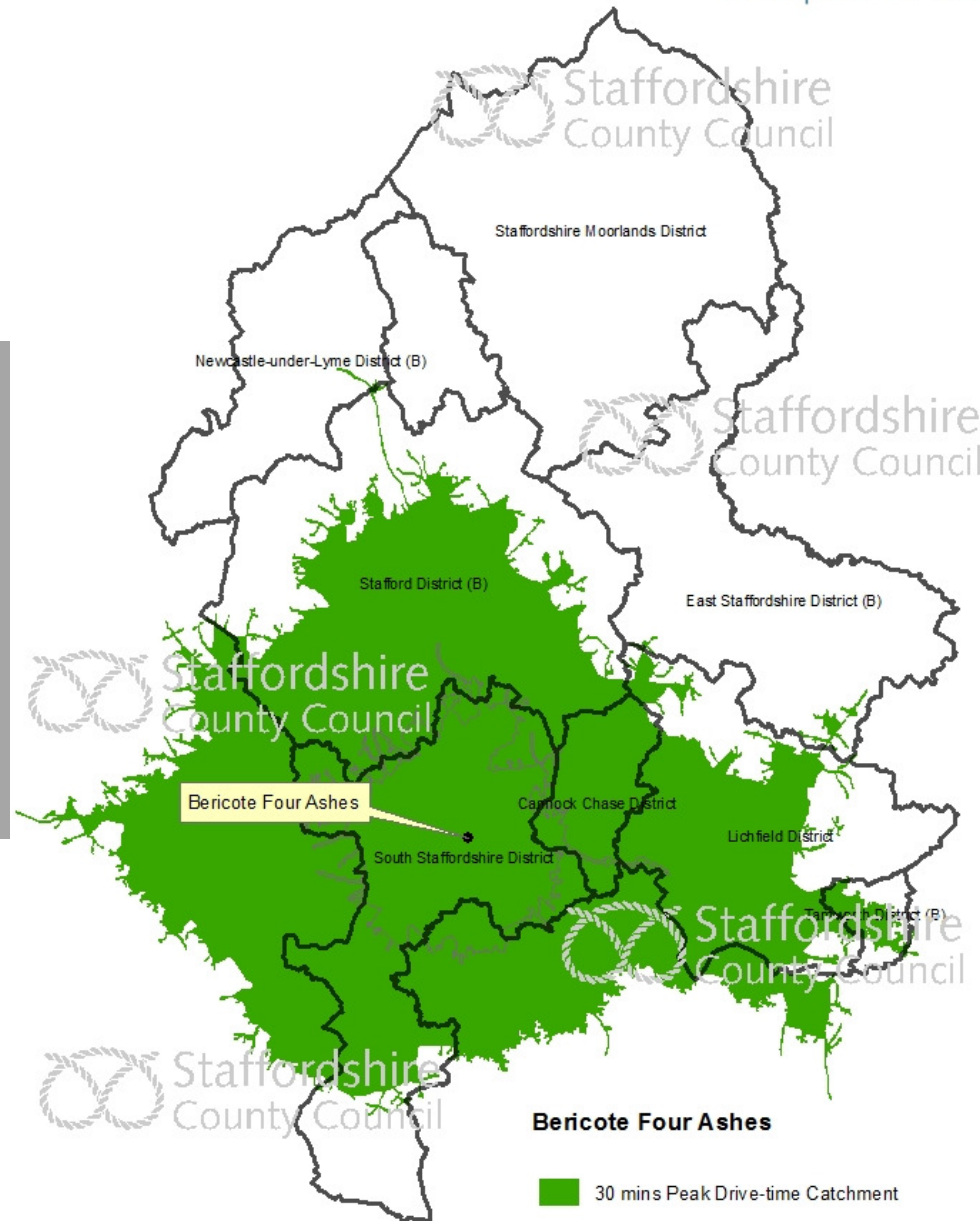


**Bericote Four Ashes:  
Growth Deal Area Profile  
November 2015**



## Background/Context

The Stoke-on-Trent and Staffordshire City Deal recognised the importance of developing local employment sites for new businesses or existing businesses to expand into. An important part of this development is bringing employers and education providers together to ensure residents have the skills and training that they and our businesses need to drive the economy forward. To support better understanding in this area the development of the City Deal business case included the construction of an evidence base that provided details of the likely jobs and skills requirements for a number of sites.

The Stoke-on-Trent and Staffordshire Education Trust now looks to build on this and develop detailed Skills and Employment Plans for each of the Growth Deal sites to support investment and employment. The five initial sites supported by the Growth Deal which will look to create over 13,000 jobs are:

- Etruria Valley
- Liberty Park
- Meaford
- Bericote Four Ashes
- Branston Locks

This profile has been developed to better understand the skills and employment issues for the Bericote Four Ashes development.

## Introduction

The development of education and skills is vital for preparing the workforce for employment and ensuring that people have the right skills and qualifications to access high quality jobs and contribute to overall economic growth and increased prosperity.

This skills and employment profile looks to provide an overview of the local area and to better understand the needs of localities within the travel to work area of the Bericote Four Ashes employment site<sup>1</sup>.

The profile covers areas including:

- Employment Site Context
- Connectivity
- Potential nature of the jobs on the site
- Economic Structure and Labour Force

The information included in the profile has been provided by a number of Staffordshire County Council Teams including Insight; Regeneration; Travel Planning; Economic Development; and Skills and Further Learning. Where possible this local information has been supplemented with national data to strengthen understanding of the potential skills and employment issues for the Bericote Four Ashes employment site.

<sup>1</sup> Throughout the profile the 'Bericote Four Ashes catchment' is based on the 30 minute peak drive-time to the Bericote Four Ashes employment site.

## Employment Site Context

### Site Description

Bericote Four Ashes is a 52 acre (21.45 Ha) site with planning consent for B2 (Manufacturing) and B8 (Distribution and Warehousing) applications. The site is suitable for one single unit of over 900,000 sqft (93,613 sqm) or four smaller units of 30,000 sqft, (3,120 sqm) 157,500 sqft (14,632 sqm) , 294,500 sqft (27,360 sqm) and 452,000 sqft (41,992 sqm). Site clearance and remediation work is underway. Access to the A449 will be upgraded with traffic signals, the bridge over the Stafford and Worcestershire canal is to be widened and priority control over the rail bridge will favour incoming traffic to the site.

Planning Authority: South Staffordshire District Council

Major Local Companies: Jaguar Land Rover, Veolia, Moog, Birmingham Midshires, Mann + Hummel, UTC Aerospace Systems, Timken, Meuller Europe, SI Group and Hoppe

Developers: Bericote

Sat Nav: WV10 7BT (Gravelly Way)

### Drive Time Catchment

There are over 1.59 million people that live within the 30 minute peak drive-time catchment of the proposed Bericote Four Ashes development and just under 1 million are of working age.

### Bericote Four Ashes Site Plan



Source: [www.makeitstokestaffs.co.uk](http://www.makeitstokestaffs.co.uk)



## Connectivity

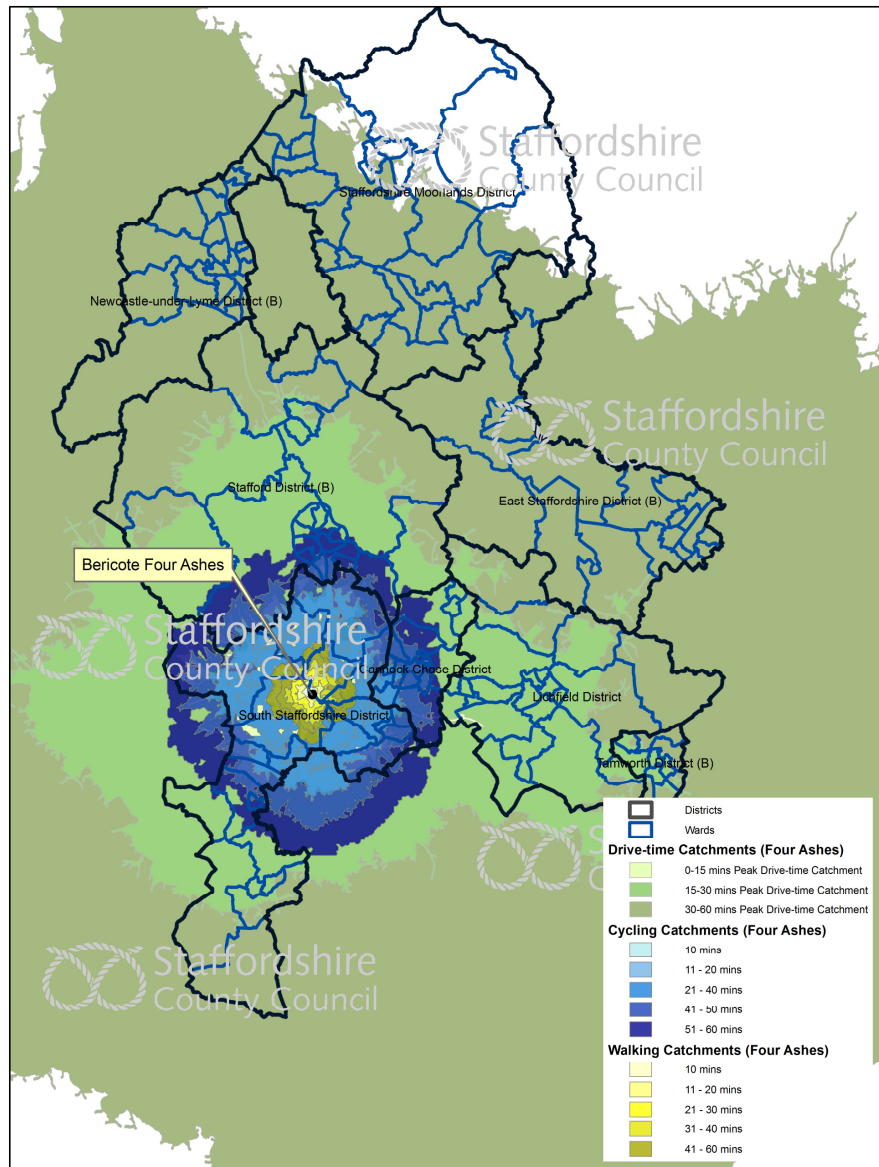
Bericote Four Ashes has excellent access to all major Research and Development and Distribution locations throughout Britain, being located close to major road networks, cities and airports.

Connectivity	Distance
M6 (Junction 12)	2.25 miles (7km)
M54(Junction 2)	3.5 miles (5km)
Stafford	10 miles (16km)
Birmingham	23 miles (38km)
Birmingham International	29 miles (42km)
Nottingham East Midlands	43 miles (69km)
Manchester International	54 miles (87km)
Manchester	78 miles (125km)
Hull	130 miles (210km)
London	137 miles (218km)
Southampton	146 miles (235km)
Harwich	187 miles (301km)
Felixstowe	198 miles (318km)
Folkestone	199 miles (320km)

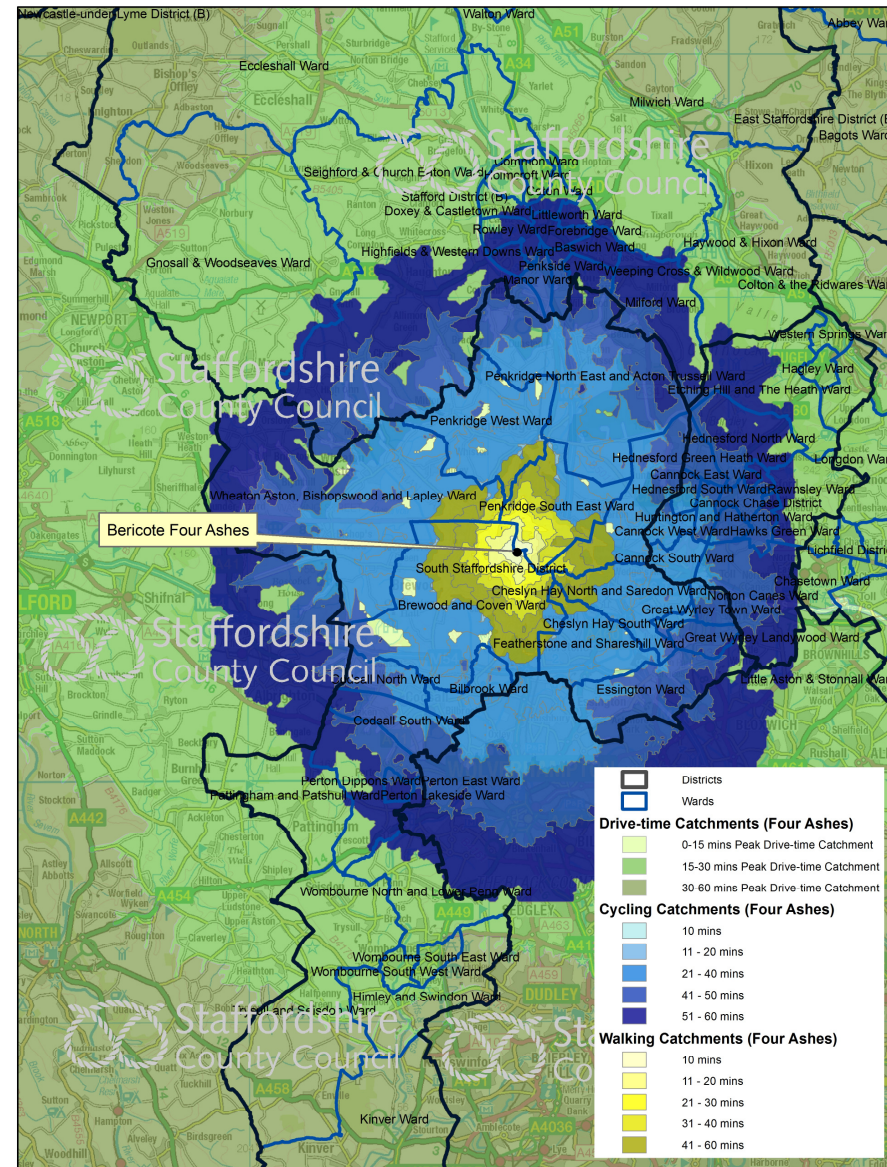
Source: [www.makeitstokestaffs.co.uk](http://www.makeitstokestaffs.co.uk)



**Travel Time Catchments** — reasonable walking, cycling and car travel times for Bericote Four Ashes based on travel planning guidance



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Produced by Staffordshire County Council, 2015.





## Potential nature of the jobs on the site

### Sector

It is estimated that the Bericote Four Ashes development will generate around 1,080 jobs when complete.

Sector	Jobs
Automotive / aerospace	384
Logistics	696
<b>Total</b>	<b>1,080</b>

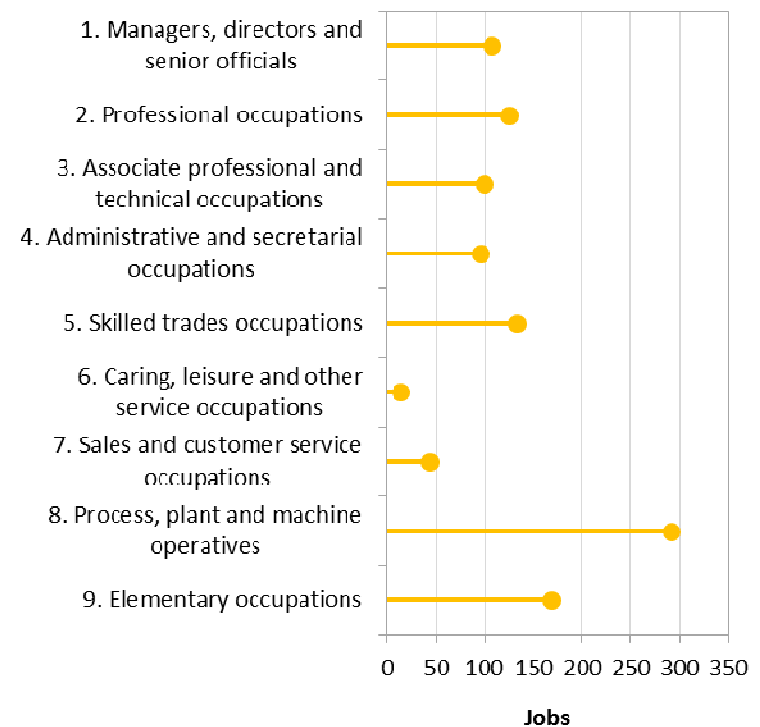
The breakdown of jobs by sector, shown in the table, is based upon job estimates provided by the Staffordshire County Council Economic Regeneration and Economic Planning teams. The job estimates are broken down by use class, providing an indication of the number of jobs that will be office-based, industrial or involved in warehousing activities. In order to provide alignment to our key industrial sectors, outlined in the SEP, the teams have provided an indication of the industrial sectors that are most likely to be based at each site, primarily based on a Marketing & Demand Study produced by Jones Lang Lasalle on behalf of the County Council.

The Marketing & Demand Study stated that demand for the site would be strong from the automotive/aerospace and logistics sectors. Whilst no specific office jobs are shown in the table, all of the sectors are likely to have a certain amount of office employment, e.g. all distribution centres have a certain proportion of office space within the building.

### Occupations

Whilst the estimated employment by industrial sector data provides a useful indication of the nature of jobs on the site, in terms of potential skills needs it is also useful to consider the number of jobs that may be created by occupation. This is shown in the following chart, and is based upon the employment by sector and occupation matrix for Staffordshire, taken from the 2011 Census.

**Estimated jobs by occupation to be created at Bericote Four Ashes**



Source: Annual Population Survey and SCC Economic Development and Planning Team

'Process, plant and machine operatives' and 'elementary occupations' are expected to be the most common occupations at Bericote Four Ashes, accounting for around 460 jobs in total. This is to be expected given the significant amount of logistics activity that it is anticipated will be present on the site.

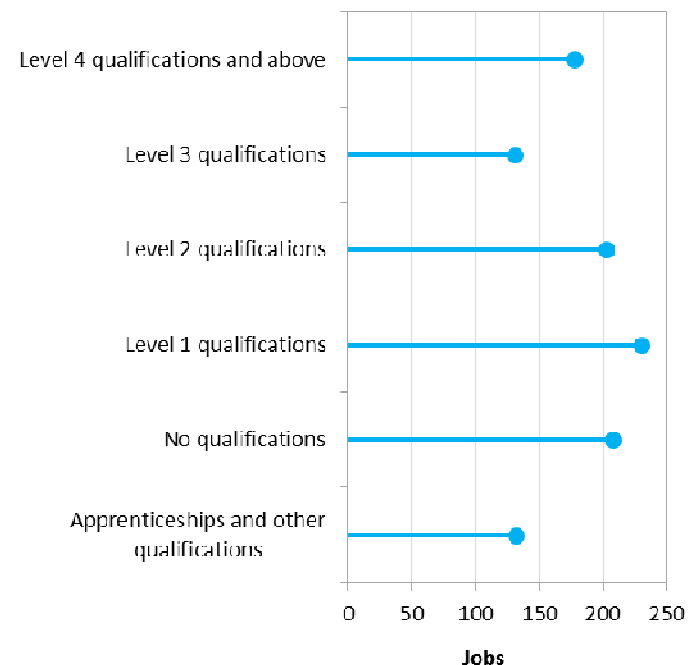
The occupation breakdown also highlights the proportion of employment that is likely to be primarily office-based. In total the top four occupation categories, are expected to account for around 420 jobs.

### Skills

Similar to the information on occupations, it is possible to consider the likely level of qualifications needed by workers at the site using the employment by sector and qualifications matrix for Staffordshire, taken from the 2011 Census.

The chart shows it is estimated that there will likely be a higher demand for lower to intermediate level qualifications at the Bericote Four Ashes site. However, the nature of employment at the site and the sectors present clearly show that there will be opportunities created for people with high and lower levels of skills.

**Estimated jobs by qualification level to be created at Bericote Four Ashes**



*Source: Annual Population Survey and SCC Economic Development and Planning Team*

### Displacement

It should be noted that one issue that has not currently been considered in this analysis is displacement, i.e. the relocation of a company resulting in jobs simply shifting from one site to another. The Homes & Communities Agency estimates that the level of displacement on a new employment site can range from anywhere between 25% and 50% of the jobs total. However, this may be complicated further if other issues such as replacement demand are considered and how this is handled may therefore require further thought.

## Economic Structure and Labour Force

The economic activity of residents in South Staffordshire is similar to the regional and national averages. The employment rate shows that just under three quarters of the South Staffordshire population are in employment.

	Economic Activity	Employment Rate
South Staffordshire	75.7%	72.0%
Staffordshire	78.7%	74.6%
West Midlands	75.1%	70.3%
England	77.7%	73.3%

Source: NOMIS 2015; this is based on district data and not ward level

There are 628,000 employees in the Bericote Four Ashes catchment area, there is a higher percentage of full-time (68.7%) than part-time (31.3%) employees which is similar to the national averages (68.5% and 31.5% respectively).

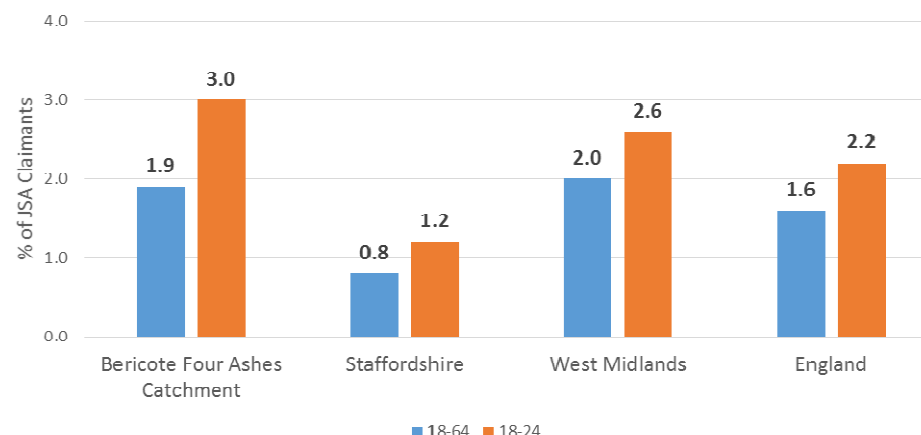
The proportion of residents claiming out of work benefits (9.1%) is lower than the regional (10.7%) and national (9.4%) averages. A breakdown of out of work benefits can be seen below, this shows that although overall out of work benefits are decreasing in the Bericote Four Ashes catchment, Employment Support Allowance and Incapacity Benefit are increasing.

Benefit	Date	Bericote Four Ashes	Staffordshire	West Midlands	England
ESA & IB	Feb 2014	5.4	5.3	6.3	5.9
ESA & IB	May 2014	5.4	5.3	6.4	5.9
ESA & IB	Aug 2014	5.6	5.5	6.5	6.0
ESA & IB	Nov 2014	5.7	5.5	6.6	6.0
Out of Work	Feb 2014	10.0	8.3	11.7	10.3
Out of Work	May 2014	9.7	7.9	11.2	9.8
Out of Work	Aug 2014	9.5	7.8	11.0	9.6
Out of Work	Nov 2014	9.1	7.5	10.7	9.4

Source: NOMIS, DWP Benefits; Out of Work benefits include JSA, ESA/IB, lone parents, carers, others on income related benefit, disabled, bereaved and unknown.

The proportion of residents claiming Job Seekers Allowance can be seen on the graph below. The Bericote Four Ashes catchment has a similar JSA claimant rate as the West Midlands for working age population, but is above the Staffordshire and national averages. The Bericote catchment has the highest rate of youth unemployment when compared to the county, regional and national averages.

At ward level Bilbrook and Wombourne South West have the highest overall JSA rates, whereas Himley and Swindon and Bilbrook have the highest proportions of youth unemployment.



Source: NOMIS Sept 2015

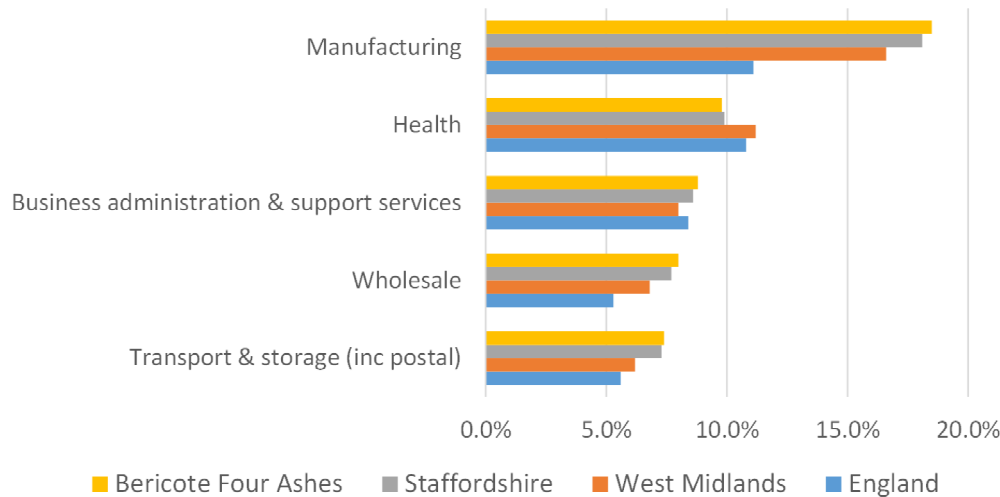
The proportion of 16-18 year olds classified as being Not in Education, Employment or Training (NEET) in South Staffordshire is lower than the county, regional and national averages.

	NEET %
South Staffordshire	3.5%
Staffordshire	4.1%
West Midlands	4.7%
England	4.4%

Source: CCIS and Aspire Database 2015



The top 5 Industry sectors for full-time employees in the Bericote Four Ashes catchment area can be seen below.



Source: NOMIS, BRES 2014

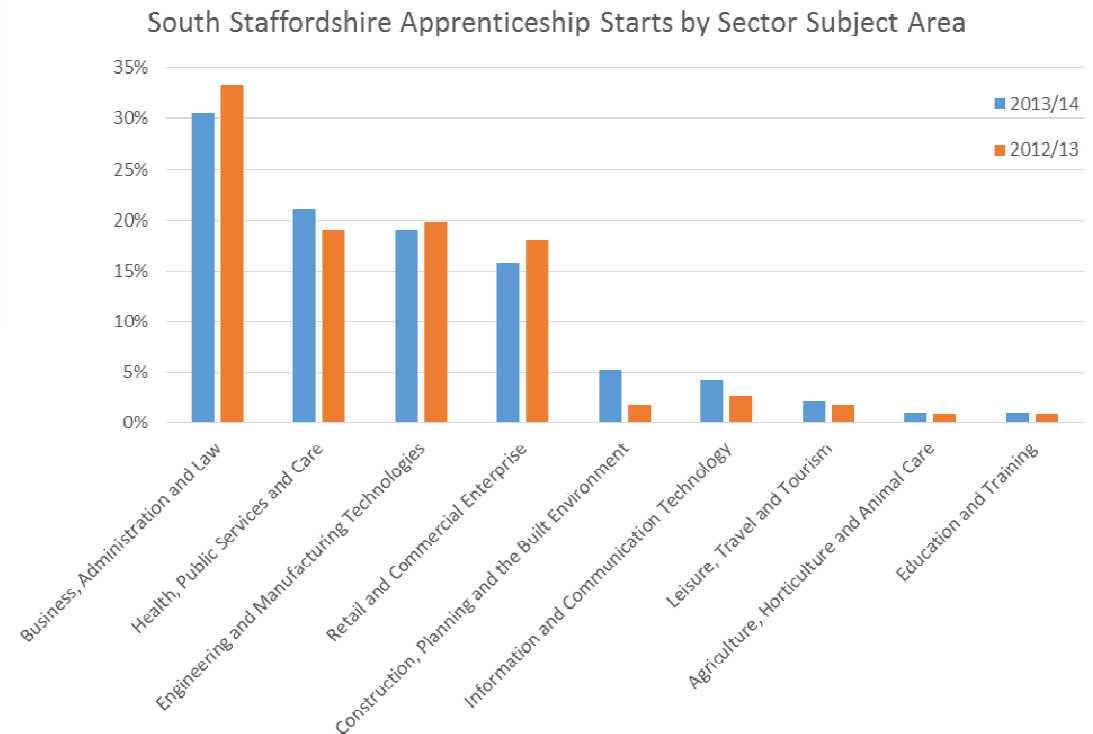
Bericote Four Ashes catchment area has a higher percentage of full-time employees working in these 5 sectors when compared to the county, regional and nationally, with the one exception of Health.

Planning use for this area has been assigned for Manufacturing and Distribution and Warehousing, the most prominent industry sector in the Bericote Four Ashes catchment area is Manufacturing.

The most prominent industry sectors for part-time employees are Retail, Health and Education, with part-time employees making up around one third (31%) of total employees.

Business Administration and Law (31%) is the highest apprentice sector subject area in South Staffordshire, this is also the highest apprenticeship subject area for the county, West Midlands and England.

The highest level of apprenticeship starts in South Staffordshire for all age groups including under 19, 19-24 and 25+ age groups are Intermediate level.



Source: www.gov.uk, Apprenticeship Starts

Apprenticeship success rates in South Staffordshire are higher than the LEP area, regional and national averages, the district has also seen an increase in success rates between 2012/13 and 2013/14 which is in contrast to the declines seen regionally and nationally.

	2012/13		2013/14	
	Starts	Success Rate	Starts	Success Rate
South Staffordshire	1,110	73.5%	950	74.6%
Staffordshire & Stoke-on-Trent LEP	13,360	71.7%	11,330	67.7%
West Midlands	62,430	72.3%	52,410	69.7%
England	504,200	72.3%	434,600	68.9%

Source: [www.gov.uk](http://www.gov.uk), Apprenticeship Success Rates

The level of qualifications of residents in South Staffordshire are higher than the county, regional and national averages. The percentage of residents with no qualifications is also lower than regional and national averages.

Area	% with NVQ4+	% with NVQ3+	% with NVQ2+	% with NVQ1+	% with no qualifications (NVQ)
South Staffordshire	32.2	60.8	80.7	87.9	7.4
Staffordshire	28.4	53.3	73.3	83.5	11.5
West Midlands	29.4	50.1	67.4	79.9	13.2
England	35.7	56.5	73.2	85.1	8.6

Source: NOMIS 2014, Annual Population Survey; this is based on district data and not ward level

The gross average annual salary of full time workers in South Staffordshire is similar to the county, regional and national averages.

	Annual Gross Pay
South Staffordshire	£26,630
Staffordshire	£26,240
West Midlands	£25,018
England	£27,500

Source: NOMIS 2014, Annual Survey of Hours and Earnings; this is based on district data and not ward level

The average salary for the industrial sectors that are most likely to be based on the site are provided in the table below.

Sector	Average Salary
Automotive	£33,620
Aerospace	£41,598
Logistics	£35,132

Source: MySalaryChecker 2015, My Future Role.com

It is important to recognise that the average salary figures provided are a guide only and that salaries will differ by employer.

Clearly, there will be a wide range in salary for each sector dependent on the companies attracted to the site. For example in the automotive industry, an 'automotive technician' can earn from £13,729 to £21,882, while the annual salary of an 'automotive engineer' can range from £29,512 to £43,511.

In the aerospace sector an 'aerospace systems engineer' earns between £30,314 to £42,851.

In the logistics sector, the salary for a 'logistics manager' can range from £25,002 to £45,609, while a 'warehouse worker' can earn between £13,345 and £19,040 per year.

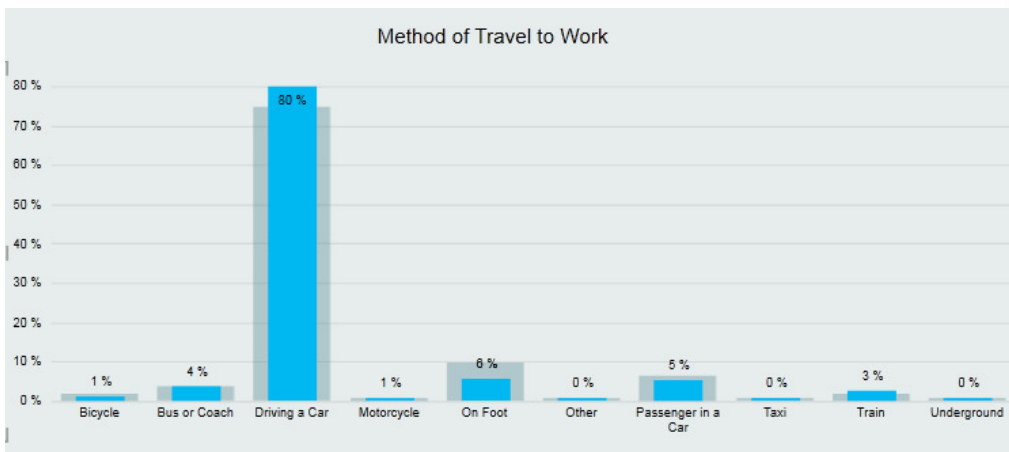
Source: Monster.co.uk Salary Calculator 2015

### Travel to Work

47.6% (25,540) of working age residents living in South Staffordshire work within Staffordshire (35.7%, 19,160 within South Staffordshire itself); the lowest proportion out of all districts. The remaining 52.4% (28,134) of working age residents commute to areas outside of Staffordshire; the most popular being Wolverhampton (19.3%, 10,381); Walsall (7.2%, 3,876); Dudley (7.0%, 3,736); Birmingham (4.7%, 2,545); Sandwell (3.5%, 1,894) and Telford and Wrekin (2.7%, 1,446).

Source: Census 2011 Destinations

The main method of travelling to work in South Staffordshire is by car.



Source: wu03uk Census 2011

### Contact Details

Darren Farmer, Research Co-ordinator

Insight, Planning and Performance, Staffordshire County Council

Tel: 01785 276672

Email: [darren.farmer@staffordshire.gov.uk](mailto:darren.farmer@staffordshire.gov.uk)

