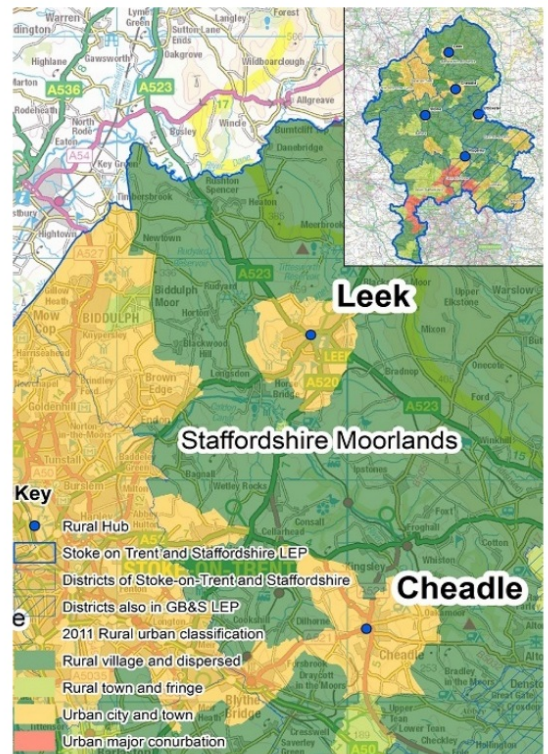


# Leek Rural Hub Town - Profile

Leek is one of five rural 'hubs' in Staffordshire identified by Defra as "a significant concentration of population and business" and location that is "well-placed to provide services to the residents of nearby rural areas" (Defra, 2011 Rural Urban Classification).

Leek is located in the Staffordshire Moorland Local Authority District. The town is 2 kilometers from the Peak District in the north east, and is a 60 minute drive to Manchester, 50 minutes to Derby and 90 minutes drive into Birmingham.

## Rural-urban classification (2011)



## People



Leek hub is home to

**19,903** residents

... of whom, 76% are working age



**70%** of residents are in employment (aged 16-74)

(National average = 62%)

Of those in employment ...

**13%** are self-employed

(National average = 16%)



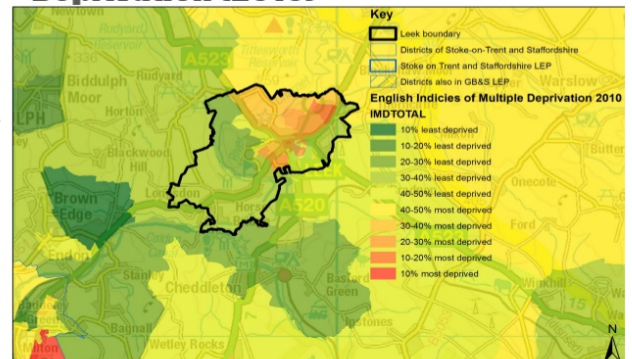
**27%** of residents have no qualifications (aged 16+)

(National average = 23%)

... and only **24%** have NVQ Level 4+

(National average = 27%)

## Deprivation (2010)



## Employment

**23%** of Leek's employed residents work in higher level occupations

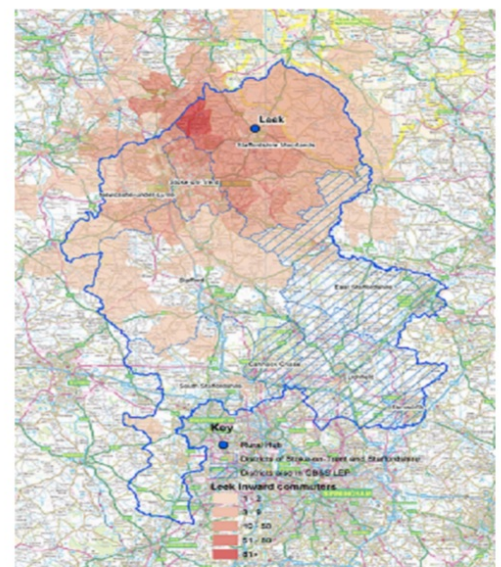
(National average = 28%)

Leek has a workplace population of just over ...

**8,750** people

Just over 1,079 people live and work within Leek. The hub draws most of its workers from within the Staffordshire Moorlands district, but also attracts workers from Stoke, Newcastle-under-Lyme and the North West.

## Commuter in-flows to Leek (2011)





# Sectors & key employers

## Which sectors do Leek's residents work in?



**15%** manufacturing  
(National average = 9%)



**15%** wholesale, retail & motor vehicles  
(National average = 16%)



**14%** health & social work  
(National average = 13%)

## Key employers (50-249 employees)

- ★ Staffordshire Moorlands District Council, Staffordshire County Council
- ★ NHS
- ★ Leek FE College
- ★ Co-operative Financial Services
- ★ Adams Foods (packaging)

## Strengths



Retail with vacancy levels half the UK Town average



Strong visitor offer



Strong knowledge-based economy in both services and industry



Centre for agriculture and related supply chain manufacturing industries

## Challenges



Lack of rail infrastructure



Lack of available modern industrial or office buildings to support business growth



Pockets of deprivation

## Vision & opportunities

### Vision (2011 Masterplan)

*Leek will be an increasingly important civic and service centre for its population and the District and will further strengthen its role as the principal town in the District. The quantity and quality of the retail offer in the town centre will have improved further, and the diversity of employment opportunities, facilities and services it offers increased. It will have enhanced its role as a tourist attraction, building on its special character, heritage and built environment assets.*



### Opportunities

- Develop Leek's distinctive branding offer - independent shops, historic surroundings
- Develop fledgling tourist/visitor and night-time economy

Produced by SQW on behalf of Staffordshire County Council and the Staffordshire Rural Forum.

Data sources: 2011 Census BUA data published by ONS on NOMIS, Staffordshire County Council IDBR Business Database.

Maps produced by SQW using ONS data (2010 and 2011). Contains Ordnance Survey data © Crown Copyright and database rights (2015) Licence number 100030994. The spatial footprint of the hub is based on Defra's definition of hubs in the 2011 Rural Urban Classification.