

## Staffordshire Moorlands Economy & Business Base

### Knowledge economy

**The proportion of knowledge-driven occupations or 'knowledge workers' based on the number of professional, managerial, and technical workers has risen from 28% in 2016 to 57% in 2021.** (Source Grant Thornton)

However, the proportion of enterprises in knowledge driven sectors was 18.3% of enterprises in 2020. This rate is below the Staffordshire rate of 24% and Lichfield at 29%. This indicates that some of our most skilled workers are out commuting at present, but with the right conditions could be a valuable asset to help deliver business growth or new enterprise start-up in the district.

There were 10 enterprises in Staffordshire Moorlands which were regarded as high growth out of 120 in Staffordshire. This is 8% of the total number of high growth enterprises in Staffordshire, the highest proportion being in Lichfield (17%).

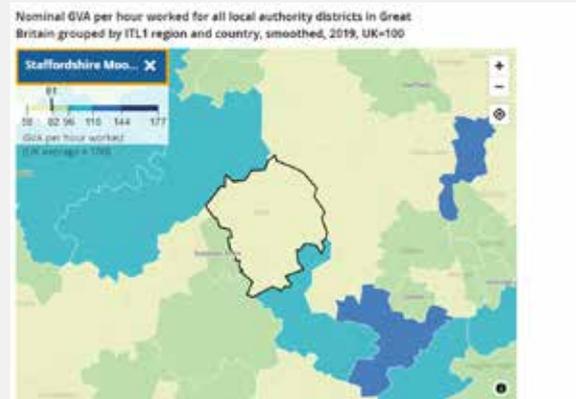
Knowledge intensive sectors in Staffordshire Moorlands accounted for 8.63% of employment in 2019, a decline from 2017 when it was 11.64%. This is lowest of all Staffordshire Districts with Lichfield being the highest at 17.26%.

This may suggest that knowledge based occupations are concentrated in larger employers and not spread evenly throughout the enterprise base.

Gross Domestic Product per head in Staffordshire Moorlands rose from £16,631 in December 2016 to £19,661 in December 2019. (Source Grant Thornton).

### Productivity

**GVA per hour worked in Staffordshire Moorlands was £28.4 in 2019 slightly below the Staffordshire figure of £29.6 and below England at £35.7 and is represented as 81 on the below index where UK is 100.**



Source: Office for National Statistics - subregional productivity

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 nominal (smoothed) GVA (B) per filled job was £44,525 for Staffordshire Moorlands in 2019, this has increased since 2016 when it was £41,713. The figure for Staffordshire is £47,852 and for England £57,583.

Staffordshire Moorlands' total GVA was 1.25 billion in 2018 falling from 1.46 in 2017.

(Source Grant Thornton re Gross Domestic Product).

## Business base

There are 4115 enterprises based in the Staffordshire Moorlands in 2021. The number of businesses remains relatively static in Staffordshire Moorlands, with only a small decrease in numbers during the pandemic.

Number of enterprises



This gives a business density of 713 per 10,000 residents of working age. This compares to UK average of 1,105 and West Midlands average of 1,013.

The vast majority of businesses (92%) that operate in the Moorlands are classified as micro businesses with less than 10 employees, in fact - 80% of all enterprises have less than 4 employees.

The self employment rate rose to 19.6% in September 2020 but has fallen back to 11.8% in 2021. 4000 less people were recorded as self employed. It remains above the Staffordshire average of 9.8% and the Great Britain average of 9.4%

% aged 16-64 who are self employed



## Business start up

The latest statistics show that Staffordshire Moorlands had gross annual new business births of 260 (2020). While this is positive growth, it still represents the second lowest growth rate in Staffordshire at 8.4% below the county average of 9.6% and the England average of 12.1%. More worrying is that the business formation rate appears to have fallen slightly in the last couple of years, in 2015 the new business birth rate was 10.6% in the Moorlands. The fall in rate could be due to lack of available space for businesses, particularly B1, B2 and B8 use classes as well as local would-be entrepreneurs not accessing support services which are normally delivered from Stoke-on-Trent.

On a more positive note, the number of businesses failing is almost the lowest in the county at 7.39%, which shows that while there maybe less entrepreneurs starting-up, those that do are surviving and prospering over the longer term.

\* Enterprises are classified as those registered for VAT and PAYE and so self-employed residents are not necessarily counted within the business growth rates. The percentage of working age people regarded as self employed is 11.8%.

The business closure rate of 7.39% was a lower closure rate than the Staffordshire average (9.64%) and England (10.65%).

## Business survival

**Enterprises surviving one year or more in Staffordshire Moorlands at 88.5% is marginally lower than the County rate of 88.7% and England, 89.10%.**

Business survival rates for business started in 2017



Source: ONS Business Demography. Based on businesses born in 2017

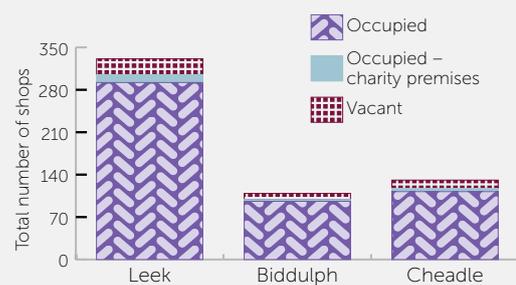
The one year survival rate has fallen from 93.8% prior to the pandemic year and is now the seventh lowest survival rate for new businesses in Stoke and Staffordshire.

## Shop occupancy

Staffordshire Moorlands towns had an overall shop occupancy rate above the national average for the high street at 89.8% compared to a UK average of 88.2% and West Midlands 86.5% (October 2021).

Cheadle had the highest level of vacant units – with 13.9% of units vacant higher than the UK average of 11.7% and the West Midlands average of 13.2%. It should be noted that the town has 113 retail units – more than 30 more than Biddulph, despite having a population 7000 lower.

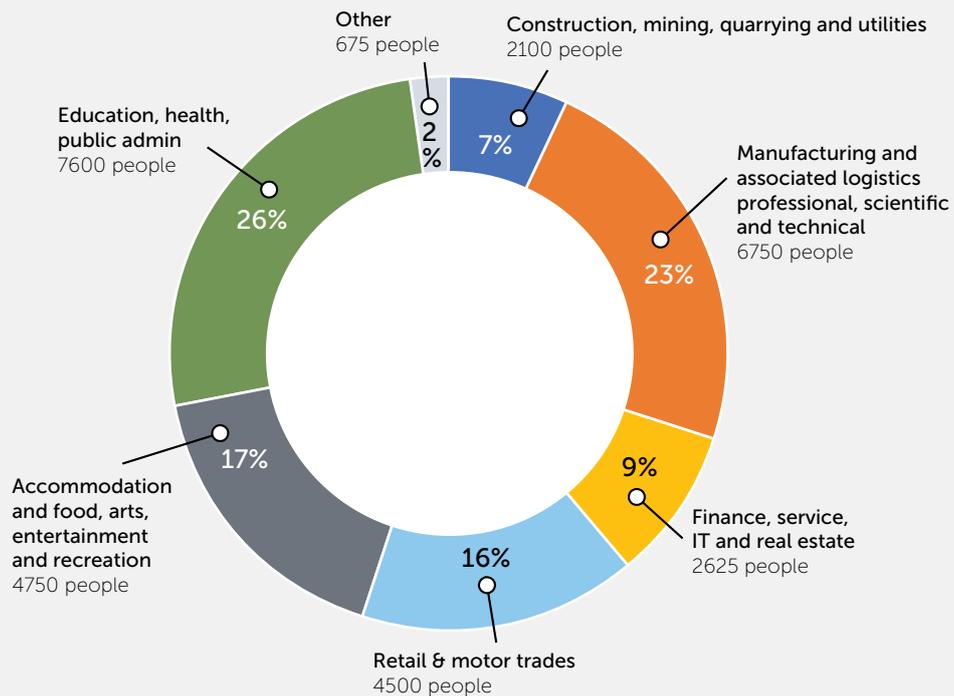
Charity retail properties comprised 4.2% of units in the Moorlands towns which is considered in line with an acceptable ratio.



## Employment by sector

29,000 people were employed in workplaces in the Staffordshire Moorlands (excluding agriculture) of which 62% were full time. There were 600 people employed in agricultural enterprises.

### Staffordshire Moorlands employment by sector



BRES |Data 2020 Provisional Notes: % is a proportion of total employee jobs excluding farm-based agriculture

## Key changes:

The total number of jobs has remained static at 29,000.

The number of professional scientific and technical jobs has fallen from 6% in 2017 to 4.3%.

The number of manufacturing jobs remains at 15.5%, a slight fall from 2018 when manufacturing represented 17.2% of all jobs. Combined with associated logistics (3.4%) these three sectors represent the largest sector at 23% of jobs a slight fall from 24%.

Retail, wholesale and motor trades employment has risen from 12% to 16%.

Employment in accommodation, food, arts, entertainment and recreation, which rose from 17% to 20% in 2019, has fallen back slightly to 17% in the pandemic year with a reduction of 750 people employed in accommodation and food services and 500 in arts and recreation.

The percentage of all jobs in education, health, and public administration has risen from 23% to 26% with an increase of 1000 jobs in health in the pandemic year, 2020, now 13.8% of all jobs (from 10.3%). Other public administration (10.3%) and education (2.1%) have remained stable in recent years.

## Skills

The average 'Attainment 8' score of all pupils in 2020/21 was 50% against a Staffordshire figure of 50.2% and 50.9% England.

The percentage of working age people with NVQ Level 3 in the district is 63.7%. This rate is above the neighbouring district of Newcastle (62.6%) and above the Staffordshire average (59.7%) and Great Britain (61.3%).

The proportion of residents qualified to NVQ4 or above, 43.3%, is just above the Great Britain figure of 43.1%. This has risen significantly since 2016 when the figure was 27.5%.

## Apprentices

The last full year figures show that 590 apprenticeship starts (based on the home postcode of the learner) were made in Staffordshire Moorlands.

In May 2017 the apprenticeship funding system was revised, with an apprenticeship levy introduced. The impact of this nationally was to significantly reduce the number of apprenticeship starts, and in line with this national trend the number of people starting apprenticeships from the Staffordshire Moorlands fell from 860 for the full year 2016/17.

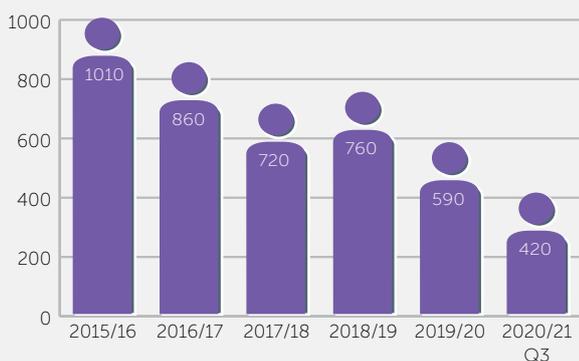
Nationally during the pandemic period, August 2020 to April 2021 starts were down 6.9% from the period August 2019-April 2020.

In Staffordshire Moorlands from August 2020 to April 2021, 420 apprenticeship starts were made.

Staffordshire Moorlands District Council has used some of its 'Additional Restrictions Grant' to award

small grants to businesses who have taken on a new apprentice during 2020/21 and Staffordshire County Council have also made available some funding.

### Apprenticeship starts in Staffordshire Moorlands



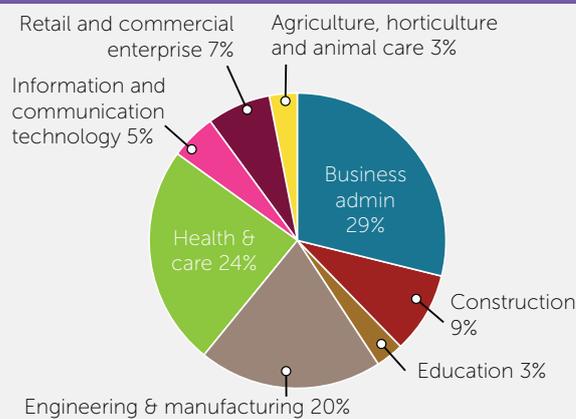
In 2019/20, 27% of all apprenticeship starts were at Level 2 (Intermediate); 46% were at Level 3 (Advanced) higher than the England percentage of 44%; and 27% were at Level 4 (Higher). 180 young people aged under 19 started apprenticeships in 2019/20.

The largest category / number of apprenticeships being started were business administration and law, 29% same as the England average, health, public services and care 24% against 26% for England and engineering and manufacturing technologies (20% above the England average of 16%). Retail, previously at 17% is now 7% against England 10%. Information and communications technology an important sector was 5% of all apprenticeship starts against an England figure of 6%.

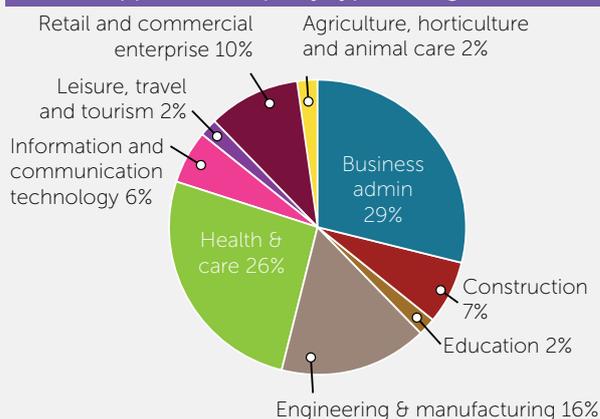
There were no recorded apprenticeship starts in leisure, travel and tourism, arts media and publishing or science and mathematics in 2019/20.

The fact that tourism represents one of the biggest sectors of employment but has no apprenticeship starts shows that either the sector is not confident in the skills offer, perceive there to be a misalignment with their needs, or they are unaware of the opportunities that apprenticeships can bring to their business and funding available to support it. The post pandemic tourism recovery strategy will need to explore this in more depth to understand the reasons behind this offer and identify any new opportunities to ensure the sector is being equipped with employees with the skills required for the future.

### Apprenticeships by type in Staffordshire Moorlands



### Apprenticeships by type in England



## Salary levels

**Full time local employees earn £30,420 a year in Staffordshire Moorlands.**

### Earnings in Staffordshire Moorlands workplaces.

The average annual pay (gross median £) for full time employee jobs in Staffordshire Moorlands workplaces is £30,420 according to provisional ONS figures. This is higher than the Staffordshire wide figure of £28,162. This is the second highest gross median annual pay of all Staffordshire districts. The UK figure is £31,285.

The annual pay gross mean (£) for all part-time employee jobs in Staffordshire Moorland's workplaces is £12,561, Staffordshire wide this figure is £12,370 and for the UK £13,549.

### Average earnings of Staffordshire Moorlands residents

Provisional figures for 2021, show full time employees resident in Staffordshire Moorlands had a median gross annual pay of £31,220. This is now above the median figure for Staffordshire of £30,533, the highest is in Lichfield at £35,714. For full time females resident in Staffordshire Moorlands, the figure is £27,967 which is estimated to have risen 4.7% since 2020.

### Median gross weekly pay of Staffordshire Moorlands residents.

The median gross weekly pay of residents in 2021 was £599.80, this has risen since 2015 but is below the Great Britain average of £613.10. For full-time female workers in Staffordshire Moorlands this figure is £552.30.

Nationally, while pay held up for most employees during the 2020 pandemic, there are groups of employees who fared less well, most notably younger employees, the lowest-paid part-time employees, and those working in accommodation and food services.

Figures for part time locally based salary levels are not yet available for 2020 however typically these 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.

## Housing

The average property price in November 2021 in Staffordshire Moorlands was £216,690 an increase of 11.2% from November 2020 above the England increase of 9.8%. The average price of a property in the UK was £270,708.

The average new build property price in Staffordshire Moorlands is £289,041 (September 2021) which represents a 15.8% price growth over 12 months.

Housing affordability ratio of median house price to median gross annual workplace-based earnings is 6.3%. This is lower than Staffordshire and English averages at 7.1% and 7.8% respectively

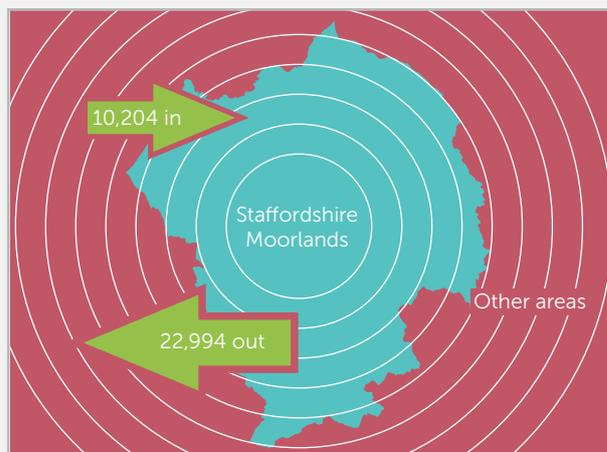
## Commuting

**The 2011 census indicated that there was a net outflow of 12,790 workers.**

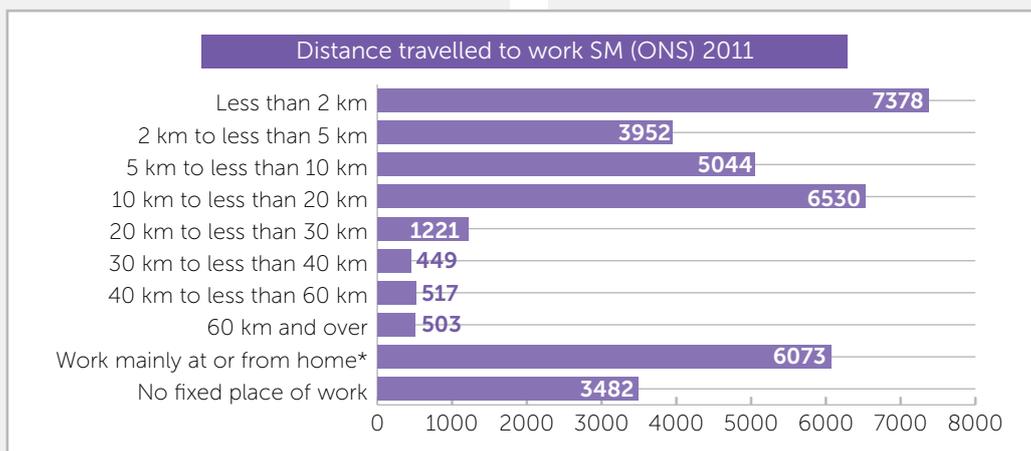
22,994 people commuted outside the district for work and 10,204 people in-commuted to the Staffordshire Moorlands.

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

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



The 2011 census also revealed the distances travelled to work as:



## Economic activity and unemployment

85.1% of the resident working age population were in employment. By comparison, the Great Britain figure was 78.5%.

Under Universal Credit, a broader span of claimants are required to look for work than under Jobseeker's Allowance. Before the pandemic, the average monthly claimant count was 870 people (1.5%) this rose significantly to 2,275 (3.9%) by August 2020, but has subsequently fallen back slightly to 1335 (2.3%). This compares to a claimant count rate of 4.4% for England and 3.2% for Staffordshire.

Biddulph East ward has a higher rate than the rest of the district at 4.7% with 190 claimants, followed by Leek North at 4%, Leek South at 3.5%.

It is worth noting that a proportion of claimants currently will have a job but claiming Universal Credit due to having a low income. It is not currently possible to quantify the proportion of people that fall into these cohorts at a local level.

The youth claimant count rate (age 18-24) was 3.3% in December 2021 below the England rate of 5.4%. This comprises 205 individuals a rise since March 2020 of 30 people. This is the lowest rate amongst the Staffordshire districts.

The largest number of claimants was in the 25-49 age group (730) which has grown by 255 people since March 2020, a rate of 2.7%.

## Covid

In 2020, the Covid-19 pandemic had a huge impact on all businesses, with national and regional tiered lockdowns affecting the majority of the key visitor season. It was nationally recognised that the tourism sector was one of the most adversely affected.

In the Staffordshire Moorlands with large parts of the season being completely closed off to visitors, the number of overnight visitor days fell from 1.78 million to 0.78 million (56% decrease) and the number of day visitors fell from 5 million to 2.6 million (48% decrease).

The spend generated by staying visitors equated to £75.63 per person per day, a fall from the 2019 level of £78.26 per person per day. In contrast the average spend of a day visitor in 2020, rose slightly from £38.90 to £39.95.

The combined impact of less visitors and less overnight spend per visitor, meant that overall the direct expenditure of visitors in the district declined by 51.5% from £251m to £121.8m – which including the supply chain meant that the economic impact of tourism declined from £335 million to £163 million.

Despite this dramatic fall in trade, it is perhaps lower than the perceived decline and the District outperformed national decline which averaged 63%, with some areas, particularly those that rely on international tourism, seeing visitor numbers fall by over 80%.

*Data on 2021 recovery will only be available in mid 2022.*

In Staffordshire Moorlands, the District Council administered payments of £43 million to local businesses.

In August 2021, there were 1500 workers in Staffordshire Moorlands remaining on furlough or 4% of the total workforce eligible for furlough. This was slightly below the rate for the West Midlands of 5% (119,000 people).

In Staffordshire Moorlands, the total number of claimants for the final Self Employed Income Support Grant was 1200, 22% of those potentially eligible for the SEISS scheme, the lowest percentage in the County which averaged 29%.

The number of advertised job vacancies in Staffordshire Moorlands was 1812 in December 2021 compared with 1257 in December 2020 and 2099 in February 2020. Posted job vacancies in Staffordshire Moorlands have not yet reached the levels posted in February 2020 unlike the remaining districts perhaps indicating less pressure on recruitment however they are now steadily rising.

*(Source Staffordshire County Council and Stoke & Staffs LEP Economic Bulletin).*

## Our corporate priorities to 2023

- Covid recovery
- To help create a strong economy by supporting further regeneration of towns and villages

In order to meet these objectives we will...

- Implement the Council's Growth Strategy to bring about the regeneration of towns and rural communities
- Develop a masterplan for bringing redundant mills back into use
- Support the development of Cornhill and improved rail links
- Develop and implement plans to improve the public market operations
- Develop a tourism strategy to set out our priorities to help the sector recovery and maximise economic impact for the District

## Our key priorities will be...

- Sustainable towns and rural communities
- Increased economic growth
- Increase the positive economic impact of tourism

## Key employers in the District

(excluding retail, health & social care and schools)

### Leek & Northern Moorlands:

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

### Cheadle & Southern Moorlands:

- Alton Towers Resort (Leisure)
- JCB (Construction vehicles)
- F Ball and Co. Limited, Cheddleton (Adhesive manufacture)
- Klarius Products Ltd (Exhaust systems)
- The Greenhouse People (Greenhouse manufacture)

### Biddulph:

- Rapiscan Systems (Security equipment)
- Cubis Systems (Meter boxes)
- Kloeckner Metals UK (Steel fabricators and designers)
- EMS Industries Ltd (Pumps)
- Parker Software

## Larger businesses in Staffordshire Moorlands

### Alton Towers

Alton Towers Resort first became a Theme Park in 1980 with the launch of the Corkscrew rollercoaster. It is now the UK's number 1 short break destination and one of the UK's top five tourist attractions.

As well as a world leading Theme Park, the Resort includes themed onsite accommodation, a waterpark, extraordinary golf course, spa and conference centre. Alton Towers continues to invest in new attractions, including CBeebies Land in 2014, Wicker Man in 2018, Stargazing Pods in 2019 and Gangsta Granny: The Ride in 2021. The Resort is one of the biggest private sector employers in Staffordshire and offers a wide variety of long-term careers as well as fixed-term & summer jobs (over 2,000 staff are currently employed at the Resort).



### Parker Software

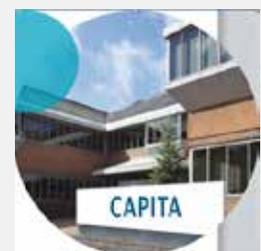
Parker Software based at their custom built HQ at Victoria Business Park, Knypersley in Biddulph is a global software house with 10,000 customers including NASA, GSK, Huawei, and many other household names.

The company's flagship product – WhosOn – is the UK's leading live chat solution an advanced chat technology for enterprise businesses.



### Capita plc

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 the operations centre in Leek – providing sales, mortgage origination processing, service delivery and arrears management services. Capita employ approximately 350 people in Leek with particular emphasis on ensuring good customer journeys and outcomes for their clients' customers.



## Ornua Foods UK

Based in Leek, Staffordshire, Ornua Foods UK produces and purchases butter and cheese which is packed into a range of formats for the retail own-label and branded market. As the largest supplier of retail packed cheese in the UK, the company is focused on delivering quality, customer service excellence and innovative ways of working for major retailers. Its cheese packing facility in Leek is state-of-the-art and with investment planned for the current and future years it will continue to give the company a competitive advantage in the marketplace. Ornua has a turnover in excess of £400 million, employs over 750 staff and its brands include Pilgrims Choice, the clear No.2 branded cheddar in the UK and Kerrygold, the UK's No.3 block butter brand.



## JCB

JCB has grown from small beginnings building agricultural tipping trailers in 1945, to the global force it is. Based in Rocester in East Staffordshire, its other key site is at 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 manufactures over 300 products; which are exported to over 150 countries around the world. They continue to lead the way in zero emissions technology, particularly with the development of the construction equipment industry's first internal combustion engine powered by hydrogen, which is already being tested in JCB machines.



## **Klarius Products Ltd**

Klarius Products Ltd is the largest manufacturer of aftermarket emissions components in the UK, based in Cheadle, Staffordshire Moorlands. The business offers a range of over 10,000 premium components. Parts offered by Klarius include exhausts, catalytic converters (CATs), diesel particulate filters (DPFs), mountings and accessories – all of which are designed to match or exceed the application performance of the equivalent OE part. Products cater for most of the automotive spectrum, incorporating everything from SUVs to sports cars, classics to light commercial vehicles and everything in-between.



## **Small & medium sized businesses in Staffordshire Moorlands**

### **Piper Boats Ltd**

Piper Boats has established itself as one of Europe's leading builders of inland waterways boats, their highly skilled team create the perfect boat for exploring the British and Continental waterways whilst living aboard in comfortable luxury.

Their boats are created in their entirety from their facility on Victoria Business Park in Knypersley, a site Piper Boats have occupied since the completion of the industrial estate in 2006.



## SO Marketing

Since relocating from Cheadle to Leek town centre in 2015, SO Marketing has more than doubled in size and has become the largest creative services employer in the Staffordshire Moorlands with clients across all sectors including Legal and General, Cottage Delight, Autobrite Direct and many others. Providing creative marketing services focused around web design, digital marketing and E-Commerce support, SO Marketing is continuing to look out for the best local talent either via direct employment or by creating apprenticeship opportunities.



## Cubis Systems

Cubis Systems are the designers and manufacturers of Mitras™ gas and electric meter boxes and industrial enclosures. The site based in Biddulph Moor specialises in compression and injection plastic moulding and product assembly. Cubic systems are a global leader in the design and manufacture of access chamber and cable ducting systems for infrastructure networks whose products are used in the rail, telecoms, road, water and power industries worldwide. Their parent company CRH a leading building materials business in the world, employs c.78,000 people at c.3,100 operating locations in 31 countries.



## Scabetti Ltd



*Shoal series at the Seafood Restaurant in Padstow*

Scabetti Ltd of Leek create statement piece sculptures. From the 12m tall "Shoal No8" in Copenhagen's Fisketorvet Mall created from steel, to the "Shoal" series crafted from English fine bone china. All their work is made to order in their studio in the Staffordshire Moorlands and embellishes interiors across the world.

## Hewitt&Carr Group



Hewitt&Carr Group is a growing group of three companies, all based at DaisyBank House business centre in the heart of Cheadle.

Hewitt&Carr Architects, a creative and dynamic chartered architectural practice that provides architectural services to a wide range of clients across various sectors.

Hewitt&Carr Services, a professional and innovative multidisciplinary consultancy that provides services including construction project management, town planning and CDM Health & Safety.

Hewitt&Carr Developments, an ambitious property development company that provides much needed commercial office accommodation to businesses in Staffordshire Moorlands. The latest addition to that portfolio is DaisyBank House, a business centre based in a unique Grade II listed building.