stage

Name	Signatures	Date
Lead officer's name		
Maria Howell/ Carol Clarke		
Accountable officer's name*		

Ian Kilby		
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**This may either be the Head of Service or the lead officer*

B. Detailed Screening Assessment

Aims of the service change and description
<p>The Shropshire Council Planning Policy Team are proposing to adopt a new Housing Strategy, the proposed vision is;</p> <p>“All homes are well designed decent homes of high quality, which will protect Shropshire’s unique urban and rural environments and ensure it is a great place to live. That all Shropshire residents have access to the ‘right home in the right place’ to support and promote their health and wellbeing throughout their lives”</p> <p>Producing a Housing Strategy for Shropshire has brought different housing functions and objectives together in one document that will highlight the issues and priorities for the Council to achieve its objectives over the coming years.</p> <p>Although there is no statutory obligation to produce a housing strategy, the importance of housing nationally and relevance locally has never been more recognised or acutely felt by the Council and residents of Shropshire, particularly regarding:</p> <ol style="list-style-type: none"> 1. Affordability – inability of households with median gross household incomes to purchase a home; for example, in Shrewsbury there is a multiplier of 6.7 to purchase a median house price home. In Oswestry the figure is 5.4. The generally accepted mortgage multiplier is 4 times household income 2. Rise in homelessness – rise of 24.5% in the previous 2 years 3. Aging profile – by 2041 over a third of residents will be above 65 years of age. 35% of the population live in rural area and 61% of these residents are between 65 – 79 age group. High cost of housing challenges the ability for essential workers to be able to support older people. 4. Ensuring that young, skilled, essential workers and families can find an affordable home in Shropshire, which supports the economic growth priorities 5. There are 1,731 long term empty properties in the County 6. Climate change impacts and opportunities and new technology including advanced methods of construction <p>It is therefore important that in considering and addressing these fundamental difficulties, we articulate through a strategy our objectives and develop the necessary framework on how the Council will engage and work with our many stakeholders and partners to deliver housing and housing related services.</p> <p>The aim is that Shropshire’s Housing Strategy 2020 – 25 will benefit all our residents, our focus is not only addressing housing need, but on the role that housing can play in meeting the economic, social and environmental aspirations of the County, which is why it is important to widely consult on our priorities and how we intend to deliver them.</p> <p>The proposed Housing Strategy and action plan will demonstrate how the Council will:</p>

- Target housing solutions within the Council area.
- Broaden the housing range for residents.
- Highlight to tenants and residents the forthcoming challenges which both the Council and they themselves will face.
- Structure the Council's approach to housing, as relevant to the Local Development Plan.
- Meet its housing legal requirements

The six objectives in the draft for consultation strategy, have been amended slightly to reflect suggestions made as part of the consultation process.

The 6 proposed objectives are:

- 1.To meet the overall current and future housing needs of Shropshire's growing population by addressing the housing needs of particular groups within communities
- 2.To ensure people whose housing needs are not met through the local open market housing can access housing that meets their needs
3. Preventing households from becoming homeless and where this is not possible ensuring they have safe, secure and appropriate accommodation until they are able to resettle
- 4.To ensure people can access a mix of housing options within Shropshire's urban and rural landscape, that best meets their needs in terms of tenure, safety, size, type, design and location of housing.
- 5.To minimise the environmental impact of existing housing stock and future housing development in the interest of climate change. Maximise resource efficiencies and to ensure optimum use of sustainable construction techniques.
6. Ensuring that there is enough housing supply to enable businesses to attract and retain the local workforce that they need.

Intended audiences and target groups for the service change

The following target groups are important in the development and realisation of the Housing Strategy. The intended audience is everyone who lives in Shropshire or wants/needs to live in Shropshire. The list is not exhaustive or in any order of priority and can be added to at any time.

- Armed Forces
- Care leavers
- Central government departments and agencies
- Educational establishments
- Elected Members
- Homes England
- Housing Associations

- Householders or those currently living in Shropshire
- Landlords
- Local Authorities
- Local business involved in the house building sector
- Local Employers
- People requiring a home in Shropshire
- Shropshire MPs
- Strategic partnerships, including the Marches Local Enterprise Partnership (LEP) and the West Midlands Combined Authority (WMCA)
- Those who require additional care or support
- Town and Parish Councils

Evidence used for screening of the service change

National legislation and guidance and the Sub-regional Strategic Housing Market Assessment has shaped the way the strategy has evolved, the main evidence base has come from 3 main areas. The first from meetings, discussions and a workshop with other Shropshire Council Departments. This identified each sections priorities and objectives to be addressed in the Strategy. The second was data from National Statistics and Internal Intelligence who provided information on demographics, affordability etc. The third was data from our Homepoint register, Right Home Right Place survey results and the Shropshire Self-built Register which has given us the housing needs data for Shropshire. We also engaged with External stakeholders to test our priorities and objectives and the data we have used.

Specific consultation and engagement with intended audiences and target groups for the service change

The internal consultation started with a workshop for all housing related departments which was followed up with individual meetings with any department that has a housing function. This was followed by meetings with Related businesses and External support agencies and organisations. This included educational institutes, Age UK and Agents and Developers. Separate meetings were held with Registered Housing Providers.

Once a first draft was established this was then presented at both Member briefings and Directors briefings and discussed with Economic Development and our Climate Change colleagues.

Efforts focussed on ensuring that the Housing Strategy would be aligned to the Council's adopted planning policies and the statutory procedures and processes and that it is seen as an integral component of related polices around economic growth and around environmental sustainability. As such the document has been subject to a full consultation process for a period of 6 weeks, during which all, not only residents and community and voluntary sector

groups, but also those with economic interests including partner organisations, developers and Housing Associations have been able to comment on the strategy, through a number of communication mechanisms including mailings to the Shropshire Community and Voluntary Sector Assembly and to all town and parish councils, and press releases on the Council website.

The draft Strategy was approved for consultation by Cabinet on 15th June. The aspiration was that residents and stakeholders' comment on the document before a final report is brought back to Cabinet for approval. The consultation attracted 66 responses from a range of individual, groups and organisations and included Parish Councils which represented the broader range of housing issues in rural areas. Registered Housing Providers were proactive in responding. Voluntary housing organisations responded from a perspective of those in greatest need of housing, particularly young people.

Responses have been analysed, and relevant changes incorporated into the Strategy that is subject to a report, seeking approval to Cabinet on the 18th January 2021. Using the opportunities outlined in the strategy the Council will be able to enhance the social impacts and impacts on health and wellbeing.

Initial assessment for each group

Protected Characteristic groups and other groups in Shropshire	High negative impact <i>Part Two ESIIA required</i>	High positive impact <i>Part One ESIIA required</i>	Medium positive or negative impact <i>Part One ESIIA required</i>	Low positive or negative impact <i>Part One ESIIA required</i>
Age (please include children, young people, young people leaving care, people of working age, older people. Some people may belong to more than one group e.g. child for whom there are safeguarding concerns e.g. older person with disability)			X	
Disability (please include: mental health conditions and syndromes including autism; physical disabilities or impairments; learning disabilities; Multiple Sclerosis; cancer; HIV)			X	
Gender re-assignment (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				X
Marriage and Civil Partnership (please include associated aspects: caring responsibility, potential for bullying and harassment)				X

Pregnancy & Maternity (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				X
Race (please include: ethnicity, nationality, culture, language, gypsy, traveller)				X
Religion and belief (please include: Buddhism, Christianity, Hinduism, Islam, Jainism, Judaism, Non-conformists; Rastafarianism; Sikhism, Shinto, Taoism, Zoroastrianism, and any others)				X
Sex (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				X
Sexual Orientation (please include associated aspects: safety; caring responsibility; potential for bullying and harassment)				X
Other: Social Inclusion (please include families and friends with caring responsibilities; people with health inequalities; households in poverty; refugees and asylum seekers; rural communities; people for whom there are safeguarding concerns; people you consider to be vulnerable; veterans and serving members of the armed forces)			X	

Identification of likely impact of the service change in terms of other considerations

The Housing Strategy will have an effect on the number and location of houses provided, this will have an impact on services, roads and have an environmental impact. All these will be assessed and mitigated through the planning process.

The Climate Change considerations, as identified in the report to Cabinet, are as follows:

Climate Change Appraisal

- **Energy and fuel consumption:** Positive effect. One of the key priorities of the Housing Strategy is to minimise the environmental impact of existing housing stock and to positively influence the design of future housing development to maximise resource efficiencies and to ensure optimum use of sustainable construction techniques. Maximising energy efficiency in new and existing housing will also contribute positively by reducing energy costs for occupiers, particularly those on limited incomes;
- **Renewable energy generation:** Positive effect. The Housing Strategy will provide opportunities to foster the generation and storage of renewable energy as part of the refurbishment of existing housing stock and the design of new housing;
- **Carbon offsetting or mitigation:** Positive effect. The Housing Strategy will provide

opportunities to foster the capture and storage of carbon emissions as part of the design of sustainable urban drainage and open space integral to the design of new housing schemes;

- **Climate Change resilience and adaptation:** Positive effect. The Housing Strategy will provide positive opportunities to ensure that ~~the foster~~ the refurbishment of existing housing stock and the design of new housing deliver accommodation which is resilient to more extreme weather events and enables occupiers to adapt to the changing climate;

In terms of **health and well being**, the improvements to the fabric of the buildings available to our households, should lead to improvements to their own physical well being. Additionally, considerations of the importance of green space will have a positive impact upon mental and physical well being as well

Guidance Notes

1. Corporate and Service Area Policy and Practice on Equality and Social inclusion

This involves taking an equality and social inclusion approach in planning changes to services, policies or procedures, including those that may be required by Government.

The decisions that you make when you are planning a service change need to be recorded, to demonstrate that you have thought about the possible equality impacts on communities and to show openness and transparency in your decision-making processes.

This is where Equality and Social Inclusion Impact Assessments (ESIAs) come in. Where you carry out an ESIA in your service area, this provides an opportunity to show:

- What evidence you have drawn upon to help you to recommend a strategy or policy or a course of action to Cabinet;
- What target groups and audiences you have worked with to date;
- What actions you will take in order to mitigate any likely negative impact upon a group or groupings, and enhance any positive effects for a group or groupings; and
- What actions you are planning to review the impact of your planned service change.

The formal template is there not only to help the service area but also to act as a stand alone for a member of the public to read. The approach helps to identify whether or not any new or significant changes to services, including policies, procedures, functions or projects, may have an adverse impact on a particular group of people, and whether the human rights of individuals may be affected.

This assessment encompasses consideration of social inclusion. This is so that we are thinking as carefully and completely as possible about all Shropshire groups and communities, including people in rural areas and people we may describe as vulnerable, for example due to low income or to safeguarding concerns, as well as people in what are described as the nine 'protected characteristics' of groups of people in our population, e.g. Age. We demonstrate equal treatment to people who are in these groups and to people who are not, through having what is termed

'due regard' to their needs and views when developing and implementing policy and strategy and when commissioning, procuring, arranging or delivering services.

When you are not carrying out an ESIIA, you still need to demonstrate that you have considered equality in your decision-making processes. It is up to you what format you choose.-You could use a checklist, an explanatory note, or a document setting out our expectations of standards of behaviour, for contractors to read and sign. It may well not be something that is in the public domain like an ESIIA, but you should still be ready for it to be made available.

Both the approaches sit with a manager, and the manager has to make the call, and record the decision made on behalf of the Council. Help and guidance is also available via the Commissioning Support Team, either for data, or for policy advice from the Rurality and Equalities Specialist. Here are some examples to get you thinking.

Carry out an ESIIA:

- If you are building or reconfiguring a building;
- If you are planning to reduce or remove a service;
- If you are consulting on a policy or a strategy;
- If you are bringing in a change to a process or procedure that involves other stakeholders and the wider community as well as particular groupings

For example, there may be a planned change to a leisure facility. This gives you the chance to look at things like flexible changing room provision, which will maximise positive impacts for all. A specific grouping that would benefit would be people undergoing gender reassignment

Carry out an equality and social inclusion approach:

- If you are setting out how you expect a contractor to behave with regard to equality, where you are commissioning a service or product from them;
- If you are setting out the standards of behaviour we expect from people who work with vulnerable groupings, such as taxi drivers that we license;
- If you are planning consultation and engagement activity, where we need to collect equality data in ways that will be proportionate and non-intrusive as well as meaningful for the purposes of the consultation itself;
- If you are looking at services provided by others that help the community, where we need to demonstrate a community leadership approach

For example, you may be involved in commissioning a production to tour schools or appear at a local venue, whether a community hall or somewhere like Theatre Severn. The production company should be made aware of our equality policies and our expectation that they will seek to avoid promotion of potentially negative stereotypes. Specific groupings that could be affected include: Disability, Race, Religion and Belief, and Sexual Orientation. There is positive impact to be gained from positive portrayals and use of appropriate and respectful language in regard to these groupings in particular.

2. Legal Context

It is a legal requirement for local authorities to assess the equality and human rights impact of changes proposed or made to services. It is up to us as an authority to decide what form our equality impact assessment may take. Carrying out ESIIAs helps us as a public authority to ensure that, as far as possible, we are taking actions to meet the general equality duty placed on us by the Equality Act 2010, and to thus demonstrate that the three equality aims are integral to our decision making processes. These are: eliminating discrimination, harassment and victimisation; advancing equality of opportunity; and fostering good relations.

Service areas would ordinarily carry out a screening assessment, or Part One equality impact assessment. This enables energies to be focussed on review and monitoring and ongoing evidence collection about the positive or negative impacts of a service change upon groupings in the community, and for any adjustments to be considered and made accordingly.

If the screening indicates that there are likely to be significant negative impacts for groupings within the community, the service area would need to carry out a full report, or Part Two assessment. This will enable more evidence to be collected that will help the service area to reach an informed opinion. Please contact the equality policy lead within the Council for more advice and guidance in this regard, as per details below.

For further information on the use of ESIIAs: please contact your head of service or contact Mrs Lois Dale, Rurality and Equalities Specialist and Council policy support on equality, via telephone 01743 258528, or email lois.dale@shropshire.gov.uk.

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Shropshire Council Housing Strategy 2020

60
Responses

249:18
Average time to complete

Closed
Status

1. Do you agree to us using the information you provide in this survey as described above? (By ticking 'no' we will be unable to use any of the information you provided)

● Yes	60
● No	0



2. Are you responding (please select one option)

Insights

● As an individual	45
● For an organisation	11
● For a group	1
● Other	3



3. Name

60
Responses

Latest Responses

- "Michael Walker"
- "Mrs V Dorey"
- "None Given"

4. Email (If you are happy for us to contact you further about your views and ideas)

45

Responses

Latest Responses

"thorpewest9@gmail.com"

"None Given"

5. Telephone (If you are happy for us to contact you further about your views and ideas)

33

Responses

Latest Responses

"01694720132"

"N/A"

6. Organisation/Group

23

Responses

Latest Responses

"Connexus"

7. The primary activity of your organisation/group?

19

Responses

Latest Responses

"RP"

8. Your role/job title?

32

Responses

Latest Responses

"None Given"

9. Objective 1: To meet the overall current and future housing needs of Shropshire’s growing population by addressing the housing needs of particular groups within communities. What do you think about the detail in Objective 1? What actions would you consider being necessary to achieve this objective and are there any other actions or activities that would help to achieve this objective?

52
Responses

Latest Responses

"Varies with different areas. E.g. Young couple get their first 1 or 2 bed...
"The groups identified within the strategy are wide-ranging and so the...

10. Do you agree with Objective 1?

Insights

● Yes	49
● No	7



11. Please tell us why you agree with Objective 1

37
Responses

Latest Responses

"In my example in (9) as the couple move on the train/chain they have..."

12. Please tell us why you disagree with Objective 1

14
Responses

Latest Responses

13. Objective 2: To ensure people whose housing needs are not met through the local open market housing can access housing that meets their needs. What do you think about the detail in Objective 2? What actions would you consider being necessary to achieve this objective and are there any other actions or activities that would help to achieve this objective?

50
Responses

Latest Responses

"Establish local market directory. Would be purchaser locally enter req...

"The announcement of the new Affordable Homes Programme this we...

14. Do you agree with Objective 2?

Insights

● Yes	49
● No	6



15. Please tell us why you agree with Objective 2

31
Responses

Latest Responses

"See above. Trying changing the culture - find out what the buyer wan...

16. Please tell us why you disagree with Objective 2

9
Responses

Latest Responses

17. Objective 3: Working to reduce and prevent households from becoming homeless and where this is not possible ensuring they have safe, secure and appropriate accommodation until they are able to resettle. What do you think about the detail in Objective 3? What actions would you consider being necessary to achieve this objective and are there any other actions or activities that would help to achieve this objective?

45

Responses

Latest Responses

"Complex problem. Depends on circumstances, assume to cover short t...

"No mention of providing support for people to remain in their homes....

18. Do you agree with Objective 3?

Insights

● Yes	46
● No	8



19. Please tell us why you agree with Objective 3

25

Responses

Latest Responses

"It can happen to anyone at any time. Suggest introducing short stay a...

20. Please tell us why you disagree with Objective 3

12

Responses

Latest Responses

21. Objective 4: To ensure people can access a mix of housing options within Shropshire’s urban and rural landscape, that best meets their needs in terms of tenure, safety, size, type, design and location of housing. What do you think about the detail in Objective 4? What actions would you consider being necessary to achieve this objective and are there any other actions or activities that would help to achieve this objective?

42

Responses

Latest Responses

"I think too much time to be spent here. Demand will dictate where th...

"No specific comment."

22. Do you agree with Objective 4?

Insights

● Yes	45
● No	9



23. Please tell us why you agree with Objective 4

28

Responses

Latest Responses

24. Please tell us why you disagree with Objective 4

12

Responses

Latest Responses

"Too broad to deal. Would largely have been covered in the first three ...

25. Objective 5: To minimise the environmental impact of existing housing stock and future housing development in the interest of climate change. To work with policy makers, developers and private and social landlords to maximise resource efficiencies and to ensure optimum use of sustainable construction techniques. What do you think about the detail in Objective 5? What actions would you consider being necessary to achieve this objective and are there any other actions or activities that would help to achieve this objective?

47

Responses

Latest Responses

"Very important to be in communication with all groups. Concentric ci...

"We welcome the move towards sustainable construction techniques a...

26. Do you agree with Objective 5?

Insights

● Yes	42
● No	12



27. Please tell us why you agree with Objective 5

26

Responses

Latest Responses

"Important symbiosis of the concentric grounds. Eg architect and clima...

28. Please tell us why you disagree with Objective 5

13

Responses

Latest Responses

29. Objective 6: To support the drive for economic growth by ensuring that there is enough housing supply to enable businesses to attract and retain the local workforce that they need. What do you think about the detail in Objective 6? What actions would you consider being necessary to achieve this objective and are there any other actions or activities that would help to achieve this objective?

40

Responses

Latest Responses

"Depends on quality of life people require not only housing environme...

"Strategy appears Shrewsbury-centric. There is clearly high-demand d...

30. Do you agree with Objective 6?

Insights

● Yes	33
● No	18



31. Please tell us why you agree with Objective 6

17

Responses

Latest Responses

32. Please tell us why you disagree with Objective 6

18

Responses

Latest Responses

33. Looking at the Strategy as a whole, are these the right objectives?

💡 Insights

● Yes	36
● No	12



34. Please tell us why you think the Housing Strategy has the right objectives

28

Responses

Latest Responses

35. Please tell us why you think the Housing Strategy do not have the right objectives

13

Responses

Latest Responses

"The Council's own papers recognise the importance of open countrysi..."

36. Thinking about the Shropshire Council's housing needs over the next five years, are there any current or emerging issues we need to concentrate on in addition to those referenced in the Housing Strategy?

37

Responses

Latest Responses

"The Council should downscale it's Housing Strategy so that it is better..."

37. How can you or your organisation assist with the delivery of this Housing Strategy?

22

Responses

Latest Responses

"No"

38. Is there anything else you would like to add or share that will inform or influence the further development of the Housing Strategy?

24
Responses

Latest Responses

"The Council's Strategy in relation to housing and development should...

39. Do you think the Housing Strategy addresses Climate Change? Please tell us how it does or does not below.

35
Responses

Latest Responses

"The Housing Strategy does not address Climate Change. The aggressi...

40. What is your gender?

💡 Insights

● Female	23
● Male	26
● Non-binary	0
● Prefer not to say	4



41. When were you born?

37
Responses

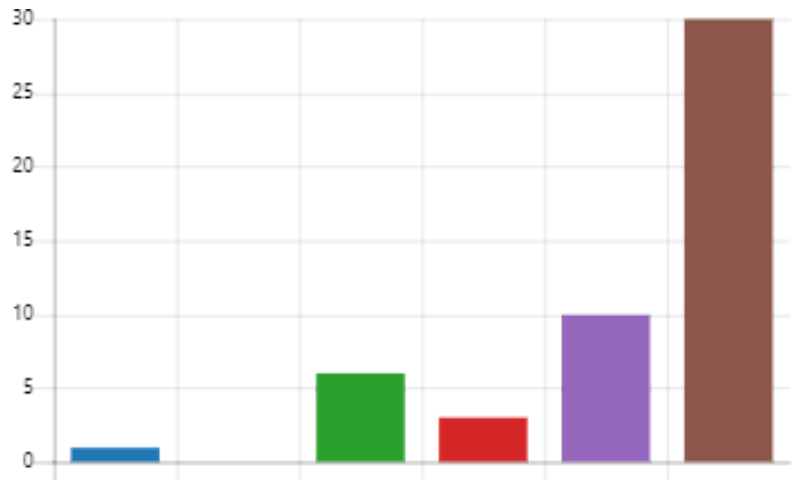
Latest Responses

"03/08/1941"

42. Age. Please Identify which age group you belong to:

💡 Insights

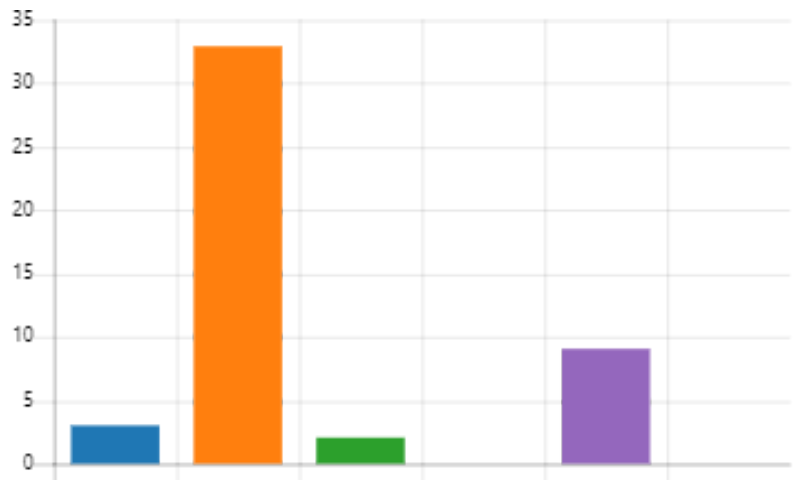
16-24	1
25-34	0
35-44	6
45-54	3
55-64	10
65+	30



43. What is your sexual orientation?

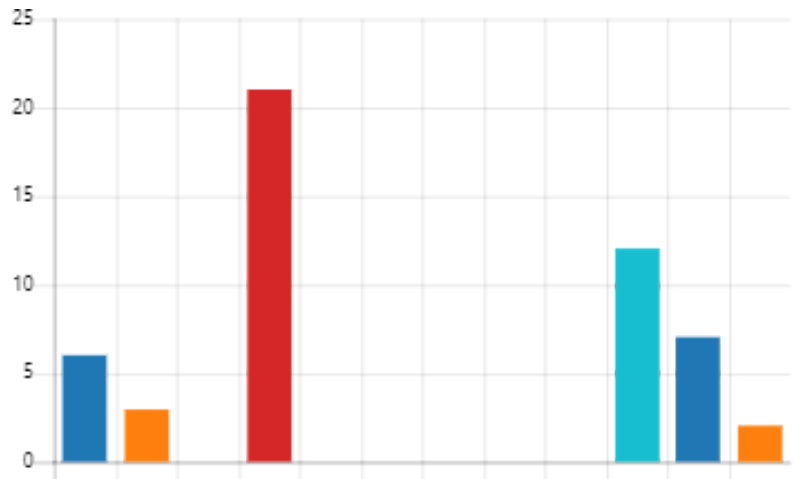
💡 Insights

Bisexual	3
Heterosexual	33
Lesbian	2
Gay	0
Prefer not to say	9
Other	0



44. Do you consider yourself to have any religion?

● Agnostic	6
● Atheism	3
● Buddhism	0
● Christianity	21
● Hinduism	0
● Humanist	0
● Islam	0
● Judaism	0
● Sikhism	0
● No Religion	12
● Prefer not to say	7
● Other	2



45. What is your ethnic background? Asian or Asian British

● Bangladeshi	0
● Chinese	0
● Indian	0
● Pakistani	0
● Other	1



46. What is your ethnic background? Black, or Black British

● African	0
● Caribbean	0
● Other	1



47. What is your ethnic background? Mixed

● Asian and White	0
● Black African and White	0
● Black Caribbean and White	0
● Other	1



48. What is your ethnic background? White

💡 Insights

● Welsh / English / Scottish / N...	45
● Gypsy or Irish Traveller	1
● Irish	0
● Other	2



49. What is your ethnic background? Other

● Arab	0
● Latino	0

50. If any other ethnic background, please state here:

1
Responses

Latest Responses

51. If you would prefer not to say what your ethnic background is tick here:

● Prefer not to say 6



52. Do you consider yourself to have a disability?

💡 Insights

● Yes 8

● No 36

● Prefer not to say 7



53. If you consider yourself to have a disability, please tell us the type of disability you have

9
Responses

Latest Responses



<u>Officer and Date</u>
Cabinet
18 th January 2021

<u>Item</u>

SHREWSBURY BIG TOWN PLAN MASTERPLAN AND VISION 2020

Responsible Officer Mark Barrow, Executive Director of Place
e-mail: mark.barrow@shropshire.gov.uk Tel: (01743) 258919

1 Summary

- 1.1 The Shrewsbury Big Town Plan (SBTP 2018) is the outcome of a collaborative process that has successfully brought together business representatives, key stakeholders, partners, agencies elected Members, education establishments and officers to create a collective vision and strategy, to help guide Shrewsbury's future.

It sets the aims, aspirations and vision for Shrewsbury moving forward and, following consultation, its implementation was recommended by all parties within the SBTP Partnership.

- 1.2 In developing the work undertaken in 2018 and moving towards the development of an 'investable masterplan', a further competitive tender process was undertaken for the conceptual masterplanning with accompanying movement and access strategy, funded by the SBTP Partnership, comprising Shropshire Council, Shrewsbury Town Council and Shrewsbury Business Improvement District (BID).

An experienced multi-disciplinary consultancy team, led by Glenn Howells Architects (GHA) and including associates Stantec (movement and transport), Avison Young (commercial development and regeneration), Camlins (landscape architects) and Donald Insall Associates (conservation architects) were awarded the contract in April 2019.

- 1.3 The outcome of the commission, the Shrewsbury Big Town Plan Masterplan Vision (SBTP Masterplan Vision 2020), focuses on the preparation of concept masterplanning and development for distinctive character areas across the town centre, supported by proposals to improve access, movement and create high-quality public realm improvements.

In addition, it identifies proposals that are supported by an assessment of commercial viability, whilst referencing the town's unique heritage and conservation. This ensures a balance of priorities that are achievable and demonstrate an understanding of deliverability, viability and with the likelihood of attracting potential investment.

The outcomes of the SBTP Masterplan Vision 2020 enhances and further develops the principles and aspirations identified within the SBTP 2018. It robustly identifies shared and realistic solutions, with people at the heart of the plan-making and

place-shaping and provides the development of an investable and deliverable masterplan vision.

- 1.4 This report summarises the outcomes of the Shrewsbury Big Town Plan Masterplan and Vision (2020) and details the areas of focus for the six character areas of the town, the movement vision and the recommendations for proposed changes; referred to as the “Big Moves”. It also details the nature and scale of commercial opportunities they present and identifies the public, economic and place-shaping benefit that continues to put people at the heart of the place.
- 1.5 The report also provides details of the proposed public and stakeholder consultations that will be undertaken, over a period of six weeks. This activity will ensure that the Shrewsbury Big Town Plan Masterplan Vision (2020) continues to have the support and engagement of residents, businesses and partners, continuing the co-authored approach that has been a key factor of its success to date.

2 Recommendations

- 1. Cabinet agrees that the Shrewsbury Big Town Plan Masterplan and Vision - Final Draft be made available for public consultation for a period of six weeks, that will commence at the launch of the Big Town Plan Festival scheduled week commencing 18th January 2021.**
- 2. Cabinet agrees that the officers will report back to Cabinet on the outcome of consultation and present the final Masterplan Big Town Plan Vision 2020 for endorsement.**

REPORT

3 Risk Assessment and Opportunities Appraisal

- 3.1 The Shrewsbury Big Town Plan (2018) incorporated the views obtained from residents, visitors and businesses, since the initial public consultation that began in September 2017.

There has been additional engagement with public sector agencies and partners, business representatives and organisations with specific interests in Shrewsbury, through a series of workshops, events and presentations. The on-going support and commitment of these stakeholders will continue to play an important role in taking the Big Town Plan forward and its subsequent delivery.

- 3.2 Given the nature and scale of proposed development opportunities identified within the SBTP Masterplan Vision (2020), a second high level Equality and Social Inclusion Impact Assessment (ESIIA) has been undertaken, to align with the consultation due to take place in January 2021 for a period of six weeks. More detailed assessments will be undertaken for specific projects as they come forward from action and delivery plans.
- 3.3 Evidence from the public consultation that took place in September 2017 was collated and analysed by Shropshire Council's Feedback and Insights Team and used to inform previous decisions. The intention is to repeat this process with the evidence and engagement provided during the January 2021 consultation.

4 Financial Implications

- 4.1 The costs incurred in the preparation of the SBTP Masterplan Vision 2020, and the consultation programme proposed, will be met by a budget previously approved by the SBTP Partnership; there are no further financial implications for Shropshire Council resulting from this report.
- 4.2 As development proposals and projects come forward, in the context of the Masterplan Vision and the wider Shrewsbury Big Town Plan (2018), and subject to the Council's role being determined, they will be subject to further business case assessment, financial appraisal, and the Council's governance and reporting procedures.

5 Background

- 5.1 A primary objective of the SBTP (2018) and subsequently supported through the Masterplan Vision (2020) is to provide the basis on which to develop an investment prospectus, to attract appropriate investors and developers looking for opportunities in Shrewsbury. This will provide clarity to the town's vision, aspirations and development opportunities and how they can contribute.

5.2 It also provides a strong statement for residents, business and visitors to Shrewsbury of how they can expect their town to develop over time, and how that growth and change is being planned, coordinated and communicated.

5.3 The agreed vision of the Shrewsbury Big Town Plan (2018) is that:

“By 2036, we picture a Shrewsbury where in amongst the familiar landmarks and the timeless streets are exciting new and re-used buildings and new spaces where new life and new activities have taken hold.

Parts of the town that were once dormant have been re-colonised...”

“Traffic in the town is very light and slow-moving. Pedestrians and cyclists can walk and move wherever they want, making the streets their own. Accessing the historic town from the riverside now feels intuitive as new buildings and public realm create sight lines and visually exciting routes that draw you to discover new places...”

(SBTP 2018)

5.4 The plan was endorsed by Cabinet on 7 November 2018 which agreed these key recommendations:

- Cabinet endorses the final version of the Shrewsbury Big Town Plan following the consultation.
- Cabinet agrees that the final version of the Shrewsbury Big Town Plan will form part of the evidence base to inform the emerging review of the Local Plan and will be considered in the Local Plan Consultation on Preferred Sites.
- Cabinet agrees that the principle of using the Shrewsbury Big Town Plan as a material consideration in decision making on relevant planning applications can now be established. The degree of weight that can be attached to the Big Town Plan will depend on the individual circumstances.
- Cabinet agrees for the Council to continue its participation in the Shrewsbury Big Town Plan partnership to take forward implementation of the plan including the development of a delivery plan for each of the key themes. This will involve the Portfolio Holder for Economic Growth and relevant officers.

6 The Shrewsbury Big Town Plan Masterplan Vision (2020) by Glenn Howells Associates (GHA)

6.1 The SBTP Masterplan Vision (2020) has been informed by a series of studies of six character areas of Shrewsbury town centre, creating an overall Masterplan Vision with a complementary movement and access strategy.

The six studies collectively contribute to the delivery of wider regeneration and connectivity opportunities in Shrewsbury and its wider context.

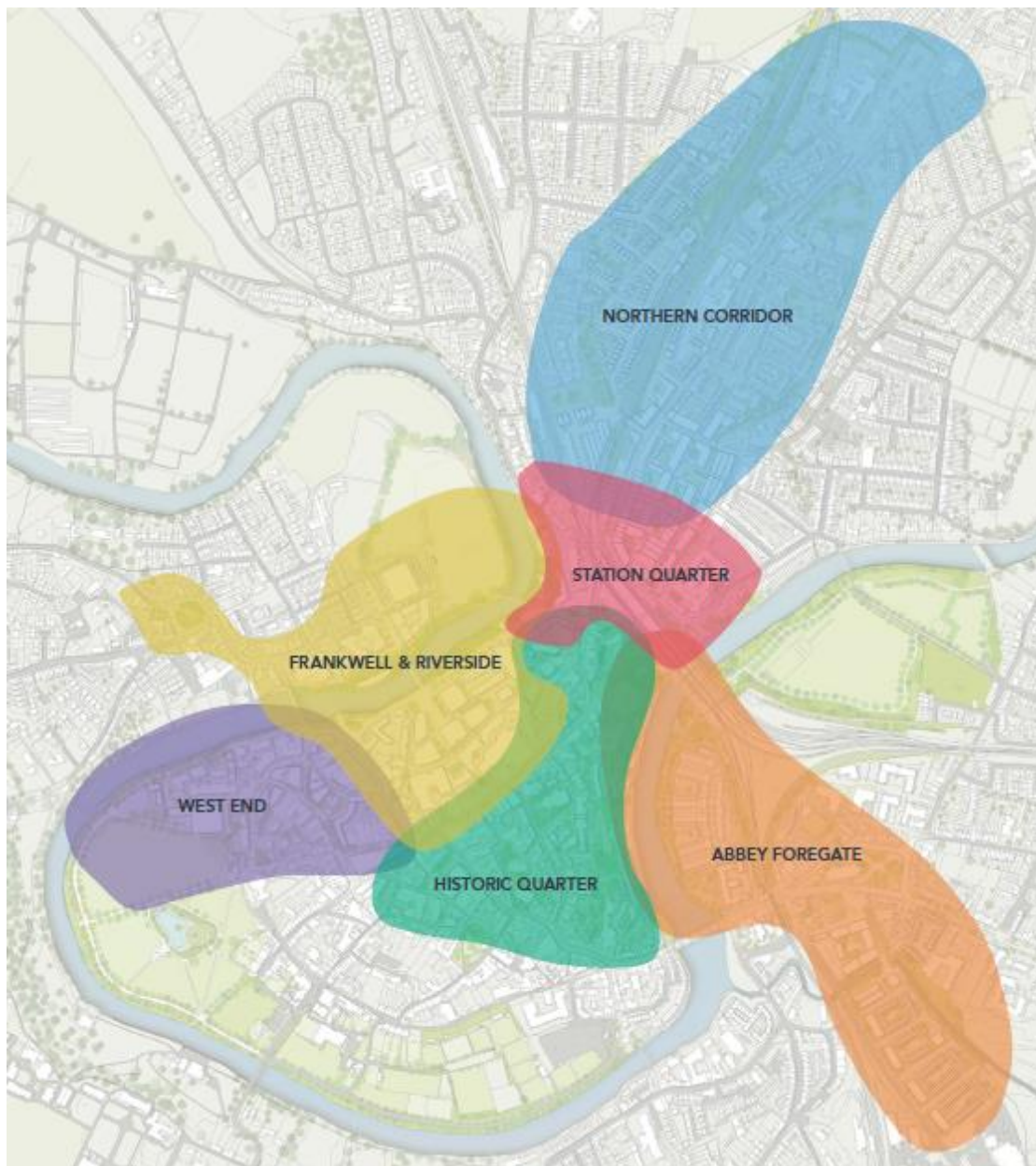


Figure 1: Masterplan Vision Character Areas

- 6.2 The Masterplan Vision provides an opportunity to improve the future commercial viability of the town. Evidence of land values increasing in neighbouring towns, and higher rent/sales values achieved following the delivery of placemaking improvements, supports a town wide strategy for high quality public realm, connecting areas of economic activity and improve access to green and blue space, including the River Severn corridor.
- 6.3 These six areas are defined as Frankwell & Riverside, Station Quarter, the Northern Corridor leading to Flaxmill Maltings, the West End including the Quarry Park, the Shrewsbury Abbey leading towards Abbey Foregate and Old Potts Way, and lastly the Historic Quarter from the English Bridge to Shrewsbury Castle.

The six character areas which constitute the Masterplan Vision, have their own natural and historical assets and identify socio-economic requirements

that contribute to the regeneration of the town centre. The proposed vision for each of the six areas, with their commercial opportunities are detailed below.

6.3.1 STATION QUARTER

THE VISION

The Station Quarter will become part of a high quality gateway experience from the northern approaches and help transform visitors' initial perception of the town. The key to unlocking the development potential of this area will be to improve the environment around the station and its accessibility.

Shrewsbury Castle Quality & Characterful Public Spaces

POTENTIAL DEVELOPMENT VALUE

This proposal provides flexibility on how development can come forward, primarily as an office-led development with associated ground floor retail, sitting alongside a 300 space car park and approximately 209 new residential units. Based on the development quantum identified we would anticipate a Gross Development Value (GDV) of up to £110m, market depending.

6.3.2 NORTHERN CORRIDOR

THE VISION

The Northern Corridor will see the successful implementation of the SBTP (2018) 'Big Connection' concept linking the Flaxmill Maltings to the town centre. The improvement of the existing green infrastructure will provide the catalyst to regenerate large areas of underutilised industrial land integrating the existing neighbourhoods of Castlefields and Herongate to the town centre.

POTENTIAL DEVELOPMENT VALUE

Expanding on the established residential-led character of the Northern Corridor, the proposals are primarily for a residential-led development, with potential to provide up to 770 new homes for Shrewsbury, with an estimated GDV of up to £230m, market depending. With further potential for a new 120,000sq ft office proposal, with links to transport interchange at Shrewsbury Station, with an estimated GDV of up to £23m.

6.3.3 WEST END

THE VISION

The vision for the West End expands on the emerging theme of a thriving collegiate community. There is potential future growth for student accommodation and teaching space requirements to serve the Colleges Group and University Centre Shrewsbury, supporting the towns ambitions to attract and retain students and graduates.

POTENTIAL DEVELOPMENT VALUE

The primary use likely to come forward on the development sites are educational/co-working type provision or leisure and well-being facilities, with a potential 123,000sqft. Based on the development quantum identified we would anticipate a GDV value up to £32m, however, this will depend upon actual quantum and market appetite at the time.

6.3.4 ABBEY FOREGATE

THE VISION

The setting of The Abbey will be restored to its former grandeur by reducing traffic along Abbey Foregate, creating a new public space on the site of the existing car park, which will respond better to the Scheduled Monument area associated with the historic form of the Abbey. The intention would be to 'activate' this area of the town more effectively and make it a more pleasant and peaceful place to be.

POTENTIAL DEVELOPMENT VALUE

The Abbey Foregate site provides for a significant proportion of the overall number of residential units identified throughout the masterplan, with the potential for up to 486 new homes of various tenure. To complement the residential development a new car park of up to 320 new spaces has been included along with a 124,000sqft co-working building with retail at ground floor. Based on the development quantum identified we would anticipate a GDV up to £148m, depending on market sentiment at the time.

6.3.5 HISTORIC QUARTER

THE VISION

The rich existing context and thriving independent high street require careful custodianship, with light touch interventions that augment the character and enjoyment for the pedestrian experience.

POTENTIAL DEVELOPMENT VALUE

With the development quantum identified, 96,000sqft of commercial with 59 riverside units, we would anticipate a GDV value up to £32m, this will depend upon actual quantum and market sentiment at the time.

6.3.6 FRANKWELL & RIVERSIDE

The Strategic Development Framework for Riverside and Frankwell is nearing completion and will be presented to Cabinet in February 2021. The work undertaken in this study focuses on a high level approach to ensure cohesion between development plans, and consideration of the movement and access recommendations within the SBTP Masterplan Vision.

THE VISION

Frankwell and Riverside will become an exciting, vibrant 21st Century addition to Shrewsbury, where leisure, living and work come together in a place that is well connected to the town centre, train station and The Quarry. The River Severn is a primary attraction and will become the centrepiece of the masterplan. This area presents an opportunity to create significant public spaces that address the river in a positive way, for the first time in the history of Shrewsbury.

Diverting the vehicular traffic via Roushill and Raven Meadows, will transform Smithfield Road, public space will extend to the waterside to create a new natural, biodiverse, riverfront park. In doing so, completing the green and blue corridors of the river loop. A generous and fully accessible new pedestrian bridge will connect Frankwell's improved transport interchange facilities with the riverside development, a welcoming gateway to the west of the town centre.

POTENTIAL DEVELOPMENT VALUE

This site provides a significant comprehensive mixed-use opportunity, with the potential for over 900,000sq.ft. of development, complemented by up to 400 residential units and 450 car parking spaces. This site will potentially require significant and costly enabling works, however, the quantum of development identified it is anticipated to generate a GDV value of approximately £270m, subject to market conditions. With the Council's significant land interest, the development of the site it is likely to come forward in partnership with a private sector partner.

6.4 MOVEMENT VISION

- 6.4.1 The movement vision for Shrewsbury is for all residents, visitors and workers to be able to travel to their destination in the town by affordable, inclusive modes whilst adopting sustainable behaviours – making Shrewsbury one of the most inclusive and accessible towns in the UK.
- 6.4.2 The movement vision will be realised through implementing a series of measures that promote more sustainable and healthy modes of transport. This will include reducing non-essential traffic passing through the town centre, whilst allowing access for integrated public transport, service and emergency vehicles, town centre residents, disabled users and dedicated yet reduced public parking. This will create opportunities to improve the town's public realm and reallocate former roads and car parks for development, public spaces and provide priority for public transport.

These ideas are appraised for validity and strengthened through the definition of new initiatives to create the 'Big Moves 2020' in terms of Community, Opportunities, Heritage & Public Realm

The key measures which have been identified in the Movement and Access Strategy are:

- Implement measures to reduce traffic driving through the town centre
- Increase Park & Ride bus frequency and allow cross town movements
- Move main car parking out of the town centre
- Relocate bus station
- Create bus and cycle corridors with priority over private traffic
- Deliver a second pedestrian / cycle access to Shrewsbury Rail Station
- Become a 20mph town
- Deliver pedestrian & cycle access from the east to Shrewsbury Rail Station
- Activating the River Severn

6.5 BIG MOVES 2020

6.5.1 The SBTP Masterplan Vision (2020) identifies an ambitious and diverse range of interventions, necessary to deliver the Big Town Plan objectives. This includes the need to balance the priorities of deliverability, viability and investability when considering which projects or actions forward.

The overall intention was to strengthen this sense of place, creating new places which reflect Shrewsbury's ambition for the future, while enhancing and investing in historic places which already hold meaning in the town's development.

BIG MOVE #1 CONNECTING COMMUNITIES

"Connecting new and existing communities or neighbourhoods via quality streets and green /blue corridors for both pedestrians and cyclists."

BIG MOVE #2 QUALITY AND CHARACTERFUL PUBLIC SPACES

"Revitalising the river and existing spaces, whilst adding new characterful spaces to improve legibility around local landmarks."

BIG MOVE #3 CELEBRATING HERITAGE

"Enhancing the setting, creating new vistas of the town's unique heritage assets and embracing local character."

BIG MOVE #4 CREATING OPPORTUNITIES AND GROWTH

"Creating viable and sustainable development opportunities, bringing further mix, life and vitality into the town centre."

6.6 THE OVERALL DEVELOPMENT POTENTIAL

SITE REFERENCE	COMMERCIAL (SQ. FT)	CO-WORKING (SQ. FT)	RETAIL (SQ. FT)	FOOD & BEVERAGE (SQ. FT)	OFFICES (SQ. FT)	LEISURE (SQ. FT)	CAR PARKING (NO. SPACES)	RESIDENTIAL (UNITS)	EDUCATIONAL (SQ. FT)
FRANKWELL & RIVERSIDE	N/A	N/A	140,000	62,000	175,000	200,000	450	400	355,000
THE BUSINESS DISTRICT	N/A	N/A	50,000	N/A	205,000	N/A	300	200	N/A
THE NORTHERN CORRIDOR	120,000	N/A	N/A	30,000	90,000	N/A	N/A	770	N/A
THE WEST END	N/A	N/A	N/A	30,000	N/A	20,000	N/A	50	123,000
ABBEY FOREGATE	N/A	124,000	30,000	N/A	N/A	N/A	320	490	N/A
HISTORIC QUARTER	N/A	30,000	N/A	N/A	66,000	N/A	N/A	62	N/A
TOTAL	120,000	154,000	190,000	62,000	446,000	200,000	1,070	1,972	478,000

6.7 BALANCING GROWTH

- 6.7.1 The above table identifies a significant quantum of development coming forward through implementation of the Masterplan Vision. It is important to note that the above quantum of development is largely indicative at this stage, however does provide a reasonable mix of alternative uses that should come forward on each site.
- 6.7.2 The reason that the quantum of development has such mixed tenure is to create the opportunity whereby less viable development types can be potentially cross subsidised. For example, it is likely that bringing forward grade A office development in the town centre, based on current rental tones would not be viable (i.e. the cost of construction would be greater than the value associated with the completed building) therefore in packaging more viable uses alongside the offices could support a cross subsidy funding model.
- 6.7.3 Balancing the sequencing of delivery will be fundamental to the success of the town centre going forwards. We would anticipate that the above quantum of delivery will take upwards of 15 years to implement.
- 6.7.4 Place making value can be potentially achieved through a combination early investment in high quality enabling infrastructure, local amenities and public spaces. Placemaking can lead to higher land values and higher rents/sale values achieved through a common and shared range of objectives.
- 6.7.5 Delivering additional value through place making will not be possible on all of the sites across the Town Centre and also will not manifest in higher values across all uses. One of the key principles of place making is taking a longer term and patient view with regard to development returns, however arguably this is the role that the public sector should be adopting when attempting to redevelop its town centres. Placemaking may also require the Council to become more interventionist when bringing forward the sites.

7 Consultation Detail

- 7.1 The consultation will comply with ESIA assessment which will have been revisited and updated and also ensure any engagement undertaken is Covid-19 secure. It will be launched on 19th January 2021 and run for six weeks closing on 8th March 2021. It is acknowledged that this consultation period is during lockdown, and therefore people who do not have access to the internet may have limited access to other digital resources and facilities. Therefore, digital access will be provided at the Council's libraries, in addition to publicising through radio, newspapers, social media and providing the option to request a hard copy of the document.
- 7.2 The proposed content will be finalised by the SBTP Board at its meeting in early January 2021. It is proposed that engagement will focus on a mix of online workshops, online meetings and questionnaires, alongside Shropshire Council's consultation portal within the website.
- 7.3 The Economic Growth function will co-ordinate the consultation with Shrewsbury BID and Shrewsbury Town Council to undertake the six week public consultation exercise via the SBTP Partnership.
- 7.4 The consultation will focus on identifying key elements, observations and recommendations within the report, prepared by the consultancy team led by Glen Howells Architects. The consultation process will be articulated with narrative, text, maps, CGI's (computer generated images) and other visual/diagrammatic aids to seek views and feedback from the public and wider stakeholders.

Key Audiences

- Residents of Shrewsbury and Shropshire
 - Businesses
 - Elected Members
 - Stakeholders – public and private sector who have been involved and contributed to the 2018 initial Shrewsbury Big Town Plan plus other interested parties including investors (public and private) that can add value to the masterplan
 - Voluntary and community organisations
 - Visitors to the town
- 7.5 The launch of the online consultation will coincide with the SBTP Festival that is taking place over 2 weeks at the end of January, continuing for a further 4 weeks allowing 6 weeks for comments to be registered and the consultation undertaken.
- 7.6 The outcomes of the consultation will be evaluated by Shropshire Council's Insights Team and presented to the SBTP Partnership for discussion with recommendations. It is anticipated that this will be available in early April 2021. The outcome of the consultation and a final version of the report will be reported to Cabinet in the summer of 2021

8 Conclusions

- 8.1 Undertaking a six week consultation will ensure that the Shrewsbury Big Town Plan Masterplan Vision (2020) continues to demonstrate engagement with residents, businesses, stakeholders and partners.
- 8.2 The Masterplan Vision provides an opportunity to sustain and grow the future commercial viability of the town. Evidence of neighbouring towns land values increasing, and higher rent/sales values achieved with the delivery of placemaking improvements supports a town centre wide strategy for high quality public realm that will connect economic areas and improve the connection and access to green space and the riverside.
- 8.3 The movement vision will be realised through implementing a series of measures focussing on different modes of transport, to reduce private car traffic through the town centre whilst allowing essential movement, including vehicles, servicing and disabled users. This then creates the opportunity to change the use of space in the town centre, allowing road space and car parks to be reallocated for development, public spaces and priority for other modes of transport.
- 8.4 The overall intention of the Shrewsbury Big Town Plan Masterplan Vision is to further strengthen this sense of place, creating new places which reflect Shrewsbury's ambition for the future, while enhancing and investing in historic places which already hold meaning in the town's development.

List of Background Papers

Cabinet report November 2018 -Shrewsbury Big Town Plan

Cabinet Member (Portfolio Holder)

Cllr Steve Charmley

Local Members

Peter Adams, Dean Carroll, Nat Green, Kevin Pardy, Ioan Jones, Julian Dean, Ted Clarke, Pam Moseley, Hannah Fraser, David Vasmer, Alan Mosley, Peter Nutting, Jane McKenzie, Keith Roberts, Tony Parsons, Alex Philips, Kate Halliday, Gwen Burgess

Appendices

Appendix 1: Shrewsbury Big Town Plan Masterplan Vision

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5. Climate Change Appraisal

A reduction in the speed entering the village is likely to reduce pollution and have a positive effect on air quality

6. Background

Parishes which do not have a parish council will have a parish meeting rather than a parish council. Parish meetings do not have the same range of local authority functions as parish councils. This can be restrictive, particularly because they do not have certain powers to incur expenditure. Where a parish meeting wants to incur expenditure on something but does not have the power to do so, it may ask the Principal Authority to make an order under section 109 of the Local Government Act 1972, granting it such powers.

The Parish of Boraston does not have a Parish Council and the Parish Meeting has secured a grant from the Police and Crime Commissioner for the installation of white village gates which are intended to act as a traffic calming measure. The siting of the gates has been agreed with highways officers. The Parish Meeting does not currently have the power to incur such expenditure

The Parish Meeting has asked Shropshire council to make an order under S109 of the Local Government Act 1972 to enable it to incur expenditure under section 137 of that Act, for the installation of white village gates at the entrance to the village with the aim of reducing the speed of traffic as it enters the village. Section 137 gives local authorities the power to incur expenditure for certain purposes not otherwise authorised which 'in their opinion is in the interests of and will bring direct benefit to their area or any part of it or all or some of its inhabitants.'

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)
Minutes of the Parish Meeting
Cabinet Member (Portfolio Holder) Gwilym Butler and Steve Davenport
Local Member Richard Huffer
Appendices None



<u>Committee and Date</u>
Cabinet 18 th January 2021

<u>Item</u>

Disposal - Property at Ruyton XI Towns

Responsible Officer Steve Law, Strategic Asset Manager
e-mail: Steve.Law@shropshire.gov.uk Tel: (01743) 58676

1. Summary

- 1.1 This report seeks to set out the rationale for the disposal of the Council owned residential property known as Yardley. It is considered surplus to requirements.
- 1.2 The residential property is situated in Ruyton XI Towns, a village in a rural area of Shropshire, 11 miles North West of Shrewsbury, 9 miles South East of Oswestry.
- 1.3 The property address is Yardley House, Brownhill, Ruyton XI Towns, Shropshire, SY4 1LR

2. Recommendations

- 2.1 Cabinet is requested to agree that Yardley property is declared surplus to requirements
- 2.2 Cabinet is also requested to authorise negotiations to dispose of Yardley property and to delegate to the Strategic Asset Manager in consultation with the Portfolio Holder for Economic Development and Assets the ability to settle terms and conclude a sale.

REPORT

3. Risk Assessment and Opportunities Appraisal

- 3.1 The domestic property was purchased as part of Children Services residential growth project (agreed at Cabinet in February 2019)
- 3.2 Following more detailed appraisal and planning work undertaken post acquisition, Children Services took a decision to withdraw its planning application for proposed Change of Use with regards to the property. This decision was taken in the best interests of the children and staff for whom the living and working environment would not be acceptable.
- 3.3 The Council (Assets and Estates Team) has since undertaken its Disposals Protocol to confirm whether there was any opportunity interest in use of the property from other Council Service Areas.
- 3.4 The first stage of the disposal process has been undertaken with other service areas consulted as to potential use.
- 3.5 The second stage of the disposal process was undertaken with local councillors.
- 3.6 Following the disposal process there was no firm interest and therefore the property is now declared surplus to Council's requirements
- 3.7 The proposal is for the property to be marketed for sale on the open market as soon as possible
- 3.8 The property is currently empty and has had cosmetic works undertaken to make the property more marketable.

4. Financial Implications

- 4.1 The property was purchased as part of a planned £2m investment in Residential Children's Homes, agreed at Cabinet in February 2019. As part of the programme, two properties have been purchased and converted into residential accommodation successfully, and within budget.
- 4.2 Due to the short time frame between acquisition and intended disposal the Council is expected to fully recover all costs relating to the acquisition of the property.
- 4.3 The expected capital receipt arising from disposal will be re-invested in alternative suitable accommodation and options are currently being considered for the best route of acquisition, be it either off market purchase or self-build. A full business case will be established once the preferred option is selected that meets the full criteria and is within the budget limitations.

5. Climate Change Appraisal

- 5.1 The background and circumstances in respect of the potential disposal of the property means there is little or no opportunity to undertake any significant activity in respect of climate change. However, a small package of works has been undertaken to ensure the building doesn't deteriorate or become less efficient including decoration and steps will be taken to protect the property over the winter period and mitigate any negative impacts during any colder weather.
- 5.2 The usual statutory requirements will be adhered to including providing the energy rating and where possible any recommendations to improve its energy and environmental impact will be set out in the particulars of sale.
- 5.3 **Energy and fuel consumption:** The disposal of this property will not have any direct implications for energy efficiency since the property was never actually used as a children's home and the location of a replacement option has yet to be agreed;
- 5.4 **Renewable energy generation:** The disposal of this property will not have any implications for renewable energy development;
- 5.5 **Carbon offsetting or mitigation:** The disposal of this property will not have any implications for carbon offsetting or mitigation;
- 5.4 **Climate Change adaptation:** The disposal of this property will not have any implications for climate change adaptation.

6. Background

- 6.1 The residential growth project's objective is to increase the provision for looked after children managed by Shropshire Council, focussing specifically on those more complex, hard to place and therefore more costly children, and those who are in the process of being able to return home or step down to foster care.
- 6.2 The Yardley property was purchased to meet the project's need for a 3-bedded short stay home for children where there is a high likelihood of them being able to return home or step down to foster care.
- 6.4 Following more detailed appraisal and planning work undertaken post acquisition, a decision was taken not to proceed with the planned use, and the planning application for proposed Change of Use was subsequently withdrawn.

Conclusions

The domestic property of Yardley, Yardley House, Brownhill, Ruyton XI Towns, Shropshire, SY4 1LR is no longer deemed necessary to the Council's Operational Portfolio and is considered surplus to requirements.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Cabinet Member (Portfolio Holder)

Steve Charmley, Portfolio Holder for Assets, Economic Growth and Regeneration

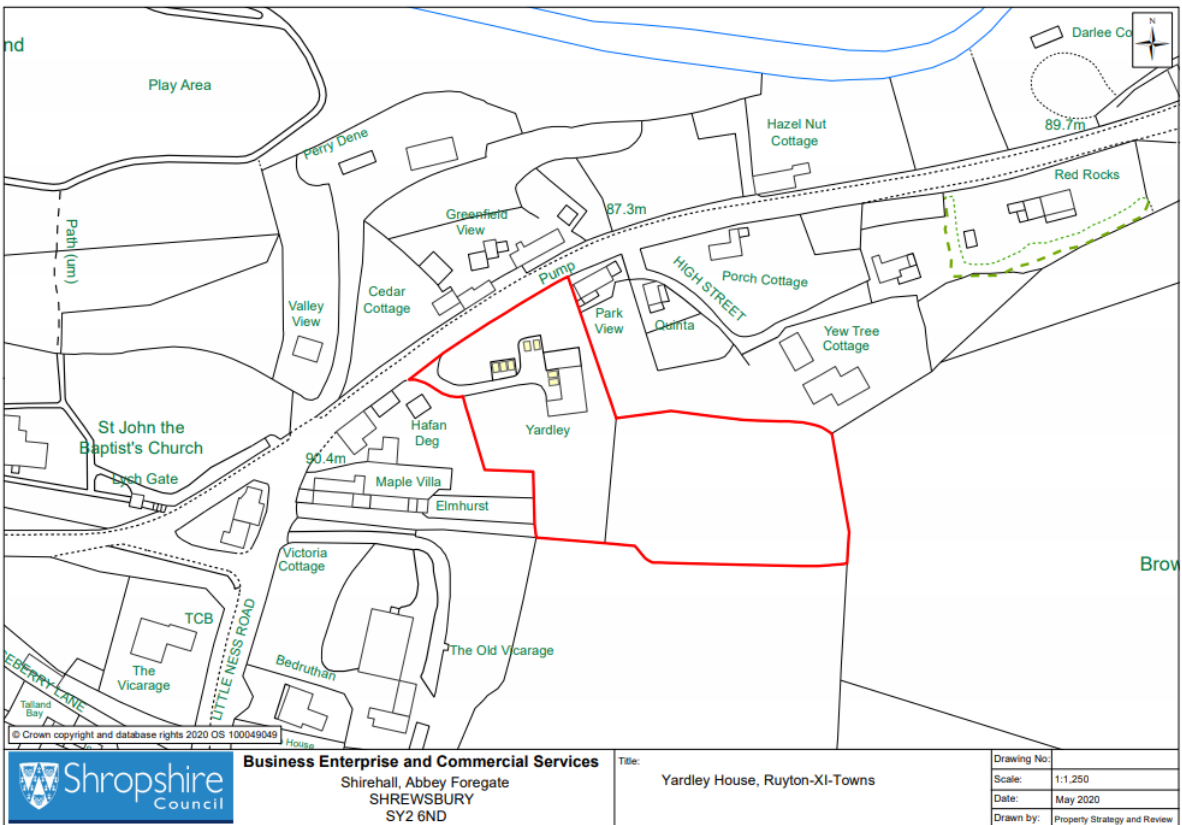
Ed Potter, Portfolio Holder - Children's Services

Local Member

Nicholas Bardsley, Ruyton & Baschurch

Appendices

Appendix 1 – Plan of the site proposed to be declared surplus to requirements



By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

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