

# Meaford Business Park: 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 Meaford Business 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 Meaford 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; 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 Meaford Business Park.

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

## Employment Site Context

### Site Description

The brownfield site has outline planning consent for a major development which will result in a total of 110,000 sqm (1.2 million sqft) of building on the core site which extends to 34.1 hectares (85 acres) capable of housing B1 (Office and Light Industrial), B2 (Manufacturing) floor space & B8 (Distribution and Warehousing) developments.

Overall Developable Land and Planning Use: 10,000 sqm (107,642 sqft) of B1 floor space, 40,000 sqm (430,570 sqft) of B2 floor space and 60,000 sq.m (645,855 sqft) of B8 floor space.

Planning Authority: Stafford Borough Council

Major Local Companies: Alstom, Argos, Bostik Findley, Perkins Diesels and Wedgwood

Developers: St Modwen

Sat Nav: ST15 8UX (Meaford Road)

### Drive Time Catchment

There are just under 920,000 people that live within the 30 minute peak drive-time catchment of the proposed Meaford development and over 570,000 are of working age.

### Meaford Site Plan



## Connectivity

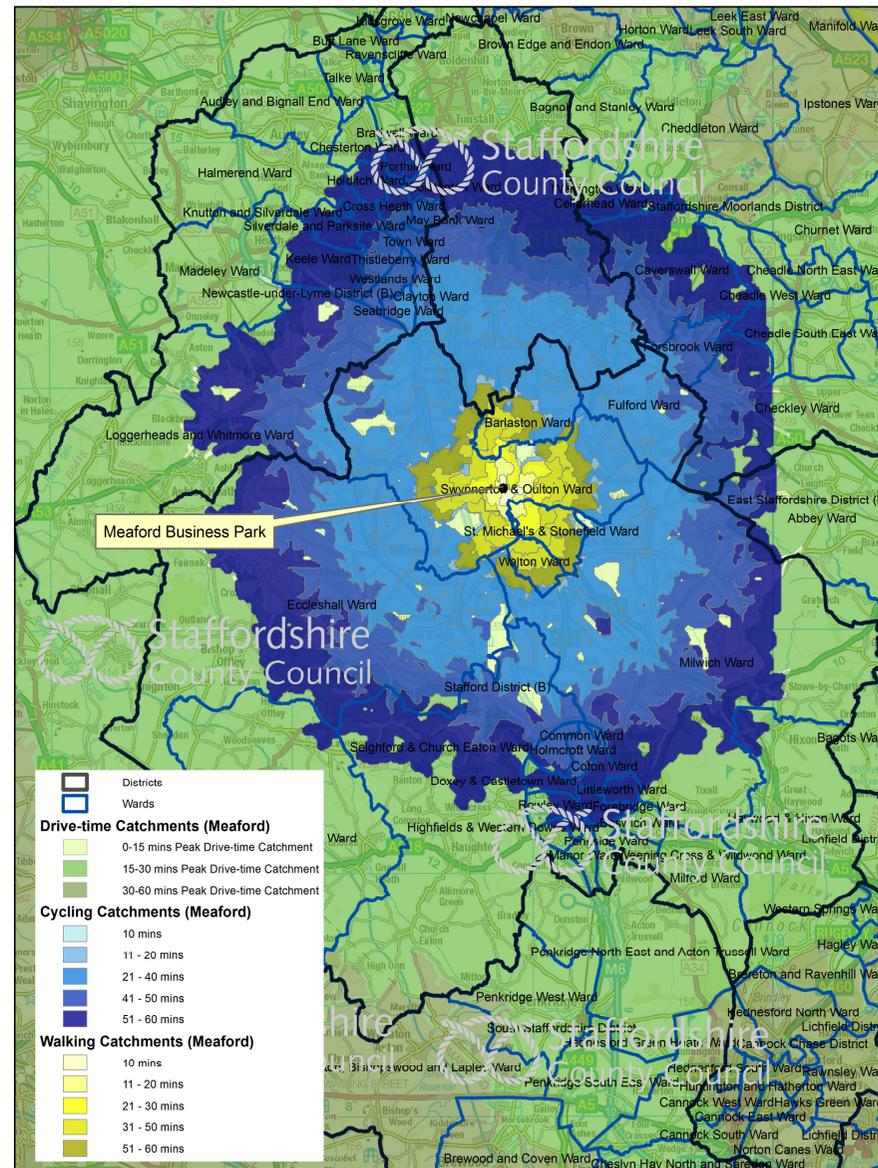
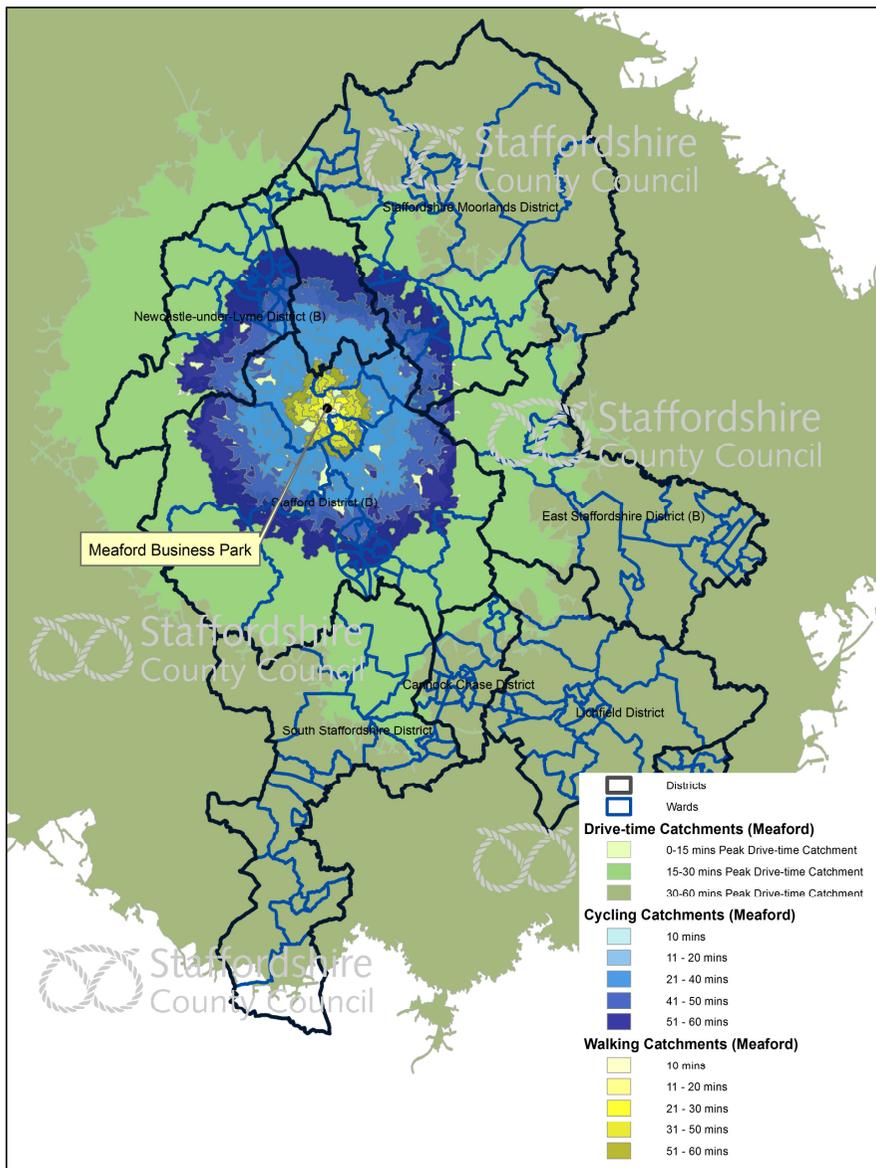
Meaford has excellent access to all major Research and Development and Distribution locations throughout Britain, being located close to major road networks, cities and airports.

Connectivity	Distance
M6 (Junction 15)	6 miles (10 km)
M6 (Junction 14)	8 miles (13 km)
Birmingham	40 miles (64 km)
Manchester International	44 miles (70 km)
Nottingham East Midlands	47 miles (76 km)
Birmingham International	49 miles (78 km)
Sheffield	56 miles (89 km)
Manchester	59 miles (95 km)
London	153 miles (246 km)
Hull	154 miles (247 km)
Southampton	210 miles (338 km)
Harwich	219 miles (353 km)
Folkestone	232 miles (373 km)



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

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



(C) Crown Copyright and database rights 2015. Ordnance Survey 100019422.  
You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form.  
Use of this data is subject to the terms and conditions shown at [www.staffordshire.gov.uk/maps](http://www.staffordshire.gov.uk/maps)  
Produced by Staffordshire County Council, 2015.



(C) Crown Copyright and database rights 2015. Ordnance Survey 100019422.  
You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form.  
Use of this data is subject to the terms and conditions shown at [www.staffordshire.gov.uk/maps](http://www.staffordshire.gov.uk/maps)  
Produced by Staffordshire County Council, 2015.



## Potential nature of the jobs on the site

### Sector

It is estimated that the Meaford development will generate around 2,234 jobs when complete.

Sector	Jobs
Energy	294
Manufacturing	955
Logistics	955
Other	30
<b>Total</b>	<b>2,234</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 energy, 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.

The 30 'other' jobs stated in the table are related specifically to the Proposed Combined Cycle Gas Turbine Power Station.

### 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 Meaford**



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 Meaford Business Park, accounting for around 951 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.

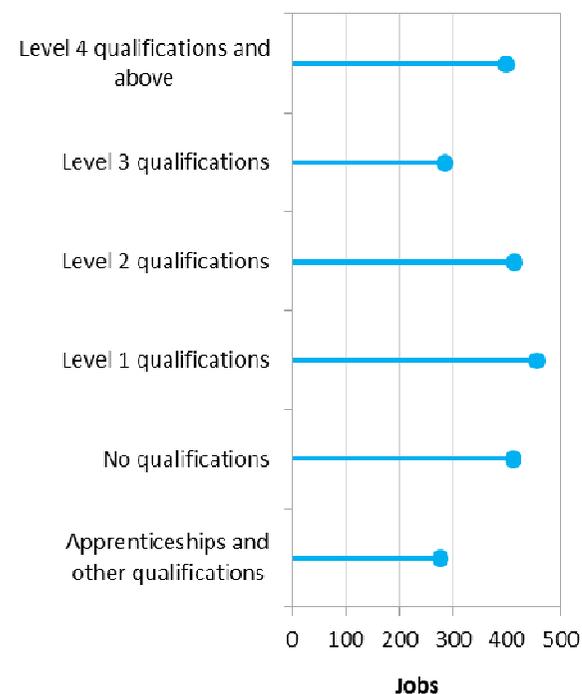
The occupation breakdown also highlights the proportion of employment that is likely to be primarily office-based. In total the top four occupation categories, plus ‘sales and customer service’ occupations, are expected to account for around 955 jobs.

### 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 Meaford 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 Meaford**



*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 Stafford Borough is lower than the regional and national averages. The employment rate shows that just over two thirds of the Stafford Borough population are in employment.

	Economic Activity	Employment Rate
Stafford Borough	70.9%	69.4%
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 374,000 employees in the Meaford Business Park catchment area, there is a higher percentage of full-time (69%) than part-time (31%) employees and these are similar proportions to the national averages (68.5% and 31.5% respectively).

The proportion of residents claiming out of work benefits (8.3%) 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 Meaford Business Park catchment, Employment Support Allowance and Incapacity Benefit are increasing.

Benefit	Date	Meaford Business Park	Staffordshire	West Midlands	England
ESA & IB	Feb 2014	5.8	5.3	6.3	5.9
ESA & IB	May 2014	5.8	5.3	6.4	5.9
ESA & IB	Aug 2014	6.0	5.5	6.5	6.0
ESA & IB	Nov 2014	6.0	5.5	6.6	6.0
Out of Work	Feb 2014	9.1	8.3	11.7	10.3
Out of Work	May 2014	8.7	7.9	11.2	9.8
Out of Work	Aug 2014	8.6	7.8	11.0	9.6
Out of Work	Nov 2014	8.3	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 Meaford Business Park catchment has a lower JSA claimant rate for the working age population and young people aged 18-24 when compared to the West Midlands and national averages, but is above the Staffordshire average for both measures.

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



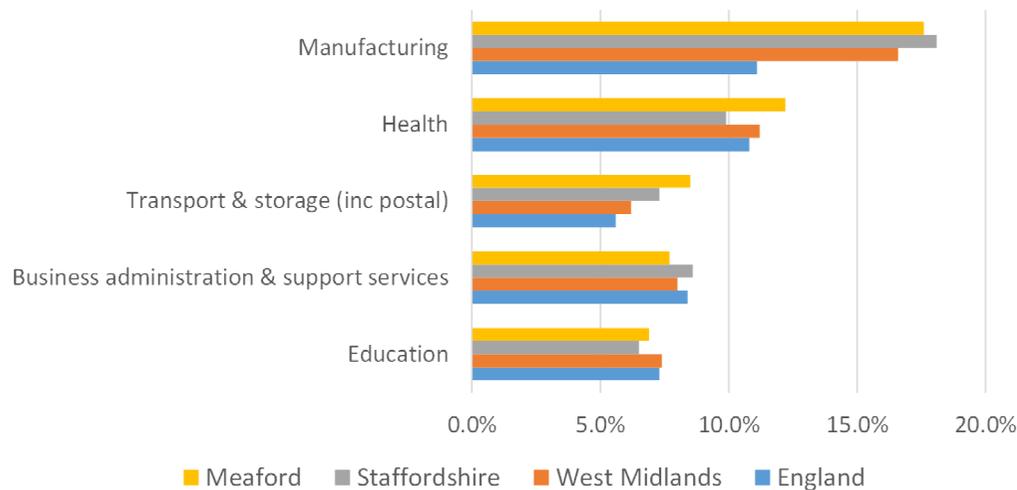
Source: NOMIS Sept 2015

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

	NEET %
Stafford Borough	3.5%
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 Meaford Business Park catchment area can be seen below.



Source: NOMIS, BRES 2014

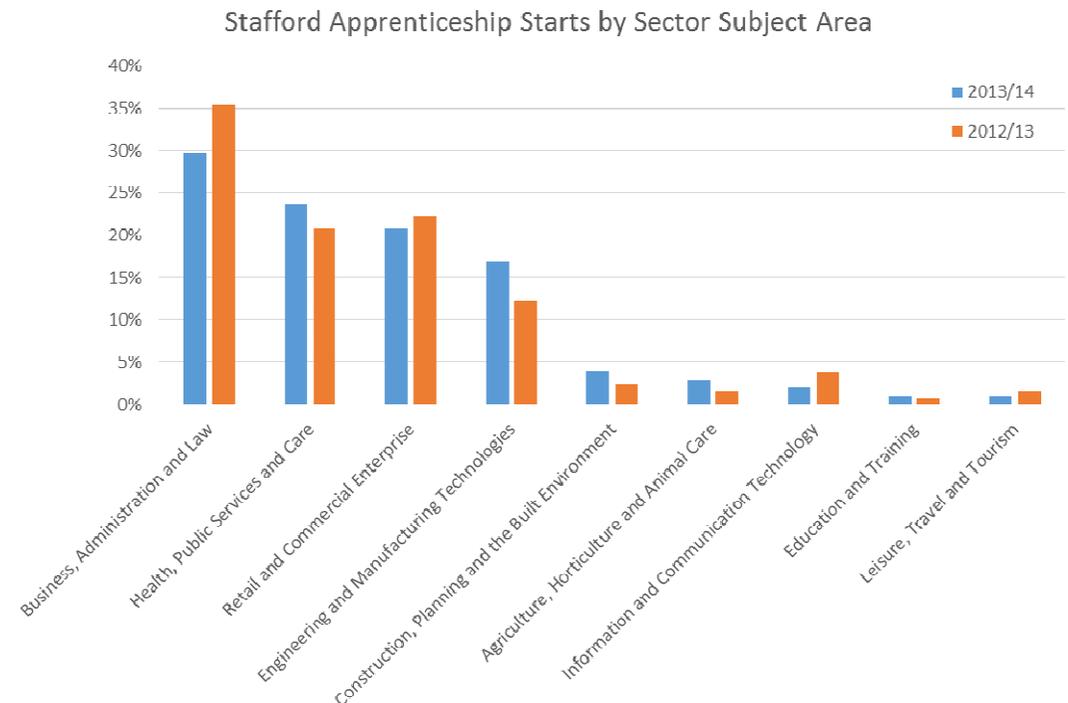
Meaford Business Park catchment area has a higher percentage of full-time employees working in the manufacturing, health and transport & storage sectors compared to the regional and national averages. While the catchment has a lower proportion of employees in the business admin % support services and education sectors.

Planning use for this area has been assigned for Light Industrial, Manufacturing and Distribution and Warehousing, the most prominent industry sector in the Meaford Business Park catchment area is Manufacturing (18%).

The most prominent industry sectors for part-time employees are Retail, Health and Education, with part-time employees making up around one third (31%) of total employees.

Business Administration and Law (30%) is the highest apprenticeship sector subject area in Stafford Borough, this is also the highest apprenticeship subject area for the county, West midlands and England.

The highest level of apprenticeship starts in Stafford Borough 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 Stafford Borough 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
Stafford	1,300	72.5%	1,010	67.0%
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 Stafford Borough are higher than the county, regional and national averages. The percentage of residents with no qualifications is also lower than regional and national averages.

Area	% with NVQ4+	% with NVQ3+	% with NVQ2+	% with NVQ1+	% with no qualifications (NVQ)
Stafford	41.8	63.1	78.9	88.6	5.7
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 Stafford Borough is higher than the county, regional and national averages.

	Annual Gross Pay
Stafford	£28,127
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
Energy	£41,449
Manufacturing	£36,884
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 managers' salary currently ranges from £28,841 to £42,005.

In the energy sector, an 'energy engineer' can expect to earn between £26,122 to £39,851 annually, where as an 'energy manager' can earn between £30,768 to £44,398 per year.

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.

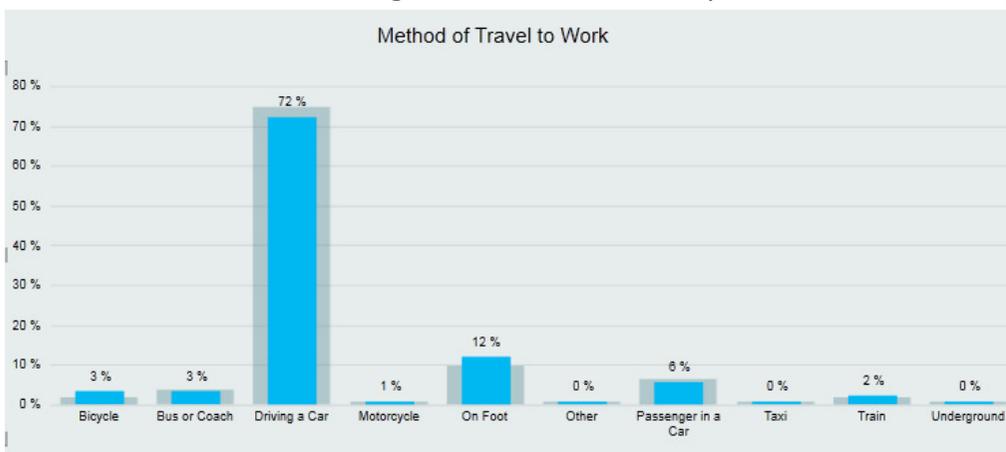
Source: Monster.co.uk Salary Calculator 2015

### Travel to Work

79.2% (51,364) of working age residents living in Stafford Borough work within Staffordshire (67.4%, 43,753 within Stafford Borough itself); the highest proportion out of all Staffordshire districts. The remaining 20.8% (13,522) of working age residents commute to areas outside of Staffordshire; the most popular being Stoke-on-Trent (7.1%, 4,631).

Source: Census 2011 Destinations

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



Source: wu03uk Census 2011

### Contact Details

Darren Farmer, Research Co-ordinator

Insight, Planning and Performance, Staffordshire County Council

Tel: 01785 276672

Email: [darren.farmer@staffordshire.gov.uk](mailto:darren.farmer@staffordshire.gov.uk)

