

## Staffordshire Moorlands Economy & Business Base

### Business Base

**There are 4120 enterprises based in the Staffordshire Moorlands in 2016 (ONS) – which gives a business density of 54.9 businesses per 1000 head of population.**

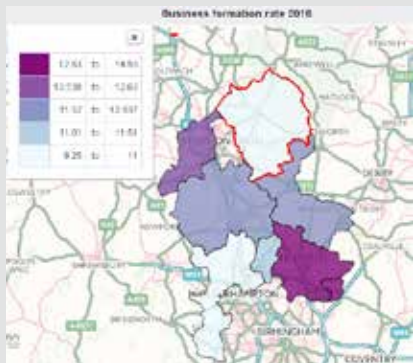
There are only 75 workplaces that employ more than 50 people in their sites in Staffordshire Moorlands and the average business size is just 6.2 employees per business. These have both reduced in the last two years meaning more people are working in smaller businesses.

The self-employment rate has fallen from 11.03%, to 10.1% since 2016, but remains above Staffordshire average (9.5%) and close to the Great British average (10.4%).

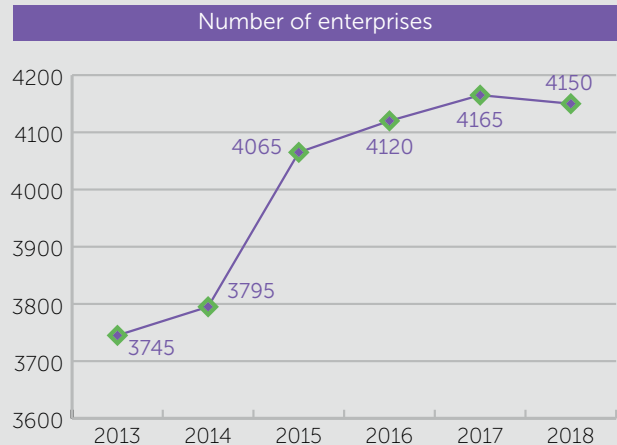
### Business Start Up

**The number of Enterprises in Staffordshire Moorlands has risen by 500 in the last five years**

The Staffordshire Moorlands has the lowest business start up rate in Staffordshire at 10.5%. This rate is also below UK average of 11.2%.



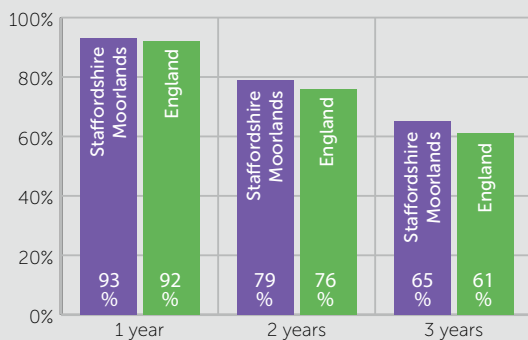
Despite this lower than average rate of new business births, the business closure rate is smaller than in other areas, meaning that the net business growth rate is 0.43%. However the district lags both the Staffordshire average (2.6%) and Stoke-on-Trent (3.03%). Nationally the number of UK business births has decreased in last 12 months, the first time the rate has fallen since 2010.



## Business Survival

Despite the low levels of business start-up, the business survival rate is particularly strong with **93.8% of businesses established in 2016 still trading.**

Business survival rates for business started in 2014



Source: ONS Business Demography. Based on businesses born in 2014

The Staffordshire Moorlands has the highest Business survival rate for new businesses in Stoke & Staffordshire.

## Knowledge Economy

**Knowledge intensive sectors in Staffordshire Moorlands accounted for 21.9% of total employment in 2015**

This means that Staffordshire Moorlands is ranked the highest in Staffordshire for the proportion of employees working in knowledge driven businesses.

Source: The Business Register and Employment Survey (BRES) Patents Granted: Intellectual Property Office (IPO) 2000-2013 (Grant Thornton, Place Analytics)

Staffordshire Moorlands is in the lowest 40% of districts for patents granted, but has higher levels than Newcastle and Stoke-on-Trent.

## Productivity

**With a productivity score of 77.4 Staffordshire Moorlands is well below the national average.**



Source: Annual Survey of Hours and Earnings; GVA by NUTS 3 (Grant Thornton, Place Analytics)

Productivity measures the relative performance of the economy in an area by combining gross value added (GVA) of a job with workplace earnings. With a score of 77.4 Staffordshire Moorlands. This places Staffordshire Moorlands in the bottom 20% of districts nationally.

GVA per job in Staffordshire Moorlands is £39,996, compared with £46,419 in Staffordshire and £55,658 nationally.

Staffordshire Moorlands' total GVA is 1.46 billion.

Gross value added (GVA) per job is the measure of the value of goods and services produced in an area divided by the number of employees. It is a useful means of measuring the productivity of an

area relative to its workforce.

The latest figures show GVA per job in Staffordshire Moorlands is £51,240 which is £11,244 than in 2015/6 – and as job numbers have remained relatively static shows a really significant rise in the productivity of firms based in the Moorlands. The district has gone from one of the lowest performing districts in Stoke and Staffordshire to the second highest – and outstripping both Stoke and Newcastle who have rates of 42,584 and £41,788 respectively.

Despite this really positive growth, the district still lags the national average of £57,634 although the gap has been narrowed by 59%

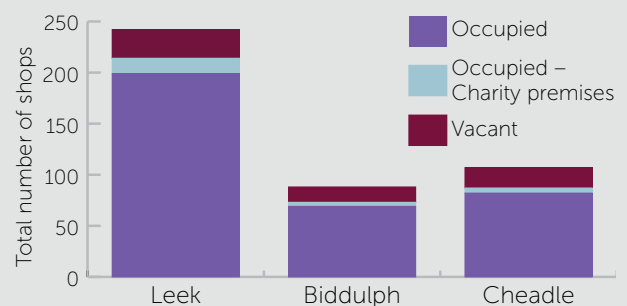
GVA per job in Staffordshire Moorlands is £41,240

## Shop occupancy

Staffordshire Moorlands towns have an overall shop occupancy rate above the national average for the high street at 85.2% (compared to a UK average of 90.1%). This represents a worsening of performance over the last two years and reflects both the over supply of retail units and changing shopping trends.

Cheadle has the highest level of vacant units – with 19% of units vacant – which is the highest vacancy rate in the West Midlands. It should be noted that the town has 118 retail units – more than 30 more than Biddulph – despite having a population 7000 lower.

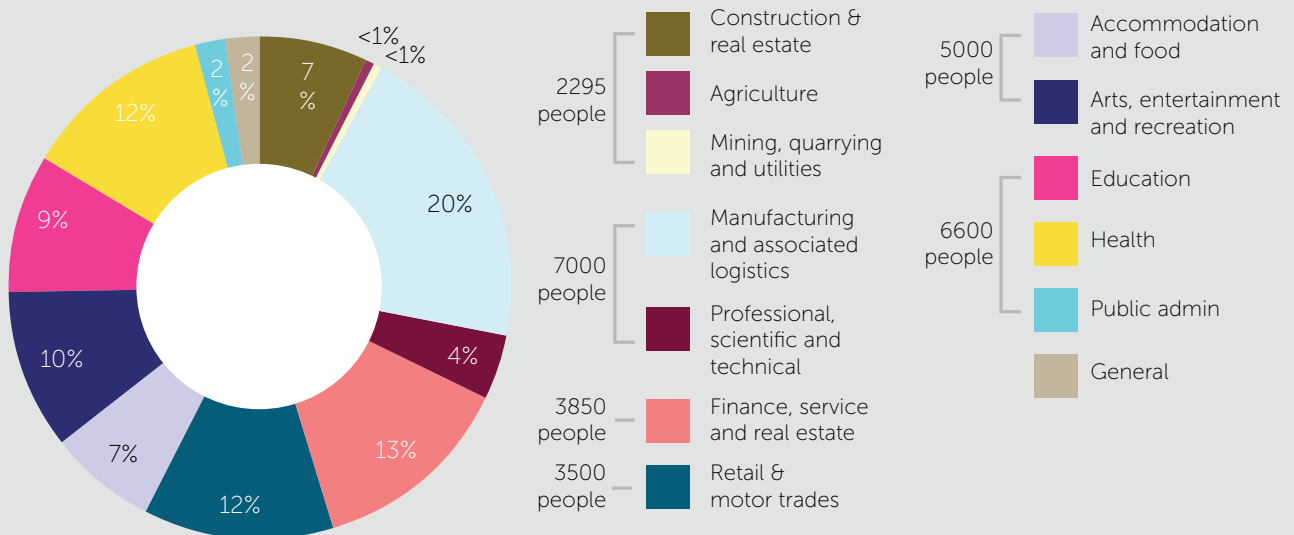
Charity retail properties remain at 4.7% of units which is considered in line with an acceptable ratio.



## Employment by Sector

28,000 people are employed in workplaces in the Staffordshire Moorlands – of which 68% are full time.

### Staffordshire Moorlands Employment by Sector



BRES |Data 2012

### Key changes:

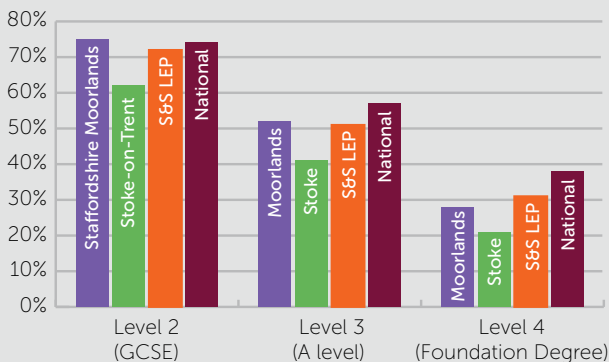
- Number of professional, scientific and technical positions risen and now represents 6% of employment base
- Manufacturing has remained stable, but associated logistics has seen a small fall in employment levels
- Retail employment has actually grown between 2015 and 2017
- Despite a proportional rise in accommodation and food sector, there has been a reduction in arts, entertainment and recreation sector meaning overall visitor economy remained stable
- Education and Health sector have seen a fall of 1,250 jobs since 2016.

## Skills

**In 2017, the GCSE attainment for young people in the district was well above the county average with 43.3% achieving grade 5 or above in English and Maths, compared to Staffordshire average of 39.3% and English average 41%.**

The percentage of working age people with NVQ Level 3 in the district is 52.5%. This rate is above neighbouring districts of Newcastle (47%) but now lags the Staffordshire average 53.7% and England (57.1%)

Staffordshire Moorlands working age skill levels 2016



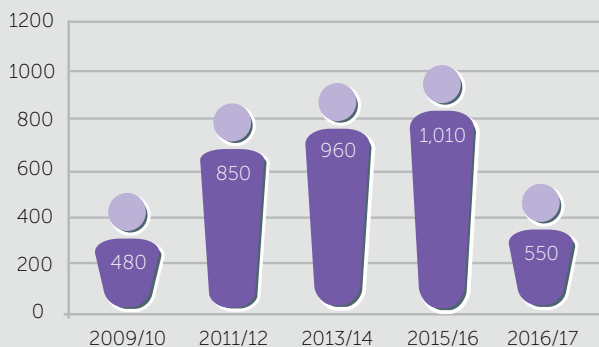
S&S LEP = Stoke & Staffordshire Local Economic Partnership area). Source: ONS annual pop survey 2016

## Apprentices

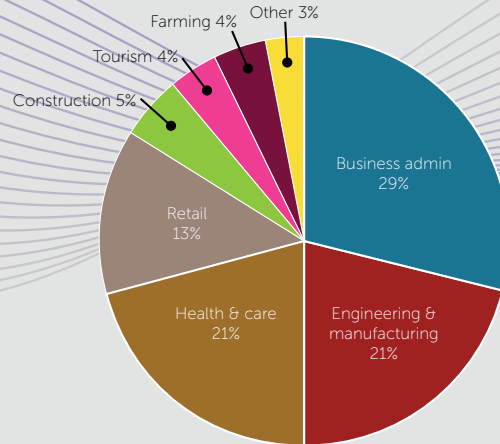
**The number of apprenticeship starts in Staffordshire Moorlands has fallen in line with national trends which saw a large fall in apprenticeship starts following the introduction of new funding system. However the number of apprenticeships being taken at higher level continues to grow.**

50% of all apprenticeships are at Level 2; 43% are at Level 3; and 5.5% are at Level 4. 140 young people aged 16-18 started apprenticeships in 2016/17.

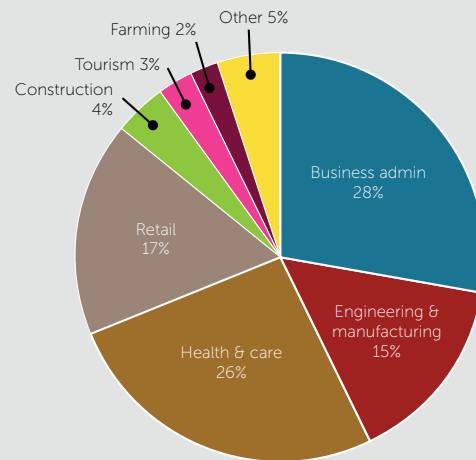
Apprenticeship starts in Staffordshire Moorlands



Apprenticeships by type in Staffordshire Moorlands



Apprenticeships by type in England



The type of apprenticeships being taken generally reflects growing sectors both in our economy – so over the last few years we have seen:

- Increase in engineering apprenticeships
- Increase in tourism and farming apprenticeships
- Decrease in business admin

The three areas which are not aligned to our local economy is construction, retail and health.

**Construction** has seen an increase in apprenticeships, albeit starting from a low base.

This is a positive sign as despite low levels of house building in the area at the moment, it does indicate a workforce to support future growth **Retail** apprenticeships have actually grown to 17% despite national and local decline in employment in this sector.

**Health** sector apprenticeships are growing nationally and now represent 28% of all starts – in part to create a pipeline of new employees for care and hospital based staff – but in the Moorlands this sector has shrunk considerably over the last few years which may be a reflection of the demographic shift of people starting apprenticeships to younger ages, and also the attractiveness of this sector to this audience.

## Salary Levels

**Full time local employees earn £25,334 a year in Staffordshire Moorlands.**

In fact, full time workers who are employed in the district earn only £52 more than in 2016 although the longer term trend has seen wages rise by over £2,800 since 2011. The average wages of full time workers in the district have fallen – and are now £3,000 below the national average.

In 2016, the median gross annual salary for a full time employee working in the Staffordshire Moorlands was £25,282 which is below the English average of £28,291. However this rate is slightly above the Stoke and Staffordshire LEP average of £25,269 and above the average for Stoke-on-Trent by £800.

Resident based salaries – which include people who commute outside the district, earn an average £27,232. This means the latest data shows that the average total income (which incorporates all taxable income including all employees; pension recipients and self-employed people) has risen to £26,400 but still lags national average (£31,363).

Part time locally based salary levels are significantly lower than the average across the Stoke and Staffordshire LEP area. This may be due to the high proportion of seasonal jobs in agriculture and tourism.

The average house price in 2016 in Staffordshire Moorlands was £172,004.

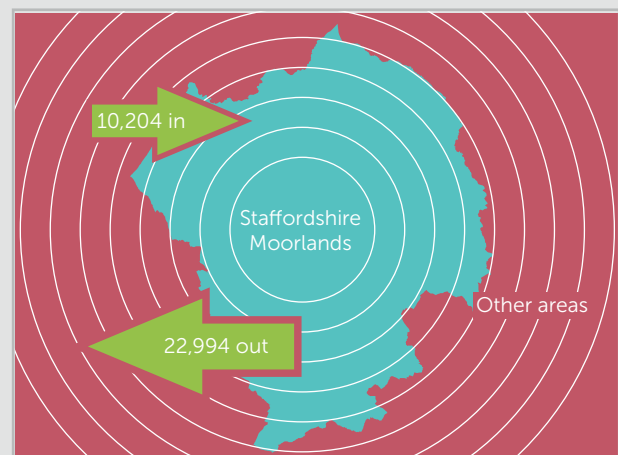
## Housing

Housing affordability ratio of median house price to median gross earnings is 5.9%. This is lower than Staffordshire and English averages at 6.3% and 7.9% respectively.

## Commuting

**There is a net outflow of nearly 12,800 workers.**

In 2011, 22,994 people commuted outside the district for work and 10,204 people in-commute to the Staffordshire Moorlands.



The key destinations residents work are: Stoke-on-Trent (9529); Cheshire East (3668), Newcastle-under-Lyme (2143); East Staffordshire (1669) and Stafford (1581).

The people who in-commute principally come from: Stoke (5182) and Newcastle (1163).

## Economic Activity and Unemployment

**Unemployment in the district is very low and has fallen sharply in recent years.**

**In 2015, 85.7% of the resident working age population were in employment.** By comparison, and the national figure was 77.8%.

Claimant unemployment in the district is very low at 0.8% (450 people in Dec 2016) – significantly down from levels in 2010 when 1607 were in receipt of Jobseeker's Allowance (2.6%).

The number of young people on Jobseekers Allowance has also fallen significantly; from a high of 6.6% (450 young people) in February 2012 to just 80 people (1.2%) in June 2015. In addition, for many years Biddulph East had significantly higher levels than the rest of the district, but rates have now fallen to 1.7%.

The number of people on Incapacity or ESA benefits is much larger than those on Jobseeker's Allowance at 3,340 residents – but at 5.5% of working age residents, is still well below the GB average of 6.2%.

## Economic Growth Priorities 2019 +

- Unlock employment sites and land to enable building of suitable modern premises which will enable knowledge economy businesses and higher value manufacturing to grow or be attracted into the district
- Seek to deliver identified masterplan opportunity sites including Cornhill and ensure a sufficient supply of employment land is available as part of emerging Local Plan
- Consolidate and build on existing sector strengths in: manufacturing and associated logistics; advanced engineering; and creative businesses
- Support local employers to invest in technology and skills through access to capital grants and loans to help support a rise in productivity
- Work with partners to increase the business start up rates
- Work with schools and colleges to ensure young people and their families have access to information on apprenticeship opportunities and career pathways and informed data about the local economy.

## Key Employers in the District

(excluding retail, health & social care and schools)

Leek & Northern Moorlands:

- Capita (Financial services)
- Ornuva (Food manufacture)
- Croda (Food supplements)
- Belle Engineering (Construction equipment)
- Cottage Delight (Food manufacture)
- Tennants Fine Chemicals (esters and aroma chemicals)
- Buxton & Leek College/University of Derby (FE & HE)

Cheadle & Southern Moorlands:

- Alton Towers (Leisure)
- JCB (Construction vehicles)
- F Ball and Co. Limited Cheddleton (Glue manufacture)
- Klarius (Exhaust systems)
- The Greenhouse People (Greenhouse manufacture)

Biddulph:

- Rapiscan (Security equipment)
- MCL (Utility cabinets)
- ASD metal services (Steel products)
- EMS Industries Ltd (pumps)
- Armatrac (tractors)

## Larger Businesses in Staffordshire Moorlands

### JCB

JCB has grown from small beginnings building agricultural tipping trailers in 1945, to the global force it is today - one of the world's top three manufacturers of construction equipment - and Europe's largest - Based in Rocester, & Cheadle in the Staffordshire Moorlands - which is home to JCB Earthmovers Ltd & JCB Industrial products, JCB is still privately owned by the Bamford family and manufacturers over 300 products; 75% of which are exported to over 150 countries around the world. In 2019, JCB employs 1160 people at its Cheadle sites and is investing further in expanding its products.





## Alton Towers

Alton Towers Resort, first opened in 1980 and is the UK's number 1 short break destination and one of the UK's top five tourist attractions. It includes not only a world leading Theme park but also: a waterpark, golf resort, two hotels, Spa and the Enchanted Village luxury treehouses and Tree Top Quest high ropes course.

In 2014, they opened CBeebies land, and in 2016 opened the UK's only rollercoaster restaurant – and in July 2017 will open a 76 room CBeebies Land Hotel. Alton Towers Resort is one the biggest private sector employers in Staffordshire and offers a wide variety of long-term careers as well as fixed-term & summer jobs.

In 2019, Alton Towers employs 1400 permanent staff in its moorlands resorts.



## Ornua

Ornua Foods UK is the UK's largest supplier of pre-packed hard cheese supplying every major UK food retailer as well as the wholesale, convenience and foodservice sectors out of its start of the art cheese manufacturing facility in Leek. Home to the Pilgrims Choice, MU and Kerrygold butter brands, it employs over 700 staff and sells 50% of UK retail private label hard cheese.



## Capita Finance

Capita provides mortgage processing outsourcing services to a number of leading mortgage lenders, including The Co-operative Bank for whom they deliver customer contact and processing services from our operations centre in Leek – providing sales, mortgage origination processing and account management services. In 2019, Capita employ 350 people in Leek with particular emphasis on ensuring good customer outcomes.



## Rapiscan Systems

Rapiscan is the world's leading security screening provider, with world wide offices. Rapiscan Systems UK Cargo division is based at Victoria Business Park in Knypersley and includes a technology lab and manufacturing facility which produces the company's High Energy X-Ray Cargo and Vehicle Inspection Product Lines for deployment across Europe, the Middle East and Africa.



**Klarius** manufacturing plant in Cheadle produces over 2 million replacement exhausts, catalytic converters and DPFs for road cars every year. It has been transformed into one of the most efficient automotive component development and manufacturing centres in Europe.

State-of-the-art Research and Development Centre is also based at Cheadle where new products such as the recently developed new exhaust system for Toyota Prius Hybrid are designed and developed by the Technical Centre.

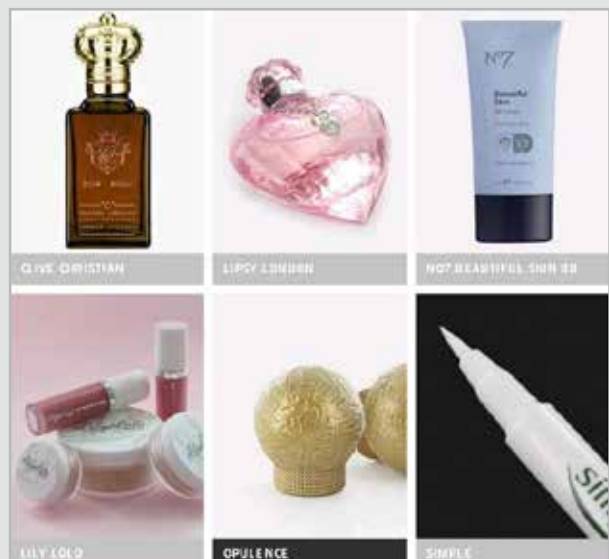


## Small & medium sized businesses in Staffordshire Moorlands

**Collcap** in Leekbrook Industrial Estate in Leek, was formed in 1993 starting out as a small company with a focus on providing caps and closures.

Collcap now offers a variety of packaging products for cosmetic industry with prestigious customers including Lipsy, Bobby Brown & Hugo Boss as well as High Street brands including Marks & Spencer, Boots and Primark.

Opened a Hong Kong office in 2000, and now have Collcap Shenzhen and representative in Taiwan.



**Scabetti Ltd** of Leek, design bespoke lighting sculptures and interior accessories which are all hand made.

A worldwide customer base includes Rick Stein's Padstow restaurant, Hotel Mercure Amsterdam and Sentose Cove, Singapore.



## Cubis Systems

Cubis is Europe's leading manufacturer of access chamber and ducting systems, used in the construction of infrastructure networks. Cubis develop and manufacture quality products which replace traditional construction materials, like bricks and concrete, with lightweight plastics incorporating intelligent design features. The Biddulph Moor site specialises in injection and compression plastic moulding and product assembly.



## So Marketing

So Marketing, who have recently expanded and re-located from Cheadle into Leek town centre, are a creative marketing company with blue chip clients including JCB, Dell and BikeHud.

They cover all aspects of marketing from brand design, website development through to print and evaluation of marketing effectiveness. They are still actively recruiting.

