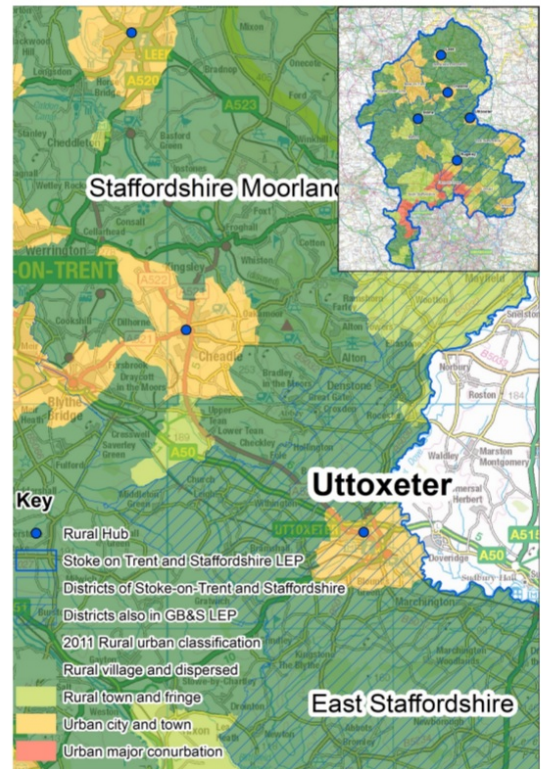


Uttoxeter Rural Hub Town - Profile

Uttoxeter 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).

Uttoxeter is located in the East Staffordshire Local Authority District. The town is close to the Western boundary of Derbyshire, and is around a 30 minute drive into Derby, 60 minutes to Birmingham and 80 minutes to Manchester

Rural-urban classification (2011)



People



Uttoxeter hub is home to

13,089 residents

... of whom, 72% are working age



68% of residents are in employment (aged 16-74)

(National average = 62%)

Of those in employment ...

11% are self-employed

(National average = 16%)



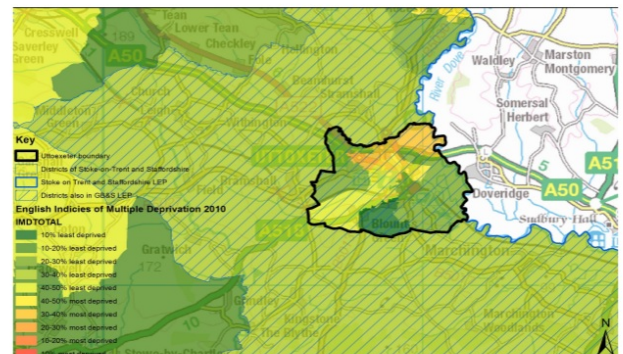
26% of residents have no qualifications (aged 16+)

(National average = 23%)

... and only **22%** have NVQ Level 4+

(National average = 27%)

Deprivation (2010)



Employment

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

(National average = 28%)

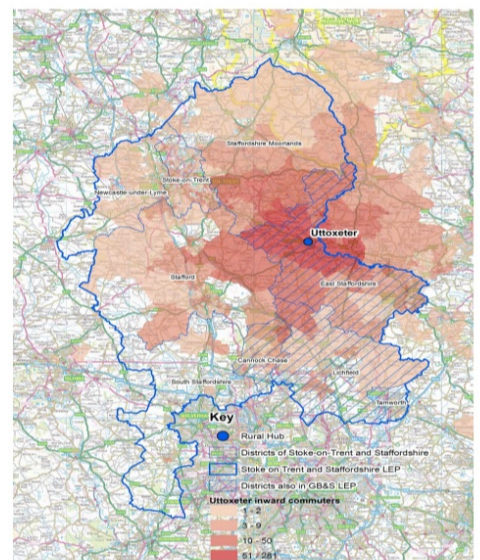
Uttoxeter has a workplace population of just over ...

5,500 people



Just over 1,906 people live and work within Uttoxeter. The hub draws most of its workers from within the East Staffordshire district, but also attracts workers from Staffordshire Moorlands, Stafford, Lichfield and Derbyshire.

Commuter in-flows to Uttoxeter (2011)



Sectors & key employers

Which sectors do Uttoxeter's residents work in?



19% manufacturing
(National average = 9%)



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



11% health & social work
(National average = 13%)

Key employers (50-249 employees)

- ★ JCB
- ★ Security Plus
- ★ Staffordshire County Council
- ★ Tesco
- ★ Uttoxeter Leisure & Development
- ★ Moorcourt Development (real estate)
- ★ Johnson Apparel Master

Strengths



Leisure and events offer at Uttoxeter Racecourse



High quality of life, competitive house prices and employment space



Growing JCB Academy



Good connectivity
Key networking hub for surrounding area

Challenges



Need for modern employment space to meet needs of growing local firms

Vision & opportunities

Vision stated in pre submission local plan (2013):

Uttoxeter will have a multi-functional, attractive Town Centre that incorporates a wide-ranging mix of activities set within a high quality network of pleasant streets and spaces, which create a strong identity and a place where people want to live, work and visit. The town will build upon its strategic location, its unique historic environment and its shops and markets, to attract and retain new investment for the benefit of local business and residential communities.

Significant growth and change will be welcomed through the implementation of sustainable urban extensions. There will be associated environmental benefits to the growth with improvements to community and health facilities and better access to improved open spaces.

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.