

Rugeley Rural Hub Town - Profile

Rugeley 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).

Rugeley is located in the Cannock Chase Local Authority District. The town is close to the Birmingham conurbation in the South West, and is around a 40 minute drive into Birmingham, 40 minutes to Derby and 90 minutes to Manchester.

People



Rugeley hub is home to

24,033 residents

... of whom, 74% are working age



64% of residents are in employment (aged 16-74)

(National average = 62%)

Of those in employment ...

11% are self-employed

(National average = 16%)



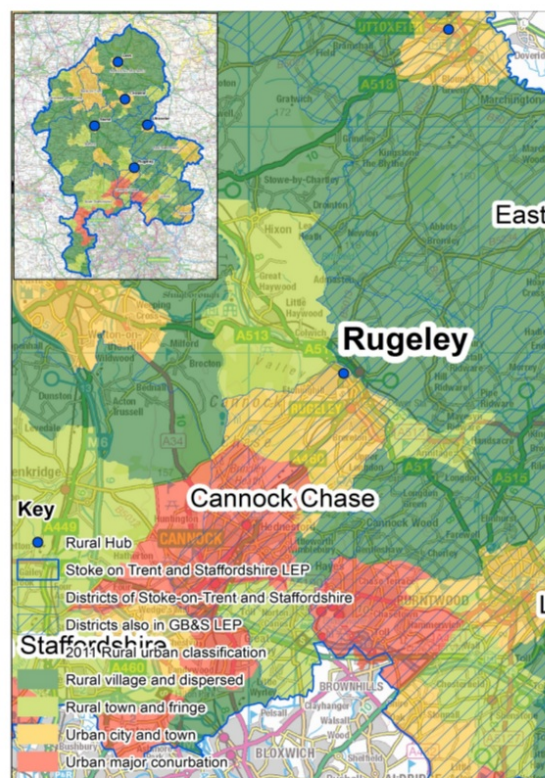
29% of residents have no qualifications (aged 16+)

(National average = 23%)

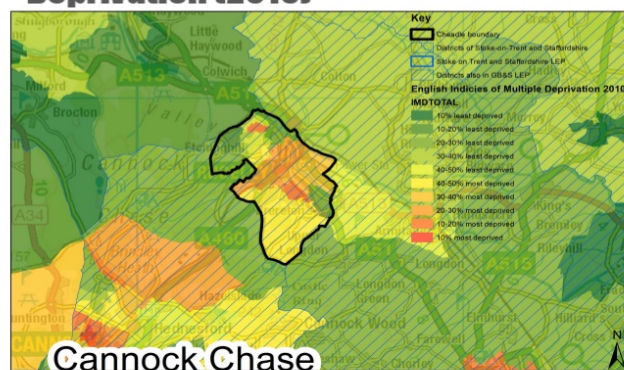
... and only **16%** have NVQ Level 4+

(National average = 27%)

Rural-urban classification (2011)



Deprivation (2010)



Employment

19% of Rugeley's employed residents work in higher level occupations

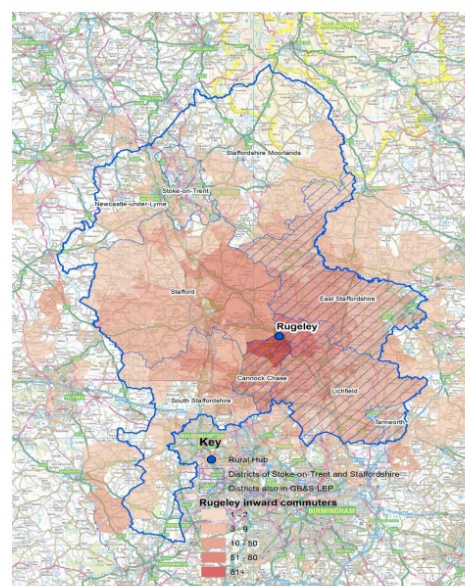
(National average = 28%)

Rugeley has a workplace population of just over ...

7,750 people

Just over 2,592 people live and work within Rugeley. The hub draws most of its workers from within Cannock Chase, Lichfield, East Staffordshire, and Stafford districts, but also attracts workers from Derbyshire and Birmingham.

Commuter in-flows to Rugeley (2011)



Sectors & key employers

Which sectors do Rugeley's residents work in?

 **18%** wholesale, retail & motor vehicles
(National average = 16%)

 **16%** manufacturing
(National average = 9%)


 **12%** health & social work
(National average = 13%)

Key employers (50-249 employees)

- ★ JCB
- ★ WM Morrisons Supermarket
- ★ Ranstad Employment Bureau
- ★ Ideal Standard Manufacturing
- ★ NHS & PCT
- ★ Premier Nutrition Products

Strengths

 Relatively low skilled workforce well suited to local economy

 Historic townscape

Challenges

 Below average proportion of highly skilled workers, skewed local economy

 Lack of office accommodation

Vision & opportunities

Vision

The Vision for Rugeley Town Centre to be achieved by the end of the fifteen year Plan period is drawn from the wider visions for the District and for Rugeley and Brereton. A strong theme runs throughout these documents, emphasizing the importance of creating appropriate environments around buildings to enhance the attractiveness and biodiversity of the area, with resulting economic benefits to the town centre.



Opportunities

- The development potential of the Trent and Mersey Canal.
- Decommissioning of power station generates significant potential for employment site development.
- Housing development comprising 120 units on Armitage Road.

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.