

Staffordshire Rural Hub Town Profile – Uttoxeter

Vision: “Uttoxeter will have a multi-functional, attractive Town Centre that incorporates a wide-ranging mix of activities set within a high-quality network of pleasant streets and spaces, which create a strong identity and a place where people want to live, work and visit. The town will build upon its strategic location, its unique historic environment and its shops and markets, to attract and retain new investment for the benefit of local business and residential communities.”

Uttoxeter Masterplan (2020)

Local Economy

There are 6,470 jobs in Uttoxeter (2019)¹

26% Manufacturing (England 8%)

16% Retail (England 9%)

11% Accommodation & Food (England 7%)

7% Arts & Leisure (England 3%)

Key employers (250+ employees)



Key employers (50-249 employees)



TALLION RECRUITMENT

People

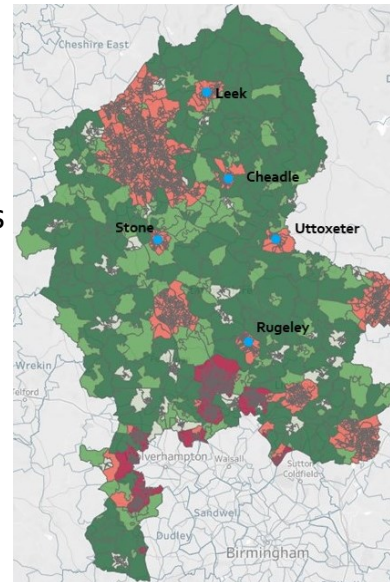
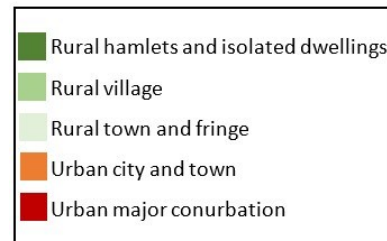
Uttoxeter is home to 13,467 residents (2019):

62% working age (16-64) (England 63%)

20% aged 65+ (England 19%)

Place

- ✓ Derby: 30 minutes
- ✓ Birmingham: 1 hour
- ✓ Manchester: 80 minutes



Deprivation

Uttoxeter scores well on the Index of Multiple Deprivation (IMD) for 'Barriers to Housing and Services' and 'Crime' but below average for 'Employment', 'Health' and 'Education'.

Strengths and Opportunities

- ✓ Tourism opportunities
 - Proximity to Alton Towers
 - Proximity to surrounding countryside
 - Racecourse
- ✓ Good road and rail transport links
- ✓ Number of retail and residential development site opportunities

Challenges

- ✓ Town centre investment needed (high retail unit vacancies, lack of quality, old retail stock)
- ✓ Limited high-quality hotel accommodation offer
- ✓ Number of sites in third party ownership, restricting Council ability to intervene

1. Agriculture catchment employment is not well represented in Lower Layer Super Output Area data. Employment 2% (1,283 jobs) in East Staffordshire. 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