

## 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.

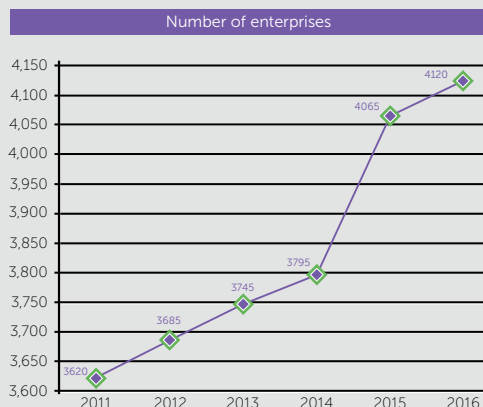
There are only 75 workplaces that employ more than 50 people in their sites in Staffordshire Moorlands and the average business size is just 6.2 employees per business. These have both reduced in the last two years meaning more people are working in smaller businesses.

In 2016, the self-employment rate has fallen from 11.03%, to 10.1% but remains above Staffordshire average (9.5%) and just below GB 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%.

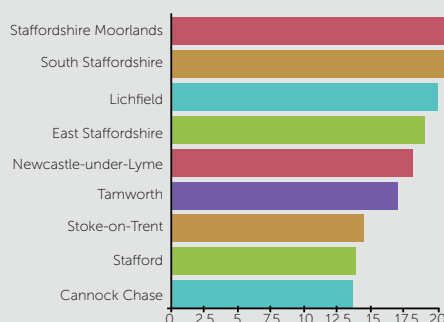


### Knowledge Economy

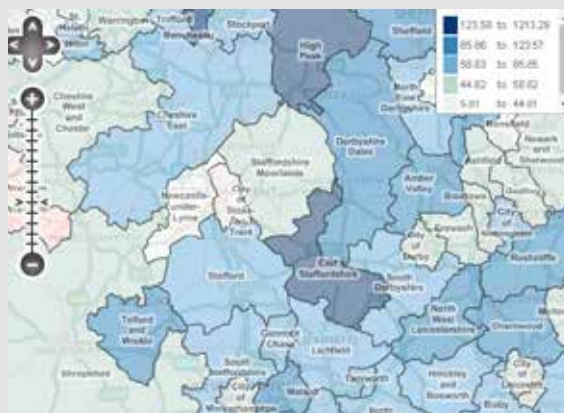
**Knowledge intensive sectors in Staffordshire Moorlands accounted for 21.9% of total employment in 2015**

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

Business survival rates for business started in 2011



Source: The Business Register and Employment Survey (BRES)



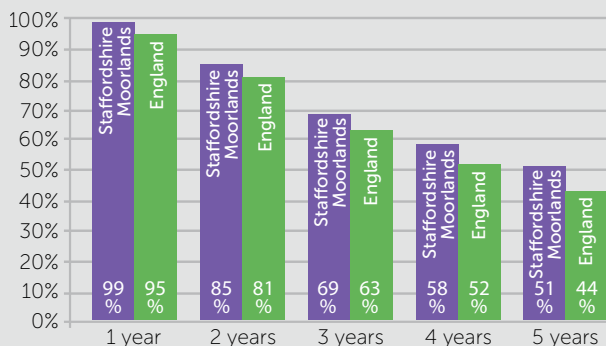
Patents Granted: Intellectual Property Office (IPO) 2000-2013 (Grant Thornton, Place Analytics)

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

## Business Survival

Despite the low levels of business start-up, the business survival rate is particularly strong with 93% of businesses established in 2014 still trading

Business survival rates for business started in 2011



Source: Business Demography. Based on businesses born in 2011 (Grant Thornton, Place Analytics)

**Business survival rates continue to be above England and GB average.**

The 24 month business survival rate is high by national standards and is 5% above Staffordshire and West Midlands average and 7% above the national average.

## Productivity

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



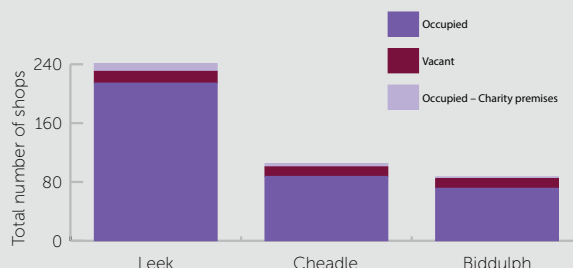
Source: Annual Survey of Hours and Earnings; GVA by NUTS 3 (Grant Thornton, Place Analytics)

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.

## Shop occupancy

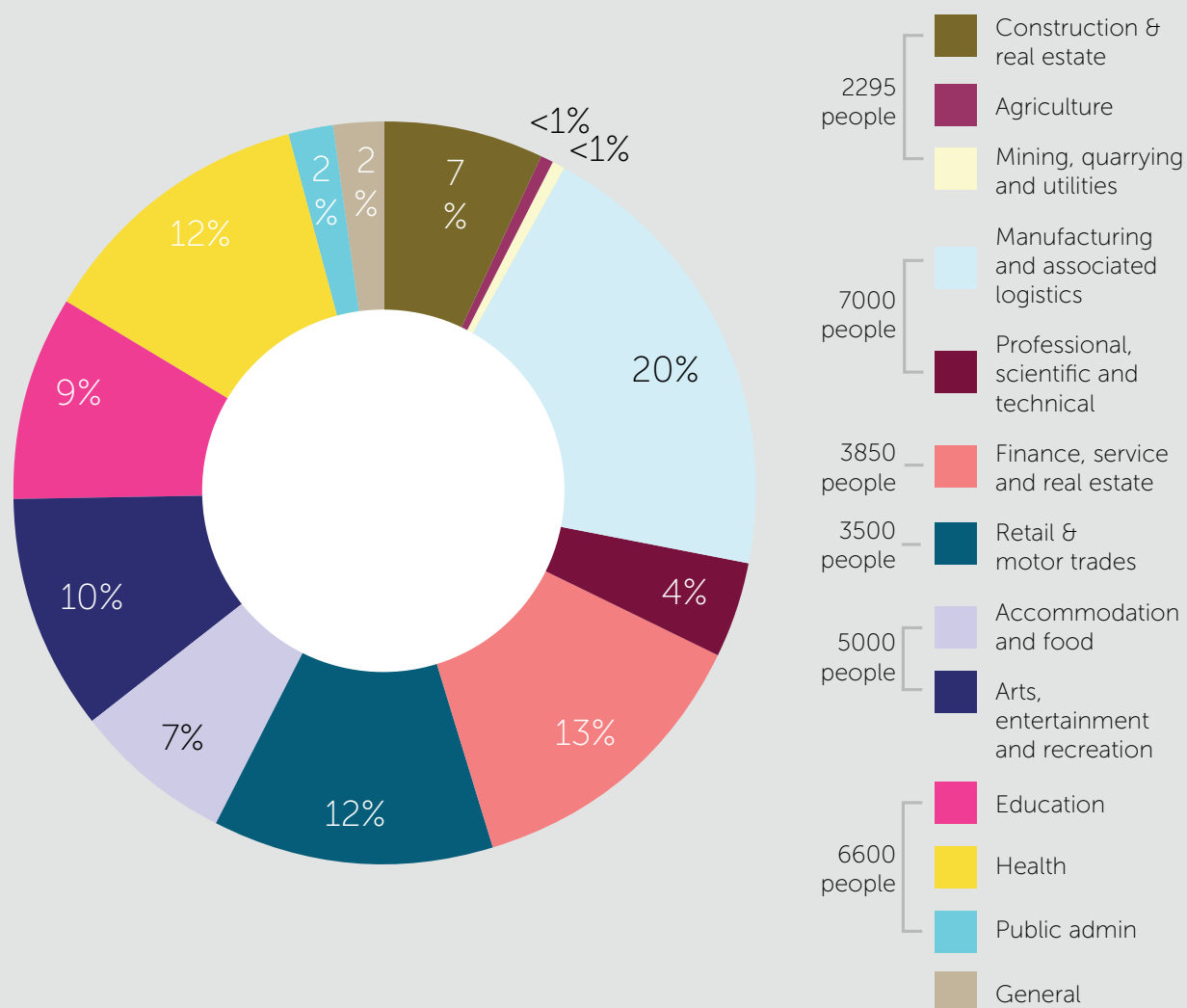
Staffordshire Moorlands towns have a shop occupancy rate similar to national average for the high street at 90.3% (compared to a UK average of 90.5%). This represents an improvement from 2 years ago, when the rate was 3 percent above the UK average.



## 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

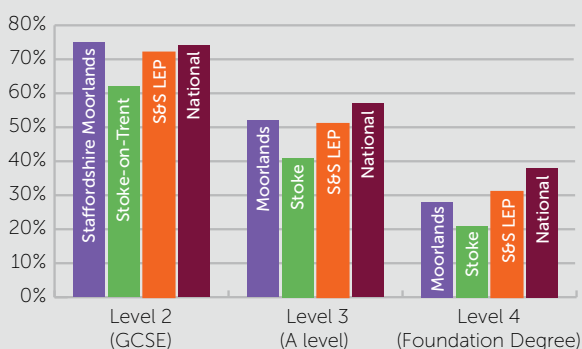


## Skills

**In 2016, Staffordshire Moorlands still has greater numbers of working age people with at least level 2 skills than in neighbouring areas or nationally.**

At level 3, which includes higher level technical & specialist skills, the district still punches above its weight at the local level, but like the rest of the sub-region, is performing below the UK average. Ten per cent fewer residents hold a degree or equivalent higher level qualification than the national average.

Staffordshire Moorlands working age skill levels 2016



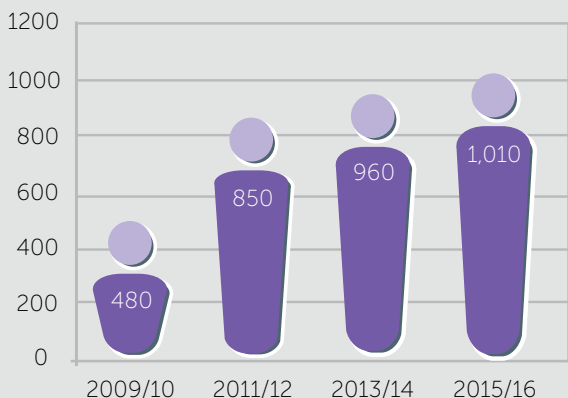
S&S LEP = Stoke & Staffordshire Local Economic Partnership area). Source: ONS annual pop survey 2016

## Apprentices

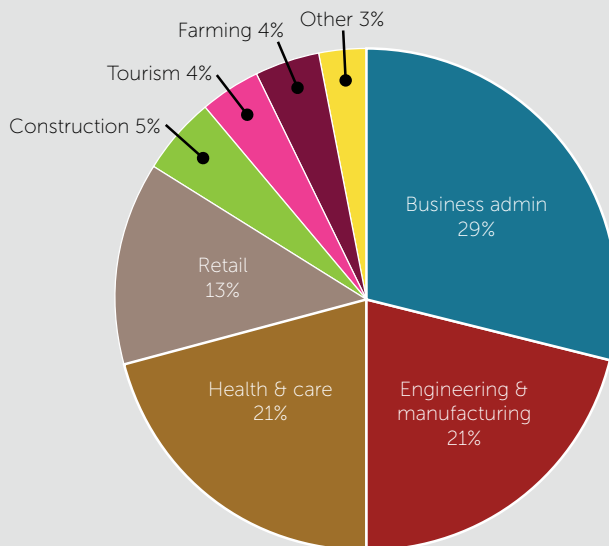
**The number of apprenticeship starts in Staffordshire Moorlands has increased 110% since 2009 and over 390 workplaces offer apprenticeships in the Staffordshire Moorlands**

59% of all apprenticeships are at Level 2 – and the number of apprenticeships at level 3 and above has now risen to 310, a 13% increase since 2013/14.

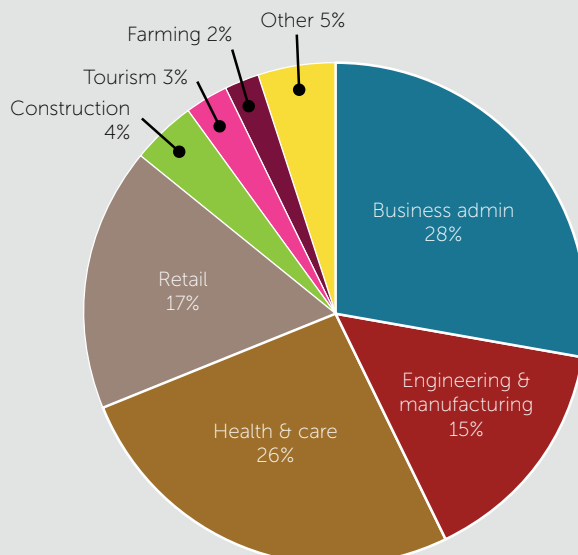
Apprenticeship starts in Staffordshire Moorlands



Apprenticeships by type in Staffordshire Moorlands



Apprenticeships by type in England



## Salary Levels

**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.

The full time salary levels of residents (including those that commute) was slightly higher at £26,750.

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).

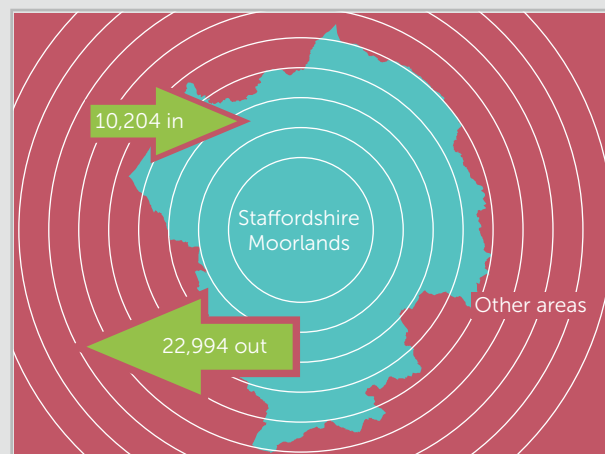
Part time locally based salary levels are significantly lower than the average across the Stoke and Staffordshire LEP area. This may be due to the high proportion of seasonal jobs in agriculture and tourism.

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

## 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 2017 +

- 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
- Capitalise on the 'Gateway to the North' and utilise our strong skill base to attract suitable higher paid employment businesses into the district
- 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.



## 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.



## 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 is the UK's leading provider of business process management and professional support solutions. The Leek headquarters of Capita Legal, Financial & Regulatory Services (CLFRS) provide a comprehensive set of financial services including mortgages, loans, debt collection and credit analytics and insight.



## 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.

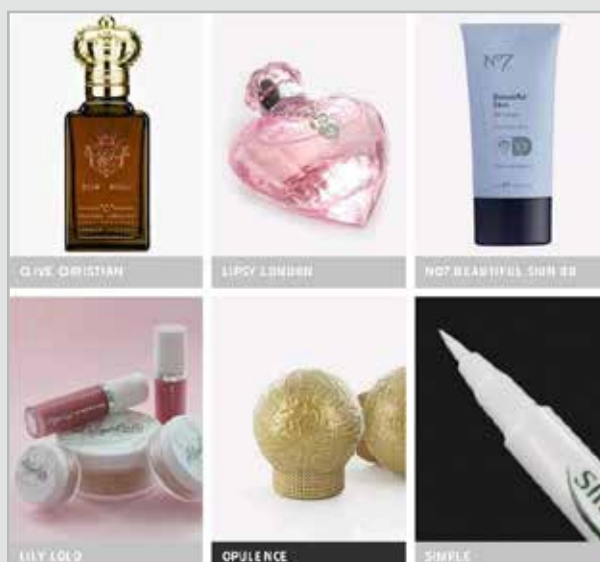


## Small & medium sized businesses in Staffordshire Moorlands

**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.



## MCL

MCL Composites, based in Biddulph Moor, specialises in the compression moulding of utility boxes – and is the UK Market Leader for domestic meter boxes, as well as key supplier of infrastructure products for utility and construction sector & highways.

MCL has over 10 years track record of exporting throughout Europe and in 2015 revealing plans to export worldwide for the first time as part of have started worldwide.



## 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.

