

Overview and Scrutiny

Economic Growth 28 March 2019

Shropshire = a £6.26 billion Economy (3.2% growth 2017)



BUSINESSES
15,480

12,000

THE NUMBER OF
BUSINESSES WHO EMPLOY
LESS THAN 4 PEOPLE



NOTTINGHAM



SIMILAR
POPULATION TO
NOTTINGHAM
BUT SHROPSHIRE IS
44X BIGGER

SHROPSHIRE



MORE THAN 1/5 OF
SHROPSHIRE'S ENTERPRISES
ARE AGRICULTURAL

Jobs and Employment



SHROPSHIRE'S TOP
EMPLOYMENT SECTORS



ANNUAL
GROSS SALARY
(2015)

£24,780



WILL BE 51.6% BY 2037
AN 11,000 WORKER GAP

82.4%

OF PEOPLE AGED
16-64 ARE
ECONOMICALLY ACTIVE

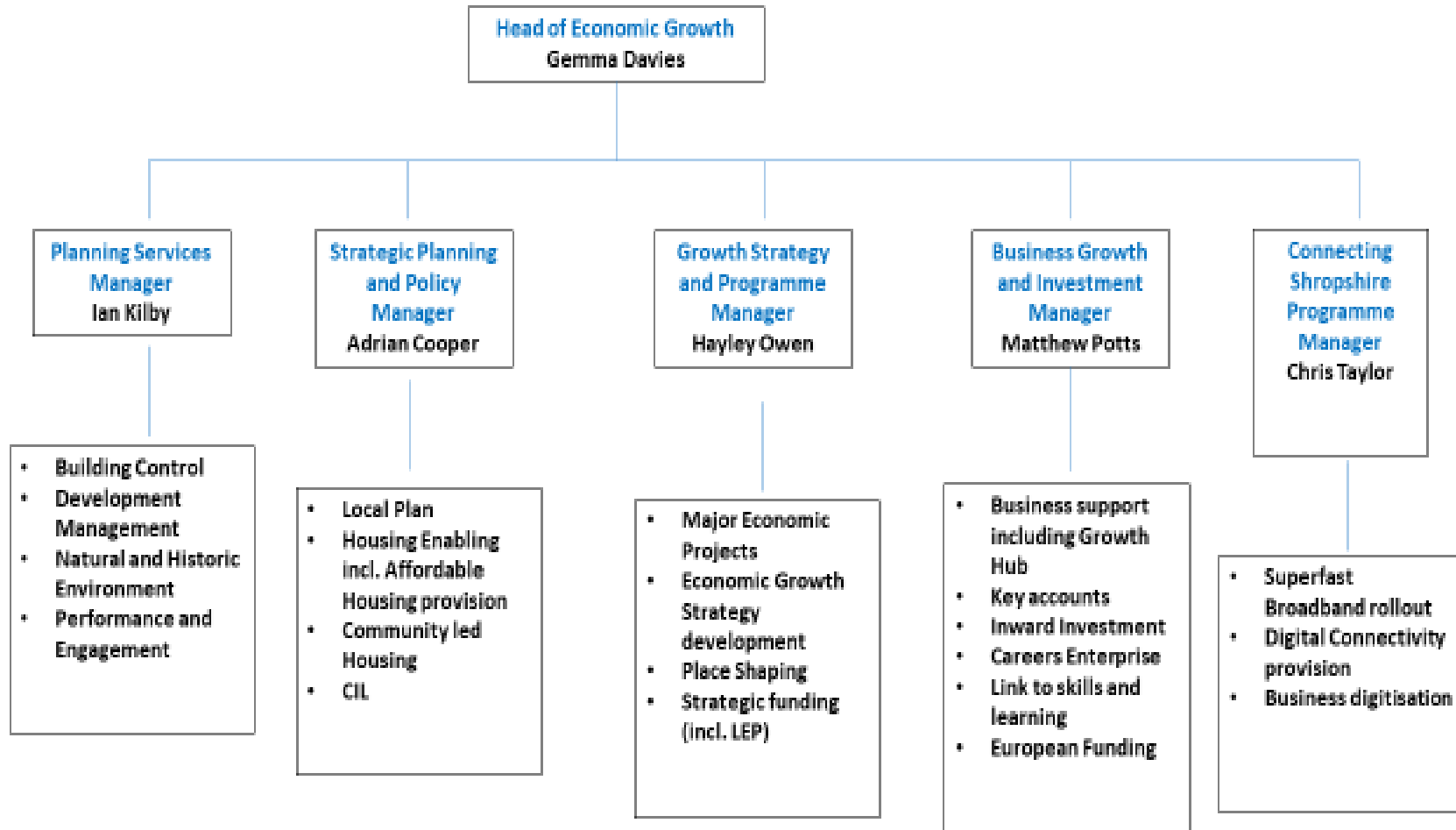


FULL TIME
JOBS 65.2%

PART TIME
JOBS 34.8%

Economic Growth Team Structure

February 2018



Economic Growth Strategy

Vision – To be the best place to do business and invest, renowned for its pool of local talent and expertise. We will strive to maximise our economic potential and increase productivity by fully utilising the benefits of our special environment and high quality assets.

Economic Growth Strategy

To deliver against this vision we have six priority actions:

Target actions and resources where there are economic opportunities

Enable businesses to start, grow and succeed

Deliver infrastructure to support growth

Meet skills needs of businesses and people's aspirations for work

Promote Shropshire to investors

Build our reputation as a Council that is 'good to do business with'

Economic Growth Strategy Aims

By 2021:

- 12% growth in GVA
- 3,700 new jobs
- £300 million private sector investment
- 1,375 new homes per year



Results to date - 2017

- New investment – £27.7 million
- Jobs created – 41
- Jobs safeguarded – 470
- Business Growth Programme (BGP) companies supported – 25
- BGP grants – £560,000
- BGP private sector match leveraged – £1 million
- BGP job creation – 71
- Marches Growth Hub company engagement – 751
- GVA growth – 3.2%

Results to date - 2018

- New investment – £88.25 million
- Jobs created – 330
- Jobs safeguarded – 150
- Business Growth Programme (BGP) companies supported – 49
- BGP grants – £1.1 million
- BGP private sector match leveraged – £1 million
- BGP job creation – 127
- Market Drayton Business Grant companies supported – 2
- Market Drayton Business Grant grants – £189,000
- Market Drayton Business Grant private sector match leveraged – £189,000
- Market Drayton Business Grant job creation/safeguarded – 13/7
- Marches Growth Hub company engagement – 2,543
- Marches Growth Hub events/attendees – 97/1,754

Current Enquiries

- Key Account System – Top 100, 50 fastest growers, site opportunities
- Inward Investment and Expansion Opportunities
 - High Tech Software Company
 - Potential D&B - 35 jobs retained, large scale growth
 - Manufacturing Operator
 - Relocation - 40+ jobs safeguarded
 - Manufacturer and Distributer
 - New HQ site - 56 jobs safeguarded, 20 new jobs
 - IT Hospitality Company
 - Potential D&B – 90+ jobs retained, c60 new jobs
 - Agri-food Manufacturer
 - Looking at new site options, 130+ jobs retained
 - Food and Drink Company
 - £100m investment, 25-45 jobs per annum created
 - Advanced manufacturer
 - Exploring 70-100 acre site with potential to create 250-500 jobs
 - Autonomous vehicle provider
 - Exploring test tract, production and sales opportunities
 - Market Drayton - Tern Valley
 - Building supply and demand case
 - Bishops Castle
 - ERDF funding for potential D&B proposal of four sites
 - Ludlow
 - Building supply and demand case

Invest in Shropshire Rebrand



NORTH SHROPSHIRE

ALLOCATED EMPLOYMENT USE B1, B2 + B8 – GREENFIELD (UNLESS INDICATED) - NO IDENTIFIED DEVELOPER

Available supply

Oswestry Greenfield - 24 hectares (59 acres) + 12 hectares (30 acres) + 10 ha (25 ac) = 46 ha (114 ac)
 Brownfield - 0.3 ha (0.7 ac) + 1.0 ha (2.5 ac) = 1.3 ha (3.2 ac)
 Ellesmere 6 hectares (15 acres)
 Wem 12 ha (30 ac) + 4 ha (10 ac) = 16 ha (40 acres)
 Whitchurch 6 ha (15 ac) + 11 ha (27 ac) = 17 ha (42 ac)
 Market Drayton 29 ha (72 ac)



Identified business demand

Oswestry Manufacturing + office = 50,000 ft²
 Ellesmere Manufacturing + office 10,000 ft² + 15,000 ft² + 5,000 ft² + 5,000 ft² + 5,000 ft² = 45,000 ft²
 Plus land for manufacturing 10 acres
 Wem Manufacturing 15,000 ft² + 5,000 ft² + 5,000 ft² = 25,000 ft²



SOUTH SHROPSHIRE

ALLOCATED EMPLOYMENT USE B1, B2 + B8 - GREENFIELD (UNLESS INDICATED) - NO IDENTIFIED DEVELOPER

Available supply

Ludlow Greenfield 4 ha (10 ac)
 Brownfield 1.4 ha (3.5 ac) + 0.5 ha (1.2 ac) = 1.9 ha (4.7 ac)
 Craven Arms 6 ha (14 ac)
 Bishops Castle 2.5 ha (10 ac)
 Bridgnorth Brownfield – 2.0 ha (4.9 ac) + 0.5 ha (1.2 ac) = 2.5 ha (6.1 ac)
 Shifnal Brownfield 2.0 ha (4.9 ac)



Identified business demand

Ludlow Manufacturing with offices 75,000 ft² + 25,000 ft² + 10,000 ft² + 10,000 ft² = 120,000 ft²
 Tenbury Wells / Burford Manufacturing with offices 17,000 ft² + 5,000 ft² = 22,000 ft²
 Craven Arms Processing = 50,000 ft² Office = 30,000 ft² Manufacturing = 20,000 ft²
 Bishops Castle Office + warehousing = 10,000 ft² Office 15,000 ft² + 1,000 ft² = 16,000 ft² Manufacturing 15,000 ft² + 3,500 ft² = 18,500 ft²
 Clebury Mortimer Manufacturing + office 5,000 ft² + 5,000 ft² = 10,000 ft²
 Bridgnorth Manufacturing = 60,000 ft² + Plus land for manufacturing = 5 acres



IN

Why not get in touch, we would be delighted to hear from you

Matthew Potts BA (Hons), MSc, MIED
 Business Growth & Investment Manager
 07458 010201
matt.potts@shropshire.gov.uk
www.investinshropshire.co.uk

INVEST SHROPSHIRE

Sector Development Focus

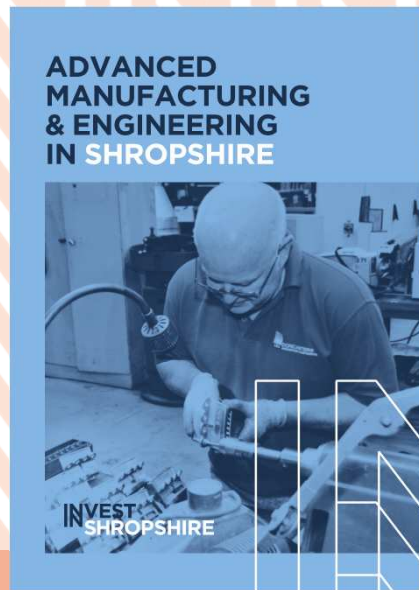
- Six key growth sectors and two supporting sectors identified and proposition documents produced to promote to potential investors
- Documents include forewords from key local partners from each of the sectors
- Lead generation campaign focusing on sector growth is currently being developed with the first event on the food and drink sector booked for April
- The event, held at the NEC will see attendance from Invest, Harper Adams University and six local food and drink businesses in a Shropshire Pavilion promoting the region to a national and international audience



*images are of draft versions and some differ from final print versions

Sector Development Focus

- The Invest team on behalf of the Marches LEP are in the process of commissioning for a piece of in-depth sector analysis on Innovative Health
- £15,000 of funding has been secured to explore the sector including digital relationships and collaborations, data analysis and modelling, machine learning and smart speaker technology applications
- Three responses have been received and a company will be commissioned shortly to produce this piece of sector analysis
- Further studies around Visitor Economy and Digital are also being developed and/or supported by the service in conjunction with LEP partners that will be used to develop the Marches LIS



*images are of draft versions and some differ from final print versions

Lead Generation Campaign

- MIPIM 2018
 - Attended as part of Midlands UK in partnership with Marches LEP
 - 16 pre-arranged meetings
 - 23 events attended
 - 53 contacts made
 - Continued engagement with approx. half of contacts made
 - 1 showcase event within the Midlands Pavilion
 - Production of bespoke collateral to promote opportunities
 - 1 private sector partner (Morris Property)
- MIPIM UK 2018
 - Attended as part of WMCA delegation
 - 17 pre-arranged meetings
 - 2 events attended
 - 43 contacts made
 - Primary collateral focused around Shrewsbury Big Town Plan and Investment Sites map

Lead Generation Campaign

- MIPIM 2019
 - Part of Midlands UK and in partnership with MLEP
 - Shropshire profiled under Invest in Shropshire brand
 - Held 37 pre-arranged meetings with investors and intermediaries
 - Approx. 120 contacts made
 - Hosted two showcase events in the Midlands Pavilion
 - One focusing on Shrewsbury: The Big Connection
 - The second on opportunities in wider Shropshire including Oswestry Growth Corridor and Ironbridge Power Station
 - Six sponsors – Harworth, Morris Property, WSP, LDA Design, Montagu Evans and Berrys
 - Shrewsbury Big Town Plan focused event sponsored by LDA Design and attended by 20 private and public sector representatives

Visitor Economy

- Total number of day trips = 10.36 million
- Total number of staying nights = 3.8 million
- Total visitor related spend = over £500 million
- 2011 data – needs updating
- Strategic focus
- Co-ordination role
- Campaign & funding opportunities
- Shropshire Hills Tourism Conference and Expo – 3rd April

Centres of Excellence

- Working alongside providers and businesses
- Meeting Shropshire's business sector needs now and future
- Marches Centre of Manufacturing & Technology Centre of Research for
- UCS Environmental Science and Technology (CREST)
- Harper Adams – incl. agricultural technologies and engineering, food production
- Other opportunities – digital health, creative and digital industries, construction





SHROPSHIRE

LIVE, WORK AND INVEST

