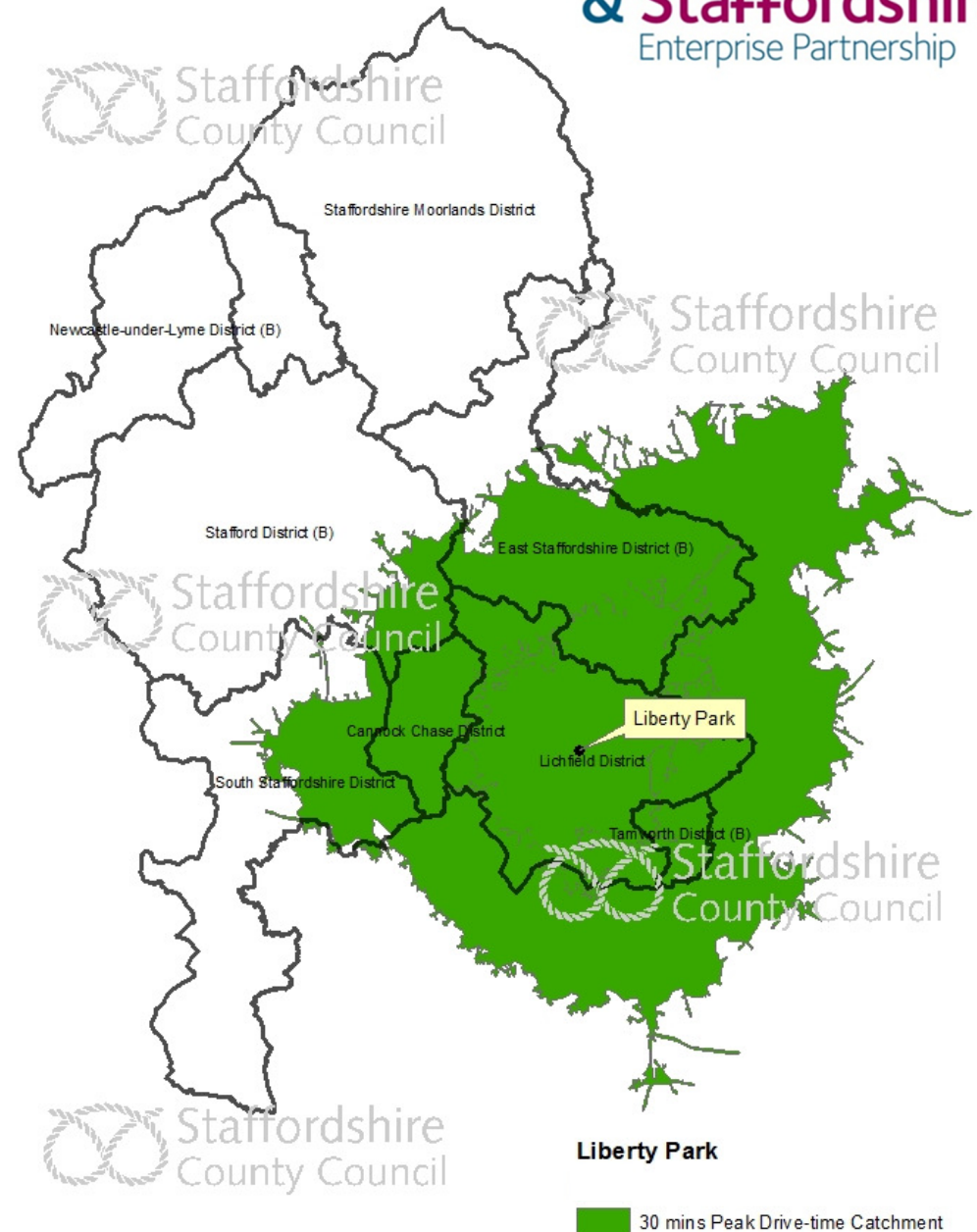


# Liberty Park: Growth Deal Area Profile

April 2015

**Stoke-on-Trent & Staffordshire**  
Enterprise Partnership



## 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 initial Growth Deal pilot employment site of Liberty Park.

## 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 Liberty Park employment site<sup>1</sup>.

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; 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 Liberty Park employment site.

<sup>1</sup> Throughout the profile the 'Liberty Park catchment' is based on the 30 minute peak drive-time to the Liberty Park employment site.

## Employment Site Context

### Site Description

The site fronts the A38 and lies within 2 miles of Lichfield city centre. There are plots of 1 to 20 acres freehold or leasehold available for design and built units of between 10,000 sq ft – 520,000 sq ft (929-48,308 sq m) capable of housing B1 (Light Industrial), B2 (Manufacturing) & B8 (Distribution and Warehousing) developments.

Overall Developable Land and Planning Use: 37,810 sq m (407,000 sq ft) of B2 and B8 uses and 3,159 sq m (34,000 sq ft) of B1 uses

Site Owner: Liberty Property Trust

Planning Authority: Lichfield District Council

Major Local Companies: Hellmann Worldwide Logistics, Faurecia, Tesco, Floreco, Unimerco and Zytek

Developers: Stoford Developments Ltd

Sat Nav: WS13 8LF

### Drive Time Catchment

There are over 1.62 million people that live within the 30 minute peak drive-time catchment of the proposed Liberty Park and over 1.01 million are of working age.

### Liberty Park Site Plan



## Connectivity

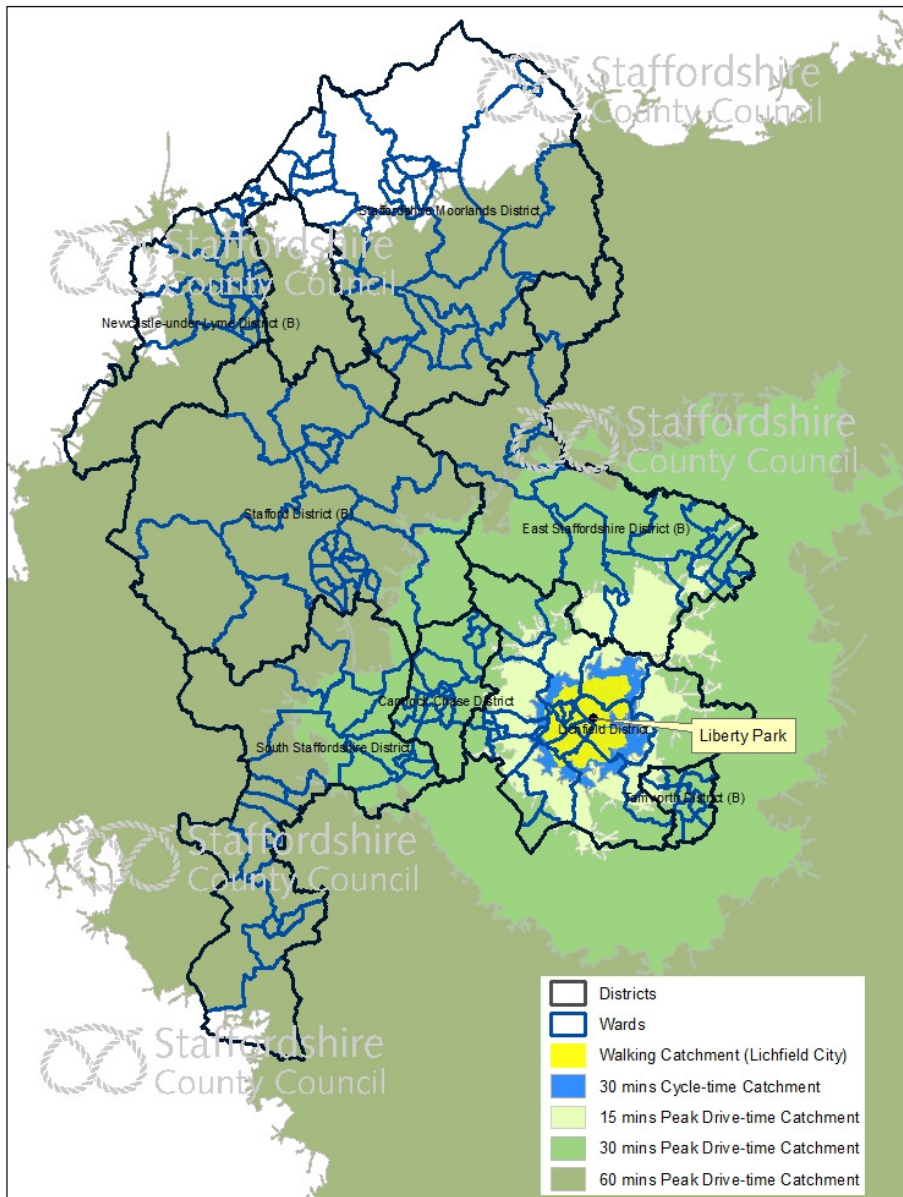
Liberty Park has excellent access to all major Research and Development and Distribution locations throughout Britain, being located close to major road networks, cities and airports.

Connectivity	Distance
M42 (Junction 10)	11 miles (19 km)
Birmingham	19 miles (31 km)
Birmingham Airport	23 miles (37 km)
M6 (Junction 6)	23 miles (37 km)
East Midlands Airport	24 miles (37 km)
M1 (Junction 24)	28 miles (44 km)
Sheffield	54 miles (87 km)
Manchester Airport	60 miles (97 km)
Manchester	67 miles (107 km)
Hull (Port)	112 miles (180 km)
London	119 miles (193 km)
Southampton (Port)	145 miles (234 km)
Harwich (Port)	180 miles (290 km)
Folkestone (Port)	203 miles (326 km)

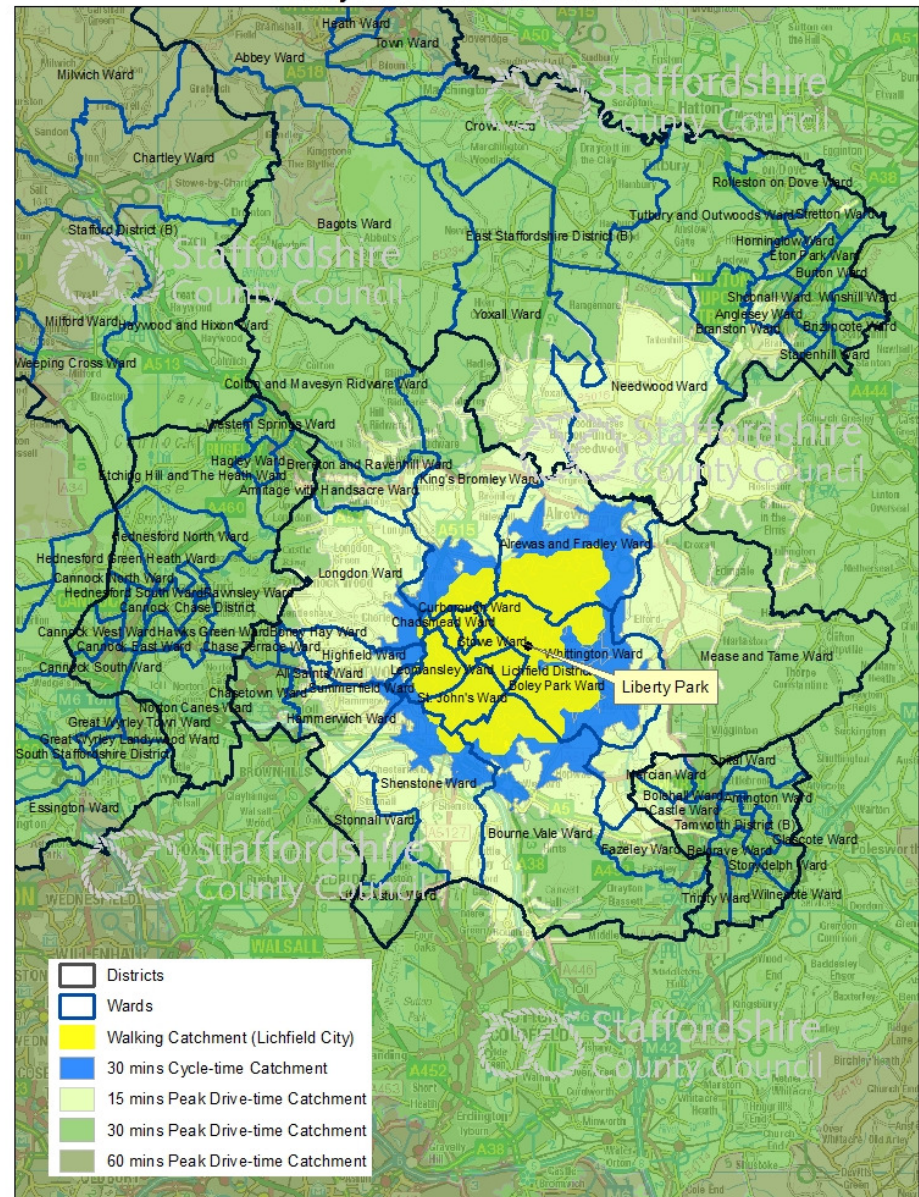


Source: [www.makeitstokestaffs.co.uk](http://www.makeitstokestaffs.co.uk)

**Travel Time Catchments** — reasonable walking, cycling and car travel times for Liberty Park based on travel planning guidance



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## Potential nature of the jobs on the site

### Sector

It is estimated that the Liberty Park development will generate around 1,100 jobs when complete.

Sector	Jobs
Automotive / aerospace	355
Manufacturing	465
Logistics	280
<b>Total</b>	<b>1,100</b>

The breakdown of jobs by sector, shown in the table, is based upon job estimates 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, high-technology manufacturing, logistics and office sectors. Whilst no specific office jobs are shown in the table, 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.

### 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 Liberty Park**



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

‘Skilled trades’ and ‘process, plant and machine operatives’ are expected to be the most common occupations at Liberty Park, accounting for around 500 jobs in total. This is to be expected given the significant amount of manufacturing activity 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, plus ‘sales and customer service’ occupations, are expected to account for around 460 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 a broadly even distribution of qualification levels that it is estimated will be required at the Liberty Park 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.

However, the Marketing & Demand study highlighted that the site is likely to be attractive to firms involved in high-technology manufacturing industries, while the occupations and skills estimates only consider the wider manufacturing sector. Therefore, if a higher proportion of employment is in high-technology manufacturing, the skill levels required may be higher than what is shown in the chart. This is particularly true if there is a continued shift towards higher value manufacturing industries, as experienced in the County over recent years.

**Estimated jobs by qualification level to be created at Liberty Park**



*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 Lichfield District is higher than the regional and national averages. The employment rate shows that just under three quarters of the Lichfield District population are in employment.

	Economic Activity	Employment Rate
Lichfield District	78.8%	73.8%
Staffordshire	78.4%	74.8%
West Midlands	75.7%	69.1%
England	77.4%	71.5%

Source: NOMIS 2014; this is based on district data and not ward level

There are 627,000 employees in the Liberty Park catchment area, there is a higher percentage of full-time (68.2%) than part-time (31.8%) employees when compared to the national averages (67.9% and 32.1% respectively).

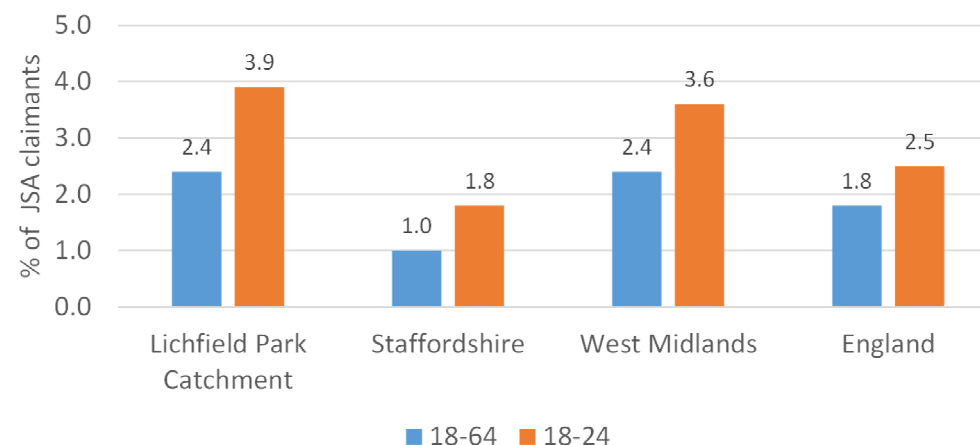
The proportion of residents claiming out of work benefits (10.5%) is similar to the regional average (10.7%), although both are higher than the national average (9.4%). A breakdown of out of work benefits can be seen below, this shows that although overall out of work benefits are decreasing in the Liberty Park catchment, Employment Support Allowance and Incapacity Benefit are increasing.

Benefit	Date	Lichfield Park Catchment	Staffordshire	West Midlands	England
ESA & IB	Feb 2014	6.3	5.3	6.3	5.9
ESA & IB	May 2014	6.3	5.3	6.4	5.9
ESA & IB	Aug 2014	6.5	5.5	6.5	6.0
ESA & IB	Nov 2014	6.6	5.5	6.6	6.0
Out of Work	Feb 2014	11.5	8.3	11.7	10.3
Out of Work	May 2014	11.1	7.9	11.2	9.8
Out of Work	Aug 2014	10.9	7.8	11.0	9.6
Out of Work	Nov 2014	10.5	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 Liberty Park catchment has the same JSA claimant rate as the West Midlands for working age population, but has the highest rate of youth unemployment when compared to the county, regional and national averages.

At ward level Summerfield has the highest overall JSA rate, whereas Boley Park and Curborough have the highest numbers and proportions of youth unemployment.



Source: NOMIS Apr 2015

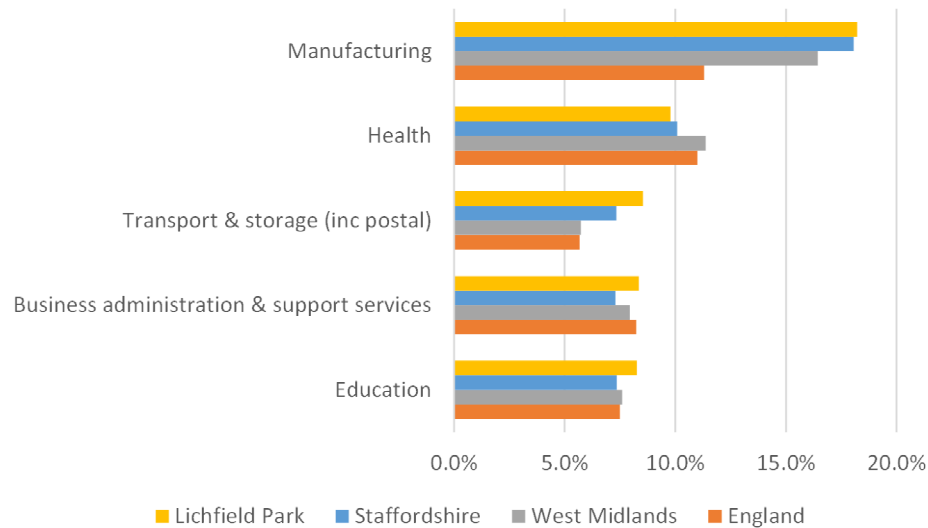
The proportion of 16-18 year olds classified as being Not in Education, Employment or Training (NEET) in Lichfield District is lower than the county, regional and national averages.

	NEET %
Lichfield District	3.4%
Staffordshire	4.1%
West Midlands	4.7%
England	4.4%

Source: CCIS and Aspire Database



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



Source: NOMIS

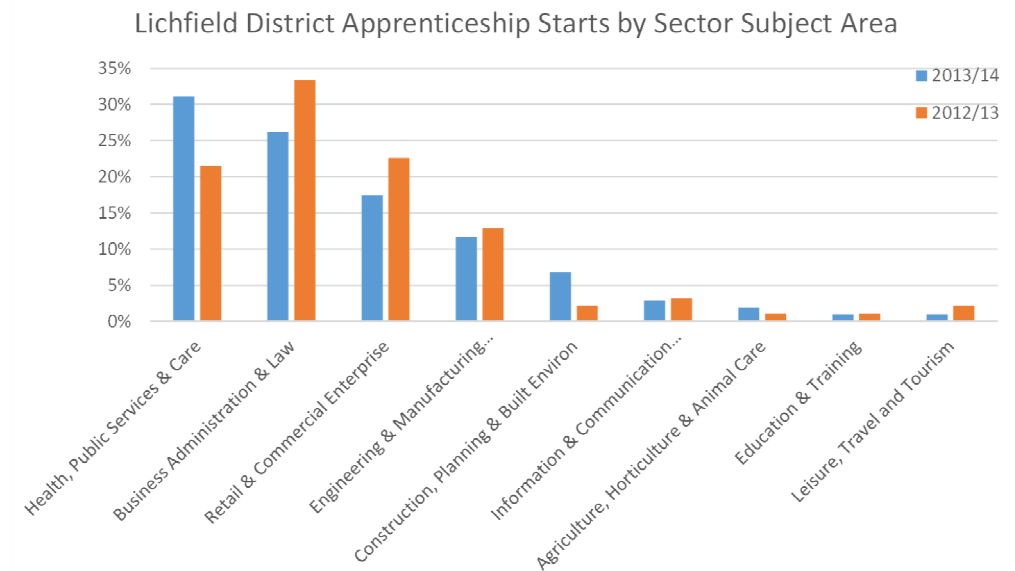
Liberty Park catchment area has a higher percentage of full-time employees working in these 5 sectors when compared to the county, regional and nationally, with the one exception of Health.

Planning use for this area has been assigned for Light Industrial, Manufacturing and Distribution and Warehousing, the most prominent industry sector in the Liberty Park 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 third of total employees.

Health, Public Services and Care (40%) is the highest apprentice sector subject area in Lichfield District. Business Administration and Law is the highest apprenticeship subject area for county, region and national.

The highest level of apprenticeship starts in Lichfield District for under 19 and 19-24 age groups are Intermediate level, the highest proportion for residents aged 25+ are advanced level.



Source: www.gov.uk, Apprenticeship Starts

Apprenticeship success rates in Lichfield District are higher than the LEP area, regional and national averages, although 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
Lichfield District	930	76.7%	1,030	70.8%
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](http://www.gov.uk), Apprenticeship Success Rates

The level of qualifications of residents in the Liberty Park catchment area are lower than the county, regional and national averages. The percentage of residents with no qualifications is the same as the West Midlands region.

Area	% with NVQ4+	% with NVQ3+	% with NVQ2+	% with no qualifications (NVQ)
Lichfield Area	27.4	48.0	65.7	13.6
Staffordshire	27.6	51.9	71.3	10.1
England	34.9	55.5	72.4	9.2
West Midlands	28.3	49.3	66.8	13.6

Source: NOMIS 2014; this is based on district data and not ward level

The gross average annual salary of full time workers in Lichfield is higher than the county, regional and national averages.

	Annual pay - gross
Lichfield District	£29,276
Staffordshire	£26,240
West Midlands	£25,018
England	£27,500

Source: NOMIS 2014, Annual Population Survey; 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
Manufacturing	£36,884
Aerospace	£41,598
Automotive	£33,620
Logistics	£35,132

Source: MySalaryChecker, 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.

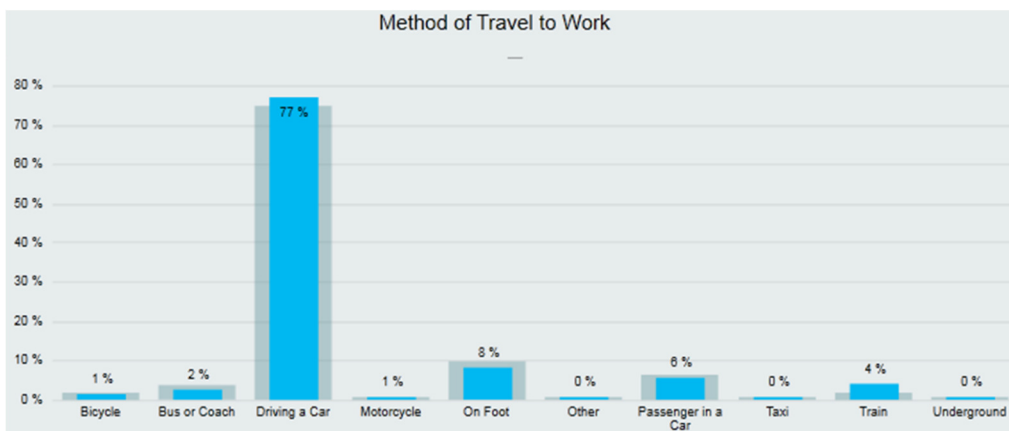
Source: Monster.co.uk Salary Calculator

## Travel to Work

There are 66.5% (32,817) of working age residents who live in Lichfield District and work within Staffordshire County (50.0%, 24,647, within Lichfield itself). The remaining 33.5% (16,522) of working age residents commute to areas outside of Staffordshire; the most popular being Birmingham (12.3%, 6,076); Walsall (6.5%, 3,197) and North Warwickshire (2.0%, 1,007).

Source: Census 2011 Destinations

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



Source: wu03uk Census 2011

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