Staffordshire Rural Economy Evidence Base

Final Report

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SQW

Contents

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Executive Summary

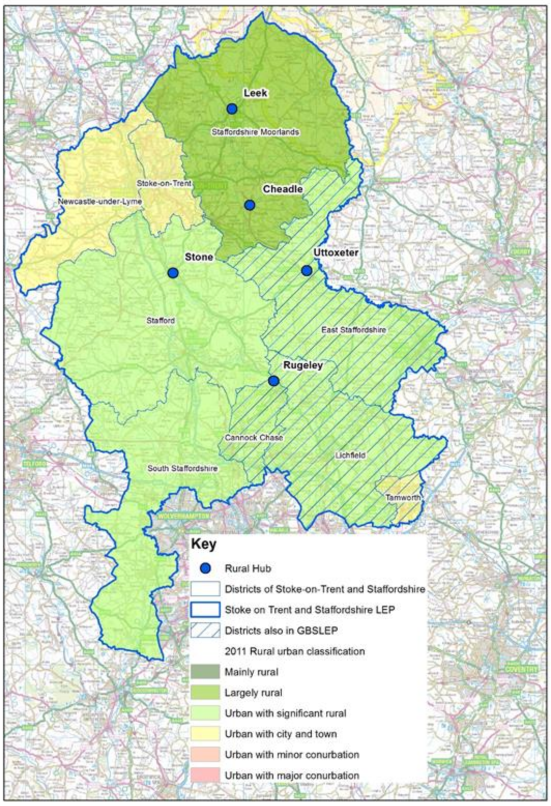
Study aims, approach and context

1. SQW was commissioned to develop a 'Rural Economy Evidence Base' for Staffordshire by Staffordshire County Council on behalf of the Staffordshire Rural Forum.

2. Within Staffordshire, six of the nine city/district local authorities are classified by Defra's 2011 Rural Urban Classification (RUC 2011) as "rural" and the County is home to five 'rural hubs' as defined by Defra[1] (as illustrated in Figure 1):

- Cannock Chase, Lichfield and South Staffordshire are defined as 'Urban with Significant Rural' districts located to the south of Staffordshire, close to the Greater Birmingham conurbation
- East Staffordshire and Stafford are also defined as 'Urban with Significant Rural' districts, and are located in the centre of Staffordshire.
- Staffordshire Moorlands is the only one in Staffordshire to be classified as 'Largely Rural' by Defra. It contains part of the Peak District National Park to the north east.

Figure 1: Defra's 2011 rural/urban classification for districts across the Stoke and Staffordshire LEP area, and the five rural hub towns



Source: Maps produced by SQW using data from Defra's RUC 2011. Contains Ordnance Survey data © Crown Copyright and database rights (2015) Licence number 100030994

3. This small-scale study has been mainly desk-based, and involved gathering and analysing secondary datasets from published sources, such as the Annual Population Survey (APS), the Business Register and Employment Survey (BRES) and ONS Mid-Year Population Estimates. Some data have been provided by Staffordshire County Council's (SCC) Insight Team (including econometric and IDBR data), for which we are grateful. In addition, we have undertaken a small number of telephone consultations and gathered qualitative evidence via email from key stakeholders across Staffordshire to complement the quantitative data.

[1] According to Defra, a "hub town is a physical settlement with a population of 10,000 or more people but less than 30,000 and additionally which satisfies particular tests confirming that it both represents a significant concentration of population and business and is well-placed to provide services to the residents of nearby rural areas". Source: Defra (December 2014) 2011 Rural-Urban Classification of Local Authority Districts in England: User Guide

Key findings

4. Rural districts across Staffordshire account for around three-fifths of Staffordshire's total residents, GVA and jobs, and 70% of all businesses. Furthermore, recent growth in the number of jobs and enterprises based in rural Staffordshire has outpaced the Staffordshire averages. GVA per head (working age population) in rural districts (£22,137) is very similar to the Staffordshire average, but performance varies across the rural areas - East Staffordshire, Lichfield and Stafford out-perform the Staffordshire average, but Cannock Chase, South Staffordshire and Staffordshire Moorlands are below.

5. The rate of employment in rural areas is high relative to the Staffordshire and England average, with above average levels of self-employment, home and part-time working – a strength to build on in facilitating economic growth. Staffordshire's rural districts have a larger share of residents working in higher level occupations (managers, directors and senior officials, associate professionals and those in technical occupations) compared to the national average, and a higher proportion of residents with higher-education qualifications (NVQ4 level qualification or above) than the Staffordshire average (although a lower proportion than the national average). Residence-based earnings are higher than workplace-based earnings, suggesting that out-commuters (e.g. to the urban centres of Birmingham, Derby and Greater Manchester) earn more than those employed locally.

6. Key sectors – in employment terms – include education, health, business support and retail trade, but rural districts also have sector specialisms (e.g. in agriculture, forestry and fishing, food, drink and tobacco, machinery, and electrical equipment) and are home to a number of (small scale) high-value added sectors which have grown over recent years (e.g. legal and accounting services, IT services, architectural and engineering services, and other professional services).

7. The profile of rural businesses, in terms of their size, is similar to the Staffordshire and UK averages, although there is a slightly higher representation of micro-businesses. Rural districts accounted for 65% of all new business starts across Staffordshire as a whole, and residents were more enterprising (in terms of business start-up rates) than their urban counterparts. New businesses in rural districts are also more likely to survive for three years than in urban areas.

8. In future, the population living in rural Staffordshire is expected to grow more quickly than the Staffordshire average by 2025 and by 2037, although GVA and employment are expected to grow at similar rates to the Staffordshire average to 2025. Rural Staffordshire is expected to see expansion (in terms of GVA and employment) in some highly productive sectors, but at the same time contraction (in employment terms) in some sectors that currently employ a large share of the workforce.

Table 1: Data dashboard – headline statistics

Indicator	Latest position			Data source and year
	Rural Staffordshire	Staffordshire average	National average	
GVA (£m)	9,016			SCC econometrics, 2013
GVA per head (working age population)	22,137	22,384	30,271	SCC econometrics, 2013 & ONS, 2013
Resident population	654,600			ONS, 2013
Working age population	62.2%	62.9%	63.8%	ONS, 2013
% working age population with Level 4+ qualifications	28.6%	25.2%	33.9%	APS, 2011-2013 (three year av)
Participation in job-related training in the last four weeks	8.3%	7.9%	9.6%	APS, 2014
Employment rate	74.2%	71.5%	70.9%	APS, Oct 2013-Sep 2014
Higher level occupations (managers, directors and senior officials', 'associate professionals' and those in 'technical occupations)	27.4%	25.5%	29.9%	APS, 2011-2013 (three year av)
Self-employment rate	11.1%	9.5%	9.7%	APS, 2011-2013 (three year av)
Workplace-based gross weekly pay (£)	Range: 450-496	Range: 420-449	5.23	ASHE, 2014
Productivity (GVA per job, £k)	31.3	31.4	38.3	SCC econometrics, 2013
Number of business enterprises	23,910			Business Demography, ONS, 2014
Enterprise rate (number of business starts per 1,000 working age resident)	57	48	53	Business Demography, ONS, 2013 and ONS, 2013
House price affordability ratios (median prices vs median earnings)	Range: 4.9-7.2	5.7*	6.7	ONS, 2013

*Source: Various. Notes: * excludes Stoke-on-Trent*

9. In the table below, we summarise the key findings in relation to rural Staffordshire's strengths and weaknesses, based on the data analysis and consultations completed for this study, and outline future opportunities and threats.

Table 2: Summary SWOT analysis for rural Staffordshire

Strengths	Weaknesses
• Home to a diversity of businesses and entrepreneurial, resilient and innovative people • Growth in high value added sectors, e.g. legal and accounting services, IT services, architectural and engineering services, and other professional services (albeit from a low base) • High enterprise (start-up) rates and three-year business survival rates in some rural districts • High self-employment and home-working rates • Growth in jobs has outpaced Staffordshire average since 2005 – stronger / quicker recovery from recession • Higher proportion of highly qualified residents (NVQ Level 4+) • High employment rates, and correspondingly low unemployment rates • Higher share of residents working in managerial/senior occupations • Strong quality of life offer, and quality of environment in general	• Slight decline in GVA over last decade • Overall productivity (GVA per job) is below national average, as across rest of Staffordshire • High level of employment in some lower value added sectors – e.g. retail, business support services and health • Low earnings for part-time workers who are *working* in rural areas – and part-time working is more prevalent in rural areas • Lower rates of job-related training • Pockets of housing and service related deprivation • House price affordability issues, especially for young people • Patchy broadband speeds, and coverage issues for broadband and mobile phone reception, with implications for "doing business"
Opportunities	**Threats**
• Sector growth opportunities – green economy, economic benefits associated with natural capital, tourism, agri-tech	• Barriers to business growth, including ability to network, lack of high quality grow-on space, access to finance, access to labour/skills • Out-migration of young people due to housing affordability issues and ability to access jobs (especially higher pay opportunities)

Source: SQW

10. There is considerable variation in the strengths, weaknesses and performance of different types of rural area across a number of indicators, confirming that rural Staffordshire is not a homogenous place. In part, these differences reflect the characteristics of different types of rural area (for example, in terms of topography and settlement structures), their rurality, and their accessibility' (for example, in terms of their proximity to large urban areas, transport connections, economic linkages and interconnectedness). In the table below, we summarise some of the key findings in terms of the economic performance of different types of rural across Staffordshire.

Table 3: Economic profiles of different types of rural area across Staffordshire

Type of area	Districts	Economic profile
'Urban with Significant Rural[2]' to the south of Staffordshire, close to the Greater Birmingham conurbation	Cannock Chase Lichfield South Staffordshire	• All have relatively low levels of self-containment, and have shown stronger recoveries from the recession in terms of jobs. • South Staffordshire has relatively high workplace and residence-based earnings, a high proportion of residents with Level 4+ qualifications, high rates of employment and home-working. Lichfield shares many similar characteristics to South Staffordshire – in terms of qualifications, employment rates, home-working and residence-based earnings. It also has a high enterprise rate. Both areas have issues around housing affordability. • Cannock Chase's performance is more mixed – GVA per head (working age population) and residence-based pay is relatively low, and a lower share of residents are qualified to Level 4+.

[2] As defined by Defra, 2011 Rural Urban Classification

Type of area	Districts	Economic profile
'Urban with Significant Rural' in the centre of Staffordshire	East Staffordshire Stafford	• Both districts perform relatively well in terms of GVA per head (working age population) and employment rates, and both have relatively high job densities - but despite this, both have struggled to recover following the recession in terms of job numbers and have pockets of housing/access to services-related deprivation. Both districts have relatively higher levels of self-containment. • Resident-based earnings are better in Stafford (where the proportion of residents with Level 4 qualifications and participation in work-related training are higher) than East Staffordshire (where, conversely, workplace-earnings are relatively high).
'Largely rural' district to the north-east of Staffordshire	Staffordshire Moorlands	• This area is characterised by low GVA per head (working age population) and low workplace earnings (although higher resident-based earnings, especially for full time workers, suggesting they commute elsewhere for higher paid jobs). There is a high proportion of micro-businesses, rates of home-working and a high share of residents with Level 4+ qualifications, but lower employment rates (despite a strong recovery after the recession) and participation in job-related training. Broadband speeds are amongst the worst in Staffordshire and there continue to be 'not spots' in a number of locations. Pockets of deprivation related to housing/access to services exist across the district.

Source: SQW

Implications

Opportunities

11. The rural parts of Staffordshire make a considerable contribution to the economy as a whole – they account for a large share of the economy, and are home to a highly skilled workers in high-level occupations (working in rural and urban businesses). They therefore have an important role to play in delivering against the Stoke-on-Trent and Staffordshire Strategic Economic Plan's objectives, especially in relation to sector growth in advanced manufacturing/agri-tech and tourism, but also in business/professional services which have seen strong growth in recent years across rural districts and are highly productive sectors (but are often not recognised as typically rural, possibly because of their small-scale and/or tendency to be businesses operating from home). In addition, rural areas contribute to the objective around having a "skilled workforce" to drive economic growth by providing a supply of highly qualified labour.

Barriers to growth

Rural areas will face some difficult choices and challenges looking forward. The population projections suggest ongoing pressure for housing, combined with projected growth in some 'land hungry' sectors (such as warehousing and wholesale activities). **Raising productivity** levels in some of the more traditional rural sectors (such as food/drink and tourism) will be important, but so will **maximising opportunities linked to niche, higher value sectors** that are growing (e.g. legal and accounting services, IT services, architectural and engineering services, and other professional services). However, issues such as limited **networking**, a lack of **high-quality grow-on space** and **broadband and mobile phone coverage** could acts as a break on realising this growth potential. Linked to this, there will be challenges around raising the **quality of part-time jobs** in some parts of rural Staffordshire (especially where workplace earnings are low for part-time workers), and ensuring that rural businesses can **access the labour and skills needed to grow** (and, at the same time, rural residents – especially younger residents - can access job these opportunities).

1. Introduction

Study overview and aims

1.1 SQW was commissioned to develop a 'Rural Economy Evidence Base' for Staffordshire by Staffordshire County Council on behalf of the Staffordshire Rural Forum. The aims of this assignment were to:

- provide evidence on the performance, challenges, barriers and opportunities in rural areas to help inform policy and programme development
- demonstrate the role and contribution of rural areas and hubs across Staffordshire, particularly in delivering against the wider objectives of the Strategic Economic Plan (SEP) and European Structural and Investment Funds (ESIF)
- provide an updated baseline against which change might be benchmarked.

Introducing Staffordshire, and its rural economy

1.2 The Stoke-on-Trent and Staffordshire Local Enterprise Partnership (LEP) covers the County of Staffordshire – which encompasses eight Local Authority Districts (LADs) – and the unitary authority of Stoke-on-Trent. Part of Staffordshire is also within the boundaries of the area covered by Greater Birmingham and Solihull LEP (GBSLEP). However, for the purposes of this study we have focused on the spatial footprint of the Stoke-on-Trent and Staffordshire LEP. As Stoke-on-Trent is classified as urban, for simplicity, the Stoke-on-Trent and Staffordshire LEP area will hereafter be referred to as "Staffordshire". As an area where both urban and rural features co-exist – with towns and villages, key infrastructure serving large populations, combined with green open spaces - Staffordshire is considered 'peri-urban'.

1.3 Staffordshire is located in the West Midlands, with the Greater Birmingham conurbation to the south, Derby to the east, Greater Manchester to the north and Telford and Shrewsbury (and the Welsh border) to the west. The M6 motorway runs through Staffordshire, as does the West Coast Mainline railway, and Birmingham, Manchester and East Midlands airports are all within an hour's drive from the centre of the County. Staffordshire is home to part of the Peak District National Park (in the north east) and Cannock Chase Area of Outstanding Natural Beauty.

1.4 Within Staffordshire, six of the nine city/district local authorities are classified by Defra's 2011 Rural Urban Classification (RUC 2011) as "rural", and the County is home to five 'rural hub towns' as defined by Defra[3]. These are as follows:

'Urban with Significant Rural' districts to the south of Staffordshire, close to the Greater Birmingham conurbation

- **Cannock Chase**: this district is classified as 'Urban with Significant Rural (rural including hub towns 26-49%[4])' by Defra. This district lies to the south of the County, close to the Greater Birmingham conurbation (especially Wolverhampton/Walsall/Sutton Coldfield). The district has a small spatial footprint, but is home to the hub town of **Rugeley**.
- **Lichfield**: this district is also 'Urban with Significant Rural (rural including hub towns 26-49%)'. This district lies in the south of the County, close to the Greater Birmingham conurbation, and Tamworth.
- **South Staffordshire**: this district is also 'Urban with Significant Rural (rural including hub towns 26-49%)'. This district is also in the south of the County, bordering the Greater Birmingham conurbation, and has the M6 motorway running through it.

'Urban with Significant Rural' districts in the centre of Staffordshire

- **East Staffordshire**: this district is classified as 'Urban with Significant Rural (rural including hub towns 26-49%)' by Defra. East Staffordshire contains **Uttoxeter (a hub town)** and Burton upon Trent, and borders the Derbyshire Dales and South Derbyshire, and is close to the city of Derby (Uttoxeter to Derby is a 30 minute drive, for example).
- **Stafford**: this district is also classified as 'Urban with Significant Rural (rural including hub towns 26-49%)' by Defra. It has the largest spatial footprint of all districts in Staffordshire, and has the M6 and West Coast Mainline running through it. Stafford is the largest urban area in the district. Within the district is the **hub town of Stone**.

'Largely Rural' district to the north-east of Staffordshire

- **Staffordshire Moorlands**: this district is the only one in Staffordshire to be classified as 'Largely Rural (rural including hub towns 50-79%)' by Defra. It contains part of the Peak District National Park to the north east, and the **hub towns of Leek and Cheadle.** Manchester is just over an hour's drive north from Leek, for example.

1.5 In addition, three of the LADs are classified as 'Urban with City and Town' by Defra. These are Newcastle-under-Lyme and Stoke-on-Trent in the north, and Tamworth in the south east.

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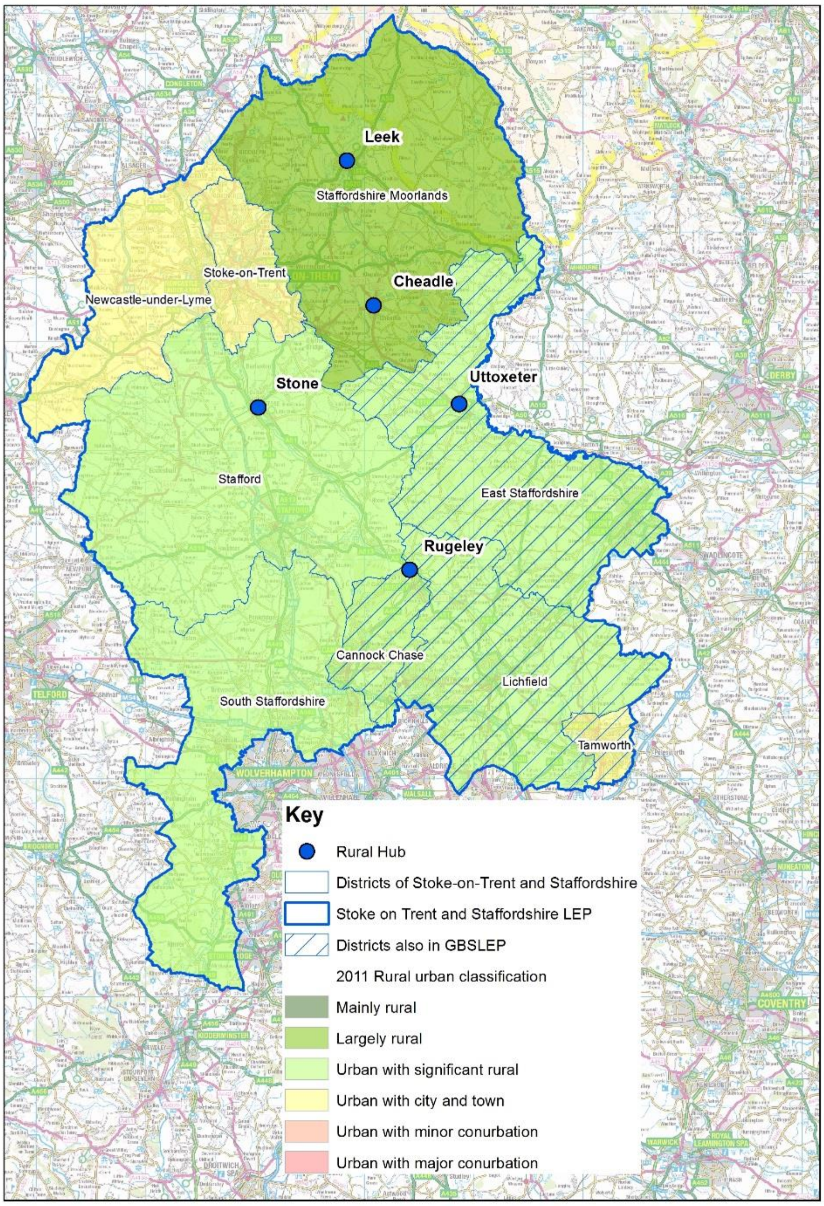
[3] According to Defra, a "hub town is a physical settlement with a population of 10,000 or more people but less than 30,000 and additionally which satisfies particular tests confirming that it both represents a significant concentration of population and business and is well-placed to provide services to the residents of nearby rural areas". Source: Defra (December 2014) 2011 Rural-Urban Classification of Local Authority Districts in England: User Guide

[4] The percentage of the total resident population accounted for by the combined 'rural' and 'rural-related' components of its population

1.6 The maps below show Defra's rural/urban classification for Staffordshire at the LAD level and Super Output Area (SOA[5]) level. The SOA map demonstrates how the degree of rurality varies considerably within some districts. For example, Cannock Chase district has major urban areas and town and fringe areas, whereas Staffordshire Moorlands is largely 'rural village and dispersed', with the exception of Leek and Cheadle hub towns.

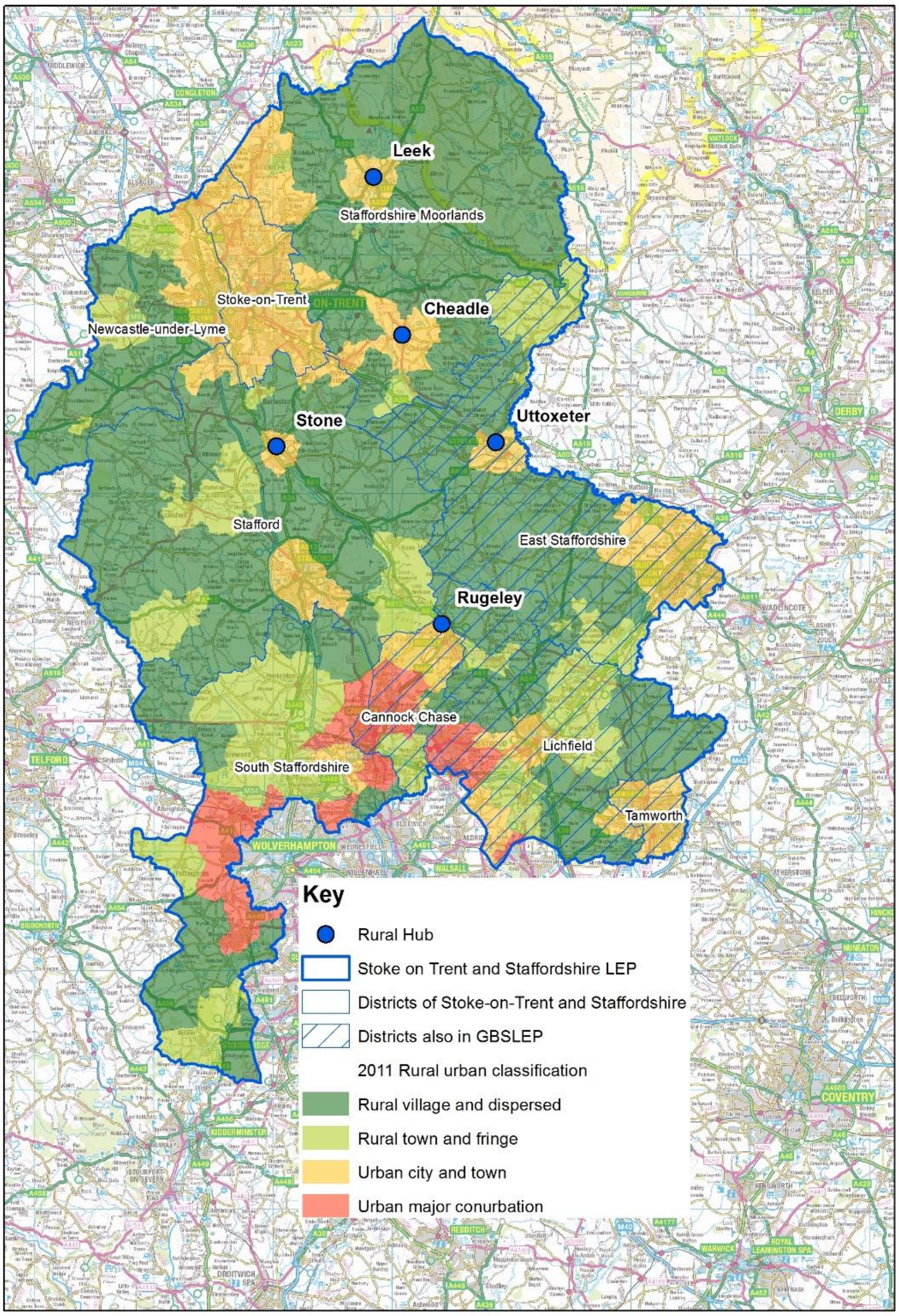
Figure 1-1: Defra's 2011 rural/urban classification for districts across the Stoke and Staffordshire LEP area



Source: Maps produced by SQW using data from Defra's RUC 2011. Contains Ordnance Survey data © Crown Copyright and database rights (2014) Licence number 100030994

[5] A super output area (SOA) is a geographical area used for statistics. It has a minimum population of 1,000 and maximum of 3,000, and a minimum number of households of 400 and maximum of 1,200.

Figure 1-2: Defra's 2011 rural/urban classification for super output areas (right) across the Stoke and Staffordshire LEP area



Source: Maps produced by SQW using data from Defra's RUC 2011. Contains Ordnance Survey data © Crown Copyright and database rights (2014) Licence number 100030994

Strategic context

1.7 In 2014, the LEP published its **Strategic Economic Plan (SEP)**, which set out the vision for *"An economic powerhouse driven by the transformation of Stoke-on-Trent into a truly competitive and inspiring Core City and by accelerated growth in our County Corridors and urban centres."* This was underpinned by five objectives:

- *Stoke On Trent as a Core City: to rapidly grow the heart of the city centre economy*
- *Connected County: to meet market demand for high quality employment and housing sites which are connected to the transport and communications network*
- *Competitive Urban Centres: to support the sustained economic prosperity of other important urban centres across Staffordshire*
- *Sector Growth: to boost the competitiveness of business in vital sectors with growth potential where Stoke & Staffordshire has a distinctive advantage (energy generation, auto-aero, medical technologies, agri-tech and applied materials are identified as priority sectors, along with tourism and business/professional services)*
- *Skilled Workforce: to ensure a balanced supply of people with the right skills and know-how needed to drive economic growth.*

1.8 Alongside the SEP, the LEP also published its **European Structural and Investment Fund strategy (ESIF)**. The ESIF strategy's vision is one of:

> *"An economic powerhouse driven by the transformation of Stoke-on-Trent into a truly competitive and inspiring Core City and by accelerated growth in our County Corridors and urban centres. Our aim is to dominate the space between a number of the UK's largest urban areas, by connecting growth sectors, an offer of superconnectivity and compelling sites, supplying higher skilled labour and exploiting our indigenous energy potential. Our ambition is to sustainably drive: rapid growth in Stoke-on-Trent and its contribution to the county and national economy; and development of the peri-urban areas along the County's key transport corridors that provide a strong, agile and competitive offer locally and nationally*

1.9 Both the SEP and ESIF strategy make reference to the strong performance of rural areas over recent years, especially in terms of employment growth and enterprise (although it is thought that this has largely been due to development on the fringe of urban areas). The ESIF in particular emphasises the high quality rural environment across Staffordshire and high quality of life. However, it also highlights pockets of deprivation in some rural areas which are "less growth orientated" and over-reliant on sectors such as agriculture and related land based activities and tourism, and ongoing challenges around access to employment and services. Partly as a result, Staffordshire has been identified as a Transition Area in relation to the EU structural funds.

1.10 The ESIF makes explicit reference to rural areas in one of its eight objectives, which seeks to develop "a strong and growing base of SMEs across both urban and rural areas", and prioritises the development of agri-tech in order to generate "more high-value agriculture related employment". Rural areas are expected to benefit from two ESIF investment areas in particular: one relating to "infrastructure for innovation and enabling knowledge transfer"; and the other relating to business support interventions to improve SME competitiveness, which will include "expertise to deal with the diverse composition and nature of rural businesses". Rural areas will also have a role to play in addressing objectives relating to green infrastructure, strengthening the visitor economy, the low carbon economy, and skills, employment and social inclusion.

1.11 The Staffordshire Rural Forum produced a **Rural Strategy in 2013**, which informed the SEP and ESIF above. The Strategy's core themes, outcomes and priorities are summarised in Table 1-1. In terms of the economy, it promotes broad economic priorities around sustainable, diverse and integrated rural economies, with an emphasis on training, skills, jobs and business growth across rural Staffordshire.

Table 1-1: Staffordshire Rural Strategy Framework

Theme	Outcomes	Priorities
Economy	• A sustainable, prosperous and diverse rural economy, which forms an integrated part of the wider economy, contributing to Staffordshire's wealth and prosperity.	• Facilitate better training, skills and jobs; particularly within the land-based sector • Support a diverse rural economy • Provide the necessary infrastructure to support rural business growth
Community	• Vibrant, thriving and resilient rural communities in which key services are accessible to all; and standards of living, well-being and quality of life are high	• Recognise rural deprivation and tackle its causes • Promote balanced, inclusive, sustainable and empowered rural communities • Support access to services and facilities
Environment	• A rich, varied and valued environment, which is beautiful and culturally rich, available for people to visit, live in and enjoy, contributing to Staffordshire's wealth and prosperity	• Balance the need to protect and develop rural areas • Make the most of our rural areas for the benefit of residents, businesses and visitors • Build respect for the value of our rural areas.

Source: Staffordshire Rural Forum (2013) Staffordshire Rural Strategy

Study approach

1.12 This small-scale study has been mainly desk-based, and involved gathering and analysing secondary datasets from published sources, such as the Annual Population Survey (APS), the Business Register and Employment Survey (BRES) and ONS Mid-Year Population Estimates. Some data have been provided by Staffordshire County Council's (SCC) Insight Team (including econometric and IDBR data), for which we are grateful.

1.13 The data have been analysed to provide a 'rural' average for Staffordshire, using Defra's 2011 Rural Urban Classification for Local Authority Districts (LAD), and benchmarked against the Staffordshire[6] and national averages. Hereafter, 'rural Staffordshire' refers to rural LADs (and hence it is a spatial definition, not a sectoral one). On the whole, we have used LAD-level data because (a) this is the most up-to-date evidence, and (b) it will be possible to track performance over time as this data is regularly updated (a requirement of the study).

[6] i.e. the area covered by the Stoke-on-Trent and Staffordshire LEP

However, there are limitations with these data – some of the districts include urban as well as rural areas. The 2011 Census provides more detailed data on key statistics for smaller geographies, and therefore provides data for rural output areas only. We have included these data as a comparator to the LAD-level data where possible (mainly in Section 4), however it will not be possible to update the figures for a decade.

1.14 As noted above, we recognise that rural Staffordshire is not a homogenous place and there are varying degrees of 'rurality'[7] and 'accessibility'[8] across the County. We have sought to reflect on these differences – and the implications in terms of differing issues, opportunities and barriers - where appropriate throughout the report.

1.15 In addition, we have undertaken a small number of telephone consultations and gathered qualitative evidence via email from key stakeholders across Staffordshire to complement the quantitative data.

Report structure

1.16 This report is structured as follows:

- Sections 2 to 7 present thematic evidence: Economy and competitiveness (Section 2); People, skills and labour markets (Section 3); Business base, enterprise and sectors (Section 4); Economic linkages (Section 5); Place (Section 6); and Future prospects (Section 7)
- Section 8 presents an overall SWOT analysis for rural Staffordshire and the conclusions.

1.17 The report is supported by five Annexes: Annex A lists consultees; Annex B provides a summary of datasets and sources used for this study; Annex C contains maps of commuter flows into Staffordshire's rural hub towns; Annex D presents detailed data tables; and Annex E presents hub profiles.

[7] As defined by Defra's 2011 rural-urban classification
[8] In terms of their remoteness or proximity to urban areas

2. Economic output

2.1 In this Section, we present evidence on the overall economic output of Staffordshire's rural districts, measured by GVA, and assess trends since 2005. We also comment on the performance of Staffordshire's rural districts in terms of GVA per head (working age population) and productivity, vis-à-vis the Staffordshire and national average.

Figure 2-1: Key messages

- Rural districts in Staffordshire account for 58% (£9bn) of Staffordshire's total economic output (measured by Gross Value Added, GVA). This is broadly as we might expect given that rural districts account for 59% of Staffordshire's population and 58% of jobs (see following sections). It is low compared to the share of businesses (70%), but this is, in part, due to the prevalence of small businesses in rural areas.
- Rural GVA declined slightly over the last decade, compared to (limited) growth across Staffordshire as a whole. However, the picture is mixed across the rural districts: economic output in East Staffordshire has continued to decline; and South Staffordshire, Lichfield, Cannock Chase, Staffordshire Moorlands and Stafford were all hit by the recession (to varying degrees) but have seen economic growth in recent years.
- GVA per head (working age population) in rural districts (£22,137) is very similar to the Staffordshire average, but again performance varies across the rural areas - East Staffordshire, Lichfield and Stafford out-perform the Staffordshire average, but Cannock Chase, South Staffordshire and Staffordshire Moorlands are below.
- The table below summarises current GVA, recent growth and GVA per head (working age population) in each rural district *(Source: SQW analysis of SCC econometrics data and ONS)*

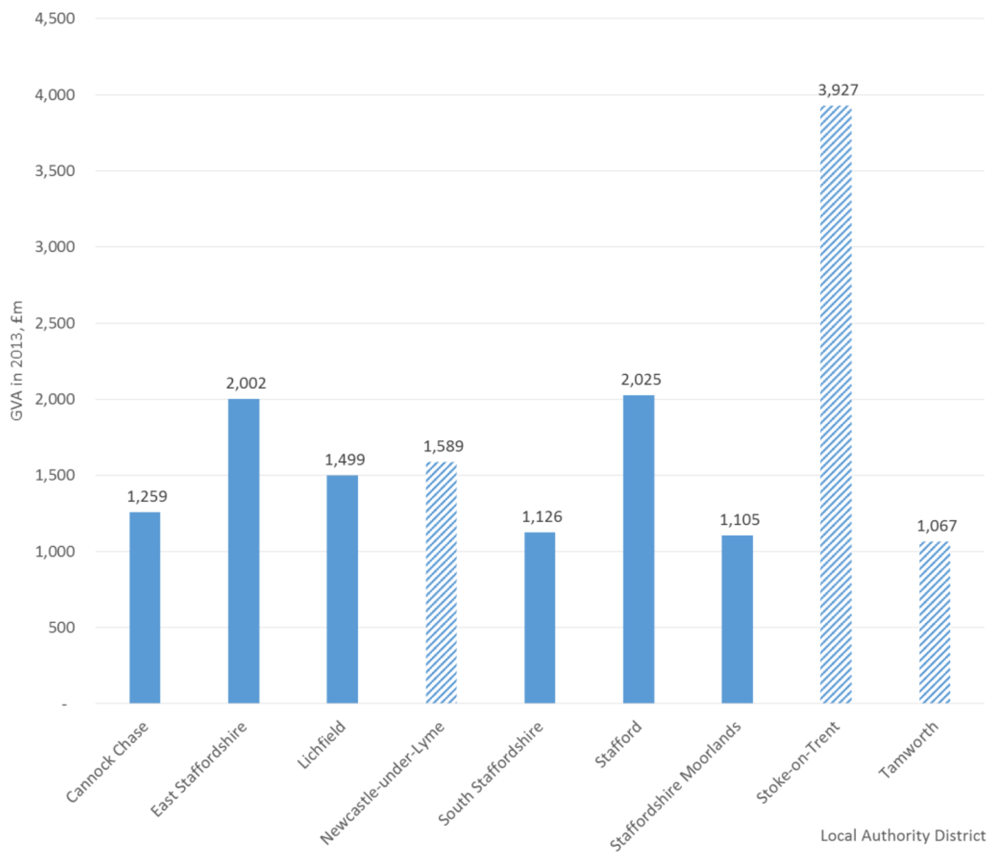
	GVA, 2013 (£m)	% change in GVA (2005-2013)	GVA per head (working age population), 2013
Cannock Chase	1,259	5%	19,946
East Staffordshire	2,002	-7%	27,729
Lichfield	1,499	5%	24,297
Newcastle-under-Lyme	1,589	0%	19,842
South Staffordshire	1,126	-3%	16,466
Stafford	2,025	1%	24,520
Staffordshire Moorlands	1,105	2%	18,633
Stoke-on-Trent	3,927	5%	24,527
Tamworth	1,067	0%	21,599
Rural Staffordshire	9,016	0%	22,137
Staffordshire average	15,599	1%	22,384

Source: SQW

Economic output

2.2 In 2013, **rural districts across Staffordshire generated an economic output of just over £9bn** (measured by Gross Value Added, GVA[9]), accounting for 58% of the Staffordshire total[10]. Among rural districts, East Staffordshire and Stafford produced a quarter of Staffordshire's GVA.

Figure 2-2: GVA in 2013 by district (block colour represents rural districts, stripes represent urban districts), £m



Source: SQW analysis of SCC Econometrics Data

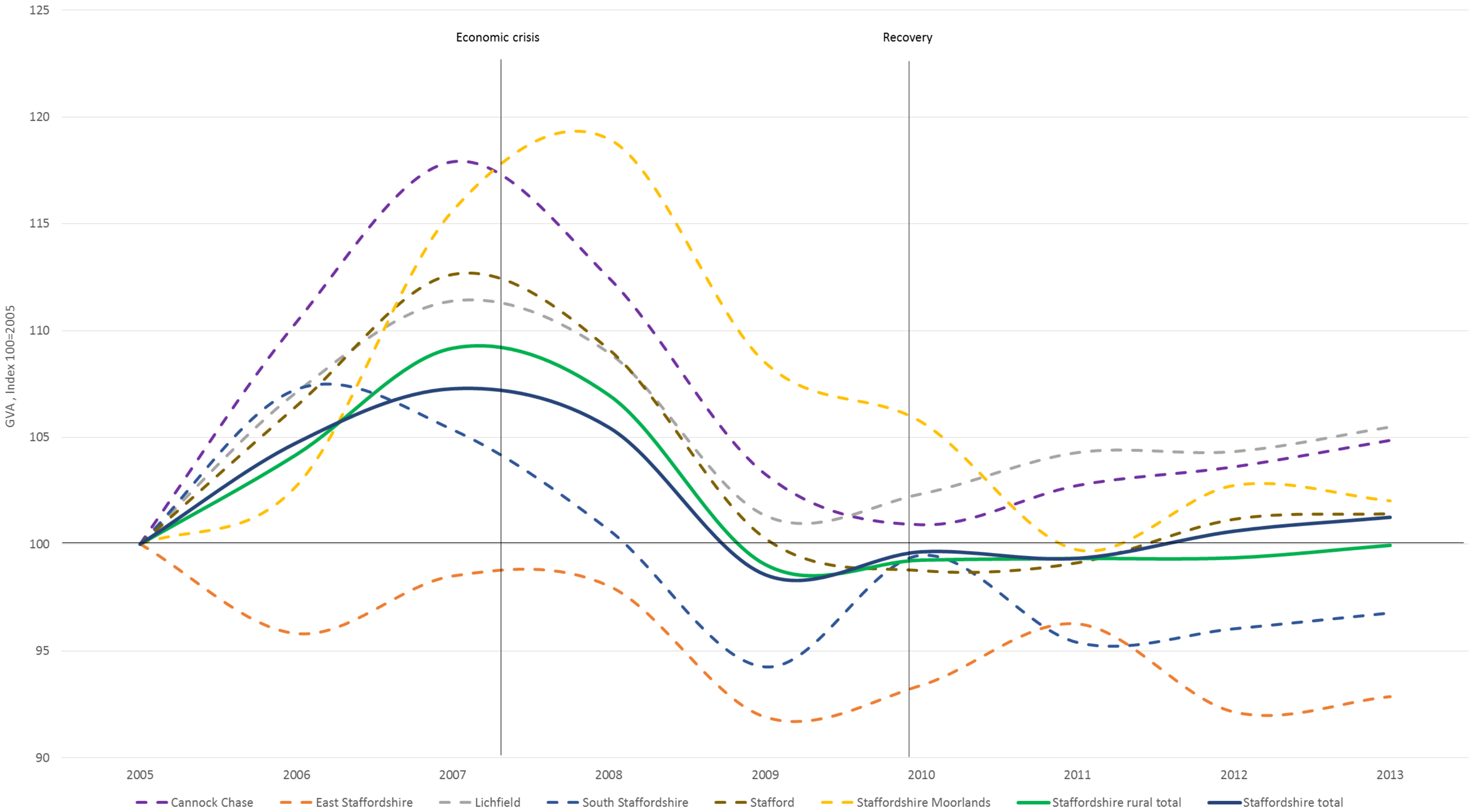
2.3 Between 2005 and 2013, **GVA in Staffordshire's rural districts declined slightly, by -0.1%, compared to growth across Staffordshire and the UK (of +1.3% and +6.3% respectively).** The differences between Staffordshire's rural districts and the county as a whole are small and they may well be within the margins of error associated with modelled data; therefore, they should not be taken too far. Nevertheless, the graphic overleaf (Figure 2-3) shows GVA growth in Staffordshire's rural districts, compared to the rural and Staffordshire averages. We can see that the recession impacts on GVA performance from around 2007/08, where rural GVA (and the Staffordshire total GVA) declines to a low in 2009. From this point, GVA across Staffordshire as a whole begins to grow – albeit at a slow rate –

[9] Constant prices 2009
[10] Source: Econometrics data produced by Cambridge Econometrics for Staffordshire County Council (SCC) in 2013

to above 2005-levels. Rural areas have recovered more slowly, with only a slight upturn in GVA by 2013. However, the picture is mixed across the rural districts:

- In East Staffordshire, GVA has shown a general decline since 2005
- In South Staffordshire, GVA has not managed to return to pre-recession growth, and remains below 2005 levels
- Other rural districts – Lichfield, Cannock Chase, Staffordshire Moorlands and Stafford – have shown signs of recovery, where GVA has increased since 2009 and is now above 2005-levels in each district.

Figure 2-3: Trends in GVA, 2005-2013 (Index 100=2005) for rural districts, the Staffordshire rural total and the Staffordshire average

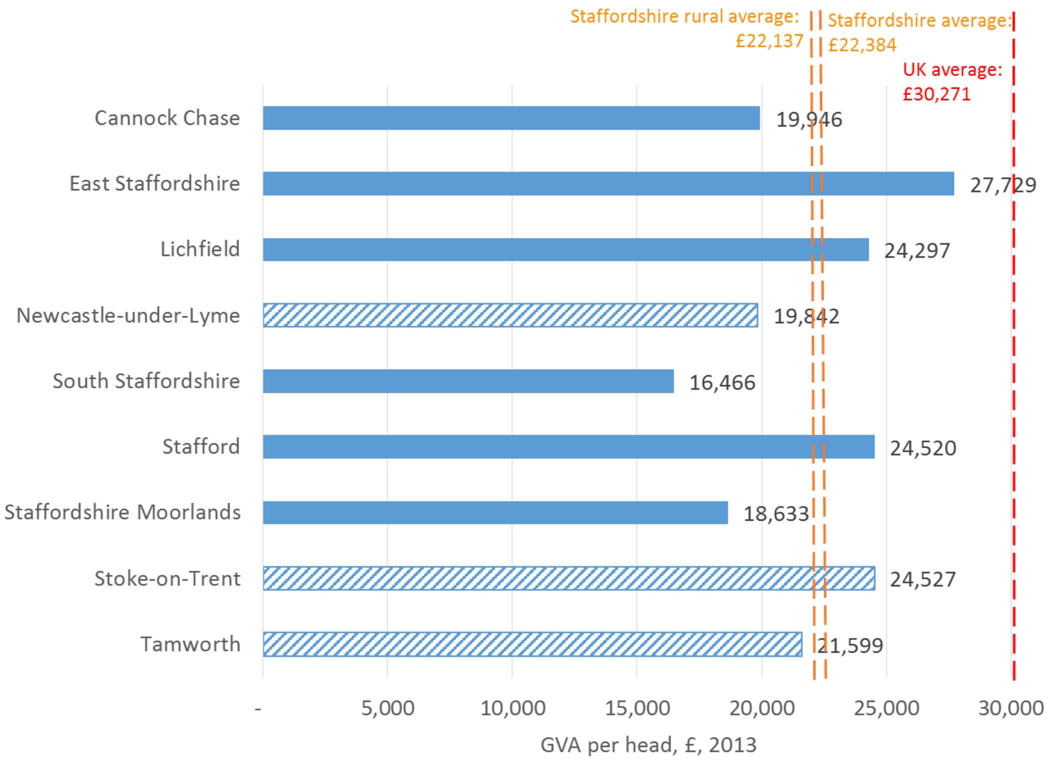


Source: SQW analysis of SCC econometric projections data

GVA per head (working age population)

2.4 GVA per head (working age population) in rural districts (£22,137) is very similar to the Staffordshire average but well below the UK average (£30,271). Figures are above the Staffordshire average in the rural districts of East Staffordshire (124% of the Staffordshire average), Lichfield (109%) and Stafford (110%), but lower in Cannock Chase (89%), South Staffordshire (74%) and Staffordshire Moorlands (83%), as illustrated in Figure 2-3

Figure 2-4: GVA per head (working age population), 2013



Source: SQW analysis of SCC econometrics data and ONS mid-year population estimates

3. People, skills and labour markets

3.1 In this Section, we present evidence on the resident-based economy in Staffordshire's rural districts, focussing on population, skills and labour market characteristics. This section's key findings are detailed in Figure 3-1 below.

Figure 3-1: Key messages

- Some 59% of Staffordshire's population lives in rural districts.
- The rate of employment in rural areas is high relative to the Staffordshire and England average.
- Rural Staffordshire can be characterised by above average levels of self-employment, home and part-time working – a strength to build on in facilitating economic growth.
- Staffordshire's rural districts have a larger share of managers, directors and senior officials, associate professionals and those in technical occupations than the national average.
- A higher proportion of residents in rural districts have higher-education qualifications (NVQ4 level qualification or above) than the Staffordshire average, but a lower proportion than the national average.
- A smaller share of rural Staffordshire residents has received job-related training compared to the England average.
- Residence-based earnings are higher than workplace-based earnings, suggesting that out-commuters (e.g. to the urban centres of Birmingham, Derby and Greater Manchester) earn more than those employed locally.

Source: SQW

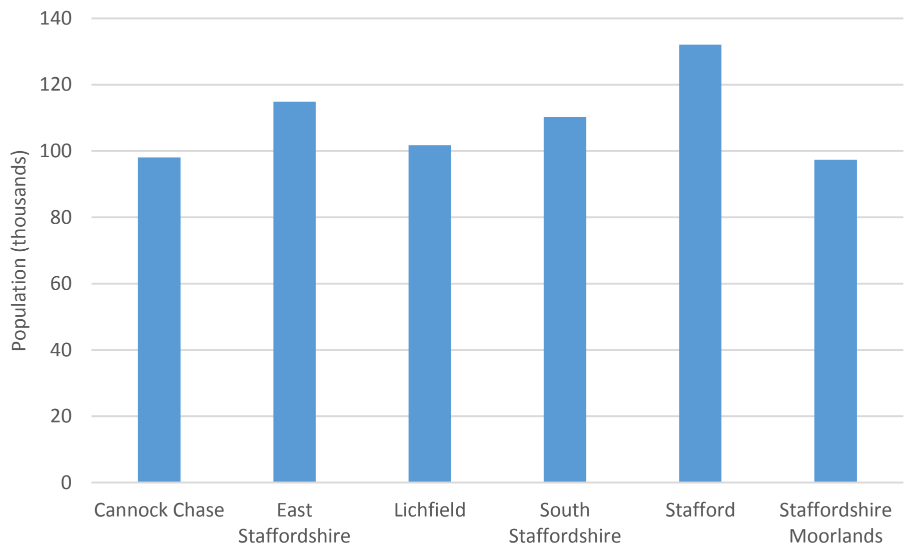
People

Population

3.2 The total resident population of Staffordshire in 2013 was 1.12m, according to ONS mid-year population estimates. At this time, **just under three fifths of Staffordshire residents (59%, 654,600) lived in rural districts[11]**. Figure 3-2 below illustrates how the population of Staffordshire's rural districts is relatively evenly distributed across the county. The most populous rural district is Cannock Chase, whilst the least populous is Staffordshire Moorlands.

[11] Source: ONS mid-year population estimates

Figure 3-2: The population of Rural Staffordshire across the six rural districts, 2013



Source: ONS Mid-Year Population Estimates, 2013

3.3 Population data at sub-district level is only available using the 2011 Census. This suggests that **rural output areas across Staffordshire[12] were home to 206,527 people in 2011** (which is lower than the figure above because of the more fine-grained analysis possible using the 2011 Census). Of these:

- 46% were living in "rural town and fringe" output areas (compared to a national rural average of 47%)
- 31% were living in "rural village" output areas (compared to a national rural average of 28%)
- 23% were living in "rural hamlet and isolated dwellings" output areas (compared to a national rural average of 17%)[13].

3.4 The Working Age Population (WAP) in 2013, as a percentage of total population, was 62.2% in rural Staffordshire. **This was lower than the Staffordshire average (62.9%) and England average (63.8%)[14].** The WAP in rural Staffordshire tends to be slightly older than the Staffordshire and National average, with more working people over the age of 50 (32% of the WAP, compared to 31% and 28% respectively. This also applies to the population as a whole, with rural Staffordshire having a greater share of the over-65s (21% of the whole population, compared to 20% in Staffordshire and 18% across the UK).

[12] The Stoke-on-Trent and Staffordshire LEP footprint
[13] Source: 2011 Census, ONS
[14] Source: ONS mid-year population estimates

Migration

3.5 According to the latest census, rural Staffordshire experienced, on average, net inward migration (from within and outside the UK) of 1,807 in 2011 (the latest data available), accounting for a total of 0.25% of all usual residents. **This was lower, in proportional terms, than Staffordshire as a whole (0.35%) and England (1.12%)[15].**

3.6 All of the Staffordshire rural districts experienced net inward migration, the highest of which was in Stafford where there was a net increase of 0.74%.

Skills

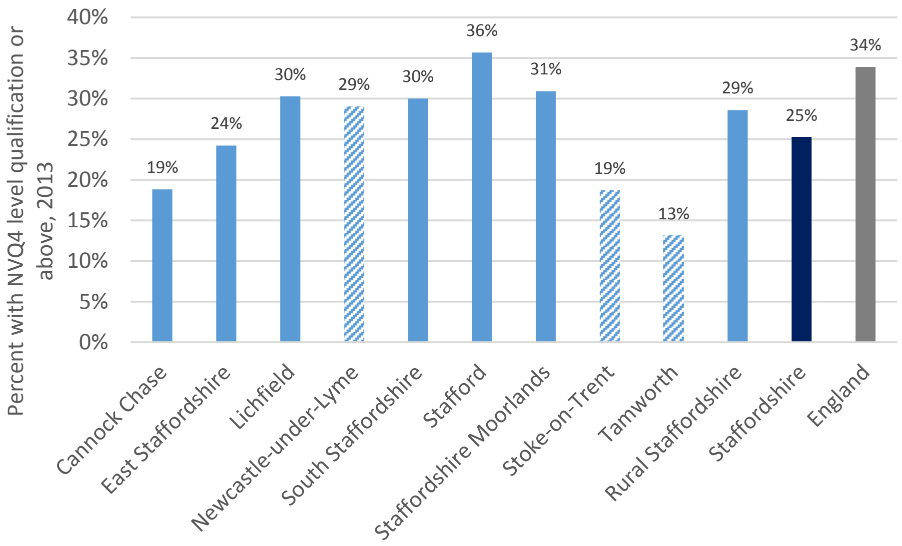
Qualifications

3.7 **A greater proportion of rural Staffordshire residents tend to have higher-education qualifications (NVQ4 level qualification or above) than the Staffordshire average –** 28.6%[16] compared to 25.2% in Staffordshire as a whole – although both lag behind the England average (33.6%).

- The detailed 2011 Census data for rural OAs confirmed this finding: 29% of working age residents in rural OAs across Staffordshire are qualified to Level 4+, 9pp above the Staffordshire average and 3pp above England and Wales.

3.8 As shown by Figure 3-3 below, within rural Staffordshire, Cannock Chase tends to have the lowest proportion of higher-education-qualified residents, whilst Stafford tends to have the highest.

Figure 3-3: Proportion of the working age population in Rural Staffordshire districts that have NVQ4 qualifications and above, 2011-2013



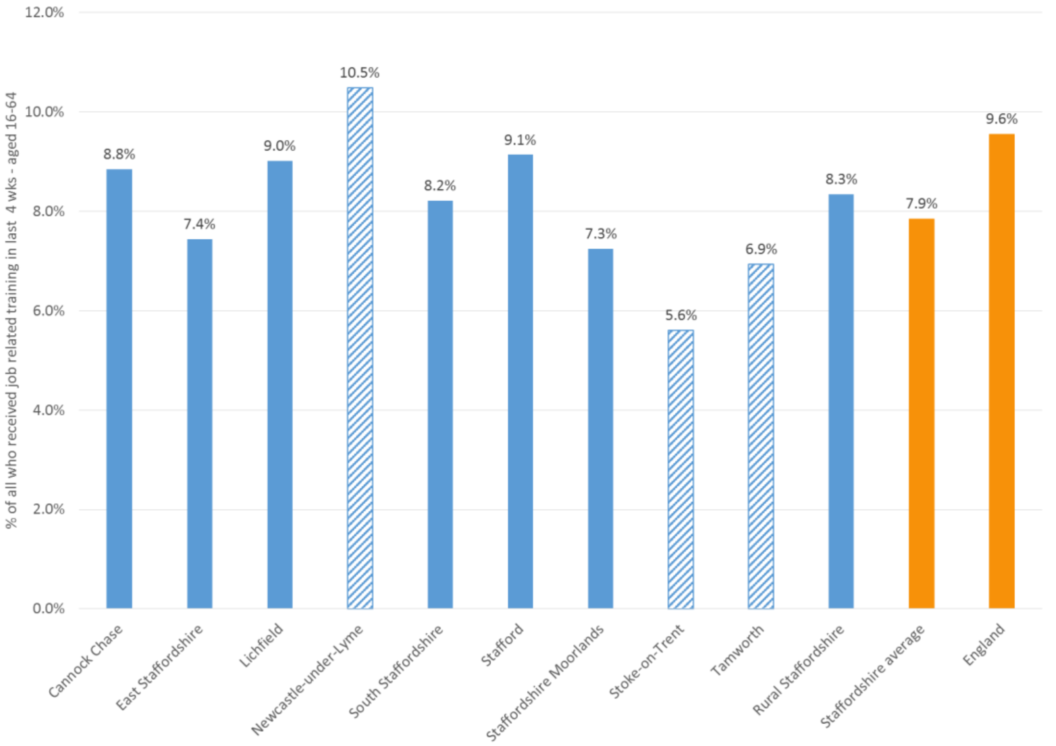
Source: ONS, Annual Population Survey, Three year average 2011-2013

[15] Source: ONS
[16] Data for rural OAs from the 2011 Census gives the same result for rural areas

Participation in training

3.9 The Annual Population Survey captures data on job-related training **in the last four weeks** (prior to completing the survey) for residents aged 16-64, which includes on-the-job training, training away from the job and pre-employment training. As illustrated below, **a higher share of rural Staffordshire's working-age residents received job-related training in the last four weeks (8.3%) compared to the Staffordshire average (7.9%), but both are below the national average (9.6%)**. Across the rural districts in Staffordshire, higher levels of job-related training are seen in Lichfield and Stafford districts, and lower levels in Staffordshire Moorlands and East Staffordshire districts.

Figure 3-4: Proportion of population that had received job-related training in the last four weeks, 2012-2014



Source: ONS, Annual Population Survey, 2012-2014

Figure 3-5: Consultation feedback

- The need for rural businesses to become more involved in upskilling and training – and the need for training opportunities need to be better promoted to rural businesses - were issues raised by consultees.
- Potential for The Rural Enterprise Academy and South Staffordshire College's Rodbaston facilities to play a role in raising skills in, and contributing to, rural Staffordshire's economy.

Source: SQW consultations with stakeholders

Labour markets

Economic activity rate, employment rate

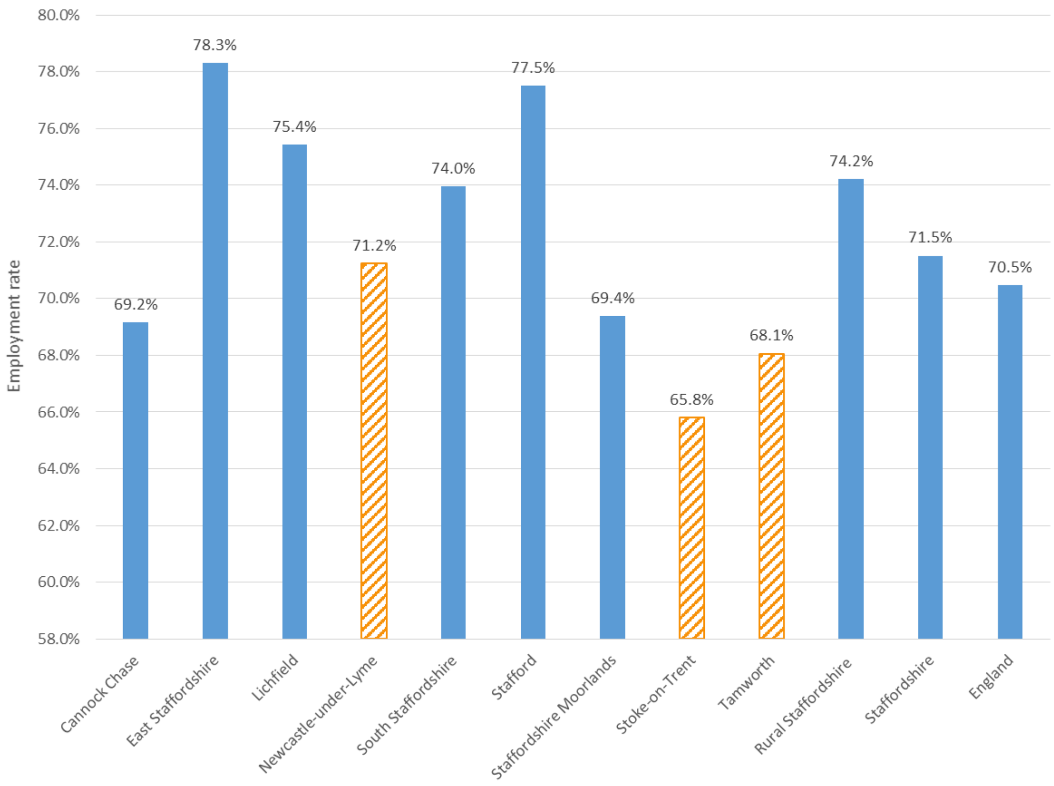
3.10 Rural Staffordshire has tended to have a higher economic activity rate than Staffordshire as a whole and the England average if we look at district level data. According to the Annual Population Survey (ONS) from January 2011 to December 2013, the rural average economic activity rate was 78.7%, compared to a Staffordshire average of 76.7% and UK average of 76.9%.

- However, when drilling down into detailed 2011 Census data for rural OAs, there appears to be **little difference between the economic activity rate** for residents living in only rural OAs (68%) and the Staffordshire average (69%), but both are below the national average[17] (70%).

3.11 **The employment rate has tended to be higher in rural districts.** Between April 2011 and March 2014, the employment rate in rural Staffordshire was 74.2%, compared to the county (71.5%) and England (70.5%) average.

- This finding is confirmed by 2011 Census data for rural OAs, where the rural employment rate (63%) is slightly above the Staffordshire and national averages (62%).

Figure 3-6: Employment rate (aged 16-64), three-year average (April 2011 - March 2014)



Source: SQW analysis of APS data

[17] England and Wales – for all OAs across the country (rural and urban)

Figure 3-7: Consultation feedback

- Consultees highlighted the **accessibility** of many parts of rural Staffordshire as a major strength (especially lowland areas in the south), particularly in terms of the (often well paid) job opportunities in large urban areas. Much of rural Staffordshire is accessible to neighbouring urban centres (such as Birmingham, Derby and Manchester) but also to London and the South East.

- **However, poor transport links were raised as a major issue for young people living in rural areas, and their ability to find work locally.** One consultee commented that young people in rural parts of Staffordshire (especially the more remote areas) struggle to find good quality jobs in rural areas, and therefore tend to move to urban areas for work.

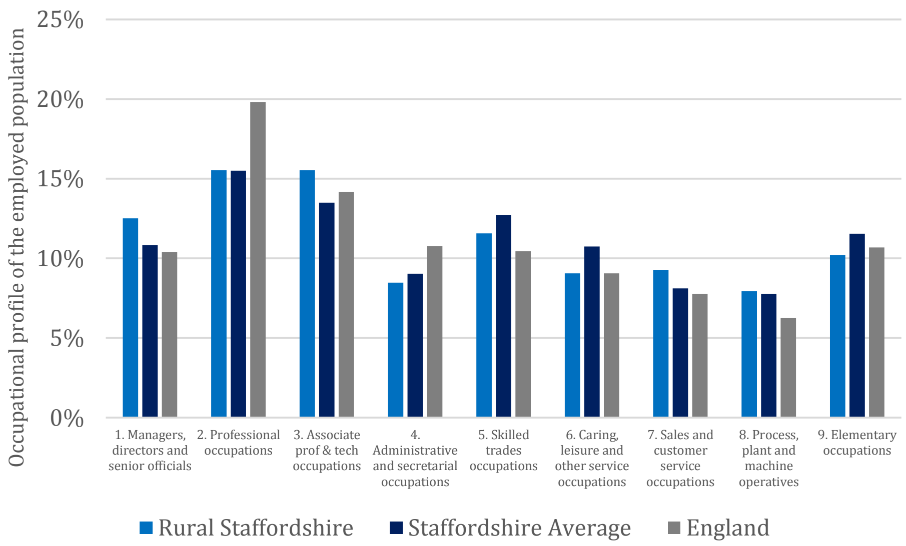
- In addition, in more sparsely populated rural areas, there was some concern that **employers were struggling to find Level 3+ qualified staff** (especially in engineering, electronics and mechanical expertise).

Source: SQW consultations with stakeholders

Occupations

3.12 According to the Annual Population Survey (2013), **rural Staffordshire had a larger share of 'managers, directors and senior officials', 'associate professionals' and those in 'technical occupations' than the Staffordshire and England averages. On the other hand, it had a lower share of 'professional', and 'administrative and secretarial' occupations.**

Figure 3-8: A comparison of occupational profiles across different geographies, 2013



Source: ONS, Annual Population Survey, 2013

Full time and part time working

3.13 There has been a high incidence of part-time working across Staffordshire in recent years. Between January 2011 and December 2013, the average part-time employment rate was

26.7% in rural Staffordshire and 26.8% across Staffordshire as a whole, compared to 25.8% across the UK. A similar pattern can be observed in the 2011 Census data at OA level.

Figure 3-9: Full- and part-time working

	Full-time	Part-time
Cannock Chase	75.4%	24.4%
East Staffordshire	76.6%	23.4%
Lichfield	70.8%	29.2%
Newcastle-under-Lyme	71.0%	28.8%
South Staffordshire	71.5%	28.5%
Stafford	72.5%	27.5%
Staffordshire Moorlands	72.4%	27.7%
Stoke-on-Trent	74.7%	24.6%
Tamworth	68.8%	30.8%
Rural Staffordshire	73.2%	26.7%
Staffordshire	73.0%	26.8%
UK	73.9%	25.8%

Source: ONS, Annual Population Survey, 2011-2013

Self-employment

3.14 **Rural Staffordshire has relatively high rates of self-employment.** The most recent data from the APS[18] shows that the average rate of self-employment in rural districts was 11.1%, compared to the Staffordshire (9.5%) and England (9.7%) averages. Self-employment rates have tended to be particularly high in Lichfield (12.6%) and South Staffordshire (12.3%).

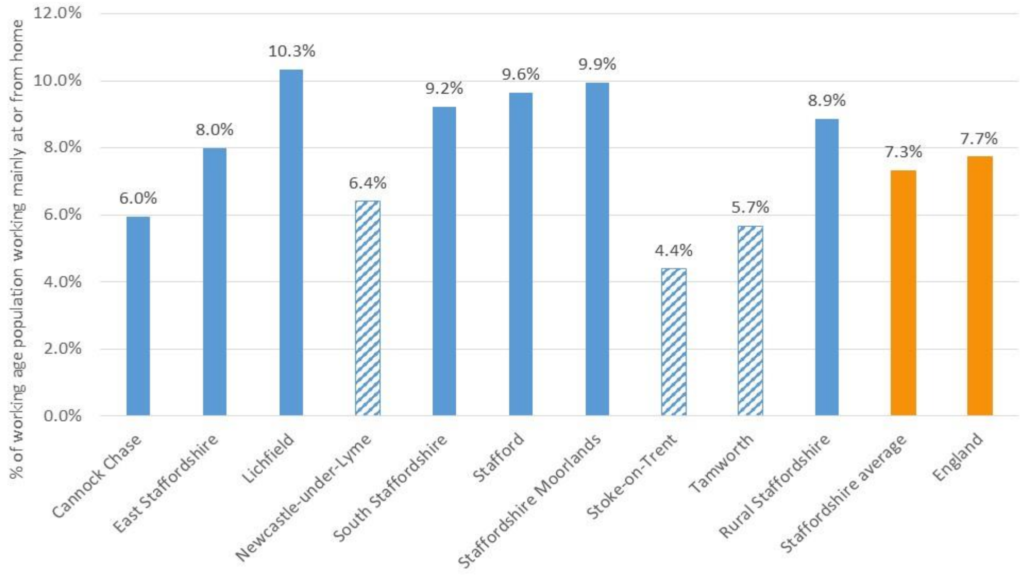
- This finding is confirmed by 2011 Census data for rural OAs, where the rural self-employment rate (21%) is notably higher than the Staffordshire and national averages (14% and 16% respectively).

Home working

3.15 **According to the 2011 census, a higher proportion of the working age population in rural Staffordshire (using the OA definition) worked from home (8.9%) than the Staffordshire (7.3%) and England (7.7%) averages.** This means around 9,400 people work from home in rural OAs across Staffordshire. Rates of home-working were particularly high in Lichfield (10.3%) and Staffordshire Moorlands (9.9%), as illustrated below.

[18] Source: Annual Population Survey, three-year average (January 2011 to December 2013)

Figure 3-10: Proportion of the working age population working mainly at or from home (2011)

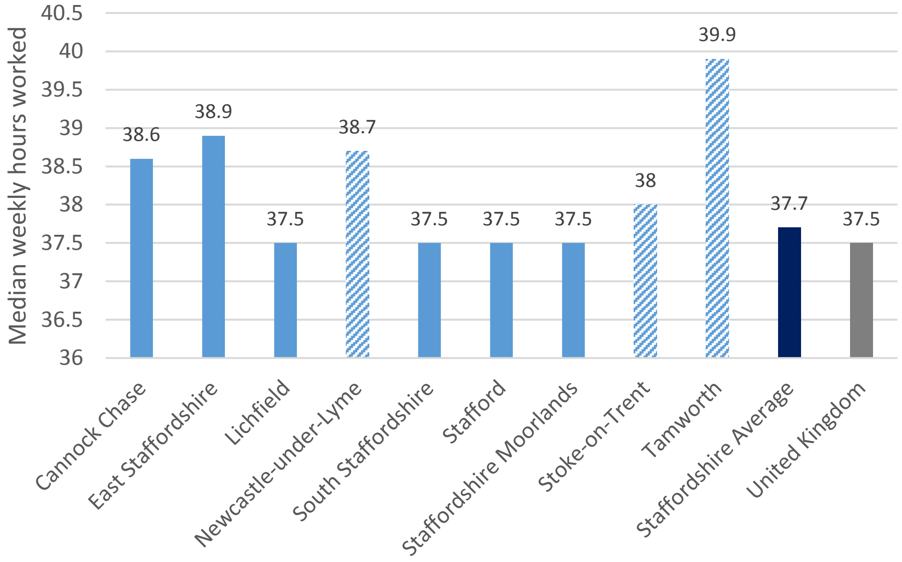


Source: 2011 Census, ONS

Hours worked

3.16 The median weekly *full-time* hours worked by people living in rural Staffordshire tends to be in line with the UK average (37.5 hours). Exceptions to this include Cannock Chase and East Staffordshire, where median weekly hours worked are higher (38.6 hours and 38.9 hours respectively). For part-time workers, median weekly hours worked by people living in rural Staffordshire are also generally in line with the UK average (18.8), apart from Staffordshire Moorlands and East Staffordshire which both exceed it (19.9 and 19.7 respectively).

Figure 3-11: Median weekly full-time hours worked across Staffordshire, compared to the regional and national average, 2014

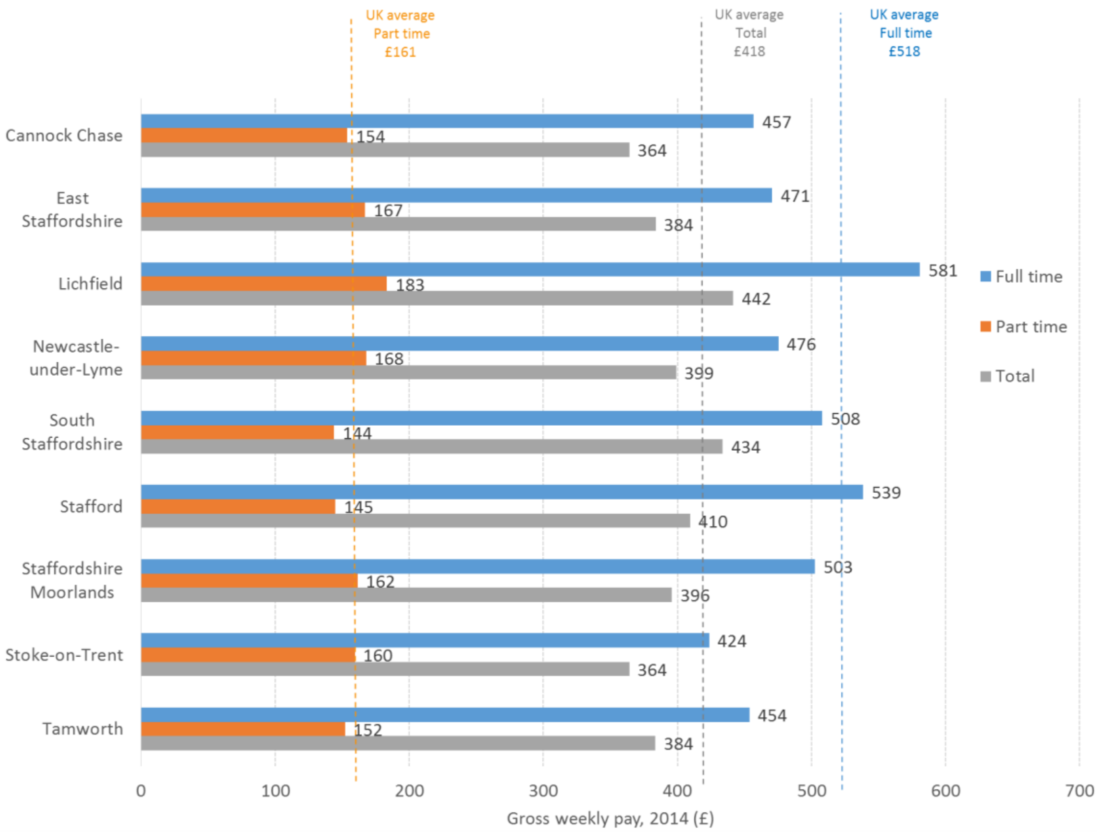


Source: ONS, Annual Survey of Hours and Earnings - Resident Analysis

Earnings – residence based (part time, full time and total – gross weekly pay), and compared to workplace

3.17 Figure 3-12 presents residence-based gross weekly earnings across Staffordshire (i.e. earnings of those working in each district) compared to the national average, for full-time, part-time and all workers. We can see that the **earnings of full-time workers who are living in rural districts is generally higher than those living in urban districts,** although earnings in Cannock Chase and East Staffordshire are below those in Newcastle-under-Lyme. There is less of a clear trend for part time jobs, with people living in some rural areas (Lichfield, East Staffordshire) earning more than people living in urban areas, whilst people living in other areas earning less (South Staffordshire, Stafford).

Figure 3-12: Residence-based gross weekly pay, 2014[19] (£)

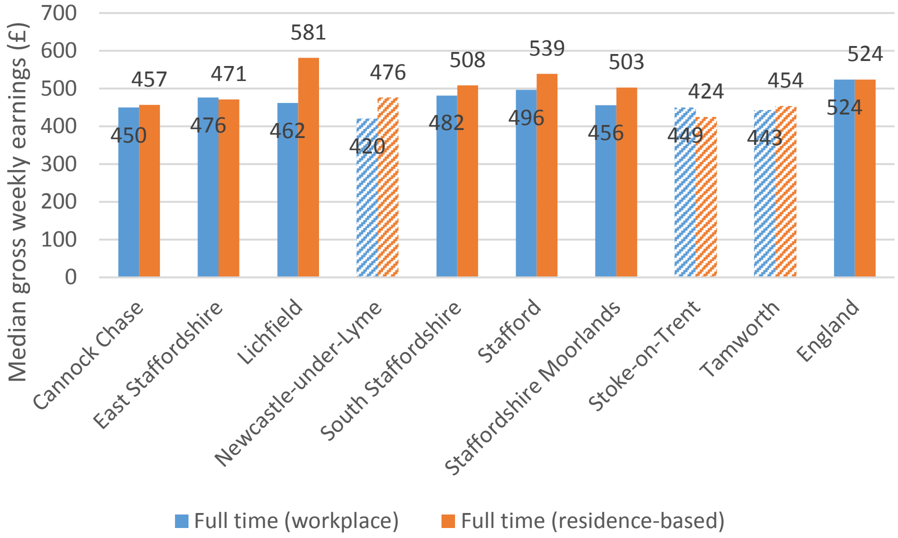


Source: SQW analysis of ASHE data

3.18 Figure 3-13 shows that **residence-based earnings are almost always slightly higher than workplace earnings across Staffordshire (rural and urban districts),** suggesting that the wages earned by out-commuters (e.g. to Birmingham, Derby and Greater Manchester) are higher than those that can be earned locally. Lichfield district has the greatest differential between workplace and residence-based earnings for full-time workers (workplace earnings are only 79% of residence-based earnings), and as we explore below, a relatively high proportion of residents commute outside of Staffordshire (to elsewhere in the West Midlands).

[19] ASHE data is available for employees only.

Figure 3-13: A comparison of workplace-based and residence-based earnings across Staffordshire, 2014 (£)



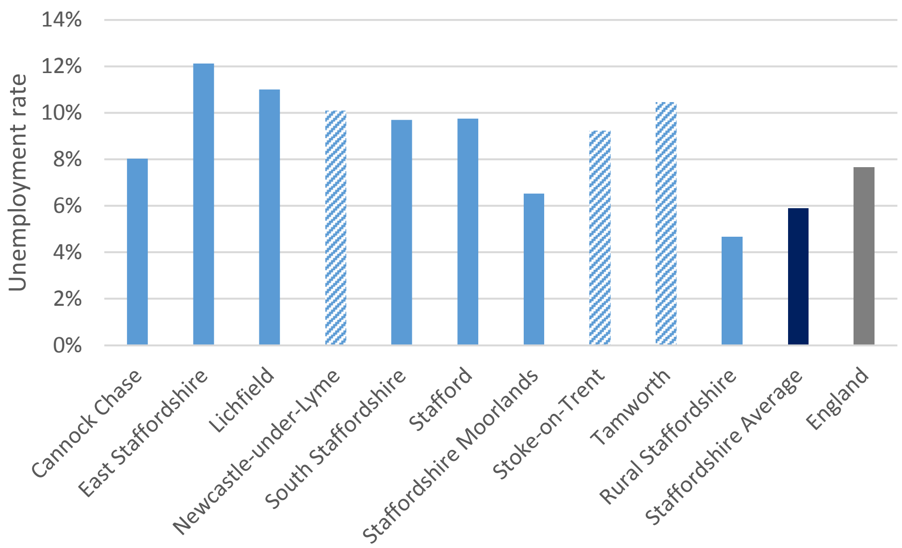
Source: SQW analysis of workplace-based and resident-based data from the Annual Survey of Hours and Earnings

Unemployment rate and JSA Claimant Count

3.19 The **unemployment rate in rural Staffordshire (4.7% of all economically active people) is below the Staffordshire and England averages (5.9% and 7.7% respectively)**, according to APS data in 2013. This trend is mirrored in JSA Claimant Count data over the period between 2012 and 2014. The unemployment rate (APS, 2013) is highest in Lichfield (6.4%) and lowest in East Staffordshire (2.7%).

- A similar pattern can be observed in the 2011 Census data (albeit at lower levels): this suggests that 2.5% of residents in rural OAs are unemployed, compared to 4.0% for Staffordshire and 4.4% for England and Wales.

Figure 3-14: Unemployment rate, 2013



Source: ONS Annual Population Survey, January 2013 to December 2013

4. Business base, enterprise and sectors

4.1 In this Section, we present evidence on rural Staffordshire's workplace-based economy in terms of jobs based in the rural districts, sector profiles, productivity rates and workplace-based earnings.

Figure 4-1: Key messages

Jobs, productivity and earnings

- Staffordshire's rural districts account for 58% (288,000) of all jobs across Staffordshire as a whole. Growth in the number of jobs in rural Staffordshire (3.3%) has outpaced the Staffordshire average since 2005.
- Four sectors account for about one-quarter of all jobs in rural districts - **education, health, business support and retail trade**. Staffordshire's rural districts have some sector specialisms, where the proportion of employment in rural areas is higher than the Staffordshire average, in **agriculture, forestry and fishing, food, drink and tobacco, machinery, and electrical equipment**.
- Rural districts are also home to a number of (small scale) **high-value added sectors** which have grown over recent years (albeit from a low base), e.g. legal and accounting services, IT services, architectural and engineering services, and other professional services.
- Productivity (measured by GVA per job) of workers in rural Staffordshire, at £31,300, is similar to the Staffordshire average.
- There is considerable variation in the earnings of those working in Staffordshire's rural districts – for example, workplace-earnings are high in East Staffordshire and South Staffordshire but very low in Staffordshire Moorlands. Those in part-time jobs in rural districts tend to earn less than their urban counterparts.

Business base

- In 2014, rural Staffordshire was home to around 24,000 enterprises, which accounts for 70% of the Staffordshire business base, and since 2010 the growth in the number of enterprises in rural Staffordshire (3.2%) has outpaced the Staffordshire average.
- The size distribution of businesses in rural Staffordshire is similar to the Staffordshire and UK averages, but it has a slight over-representation of micro-businesses.

Cont. overleaf

- In 2013, 3,000 new businesses started in rural Staffordshire (65% of all new starts across Staffordshire as a whole) and residents in some rural districts were more enterprising (in terms of business start-up rates) than their urban counterparts. New businesses in rural districts are also more likely to survive for three years than in urban areas.
- Through our consultations, stakeholders highlighted how rural parts of Staffordshire are home to a wide diversity of businesses, many of which are highly productive activities and led by entrepreneurial, resilient, and innovative people.
- Home-working and self-employment rates are high in rural areas and this is often in very high value added micro-businesses with highly skilled and knowledgeable business owners.
- Insufficient business networking, a lack of high quality grow-on workspace, access to finance issues, problems around the accessibility of businesses based in rural areas (and knock-on consequences for recruitment and access to skills) are acting as barriers to rural business growth. Sector opportunities highlighted for growth include the green economy, maximising the economic benefits of natural capital, tourism, and agri-tech.

Source: SQW

Jobs in rural districts

4.2 *In this sub-section we have sourced jobs data primarily from econometrics data (which is pegged to BRES data) produced by Cambridge Econometrics (CE) for SCC in November 2013 because this allows for a longer time series analysis and a single consistent dataset for analysis of sectors and productivity throughout the report. However, in places we also provide comparative data from other sources – such as ONS and BRES – which are publically available and updated more frequently, which will allow stakeholders to track performance in future.*

4.3 In 2013, according to CE data, there were **around 288,000 jobs[20] located in rural districts in Staffordshire, which accounted for 58% of the Staffordshire total**. It is therefore apparent that the rural districts account for exactly the same proportion of Staffordshire's employment as GVA – suggesting similar economies overall. Data from BRES (a three year average 2011-13) gives a total figure of around 249,000 people in employment in rural districts, 57% of the Staffordshire total (noting that BRES – unlike the sources used by CE – excludes most self-employment jobs).

4.4 Locally, the East Staffordshire and Stafford districts account for almost half of rural jobs (44%), and the remaining jobs are spread relatively evenly across the other rural districts.

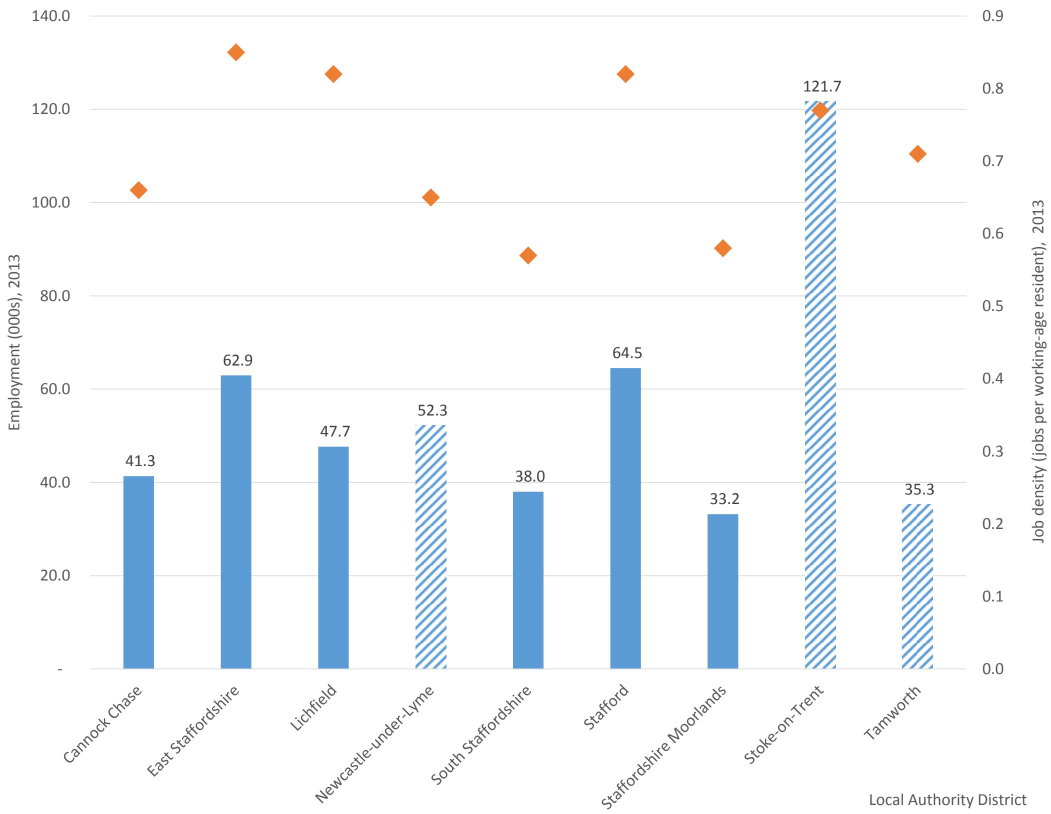
4.5 The **job density[21] in rural Staffordshire (0.73 jobs per working age resident) matches the Staffordshire average, but there is considerable variation across the rural districts**,

[20] Source: Econometrics data produced by Cambridge Econometrics for SCC in November 2013. This data is linked back to BRES data on employment levels.

[21] Source: ONS Job Density Data. Jobs density is the numbers of jobs per resident aged 16-64. For example, a job density of 1.0 would mean that there is one job for every resident of working age. The number of jobs in an area is composed of jobs done by residents (of any age) and jobs done by workers (of any age) who commute into the area.

from 0.57 in South Staffordshire and 0.58 Staffordshire Moorlands to 0.82 in Stafford and Lichfield and 0.85 in East Staffordshire. There are different reasons for this variation. In South Staffordshire, for example, the number of jobs is low compared to other districts whereas the number of working-age residents is amongst the highest of all districts – whilst South Staffordshire district contains "urban major conurbation" SOAs, it is also home to a high number of out-commuters who work elsewhere in the West Midlands. In Stafford and East Staffordshire, even though large parts are classified as rural villages, towns and fringe areas, they are also home to large urban areas (such Stafford, Burton-upon-Trent) and rural hubs (Stone and Uttoxeter). The implication is that whilst "rural Staffordshire" as a whole is very similar to the county-wide picture, there are substantial local variations within it.

Figure 4-2: Jobs in 2013 by district (block colour represents rural districts, stripes represent urban districts), £m and job density (jobs per working-age resident), 2013



Source: SQW analysis of SCC econometric projections data and NOMIS business density data

4.6 Since 2005, **the number of jobs in rural Staffordshire has increased by 3.3%, outpacing the Staffordshire average by one percentage point (pp) but lagging behind the UK average by 0.4pp.** As illustrated in Figure 4-4, Staffordshire as a whole suffered the impacts of the recession and declining jobs between 2008 and 2011, but since 2011 jobs have increased to just over 2005-levels. Rural districts also suffered job losses, but on a smaller scale (relative to their 2005 position), and they have recovered more quickly.

4.7 Across the rural districts, we can see different employment patterns emerging:

- In East Staffordshire, employment has shown a general decline since 2005 (-4.3% between 2005 and 2013), although there are more recent signs of improvement

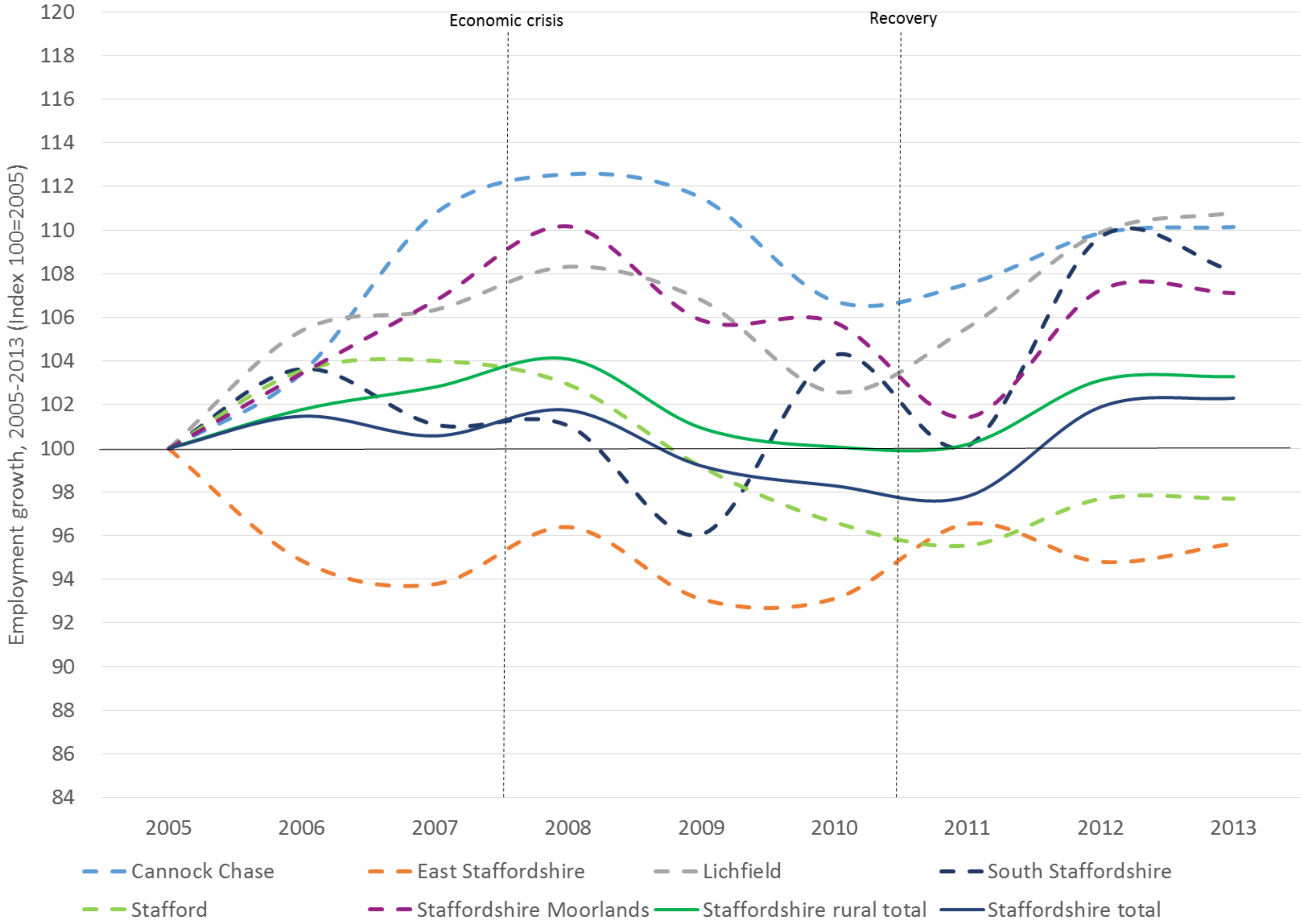
- Stafford district also saw job losses following the recession, but has seen some improvement since (but remains below 2005 levels)
- Other rural districts – Staffordshire Moorlands, South Staffordshire, Cannock Chase, and Lichfield – suffered some job losses during the recession, but have resumed strong levels of growth since 2011 (7% in Staffordshire Moorlands, 8% in South Staffordshire, 10% in Cannock Chase, and 11% in Lichfield).

Figure 4-3: Consultation feedback

At a headline level, most consultees argued that Staffordshire's rural districts were performing relatively well, and employment and businesses have been growing over recent years (unlike some in the urban areas). There were concerns that locally, some people in (more remote) rural areas had not shared in the recovery upturn, particularly where they have historically been dependent upon the public sector for employment and lack alternative employment options, and where the skills required by local industry are different from those who were made redundant.

Source: SQW consultations with stakeholders

Figure 4-4: Trends in employment, 2005-2013 (Index 100=2005) for rural districts, the Staffordshire rural total and the Staffordshire average



Source: SQW analysis of SCC econometric projections data

Sector profile

4.9 Figure 4-5 shows the level of employment by sectors and growth in each sector between 2005 and 2013 in rural Staffordshire[22]. **Four sectors account for about one-quarter of all jobs: education, health, business support and retail trade** – and employment in most of these sectors has grown since 2005. Wholesale trade, public admin and defence, residential and social activities and food and beverage services account for a further fifth of jobs, but these sectors have declined since 2005. Rural districts are also home to a number of high-value added sectors which have grown over recent years - although they account for a relatively small share of employment (5% in 2013). These include **legal and accounting services, IT services, architectural and engineering services, and other professional services.**

4.10 The rural districts have some sector specialisms, where employment is over-represented in rural areas compared to the Staffordshire average, particularly in activities linked to agri-tech[23]. These include[24]:

- As expected, **agriculture, forestry and fishing**: 9,700 jobs, equivalent to 3% of all jobs in rural Staffordshire, and a LQ=1.7. Over half (56%) of these jobs are based in South Staffordshire district.
- **Food, drink and tobacco**: 6,600 jobs, equivalent to 2% of all jobs in rural Staffordshire, and a LQ=1.4. The majority of these jobs (61%) are in East Staffordshire.
- **Machinery**: 6,300 jobs, equivalent to 2% of all jobs in rural Staffordshire, LQ=1.3.
- **Electrical equipment**: 1,600 jobs, equivalent to 1% of all jobs in rural Staffordshire, and a LQ=1.3, and **accommodation**: 1,900 jobs, equivalent to 1% of all jobs in rural Staffordshire, LQ=1.3.

4.11 BRES data on employment has also been analysed for more detailed three-digit SIC[25] codes. It shows that rural districts have particular specialisms (compared to the England average) and a relatively high level of employment (1,500+) in the following sub-sectors:

- SIC 110 **Manufacture of beverages**: 1,500 in employment in rural districts (0.6% of all people in employment), which gives a LQ of 6.5 compared to the England average
- SIC 289 **Manufacture of other special-purpose machinery**: 2,100 in employment in rural districts (0.8%), which gives a LQ of 6.1 (vs England)
- SIC 521 **Warehousing and storage**: 4,300 in employment in rural districts (1.7%), which gives a LQ of 2.2 (vs England)
- SIC 494 **Freight transport by road and removal services**: 3,900 in employment in rural districts (1.6%), which gives a LQ of 2.0 (vs England)

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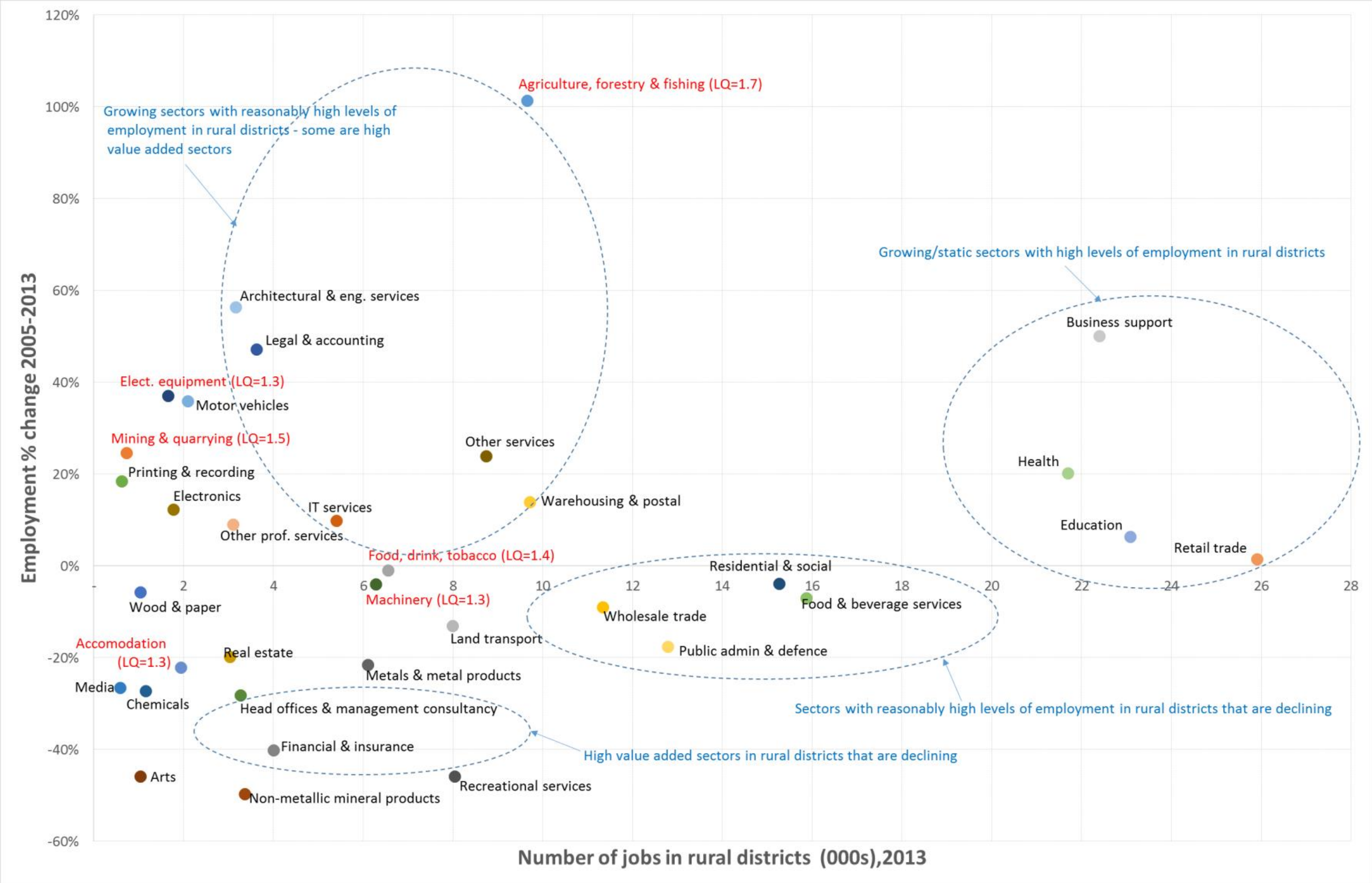
[22] Source: SCC econometric projections data. Please turn to Annex B for a comparison between econometric sectors and SIC codes.
[23] LQ = Location quotient. Proportion of jobs in rural Staffordshire compared to the Staffordshire average for each sub-sector. Value of >1 represents an over-representation of employment in sub-sector in rural areas, compared to the Staffordshire average. Source: SCC econometric projections data. Detailed sector data for the UK is not available from SCC's econometrics database
[24] Mining and quarrying is also over-represented but this only accounts for 700 (0.3%) of jobs
[25] Standard Industrial Classification

Figure 4-5: Employment by sub-sector (x axis**), change 2005-2013 (**y axis**) for rural Staffordshire, and sub-sectors that are over-represented compared to the Staffordshire average (**LQ for over-represented sub-sectors are shown in red text**)**



Source: SQW analysis of SCC econometric projections data

Productivity, for the economy as a whole and by sector

4.12 **Productivity (measured by GVA per job) of workers in rural Staffordshire, at £31,300, is similar to the Staffordshire average** (£31,400). Both areas under-perform compared to the UK average of £38,300. There is little variation in the productivity performance between the rural districts, from £29,600 in South Staffordshire to £33,300 in Staffordshire Moorlands.

4.13 Table 4-1 presents rural Staffordshire's most and least productive sectors. Some of the sectors showing signs of strong growth (albeit from a small base) are also highly productive sectors – such as architectural/engineering and legal/accounting services. However, many of the sectors accounting for a large share of rural Staffordshire's jobs – such as business support, retail and agriculture – are amongst the least productive sectors.

Table 4-1: Productivity (GVA per job) for sectors in rural Staffordshire, 2013[26]

	Sector	Productivity (£ GVA per job), 2013
Top 8 most productive sectors	Electricity & gas	160.9
	Other transport equipment	97.3
	Chemicals	94.4
	Financial & insurance	84.9
	Architectural & engineering services	69.4
	Electronics	66.7
	Real estate	64.7
	Water sewerage & waste	57.4
Others of note	IT services	52.0
	Legal & accounting	36.1
Rural average	**All sectors**	**31.3**
	Education	31.9
	Health	28.9
Bottom 8 least productive sectors	Business support services	21.9
	Retail trade	21.8
	Other services	21.3
	Residential & social	20.8
	Recreational services	20.1
	Other professional services	18.6
	Agriculture, forestry & fishing	16.2
	Food & beverage services	12.4

Source: SQW analysis of SCC econometric projections data

[26] UK benchmarks not available from SCC for detailed sectors

Workplace earnings

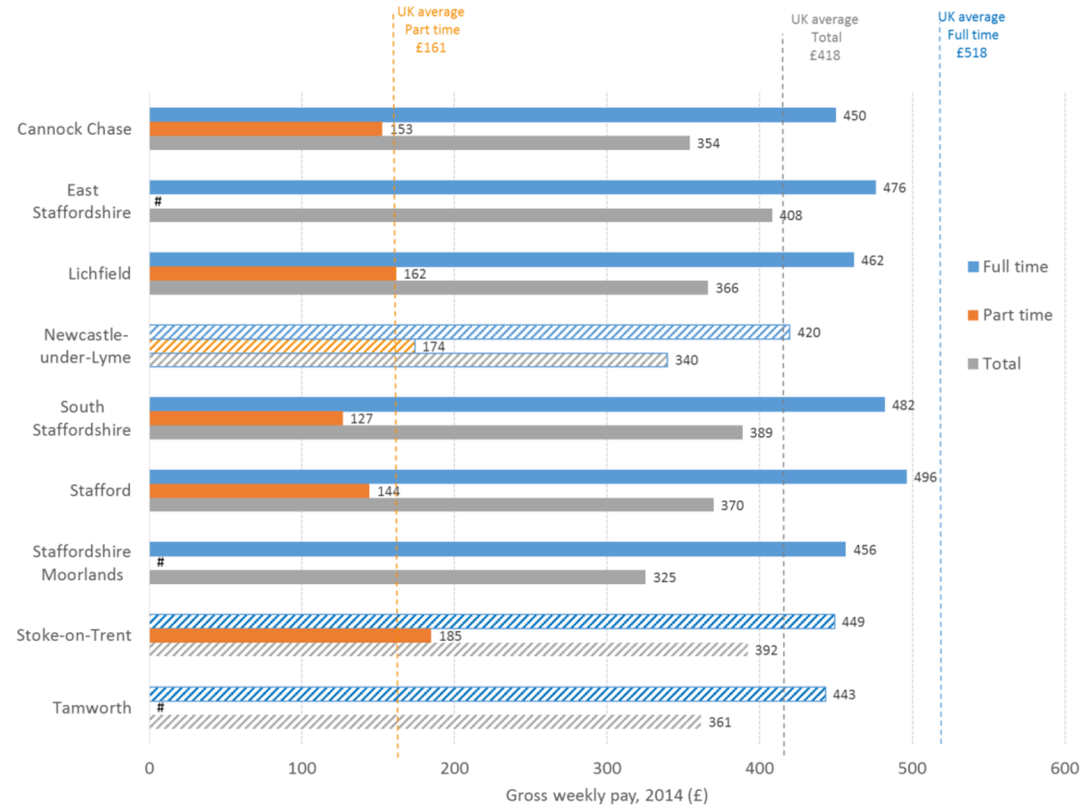
4.14 Figure 4-6 presents workplace gross weekly earnings across Staffordshire (i.e. earnings of those employees working in each district) compared to the national average, for full-time, part-time and all employees.

4.15 There is a great deal of variation in the average earnings (i.e. full- and part-time workers) of those working in rural districts. For example:

- **Workplace-earnings are high in East Staffordshire and South Staffordshire** (98% and 93% of the UK average respectively), and similar to those in the urban district of Stoke-on-Trent (94% of UK)
- **Workplace-earnings are very low in Staffordshire Moorlands** (78% of the UK average), and similar to the urban district of Newcastle-under-Lyme.

4.16 These figures mask differences between those working full- and part-time in Staffordshire's rural districts. As illustrated below, the **earnings of full-time workers who are *working* in rural districts are higher than those working in urban districts**. However, **for part time jobs, people working in rural areas districts tend to earn less than their urban counterparts** (where data are available), which may reflect the quality of part-time jobs.

Figure 4-6: Workplace-based gross weekly pay, 2014 (£)



Source: SQW analysis of ASHE data. # data not available

Business base

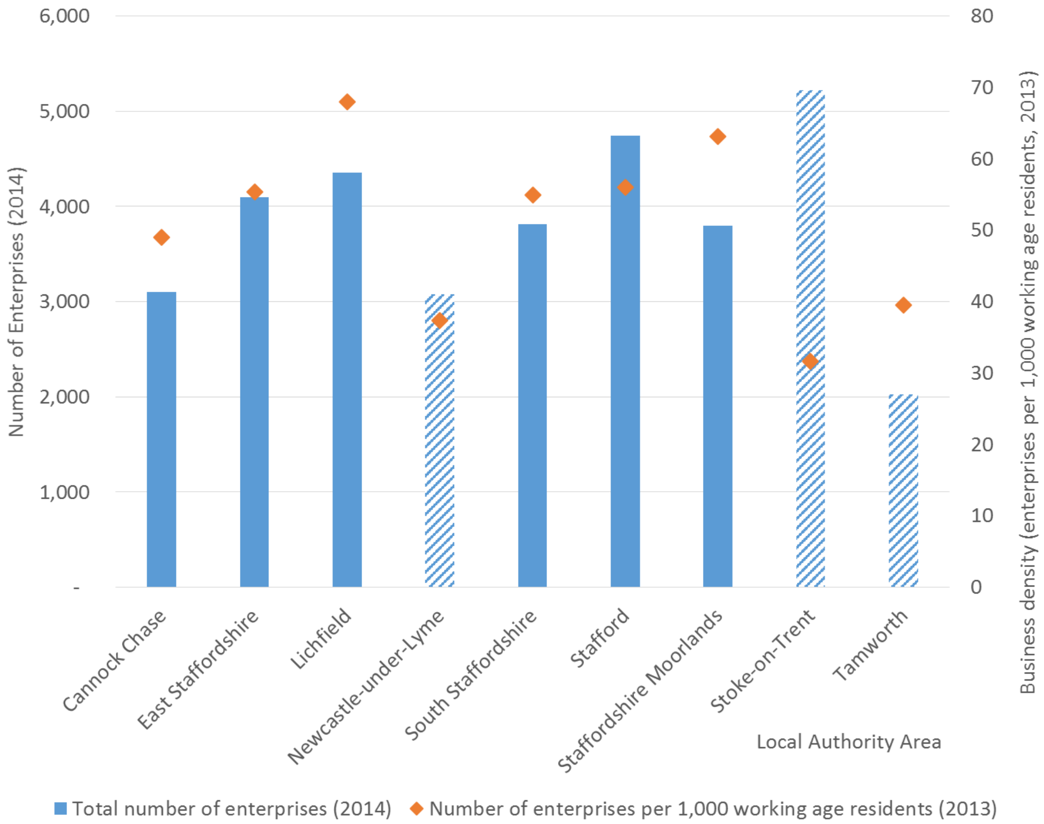
4.17 **In 2014, rural Staffordshire was home to around 23,910 enterprises[27] (and 27,925 local units[28]), which accounts for 70% of the Staffordshire business base**[29]. As illustrated in Figure 4-7, the number of enterprises in each of Staffordshire's rural districts is (in most cases) higher than in the urban districts of Tamworth and Newcastle-under-Lyme. **Between 2010 and 2014, the number of enterprises in rural Staffordshire increased by 3.2%**, 0.6pp above the Staffordshire average (but both are below UK growth of 7.8%). Growth was particularly strong in the rural districts of Cannock Chase (3.7%), East Staffordshire (4.2%) and Lichfield (5.1%).

4.18 **Business density in rural Staffordshire, at 57 enterprises per 1,000 working age residents, is notably higher than the Staffordshire average (48) and the UK (53).** This is influenced by:

- very low business densities in Stoke of 32 (based on just over 5,000 enterprises but a working age population of over 160,000)
- particularly high business densities in the rural districts of Lichfield (68) and Staffordshire Moorlands (63), where the number of enterprises is relatively high (4,355 and 3,795 respectively) compared to other districts and their own working age populations (61,700 and 59,300 respectively). Lichfield has a much smaller spatial footprint, and is home to more densely populated areas such as the Lichfield/Burntwood urban area.

[27] An Enterprise is the smallest combination of legal units which has a certain degree of autonomy within an Enterprise Group.
[28] Local Units are individual sites that belong to an Enterprise.
[29] Source: UK Business Counts, ONS

Figure 4-7: Number of enterprises (2014) and business density (2013)



Source: SQW analysis of UK Business Counts (ONS) data and NOMIS Mid-Year Population Estimates. Notes: Business density has been provided for 2013 because the latest mid-year population data available is for 2013 only. Corresponding 2013 data from UK business counts has been used in this calculation.

4.19 **The size distribution of businesses in rural Staffordshire is similar to the Staffordshire and UK averages, but has a slight over-representation of micro-businesses.**

Table 4-2: Business base by size of business (2014)

	Micro (0 to 9)	Small (10 to 49)	Medium-sized (50 to 249)	Large (250+)
Cannock Chase	88.1%	10.5%	1.3%	0.3%
East Staffordshire	88.7%	9.5%	1.3%	0.5%
Lichfield	89.3%	8.5%	1.7%	0.5%
Newcastle-under-Lyme	85.9%	11.7%	1.9%	0.5%
South Staffordshire	90.9%	8.0%	0.9%	0.3%
Stafford	89.5%	8.7%	1.5%	0.3%
Staffordshire Moorlands	92.1%	7.1%	0.8%	0.0%
Stoke-on-Trent	83.2%	13.6%	2.6%	0.6%
Tamworth	85.2%	12.6%	2.0%	0.2%
Rural Staffordshire	**89.8%**	**8.7%**	**1.3%**	**0.3%**

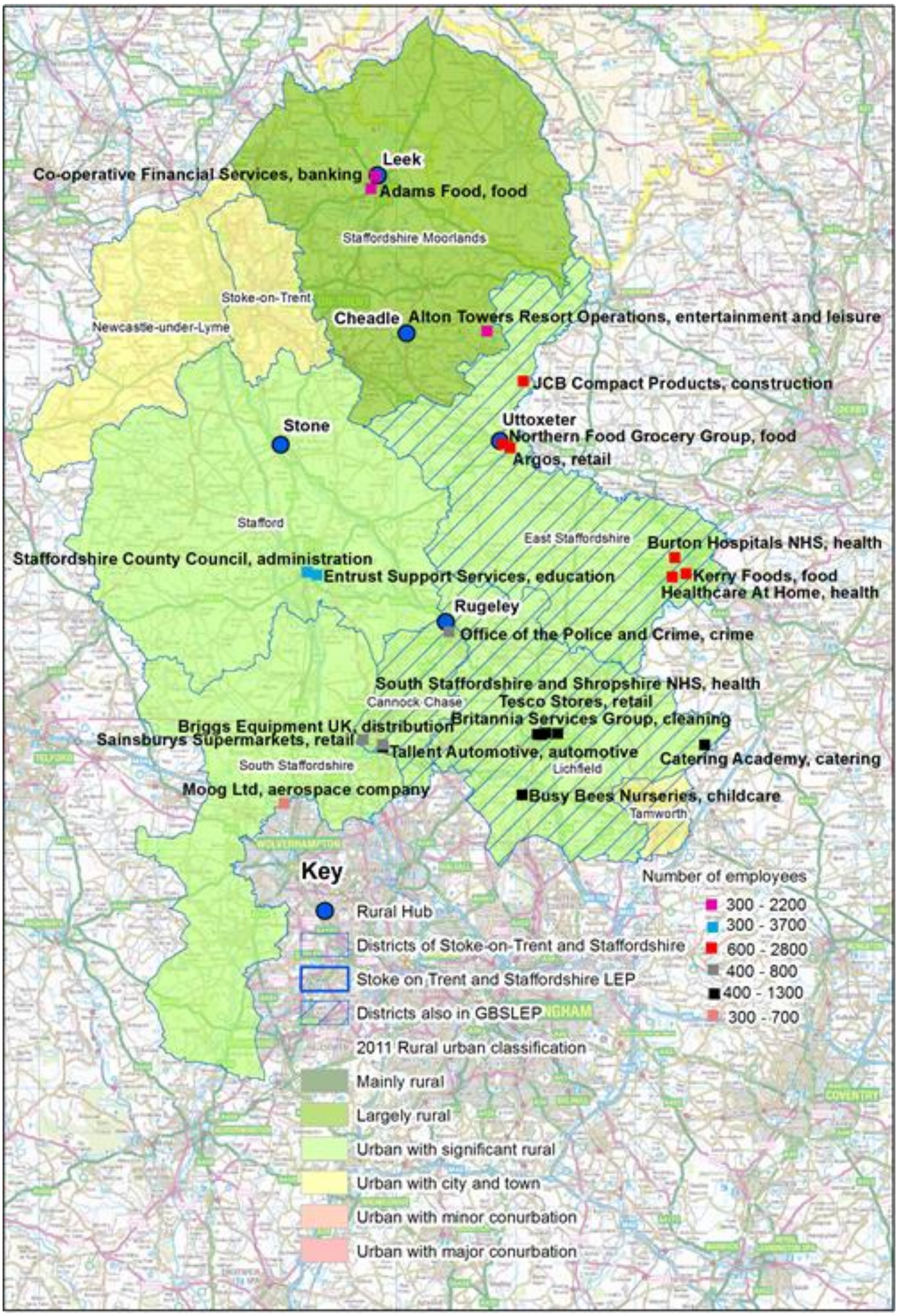
	Micro (0 to 9)	Small (10 to 49)	Medium-sized (50 to 249)	Large (250+)
Staffordshire	**88.2%**	**9.9%**	**1.6%**	**0.4%**
UK	**88.3%**	**9.6%**	**1.7%**	**0.4%**

Source: SQW analysis of UK Business Counts data, ONS

4.20 The proportion of businesses that are micro-sized is particularly high in the rural districts of South Staffordshire and Staffordshire Moorlands (91% and 92% respectively). In comparison, only 83% of Stoke's businesses are micro-sized, and 3.2% are medium/large.

4.21 The map below presents some of the top employers in rural districts (in terms of their employment), sourced from IDBR (provided by Staffordshire County Council). This includes some food companies (e.g. in Burton upon Trent, Leek and Uttoxeter), large-scale retailers (e.g. in Uttoxeter and Lichfield), public sector employers (e.g. in Stafford), finance (on the Stoke border in Staffordshire Moorlands) and tourism (Alton Towers, also in Staffordshire Moorlands).

Figure 4-8: Top employers across rural Staffordshire



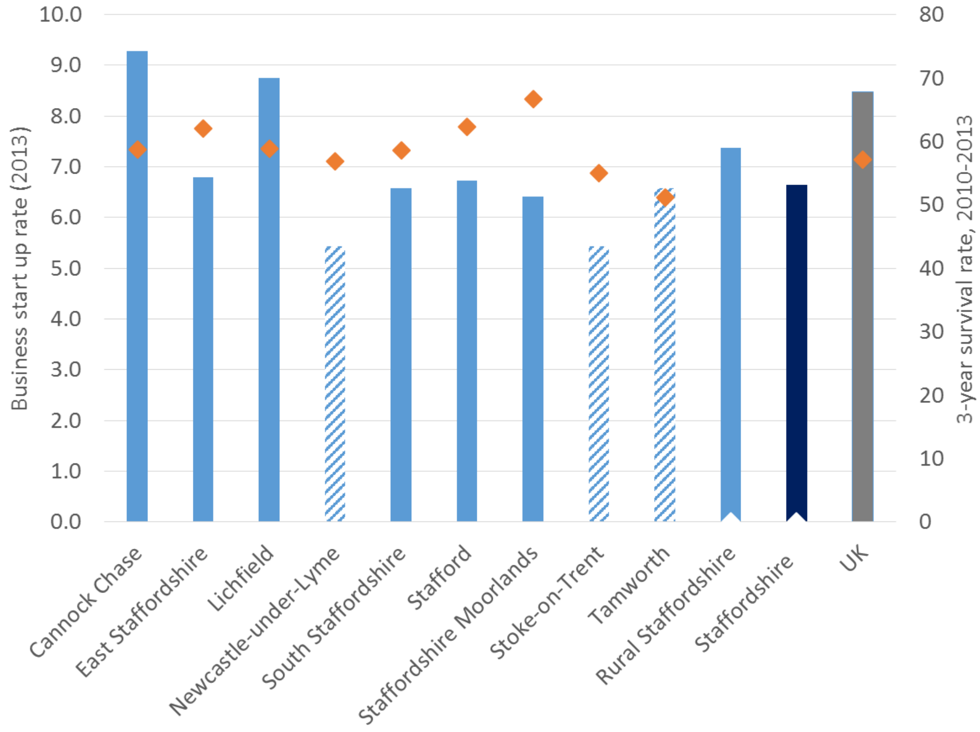
Source: Maps produced by SQW using data from IDBR provided by Staffordshire County Council. Employment bands provided by SCC. Contains Ordnance Survey data © Crown Copyright and database rights (2014) Licence number 100030994

Enterprise rates

4.22 In 2013, **3,000 new businesses started in rural Staffordshire**, 65% of all new starts across Staffordshire as a whole[30].

4.23 **Residents in rural districts across Staffordshire are more enterprising than their urban counterparts.** In 2013, 7.4 new businesses were set up per 1,000 working age resident in rural districts, compared to a Staffordshire average of 6.6 (and 5.4 in Stoke and Newcastle-under-Lyme). All of Staffordshire's districts under-performed compared to the national average (8.5). New businesses in rural districts are also **more likely to survive three years** than most urban districts, as illustrated below.

Figure 4-9: Business start-up rates (2013) and three-year survival rates (2010-2013)



Source: SQW analysis of ONS Business Demography and NOMIS Mid-Year Population Estimates

[30] Source: Business Demography, ONS

Figure 4-10: Consultation feedback

Strengths of rural Staffordshire in terms of its business base

- Rural parts of Staffordshire are home to a **wide diversity of businesses**, some of which are **highly productive activities.** Sectors which feature in rural areas include adventure tourism, the visitor economy, agri-tech, manufacturing/engineering, film production, and ICT firms.
- There was anecdotal evidence from consultees that rural businesses in Staffordshire are **entrepreneurial, resilient, willing to try new things and innovative**, and female entrepreneurship has risen in rural areas over recent years.
- **Home-working** is very high, and this is often in very high value added micro-businesses with **highly skilled and knowledgeable** business owners (e.g. digital, cloud computing, consultancy, mathematical modelling). In some instances, employees of large firms are based at home, and commute into their city-based office/HQ infrequently. This new model of working has benefited rural Staffordshire over recent years by bringing skilled workers into rural communities who are present (and therefore spending locally) more of the time, compared to workers who commute to jobs elsewhere on a daily basis.

Weaknesses and barriers to growth in rural Staffordshire

- Consultees noted a **need to improve business networks in rural areas**. It would be particularly helpful to homeworkers to have a business network where they could meet (physically or virtually) other business owners, partly to reduce isolation, but also to enable them to find suppliers/services (e.g. accountants) in the local area. Some consultees suggested that networks could also help the promotion of business support through "word-of-mouth" in rural areas, and enable collaborative ownership of equipment (they suggested that micro businesses in rural areas struggle to afford to purchase on their own). At the moment, anecdotal evidence from consultees suggests there is limited business-to-business networking across rural Staffordshire; this takes place to a limited extent, but predominantly through personal networks and there is little networking *between* hubs. In the past, "Rural Hub Newsletters" have been helpful in enabling networking, business development and sharing of good practice; another consultee suggested that rural hubs should be developed giving home-workers access to office/IT provision and, critically, networking opportunities.
- There was anecdotal evidence from consultees that rural Staffordshire does not offer sufficient **high quality grow-on workspace** for home-workers and those in small-scale converted barns. There are 'market failures' and lack of private sector investment in workspace in rural areas because of low returns on commercial workspace compared to (for example) housing, and planning constraints related to commercial development is an issue. Farm conversions often become low value/low job intensity industrial units or residential accommodation.

- Linked to the point above, some of rural Staffordshire's homeworkers want to take on apprentices or graduates, but cannot do this if they are working from home (they raised safety concerns). If flexible, small-scale workspace was available, this might enable these businesses to take on staff as required – and thereby encourage further economic growth in rural economies.
- **Access to finance** was raised as a barrier to the growth of rural businesses, although there was some debate (and scepticism) as to whether this affects rural and urban businesses differently.
- The **accessibility** of businesses based in rural areas is an issue. Some consultees pointed to anecdotal evidence that small/micro businesses in rural parts of Staffordshire are **struggling to recruit** (especially young people) because, if they do not have access to a car, they struggle to get to the business.
- Linked to the point above, one consultee argued that businesses' **access to skills** can be a challenge, which was attributed to the skills set and demographic profile of rural residents (and the lower proportion of working age residents).

Opportunities for economic growth in rural areas

- Consultees highlighted the following opportunities for economic growth in rural Staffordshire:
  - Growing the green economy – for example, with just over half of Staffordshire's woodlands not currently in active management, there are opportunities relating to the woodfuel market and biomass. Demand is growing for wood fuel supply, and it is a relatively stable sector offering job opportunities throughout the year. However, capital investment is needed for the sector to grow – to date, investment has tended to focus on production and conversion, and the movement of timber products on smaller lorries, which would allow for lower woodland infrastructure costs (especially to small woodlands), has tended to be overlooked.
  - There are also opportunities relating to Staffordshire's natural capital, in terms of the value this provides to Staffordshire's rural *and* urban residents, and the role it plays in making Staffordshire a good place to invest, work and live. The quality of the natural environment was seen by consultees as an important factor in attracting high value employers to the area, and it contributes to employee motivation and health (and therefore higher productivity and less sickness absence).
  - Opportunities relating to 'payment for ecosystems services' were also highlighted by one consultee (for example, where a water company pays farmers to manage water resources by reducing inputs, and thereby reducing the need for water treatment). This approach could be adopted for other ecosystem services, such as carbon storage and flood amelioration, across rural Staffordshire.

- Consultees identified agri-tech as a key opportunity for rural Staffordshire, and associated higher value jobs, given its agricultural and food sector strengths. There are also further opportunities to shorten the supply chain / strengthen supply chain links to add value in the sector.

- Strengthening links to the Universities, especially to support business growth and innovation.

- Tourism is an important sector for rural Staffordshire. In 2013, there were 15m day trips and 1.1m overnight trips to rural districts, and tourist spend amounted to £753m (66% of all tourism spend across Staffordshire as a whole). This activity directly supported around 12,200 FTE jobs[31]. Consultees highlighted opportunities for rural businesses to innovate across the tourism sector, for example, through glamping, micro breweries, artisan food production and craft activity. In addition, it was argued that rural assets need to be better promoted and interpreted to visitors.

- There was a sense from some consultees that, in many respects, rural businesses are not that dissimilar to urban ones in terms of the challenges and barriers to growth and their ability/propensity to grow and innovate. What is different is their awareness of and distance to support. However, one consultee noted that actually if businesses want support they will travel to get it (or providers will travel to them) - it is a "common misconception" that distance acts a barrier to rural businesses seeking support.

Source: SQW consultations with stakeholders

[31] Source: Destination Staffordshire, Staffordshire County Council

5. Economic linkages

5.1 In this Section we present data on economic linkages in terms of commuter flows, firstly looking at district-to-district flows of workers, and then looking at more detailed flows into Staffordshire's five rural hubs.

Figure 5-1: Key messages

- The average distance travelled to work by residents living in rural districts was only slightly higher than the Staffordshire and the national averages in 2011, and the majority of rural residents travel to work by car.
- In terms of travel-to-work flows:
  - there are high rates of self-containment in East Staffordshire and Stafford, which are both located in the central band across Staffordshire.
  - the rural districts neighbouring the Greater Birmingham conurbation (South Staffordshire, Cannock Chase and Lichfield) have lower levels of self-containment and relatively strong out-commuter flows to other local authority areas in the West Midlands
  - Staffordshire Moorlands has moderate levels of self-containment but also looks to Stoke-on-Trent and the North West for work.
- The rural hubs play different roles as employment centres, according to the 2011 Census data. For example, Cheadle is important employment centre for people living in rural parts of Staffordshire Moorlands, whereas Leek has a larger catchment area for its workers (including Stoke and the North West). Stone, Rugeley and Uttoxeter draw from a much wider catchment area than Leek and Cheadle, and act as an employment centre for a much larger number of workers.

Source: SQW

Commuter flows within and across districts

Travel to work - distance and mode

5.2 According to the 2011 Census, **the average distance travelled to work by residents living in rural districts (15.7km) was slightly higher than the Staffordshire average** (15.0km) **and the national average** (14.9km).

5.3 **The majority of residents in rural districts travel to work by car (71%).** This is very similar to the Staffordshire average (70%), but much higher than the national average (57%).

Commuter flows (origins and destinations)

5.4 Table 5-1 shows where residents in Staffordshire's districts and Stoke-on-Trent work based on the 2011 Census origin-destination dataset, and highlights the level of self-containment[32] (shaded in green) and high levels of out-commuting to other districts (outflows of >10% of the resident population in employment are shaded in orange). The key observations from this analysis, in terms of rural districts, are as follows:

- **There are high rates of self-containment in East Staffordshire** (59% of residents aged 16+ live *and* work in the district) **and Stafford** (60%). This largely reflects their location in the centre of the County and further away from large urban areas. East Staffordshire has relatively strong flows of workers into the East Midlands (22%), whereas for Stafford those commuting out of the district for work tend to go elsewhere in the West Midlands (11%).
- **South Staffordshire has the lowest level of self-containment** of all rural districts (21%): some 61% of employed residents living in South Staffordshire travel to districts elsewhere in the West Midlands[33] for work (24% travel to Wolverhampton).
- **Cannock Chase and Lichfield** have similar levels of self-containment (40% and 37% respectively) and have **relatively strong out-commuter flows to other districts in the West Midlands** – again, reflecting their proximity to the Greater Birmingham urban area.
- Finally, **Staffordshire Moorlands has moderate levels of self-containment** (40%) but also looks to **Stoke-on-Trent** (25%) and the **North West** (12%) for work.

[32] i.e. living and working in the same district
[33] i.e. outside of Staffordshire

Table 5-1: Where do employed residents (aged 16+) in Staffordshire's districts work? Orange shading highlights out-commuting of >10% of all residents aged 16+ in employment

Green shading highlights self-containment

Place of residence (rural districts in capitals) / Place of work rural districts in capitals)	CANNOCK CHASE	EAST STAFFORDSHIRE	LICHFIELD	Newcastle-under-Lyme	SOUTH STAFFORDSHIRE	STAFFORD	STAFFORDSHIRE MOORLANDS	Stoke-on-Trent	Tamworth	Staffordshire Sub-Total	Elsewhere in the West Midlands	North West	East Midlands	Elsewhere	Total resident population aged 16+ in employment
CANNOCK CHASE	40.4%	2.5%	10.9%	0.2%	6.3%	8.7%	0.2%	0.6%	0.9%	70.6%	25.2%	0.6%	1.5%	2.0%	39,371
EAST STAFFORDSHIRE	1.0%	58.7%	4.2%	0.3%	0.2%	2.4%	1.4%	1.3%	0.7%	70.3%	5.1%	0.6%	21.7%	2.3%	45,709
LICHFIELD	6.9%	4.3%	37.3%	0.1%	1.2%	2.6%	0.1%	0.3%	5.5%	58.5%	34.5%	0.5%	3.8%	2.7%	39,267
Newcastle-under-Lyme	0.2%	0.6%	0.2%	39.4%	0.2%	5.1%	2.4%	33.4%	0.0%	81.6%	3.2%	12.1%	0.9%	2.2%	48,618
SOUTH STAFFORDSHIRE	7.7%	0.4%	1.7%	0.2%	20.7%	4.2%	0.2%	0.5%	0.3%	35.9%	60.5%	0.6%	0.8%	2.1%	43,409
STAFFORD	3.3%	1.5%	1.3%	3.1%	3.8%	60.3%	1.2%	8.8%	0.2%	83.4%	10.8%	2.2%	1.4%	2.2%	52,916
STAFFORDSHIRE MOORLANDS	0.3%	4.4%	0.3%	5.6%	0.2%	4.1%	40.2%	24.9%	0.3%	80.1%	1.7%	12.3%	4.0%	1.9%	38,291
Stoke-on-Trent	0.2%	1.5%	0.1%	12.5%	0.2%	5.4%	5.5%	64.1%	0.0%	89.6%	1.9%	5.7%	1.1%	1.7%	93,995
Tamworth	0.7%	1.4%	9.0%	0.1%	0.2%	0.6%	0.2%	0.2%	41.6%	53.8%	39.1%	0.5%	4.4%	2.2%	32,901
Staffordshire	**5.7%**	**7.9%**	**5.9%**	**8.1%**	**3.3%**	**11.2%**	**5.4%**	**21.1%**	**3.9%**	**72.5%**	**17.2%**	**4.2%**	**4.0%**	**2.1%**	**434,477**

Source: SQW analysis of 2011 Census

Commuter flows into Staffordshire's five rural hubs

5.5 As part of this assignment, we have explored the characteristics and role of Staffordshire's five rural hub towns, namely:

- Cheadle, in Staffordshire Moorlands
- Leek, also in Staffordshire Moorlands
- Rugeley, in Cannock Chase district
- Stone, in Stafford
- Uttoxeter, in East Staffordshire.

5.6 These hub towns have been identified by Defra as playing important roles as 'hubs' in the rural areas around them (rural hinterland) in terms of providing services, employment and businesses, and have populations of between 10,000 and 30,000 people. They are defined by a group of Output Areas using data from the 2011 Census.

5.7 The maps in Annex C show the number of people commuting into the hubs from surrounding Super Output Areas (SOA). Darker shading indicates greater numbers of in-commuters coming from the SOA in question. It is important to caveat this analysis: the numbers involved are relatively small for Cheadle and Leek, compared to the other three hubs; and the maps do not include internal flows within the hubs' OAs (i.e. those that live and work in the hub) – these numbers are written in the heading for each map.

5.8 The analysis indicates that:

- **Cheadle** hub's labour market appears to draw most of its workers from within Staffordshire Moorlands district, and is therefore an important employment centre for people living in rural parts of this district.
- **Leek** has a larger catchment area for its workers, pulling in labour from across rural parts of Staffordshire Moorlands, and also Stoke, Newcastle-under-Lyme and into the North West (mainly Congleton).
- Based on the 2011 Census data below, **Stone, Rugeley and Uttoxeter** differ in terms of their role as employment centres, compared to Cheadle and Leek) in two ways: (a) they draw from a much wider catchment area, across Staffordshire and beyond, and (b) the scale of workers travelling into the hub for work is much larger.

Figure 5-2: Consultation feedback

- Consultees have seen evidence of reasonably strong interconnections between hubs and surrounding rural areas, particularly in terms of labour flows (especially highly qualified workers commuting from rural to urban areas) and service provision. However, the lack of rail links from the two most northern hub towns in the county was seen as a barrier to growth.
- Some of Staffordshire's smaller hubs, such as Leek, Stone and Cheadle, have adopted "Totally Locally" schemes and have seen an upsurge in lifestyle businesses, such as cafes and craft galleries, and events to showcase local rural businesses such as designers, micro breweries and food producers. To a large extent, this growth has been driven by tourism.
- However, it was noted that some high streets have suffered from a fall in demand (particularly as online shopping grows), which has impacted upon the role of some towns (such as Stafford and Uttoxeter) as retail service centres. There was also some concern around increasing outflows of labour from rural to major urban areas (especially the Greater Birmingham conurbation, Derby, Manchester, even London) which means GVA is accumulated elsewhere.

Source: SQW consultations with stakeholders

6. Place

6.1 In this Section, we present evidence on levels of deprivation across Staffordshire (including in relation access to housing and services), house prices, residential and employment land, and broadband speeds.

Figure 6-1: Key messages

- According to the 2010 Indices of Deprivation, there are some pockets of deprivation in rural areas (based on the overall ranking of deprivation) but these are generally small. However, large parts of rural districts such as Staffordshire Moorlands, Stafford and East Staffordshire districts are amongst the top 10% most deprived SOAs in England in terms of barriers to housing and other services.
- House price affordability issues are most acute in the rural districts of Lichfield and South Staffordshire, which both border the Greater Birmingham conurbation. Low earners suffer from high relative house prices across most rural districts, but this issue is most apparent in Lichfield, South Staffordshire and Stafford. The ongoing housing affordability issue was confirmed by consultees, especially in the more accessible rural areas where a large proportion of residents commute to urban centres for work – this is creating issues for young people in particular.
- Average broadband speed in rural parts of Staffordshire is lower than the Staffordshire average but there is considerable variation across the rural districts according to data. Broadband speed and, importantly, mobile phone reception is 'patchy', causing issues for day-to-day business operations. Even following the Staffordshire Superfast Broadband programme, over 5% of premises in five of the six rural districts will not have access to 15Mbps broadband speed by 2017.
- Through the qualitative research, consultees highlighted rural Staffordshire's strong quality of life offer, and quality of the environment in general, as a key strength.

Source: SQW

Deprivation

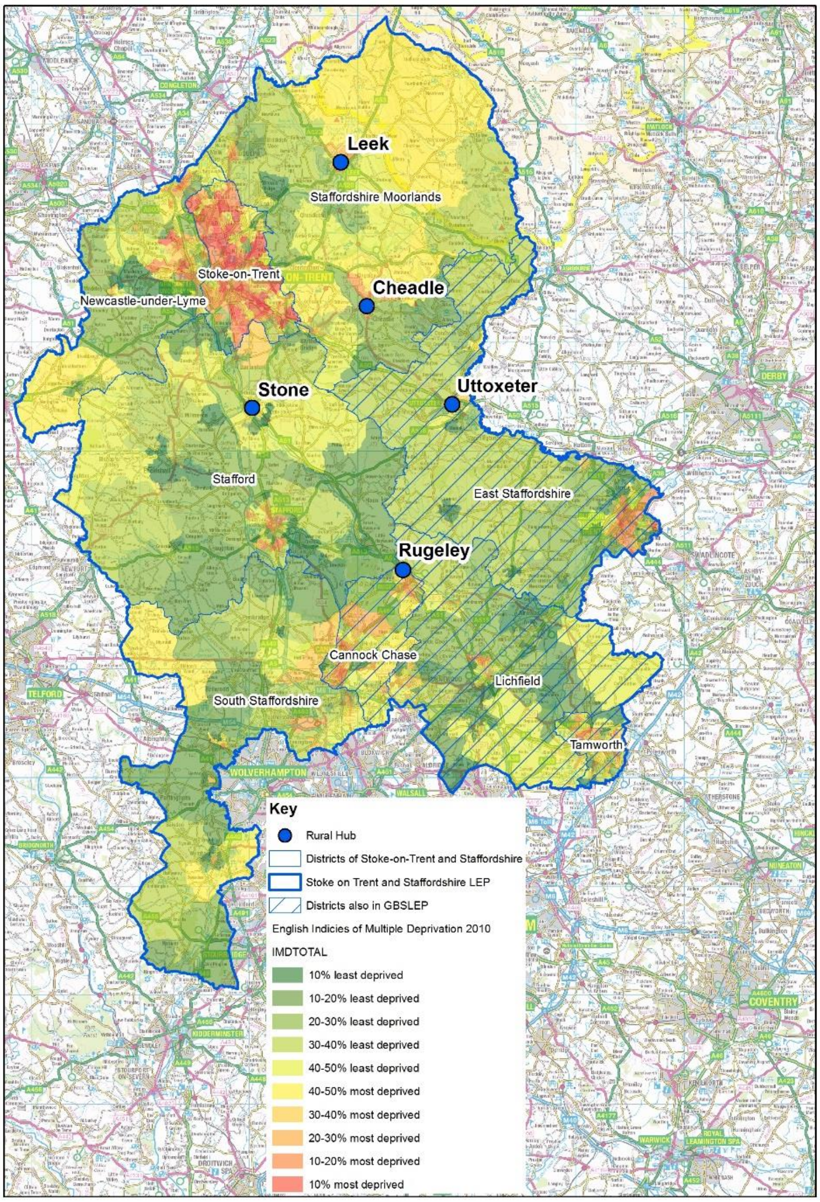
6.2 The Indices of Deprivation (2010) provide a weighted ranking of performance against seven domains[34] at Lower Super Output Level (LSOA[35]), designed to give an overall measure of multiple deprivation. Figure 6-2 maps the overall Indices of Deprivation rank across Staffordshire. The urban districts clearly have higher levels of deprivation, and within districts classified as rural, the deprived SOAs tend to be within urban areas. However, there are **some pockets of deprivation in rural areas** – for example, in the rural area north of Stone on the Stoke border, and in South Staffordshire to the west of Wolverhampton/Dudley – **but these are generally small**.

[34] These are Income, Employment, Health and Disability, Education Skills and Training, Barriers to Housing and Other Services, Crime and Living Environment.
[35] LSOAs have a min. population of 1,000, and max. of 3,000, and a min. number of households of 400 and max. of 1,200.

6.3 One of the domains covered by the Indices of Deprivation relates to barriers to housing and other services. This includes indicators on the following: Wider Barriers: household overcrowding, homelessness, housing affordability; and Geographical Barriers: road distance to a GP surgery, a food shop, a primary school, and a Post Office.

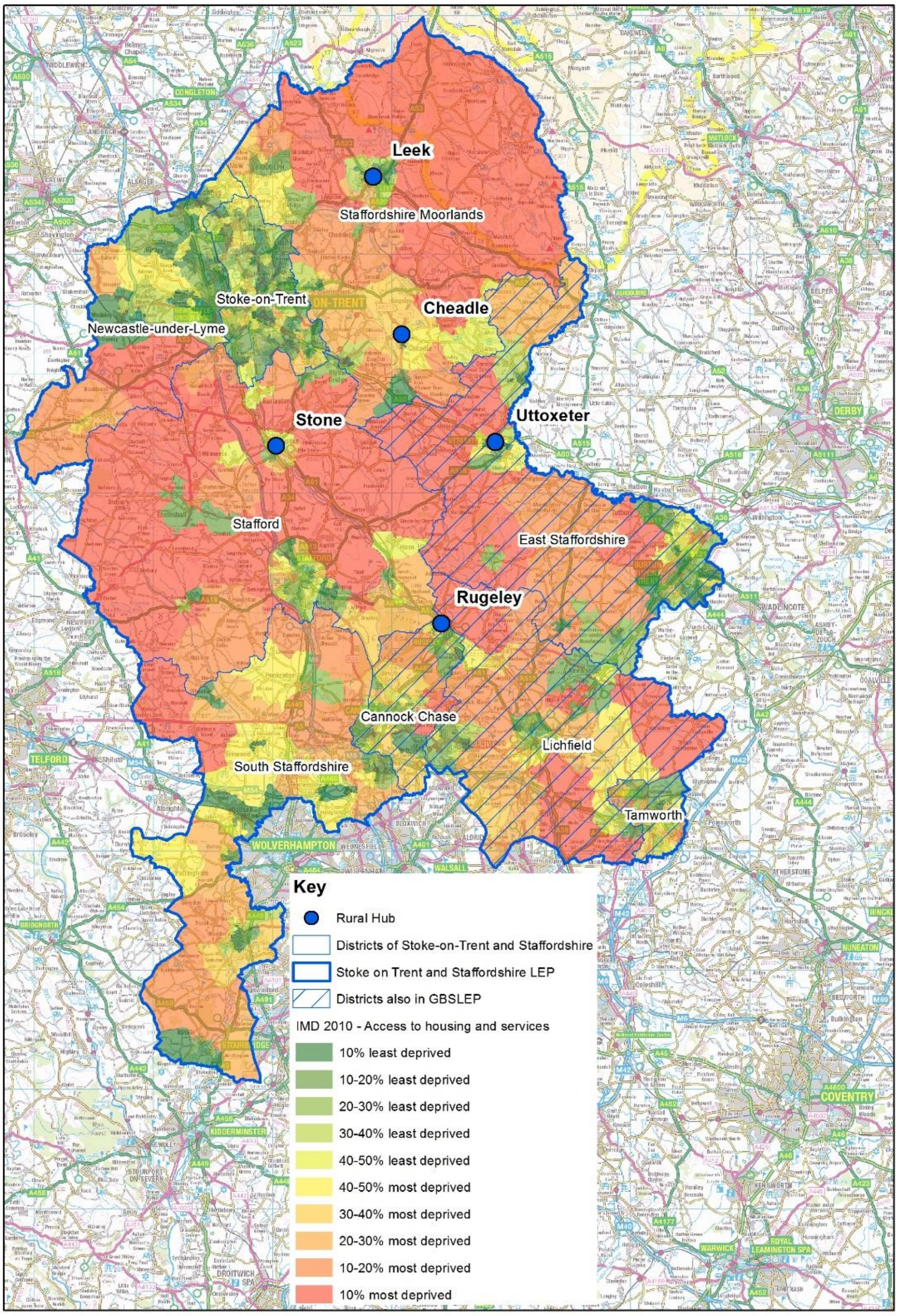
6.4 Figure 6-2 maps deprivation in relation to this domain, and shows that many of the SOAs covering **large parts of Staffordshire Moorlands, Stafford and East Staffordshire districts are amongst the top 10% most deprived SOAs in England in terms of barriers to housing and other services**.

Figure 6-2: Indices of deprivation overall index rank, 2010



Source: Maps produced by SQW using ONS data (2010) at SOA level. Contains Ordnance Survey data © Crown Copyright and database rights (2014) Licence number 100030994

Figure 6-3: Indices of deprivation barriers to housing and services domain rank, 2010



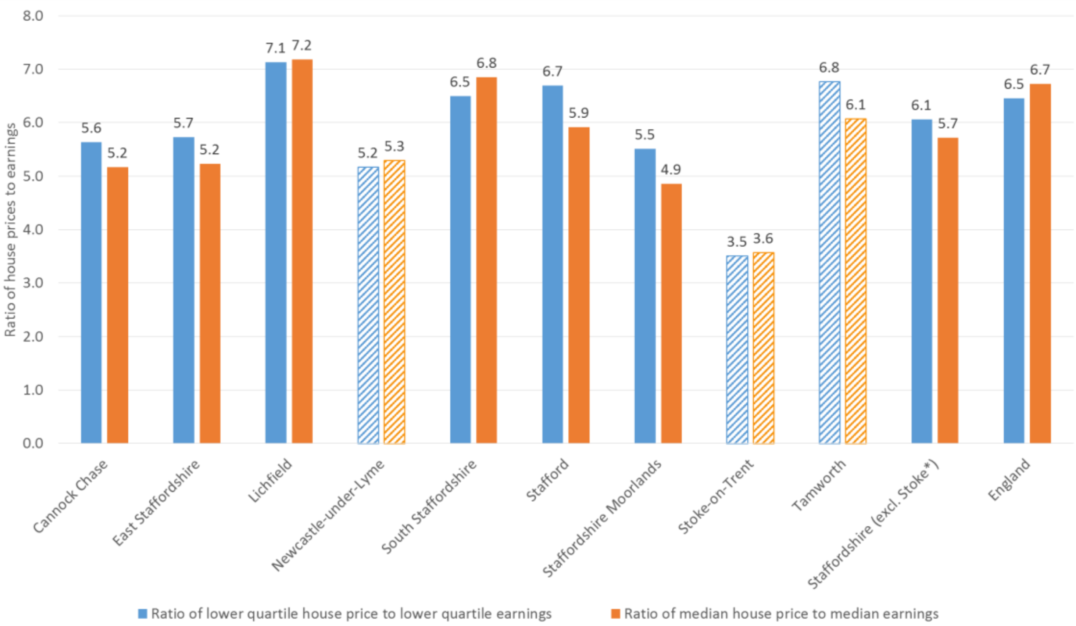
Source: Maps produced by SQW using ONS data (2010) at SOA level. Contains Ordnance Survey data © Crown Copyright and database rights (2014) Licence number 100030994

House prices and house price affordability ratios

6.5 The average house price in rural Staffordshire, at £175,442, was almost a third higher than the Staffordshire average in 2013 (Q2)[36]. Both were still considerably below the England average of £246,764. House prices were particularly high in the rural districts of Lichfield and South Staffordshire (both around £200,000), and Stafford (£186,000).

6.6 Data on house price affordability ratios is presented in Figure 6-2 below. This shows the ratio of lower quartile/median house price to lower quartile/median earnings. Across the rural districts, median **house price affordability issues are most acute in Lichfield and South Staffordshire**, which both border the Greater Birmingham conurbation – here, the ratio between median house price and median earnings (7.2 and 6.8 respectively) are above the national average (6.7). We can also see that **house affordability is a greater issue for low earners across most rural districts, and is particularly challenging in Lichfield, South Staffordshire and Stafford**, where the lower quartile house prices are at least 6.5 times higher than lower quartile earnings.

Figure 6-4: Housing affordability ratios of lower quartile/median house price to lower quartile/median earnings (2013)



*Source: DCLG. * data not available for the Stoke and Staffordshire LEP geography*

Residential and employment land

6.7 Table 6-1 presents data on residential and employment land across Staffordshire's districts, which shows that, in 2011:

- Rural districts accounted for 62% of Staffordshire's net housing completions, but 49% of additional affordable housing.

[36] Source: Land Registry data provided by SCC

- Rural districts accounted for 80% of employment land completions, and 72% of B-class employment land available – however, this should be heavily caveated – data are not available to show how this land is distributed across these districts, some of which include large urban areas.

Table 6-1: Residential and employment land completions, affordable housing provision, and employment land availability (2011). Rural districts shaded in green

	Net residential completions (Units), 2011	% of Staffordshire total	**Additional affordable dwellings 2011 (gross units)**	% of Staffordshire total	**Employment completions in 2011 (hectares)**	% of Staffordshire total	**B-class employment land available 2011**	% of Staffordshire total
Cannock Chase	263	12%	170	15%	13.0	20%	53.5	6%
East Staffordshire	279	13%	130	12%	9.7	15%	91.7	11%
Lichfield	315	14%	40	4%	0.0	0%	112.4	13%
Newcastle-under-Lyme	183	8%	160	14%	0.3	0%	67.6	8%
South Staffordshire	191	9%	100	9%	17.8	27%	165.3	20%
Stafford	208	10%	70	6%	4.0	6%	99.7	12%
Staffordshire Moorlands	110	5%	30	3%	8.9	13%	77.4	9%
Stoke-on-Trent	504	23%	80	7%	12.0	18%	154.1	18%
Tamworth	135	6%	330	30%	0.9	1%	15.5	2%
Staffordshire (incl. Stoke)	**2188**	**100%**	**1110**	**100%**	**66.5**	**100%**	**837.3**	**100%**

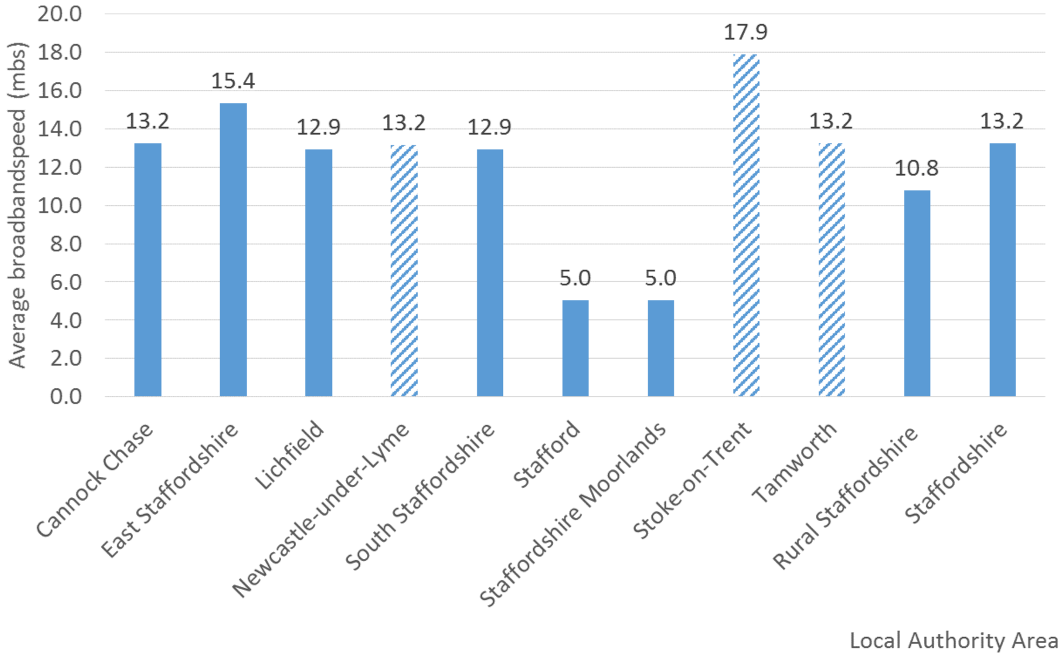
Source: Staffordshire Land Availability Surveys 2011

Broadband speed[37]

6.8 Average broadband speed in rural parts of Staffordshire – at 10.8 mbps - is lower than the Staffordshire average (13.2 mbps). However, there is **considerable variation across the rural districts**, from 15.4 mbps in East Staffordshire down to 5.0 mbps across Stafford and Staffordshire Moorland districts. It should be noted that the average broadband speed for each district is likely to have been distorted by faster speeds in towns, meaning that the average broadband speed for many premises away from these urban centres will be overstated, and below these average figures.

[37] Data produced by SCC Insight Team using the Mosaic Public Sector Profiler. N.B. The Dominant Mosaic group varies between geographical areas. The dominant group will be the largest group for a given area. At the district level, the group could make up anywhere between 13% and 23% of the population. Therefore the calculated broadband speeds provide an indication of broadband speed by geographical area but they do not provide a complete picture of broadband speeds for the entire geographical area.

Figure 6-5: Broadband speed (mbps), 2013



Source: SQW analysis of data provided by SCC's Mosaic public sector profiler

6.9 SCC has undertaken analysis into the proportion of premises in each district expected to remain below a threshold of 15 Mbps broadband speed[38] following the rollout of the Superfast Staffordshire programme in 2017, which aims to bring superfast broadband to 95% of premises by 2017. The results are presented in the table below, including a split of premises not achieving this 15Mbps threshold according to whether they are in urban or rural postcode areas[39]. We can see that in **five of the six 'rural' LADs the proportion of properties with <15 Mbps exceeds this threshold level** (i.e. there are more premises without superfast broadband than intended) **and most of these are located in rural areas**. The issue is particularly acute in South Staffordshire, where almost 12% of premises in this LAD will have a broadband speed of <15Mbps by 2017. As a consequence, there will (still) be a "digital divide" for rural areas following this intervention.

Table 6-2: Proportion of premises expected to remain below the threshold of 15Mbps broadband speed following the rollout of the Superfast Staffordshire programme in 2017 [Rural districts highlighted in green]

Local Authority Area	All Premises	% of all premises expected to have <15Mbps by 2017 - URBAN AREAS	% of all premises expected to have <15Mbps by 2017 - RURAL AREAS	% of all premises expected to have <15Mbps by 2017 - ALL AREAS
Cannock Chase	44,209	1.89%	1.02%	2.90%
East Staffordshire	51,589	1.36%	6.38%	7.75%
Lichfield	45,474	0.83%	7.46%	8.29%
Newcastle under Lyme	56,895	1.33%	2.07%	3.39%
South Staffordshire	47,302	3.73%	8.04%	11.77%
Stafford	59,250	0.53%	7.12%	7.65%

[38] A broadband speed of less than 15Mbps was the Government threshold for the 2014 Open Market Review.
[39] As defined by Defra in the RUC2011

Local Authority Area	All Premises	% of all premises expected to have <15Mbps by 2017 - URBAN AREAS	% of all premises expected to have <15Mbps by 2017 - RURAL AREAS	% of all premises expected to have <15Mbps by 2017 - ALL AREAS
Staffordshire Moorlands	45,014	1.26%	8.35%	9.61%
Stoke-on-Trent	118,711	N/A	N/A	1.36%
Tamworth	33,521	0.92%	0.00%	0.92%
Staffordshire total	**501,965**	**N/A**	**N/A**	**5.44%**

Source: SCC

Figure 6-6: Consultation feedback

- The **quality of life and the quality of the environment** was flagged as a strength of rural Staffordshire, as noted in Section 3.
- There are ongoing issues of **housing affordability** across rural Staffordshire, especially in the more accessible rural areas where a large proportion of residents commute to urban centres for work – this is creating issues for young people in particular.
- Whilst the Staffordshire Superfast Broadband scheme has made a difference and enabled more people to work from home, **some consultees argued that broadband speed and coverage remains patchy.** The Superfast Staffordshire Broadband capital build programme (£22m) will be implemented through to 2017, by which point 95% of premises (including those in rural areas) will have access to 24Mbps+. However, the 'final 5%' (around 26,000 premises) will remain without superfast broadband – of these, 42% will be in rural hamlets and isolated dwellings, 22% in rural villages, and 14% in rural town and fringe areas.
- A number of consultees also flagged issues around **mobile phone reception**, with one consultee arguing that poor signal "can be very limiting to businesses being able to operate in the most rural areas". Four of the five areas with no signal are in the Moorlands part of the Peak District.

Source: SQW consultations with stakeholders

7. Future projections

7.1 In this Section we present projections for rural Staffordshire's population, employment and GVA.

Figure 7-1: Key messages

- The population living in rural Staffordshire is expected to grow more quickly than the Staffordshire average by 2025 and by 2037. The rate of population growth is expected to be particularly high in the rural districts of East Staffordshire and Lichfield through to 2025.
- Expected growth in rural districts is similar to the wider Staffordshire average – and both geographies are likely to grow more slowly than the national average in terms of employment and GVA. However, economic growth projections vary considerably across different parts of rural Staffordshire, with higher GVA growth expected in East Staffordshire, South Staffordshire and Lichfield, and higher employment growth in Cannock Chase and Lichfield.
- Rural Staffordshire is expected to see expansion (in terms of GVA and employment) in some highly productive sectors, such as architectural and engineering activities, finance and insurance, IT services and legal and accounting.
- Five sectors are expected to 'adjust' (whereby GVA will grow but employment will fall): Agriculture, forestry & fishing, metals & metal products, machinery, retail trade and public admin & defence.

Source: SQW

Population projections

7.2 The table below presents an analysis of ONS 2012-based sub-national population projections to 2025 and 2037 for all districts in Staffordshire, the rural average and England comparator.

7.3 The **population living in rural Staffordshire is expected to grow more quickly than the Staffordshire average** by 2025 and 2037. The **rural districts of East Staffordshire and Lichfield are likely to observe highest growth in residents by 2025** (of around 9,000 and 6,000 additional residents respectively).

Figure 7-2: Population projections

	Population in 2013 (000s)	Population in 2025 (000s)	% change 2013 - 2025	Population in 2037 (000s)	% change 2013-2037
Cannock Chase	98	102	4%	105	7%
East Staffordshire	115	124	8%	131	14%
Lichfield	102	108	6%	112	11%
Newcastle-under-Lyme	124	128	3%	131	5%
South Staffordshire	109	111	3%	114	5%
Stafford	132	138	5%	142	8%

	Population in 2013 (000s)	Population in 2025 (000s)	% change 2013 - 2025	Population in 2037 (000s)	% change 2013-2037
Staffordshire Moorlands	97	99	2%	100	3%
Stoke-on-Trent	251	259	4%	266	6%
Tamworth	77	81	5%	84	8%
Rural Staffordshire	**653**	**683**	**5%**	**704**	**8%**
Staffordshire	**1,105**	**1,152**	**4%**	**1,185**	**7%**
England	**53,844**	**58,431**	**9%**	**62,166**	**15%**

Source: SQW analysis of data provided by SCC from ONS 2012-based Subnational Population Projections

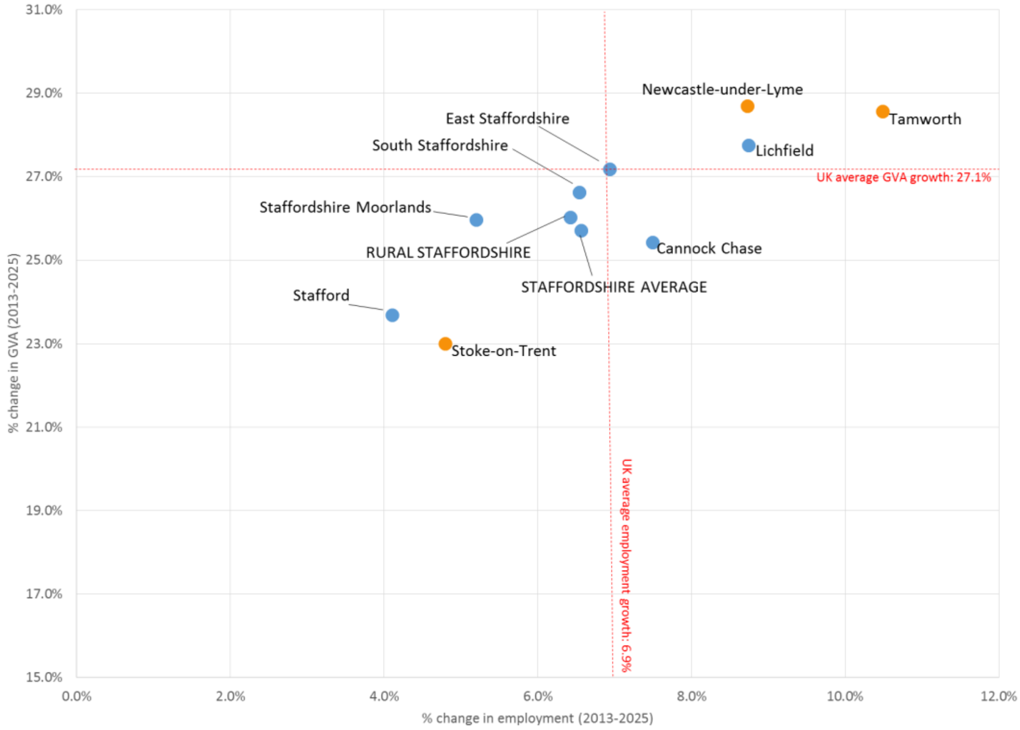
GVA and job projections

7.4 Figure 7-3 presents GVA and employment projections from 2013 to 2025 produced by Cambridge Econometrics in 2013 for Staffordshire County Council[40]. Expected growth in rural districts is similar to the wider Staffordshire average – and both geographies are likely to grow more slowly than the national average in terms of employment and GVA. However, expected economic growth varies considerably across different parts of rural Staffordshire:

- East Staffordshire and South Staffordshire are expected to grow more quickly in terms of GVA growth than the Staffordshire average.
- Employment growth in Cannock Chase is expected to outpace the Staffordshire average.
- Lichfield is expected to grow most rapidly - both employment and GVA growth are projected to exceed the Staffordshire and UK averages.
- Staffordshire Moorlands and Stafford are expected to grow more slowly in terms of employment. (although GVA growth in Staffordshire Moorlands matches the wider Staffordshire average, suggesting productivity improvements are likely).

[40] These are 'business as usual' projections and do not take into account the potential impact of interventions.

Figure 7-3: Projected growth in employment and GVA (% change), 2013-2025



Source: SQW analysis of SCC Econometrics Data (produced by Cambridge Econometrics in 2013).

7.5 In Figure 7-4 below, we present projected GVA and employment growth to 2025 for key sub-sectors across rural Staffordshire[41], and categorise sectors into 'expanders' (i.e. GVA and employment are both expected to increase), 'adjusters' (where GVA will grow but employment will decline), and 'shrinkers" (both GVA and employment are expected to fall).

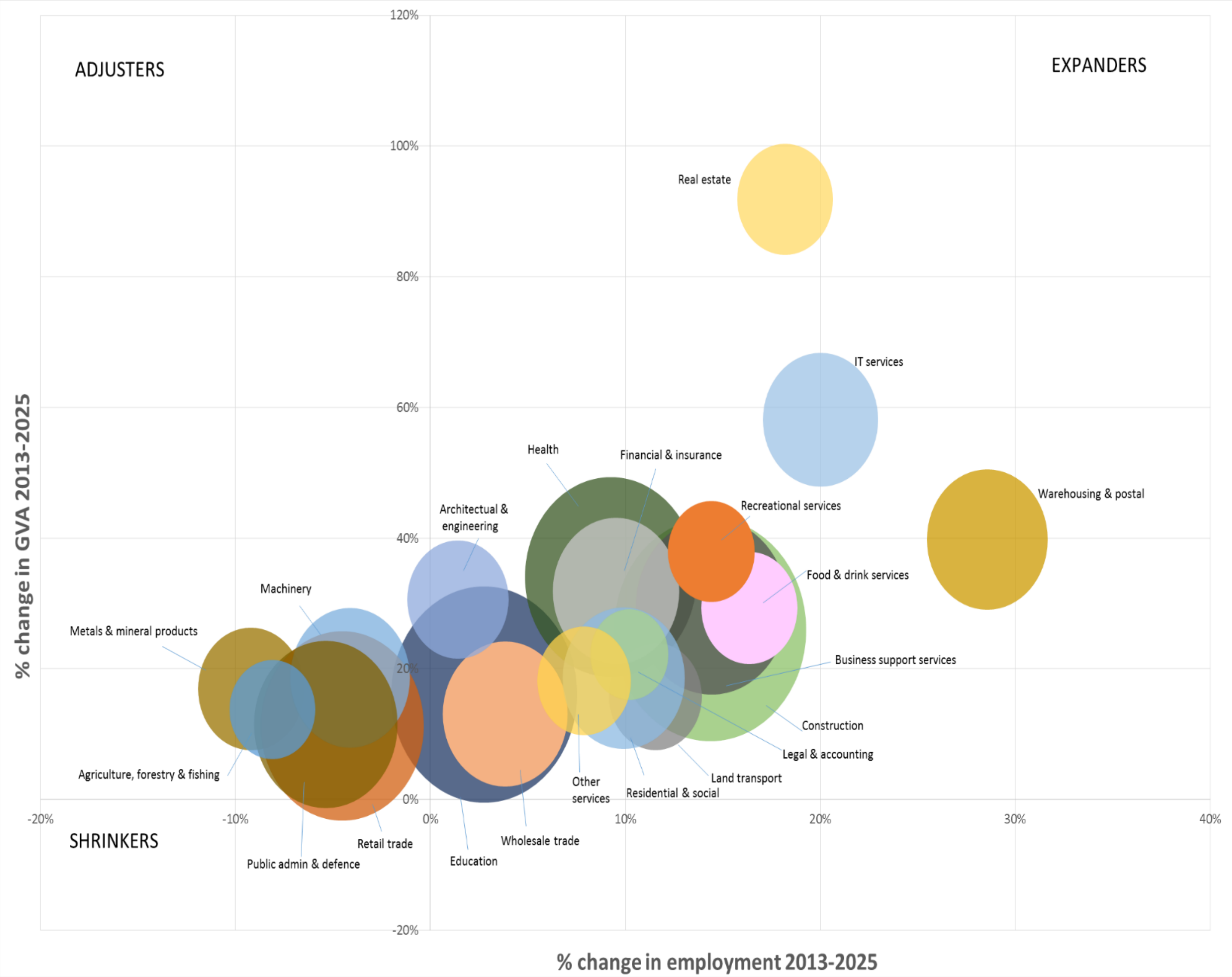
7.6 Key observations from this analysis are as follows:

- Important growth sectors for Staffordshire's rural economy (in terms of their relative growth) are expected to be real estate, IT services and warehousing.
- Growth in some sectors – such as warehousing and wholesale trade – will have implications for land requirements across rural Staffordshire.
- Rural Staffordshire is expected to see expansion (in terms of GVA and employment) in some highly productive sectors, such as architectural and engineering activities, finance and insurance, IT services and legal and accounting (as shown in Table 4-1).
- Four lower productivity sectors (health, residential and social, education, and business support activities) are expected to continue to grow, and will account for 13% of employment in rural districts by 2025.
- Five sectors are expected to 'adjust' (whereby GVA will grow but employment will fall): Agriculture, forestry & fishing, metals & metal products, machinery, retail trade and public admin & defence. One of these sectors – retail – currently accounts for 9%

[41] Based on Cambridge Econometrics' 45 sub-sectors. Sub-sectors that employed less than 2% of all employment and less than 2% of GVA in rural districts in 2013 have been excluded from the graphic

of all employment across rural Staffordshire, the highest share of all CE's 45 sub-sectors.

Figure 7-4: GVA and employment projections by sector for rural Staffordshire, 2013-2025. Size of bubble = GVA in 2013



Source: SQW analysis of SCC Econometrics Data (produced by Cambridge Econometrics in 2013)

8. Conclusions

Key findings

8.1 Rural districts across Staffordshire account for around **three-fifths of Staffordshire's total residents, GVA and jobs, and 70% of all businesses**. Furthermore, recent **growth in the number of jobs and enterprises** based in rural Staffordshire has outpaced the Staffordshire averages. GVA per head (working age population) in rural districts (£22,137) is very similar to the Staffordshire average, but performance varies across the rural areas - East Staffordshire, Lichfield and Stafford out-perform the Staffordshire average, but Cannock Chase, South Staffordshire and Staffordshire Moorlands are below.

8.2 The rate of employment in rural areas is high relative to the Staffordshire and England average, with above average levels of self-employment, home and part-time working – a strength to build on in facilitating economic growth. Staffordshire's rural districts have a larger share of residents working in higher level occupations (managers, directors and senior officials, associate professionals and those in technical occupations) compared to the national average, and a higher proportion of residents with higher-education qualifications (NVQ4 level qualification or above) than the Staffordshire average (although a lower proportion than the national average). Residence-based earnings are slightly higher than workplace-based earnings in most rural districts, suggesting that out-commuters (e.g. to the urban centres of Birmingham, Derby and Greater Manchester) earn more than those employed locally.

8.3 Key sectors – in employment terms – include education, health, business support and retail trade, but rural districts also have sector specialisms (e.g. in agriculture, forestry and fishing, food, drink and tobacco, machinery, and electrical equipment) and are home to a number of (small scale) high-value added sectors which have grown over recent years (e.g. legal and accounting services, IT services, architectural and engineering services, and other professional services). The profile of rural businesses, in terms of their size, is similar to the Staffordshire and UK averages, although there is a slightly higher representation of micro-businesses.

8.4 The size distribution of businesses in rural Staffordshire is similar to the Staffordshire and UK averages, but it has a slight over-representation of micro-businesses. Rural districts accounted for 65% of all new business starts across Staffordshire as a whole, and residents were more enterprising (in terms of business start-up rates) than their urban counterparts. New businesses in rural districts are also more likely to survive for three years than in urban areas.

8.5 In future, the population living in rural Staffordshire is expected to grow more quickly than the Staffordshire average by 2025 and by 2037, although GVA and employment are expected to grow at similar rates to the Staffordshire average to 2025. Rural Staffordshire is expected to see expansion (in terms of GVA and employment) in some highly productive sectors, but at the same time contraction (in employment terms) in some sectors that currently employ a large share of the workforce.

8.6 In the table below, we summarise the key findings in relation to rural Staffordshire's strengths and weaknesses, based on the data analysis and consultations completed for this study, and outline future opportunities and threats.

Table 8-1: Summary SWOT analysis for rural Staffordshire

Strengths	Weaknesses
• Home to a diversity of businesses and entrepreneurial, resilient and innovative people • Growth in high value added sectors, e.g. legal and accounting services, IT services, architectural and engineering services, and other professional services (albeit from a low base) • High enterprise (start-up) rates and three-year business survival rates in some rural districts • High self-employment and home-working rates • Growth in jobs has outpaced Staffordshire average since 2005 – stronger / quicker recovery from recession • Higher proportion of highly qualified residents (NVQ Level 4+) • High employment rates, and correspondingly low unemployment rates • Higher share of residents working in managerial/senior occupations • Strong quality of life offer, and quality of environment in general	• Slight decline in GVA over last decade • Overall productivity (GVA per job) is below national average, as across rest of Staffordshire • High level of employment in some lower value added sectors – e.g. retail, business support services and health • Low earnings for part-time workers who are *working* in rural areas – and part-time working is more prevalent in rural areas • Lower rates of job-related training • Pockets of housing and service related deprivation • House price affordability issues, especially for young people • Patchy broadband speeds, and coverage issues for broadband and mobile phone reception, with implications for “doing business”
Opportunities	**Threats**
• Sector growth opportunities – green economy, economic benefits associated with natural capital, tourism, agri-tech	• Barriers to business growth, including ability to network, lack of high quality grow-on space, access to finance, access to labour/skills • Out-migration of young people due to housing affordability issues and ability to access jobs (especially higher pay opportunities)

Source: SQW

8.7 Throughout this report we have seen considerable variation in the strengths, weaknesses and performance of different types of rural area across a number of indicators, confirming that rural Staffordshire is not a homogenous place. In part, these differences reflect the characteristics of different types of rural area (for example, in terms of topography and settlement structures), their rurality (as defined by Defra’s 2011 RUC) and their accessibility’ (for example, in terms of their proximity to large urban areas, transport connections, economic linkages and interconnectedness). In the table below, we summarise some of the key findings in terms of the economic performance of different types of rural across Staffordshire.

Table 8-2: Economic profiles of different types of rural area across Staffordshire

Type of area	Districts	Economic profile
‘Urban with Significant Rural[42]’ to the south of Staffordshire, close to the Greater Birmingham conurbation	Cannock Chase Lichfield South Staffordshire	• All have relatively low levels of self-containment, and have shown stronger recoveries from the recession in terms of jobs. • South Staffordshire has relatively high workplace and residence-based earnings, a high proportion of residents with Level 4+ qualifications, high rates of employment and home-working. Lichfield shares many similar characteristics to South Staffordshire – in terms of qualifications, employment rates, home-working and residence-based earnings. It also has a high enterprise rate. Both areas have issues around housing affordability. • Cannock Chase’s performance is more mixed – GVA per head (working age population) and residence-based pay is relatively low, and a lower share of residents are qualified to Level 4+.
‘Urban with Significant Rural’ in the centre of Staffordshire	East Staffordshire Stafford	• Both districts perform relatively well in terms of GVA per head (working age population) and employment rates, and both have relatively high job densities - but despite this, both have struggled to recover following the recession in terms of job numbers and

[42] As defined by Defra, 2011 Rural Urban Classification

Type of area	Districts	Economic profile
		have pockets of housing/access to services-related deprivation. Both districts have relatively higher levels of self-containment. • Resident-based earnings are better in Stafford (where the proportion of residents with Level 4 qualifications and participation in work-related training are higher) than East Staffordshire (where, conversely, workplace-earnings are relatively high).
'Largely rural' district to the north-east of Staffordshire	Staffordshire Moorlands	• This area is characterised by low GVA per head (working age population) and low workplace earnings (although higher resident-based earnings, especially for full time workers, suggesting they commute elsewhere for higher paid jobs). There is a high proportion of micro-businesses, rates of home-working and a high share of residents with Level 4+ qualifications, but lower employment rates (despite a strong recovery after the recession) and participation in job-related training. Broadband speeds are amongst the worst in Staffordshire and there continue to be 'not spots' in a number of locations. Pockets of deprivation related to housing/access to services exist across the district.

Source: SQW

Implications

8.8 The rural parts of Staffordshire make a considerable contribution to the economy as a whole – they account for a large share of the economy, and are home to a highly skilled workers in high-level occupations (working in rural and urban businesses). They therefore have an important role to play in delivering against the Stoke and Staffordshire SEP's objectives, especially in relation to sector growth in advanced manufacturing/agri-tech and tourism, but also in business/professional services which have seen strong growth in recent years across rural districts and are highly productive sectors (but are often not recognised as typically rural, possibly because of their small-scale and/or tendency to be businesses operating from home). In addition, rural areas contribute to the objective around having a "skilled workforce" to drive economic growth by providing a supply of highly qualified labour.

8.9 Rural areas will face some difficult choices and challenges looking forward. The population projections suggest ongoing pressure for housing, combined with projected growth in some 'land hungry' sectors (such as warehousing and wholesale activities). **Raising productivity** levels in some of the more traditional rural sectors (such as food/drink and tourism) will be important, but so will **maximising opportunities linked to niche, higher value sectors** that are growing (e.g. legal and accounting services, IT services, architectural and engineering services, and other professional services). However, issues such as limited **networking**, a lack of **high-quality grow-on space** and **broadband and mobile phone coverage** could acts as a brake on realising this growth potential. Linked to this, there will be challenges around raising the **quality of part-time jobs** in some parts of rural Staffordshire (especially where workplace earnings are low for part-time workers), and ensuring that rural businesses can **access the labour and skills needed to grow** (and, at the same time, rural residents – especially younger residents - can access job these opportunities).

8.10 Looking ahead, some major changes are on the horizon with regard to sub-national governance. Partners across Staffordshire, Stoke-on-Trent and beyond are currently considering their response to the Cities and Local Government Devolution Bill, while significant steps are being taken to create a West Midlands Combined Authority. A West Midlands Statement of Intent has been published, and the Chancellor of the Exchequer voiced public support for this in the Productivity Plan – called "Fixing the Foundations" – which was published by HM Treasury in July 2015. Assuming it goes ahead, the new West Midlands Combined Authority ought to galvanise the metropolitan area and it may present both opportunities and threats for rural Staffordshire. In addition there may be pressure throughout Staffordshire to help meet the housing need of surrounding areas. Evidence from the Homes and Communities Agency suggests that housing growth can lead to jobs creation and hence it can be a spur to economic growth. However there is also a risk that rural Staffordshire increasingly becomes home to people working in urban centres throughout the county and beyond, potentially putting pressure on transport infrastructure and local service provision. It will be important that the County Council, District / Borough Councils, LEP and other partners navigate the surrounding risks appropriately and creatively.

Annex A: List of consultees

Table A-1: Name, position and organisation of consultees

Name	Position	Organisation
Telephone consultations		
Andrew Lindop	Housing Strategy and Regeneration Officer	South Staffordshire Council
Caroline Bedell	Director	CLA Midlands
Catriona Gilbey	Enterprise Manager	East Staffordshire Borough Council
Glenn Watson	Economic Development Manager	Cannock Chase District Council
Graham Morley	Chief Executive Principal	South Staffordshire College
Helen Pakpahan	Economic Development Officer	Staffordshire Moorlands District Council
Jeremy Lowe	Adviser, Staffordshire	National Farmers Union
Jon Fairburn	Professor of Sustainable Development	Staffordshire University
Marek Hornak	Enterprise Business Manager	Keele University
Councillor Philip Atkins	Leader	Staffordshire County Council
Peter Davenport	Economic Partnerships Manager	Staffordshire County Council
Polly Gibb	Director	Women in Rural Enterprise (WiRE)
Robert Gatensbury	Economic Regeneration Manager	Stafford Borough Council
Sharon George	Lecturer and Course Director for MSc Environmental Sustainability and Green Technology	Keele University
Email responses		
Staffordshire & Stoke Local Nature Partnership		
Housing Plus		
Destination Staffordshire		
Simply Staffordshire (business network)		
Growing Rural Enterprise Limited		
District Commissioning Lead (Staffordshire Moorlands), Staffordshire County Council		
Biomass Manager, Staffordshire County Council		
Spatial Policy and Delivery Officer, Lichfield District Council		

Source: SQW

Annex B: Table of datasets and sources

Dataset	Data source
Qualifications	APS
Business demography	ONS
Commuter flows	2011 Census
Earnings (residence and workplace based)	ASHE
Economic activity rate	APS
Employment rate	BRES and 2011 Census
Enterprise by turnover	UK Business counts
Full time/part time working	APS and 2011 Census
Home working and hours worked	2011 Census
Job vacancies	Jobcentre Plus vacancies
JSA claimant count	Claimant Count
Major employers	IDBR
Method travelled to work	2011 Census
Migration	2011 Census
Occupational profile of residence and workplace-based population	2011 Census
Participation in training	APS
Resident population and working age population 2013	Mid-year population estimates
Sector profiles	UK Business counts
Self employment	APS and 2011 Census
Unemployment rate	APS and 2011 Census
Working age population 2013	Mid-year population estimates

Table B-1: LEFM industries defined in terms of the 2007 standard industrial classification

Econometrics sectors	SIC07
Agriculture etc	01-03
Mining & quarrying	05-09
Food, drink & tobacco	10-12
Textiles etc	13-15
Wood & paper	16-17
Printing & recording	18
Coke & petroleum	19
Chemicals, etc	20

Econometrics sectors	SIC07
Pharmaceuticals	21
Non-metallic min. prods.	22-23
Metals & metal prods.	24-25
Electronics	26
Electrical equipment	27
Machinery, etc	28
Motor vehicles, etc	29
Other trans. equipment	30
Other manuf. & repair	31-33
Electricity & gas	35
Water, sewerage & waste	36-39
Construction	41-43
Motor vehicles trade	45
Wholesale trade	46
Retail trade	47
Land transport	49
Water transport	50
Air transport	51
Warehousing & postal	52-53
Accommodation	55
Food & beverage services	56
Media	58-60
IT services	61-63
Financial & insurance	64-66
Real estate	68
Legal & accounting	69
Head offices & manag. cons.	70
Archit. & engin. services	71
Other professional services	72-75
Business support services	77-82
PAD	84
Education	85
Health	86
Residential & social	87-88
Arts	90

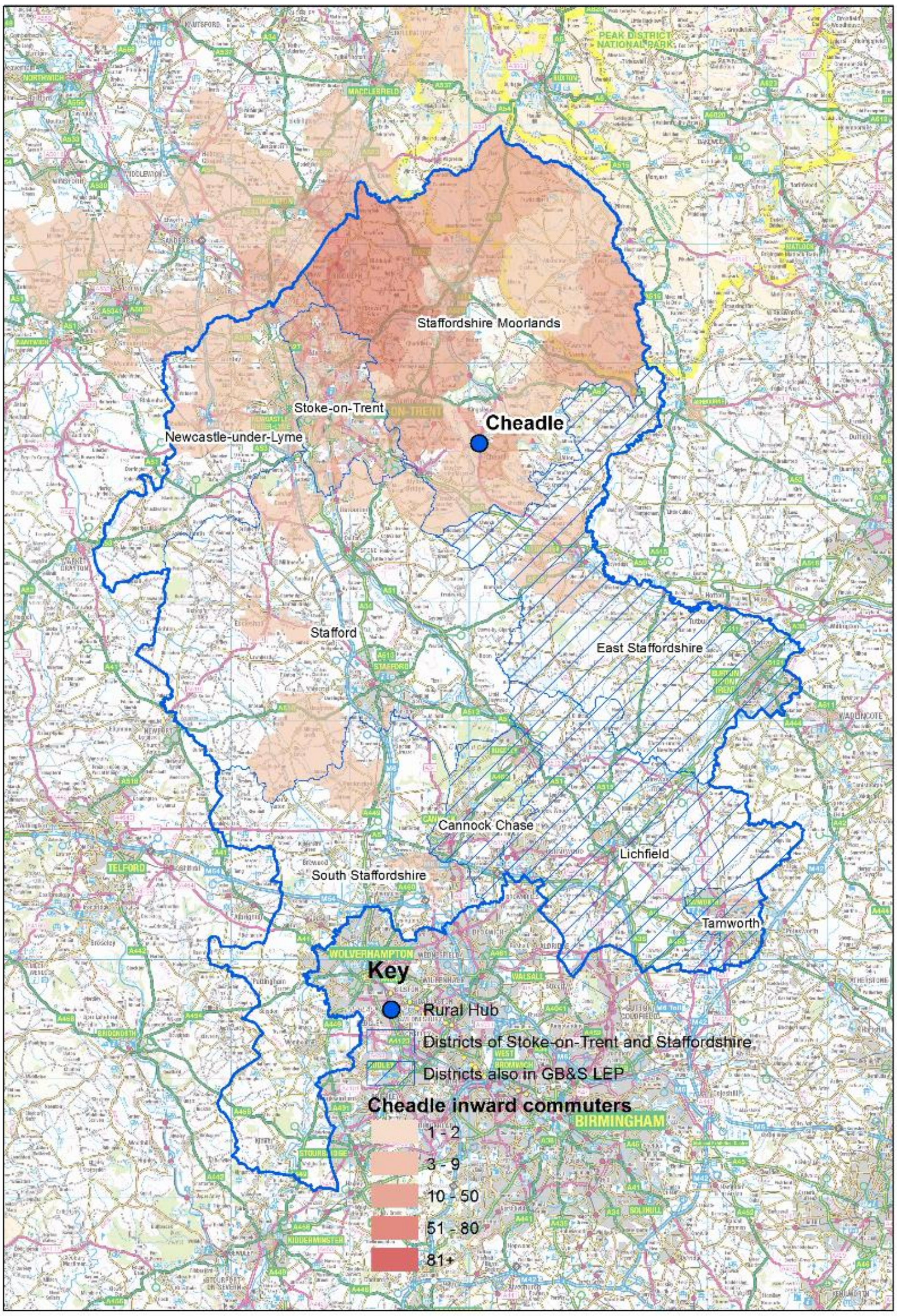
Econometrics sectors	SIC07
Recreational services	91-93
Other services	94-96
Unallocated	

Source: Cambridge Econometrics

Annex C: Additional commuter flow maps

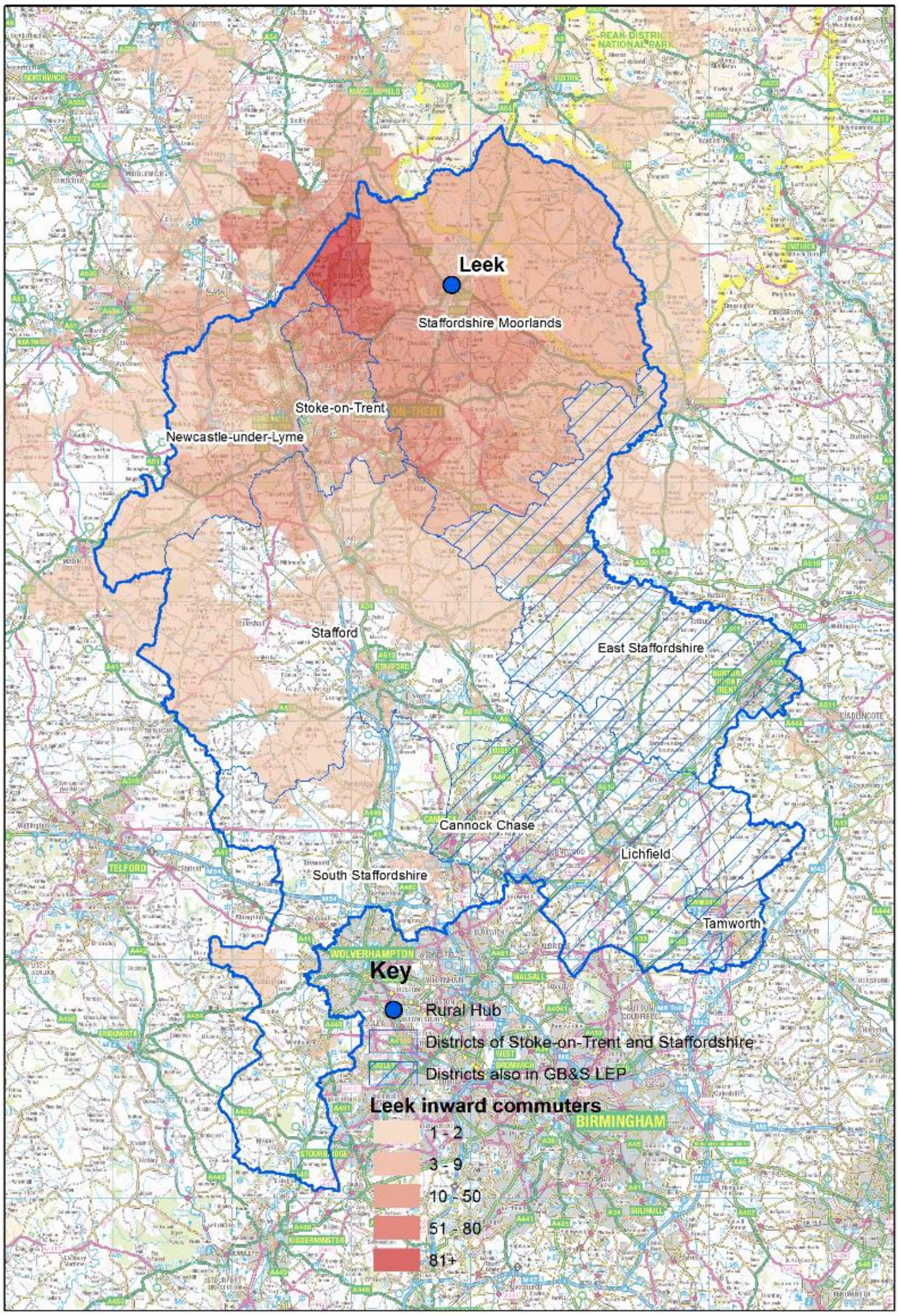
C.1 Commuter flows of workers <u>into</u> Staffordshire's rural hubs, 2011 Census

Cheadle
(numbers that live *and* work within the hub = 307 not included on map)



Source: Maps produced by SQW using ONS data (2010) Contains Ordnance Survey data © Crown Copyright and database rights (2014) Licence number 100030994

Leek
(numbers that live *and* work within the hub = 1,079 not included on map)



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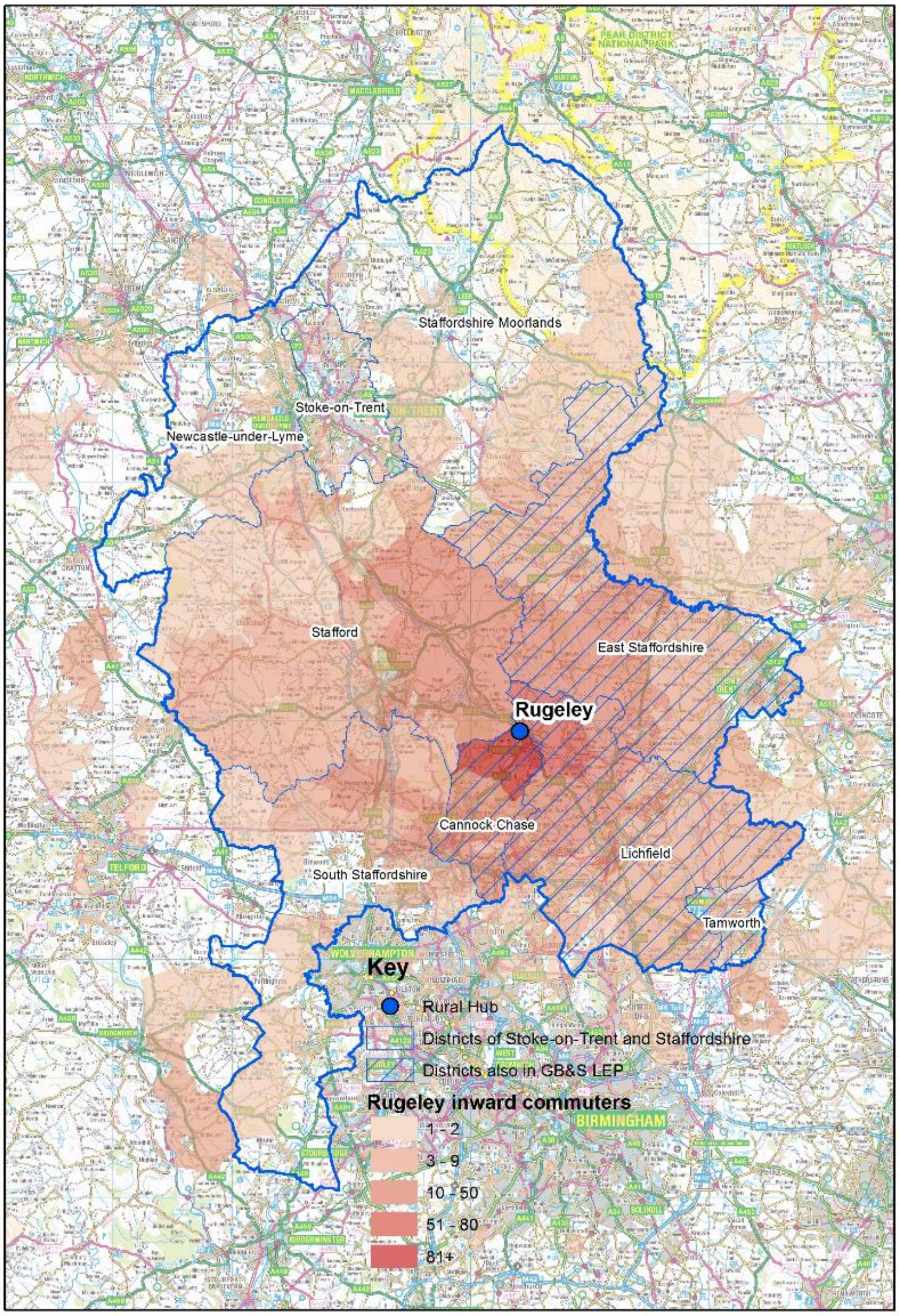
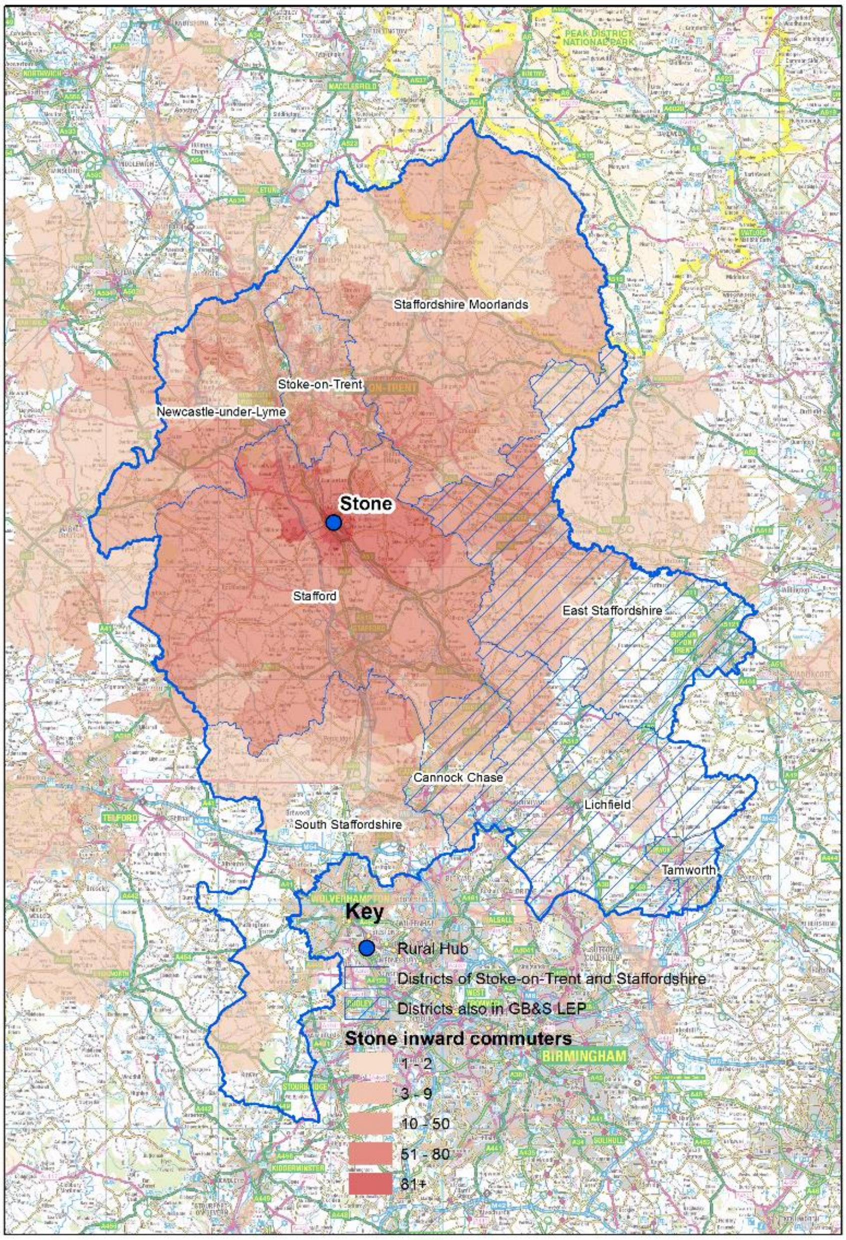
Rugeley
(numbers that live *and* work within the hub = 2,592 not included on map)



Source: Maps produced by SQW using ONS data (2010) Contains Ordnance Survey data © Crown Copyright and database rights (2014) Licence number 100030994

Stone
(numbers that live *and* work within the hub = 1,901 not included on map)



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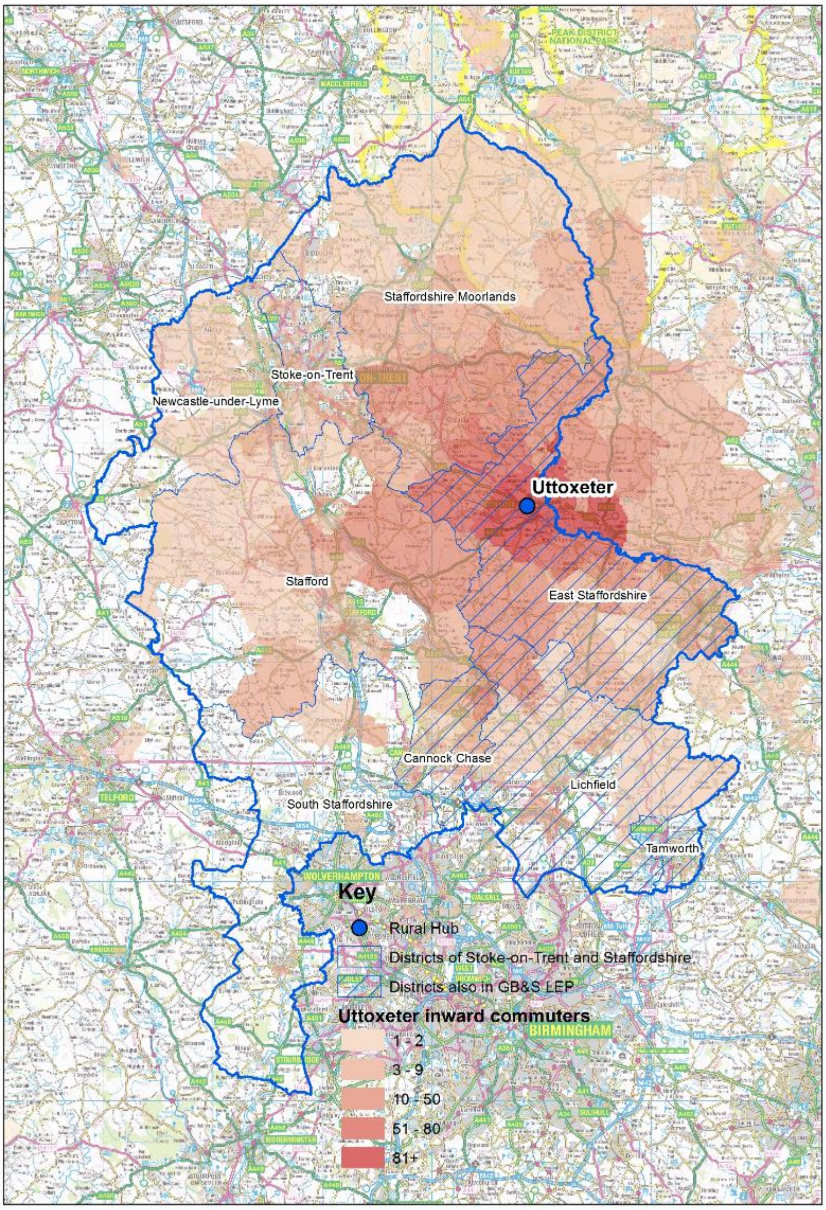
Uttoxeter

(numbers that live *and* work within the hub = 1,906 not included on map)



Source: Maps produced by SQW using ONS data (2010) Contains Ordnance Survey data © Crown Copyright and database rights (2014) Licence number 100030994

Annex D: Data tables

Economic Output

Total GVA (£m)

	2005	2006	2007	2008	2009	2010	2011	2012	2013
Cannock Chase	1,200	1,325	1,415	1,350	1,240	1,211	1,233	1,244	1,259
East Staffordshire	2,156	2,066	2,124	2,114	1,981	2,013	2,075	1,987	2,002
Lichfield	1,421	1,522	1,583	1,548	1,440	1,455	1,482	1,483	1,499
Newcastle-under-Lyme	1,593	1,708	1,665	1,659	1,567	1,536	1,529	1,560	1,589
South Staffordshire	1,164	1,248	1,226	1,172	1,097	1,158	1,110	1,118	1,126
Stafford	1,997	2,126	2,249	2,179	2,002	1,972	1,980	2,020	2,025
Staffordshire Moorlands	1,083	1,112	1,252	1,288	1,175	1,145	1,080	1,113	1,105
Stoke-on-Trent	3,727	3,881	3,788	3,857	3,720	3,909	3,862	3,928	3,927
Tamworth	1,064	1,149	1,226	1,081	963	951	953	1,048	1,067
Staffordshire rural total	9,021	9,399	9,849	9,651	8,936	8,954	8,960	8,963	9,016
Staffordshire total	15,405	16,136	16,526	16,248	15,186	15,350	15,303	15,499	15,599

Source: LEFM provided by Staffordshire County Council's Insight Team

GVA per Head (working age population) (£)

GVA per capita 2013 (£)	Total GVA £m	Total WAP 2013	GVA per capita
Cannock Chase	1,259	63,100	19,946
East Staffordshire	2,002	72,200	27,729
Lichfield	1,499	61,700	24,297
Newcastle-under-Lyme	1,589	80,100	19,842
South Staffordshire	1,126	68,400	16,466
Stafford	2,025	82,600	24,520
Staffordshire Moorlands	1,105	59,300	18,633
Stoke-on-Trent	3,927	160,100	24,527
Tamworth	1,067	49,400	21,599
LEP rural	9,016	407,300	22137
LEP	15,599	696,900	22,384

GVA per capita 2013 (£)	Total GVA £m	Total WAP 2013	GVA per capita
West Midlands			
England	0	3,4351,400	0

Source: LEFM provided by Staffordshire County Council's Insight Team

Business Base, Enterprise and Support

Job density

	Job density
Cannock Chase	0.66
East Staffordshire	0.87
Lichfield	0.77
Newcastle-under-Lyme	0.65
South Staffordshire	0.56
Stafford	0.78
Staffordshire Moorlands	0.56
Stoke-on-Trent	0.76
Tamworth	0.71
Staffordshire rural total	0.7
Staffordshire total	0.7

Employment Trends

Employment trends, 2005-2013	2005	2006	2007	2008	2009	2010	2011	2012	2013
Cannock Chase	100	103	111	113	111	107	108	110	110
East Staffordshire	100	95	94	96	93	93	97	95	96
Lichfield	100	105	106	108	107	103	106	110	111
Newcastle-under-Lyme	100	103	99	101	102	96	97	102	104
South Staffordshire	100	104	101	101	96	104	100	110	108
Stafford	100	104	104	103	99	97	96	98	98
Staffordshire	100	103	107	110	106	106	101	107	107

Employment trends, 2005-2013	2005	2006	2007	2008	2009	2010	2011	2012	2013
Moorlands									
Stoke-on-Trent	100	100	94	99	98	99	97	100	100
Tamworth	100	104	106	93	86	84	83	98	99
Staffordshire rural total	100	102	103	104	101	100	100	103	103
Staffordshire total	100	101	101	102	99	98	98	102	102

Source: 2011 Census

Productivity, for the economy as a whole and by sector

Productivity (GVA per job)

GVA per job 2013 (£)	Total GVA £m	Total Jobs 2013 (000s)	GVA per job
Cannock Chase	1,259	41	30.4
East Staffordshire	2,002	63	31.8
Lichfield	1,499	48	31.4
Newcastle-under-Lyme	1,589	52	30.4
South Staffordshire	1,126	38	29.6
Stafford	2,025	65	31.4
Staffordshire Moorlands	1,105	33	33.3
Stoke-on-Trent	3,927	122	32.3
Tamworth	1,067	35	30.2

Source: LEFM provided by Staffordshire County Council's Insight Team

Workplace Earnings

Workplace earnings 2014 (£)	Gross weekly pay		
	Full time	Part time	Total
Cannock Chase	450	153	354
East Staffordshire	476	#	408
Lichfield	462	162	366
Newcastle-under-Lyme	420	174	340
South Staffordshire	482	127	389

Workplace earnings 2014 (£)	Gross weekly pay		
Stafford	496	144	370
Staffordshire Moorlands	456	#	325
Stoke-on-Trent	449	185	392
Tamworth	443	#	361

Source: Annual Survey of Hours and Earnings

Business Base

	Total number of enterprises (2014)	Number of enterprises per 1,000 working age residents (2013)
Cannock Chase	3,105	49
East Staffordshire	4,100	55
Lichfield	4,355	68
Newcastle-under-Lyme	3,080	37
South Staffordshire	3,810	55
Stafford	4,745	56
Staffordshire Moorlands	3,795	63
Stoke-on-Trent	5,220	32
Tamworth	2,025	39
Rural Staffordshire	23,910	57
Staffordshire	34,230	48
UK	2,263,645	53

Source: ONS Business Demography

	Business starts per 1,000 working age residents (2013)	3-year survival rate, 2010-2013
Cannock Chase	9.3	59
East Staffordshire	6.8	62
Lichfield	8.8	59
Newcastle-under-Lyme	5.4	57
South Staffordshire	6.6	59
Stafford	6.7	62
Staffordshire Moorlands	6.4	67
Stoke-on-Trent	5.4	55
Tamworth	6.6	51
Rural Staffordshire	7.4	NA
Staffordshire	6.6	NA
UK	8.5	57

Source: ONS Business Demography

People

Resident Population 2013	Total
Cannock Chase	98,100
East Staffordshire	114,900
Lichfield	101,800
Newcastle-under-Lyme	125,200
South Staffordshire	110,300
Stafford	132,100
Staffordshire Moorlands	97,400
Stoke-on-Trent	250,200
Tamworth	77,200
England	53,865,800

Source: Mid-year Population Estimates

Resident Population 2013	Total WAP	Total	WAP percent of total
LEP rural	407,300	654,600	62.22%
LEP	696,900	1,107,200	62.94%
West Midlands	3,559,733	5,642,000	63.09%
England	34,351,400	53,865,800	63.77%

Source: Mid-year Population Estimates

Migration 2011	Moved into the area	Moved out of the area	Net movement
LEP rural	28,243	26,436	1,807
LEP	47,435	43,600	3,835
West Midlands	135,426	97,513	37,913
England	689,734	96,753	592,981

Source: 2011 Census

Skills

Percent with NVQ4 level qualification or above 2013	Total	Total WAP	Percent
LEP rural	114,500	400,867	28.56%
LEP	173,400	687,367	25.23%
West Midlands	961,233	3,509,433	27.39%
England	11460767	33,857,033	33.85%

Source: Annual Population Survey

Percent with no NVQ qualifications	Total	Total WAP	Percent
LEP rural	39,433	400,867	9.84%
LEP	85,400	687,367	12.42%
West Midlands	482,233	3,509,433	13.74%
England	3,299,833	33,857,033	9.75%

Source: Annual Population Survey

Participation in training, three year average 2012-2014	% of all who received job related training in last 4 wks - aged 16-64
Cannock Chase	9%
East Staffordshire	7%
Lichfield	9%
Newcastle-under-Lyme	10%
South Staffordshire	8%
Stafford	9%
Staffordshire Moorlands	7%
Stoke-on-Trent	6%
Tamworth	7%
Rural Staffordshire	8%
Staffordshire average	8%
England	10%

Source: Annual Population Survey

Labour Markets

Unemployment rate 2013	Total unemployed	Economically active	Rate
LEP rural	32,000	331,600	9.65%
LEP	53,300	551,700	9.66%
West Midlands	297,800	2,670,100	11.15%
England	3274000	27251700	12.01%

Source: Annual Population Survey

Full-time and part-time working 2011-2013	Total Full-time	Total Part-time	Total All people	Percent full-time	Percent Part-time
LEP rural	186,700	73,233	259,800	71.86%	28.19%
LEP	308,700	120,533	429,100	71.94%	28.09%
West Midlands	1,719,200	600,067	2,321,300	74.06%	25.85%

Full-time and part-time working 2011-2013	Total Full-time	Total Part-time	Total All people	Percent full-time	Percent Part-time
England	17,818,600	6,190,633	24,116,567	73.89%	25.67%

Source: Annual Population Survey

Self-employment 2011 -2013	Self employed	Total Working Age Population	Percent WAP self employed
LEP rural	44,967	404,133	11.13%
LEP	65,400	691,967	9.45%
West Midlands	313,600	3,527,600	8.89%
England	3,298,300	34,028,067	9.69%

Source: Annual Population Survey

Homeworking 2011	Homeworking	WAP	Percent homeworking
LEP rural	35,773	404,133	8.85%
LEP	50,640	691,967	7.32%
West Midlands	250,813	3,527,600	7.11%
England	2,631,930	34,028,067	7.73%

Source: 2011 Census

Gross weekly earnings 2014 (residence based)	Weekly pay (£)
Cannock Chase	457.0
East Staffordshire	470.8
Lichfield	581.0
Newcastle-under-Lyme	475.6
South Staffordshire	508.1
Stafford	538.7
Staffordshire Moorlands	502.7
Stoke-on-Trent	423.9
Tamworth	453.7
England	523.6

Source: Annual Survey of Hours and Earnings

Claimant Count, February 2015	Total claimants
LEP rural	4,341
LEP	9796
West Midlands	89,844
England	673750

Source: Claimant Count

Commuter Flows Within and Across Districts

Travel to work – distance and method

Distance travelled to work 2011 (km)	Total distance	Average distance
LEP rural	4,053,939	15.7
LEP	701,840	15.0
West Midlands	29,521,908	14.1

Distance travelled to work 2011 (km)	Total distance	Average distance
England	304,789,308	14.9

Source: 2011 Census

Method of travel to work, 2011	Rural total		Staffs total	
All categories: Method of travel to work	480,190		812,166	
Total in employment	316,826	% of those in work aged 16-74	520,582	% of those in work aged 16-74
Work mainly at or from home	17,821	6%	24,043	4.62%
Underground, metro, light rail, tram	276	0%	361	0.07%
Train	6,109	2%	8,187	1.57%
Bus, minibus or coach	8,850	3%	21,553	4.14%
Taxi	1,095	0%	3,225	0.62%
Motorcycle, scooter or moped	2,080	1%	3,622	0.70%
Driving a car or van	225,652	71%	364,602	70.04%
Passenger in a car or van	18,258	6%	34,683	6.66%
Bicycle	5,888	2%	9,008	1.73%
On foot	29,307	9%	48,839	9.38%
Other method of travel to work	1,490	0%	2,459	0.47%

Source: 2011 Census

Commuter flows (origin and destination)

	Place of work									
usual residence : 2011 census merged local authority district	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Stoke-on-Trent	Tamworth	Staffordshire Total
Cannock Chase	15,908	989	4,285	79	2,472	3,420	72	222	352	27,799
East Staffordshire	466	26,843	1,927	144	106	1,113	628	578	334	32,139
Lichfield	2,706	1,708	14,663	42	468	1,035	40	123	2,171	22,956
Newcastle-under-Lyme	108	309	76	19,172	112	2,487	1,163	16,237	13	39,677
South Staffordshire	3,328	172	736	75	8,981	1,844	76	224	149	15,585
Stafford	1,720	778	703	1,616	2,018	31,910	659	4,631	117	44,152

	Place of work									
Staffordshire Moorlands	97	1,669	103	2,143	75	1,581	15,393	9,529	97	30,687
Stoke-on-Trent	171	1,394	131	11,756	187	5,119	5,182	60,210	42	84,192
Tamworth	228	469	2,945	19	61	194	58	56	13,681	17,711
Staffordshire Total	24,732	34,331	25,569	35,046	14,480	48,703	23,271	91,810	16,956	314,898

Source: 2011 Census

Place

House affordability ratios

	Ratio of lower quartile house price to lower quartile earnings	**Ratio of median house price to median earnings**
Cannock Chase	5.6	5.2
East Staffordshire	5.7	5.2
Lichfield	7.1	7.2
Newcastle-under-Lyme	5.2	5.3
South Staffordshire	6.5	6.8
Stafford	6.7	5.9
Staffordshire Moorlands	5.5	4.9
Stoke-on-Trent	3.5	3.6
Tamworth	6.8	6.1
Staffordshire (excl. Stoke*)	6.1	5.7
England	6.5	6.7

Land availability

Net residential land completions	**2007**	**2008**	**2009**	**2010**	**2011**
Cannock Chase	558	243	242	176	263
East Staffordshire	304	482	400	207	279
Lichfield	304	581	273	102	315
Newcastle-under-Lyme	260	170	277	212	183
South Staffordshire	185	366	323	360	191
Stafford	459	575	470	173	208

Net residential land completions	2007	2008	2009	2010	2011
Staffordshire Moorlands	260	264	236	185	110
Stoke-on-Trent	618	644	234	58	504
Tamworth	458	199	205	154	135

Source: Land Registry

Broadband speed

Broadband speed (MB/S)	Average speed
Cannock Chase	13.2
East Staffordshire	15.4
Lichfield	12.9
Newcastle-under-Lyme	13.2
South Staffordshire	12.9
Stafford	5.0
Staffordshire Moorlands	5.0
Stoke-on-Trent	17.9
Tamworth	13.2
Rural Staffordshire	10.8
Staffordshire	13.2

Future Projections

Population Projections

Population projections by district	Population in 2013 (000s)	Population in 2025 (000s)	% change 2013 - 2025	Population in 2037 (000s)	% change 2013-2037
Cannock Chase	98	102	4%	105	7%
East Staffordshire	115	124	8%	131	14%
Lichfield	102	108	6%	112	11%
Newcastle-under-Lyme	124	128	3%	131	5%
South Staffordshire	109	111	3%	114	5%
Stafford	132	138	5%	142	8%
Staffordshire Moorlands	97	99	2%	100	3%
Stoke-on-Trent	251	259	4%	266	6%
Tamworth	77	81	5%	84	8%
Rural Staffordshire	653	683	5%	704	8%
Staffordshire	1,105	1,152	4%	1,185	7%
England	53,844	58,431	9%	62,166	15%

GVA and Job Projections

GVA and employment projections (£)	% change in employment (2013-2025)	% change in GVA (2013-2025)
Cannock Chase	7.5%	25.4%
East Staffordshire	6.9%	27.2%
Lichfield	8.7%	27.8%
Newcastle-under-Lyme	8.7%	28.7%
South Staffordshire	6.5%	26.6%
Stafford	4.1%	23.7%
Staffordshire Moorlands	5.2%	26.0%
Stoke-on-Trent	4.8%	23.0%
Tamworth	10.5%	28.6%
Rural Staffordshire	6.4%	26.0%
Staffordshire	6.6%	25.7%

Source: LEFM provided by Staffordshire County Council's Insight Team

Annex E: Hub profiles

E.1 See separate PDF files.