

Where and How to Build in Shropshire

Over the past three decades, the UK has seen housing affordability plummet. A shortage of housing supply—and critically, the misallocation of where homes are built—lie at the heart of this issue. In response, the UK government has pledged to build 1.5 million homes over five years.

Using data on over 20 billion housing searches from Rightmove—the UK’s most popular housing platform—together with the full history of rental and sales listings from 2019–2024, [Dr Nikhil Datta](#) and [Dr Amrita Kulka](#) at the University of Warwick have produced a research report and mapping tool on **where and how to build 1.5 million homes in Great Britain** to meet actual demand.

We construct a new measure of excess housing demand: the **housing gap**. The housing gap is the difference between the number of people searching for a home and the number of available properties in an area. It reflects how many home-seekers are affected by a shortage. We calculate the housing gap at a hyper-local level: Output areas (OAs).

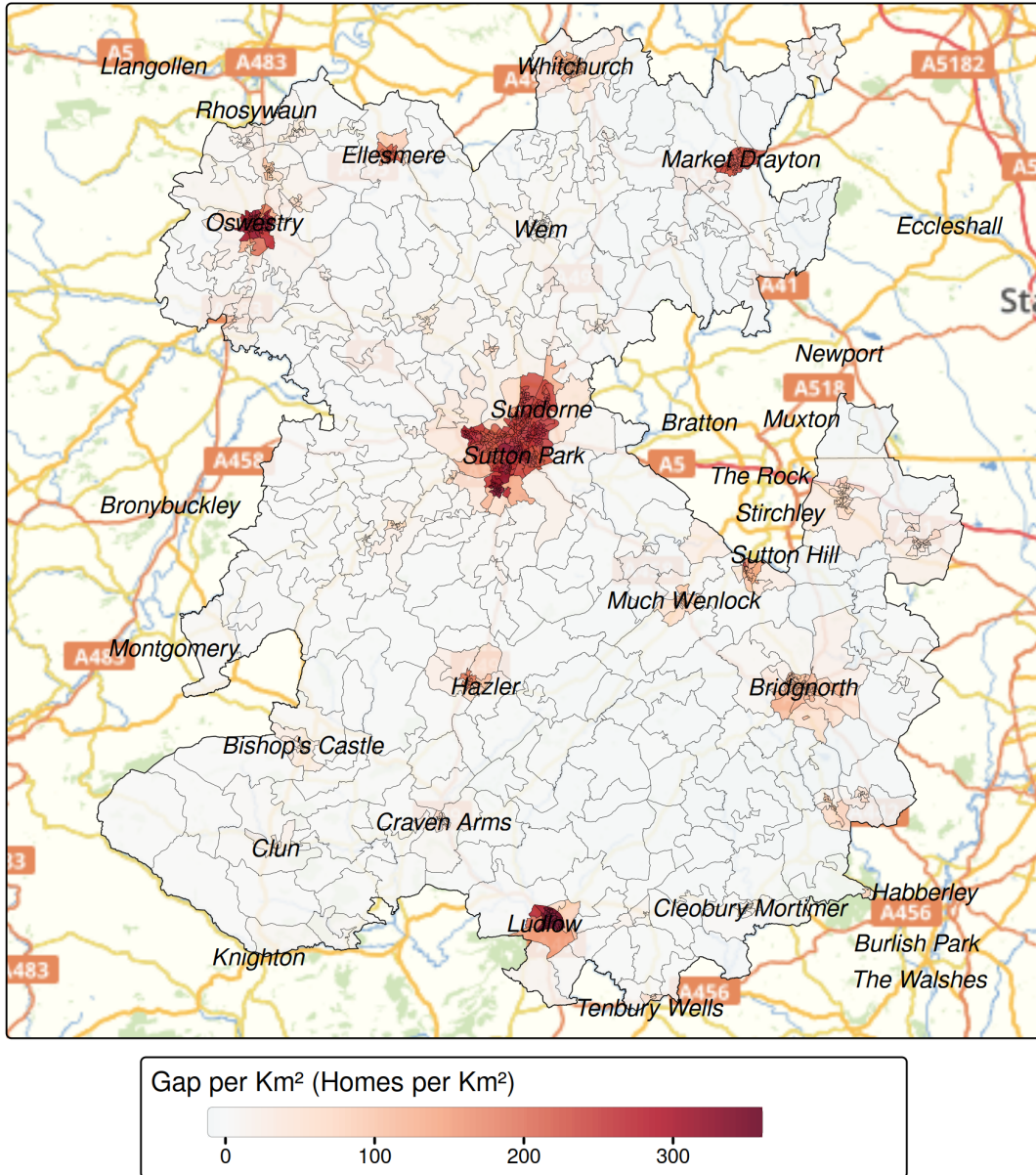
You can view the [main report](#), examine the underlying calculations, and view our mapping tool at: wheretobuild.warwick.ac.uk

This sub-report provides detailed information on where and how to build in Shropshire and should be read along with the main report as it is not fully self-contained.

The current government Local Authority (LA) housing target is 1,999 homes per year, out of a total 401,918 nationally. Shropshire contains 1,021 Output Areas, out of 235,243 in total in Great Britain. Our main report finds that 96% of the variation in the housing gap arises within local authorities, not between them. This highlights the crucial role of local authority decision-making in determining where housing is delivered.

The following figure documents where in Shropshire the housing gap, the difference between demand and supply, is the largest, by Output Area.

Figure 1: Housing gap per Km²



Specifically, below are the output areas ranked highest and lowest within Shropshire LA in terms of their housing gap.

Table 1: Highest and lowest housing gaps per Km² within Local Authority

OA Code	Rank within LA	National Rank	In Post District	Example Postcodes
Highest Gap per Km²				
E00147727	1	42,155	SY8	SY8 1HN, SY8 1HP
E00147735	2	42,160	SY8	SY8 1EF, SY8 1BD
E00147724	3	42,161	SY8	SY8 1TA, SY8 1SZ
E00147723	4	42,164	SY8	SY8 1SN, SY8 1SQ
E00147726	5	42,168	SY8	SY8 1JA, SY8 1HU
Lowest Gap per Km²				
E00147023	1,017	233,105	TF9	TF9 2RD, TF9 2RB
E00147024	1,018	233,157	TF9	TF9 2NB, TF9 2QQ
E00146921	1,019	233,235	TF11	TF11 9NX, TF11 9JL
E00146981	1,020	233,258	WV15	WV15 5NT, WV15 5PE
E00146911	1,021	233,391	TF11	TF11 8PP, TF11 8PS

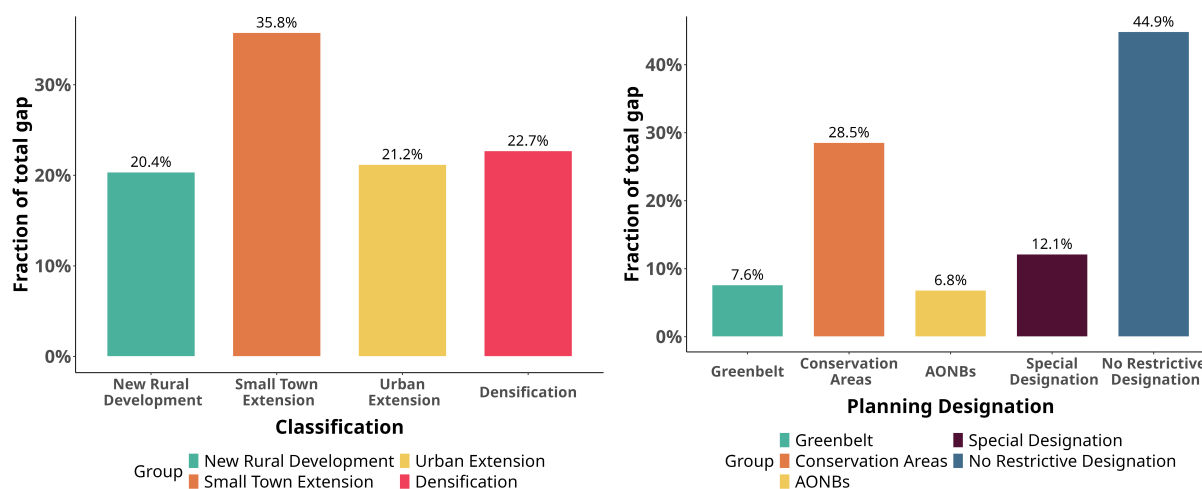
We also decompose the housing gap in several ways to shed light on the locations that would reduce the excess demand for housing in Shropshire LA if they received new housing.

We classify building patterns into 4 groups following the debates on housing delivery¹:

- New rural developments which incorporate new towns and villages, and developments to small villages.
- Small town extensions which incorporate developments within and immediately surrounding large villages and small towns.
- Urban extensions which are developments extending large towns and cities.
- Densification which involves the inner development of large towns and cities.

In Shropshire, we calculate the fraction of the housing gap corresponding to each of our four building patterns and analyse the proportion of the housing gap that lies within restrictive planning designations:

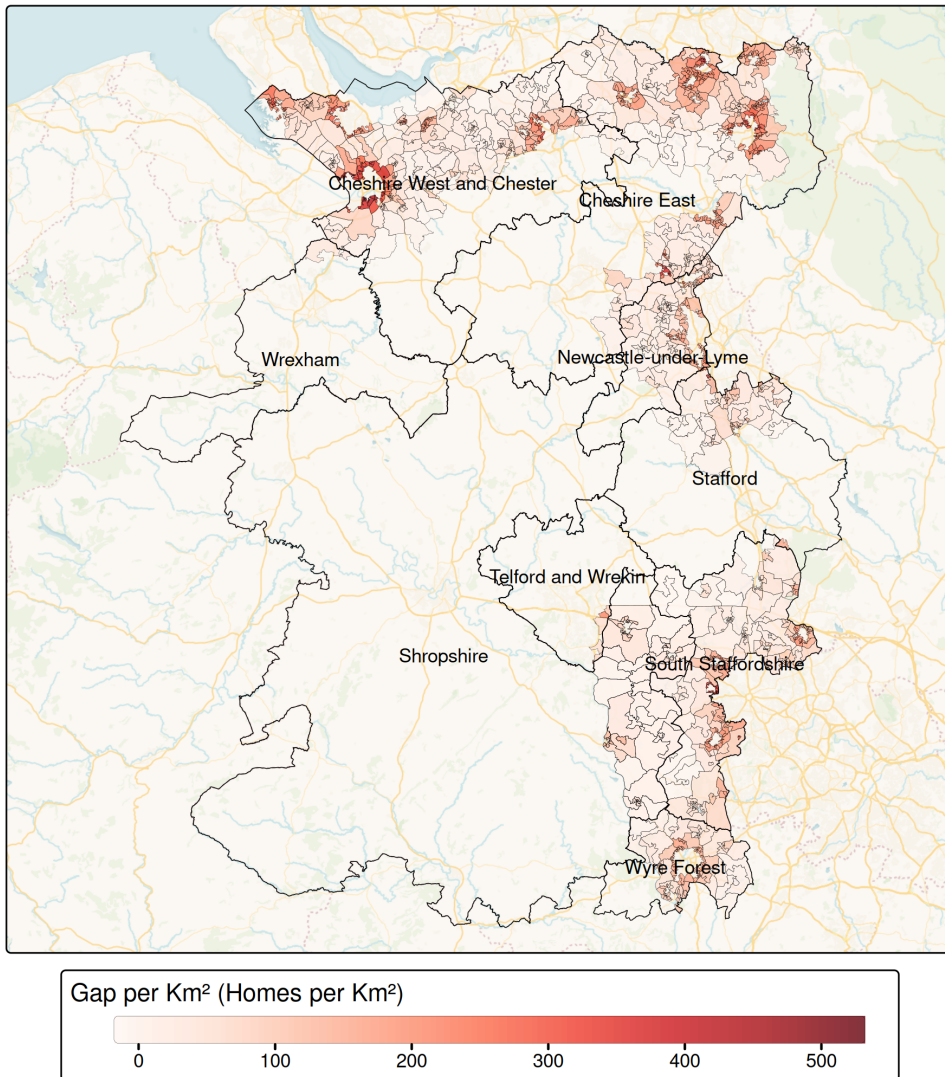
Figure 2: Proportion of housing gap by build classification and planning designation



¹Note that towns and cities are defined by ONS BUASDs/BUAs or NRS Localities/Settlements and can intersect more than one LA. Therefore, the densification and urban extension areas for the same city may lie in different LAs. This is particularly pronounced for the LAs around the 5 major cities. For example, an outer-lying London borough building may be classified almost entirely as urban extension, as it does not lie within the inner 50% of London.

The below map plots shading of the housing gap per km² for Output Areas which intersect with a greenbelt either within Shropshire LA or its neighbouring LAs which contain any greenbelt land:

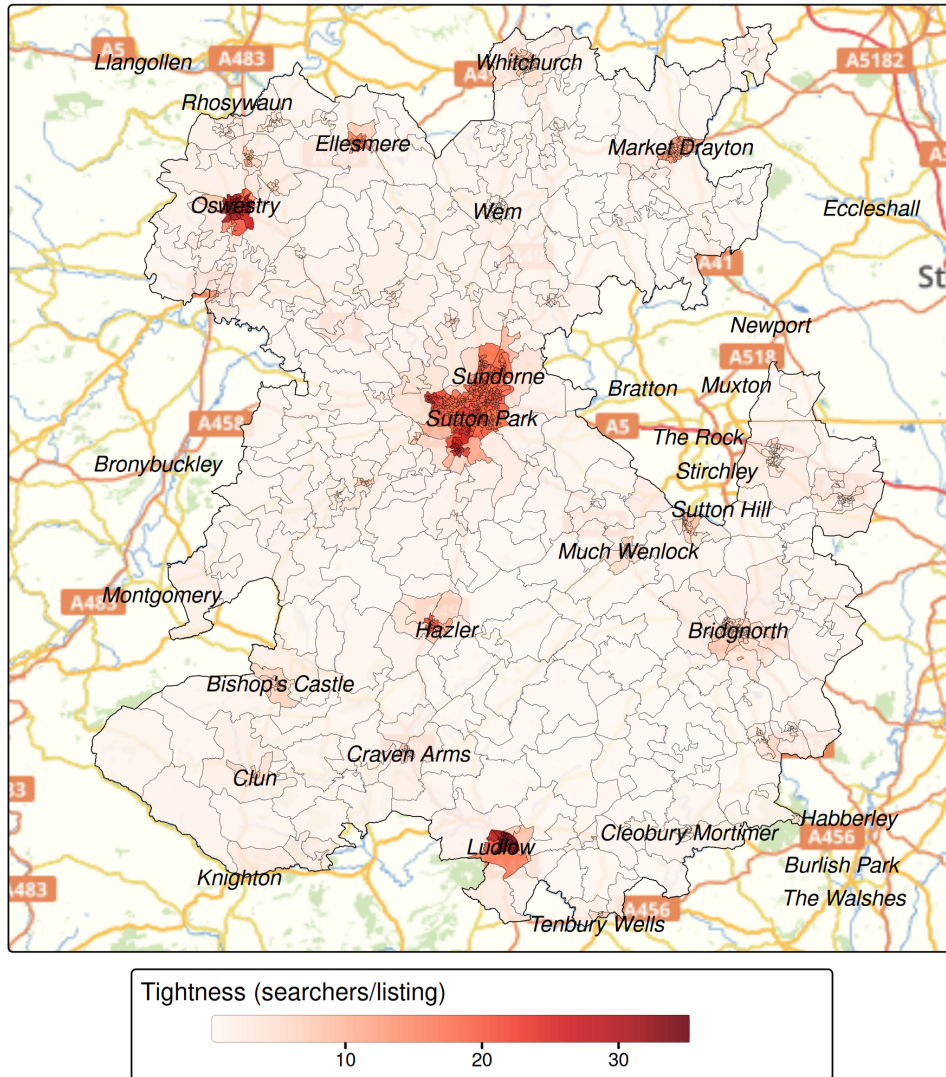
Figure 3: Housing gap per km² on greenbelt land



We also calculate a secondary measure: **housing tightness**. This is the ratio of searchers to homes, reflecting competition for a single property and linking directly to how hard or quick it may be to secure one. The higher the tightness the more competition for a single property. While the housing gap reflects how many people are affected by excess demand, housing tightness captures the intensity of that shortage for an individual person—e.g. how difficult it is for someone to find a property.

The following figure presents the tightness measure for all output areas in Shropshire.

Figure 4: Housing tightness



Policy Recommendations In our main [report](#) we document that the placement of new housing within local authorities is even more important than the targets set across local authorities. We show that in areas with a low housing gap, developers are slow to build out new units due to the lack of demand. Therefore, housing development should be diverted towards places with a high housing gap. This report highlights key locations in Shropshire LA where local policy makers should consider prioritising adding new housing to satisfy the current gap between housing demand and availability.