

Staffordshire Rural Hub Town Profile – Stone

Vision: “Stone will be notable as a thriving market town alongside the river and canal, with an attractive and accessible historic centre, a high-quality network of green space, a wide range of leisure and recreational activities, a successful tourism sector, high quality local services and a diversity of local employment opportunities.” *Stone Neighbourhood Plan (2018)*

Local Economy

There are 7,075 jobs in Stone (2019)¹

- 22%** Manufacturing (England 8%)
- 9%** Retail (England 9%)
- 9%** Business Admin & Support (England 9%)
- 8%** Accommodation & Food (England 7%)
- 8%** Arts & Leisure (England 7%)

Key employers (250+ employees)



Key employers (50-249 employees)



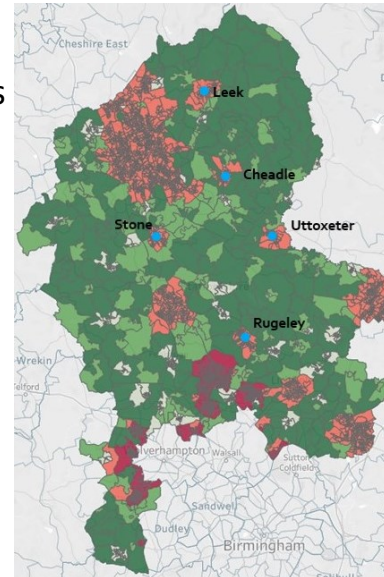
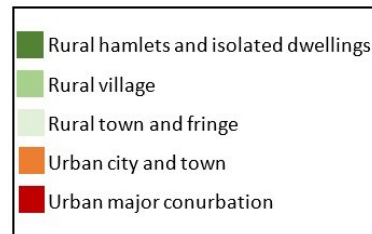
People

Stone is home to 16,979 residents (2019):

- 59%** working age (16-64) (England 63%)
- 23%** aged 65+ (England 19%)

Place

- ✓ Stoke-on-Trent: 20 minutes
- ✓ Birmingham: 45 minutes
- ✓ Derby: 50 minutes
- ✓ Manchester: 70 minutes



Deprivation

Stone scores well on the Index of Multiple Deprivation (IMD) for ‘Barriers to Housing and Services’ and ‘Living Environment’ but below average for ‘Employment’ and ‘Education’.

Strengths and Opportunities

- ✓ Historic and attractive townscape, including local tourist attractions (e.g. canal)
- ✓ Growing arts, crafts and creative sector
- ✓ Strong local food and drink offer
- ✓ HS2 – local supply chain and employment opportunities
- ✓ Housing and employment site development opportunities (e.g. Meecebrook)

Challenges

- ✓ A34 Meaford industrial site needs further development, promotion and investment
- ✓ Risk that HS2 results in Stone becoming a ‘commuter town’ with loss of its village and community ‘feel’

1. Agriculture catchment employment is not well represented in Lower Layer Super Output Area data. Employment 4% (2,693 jobs) in Stafford borough. Produced by WECD on behalf of Staffordshire County Council. Data sources: ONS population estimates (2019), Staffordshire County Council IDBR (2020), ONS BRES (2019), MHCLG IMD (2019). www.w-ecd.com