

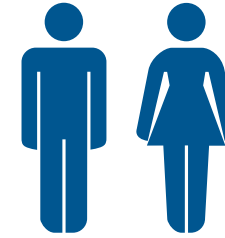


Total number of **Businesses**
15,745
(2021)

90.5%
of Shropshire
businesses employ
less than 10 people



People in **employment**
(2021)
148,500



Employment in
managerial,
professional and
technical fields
47.8% (2021)



Total number
of **Jobs**
124,500
(2019)



68% Full time
jobs
32% Part time
jobs



People in self
employment
14.2%
(2021)

compared to Great Britain 9.4%
and the West Midlands 8.6%

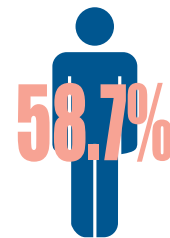


Qualified to NVQ
Level 4 and above
39.3%



Average
Shropshire
residents' salary
£30,305
(April 2020)

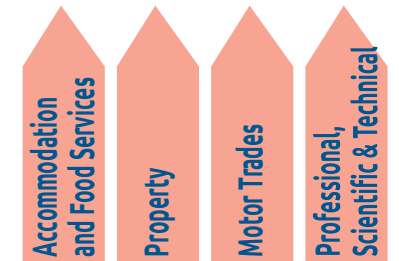
12,345
The number of
businesses employing
4 or fewer



58.7%
(2020)
working age
population
projected to
fall to 52.3%
by 2043



Shropshire's top
employment sectors



Employment sectors have
grown the most since 2015



7.9 jobs

Average
number of
jobs per
enterprise



Number of
businesses
with 250+
employees

3.8% Unemployment
Rate 2021

78.3% 2021 Economic
Activity Rate



Start up rate
8.8%
(2019)

compared to Great Britain 13.1%
and the West Midlands 15%



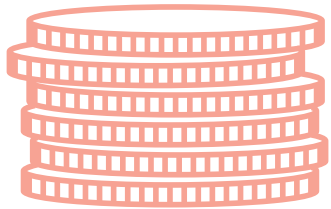
Closure rate
8.7%
(2019)

compared to Great Britain 11.3%
and the West Midlands 11.1%



Survival rate
at 3 years
62.8%
(2019)

compared to Great Britain 51.9%
and the West Midlands 47.6%



£6.2 billion GVA

£28,424 Workplace
annual earnings

8.1% Gender pay gap



GVA per
hour worked

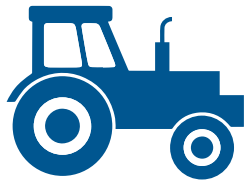
£26.40

Shropshire

£35.20

United Kingdom

Top 3 important
sectors compared
with national
economy



4.2

Agriculture



1.6

Motor Trades

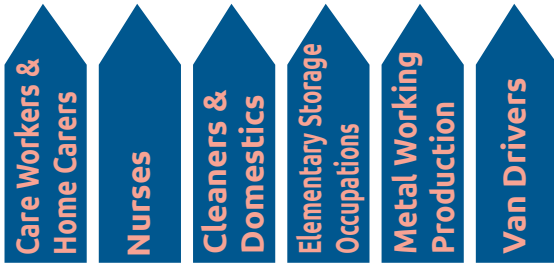


1.3

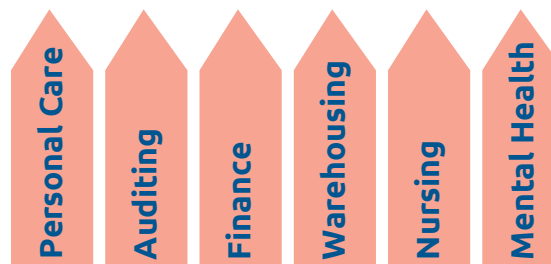
Accommodation
& Food Services

11,105
Unique Job
Postings
(Sept 2021)

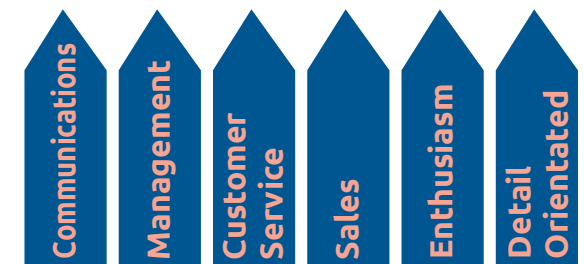
Economy



Top 6 occupations
being advertised



Top 6
"Hard Skills"



Top 6
"Soft Skills"

3.3%

Claimant Rate
5% in Great Britain
6.1% in West Midlands

18-24: 5.3%

24-49: 3.7%

50+: 2.6%

6,335

Claimants
Sep 2021

5,300
On Furlough
Aug 2021

Under 25: 8.9%

25-49: 43.8%

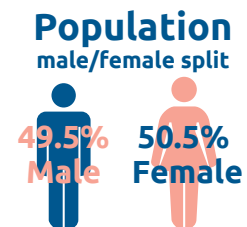
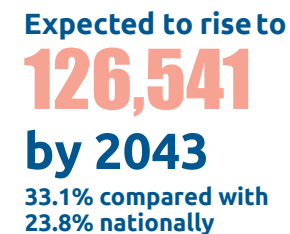
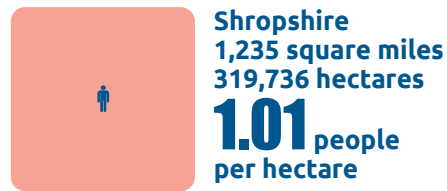
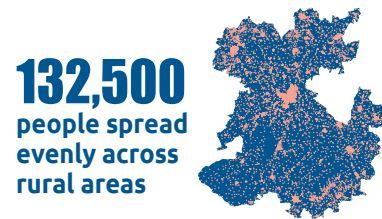
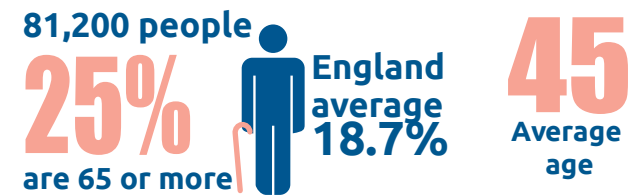
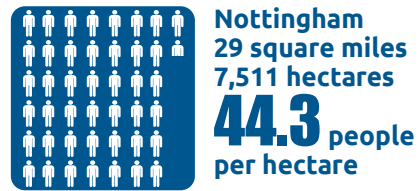
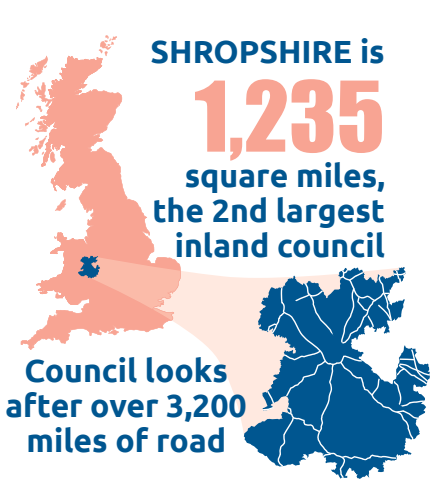
50+: 47.3%

Furlough
Employment
By Sector

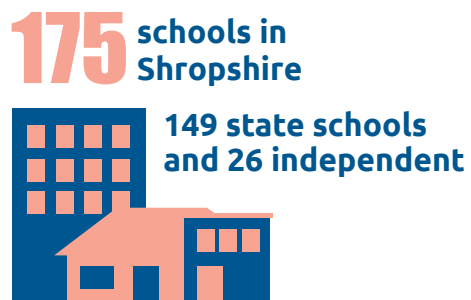
Wholesale & Retail: 16%

Manufacturing: 14%

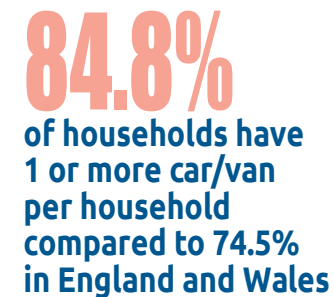
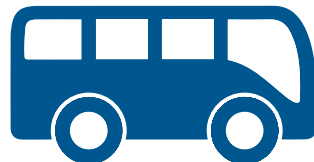
Accommodation & Food Services: 11%



Population



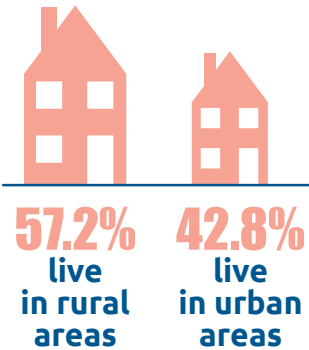
Education



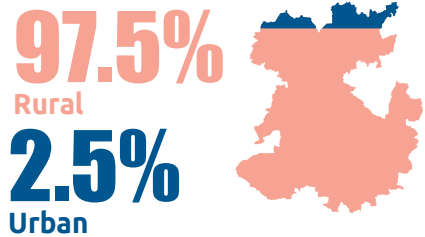
Highway & Transport

138,998
households (2018)
in Shropshire.

Population split
between
rural/urban areas



Shropshire's Landmass is



Housing & Land Use

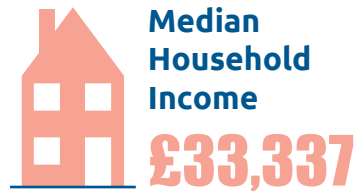
Predicted to rise to
178,215
households by 2043

House Prices
(average cost
August 2021)

Shropshire
£255,156

England
£280,921

South East
£358,070



6.7 Housing
Affordability
Ratio

7,000
listed building
Grade I, II or II*

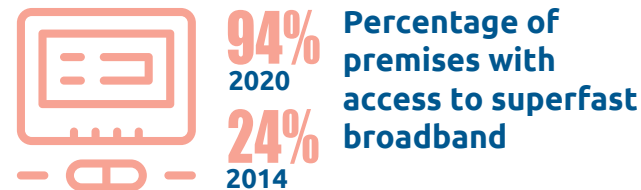


127 conservation
areas

Environment

Shropshire ranked
#165
most deprived out
of 317 local authorities

Deprivation



Increase in Digital Connectivity

55.5%
of household waste
in Shropshire is
reused, recycled or
composted – England 42%

27 commercial
sites
generating solar energy
over 3,000 tonnes of CO²
savings since 2012

Visitors to Shropshire

90%
Day Visitors

10%
Overnight Visitors

3,400
Miles of Rights
of Way

2 World
Heritage
Sites

12%
2020

8%
2019

Town Centre Vacancy Rates