

Branston Locks: Growth Deal Area Profile

November 2015



Background/Context

The Stoke-on-Trent and Staffordshire City Deal recognised the importance of developing local employment sites for new businesses or existing businesses to expand into. An important part of this development is bringing employers and education providers together to ensure residents have the skills and training that they and our businesses need to drive the economy forward. To support better understanding in this area the development of the City Deal business case included the construction of an evidence base that provided details of the likely jobs and skills requirements for a number of sites.

The Stoke-on-Trent and Staffordshire Education Trust now looks to build on this and develop detailed Skills and Employment Plans for each of the Growth Deal sites to support investment and employment. The five initial sites supported by the Growth Deal which will look to create over 13,000 jobs are:

- Etruria Valley
- Liberty Park
- Meaford
- Bericote Four Ashes
- Branston Locks

This profile has been developed to better understand the skills and employment issues for the Branston Locks development.

Introduction

The development of education and skills is vital for preparing the workforce for employment and ensuring that people have the right skills and qualifications to access high quality jobs and contribute to overall economic growth and increased prosperity.

This skills and employment profile looks to provide an overview of the local area and to better understand the needs of localities within the travel to work area of the Branston Locks employment site¹.

The profile covers areas including:

- Employment Site Context
- Connectivity
- Potential nature of the jobs on the site
- Economic Structure and Labour Force

The information included in the profile has been provided by a number of Staffordshire County Council Teams including Insight; Regeneration; Travel Planning; Economic Development; and Skills and Further Learning. Where possible this local information has been supplemented with national data to strengthen understanding of the potential skills and employment issues for the Branston Locks employment site.

¹ Throughout the profile the 'Branston Locks catchment' is based on the 30 minute peak drive -time to the Branston Locks employment site.

Employment Site Context

Site Description

The development site is to the west of the A38 at Burton upon Trent. The 140 hectares site will be mixed use with 120 hectares to accommodate over 2,500 houses and 20 hectares of commercial development. The site will be developed with B1 (Office and Light Industrial), B2 (Manufacturing) & B8 (Distribution and Warehousing) developments. Part of the work will be the remodelling of the Branston Interchange with the A38.

Overall Developable Land and Planning Use: 200,000 sqm (2.2 million sqft)

Planning Authority: East Staffordshire District Council

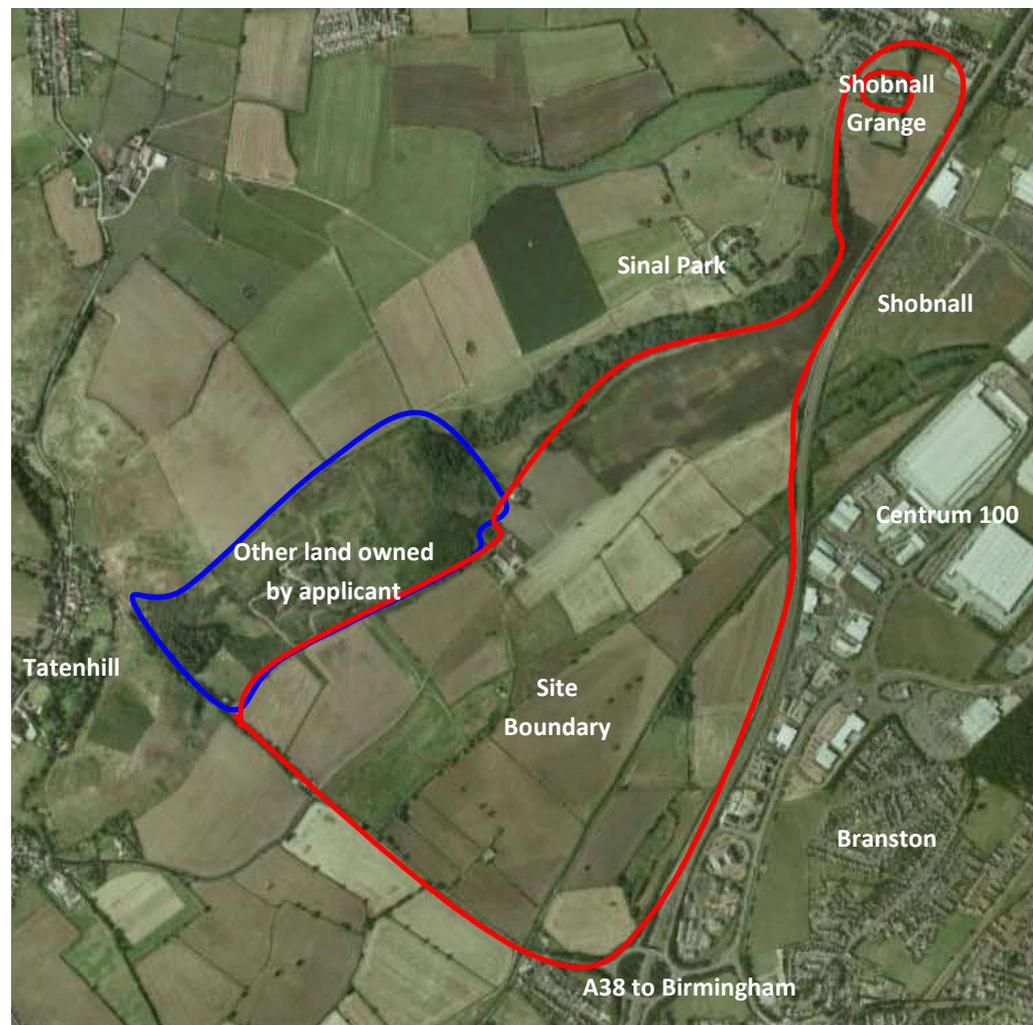
Major Local Companies: Coors Tradeteam, Holland and Barrett, Pirelli, Argos, Intier Automotive, Bombardier and Waterstones
Developers: Nurton Developments (Quintus) Ltd

Sat Nav: DE13 9SB

Drive Time Catchment

There are over 1.25 million people that live within the 30 minute peak drive-time catchment of the proposed Branston Locks development and over 780,000 are of working age.

Branston Locks Site Plan



Connectivity

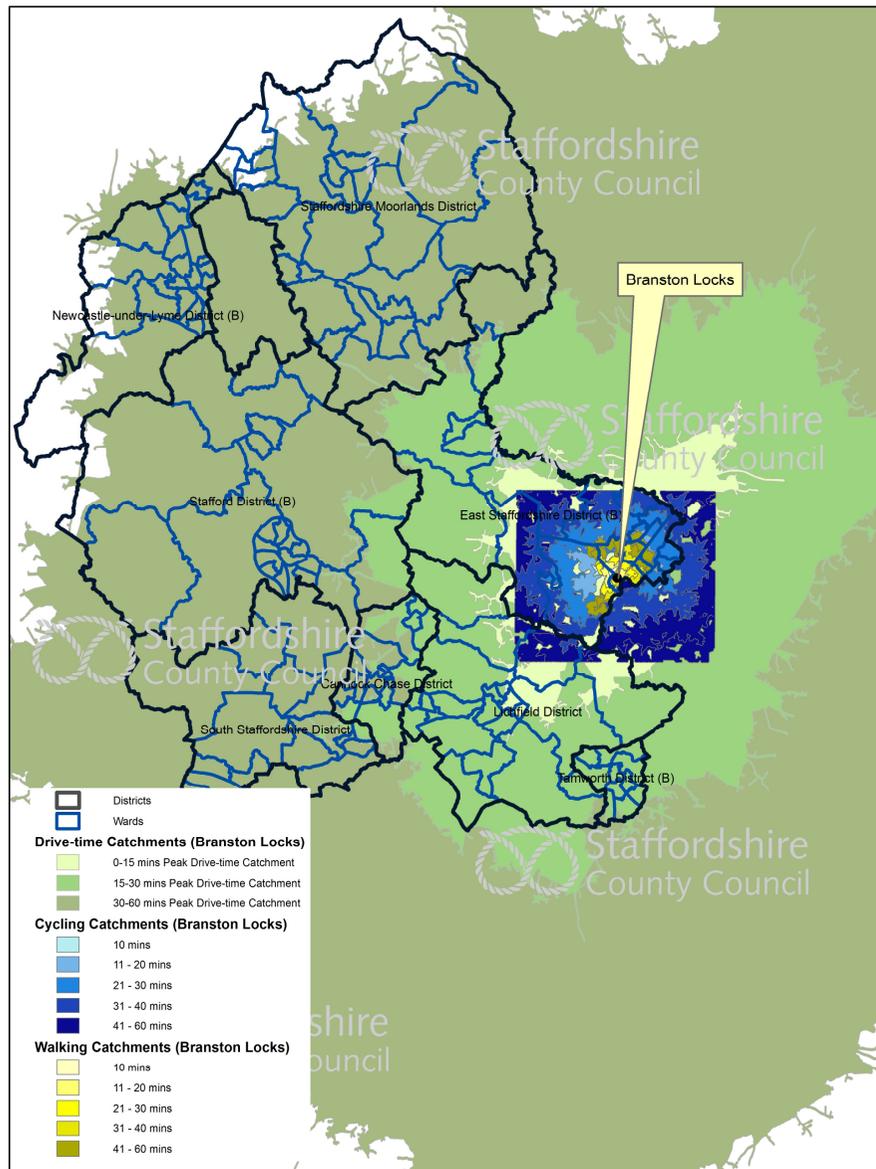
Branston Locks has excellent access to all major Research and Development and Distribution locations throughout Britain, being located close to major road networks, cities and airports.

Connectivity	Distance
M42 (Junction 11)	12 miles (18 km)
M6 (Junction 14)	12 miles (18 km)
Nottingham East Midlands Airport	18 miles (29 km)
M1 (Junction 23a)	24 miles (38 km)
Stoke-on-Trent	32 miles (51 km)
Birmingham	34 miles (54 km)
Birmingham Airport	35 miles (56 km)
Manchester Airport	57 miles (92 km)
Sheffield	69 miles (111 km)
Manchester	87 miles (140 km)
Hull (Port)	104 miles (168 km)
London	128 miles (206 km)
Southampton (Port)	152 miles (244 km)
Harwich (Port)	181 miles (291 km)
Folkstone (Port)	216 miles (349 km)

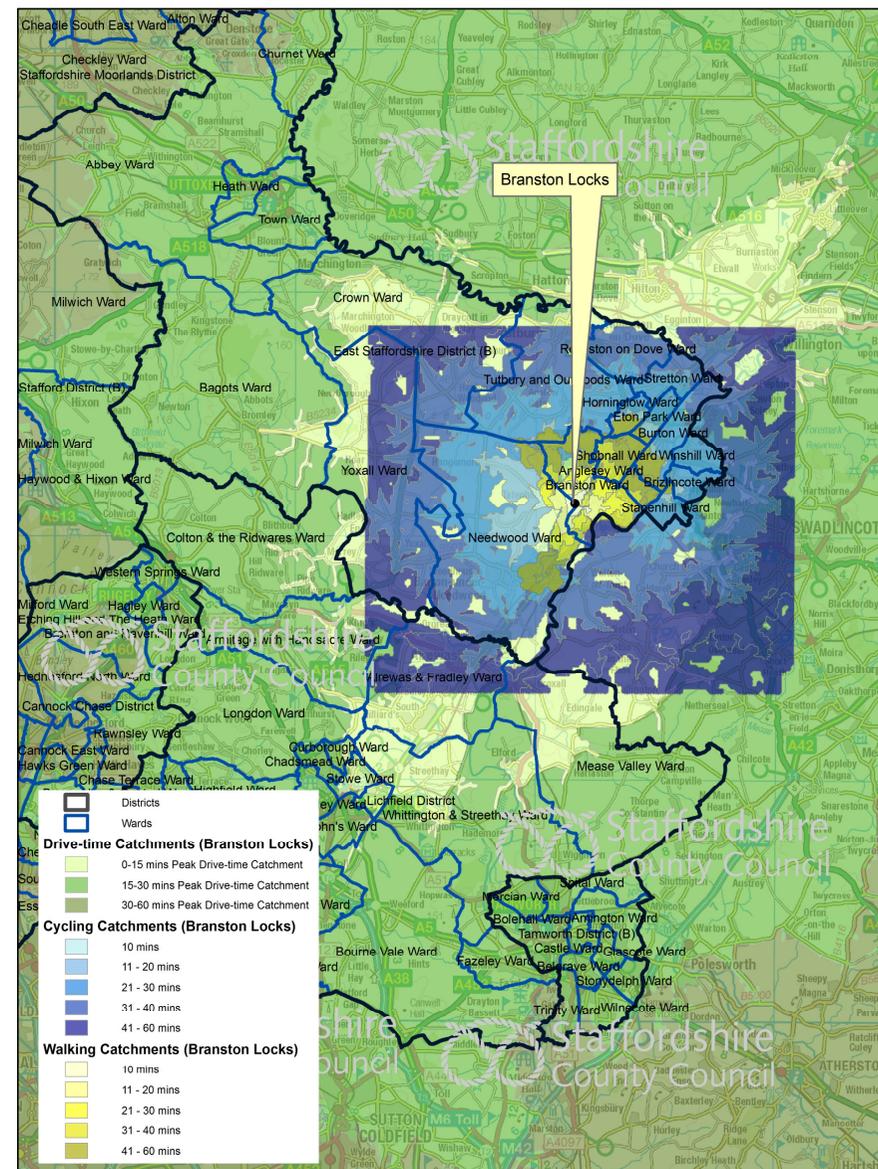


Source: www.makeitstokestaffs.co.uk

Travel Time Catchments — reasonable walking, cycling and car travel times for Branston Locks based on travel planning guidance



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Potential nature of the jobs on the site

Sector

It is estimated that the Branston Locks development will generate around 3,844 jobs when complete.

The breakdown of jobs by sector, shown in the table, is based upon job estimates

Sector	Jobs
Business & professional services	2,508
Automotive / aerospace	669
Agri-tech (food & drink)	335
Logistics	332
Total	3,844

provided by the Staffordshire County Council Economic Regeneration and Economic Planning teams. The job estimates are broken down by use class, providing an indication of the number of jobs that will be office-based, industrial or involved in warehousing activities. In order to provide alignment to our key industrial sectors, outlined in the SEP, the teams have provided an indication of the industrial sectors that are most likely to be based at each site, primarily based on a Marketing & Demand Study produced by Jones Lang Lasalle on behalf of the County Council.

The Marketing & Demand Study stated that demand for the site would be strong from the automotive/aerospace, agricultural technology, logistics and business & professional services sectors. All of the sectors are likely to have a certain amount of office employment, e.g. all distribution centres have a certain proportion of office space within the building.

It should also be noted that given that there are proposals for up to 2,500 homes to be built at the site, there will likely be an increased demand for construction workers and skills in addition to the jobs that will be created on the employment land aspect of the development.

Occupations

Whilst the estimated employment by industrial sector data provides a useful indication of the nature of jobs on the site, in terms of potential skills needs it is also useful to consider the number of jobs that may be created by occupation. This is shown in the following chart, and is based upon the employment by sector and occupation matrix for Staffordshire, taken from the 2011 Census.

Estimated jobs by occupation to be created at Branston Locks



Source: Annual Population Survey and SCC Economic Development and Planning Team

‘Professional occupations’ are expected to be the most common occupations at Branston Locks, accounting for around 731 jobs in total. This is to be expected given the significant amount of business and professional services that it is anticipated will be present on the site.

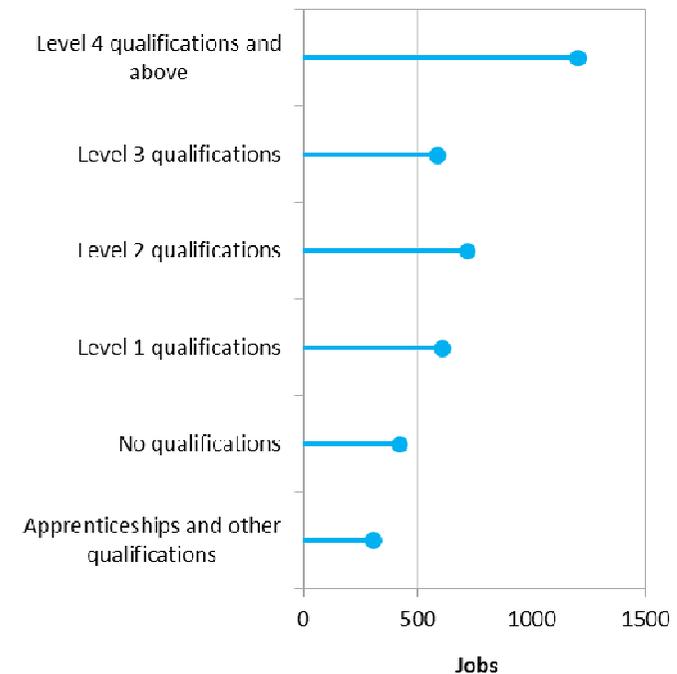
The occupation breakdown also highlights the proportion of employment that is likely to be primarily office-based. In total the top four occupation categories, are expected to account for around 2,032 jobs.

Skills

Similar to the information on occupations, it is possible to consider the likely level of qualifications needed by workers at the site using the employment by sector and qualifications matrix for Staffordshire, taken from the 2011 Census.

The chart shows that it is estimated that there is likely to be a larger demand for higher level qualifications required at the Branston Locks site. The nature of employment at the site and the sectors present clearly show that there will be opportunities created for people with high and lower levels of skills.

Estimated jobs by qualification level to be created at Branston Locks



Source: Annual Population Survey and SCC Economic Development and Planning Team

Displacement

It should be noted that one issue that has not currently been considered in this analysis is displacement, i.e. the relocation of a company resulting in jobs simply shifting from one site to another. The Homes & Communities Agency estimates that the level of displacement on a new employment site can range from anywhere between 25% and 50% of the jobs total. However, this may be complicated further if other issues such as replacement demand are considered and how this is handled may therefore require further thought.

Economic Structure and Labour Force

The economic activity of residents in East Staffordshire is higher than the regional and national averages. The employment rate shows that just over three quarters of the East Staffordshire population are in employment.

	Economic Activity	Employment Rate
East Staffordshire	78.2%	75.8%
Staffordshire	78.7%	74.6%
West Midlands	75.1%	70.3%
England	77.7%	73.3%

Source: NOMIS 2015; this is based on district data and not ward level

There are 540,000 employees in the Branston Locks catchment area, there is a higher percentage of full-time (70.8%) than part-time (29.2%) employees when compared to the national averages (68.5% and 31.5% respectively).

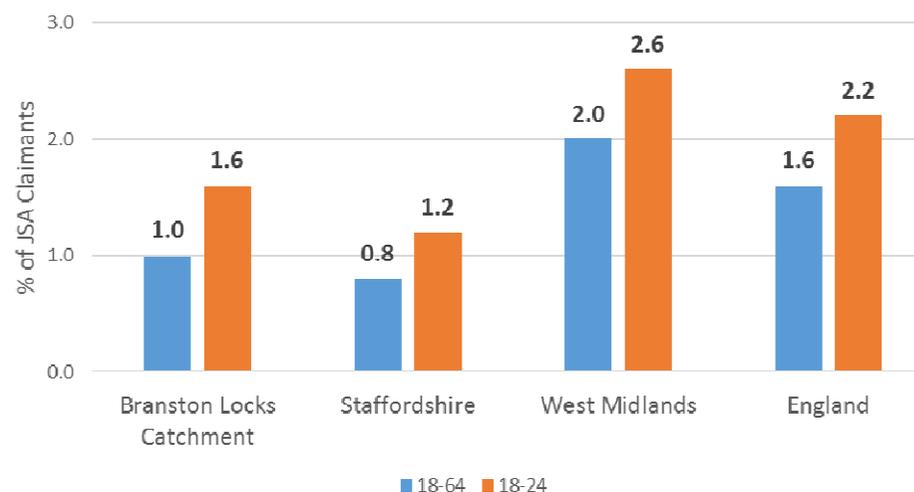
The proportion of residents claiming out of work benefits (6.7%) is lower than the regional (10.7%) and national (9.4%) averages. A breakdown of out of work benefits can be seen below, this shows that although overall out of work benefits are decreasing in the Branston Locks catchment, Employment Support Allowance and Incapacity Benefit are increasing.

Benefit	Date	Branston Locks	Staffordshire	West Midlands	England
ESA & IB	Feb 2014	4.5	5.3	6.3	5.9
ESA & IB	May 2014	4.5	5.3	6.4	5.9
ESA & IB	Aug 2014	4.6	5.5	6.5	6.0
ESA & IB	Nov 2014	4.6	5.5	6.6	6.0
Out of Work	Feb 2014	7.4	8.3	11.7	10.3
Out of Work	May 2014	7.1	7.9	11.2	9.8
Out of Work	Aug 2014	6.9	7.8	11.0	9.6
Out of Work	Nov 2014	6.7	7.5	10.7	9.4

Source: NOMIS, DWP Benefits; Out of Work benefits include JSA, ESA/IB, lone parents, carers, others on income related benefit, disabled, bereaved and unknown.

The proportion of residents claiming Job Seekers Allowance can be seen on the graph below. The Branston Locks catchment has a similar JSA claimant rate as Staffordshire for working age population, but is below both the regional and national averages. The catchment has a higher rate of youth unemployment compared to the county, but is lower than the regional and national averages.

At ward level Stapenhill has the highest overall JSA rate, whereas Weaver and Stapenhill have the highest proportions of youth unemployment.



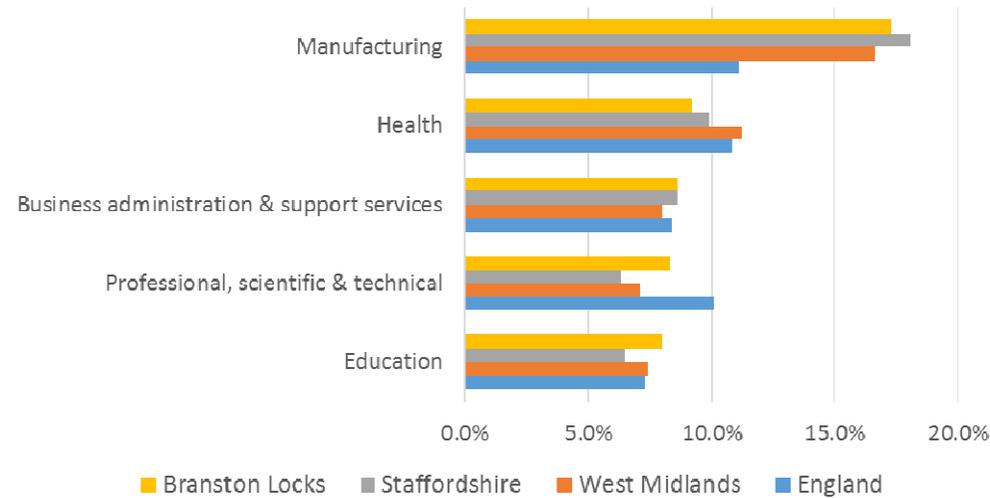
Source: NOMIS Sept 2015

The proportion of 16-18 year olds classified as being Not in Education, Employment or Training (NEET) in East Staffordshire is lower than the county, regional and national averages.

	NEET %
East Staffordshire	3.8%
Staffordshire	4.1%
West Midlands	4.7%
England	4.4%

Source: CCIS and Aspire Database 2015

The top 5 Industry sectors for full-time employees in the Branston Locks catchment area can be seen below.



Source: NOMIS, BRES 2014

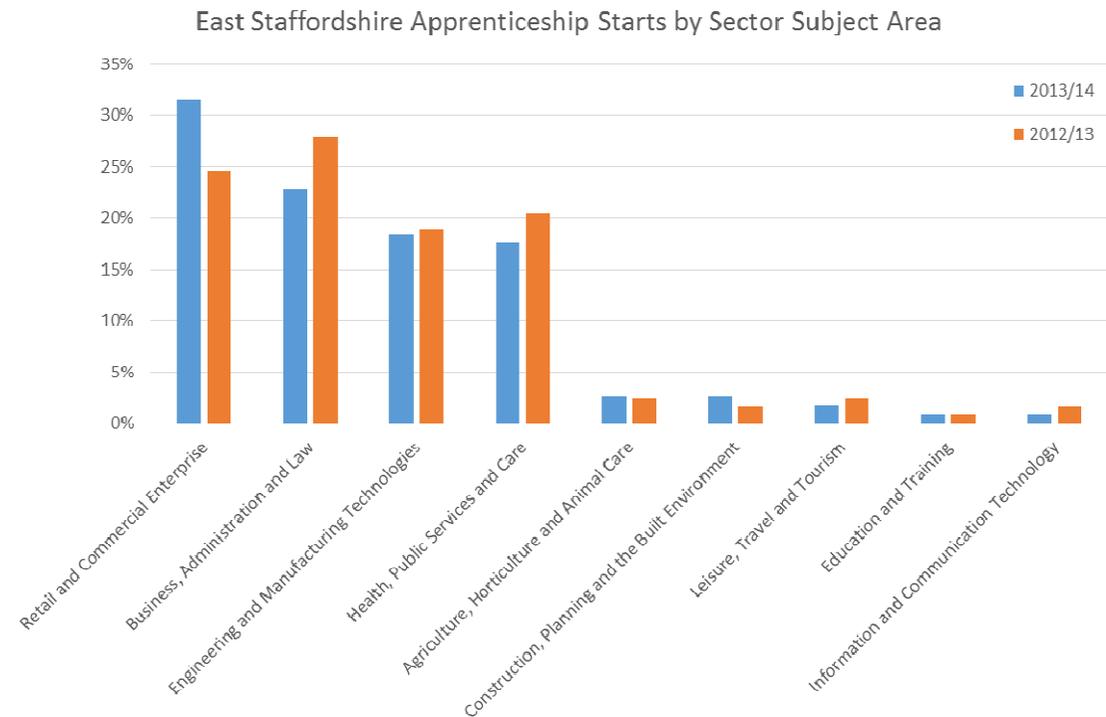
Branston Locks catchment area has a higher percentage of full-time employees working in the Manufacturing sector when compared with the regional and national averages, the catchment also has a relatively high proportion of professional, scientific & technical employees compared to the county and regional averages.

Planning use for this area has been assigned for Office/Light Industrial, Manufacturing and Distribution and Warehousing, the most prominent industry sector in the Branston Locks catchment area is Manufacturing.

The most prominent industry sectors for part-time employees are Retail, Health and Education, with part-time employees making up around one

Retail and Commercial Enterprise (32%) is the highest apprentice sector subject area in East Staffordshire. Business Administration and Law is the highest apprenticeship subject area for county, region and national.

The highest level of apprenticeship starts in East Staffordshire for all age groups including under 19, 19-24 and 25+ age groups are Intermediate level.



Source: www.gov.uk, Apprenticeship Starts

Apprenticeship success rates in East Staffordshire are lower than the LEP area, regional and national averages, the district follows the same trend of a decline in success rates in 2013/14 when compared to the previous year.

	2012/13		2013/14	
	Starts	Success Rate	Starts	Success Rate
East Staffordshire	1,220	70.3%	1,140	68.3%
Staffordshire & Stoke-on-Trent LEP	13,360	71.7%	11,330	67.7%
West Midlands	62,430	72.3%	52,410	69.7%
England	504,200	72.3%	434,600	68.9%

Source: www.gov.uk, Apprenticeship Success Rates

The level of qualifications of residents in East Staffordshire are lower than the county, regional and national averages. The percentage of residents with no qualifications is considerably higher than the national average.

Area	% with NVQ4+	% with NVQ3+	% with NVQ2+	% with NVQ1+	% with no qualifications (NVQ)
East Staffordshire	21.8	47.2	67.8	76.5	18.8
Staffordshire	28.4	53.3	73.3	83.5	11.5
West Midlands	29.4	50.1	67.4	79.9	13.2
England	35.7	56.5	73.2	85.1	8.6

Source: NOMIS 2014, Annual Population Survey; this is based on district data and not ward level

The gross average annual salary of full time workers in East Staffordshire is similar to the regional average but lower than the county and national averages.

	Annual Gross Pay
East Staffordshire	£25,055
Staffordshire	£26,240
West Midlands	£25,018
England	£27,500

Source: NOMIS 2014, Annual Survey of Hours and Earnings; this is based on district data and not ward level

The average salary for the industrial sectors that are most likely to be based on the site are provided in the table below.

Sector	Average Salary
Business & Professional Services	£41,004
Automotive	£33,620
Aerospace	£41,598
Agricultural	£33,199
Food	£27,914
Drink	£38,758
Logistics	£35,132

Source: MySalaryChecker 2015, My Future Role.com

It is important to recognise that the average salary figures provided are a guide only and that salaries will differ by employer.

Clearly, there will be a wide range in salary for each sector dependent on the companies attracted to the site. For example in the manufacturing sector, the salary for a 'manufacturing engineer' ranges from a low of £25,566 to £34,510, while a 'production manager's' salary currently ranges from £28,841 to £42,005.

An 'aerospace systems engineer' earns between £30,314 to £42,851, while an 'automotive technician' can earn from £13,729 to £21,882.

In the logistics sector, the salary for a 'logistics manager' can range from £25,002 to £45,609, while a 'warehouse worker' can earn between £13,345 and £19,040 per year.

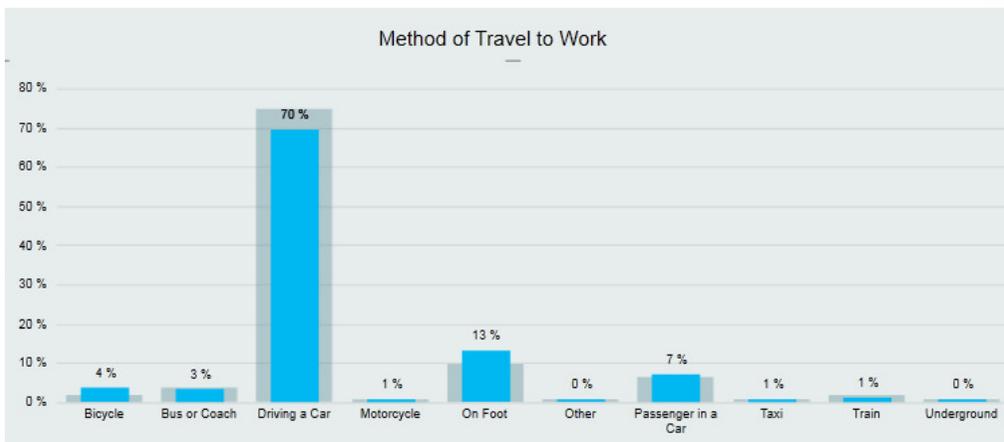
Source: Monster.co.uk Salary Calculator 2015

Travel to Work

74.2% (40,940) of working age residents living in East Staffordshire work within Staffordshire (65.6%, 36,222, within East Staffordshire itself). The remaining 25.8% (14,246) of working age residents commute to areas outside of Staffordshire; the most popular of these being South Derbyshire (7.3%, 4,025) and Derby (4.5%, 2,488).

Source: Census 2011 Destinations

The main method of travelling to work in East Staffordshire is by car.



Source: wu03uk Census 2011

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