

# Stone Rural Hub Town - Profile

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

Stone is located in the Stafford Local Authority District. The town is situated south of Stoke-on-Trent, and is around a 45 minute drive into Birmingham, 50 minutes minutes to Derby and 70 minutes to Manchester.

## People



Stone hub is home to

**16,385** residents

... of whom, 73% are working age



**67%** of residents are in employment (aged 16-74)

(National average = 62%)

Of those in employment ...

**11%** are self-employed

(National average = 16%)



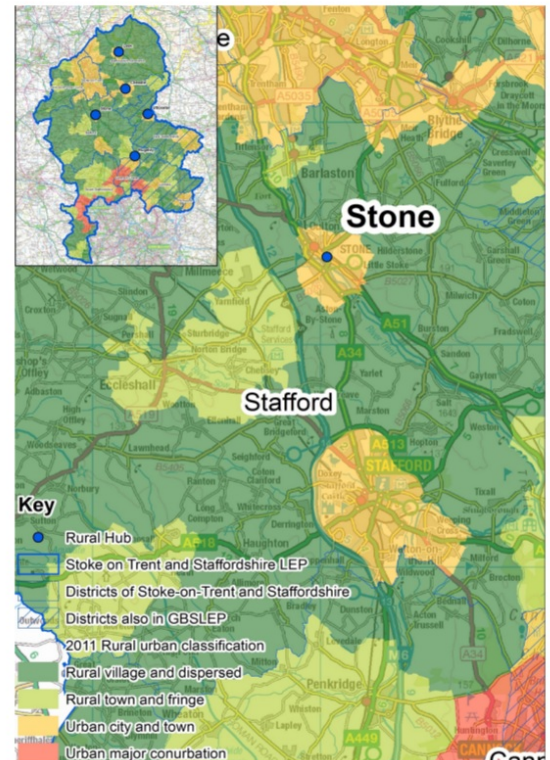
**20%** of residents have no qualifications (aged 16+)

(National average = 23%)

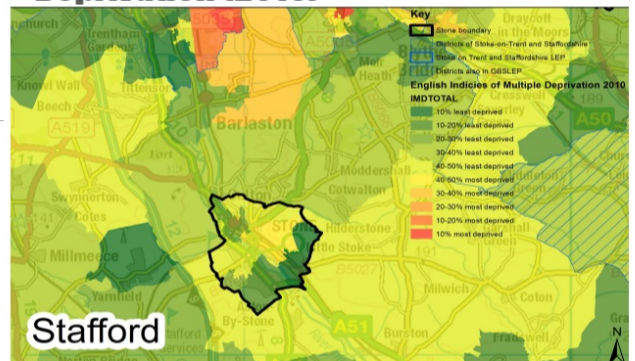
... and **33%** have NVQ Level 4+

(National average = 27%)

## Rural-urban classification (2011)



## Deprivation (2010)



## Employment

**34%** of Stone's employed residents work in higher level occupations

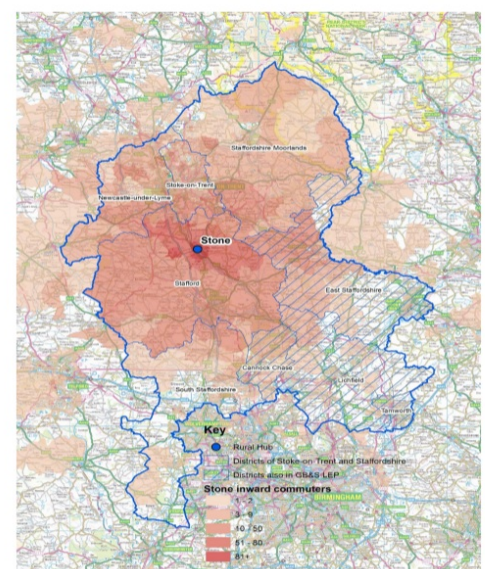
(National average = 28%)

Stone has a workplace population of just under ...

**8,300** people

Just over 1,901 people live and work within Stone. The hub draws most of its workers from within the Stafford district, but also attracts workers from Staffordshire Moorlands, Stoke, Newcastle-under-Lyme, and East Staffordshire.

## Commuter in-flows to Stone (2011)



# Sectors & key employers

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

## Key employers (50-249 employees)



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



**15%** health & social work  
(National average = 13%)



**12%** manufacturing  
(National average = 9%)

- ★ Staffordshire County Council
- ★ ABB, Capula (utilities)
- ★ WM Morrisons Supermarket
- ★ AMG Consultancy Services
- ★ Hexstone (manufacturing)
- ★ Manpower UK
- ★ Norbert Dentressangle Logistics
- ★ Allied Healthcare

## Strengths



Attractiveness and associated tourism potential

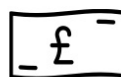


Strong local food and drink offer



Good road and rail links

## Challenges



Tendency for investment opportunities to be lost to nearby Stafford & Stoke-on-Trent

## Vision & opportunities

### Vision (2011 Masterplan)

*"Stone will have high quality residential developments supporting first class business development as well as an increasing number of retirement complexes making provision for an ageing population whilst not undermining the local character of the town with its canal side vistas and vibrant local economy and community activities."*



### Opportunities

- Further retail floor-space to enhance competition and choice in town centre.
- New housing developments proposed totalling 1,500 units.
- Significant investment in form of Wool Packaging Company, a new leisure facility due in 2017, and a new gas powered power station at Meaford.

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

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

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