

# Appendix I

# **Draft Housing Strategy 2025-2030**

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## Foreword

I am pleased to introduce our Housing Strategy, designed to ensure that all residents, young and old, have access to safe, secure, and affordable homes within thriving and sustainable communities across Shropshire. We recognise that housing is not just about buildings but the people and communities they create.

The rising cost of housing, combined with slower wage growth, has put homeownership out of reach for many. Not everyone wishes to or can afford to own a home, which is why it's essential that all households, regardless of circumstances, have access to quality housing across both the public and private sectors. A national housing crisis, coupled with increasing rental costs and a shortage of social housing, makes it more challenging than ever to secure a decent, affordable home.

In rural areas, affordable housing is critical for enabling residents to live and work where they grew up, helping to sustain local businesses and services. Without this, key amenities in our communities risk being lost, as workers are forced to move away. Our strategy aims to address these challenges, ensuring everyone can thrive in Shropshire, regardless of where they live or their financial situation.

This strategy outlines how we, in partnership with developers, housing associations, and the local community, will respond to these housing challenges and provide the homes our residents deserve.



Dean Carroll, Portfolio Holder for Growth, Regeneration and Housing

## 1. Introduction

*High house prices, low wages, seasonal, renting, a high level of second home ownership and an ageing population are characteristics of most rural areas<sup>1</sup>*

- 1.1. This Housing Strategy 2025-2030 builds on the achievements of our previous approach and outlines how Shropshire Council will manage and deliver its housing responsibilities over the next five years. It provides an overview of the housing related work currently being delivered and identifies opportunities and improvements for the future, to meet the diverse needs of our communities. Housing is the foundation for many services, supporting health and education goals, as well as business growth by ensuring employers and employees have access to affordable and well-connected homes. Tailored solutions are often required to address the specific needs of different age groups while also meeting climate and environmental goals, including the council's target to become climate neutral by 2030.
- 1.2. Recent changes in the council's [financial position](#), alongside the challenging economic environment, have intensified pressures on housing services. However, government funding announcements, such as an additional £500 million for the Affordable Homes Programme, offer opportunities to progress key initiatives.
- 1.3. Faced with these challenges, success cannot be achieved in isolation. Collaborative efforts across public and private sectors, including registered providers<sup>2</sup> and third sector organisations, are vital. By working together and sharing resources effectively, we can deliver housing that meets the diverse needs of our communities, maximises available funding, and safeguards limited resources.

### **Shropshire Plan**

- 1.4. The [Shropshire Plan 2022-2025](#) is the strategic framework for the Council, structured into four main components: the Strategic Plan, Associated Delivery Plans, the [Performance Management Framework](#) (PMF), and the Financial Strategy. At its heart is the Strategic Plan, which acts as the 'golden thread' aligning the Council's vision and goals across various sectors. This states that *"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"*<sup>3</sup>

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<sup>1</sup> [National Housing Federation - Rural housing](#)

<sup>2</sup> Registered Provider (RP) is the umbrella term to describe Housing Associations and other third sector housing providers involved in the provision of social and affordable housing. RPs are actively involved in the development of for sale and shared ownership homes as part of a cross-subsidy model which supplements affordable homes grant funding

<sup>3</sup> [Shropshire Council Housing Strategy 2020-2025](#)

- 1.5. The overarching vision of the Shropshire Plan is '*Shropshire: Living the Best Life*', supported by four interconnected priorities: **healthy people, healthy economy, healthy environment, and healthy organisation**.
- 1.6. These priorities drive improvements in opportunities, well-being, and quality of life. The Housing Strategy focuses on the **Healthy Economy** priority, specifically the objective to ensure an appropriate mix of housing in the right areas. This includes:
  - Supporting people with disabilities
  - Attracting the right workforce by reducing travel to work distances
  - Encouraging communities to undertake housing needs surveys in parish and town council areas.
  - Developing evidence-based plans to support housing schemes.
- 1.7. The strategy promotes well-designed, high-quality housing across all tenures and focuses on making the best use of existing assets. This includes using council tax premiums on long-term empty properties to encourage owners to bring them back into use and ensuring effective use of social housing stock.
- 1.8. Shropshire Council recognises the need for more suitable and affordable homes for local people and key workers. To address this, the council's housing management organisation, STAR Housing employs skilled housing professionals to ensure suitable, affordable homes are provided, properly managed to ensure sustainment of tenancies, maintenance of properties and compliance with the legislative frameworks in place to improve living conditions and safety for our tenants.

#### **Collaborative Delivery**

- 1.9. The delivery of this Housing Strategy requires collaboration across council functions and external partnerships. Internally, this includes planning policy, development management, economic growth, children's services, housing options, HomePoint, STAR Housing, environmental protection and the council's housing company Cornovii.
- 1.10. Externally, key partnerships involve Homes England, West Midlands Combined Authority, the Marches Forward Partnership and other emerging regional and sub regional alliances, local housing providers, the NHS Shropshire Integrated Care Board, and the voluntary and community sector. These partnerships will enable shared learning, build capability, and deliver meaningful outcomes for Shropshire's housing needs.
- 1.11. Homes England [Strategic Plan 2023-28](#), focuses on regeneration, high-quality housing delivery, and thriving communities. Shropshire Council will work closely with Homes England and other stakeholders to develop action plans aligned with these goals.

## Local Planning Policy Context

- 1.12. The Development Plan for Shropshire consists of the Core Strategy (2011); Site Allocations and Management of Development (SAMDev) Plan; and 'made' Neighbourhood Plans.
- **The Core Strategy** establishes the council's vision, strategic objectives, spatial strategy and policies to guide development to 2026.
  - **The SAMDev Plan** seeks to deliver the vision, strategic objectives and broad spatial strategy identified within the Core Strategy (2011) through the identification of site allocations for development and policies to appraise development proposals.
  - **Neighbourhood Plans:** Created by local communities, these plans set out a shared vision and specific policies for development in their areas.
- 1.13. Shropshire Council is currently at an advanced stage of reviewing the adopted Development Plan. Specifically, a draft Shropshire Local Plan has been prepared and is now under examination by the Government. This plan contains key objectives to guide development in Shropshire until 2038, including:
- A vision and strategic objectives.
  - Draft strategic policies which establish the spatial strategy and set the priorities and framework for the Local Plan.
  - Draft 'strategic' implementation policies and more 'detailed' draft policies for managing development.
  - Draft settlement policies which provide strategies and guidelines for the settlements of Shropshire, including where appropriate identifying draft proposed site allocations.
  - Draft strategic settlement policies which identify proposed new settlements and provides strategies and guidelines for their development.
- 1.14. Once adopted, the draft Shropshire Local Plan will operate alongside elements of the SAMDev Plan and 'made' neighbourhood plans, providing clarity for stakeholders and flexibility to address future challenges. This will align with the National Planning Policy Framework (NPPF), revisions stemming from the proposed reforms to the NPPF, and other changes outlined in the planning system consultation.
- 1.15. The updated NPPF included a series of transitional arrangements which require a further Local Plan Review to commence in 2025.

## Housing Need

- 1.16. In 2020, Shropshire Council assessed local housing need using Government standard methodology, which concluded a need of 1,177 dwellings per annum. This informed the draft Shropshire Local Plan which is currently the subject of examination.

- 1.17. However, in December 2024, Government introduced a new standard methodology, which significantly increases local housing need in Shropshire to some 1,994 dwellings. This will be considered through the next Local Plan Review.
- 1.18. Shropshire Council's assessment of wider housing needs (within the Strategic Housing Market Assessment) considers the needs of specific groups including (but not limited to) those who require affordable housing (including social rent); families with children; looked after children; older people (including those who require retirement housing, housing-with-care and care homes); students; people with disabilities; service families; travellers; people who rent their homes and people wishing to commission or build their own homes<sup>4</sup>.
- 1.19. The National Policy Framework (NPPF) emphasises the importance of identifying the size, type, and tenure of housing needed for different groups within the community. The Strategic Housing Market Assessment has informed the proposed spatial strategy within the draft Shropshire Local Plan, ensuring housing development addresses the diverse requirements of Shropshire's communities.
- 1.20. While this housing strategy aligns with planning policies, it does not replace them. Instead, it provides a guiding framework for the council and its partners, ensuring a coordinated approach to housing that supports corporate priorities. By emphasising flexibility and regular review, the strategy remains adaptive to changing circumstances, balancing local and national priorities.

## **2. Key achievements**

- 2.1. Following the development of the last Housing Strategy there have been several significant achievements towards its vision and aims in meeting the housing needs of the county. These include the following:
- From 2020 to March 2024, Registered Providers have delivered 272 general needs homes for rent, and 206 low-cost home ownership.
  - From 2020/2024 private developers through section 106 agreements have provided 333 units of accommodation for affordable rent and 218 were low-cost home ownership.
  - 1609 Disabled Facilities Grants (and Discretionary Adaptation Grants) have been awarded for essential adaptations to support independent living during the lifetime of the previous Housing Strategy.
  - Development of 147 units of rented supported and specialist accommodation for vulnerable young people and supported accommodation for people with a learning disability.
  - £399,104 grant funding allocated to support Rough Sleepers, and people at risk of rough sleeping and homelessness during 2023/2024.

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<sup>4</sup> [National Planning Policy Framework](#)

### 3. Local context

- 3.1. Since the publication of the 2020-2025 Housing Strategy, several new national and local policies, strategies and initiatives have shaped the housing sector. The Housing Strategy is not a stand-alone document but functions alongside the adopted [Local Plan](#) and emerging [Shropshire Local Plan](#) (2006-2026). It aligns with key strategies and plans to ensure a cohesive approach to housing and development across the county.
- 3.2. By integrating with these plans and policies, the housing strategy establishes a comprehensive and collaborative framework that ensures housing policies complement broader goals related to infrastructure, environmental sustainability, economic growth, and community well-being. This integration is supported by a table in appendix 3, which outlines relevant strategies and legislation. This table highlights the national context, alongside the local context. Together these components provide a structured and informed basis for the housing strategy to respond effectively to both national objectives and local priorities.

#### Demographic context

- 3.3. The housing strategy is shaped by Shropshire's distinct settlement structure and demographic trends, which influence housing needs and priorities.
  - Shropshire is the second largest inland county in England, covering 3,197 square kilometres (1,234 square miles or 319,730 hectares) With a population density of 102 people per square kilometre (based on mid-2022 estimates), it is characterised by a dispersed and predominantly rural population.
  - Of Shropshire's estimated population of 329,260 people<sup>5</sup>, around 57% live in rural areas<sup>6</sup>. The remainder live in one of the 17 market towns and key centres of varying size, including Ludlow in the south and Oswestry in the north, or in Shrewsbury, the county town. The 2021 Census <sup>7</sup>reported 139,579 households, highlighting the challenges of providing infrastructure and services across a diverse and geographically dispersed population.
  - Shropshire's median age increased from 44-48 years between the last two censuses. The number of residents aged 50-64 rose by 14.7%, while those aged between 35-49 declined by 15.1%. Projections suggest a 33.2% rise in the 65-79 age group by 2043, emphasising the need for affordable, accessible, and age-appropriate housing solutions.
  - Future growth is expected in single person households in the future, particularly among those aged 65 years and older, potentially shifting demand towards specific housing types and increasing the need for social care support.

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<sup>5</sup> ONS Estimated Population mid-2023

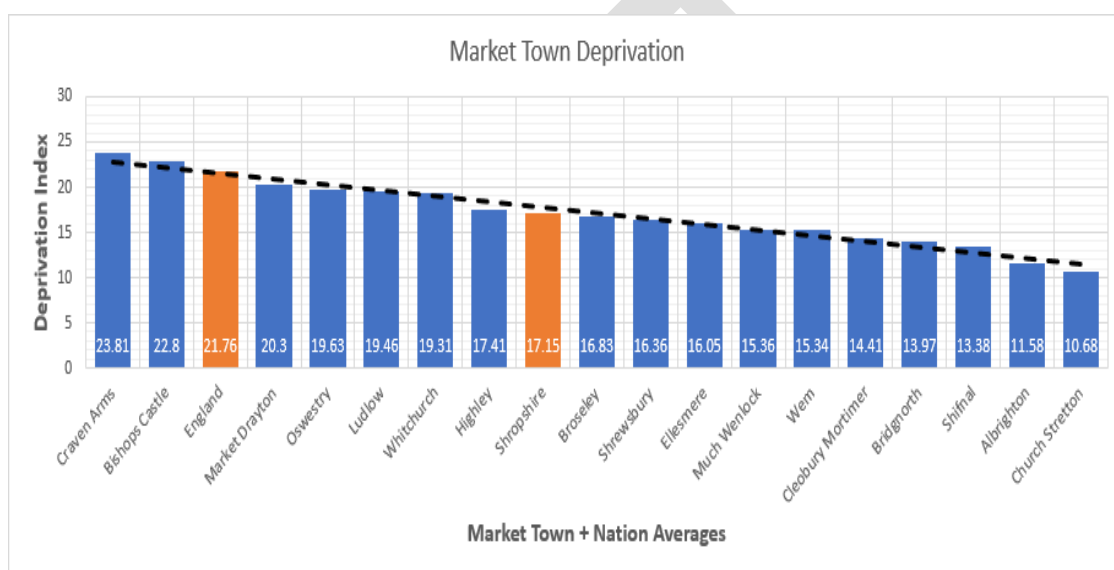
<sup>6</sup> based on 2011 rural/urban classification, using population figures from mid-2022

<sup>7</sup> TS054 - Tenure



- In 2021 68.6% of households (95,784) owned their homes outright or with a mortgage higher than the national average (61.3%) and the West Midlands (62.8%). This tenure group has increased by 6.8% since 2011, although its proportion of all households has slightly decreased.
- The Index of Multiple Deprivation (IMD) highlights relative deprivation levels. Craven Arms with an IMD score of 23.81, is higher than Shropshire overall (**17.15**) and has higher levels of deprivation than the national average (**21.76**).

### Graph of Deprivation Index<sup>8</sup>



### Place Plans

- 3.4. Place Plans are key documents that identify and adapt to the local infrastructure needs of communities across Shropshire. Infrastructure encompasses utilities such as electricity, gas, and water, as well as roads, schools, open spaces, flood defences, broadband, health facilities, leisure facilities, and more. Shropshire is divided into 18 Place Plan areas, each with its own plan. More information is available online.
- 3.5. The Place Plans play an important role in the production and implementation of the Local Plan. They provide critical evidence and are a material consideration in the planning process, helping to determine whether development proposals are supported by the necessary infrastructure.
- 3.6. Additionally, the Place Plans inform the development of the [Shropshire Strategic Infrastructure and Investment Plan \(SIIP\)](#). This document identifies, prioritises, and aligns investment plans with strategic infrastructure providers. By adopting an integrated approach, the Strategic Infrastructure Investment

<sup>8</sup> Shown here is a graph detailing the deprivation indexes of all the market towns in Shropshire, seen in **blue**. Notably, the county has a greater average than the average in England, where both are shown in **bronze**.

Plan establishes a shared vision for prioritising investment and delivery where they are most needed. In doing so, it drives the objectives of the Local Plan and the Economic Growth Strategy, helping to unlock Shropshire's full potential.

## **Employment**

- 3.7. According to the Office for National Statistics<sup>9</sup>, 83.5% of people in Shropshire are economically active. However, this is expected to decline significantly by 2043 due to an ageing population. Economic inactivity from retirement has increased by 20.7% since 2011, compared to the national growth rate of 8.4%, reflecting Shropshire's older demographic profile. Rural communities in Shropshire have fewer working age residents, with 59% of rural residents nationally aged between 16 and 64 years, in 2020, compared to 64% in urban areas<sup>10</sup>. This trend shapes the unique characteristics of Shropshire's rural areas and their housing needs.
- 3.8. Shropshire is also one of the most self-contained local authority areas in England, with 71% of working residents employed within the county. However, the southern part of Shropshire sees higher rates of out-commuting. Workers commuting outside the county tend to earn higher wages compared to those employed locally, highlighting Shropshire's low-wage economy. This is further reflected in the county's gross value added (GVA), which is below the England average, with the gap continuing to grow<sup>11</sup>.
- 3.9. Employment in Shropshire is dominated by small and medium-sized enterprises (SMEs), particularly in agriculture and land-based industries, which are more prominent here than in many other parts of England. Health and care services also play a key role, accounting for one in seven jobs, while manufacturing and retail each represent approximately 10% of local employment. In recent years, professional services, property, accommodation, and food services have grown, driven by the county's expanding visitor economy and its outdoor spaces.
- 3.10. However, Shropshire's housing crisis is increasingly affecting local economic growth. High housing costs are deterring skilled workers, which many businesses depend on. In 2022, 30% of rural small businesses identified difficulties in recruiting skilled staff as their main barrier to growth, according to the Federation of Small Businesses.
- 3.11. Agriculture remains central to Shropshire's economy, employing 10,013 people across 3,686 farm holdings, covering 257,821 hectares of farmland. Beyond its economic contributions, agriculture is at the heart of our rural communities, supporting livelihoods, preserving local traditions, and playing a key role in maintaining the character of Shropshire's countryside. It also ensures the provision of fresh, locally produced food to our communities, strengthening food security and supporting sustainable practices. Many farms also contribute to

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<sup>9</sup> [Labour Market Profile - Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/)

<sup>10</sup> [Population Statistics for Rural England - GOV.UK](https://www.gov.uk/population-statistics/rural-england)

<sup>11</sup> <https://www.shropshire.gov.uk/media/16291/community-and-rural-strategy.pdf>

protecting and managing the natural environment, with efforts to preserve biodiversity, improve soil health and tackle climate change.

### **Key workers**

- 3.12. Affordable housing for key workers is a critical issue in Shropshire, particularly as demand grows. This includes home care workers, health professionals, those working in education, emergency services, transportation, utilities, and others whose roles are vital to public welfare and infrastructure.
- 3.13. To tackle this challenge, the councils housing company, Cornovii Development, plans to deliver 30 private rented sector homes by August 2025, with priority for key workers who meet the local lettings criteria. This initiative aims to provide stable, affordable housing for essential workers, helping to retain critical talent in Shrewsbury.
- 3.14. According to the Office for National Statistics (ONS 2019 Census), 35.6% of Shropshire's workforce are classified as key workers. Addressing the housing needs of key workers locally would reduce commute times and improve access to vital services, particularly in rural areas and in places with older populations, where the gap between salaries and house prices is widest.
- 3.15. The Council recognises the broader challenges in recruiting and retaining public sector workers and skilled employees across industries. By reducing housing barriers and aligning solutions with employers' needs, Shropshire can better support its workforce while enhancing community well-being.

### **Opportunities**

The Council is committed to working closely with stakeholders and key employers to explore solutions that address the housing needs of essential workers across the county.

These opportunities include:

Expanding private rented sector initiatives like those delivered by Cornovii Developments to other areas of Shropshire.

Collaborating with key employers to better understand the housing requirements of their workforce and align housing solutions with recruitment and retention strategies.

Promoting tailored initiatives for key and essential worker housing to ensure employees can live and work locally.

Support housing opportunities that encourage skilled employees to settle in Shropshire, strengthening both the local economy and community cohesion.

## Challenges

- 3.16. The Council faces several significant challenges that impact residents, communities, and housing in Shropshire. These include:
- Supporting an ageing population in maintaining independence.
  - Addressing the unique needs of sparsely populated rural communities and areas of deprivation.
  - Tackling significant inequalities in health and social outcomes.
  - Navigating a low-wage economy.
  - Improving housing affordability and ensuring access to high-quality homes with adequate supply to meet demand.
  - Preventing homelessness and ending rough sleeping.
  - Reducing long waiting lists for social housing.
  - Increasing the availability of specialist housing with appropriate care and support.
  - Addressing the growing number of single-person households.
  - Enhancing the energy efficiency of housing stock and reducing fuel poverty.
  - Mitigating the impacts of climate change on communities and housing.
- 3.17. The COVID-19 pandemic further strained Shropshire's housing market, exacerbating issues of availability and affordability. It also highlighted the long-term challenges, including entrenched deprivation, weakened support infrastructure, and the need for better housing support. Additionally, the ongoing cost-of-living crisis is creating emerging pressures, the full impact of which is only now starting to be felt across our communities.
- 3.18. After reviewing the current housing market, needs assessments, population changes, health data, and housing policies, we have identified five key priorities for the next five years. These priorities align with those outlined in the previous housing strategy, offering the flexibility to focus on specific actions and outcomes. This approach ensures we meet housing needs in a targeted and effective way.

### **Strengthening Strategic Housing and Collaboration**

The Council should recognise the strategic importance of housing and its role in planning, social care, and economic development. Strengthening collaboration across these areas, particularly with health and social care teams, will help us better meet the needs of vulnerable residents, improve service capacity, and ease pressure on resources.

### **Promoting a Place-Based Approach**

The Council should adopt a place-based approach to housing and economic development. This involves commissioning affordable and supported housing based on evidence and local need, ensuring housing priorities are met in the right locations. Shropshire's diverse communities, both rural and urban, require a range of housing solutions to address their unique needs.

## **4. Priority 1 Meeting Housing Needs**

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

- 4.1. The following section outlines these needs, highlighting the unique challenges and opportunities posed by geographical variations.
- 4.2. We recognise that housing needs are closely linked to broader place-shaping policies and the availability of supporting infrastructure. One key challenge, especially in rural areas, is ensuring access to affordable housing across all tenures. The shortage of affordable housing often drives young people to leave their communities in search of affordable options, contributing to an aging rural population. Additionally, there is often a disconnect between available housing and local employment opportunities. Addressing this requires an adequate supply of affordable one- and two-bedroom properties, along with new employment and educational facilities, to help individuals stay in their communities as they transition to independence.
- 4.3. Shropshire also faces significant gaps in supported housing for specific client groups, as identified in the [Independent Living and Specialist Accommodation Strategy](#), approved in September 2024. To address these needs, the Council actively supports the *Shropshire Plan*, along with the *Shropshire, Telford and Wrekin Joint Forward Plan* and the *Joint Health and Wellbeing Strategy*.
- 4.4. Through the Shropshire Integrated Place Partnership, we are working collaborating to enhance service delivery, improve population health, and build strong, inclusive communities that reduce inequalities.
- 4.5. Key priorities include:
  - Preventing and tackling homelessness
  - Addressing the needs of our ageing population
  - Meeting supported housing needs
  - Responding to the specific housing needs of particular groups

### **Housing Commissioning Model for Supported Housing**

To address gaps in supported housing, the Council will implement a strategic housing commissioning model targeting specific client groups. This model will define supported housing requirements through the local housing authority and collaborate with private registered providers to meet these needs, ensuring compliance with relevant procurement standards for care and support services.

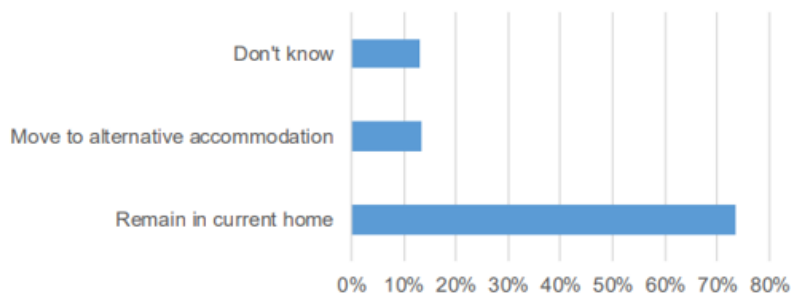
### **Collaborating with Shropshire Town and Rural Housing**

If private providers are unable to meet these needs, the Council will work with Shropshire Town and Rural Housing, using the Housing Revenue Account (HRA) to deliver the necessary supported housing, including move-on accommodation. This strategy aims to ensure the Council meets its statutory obligations in supported housing, improving the availability, quality, and sustainability of housing services for Shropshire's residents.

## **Addressing the Needs of Our Aging Population**

- 4.6. As our population ages, the challenges we face will intensify. A growing number of retirees are struggling to afford private rents and rely on housing benefits, with limited access to social housing. The number of private renters 65 years and above is projected to double by 2046, reaching 12% of all households of this age. By 2060, the benefit bill for older people could reach £16bn on today's trends, compared to only £6bn today<sup>12</sup>.
- 4.7. Currently, an estimated 87,300 individuals aged 65 and over reside in Shropshire. This figure is expected to increase by around 42.75%, reaching approximately 124,600 by 2040. Given Shropshire's higher proportion of older residents compared to the national average, it is essential to adapt our housing options to meet their needs.
- 4.8. We aim to ensure that larger development sites include housing specifically designed for older adults, with flexibility to tailor housing types and support levels to suit individual site conditions. In 2022, Shropshire council conducted a Housing Needs Survey to better understand local housing demands. Residents randomly selected and stratified by place plan area, shared their intentions to move over the next five years.

### **Over 55's future housing intentions**



Source: Housing Needs Survey, 2022

<sup>12</sup> [What about the older generation rent? - ILCUK](#)

- 4.9. Among those who wished to move, the greatest need was for bungalows (47%), followed by houses (22%). Around a quarter of respondents expressed interest in moving to older person or age-restricted housing.

### Supporting Older Adults

To enhance housing for older adults, the Council will focus on developing accessible, adaptable housing solutions, working closely with Shropshire Town and Rural Housing, private developers, and health and social care partners. This includes increasing the availability of affordable routes to homeownership, such as older person shared ownership and low-cost homeownership, as well as exploring the potential for more retirement housing options, including rental and shared ownership models.

The Council will also explore the demand for older-person shared ownership and evaluate ways to incorporate these into extra care or sheltered housing schemes. These housing options will include essential amenities such as onsite management and care officers, while keeping costs manageable.

In line with the [Independent Living and Specialist Accommodation Strategy 2023-2028](#), the Council will continue to promote mixed communities with integrated care services and advanced digital technologies, allowing residents to age in place. The aim is to offer flexible, adaptable housing that evolves with the needs of the community and ensures older adults can maintain their independence.

### Meeting Supported Housing Needs of Specific Groups

- 4.10. Supported housing needs vary across Shropshire are diverse and include individuals with physical and learning disabilities, neurodivergent people and residents experiencing mental health challenges. Data from the 2021 Census highlights that a significant portion of Shropshire's population is affected by health issues or disabilities, highlighting the importance of targeted and accessible housing solutions. This includes the notable shortage of family-adapted properties through inclusive specialist developments.

### Long term health problem or disability

	Shropshire Local Authority		West Midlands Region		England Country	
	count	%	count	%	count	%
All usual residents	323,606	100.0	5,950,757	100.0	56,490,048	100.0
Disabled under the Equality Act: Day-to-day activities limited a lot	24,375	7.5	468,264	7.9	4,140,357	7.3
Disabled under the Equality Act: Day-to-day activities limited a little	35,615	11.0	609,215	10.2	5,634,153	10.0
Not disabled under the Equality Act: Has long term physical or mental health condition but day-to-day activities are not limited	23,887	7.4	385,933	6.5	3,856,029	6.8
Not disabled under the Equality Act: No long term physical or mental health conditions	239,729	74.1	4,487,345	75.4	42,859,509	75.9

In order to protect against disclosure of personal information, records have been swapped between different geographic areas and counts perturbed by small amounts. Small counts at the lowest geographies will be most affected.

Source: ONS - 2021 Census (TS038)

Source: ONS (2021 Census)



4.11. Compared to the national and regional averages, Shropshire has a notably higher proportion of residents experiencing limitations in daily activities due to health or disability. Specifically, 7.5% of Shropshire residents are significantly limited in their daily activities, which is slightly lower than the West Midlands (7.9%) but higher than the national average (7.3%). Additionally, 11% of Shropshire residents report that their day-to-day activities are limited a little, which is higher than both the West Midlands (10.2%) and England (10%). While some individuals with such support needs may require specialist accommodation, many may prefer to remain in their own homes with suitable support. Collaborative work with registered providers is essential to deliver innovative supported housing models for working-age residents.

### Disability in Shropshire, England and the West Midlands 2021 (Age Standardised Proportions)<sup>13</sup>

Disability	Shropshire	West Midlands	England
Disabled under the Equality Act: Day-to-day activities limited a lot	6.7	8.0	7.5
Disabled under the Equality Act: Day-to-day activities limited a little	10.2	10.4	10.2
Not disabled under the Equality Act	83.0	81.5	82.3

### Physical Disabilities

4.12. People with physical disabilities in Shropshire have varying needs, from mild to profound, often accompanied by complex conditions such as learning disabilities or mental health challenges. Person-centred support from multiple agencies is key to ensure these individuals can live independently and sustain tenancies.

4.13. To meet accessibility requirements, [the emerging Shropshire Local Plan](#) is proposing a greater focus on accessible and adaptable housing, in recognition of the importance of these forms of houses in meeting local needs. Draft policies are proposing that:

- a. All housing specifically designed for older people or those with disabilities and special needs will be built to the M4(3) (wheelchair user dwellings) standard within Building Regulations.
- b. On sites of 5 or more dwellings, at least 5% of the dwellings will be built to the M4(3) (wheelchair user dwellings) standard within Building Regulations and a further 70% of the dwellings will be built to the M4(2) (accessible and adaptable dwellings) or higher standard within Building Regulations, unless site-specific factors indicate that step-free access cannot be achieved.
- c. All dwellings on sites of less than 5 dwellings and the remaining dwellings on sites of 5 or more dwellings that are not subject to the requirements of Paragraph 3 of this Policy are strongly encouraged to achieve the M4(2)

<sup>13</sup> [census-2021-health-disability-and-unpaid-care.pdf](#)



(accessible and adaptable dwellings) standard within Building Regulations or higher.

- d. All housing designed to M4(3) (wheelchair user dwellings) standard within Building Regulations must also be designed to be 'friendly' to those with dementia and to those with disabilities and special needs.
- e. All housing designed to M4(2) (accessible and adaptable dwellings) within Building Regulations is strongly encouraged to be designed to be 'friendly' to those with dementia and to those with disabilities and special needs.

4.14. People with physical disabilities will need supported accommodation that is suitable to their need, including wheelchair accessible and adaptations. Dependent on age, there are extra care housing or sheltered housing schemes, which are primarily for people aged 55+, but exemptions may apply if no other housing option is available, although it is not ideal for younger people living in an older person's scheme. Other forms of housing available are registered provider owned bungalows. These are not age restricted to people with a physical disability, however not all are wheelchair accessible. These properties may require floating support from multiple agencies and live in carers to meet the housing and care needs of the individual.

4.15. 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. Collaboration between the Council, registered providers and care providers is crucial to securing suitable accommodation tailored to the diverse needs of people with physical disabilities.

#### **Learning Disabilities and/or people with neurodiverse conditions.**

4.16. People with learning disabilities and/or people with neurodiverse conditions and other cognitive differences, often face unique challenges in communication, daily living, and understanding their environment. Housing for this group must support independence and skill development, while providing appropriate practical assistance. For individuals on the autism spectrum, housing arrangements should be designed to minimise stressors and create a calming environment. This includes incorporating design considerations to reduce stress and anxiety, ultimately helping to avoid the risk of situations that may lead to placement breakdowns or hospital admissions.

4.17. *"By 2030, Shropshire is projected to see an increase of 6.5% in residents aged 18 years and over with a learning disability. This is a rise of 411 people from 6,347 in 2023 to 6,758 in 2030<sup>14</sup>. The number of people aged 18 years and over with an autistic spectrum disorder is projected to grow by 176 people from 2,705 in 2023 to 2,881 in 2030.<sup>15</sup>"* These projections highlight the importance of planning for future housing needs.

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<sup>14</sup> The Projections are available from the [PANSI](#) and [POPPI](#) websites

<sup>15</sup> projections are based on the 2018 based sub-national population projections which pre-date the 2021 Census. New projections are expected in spring 2025 published by ONS.

- 4.18. The NHS England Transforming Care Programme<sup>16</sup> emphasises that individuals should have the choice about where and with whom they live. Secure and settled accommodation plays a key role in fostering independence and preventing crisis situations. The council is committed to collaborating with the NHS, specialist care providers, and housing associations to deliver sustainable housing solutions, including long-term settled housing with a security of tenure and short-term accommodation to prevent unnecessary hospital admissions.
- 4.19. There is a need to improve access to mainstream general needs housing. This may include housing for people with or without adaptations, supported by floating support services to enable individuals to live independently within the community. Developing community support networks could also provide a model of support, helping individuals to engage with community life while residing in mainstream housing. Some older people may benefit from age-designated supported housing, such as sheltered or retirement housing and extra care schemes.
- 4.20. The Council's housing teams, in conjunction with Occupational Therapy, are dedicated to supporting independent living for people with disabilities. This includes facilitating access to the Major Adaptations Grant (MAG). In September 2024, the Council approved a revised [Home Adaptations Policy](#), which provides clear guidance on the assistance available for home adaptations in Shropshire. The policy focuses on meeting the housing needs of disabled individuals by adapting their homes to promote independence and enable them to live comfortably within their own communities.
- 4.21. Effective integration with social care is essential to meeting the supported housing needs of individuals with learning disabilities, mental health needs, neurodivergent people, and families with children with disabilities. The council now has an opportunity to align its resources to address these supported housing needs effectively.

### **Looked after Children and Care Leavers**

- 4.22. Maintaining a structured housing pathway for care leavers, developed in partnership with Children and Young People Services, is a key priority. The [joint Housing protocols for Care Leavers: good practice advice](#) outlines the roles and responsibilities of Shropshire's agencies in supporting care leavers as they transition to adult life. This includes helping those at risk of homelessness or in need of housing advice. Ensuring this pathway is consistently resourced and effectively supported is essential for long-term success.
- 4.23. This approach helps mitigate the negative impacts of instability on mental health and wellbeing that many care leavers experience, while providing a smoother and more supportive transition into adult life. The '[Shropshire Council Care Leavers Local Offer 2024](#)' guidance (under review) further emphasises that this pathway should detail the services and support available to assist care leavers in moving towards independent living, which the local authority provides.

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<sup>16</sup> [model-service-spec-2017.pdf](#)

4.24. To support effective delivery, unitary authorities should work with commissioners to assess local need and closely engage to support planning applications, where appropriate, for accommodation for looked after children as part of the authority's statutory duties for looked after children<sup>17</sup>.

### **Domestic Abuse**

4.25. We recognise the traumatising impact that domestic abuse can have on women and families. In line with the [Shropshire Safe Accommodation Strategy 2022](#), this housing strategy commits to referencing and ensuring compliance with the Domestic Abuse Act 2021, particularly Parts 4 and 7, while adopting the Whole Housing Approach (WHA). Key actions will include:

- Ensuring that all forms of housing, including sheltered and supported accommodation, are safe and appropriate for victims and survivors.
- Providing training for staff to improve responses within these settings, alongside robust referral pathways.
- Reviewing allocation criteria to ensure victims and survivors, including those with additional care and support needs, can access appropriate housing solutions.
- Developing partnerships with specialist domestic abuse services to enhance provision and ensure a joined-up approach to support.

4.26. Shropshire Council has secured funding through the Single Homeless Accommodation Programme (SHAP) to provide supported accommodation for single adults affected by homelessness as a result of domestic abuse. These individuals often face multiple disadvantages, making other forms of safe accommodation unavailable to them. The SHAP funding allows us to apply the [Housing First | Homeless Link](#) principles to break the cycles of homelessness by offering trauma informed support.

### **Gypsy and Traveller and Travelling Showperson Communities**

4.27. Gypsies, Roma and some Travellers have been recognised in law as belonging to recognised minority ethnic groups protected against discrimination by the Equality Act 2010. There is however, a separate planning definition of Gypsies and Travellers (in [Planning Policy for Traveller Sites \(PPTS\) 2024](#)), specifically for the application of planning policy, which encompasses all '*persons of nomadic habit of life whatever their race or origin, including such persons who on grounds only of their own or their family's or dependants' educational or health needs or old age have ceased to travel temporarily or permanently, and all other persons with a cultural tradition of nomadism or of living in a caravan, but excluding members of an organised group of travelling showpeople or circus people travelling together as such.*' Travelling show people are included in policy provisions but covered by a separate definition which references '*Members of a group organised for the purposes of holding fairs, circuses or shows*'.

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<sup>17</sup> Planning for accommodation for looked after children – UK Parliament

- 4.28. Whilst Gypsies and Travellers have traditionally lived nomadic lives in the UK, they have increasingly occupied housing or become settled on sites and there are therefore both caravan pitch or showperson plot and traditional 'bricks and mortar' dwelling needs. Housing needs are addressed through the range of mechanisms set out elsewhere in this strategy.
- 4.29. There is an aspiration at a national level to increase the number of traveller sites with planning permission in suitable locations to both address gaps in provision and maintain supply. Reflecting this national planning policy for Gypsy and Traveller sites requires local authorities to identify and seek to meet the permanent and transit accommodation needs of these communities through the planning process.
- 4.30. We are committed to meeting the accommodation needs of our Gypsy, Traveller, and Travelling Showperson communities in Shropshire by ensuring sufficient pitches and plots are available in appropriate locations that meet both short- and long-term needs. Our approach to development is guided by specific national policy in PPTS 2024<sup>18</sup> in conjunction with more general policy in the National Planning Policy Framework and the relevant strategies and policies within the Adopted Development Plan. These policies together promote a positive response to accommodation needs. This includes providing a framework for considering development proposals as they arise and encouraging sustainable solutions.
- 4.31. Planning for meeting accommodation needs, is informed by regular Gypsy and Traveller accommodation assessments considering the long-term picture, as well as a five-year supply assessment which needs to be updated annually. The approach, outlined in the Shropshire Housing Strategy aligns with the objectives of the adopted Development Plan and emerging draft Shropshire Local Plan. This continuity builds on the priorities established in the previous Housing Strategy, ensuring consistent commitment to meeting the accommodation needs of these communities.
- 4.32. In the past there has been a focus on public pitch provision, but the Government has indicated (in PPTS) that it wishes 'to promote more private traveller site provision' in addition to provision for those who are not able to provide their own sites.
- 4.33. The approach identified will help facilitate the development of more private sites, including, where appropriate, the regularisation of currently unauthorised sites to respond to identified needs within the community. Additionally, the Gypsy and Traveller Accommodation Assessment (GTAA) update is actively working to identify potential opportunities for expanding private sites, reflecting the community's preferences and supporting their accommodation requirements.
- 4.34. The council has a Gypsy and Traveller Site Allocation and Management Policy, which provides a robust framework for the allocation and management of authorised local-authority-run Gypsy and Traveller sites. This policy ensures fair

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<sup>18</sup> [Planning policy for traveller sites - GOV.UK](#)

and consistent site management practices, including allocation of pitches, while supporting the long-term accommodation needs of the community.

- 4.35. National policy requires identifying and addressing Shropshire's likely transit accommodation needs, as outlined in the GTAA. While a private transit site exists, there is currently no public provision in Shropshire. Shropshire Council has obtained planning permission and will develop a temporary traveller site on the northwest edge of Shrewsbury. This site will provide a safe, short-term place for families to stay while passing through the county, supporting transit capacity and helping to manage unauthorised encampments.

#### **Armed Forces Covenant**

- 4.36. The Council is committed to the Armed Forces Covenant. The Council's housing allocations Policy gives additional preference to former members of the Armed Forces and has removed the criteria for local connection where the application is made within five years of discharge. The Housing Options Team has a designated officer for members of the Armed Forces and veterans, who work collaboratively with military charities and partner agencies to ensure that the principles of the Armed Forces Covenant are applied.

#### **Refugees and those granted asylum.**

- 4.37. A more recent challenge has been the settlement of refugees and those granted asylum. In parts of Shropshire, refugees and individuals granted asylum have initially been accommodated in hotels and other temporary accommodation. As these communities begin to settle in local neighbourhoods, there is a need to support them in securing permanent accommodation and to provide on-going support services.
- 4.38. Shropshire has a dedicated resettlement team, alongside a specialist officer within the Housing Options Team who works specifically with this group. We also collaborate with [Shropshire Supports Refugees](#) (SSR), a locally operating charity, to ensure effective support for these individuals and families.

### **Gypsy, Traveller, and Travelling Showperson Communities**

Facilitate the development of suitable private sites, including the regularisation of unauthorised sites where appropriate, to meet identified needs.

- Use the findings from the Gypsy and Traveller Accommodation Assessment (GTAA) to understand requirements for additional pitches and plots, opportunities for site expansion and aspirations within these communities.

### **Domestic Abuse Survivors**

Ensure compliance with the Domestic Abuse Act 2021 and adopt the Whole Housing Approach (WHA) by:

- Expanding access to safe, trauma-informed supported accommodation.
- Partnering with specialist domestic abuse services to enhance provision and ensure a joined-up approach.
- Training staff to respond effectively within supported housing and implementing robust referral pathways.

### **Learning Disabilities and Neurodivergent People**

- Develop smaller, dispersed supported housing schemes and community-based solutions to meet the needs of these populations.
- Plan for the projected increase in people with learning disabilities and autistic spectrum disorders by 2030, ensuring future housing capacity aligns with demand.

### **People with Mental Health Challenges**

- Increase the availability of small-scale and dispersed housing schemes with trauma-informed support for individuals facing mental health challenges.
- Collaborate with care providers to integrate housing and mental health services.

### **Care Leavers and Young People**

- Establish additional move-on units to support care leavers and young people transitioning from 24-7 supported accommodation to independent living.
- Build long-term housing pathways in collaboration with Children and Young People Services, ensuring stability and reducing homelessness risks.

### **Older Adults**

- Address gaps in supported housing for older adults by developing age-appropriate accommodation, such as extra care housing and adapted homes, to meet growing demand.

### **People with Disabilities**

- Expand the availability of wheelchair-accessible housing and ensure new developments comply with accessibility and adaptability standards in the Emerging Shropshire Local Plan.
- Enhance integration between housing teams, occupational therapy, and social care to facilitate independent living through adaptations and floating support.

### **Ex-Offenders**

- Provide safe, supported accommodation to aid reintegration and reduce reoffending risks.



## 5. Priority 2 Affordable and Accessible Housing

**To ensure people unable to access housing through the open market can secure affordable and appropriate housing options that meets their needs.**

- 5.1. Affordable housing is defined by the [National Policy Framework](#); 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 is for essential local workers<sup>19</sup>); further definitions of affordable housing is contained at Appendix 3.
- 5.2. Affordable homes are planned for by local authorities and delivered by housing associations, private developers, and local councils. Over the last five years, approximately half of all new affordable homes were provided through developer contributions, as per data from the Ministry of Housing, Communities and Local Government MHCLG<sup>20</sup>(formerly the Department for Levelling Up, Housing and Communities. The remaining affordable homes were largely funded through the [Government's Affordable Homes Programme](#) which aimed to deliver up to 180,000 affordable homes nationwide between 2019 and 2022. In the 2024 budget, an additional funding package for affordable housing was announced; however, the full details and impact of this funding are yet to be confirmed.
- 5.3. Shropshire Council policy requires at least 10% of homes in major residential developments must be affordable. These homes are typically delivered at the developer's expense and transferred to a registered provider. Some schemes, such as those led by local authorities, are designated as 100% affordable housing. The proportion of affordable housing in a development varies depending on factors such as local policies, housing needs and project viability.
- 5.4. The emerging Shropshire Local plan introduces further policies to ensure affordable housing provision meets local need. Notably, it recognises the significant demand for affordable rental homes, proposing a tenure split 70% social or affordable rent and 30% low-cost home ownership or other affordable housing (unless evidence of local needs indicates otherwise).
- 5.5. Affordability remains a challenge in Shropshire, driven by wider socio-economic factors such as wage levels, skills, and the availability of skilled jobs. While the council's Housing Strategy does not directly address these economic challenges, they are outlined here to demonstrate that housing affordability is interconnected with broader economic and social issues, which are addressed throughout the councils [Economic Growth Strategy](#).
- 5.6. Demand for housing in Shropshire is very strong, with high house prices and rising rents making it increasingly difficult for lower-paid workers, vulnerable people, and first-time buyers to access housing. Data from the Office for National Statistics and HM Land Registry indicates that the average house price in Shropshire was £279,000 in July 2024, up from £269,000 in July 2023

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<sup>19</sup> [Fact Sheet 9: What is affordable housing? - GOV.UK](#)

<sup>20</sup> [Ministry of Housing, Communities and Local Government - GOV.UK](#)

(revised), a 3.6% increase<sup>21</sup>. On average, Shropshire households need 8.3 times their annual earnings to buy a median priced house.

- 5.7. Private rents are also increasing significantly. As of September 2024, the average rent for a one-bedroom property was £555 per calendar month, nearly 16% higher than the local housing allowance cap of £473.72, which is the maximum level covered by Housing Benefit. Furthermore, rents for one-bedroom properties rose by 10.1% in October 2024, compared to a 9.6% increase in August 2024.
- 5.8. The Shropshire housing market faces additional pressures from second homes and holiday lets, particularly those operating under the Airbnb model. While specific data on Airbnb properties is not captured in the 2021 Census, the census does record<sup>22</sup>, holiday homes, which are often detached (33.0%) compared to semi-detached houses, the most common type for all homes.
- 5.9. To address concerns regarding short-term lets, the council is actively monitoring national policy discussions on the regulation of short-term residential lets. Though no new legislation has yet been introduced locally, the council remains committed to:
- Reviewing and implementing any new legislation as it becomes available, striking a balance between the economic benefits of increased visitor spending and the availability of homes for local residents.
  - Working with the housing sub-group of the Marches Strategic Infrastructure Partnership and other emerging regional and subregional alliances to lobby for legislative action to address the impact of short-term lets on housing availability.
- 5.10. At the same time, empty homes remain an issue in the county, contributing to housing pressures. The council has established policies aimed at reducing the impact of long-term empty properties on housing demand. Council tax premiums are applied to substantially unfurnished properties based on how long they remain empty, with the goal of encouraging owners to bring these homes back into use.

Period Property Empty	Council Tax Charge	Premium Owed
< 1 Month	0	0
1-12 Months	100%	0
1-5 Years	100%	100%
5-10 Years	100%	200%
10 + Years	100%	300%

<sup>21</sup> Source: UK House Price Index from Office for National Statistics and HM Land Registry

<sup>22</sup> [More than 1 in 10 addresses used as holiday homes in some areas of England and Wales - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk)



### **Collaborative Development**

Collaborative working and co-production with registered providers, developers and community stakeholders will be the key to delivering affordable housing that meets local needs. The council will work to ensure that housing align with the local plans and the economic growth strategy, incorporating the necessary infrastructure to create sustainable communities.

### **Accessible and Adaptable Homes**

Recognising that households needs evolve over time, new housing developments should prioritise designs that are accessible and adaptable. These homes should support diverse populations, including older adults, people with disabilities, and growing families, ensuring long-term suitability.

### **Tackling Empty Homes**

The council will continue to use council tax premiums and other powers to encourage owners to bring empty properties back into use, reducing pressure on the housing market.

### **Evidence-Based Planning**

The council will use housing needs assessments and ongoing data analysis to inform the location, type, and tenure of housing developments. This evidence-based approach will ensure that housing delivery aligns with current and future demand.

### **Community Engagement through Place Plans**

Local communities will be engaged in the planning and delivery process primarily through the development and implementation of individual Place Plans. These plans ensure that local priorities and aspirations are reflected in housing developments, balancing the community needs with broader strategic objectives. By promoting transparency and encouraging open dialogue, the council aims to build public support and deliver housing solutions that benefit both residents and the wider economy.

### **Incentivising Affordable Housing Development**

The council will explore opportunities to incentivise the construction of 100% affordable housing developments where feasible.

## Rural exception sites

- 5.11. The delivery of rural exception sites, in line with national policy guidance, ensures that these sites are exclusively reserved for affordable housing. These homes provide long-term benefits to local people struggling to find an affordable places to live, remaining affordable, an arrangement which will last in permanence (in perpetuity). To further increase affordable housing in rural areas and strengthen local communities, we offer a self-build scheme that allows eligible individuals to construct their own affordable home on designated single-plot sites.
- 5.12. Rural exceptions sites are granted planning permission outside the normal policies to meet local housing needs. Homes on these sites are reserved for people with strong local ties, such as connections to specific parishes, who cannot afford market-rate housing. This approach encourages landowners and individuals with the resources to invest in long-term community benefits.
- 5.13. Homes built under this scheme are sold at a fixed price, typically at 60% of the market value, ensuring they remain affordable for future local buyers. A legal agreement ensures that any new buyers meet the local needs criteria and purchase the property at an affordable price.
- 5.14. While affordable rural housing projects are typically small in scale, they yield significant benefits, contributing to community stability and local economic growth. For example, building just 10 homes can generate an economic boost of £1.4m, support 26 local jobs, and secure a net return of approximately £250,000 for the treasury, not accounting for other local multiplier effects<sup>23</sup>.
- 5.15. Given the challenges in achieving economies of scale, housing associations often rely on low-cost rural exception sites and a steady, flexible grant programme from Homes England to ensure financial viability.
- 5.16. **Affordable home ownership**
- Review all land assets to identify opportunities for new housing, both affordable and market homes.
  - Collaborate with partners to better understand the need for key worker accommodation across the county.
  - Promote shared ownership, which offers an opportunity for people to step onto the property ladder by purchasing a share of a property, while paying a reduced rent on the remaining portion owned by the housing association.

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<sup>23</sup> [A-Manifesto-for-Delivering-Thriving-Rural-Communities-Through-Affordable-Housing.pdf](#)

### 5.17. **Affordable housing for rent**

The council will continue to collaborate with registered providers, housing associations, and developers to deliver affordable rented homes. Key actions to support this goal include:

- Identifying strategic sites to increase the supply of residential dwellings.
- Maximising Homes England grant funding to support affordable housing delivery.
- Increasing the supply of affordable homes linked to local income levels.
- Identifying gaps in housing supply and share this information with developers.
- Expanding private rented sector (PRS) initiatives like those delivered by Cornovii Developments to other areas of Shropshire.
- Ensuring the expansion of the private rented sector is incorporated into the local plan.

#### **The Council's Commitment to Affordable Housing in Rural Communities**

In partnership with Homes England, the council will develop an enhanced pipeline for rural affordable housing, ensuring that all schemes delivered in rural areas are digitally enabled. This will provide residents with essential access to modern technology and connectivity. By securing the necessary investment, this collaborative approach will support the delivery of high-quality homes that meet the specific needs rural communities, offering the right mix of home types and tenure to support sustainable rural living.

## **6. Priority 3 Preventing Homelessness and Supporting Resettlement**

**Work to reduce and prevent households from becoming homeless, and where this is not possible ensuring safe, secure accommodation with pathways to resettlement.**

- 6.1. In 2023, a comprehensive review of homelessness in Shropshire was completed, informing the updated [Preventing Homelessness and Rough Sleeping Strategy](#). The review highlighted key successes from the previous strategy and identified the need for housing options that provide the appropriate level of support for individuals with complex or additional needs.
- 6.2. Recognising that homelessness is a multifaceted issue, the strategy emphasises that tackling homelessness requires a coordinated cross-cutting partnership approach.
- 6.3. In 2024, Shropshire Council adopted this updated strategy, which sets out a proactive, partnership-based approach to preventing homelessness.
- 6.4. The rising cost of living, financial pressures, and the limited availability in the private rental sector properties are anticipated to lead to an increase in homelessness. While many homeless individuals may have a roof over their

heads, they often lack a stable, permanent accommodation, which is crucial for rebuilding their lives.

- 6.5. The Council acknowledging all forms of homelessness, including hidden homelessness. Individuals in these situations may be staying with family or friends, sofa surfing, or living in makeshift shelters in unsafe or remote areas. This vulnerable group is often excluded from official statistics, yet it represents a significant portion of single homeless people in England. Many are ineligible for support or have not reached out for assistance.
- 6.6. [Shropshire's Health and Wellbeing Strategy 2022-2027](#) highlights that Shropshire fares worse than the national average in certain health outcomes, including the rate of statutory homelessness and the proportion of homeless people who are not in priority need. This highlights the challenges faced by those who are homeless but do not qualify for statutory support, making them more vulnerable to long-term instability.
- 6.7. For those that do qualify for support, the Council has a legal duty to provide temporary and interim accommodation to eligible homeless households. This has led to an increased reliance on temporary accommodation options, such as bed and breakfasts (B&Bs), private sector rentals, and council-managed temporary units. These options have contributed to rising costs, which are expected to continue as more households face the threat of homelessness. The cost of providing temporary accommodation increased from £1,787,992.08 in 2020/2021 to £1,853,943.15 in 2023/2024.
- 6.8. Shropshire currently has approximately 18 rough sleepers (as of Quarter 3, 2024/2025), many of whom have high support needs, including histories of substance misuse, mental and physical health challenges, and contact with the criminal justice system. It is also recognised that some individuals may be unwilling to change their lifestyle and are involved in anti-social behaviour. The Council's rough sleeping team continues to pro-actively address these challenges, providing targeted interventions and support to prevent reoccurrence. The overall goal remains to ensure that rough sleeping in Shropshire is rare, brief, and non-recurrent<sup>24</sup>.
- 6.9. To address these challenges, Shropshire Council collaborates with local prevention and support services, through the Shropshire Homelessness Partnership Forum. This partnership utilises a range of prevention tools, applies best practices, and implements tailored interventions to reduce homelessness across the county.
- 6.10. The previous housing strategy identified opportunities for improving temporary accommodation solutions, acknowledging that the current options were not ideal for the health and well-being of residents or cost effective for the Council. In response, the council has focused on practical initiatives to improve both the quality and availability of temporary accommodation, supporting residents on their path to independent, stable housing.

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<sup>24</sup> [Defining an end to rough sleeping](#)

- 6.11. Key initiatives include the conversion of a former residential home in Shrewsbury into a supported housing scheme. This will provide residents with tenancy management experience and help them develop skills essential for independent living.
- 6.12. Repurposing student housing for temporary accommodation for the next three years, offering 61 ensuite rooms for single individuals who are statutorily homeless or at risk. This will enhance the quality of temporary housing options while reducing costs.
- 6.13. Acquisition of a vacant property in Bridgnorth to be converted into housing units for single people, in a bid to increase the offer of accommodation for those who are homeless or at risk of homelessness in Shropshire which will be jointly managed by Shropshire Council and Shropshire Town and Rural Housing.
- 6.14. Development of a new single assessment centre in Shrewsbury Town Centre, with 10 one-bed units, set to open by May 2025. The centre will offer sustainable, move-on housing, supporting vulnerable individuals in their transition to stable, permanent homes. This will be jointly managed by Shropshire Council and STAR Housing.

We are committed to delivering innovative and enhanced accommodation solutions, including both new and improved temporary housing options. By strengthening support services and ensuring better access to resources, we aim to provide comprehensive assistance to those at risk.

Following an in-depth homelessness review, we developed a new Preventing Homelessness and Rough Sleeping Strategy, which was approved on 11 September 2024. Our priority is now to fully implement the strategy by integrating homelessness prevention and support services. Through a range of proven prevention tools, best practices, and targeted interventions, we aim to tackle the root causes of homelessness and help individuals maintain secure, long-term housing.

- 6.15. The Government have committed an additional £230 million in funding to tackle rough sleeping and homelessness during the 2024/25 financial year. This will bring total spending on tackling homelessness in 2025/2026 up to £1 billion. This money will directly fund critical services to prevent homelessness and support people into secure, stable housing - helping those at risk of homelessness to pay deposits and negotiate with landlords, reducing the overall need for temporary accommodation<sup>25</sup>.

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<sup>25</sup> [Emergency fund launched for rough sleepers this winter - GOV.UK](#)

To support the long-term success of these initiatives and reduce reliance on temporary accommodation, it is vital that the Council continues to work closely with registered providers and stakeholders to facilitate the supply of new housing to include affordable one-bedroom rental properties across the county. This will be crucial in preventing bottlenecks in the temporary accommodation system, allowing individuals who are homeless or at risk of homelessness to successfully transition to permanent housing. This approach will ensure that, beyond reducing the need for costly B&B placements, there is sufficient capacity to enable sustainable move-on options, facilitating the development of independent living for those in need. The Council should particularly prioritise the delivery of affordable rental units rather than shared ownership models, given the specific needs of this group.

We also need to meet the needs of single person households, especially those who are vulnerable. We have a high proportion of single person households in the county and a limited amount of suitable accommodation in the private rented sector, only around 13.7% of the general needs social housing stock available for single people. A combination of increasing pressure on welfare benefits, including Universal Credit, plus increasing demand for private rented properties leading to higher rents is likely to reduce availability in the future. The provision of single person accommodation in the social rented sector needs to be increased and we will work with partners to increase this provision to meet this need.

We will enable the development and delivery of the local plan to ensure that new homes built in Shropshire meet the diverse needs of residents. By aligning housing delivery with the Local Plan objectives, we aim to create sustainable, high quality and inclusive communities that cater to current and future generations.

## **7. Priority 4 Access to Diverse Housing Options**

**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.**

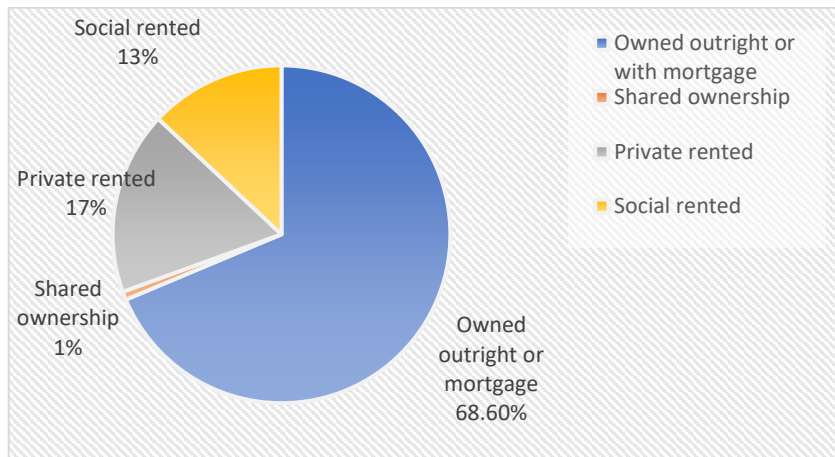
### **Housing profile**

- 7.1. The 2021 Census<sup>26</sup> revealed there were 139,579 households living in Shropshire in March 2021, 68.6% of these households (95,784) lived in accommodation that they owned outright or owned with a mortgage or loan. This proportion is significantly higher than England (61.3%) and the West Midlands (62.8%). Since the 2011 Census, the number of households (89,688) in this tenure group has risen by 6.8%, with the percentage of all households falling slightly from 69.2% in Shropshire.

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<sup>26</sup> [2021 Census Profile for areas in England and Wales - Nomis \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/census/2021)

## Type by tenure



Source: Census 2021

## House type

- 7.2. The 2021 Census data revealed that 41% of Shropshire households lived in detached housing, with 33.5% in semi-detached housing, 15.8% in terraced accommodation, 8.9% in flats/maisonettes or apartments and 0.8% in a caravan, other mobile home or temporary structure.
- 7.3. The 2021 Census highlights a significant mismatch between Shropshire's housing stock and the average housing needs of its residents. For example, the county-wide average need for one-bedroom homes stands at 16%, yet only 7% of the existing housing stock consists of one-bedroom properties. Conversely, while the need for four or more bedrooms averages 7%, these homes account for 26% of the housing stock.

## Shropshire average bedroom need as compared with existing housing stock

	Shropshire wide average need	Existing housing stock (2021 census)
1 bedroom	16%	7%
2 bedrooms	46%	24%
3 bedrooms	30%	42%
4 or more bedrooms	7%	26%

Source: [ONS, Number of bedrooms, Census 2021](#)

- 7.4. This data clearly supports the need to deliver more one-bedroom homes to meet the growing demand, particularly for single households, older people downsizing, and younger individuals starting their housing journey. However, despite the evidence indicating a lower average need for four-bedroom



properties, the Council continues to receive growing inquiries and requests for larger family homes. Such properties are challenging to secure through registered providers due to their exceptional nature, leaving a gap in provision for larger families who often face difficulty finding suitable accommodation.

### **House prices, rental values and affordability**

7.5. The average house price in Shropshire was £283,000 in August 2024 (provisional), up 4.9% from August 2023<sup>27</sup>. In the year to August 2024, the average price for semi-detached properties in Shropshire rose by 6.4%, while the average price for detached properties increased by 3.6%. For each property type, average prices as of August 2024 in Shropshire were:

- Detached properties: £404,000
- Semi-detached properties: £265,000
- Terraced properties: £213,000
- Flats and maisonettes: £148,000

7.6. House prices are typically higher in the south of the county, and this reflects where a higher proportion of stock is detached.

7.7. The provisional average price paid by first-time buyers was £230,000 in August 2024. This was 6.0% higher than the average of £217,000 in August 2023. The average price of a home bought with a mortgage in Shropshire was £289,000 in August 2024 (provisional). This was 5.3% higher than the average of £274,000 in August 2023 (revised).

### **Shared ownership**

7.8. Shared ownership offers a viable solution for households assessed as unable to afford market-rate homes but capable of managing expenses of a low-cost home ownership property. Typically offered by housing associations, shared ownership options can vary based on the percentage of the property purchased and the associated rents on the remaining portion. However, it is essential to recognise that this option may still exclude people who do not have the financial means to participate.

7.9. In Shropshire, the affordability challenges associated with housing have been further exacerbated by a combination of factors. Despite having a lower ratio of house prices to incomes compared to the national average, the area still struggles with high house prices relative to the often-lower incomes of its residents. The longstanding issue has been intensified by the recent surge in mortgage interest rates, creating a scenario where the traditional home ownership in the open market becomes financially unattainable for many.

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<sup>27</sup> Source: UK House Price Index from Office for National Statistics and HM Land Registry



## Private Rented Sector (PRS)

7.10. It is estimated that only 17.5% of housing stock in Shropshire is for private rent as compared to the England average of 20.5% (2021 Census). Much of which is not affordable to residents on low incomes, especially as rents are often above the Local Housing Allowance levels. Despite this statistic, the private rented sector plays an important role in the county's housing market.

7.11. In Shropshire, the average rent for semi-detached properties and flats or maisonettes rose by 9.1%, while for detached properties, it increased by 8.8%.

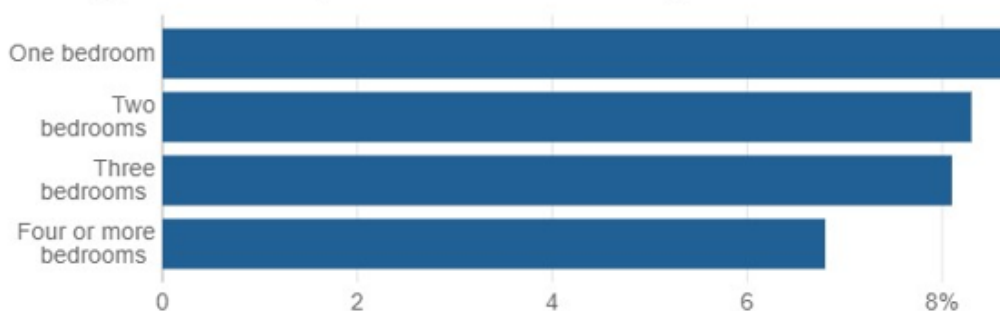
## Monthly rent **£758**

Private rents rose to an average of £758 in September 2024, an annual increase of 9.0% from £695 in September 2023. This was slightly higher than the rise in the West Midlands (8.8%) over the year.

7.12. Average rent for one bed properties rose by 9.6%, while the average for four-or-more bed properties increased by 7.4%.

## Change in average rents by bedroom number in Shropshire

Monthly private rental price, annual inflation, August 2024



Source: Price Index of Private Rents from the Office for National Statistics

7.13. Average rents by bedrooms as of September 2024 in Shropshire were:

- One bedroom: £555
- Two bedrooms: £706
- Three bedrooms: £879
- Four or more bedrooms: £1,313

7.14. Taking the data instead by property type, average rents were:

- Flats and maisonettes: £620
- Terraced properties: £729
- Semi-detached properties: £810
- Detached properties: £1,043

<b>Earnings by place of residence (2024)</b>			
	<b>Shropshire (Pounds)</b>	<b>West Midlands (Pounds)</b>	<b>Great Britain (Pounds)</b>
<b>Gross Weekly Pay</b>			
Full-Time Workers	699.2	689.9	729.8
Male Full-Time Workers	729.0	727.1	777.5
Female Full-Time Workers	654.4	634.8	673.2
<b>Hourly Pay - Excluding Overtime</b>			
Full-Time Workers	17.65	17.41	18.73
Male Full-Time Workers	17.93	17.77	19.37
Female Full-Time Workers	17.24	16.73	17.92

Source: ONS annual survey of hours and earnings - resident analysis  
Notes: Median earnings in pounds for employees living in the area.

- 7.15. As Shropshire’s population ages, the number of single person households is projected to rise, leading to an increased level of under-occupancy, particularly amongst older households living in properties with more than three bedrooms. Many older residents remain in larger homes that exceed their needs, a trend that contributes to housing inefficiencies and limits availability of family sized properties for younger households.
- 7.16. The higher house prices associated with these larger homes also hinder first time buyers and growing families from moving up the housing ladder, further exacerbating the housing affordability crisis. Areas with an older population show a strong correlation between larger affordability gaps specifically the disparity between local salaries and house prices and limited housing options for younger generations.
- 7.17. To address this imbalance, there is a need to encourage housing solutions that better align with the needs of an ageing population, such as age-appropriate downsizing options, alongside initiatives to improve affordability and accessibility for first-time buyers and younger families.

### **Housing delivery**

- 7.18. Provision of affordable housing is a key priority for Shropshire Council. The proposed affordable housing provision target in the draft Shropshire Local Plan is around 7,825 dwellings (around 356 dwellings per annum), between 2016 and 2038. This equates to around 25% of the proposed housing requirement.
- 7.19. This proposed housing requirement is also considered sufficient to positively contribute to key issues and opportunities in Shropshire, including:
- a. Providing flexibility to respond to changes to local housing need over the proposed plan period
  - b. Achieving sustainable development opportunities
  - c. Providing family and affordable housing to meet the needs of local communities and support new families coming into Shropshire.
  - d. Providing adaptable and specialist housing for older people and people with disabilities
  - e. Providing housing to meet the needs of other groups within our community

- f. Supplementing and diversifying our labour force, including through provision of appropriate housing to meet the needs of this labour force.
- g. Supporting wider aspirations for Shropshire, including increased economic growth and productivity, which can be supported through the provision of appropriate housing opportunities

7.20. Shropshire has a significant ageing demography compared with the population of the West Midlands region and the UK. The anticipated population growth to 2038, largely comprising migration into the County, is also expected to add a significant number of older people into this ageing population. The housing strategy seeks to balance these needs with the provision of housing for younger people to help increase the supply of labour coming into the County, but a significant need for elderly and specialist housing will remain a key part of the housing strategy to 2038.

### **Affordable Housing**

- 7.21. The Affordable Homes programme 2021-2026, Homes England is committing almost £5.2bn in affordable housing grant to 31 strategic partnerships with 35 organisations<sup>28</sup> providing vital funding through strategic partnerships to deliver affordable housing, and complements the affordable housing delivered through Section 106 via the planning system.
- 7.22. Alongside rural exception sites, housing associations rely on grant funding through the Affordable Homes Programme to deliver affordable homes in rural areas. However, rural exception sites have been increasingly difficult to deliver in recent years due to rising development costs, which place additional pressure on the viability of these projects.
- 7.23. Smaller-scale developments in rural areas also often lack the economies of scale available to larger, urban schemes. Furthermore, the costs of improving the quality of existing homes to meet net-zero standards are typically higher in rural areas, as many properties are not connected to gas and electricity grids.
- 7.24. Despite these challenges, there is a pressing need for affordable homes with a focus on achieving a balance between affordable and social rents in rural areas, and several potential exception schemes are currently progressing through the development process.
- 7.25. Affordable housing which can be either for rent or sale, is for those whose needs are not met by the market. This being households who cannot access the open market to meet their housing needs due to low incomes and/or vulnerability. It includes different tenures, including social rent, affordable rent and shared ownership, amongst others. [Affordable Housing Supply, Department for Levelling Up, Housing and Communities](#)
- 7.26. The council supports the provision of affordable housing<sup>29</sup>, including on sites outside settlement development boundaries and in rural hamlets, as an exception to normal planning policies – subject to specific policy requirements. Furthermore, the Council has consistently enabled exception sites to come

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<sup>28</sup> [Homes England's Strategic Partnerships for the Affordable Homes Programme 2021-26 - GOV.UK \(www.gov.uk\)](#)

<sup>29</sup> [shropshire.gov.uk/media/21100/sd002-draft-shropshire-local-plan.pdf](#)

forward over the years, with great success and have a close working relationship with affordable housing providers.

7.27. It should be noted that [draft Policy DP1 of the draft Local Plan](#)<sup>30</sup> sets out that on sites of five or more dwellings:

- a) In locations where in the last five years a Local Housing Need Survey has been undertaken through the 'Right Home Right Place' initiative or an equivalent survey endorsed by Shropshire Council, at least 50% of open market dwellings will reflect the profile of housing need established within the survey. The remainder of the open market dwellings will include a suitable mix and variety of dwelling sizes; or
- b) At least 25% of open market dwellings will have two bedrooms or less. At least a further 25% of open market housing will have three bedrooms or less. The remainder of the open market dwellings will include a suitable mix and variety of dwelling sizes.

7.28. In Shropshire there have been several sites delivering homes entirely at affordable rates, which would not have been possible without the Homes England strategic partnership approach. An average of approximately 300 affordable dwellings have been completed per annum. Whilst somewhat less than, it is comparable to, the annual average affordable housing target.

7.29. The Council considers the mechanisms in the draft Shropshire Local Plan and wider mechanisms and initiatives undertaken will support achievement of the proposed affordable housing target.

### **Social housing in Shropshire**

7.30. Homes in rural areas usually cost more in relation to rural salaries. In 2022, the lower quartile house price to lower quartile earnings ratio in England was 8.8 in rural areas, compared to 7.6 in urban areas<sup>31</sup> (when London is excluded).

7.31. In rural areas, housing waiting lists grew by 20% between 2020 and 2023. In urban areas that figure was 14%. This means that in the countryside, housing waiting lists expanded by 34,021 people from 171,171 to 205,192. During that period only 7,005 new homes for social rent were completed in these areas<sup>32</sup>.

7.32. Registered Providers (social housing landlords) are an essential partner in the delivery of social housing in Shropshire. The Council does not own any general needs housing stock; instead, social housing is provided by a range of registered providers. The Council works in partnership with these providers to allocate homes to those most in need via the Shropshire HomePoint system. Home Point is a choice-based lettings scheme that enables registered customers to bid on available properties, giving people more choice over where they live. Around 75% of social housing for rent is advertised through HomePoint by the main housing associations, while the remaining 25% is managed directly by the registered providers.

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<sup>30</sup> Regulation 19: Pre-Submission Draft of the Shropshire Local Plan page 74.

<sup>31</sup> [2\\_Housing\\_16\\_07\\_2024a.pdf](#)

<sup>32</sup> [rlm2024-v2.pdf](#)

- 7.33. There are approximately 20,378 units of social housing, of which 20.11% are owned by the council. The council’s housing stock is managed by STAR Housing, an arms-length management organisation (ALMO) of which 81.33% are general needs housing, 19% are either sheltered, older peoples or supported accommodation and 6% is low-cost home ownership or shared ownership housing.
- 7.34. As of 13 January 2025, there are 8,437 individuals currently registered on Shropshire HomePoint. Of these, 54.61%, or 4,606 people, require a one bed property, making it the highest percentage among the categories ranging from one to eight beds.
- 7.35. Shropshire has a high proportion of single-person households due to various factors. While the private rented sector offers a significant amount of suitable accommodation, the availability of one-bedroom homes in the social housing stock is limited. This shortage is compounded by increasing pressures on welfare benefits, such as Universal Credit, and rising demand in the private rental market, which continues to drive up rents.
- 7.36. To address this challenge, there is an urgent need to expand the provision of single-person accommodation within the social rented sector. We are committed to working with partners to increase this provision and better meet the growing demand. The breakdown of applicants requiring specific adaptations or features is as follows:

<b>Adaptations required</b>	<b>Number of people registered on HomePoint</b>	<b>Social Housing stock available</b>
Adapted Kitchens	175	12
Hearing impaired accommodation	63	6
Level access shower (LAS)	1586	784
Visual impairment adaptations	143	0
Use a medical wheelchair	423	149

- 7.37. Nationally, there is a desperate shortage of properly adapted homes for disabled people to live in and visit, one million homes are lived in by someone who requires an adaptation but is going without<sup>33</sup>.
- 7.38. We know that housing in Shropshire *must* be suitable to meet the range of needs in our population. To address this, we will continue to use all our existing delivery mechanisms to deliver affordable housing. A key part of the strategy involves maintaining and strengthening our relationships with register provider partners, as well as encouraging new investment whenever possible.

<sup>33</sup> [Housing | The State of Ageing 2022 | Centre for Ageing Better](#)

- 7.39. In July 2023, a revised [Shropshire Council Allocations Policy and Scheme](#) was introduced to better address housing needs. This included increasing the number of bands from four to seven for more effective management and introducing a local connection criterion. Applicants must have lived in Shropshire for at least a year, have close family living in Shropshire, or be employed in the county (subject to statutory exceptions).
- 7.40. It sets out Shropshire Council's policy for applications to the Housing Register; the allocation of the housing stock owned by the Council, which is managed by its Arm's Length Management Organisation (ALMO), Shropshire Towns and Rural (STAR) Housing; and nominations to Private Registered Providers (housing associations and other housing providers registered with the Regulator of Social Housing).
- 7.41. Nominations agreements have been agreed with Private Registered Providers, requiring 100% nominations for new homes delivered and a minimum of 75% to existing homes.
- 7.42. The Housing Needs Survey identified that the Shrewsbury Plan Place Area continues to be that in the highest need and significant demand for affordable housing, followed by Ludlow and Bridgnorth.
- 7.43. It is also important to recognise that social housing is not solely "general needs" accommodation but provides a range of supported housing solutions to meet the needs of vulnerable people, for many of whom the Council has a statutory responsibility to provide housing. The need for supported housing for single vulnerable homeless households, including young people, has been impacted following a number of housing providers deciding to decommission and dispose of various specialist housing schemes despite the evidenced need for these to continue to operate.
- 7.44. The Council recognises that some residents, such as those requiring wheelchair-accessible homes, may struggle to find suitable accommodation through the traditional routes. In these cases, the council's enablement team works with social services and registered providers to identify and meet the specialist housing needs of residents.
- 7.45. The current portfolio of adult social care properties is 102 supported living properties across the county, with the highest concentration in Shrewsbury (55 properties). This represents a 10% increase since 2021. A total of 199 individuals are housed within these properties, which are provided through various housing arrangements, including direct tenancies between individuals and housing providers, as well as lease agreements with the council. The consists of a mix of shared and single occupancy accommodation.
- 7.46. Addressing housing inequality is a key outcome within the "Healthy People" priority of the Shropshire Plan. Ensuring that affordable housing is allocated to those in the greatest need is fundamental to tackling this issue. Registered providers play a crucial role in supporting the council's efforts by developing both general and specialist housing schemes, contributing to a diverse and inclusive housing market across Shropshire.



- 7.47. The Council recognises the importance of delivering genuinely affordable homes to address the housing register backlog and ensure that people can continue to live and work in their communities. Projections indicate insufficient affordable homes to meet demand, necessitating an increase in housing supply.
- 7.48. Community Land Trusts represent a significant opportunity, with over 350 currently operating across England and Wales (200 of them in rural areas) with more than 200 in the pipeline, delivering 1,711 homes and a further 5,413 on the way. CLTs have the potential to provide 30,000 additional homes on rural exception sites alone, with the right policies and support.

### Opportunities

Explore the use of Community Land Trusts (CLTs) to deliver affordable rural housing and balance the housing market, supporting Shropshire's rural economy.

Investigate innovative funding products, such as intergenerational living schemes and sub-market private rented accommodation for key workers not eligible for social housing.

Collaborate with partners to secure grant funding to invest in assistive technology, enhancing accessibility, safety, and quality in supported living and housing schemes.

## 8. Priority 5 Improving Housing and Tackling Climate Impact

### To improve housing conditions and minimise the environmental impact in response to climate change.

- 8.1. The quality of existing housing stock is a key factor in promoting residents' health and wellbeing of residents and meeting the decarbonisation goals. Poor quality housing costs the NHS £1.4bn each year. The NHS spends 1% of its total budget treating health problems. Older people today are particularly vulnerable to poor housing that can cause or worsen health conditions, reduce a person's quality of life, and can even result in premature death. Close to half of England's 4.3 million non-decent homes are lived in by someone over 55 years old<sup>34</sup>. The total cost to society of poor housing is estimated at £18.5bn per year. That cost is borne by vital public services including health and care, and the economy through lower productivity and worse educational outcomes.
- 8.2. The Government has set a clear priority to improve the energy efficiency of housing as part of its plan for the UK to achieve carbon neutrality by 2050. In line with this, a recent government consultation "*Improving the Energy Performance of Privately Rented Homes in England and Wales*" (initially

<sup>34</sup> Home and dry: The need for decent homes in later life | Centre for Ageing Better (ageing-better.org.uk)

published January 2021 and updated January 2022), proposes various measures to enhance energy standards.

- 8.3. One key proposal is to raise the minimum EPC rating to a C for all new private rentals by 2025 and for all existing private rental tenancies by 2028. Energy Performance Certificates (EPC) can be used as a proxy for housing quality and low carbon performance. Data<sup>35</sup> for dwellings lodged on the Register from the first quarter of 2020 to the third quarter of 2024, which corresponds to the period covered by the previous housing strategy, shows that 61.1% of EPCs issued in the county are C or below (vs 56.3% in England), whereas 39.0% of EPCs issued in Shropshire are for properties in Bands A to C (vs 43.7% in England) and 9.5% are for properties in Bands F and G (vs 4.4% in England).
- 8.4. Shropshire's higher proportion of homes in lower efficiency bands is likely influenced by its rural character. The county has a substantial number of detached and older properties, which are more challenging to insulate and typically have higher energy demands. Additionally, many rural homes rely on off-grid heating sources, which can be less energy-efficient. These factors highlight the need for tailored energy efficiency strategies that address the specific challenges of rural and detached housing.

### **Improving Housing Conditions**

- 8.5. Recent legislation including the [Renters Rights Bill](#) demonstrates the Government's intention to give councils a pivotal role in maintaining standards in the private sector.
- 8.6. The Private Rented Sector has significantly grown, providing a valuable and relied upon resource to meet housing need and demand. The Private Rented Sector provides a variety of accommodation including Houses in Multiple Occupation (HMO), which, can provide an affordable option close to employment. Figures from the Office for National Statistics show 24,367 households were renting privately in the Shropshire Council area when the census was carried out in March 2021 – 17.5% of the 139,579 households in the area. It is important that the sector is continued to be supported as many landlords provide good quality housing.
- 8.7. However, through the Councils Private Rented Sector Housing Policy the Council does and will continue to challenge poor quality housing, ensuring that private rented houses are free from serious hazards and are meeting the legislative requirements.

The Council will:

- Inspect and assess properties in relation to 29 hazards in accordance with the Housing Health and Safety Rating System.

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<sup>35</sup> D1- Domestic Properties by Local Authority by Energy Efficiency Rating - in each Year/Quarter to 30 September 2024



- Use all available enforcement tools where necessary and a duty to improve the safety of accommodation and ensure compliance.
- Determine, encourage, and ensure licence applications for houses in multiple occupation where applicable.
- Determine and ensure safety and compliance of non – licensable houses in multiple occupations.
- Work in partnership to obtain the best outcomes.
- Prepare and embrace the requirements of the Renters Rights Bill, which in relation to housing conditions is set to introduce:
  - a Private Rented Sector Ombudsman
  - a Private Rented Sector Database
  - extend the Decent Homes Standards and [Awaab's Law](#)
  - strengthen local councils' enforcement powers

8.8. Data from 2020 highlights that a substantial number of occupied homes in Shropshire fall below the Decent Homes Standard. This highlights the need for targeted interventions to address poor housing conditions that contribute to fuel poverty and inefficiency in energy use.

#### Non-Decent Dwellings by Tenure and Type in Shropshire

Category	Subcategory	Number of dwellings	Proportion of non-decent dwellings (%)
<b>Overall</b>	Total Dwellings	142,203	
	Non-Decent Dwellings	29,989	21.1
<b>By Tenure</b>	Owner Occupied	21,322	21.5
	Private Rented	5,626	23.3
	Social	3,041	16.2
	All Rented	8,667	20.2
<b>By Dwelling Type</b>	Detached	6,419	15.2
	Semi-Detached	6,899	20.1
	Bungalow	1,782	11.3
	Terrace	9,877	30.8
	Flats	5,012	28.0

- 8.9. The council expects owner-occupiers, including long leaseholders to take their own action to remedy hazards at their own properties. However, Housing Services does not have funding to provide direct support for hoarding related issues.
- 8.10. Hoarding is recognised as a form of self-neglect under the Care Act 2014, which places a duty on public bodies to safeguard individuals at risk. As a result, responsibility for addressing hoarding cases sits primarily with Adult Social Care, which has a statutory duty to assess and support individuals affected.
- 8.11. Where hoarding presents a housing-related risk, Housing will work with Adult Social Care and other agencies to facilitate a multi-agency response, ensuring that individuals receive appropriate support through existing services.

### **Affordable Warmth & Energy Efficiency**

- 8.12. Although there is no statutory requirement for councils to produce an affordable warmth strategy, Shropshire Council has proactively developed a [Sustainable Affordable Warmth Strategy 2023–2030](#), approved on 18 October 2023. This strategy acknowledges the unique challenges faced in Shropshire and outlines the council's commitment to addressing fuel poverty through sustainable measures that provide affordable warmth and improve the energy efficiency of homes. By increasing energy performance and reducing carbon emissions, the strategy aligns with national objectives for sustainability and climate resilience.
- 8.13. The Sustainable Affordable Warmth Strategy 2023–2030 sets out three core objectives:
1. **Raising Awareness** – Emphasising the importance of tackling fuel poverty and improving energy efficiency to help residents understand the benefits of energy-saving measures and available support.
  2. **Establishing a Pathway to Zero-Carbon Housing** – Working towards zero-carbon housing solutions that are financially viable and environmentally sustainable, in line with the UK's carbon neutrality targets.
  3. **Attracting Funding** – Securing resources to implement affordable warmth initiatives and improve energy efficiency across Shropshire's housing stock.
- 8.14. We will continue to improve the quality of existing homes through the provision of the Keep Shropshire Warm service, which is a partnership between the Council and Marches Energy Agency. Together, with its partners (public health and Age UK) there is recognition that fuel poverty as a significant issue in the county, directly linked to cold related ill health and excess winter deaths. Tackling fuel poverty in local communities is a priority, and the initiative promotes various schemes to support affected households.
- 8.15. The Council's Affordable Warmth & Energy Efficiency Team have recently been successful in bidding for energy efficiency grant funding from the Department of Energy Security and Net Zero under schemes such as the Local Authority Delivery and Home Upgrade Grant Schemes. In the past 4 years, energy efficiency interventions to the value of approximately £6.5m have been

delivered. In addition, the Social Housing Decarbonisation Funding Wave 1 programme managed by Shropshire Council leveraged in an additional £2.5m for improvements into Social Housing. Grant support for vulnerable fuel poor residents is set to continue through the Warm Homes Local Grant programme from 2025-2028.

### **Resilient communities**

- 8.16. By making homes and public buildings more efficient and utilising local renewable energy we can make energy secure and cheaper by not relying on fossil fuel imports and become resilient to global energy markets. In addition to this renewable energy and battery storage has the added benefit of allowing electric to be purchased at times when it is cheap and providing a means of emergency power during a grid power-out. We need to adapt to a changing climate by making ourselves more resilient to heat waves and local flooding.
- 8.17. Shropshire Council declared a climate emergency in May 2019, followed by the adoption of a [Strategy Framework](#) in December 2019. This framework established the objective of achieving net-zero corporate carbon performance by 2030. It also recognised the risks posed by the climate crisis to Council services, together with information about the Council's direct carbon footprint and the actions and initiatives already underway to reduce emissions.
- 8.18. Sustainable development presents significant viability challenges, particularly in balancing climate change commitments with practical and financial constraints. These challenges are especially relevant when aligning the council's objectives with the requirements of the Supplementary Planning Document (SPD) and delivering housing solutions that meet both sustainability and affordability goals. Shropshire Council recognises the complexity of marrying these priorities and is committed to working collaboratively with developers, housing partners, and policymakers to address these issues. By fostering innovative approaches and leveraging funding opportunities, the council aims to support the delivery of energy-efficient, sustainable housing while ensuring compliance with broader regulatory and planning frameworks.
- 8.19. Connectivity is vital for housing developments to support sustainable communities. The [Provisional Shropshire Local Transport Plan Strategy](#) highlights the importance of a modern, sustainable transport system, including walking and cycling networks and public transport, to reduce environmental impacts and reliance on private vehicles. Investment in digital infrastructure is equally critical to enable remote working, reducing travel and supporting sustainability.

## **9. Priority 6 Housing to Support Economic Growth and Key Workers**

**To support the drive for economic growth by addressing the housing needs of key workers and intermediate housing to enable businesses to attract and retain the local workforce they need.**

- 9.1. One of the challenges facing rural communities in Shropshire is the disproportionate out-migration of young adults and in-migration of families and older people. This demographic shift has led to a population that is older than

the national average, placing additional pressure of health and care services and creating challenges for labour supply. The remoteness of many areas, combined with high accommodation costs and limited public transport options, exacerbates these issues. Employers in the area report significant recruitment challenges, often because employees cannot access affordable housing, relocate, or live close to their workplaces.

- 9.2. To address these challenges, it is crucial to engage with major employers to develop strategies that ensure suitable housing options are available for key workers and the local workforce. These strategies should be closely aligned with workforce planning as part of broader sustainability and transformation plans. This alignment will help address rural housing barriers whilst supporting the needs of employers across various sectors. Rural residents must have access to both general services locally and specialist services in central locations to achieve the best health and care outcomes.
- 9.3. Housing must connect residents with employment opportunities and essential services. This requires a dual focus on physical and digital connectivity. Public transport challenges, particularly for shift workers in sectors such as care, manufacturing, and hospitality, highlight the need for strategically placed housing developments with robust transport links. Additionally, investment in digital connectivity is critical to support remote working, enhance economic competitiveness, and mitigate the limitations of rural and semi-rural locations.
- 9.4. To address these issues effectively, it is essential to work in partnership across various policy areas, focusing on workforce issues. From a planning perspective, transport and housing play crucial roles in improving access to work opportunities. For rural areas, ensuring access to private transport options is vital, given the limited availability of public transport options. These integrated efforts will help address workforce shortages and support the long-term sustainability of Shropshire's economy.

### **Health and Social Care**

- 9.5. The housing stock often fails to match the needs of the vulnerable older population. There is an acknowledgment of the need for but a lack of adequate provision of extra care housing in many rural settings. The lack of suitable housing stock puts pressure on smaller rural care homes and leads to the danger of a two-tier system in terms of care choices between the local authority and self-funded clients<sup>36</sup>
- 9.6. Along with reductions in central government grant to local authorities, expenditure on adult social care services has declined and this has led to provision focusing on those assessed as having either critical or substantial needs.<sup>37</sup>
- 9.7. While the 'personal budgets' awarded to people in rural areas are lower, charges for social care are, on average, higher in rural areas, significantly so

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<sup>36</sup> [20181012 Rural Workforce Issues in Health and Care-min.pdf \(ncrhc.org\)](#)

<sup>37</sup> [SORS 2016 full report.pdf \(ruralengland.org\)](#)

with respect to home care charges.<sup>38</sup> Reductions in resources for social care are compounded by the fact that population sparsity leads to higher delivery costs and makes it more difficult for commercial providers to keep their staff. Wide geographical areas also create organisational challenges for the large and complex health and care economies in rural county areas.

- 9.8. These issues have reduced opportunities for public health teams and social services to work together on the prevention agenda, for example in supporting older people whose needs are not yet substantial or critical to live independently for longer.
- 9.9. The challenges identified within this strategy are not exhaustive and will change within the lifetime of the strategy. The strategy is a working document which forms the basis of a programme of work being delivered by the council to address issues and meet challenges and aspirations for housing related services as identified, or as they arise, through the coming years.

### **Opportunities**

Collaborate with major employers to develop strategies that address housing barriers and ensure suitable housing options are available to support workforce needs.

Integrate rural issues into workforce planning, ensuring alignment with sustainability and transformation plans to support both local and central access to services.

Focus on strategic housing placement with strong transport links to address public transport challenges, particularly for shift workers, and invest in digital infrastructure to support modern working practices and economic competitiveness.

### **Intermediate Housing or Affordable Housing**

- 9.10. Intermediate housing or affordable housing covers a range of schemes designed to help individuals to either buy or rent homes within financial reach. These solutions are aimed at those who cannot access social housing but find market rents or homeownership unaffordable. By offering these options, councils aim to preserve missed income neighbourhoods and support households with diverse needs.
- 9.11. Intermediate housing is available in two main forms: affordable home ownership and intermediate rent. Properties may be newly built, part of a housing development, or purchased from the open market. They typically consist of one- or two-bedroom flats, with some adapted for people with mobility difficulties or reserved for key workers. Shared ownership properties also become available through re-sales when owners decide to sell. The prices for affordable ownership properties are based on an independent market

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<sup>38</sup> [basw\\_111815-1.pdf](#)

valuation. This means that larger properties will cost more than smaller properties, and that newly built properties will usually cost more than similar older properties.

#### 9.12. Key aspects of intermediate housing:

##### 1. Affordable Home Ownership

Affordable ownership schemes are designed to help households purchase a share of a property, providing an entry point onto the property ladder. The common model is **shared ownership**, where:

- Buyers purchase a share of the property (usually between 10% and 75%) of the property and pay rent on the remaining portion.
- Owners can gradually increase their share through a process called staircasing, eventually owning the property outright if they wish.
- Shared ownership homes are also available through resale, offering opportunities to new buyers when current owners sell.
- Prices are based on independent market valuations, meaning costs vary based on property size, age and condition.

##### 2. Intermediate Rent

Intermediate rent provides affordable rental options for those who struggle with private rents but do not qualify for social housing. This scheme allows individuals to rent newly built or designated homes at rates lower than the open market.

- Rents are capped at 80% of the local market rates and restricted to local housing allowance rates.
- These properties are offered by housing associations or registered social landlords, bridging the gap between social housing and private renting. intermediate rent homes are particularly beneficial for households without sufficient savings for a deposit, providing stable housing while they save for future homeownership.

9.13. The council supports the development of these schemes and other intermediate housing schemes to maintain affordable housing options, ensuring neighbourhoods remain accessible to a mix of income groups.

### **Delivery and Monitoring of the strategy**

9.14. An action plan sits alongside this strategy and will be set out as immediate-, short-, medium- and long-term actions. This plan, along with the overall targets will be regularly reviewed and updated annually by Shropshire Council throughout the lifespan of the Strategy. Updates on progress will be presented to the Health and Wellbeing Board, aligning with other priorities identified in the [Shropshire Health and Wellbeing Strategy 2022-2027](#). The full strategy will be reviewed towards the end of its five-year term. It may be reviewed sooner if prompted by central government legislative changes or significant council policy developments which impact upon it.



## 10. Appendix 2: Action Plan

### Priority 1: Meeting Housing Needs

Addressing the current and future housing needs of Shropshire's growing population by supporting specific community groups.

Priority	Action	Timescales	Lead & Partners
<b>Meeting Housing Needs</b>	<b>Strengthen Strategic Housing &amp; Partnerships.</b> Integrate housing with planning, social care and economic development.	<i>Ongoing</i>	Housing Strategy Team, Planning, Social Care, Economic Development
	Implement a strategic commissioning model for supported housing.	<i>1 -3 years</i>	Housing & Commissioning Teams, Private Providers
	Work with private providers and STAR Housing to address gaps in supported housing and move-on accommodation.	<i>1-5 years</i>	Housing Strategy, STAR Housing, Private Providers.
<b>Expand Housing for Vulnerable Groups</b>	Develop small scale, dispersed supported housing for people with learning disabilities, autism, and mental health challenges.	<i>1-5 years</i>	Housing & Social Care, NHS, Supported Housing Providers
	Establish additional move-on units for care leavers and young people transitioning to independence.	<i>1-3 years</i>	Housing, Children & Young People's Services
	Improve access to trauma-informed supported accommodation for domestic abuse survivors in compliance with the Domestic Abuse Act 2021	<i>Ongoing</i>	Housing, Domestic Abuse Services
	Provide safe, supported housing for ex-offenders to aid	<i>1-5 years</i>	Housing, Probation Services, Social Care



	integration and reduce reoffending.		
<b>Address Housing Needs for Older People</b>	Expand accessible and adaptable housing, including extra care schemes and retirement housing.	<i>1-5 years</i>	Housing, Adult Social Care, STAR Housing & Private Developers
	Promote independent living through digital technology and integrated care services.	<i>Ongoing</i>	Housing, NHS, Social Care
<b>Support Independent Living for People with Disabilities</b>	Increase wheelchair-accessible homes and ensure compliance with <b>Shropshire's Local Plan accessibility standards.</b>	<i>Ongoing</i>	Housing, Planning, STAR Housing, Private Developers
	Strengthen collaboration between housing, occupational therapy, and social care for home adaptations and floating support services.	<i>1-3 years</i>	Housing, Occupational Therapy, Social Care
<b>Ensure Inclusive Housing for Gypsy Traveller &amp; Showperson Communities</b>	Facilitate the development and regularisation of suitable private sites.	<i>1-5 years</i>	Housing, Planning, Traveller Liaison Team
	Use GTAA findings to identify needs, expand existing sites, and plan for future provision.	<i>Ongoing</i>	Housing, Planning, Gypsy Liaison Team
<b>Enhance Rural &amp; Community Based Housing</b>	Tailor investment in rural social housing, including intergenerational housing models.	<i>1-5 years</i>	Housing, Rural Housing Enablers, Parish Councils
	Promote place-based approaches to ensure housing is developed in locations with appropriate services and infrastructure.	<i>Ongoing</i>	Housing, Economic Development, Planning

<b>Improve Health &amp; Housing Integration</b>	Collaborate with the NHS, care providers, and registered providers to create sustainable housing solutions.	<i>Ongoing</i>	Housing, NHS, Care Providers, Registered Providers.
	Prevent unnecessary hospital admissions by expanding short-term and long term supported housing options.	<i>1-5 years</i>	Housing, NHS, Social Care.

## Priority 2: Ensuring Access to Affordable & Appropriate Housing

Supporting those unable to access housing through the open market by increasing affordable and suitable housing options.

<b>Priority</b>	<b>Action</b>	<b>Timescales</b>	<b>Lead &amp; Partners</b>
<b>Ensuring Access to Affordable &amp; Appropriate Housing</b>	<b>Monitor &amp; Address Impact of Short-term Lets</b> – Track national policy discussions and implement new legislation when introduced.	<i>Ongoing</i>	Housing Strategy, Planning Policy
	Work with regional and sub regional alliances to lobby for legislative action on short-term lets.	<i>1-3 years</i>	Housing, Marches Strategic Infrastructure Partnership, Other Alliances
<b>Strengthen Collaboration for Affordable Housing Development</b>	Work with registered providers, developers, and community stakeholders to deliver affordable housing that meets local needs.	<i>Ongoing</i>	Housing, Registered Providers, Developers, Community Stakeholders

	Ensure alignment with the <b>Local Plan</b> and <b>Economic Growth Strategy</b> , incorporating necessary infrastructure for sustainable communities.	<i>Ongoing</i>	Housing, Planning, Economic Development
<b>Promote Accessible &amp; Adaptable Housing Design</b>	Require new developments to prioritise accessible and adaptable designs, supporting older adults, disabled people, and growing families.	<i>Ongoing</i>	Housing, Planning, Developers
<b>Tackle Empty Homes</b>	Use council tax premiums and other powers to support empty properties coming back into use.	<i>Ongoing</i>	Housing, Council Tax Team
<b>Data-Driven Housing Delivery &amp; Community Engagement</b>	Use housing needs assessments and data analysis to inform the location, type and tenure of new housing developments.  Engage communities in planning and delivery through <b>Place Plans</b> , ensuring local priorities shape housing development.	<i>Ongoing</i>  <i>Ongoing</i>	Housing, Planning, Developers  Housing, Town and Parish Councils, Community Stakeholders

<b>Incentivise Affordable Housing Development</b>	<p>Explore opportunities to support 100% affordable housing schemes where feasible.</p>	<p><i>1-5 years</i></p>	<p>Housing, developers, Registered Providers</p>
<b>Enhance Affordable Home Ownership Options</b>	<p>Review council-owned land assets for new housing development (both affordable and market homes).</p> <p>Collaborate with partners to assess key worker accommodation needs and promote Intermediate schemes.</p>	<p><i>1-3 years</i></p> <p><i>Ongoing</i></p>	<p>Housing, Asset Management</p> <p>Housing, NHS, Employers, Registered Providers</p>
<b>Expand Affordable Housing for Rent</b>	<p>Identify strategic sites to increase the supply of affordable rental homes.</p> <p>Maximise Homes England grant funding to support affordable housing delivery.</p> <p>Ensure affordable homes are linked to local income levels and share supply gap data with developers.</p> <p>Expand private rented sector initiatives across Shropshire and</p>	<p><i>1-5 years</i></p> <p><i>Ongoing</i></p> <p><i>Ongoing</i></p> <p><i>Ongoing</i></p>	<p>Housing, Planning, Developers</p> <p>Housing, Homes England, Registered Providers</p> <p>Housing, Developers, Registered Providers</p> <p>Housing, Developers, Registered Providers</p>

	incorporate PRS expansion into the Local Plan		
<b>Boost Rural Affordable Housing Supply</b>	Maintain a strong focus on delivering rural affordable housing in areas of unmet need.	<i>Ongoing</i>	Housing, Rural Housing Enablers, Parish Councils
	Ensure rural affordable housing developments are digitally enabled for modern connectivity.	<i>1-3 years</i>	Housing, Digital Infrastructure Teams, Developers
	Develop an enhanced pipeline with Homes England to secure funding for rural housing projects.	<i>1-5 years</i>	Housing, Homes England, Registered Providers.

### Priority 3: Preventing Homelessness & Supporting Resettlement

Reducing and preventing homelessness, providing safe and secure accommodation, and ensuring effective pathways to resettlement

Priority	Action	Timescales	Lead & Partners
<b>Preventing Homelessness &amp; Supporting Resettlement</b>	Implement The <b>Preventing Homelessness &amp; Rough Sleeping Strategy (approved September 2024)</b>	<i>1-5 years</i>	Housing, Homelessness Services, Registered Providers
	Strengthen homeless prevention services using proven interventions and best practices.	<i>Ongoing</i>	Housing, Support Services, Voluntary Sector

	Integrate homeless prevention and support services to tackle root causes of homelessness.	<i>1-3 years</i>	Housing, Social Care, NHS, Support Agencies
<b>Expand &amp; Improve Temporary &amp; Move-On Accommodation</b>	Develop and enhance temporary housing options, reducing reliance on costly B&B placements.	<i>1-5 years</i>	Housing, Registered Providers, Developers
	Increase affordable one-bed rental properties to prevent bottlenecks in the temporary accommodation system.	<i>Ongoing</i>	Housing, Developers, Registered Providers
	Ensure sufficient move-on accommodation to support independent living for those at risk of homelessness.	<i>1-5 years</i>	Housing, Supported Housing Providers, Social Care
<b>Increase Affordable &amp; Social Rented Housing</b>	Prioritise the development of affordable rental units over shared ownership to meet the needs of homeless households.	<i>Ongoing</i>	Housing, Planning, Registered Providers
<b>Align Housing Delivery with the Local Plan</b>	Ensure new homes in Shropshire meet the diverse needs of residents and support sustainable, inclusive communities.	<i>Ongoing</i>	Housing, Planning, Economic Development

#### Priority 4: Access to Diverse Housing Options

Ensuring people can access a mix of housing options across Shropshire's urban and rural landscape that meet their needs in terms of tenure, safety, size, type, design, and location.

Priority	Action	Timescales	Lead & Partners
<b>Access to Diverse Housing Options</b>	Expand age - appropriate Housing Options – Develop downsizing options for older adults.	<i>1-5 years</i>	Housing, Registered Providers, Developers
	Improve affordability and accessibility for first-time buyers and younger families.	<i>Ongoing</i>	Housing, Planning, Developers
<b>Increase Single-Person Accommodation in the Social Rented Sector</b>	Work with partners to expand social rented housing for single person households.	<i>1-5 years</i>	Housing, Social Landlords, Registered Providers
<b>Strengthen Affordable Housing Delivery Mechanisms</b>	Maintain and strengthen partnerships with registered providers to maximise housing delivery.	<i>Ongoing</i>	Housing, Registered Providers, Developers
	Encourage new investment in affordable housing where possible.	<i>Ongoing</i>	Housing, Private investors, Homes England.
<b>Support Rural Affordable Housing Development</b>	Explore the use of Community Land Trusts (CLT's) to deliver affordable	<i>1-5 years</i>	Housing, CLT's, Parish Councils



	<p>rural housing and balance the rural housing market.</p> <p>Support Shropshire's rural economy by increasing housing supply in areas of unmet need.</p>	<i>Ongoing</i>	Housing, Rural Housing Enablers, Economic Development
<b>Explore Innovative Housing and Funding Models</b>	Investigate intergenerational living schemes to meet diverse household needs.	<i>1-5 years</i>	Housing, Social Care, Developers
	Expand the sub-market private rented housing options for key workers who are not eligible for social housing.	<i>1-5 years</i>	Housing, NHS, Employers, Developers
<b>Enhance Housing Accessibility &amp; Safety Through Technology</b>	Secure funding to invest in assistive technology for supported living.	<i>1-3 years</i>	Housing, Assistive Technology Providers, NHS, Social Care

### **Priority 5: Improving Housing & tackling Climate Impact**

**Improving housing conditions and minimising environmental impact in response to climate change.**

<b>Priority</b>	<b>Action</b>	<b>Timescales</b>	<b>Lead &amp; Partners</b>
<b>Improving Housing Conditions &amp; Safety</b>	Inspect and assess properties in relation to 29 hazards under the Housing, Health & Safety Rating System (HHSRS).	<i>Ongoing</i>	Housing Enforcement, Environmental Health

	<p>Use enforcement tools where necessary to improve accommodation safety and ensure compliance.</p> <p>Determine, encourage, and ensure licensing applications for Houses in Multiple Occupation (HMOs) where applicable.</p> <p>Ensure safety and compliance in non-licensable HMOs.</p>	<p><i>Ongoing</i></p> <p><i>Ongoing</i></p> <p><i>Ongoing</i></p>	<p>Housing, Legal Services</p> <p>Housing, Landlords, Private Rented Sector</p> <p>Housing, Environmental Health</p>
<p><b>Preparing for Legislative Changes in the Private Rented Sector</b></p>	<p>Work in partnership to implement the requirements of the Renters' Rights Bill, including the Private Renters' Sector Ombudsman, Database, and Decent Homes Standard expansion.</p> <p>Strengthen enforcement powers to improve housing conditions in line with new legislation.</p>	<p><i>1-3 years</i></p> <p><i>1-3 years</i></p>	<p>Housing, Private Sector Landlords, National Bodies</p> <p>Housing Enforcement, Legal Services</p>
<p><b>Supporting Multi-Agency Responses to Housing-Related Risks</b></p>	<p>Work with Adult Social Care &amp; other agencies to address hoarding cases where they present a housing-related risk.</p>	<p><i>Ongoing</i></p>	<p>Housing, Adult Social Care, Fire &amp; Rescue, Health Services</p>

<b>Affordable Warmth &amp; Energy Efficiency</b>	Raise awareness of fuel poverty, energy efficiency measures, and available financial support.	<i>Ongoing</i>	Housing, Public Health, Energy Advice Services
	Establish a pathway to zero-carbon housing, ensuring solutions are both financially viable and environmentally sustainable.	<i>1-5 years</i>	Housing, Planning, Developers, Sustainability Teams
	Secure funding for affordable warmth initiatives to improve energy efficiency across Shropshire's housing stock.	<i>Ongoing</i>	Housing, Government Funding Bodies

## Priority 6: Housing to Support Economic Growth & Key Workers

Supporting economic growth by addressing the housing needs of key workers ensuring housing availability enables businesses to attract and retain the workforce they need.

Priority	Action		Lead & Partners
<b>Supporting Key Worker Solutions</b>	Collaborate with major employers to develop strategies addressing housing barriers for key workers.	<i>1-3 years</i>	Housing, Employers, Business Leaders, Economic Development
	Identify suitable housing options near employment hubs to support workforce needs.	<i>Ongoing</i>	Housing, Planning, Developers
<b>Addressing Rural Housing &amp; Workforce Needs</b>	Integrate rural housing needs into workforce planning, ensuring alignment with Sustainability & Transformation Plans (STP's)	<i>1-5 years</i>	Housing, NHS, Social Care, Economic Development
	Ensure rural residents have access to both local general services and central specialist services.	<i>Ongoing</i>	Housing, Transport, health & Care Services
<b>Improving Transport &amp; Connectivity</b>	Prioritise strategic housing developments with strong transport links, particularly for shift workers in care, manufacturing, hospitality etc.	<i>1-5 years</i>	Housing, Transport, Employers
	Work with transport providers to improve	<i>Ongoing</i>	Transport, Housing,

	connectivity for key workers, reducing barriers to employment.		Economic Development
<b>Investing in Digital Infrastructure</b>	Support investment in digital connectivity to enhance remote working opportunities and economic competitiveness.	<i>1-5 years</i>	Housing, IT & Infrastructure, Local Enterprise and Partnership

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## 11. Appendix 3: Key strategies and legislation

### 11.1. Key strategies and legislation

Table of strategies and legislation

<p style="text-align: center;"><b>National Context</b></p> 	<p style="text-align: center;"><b>Local Context</b></p> 
The Social Housing White Paper 2020	Shropshire Council (HomePoint) Allocations Policy and Scheme 2023
Domestic Abuse Act 2021	Tenancy Strategy 2023
The National Planning Policy Framework 20214	Shropshire Health and Wellbeing Strategy 2022-2027
Levelling-up and Regeneration Act 2023	Shropshire Safe Accommodation Strategy 2022
Ending Rough Sleeping for Good 2022	Empty Homes Strategy 2022-2025
Social Housing (Regulation) Act 2023	Sustainable Affordable Warmth Strategy 2023-2030
Homes England Strategic Plan 2023-2028	Preventing Homelessness and Rough Sleeping Strategy 2024-2029
The Affordable Homes Programme 2021-2026	The People’s Directorate Our vision and plan 2024- 2025
Building Safety Act 2022	The Independent Living and Specialist Accommodation Strategy 2024-2028
Fire Safety Act 2021	Home Adaptations Policy 2024
Levelling Up the United Kingdom White Paper 2022	Economic Growth Strategy 2022-2027