



## 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 Etruria Valley.

## 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 Etruria Valley 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 Etruria Valley.

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

## Employment Site Context

### Site Description

A strategic site located immediately off the A500 with close proximity to the City Centre. Majority of the site, known as Festival Park, was formerly a steelworks extending to c.315 acres with over 600,000 sqft of office and business space and over 400,000 sqft of retail and leisure development already completed. Situated on site includes a four star hotel, five restaurants, a multi-screen cinema, ten pin bowling and an indoor water complex. Etruria Valley is an extension of Festival Park with development opportunity available in Phase 2 which extends to c.75 acres. Initial development of Phase 2 commenced in 2008 which comprise an 80,885 sqft call centre pre-let to Vodafone, a 7,850 sqft office pre-sold to Hanley Economic Building Society and a 35,900 sqft building pre-sold to Wade Ceramics Ltd.

Overall Developable Land: 75 acres (30 hectares) gross, 30 acres (12 hectares) net.

Planning Use: B1, B2 and B8

Site Owner: Stoke-on-Trent Regeneration

Planning Authority: Stoke-on-Trent City Council

Major Local Companies: Vodafone, GSH, Wardell Armstrong, HSBC, bet365

Sat Nav: ST1 5NP

### Drive Time Catchment

There are just under 900,000 people that live within the 30 minute peak drive-time catchment of the Etruria Valley development and over 560,000 are of working age.

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

**Etruria Valley Site Plan**



## Connectivity

Etruria Valley 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 15)	5.5 miles (9km)
Manchester International Airport	37 miles (60km)
M1 (Junction 23a)	43 miles (69km)
Manchester	44 miles (70km)
Nottingham East Midlands Airport	47 miles (76km)
Birmingham	48 miles (78km)
Sheffield	49 miles (80km)
Birmingham International Airport	57 miles (91km)
Hull (Port)	147 miles (237km)
London	161 miles (260km)
Southampton (Port)	186 miles (299km)
Harwich (Port)	215 miles (346km)
Folkestone (Port)	240 miles (386km)



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



## Potential nature of the jobs on the site

### Sector

It is estimated that the Etruria Valley development will generate around 4,330 jobs when complete.

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 business & professional services, manufacturing and applied materials sectors. 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.

Sector	Jobs
Business & professional services	2,058
Applied materials	580
Manufacturing	1,392
Logistics	131
Other	173
<b>Total</b>	<b>4,334</b>

### 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 Etruria Valley**



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

A mix of ‘professional occupations’ and ‘process, plant and machine operatives’ are expected to be the most common occupations at Etruria Valley, accounting for around 1,360 jobs in total. This is to be expected given the significant amount of business & professional services and manufacturing activity that it is anticipated will be present on the site.

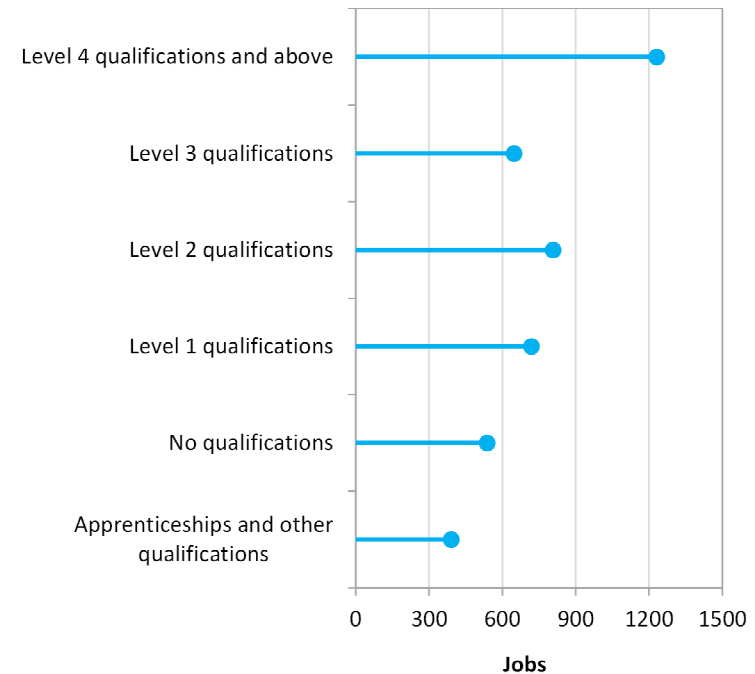
The occupation breakdown also highlights the proportion of employment that is likely to be primarily office-based. In total the top four occupation categories, plus ‘sales and customer service’ occupations, are expected to account for around 2,270 jobs.

### 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 that it is estimated that there is likely to be a larger demand for higher level qualifications required at the Etruria Valley site. 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 Etruria Valley**



*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 Stoke-on-Trent is lower than the national average. The employment rate shows that more than two thirds of the Stoke-on-Trent population are in employment.

	<b>Economic Activity</b>	<b>Employment Rate</b>
Stoke-on-Trent	75.4%	70.0%
Staffordshire	78.7%	74.6%
West Midlands	75.1%	70.3%
England	77.7%	73.3%

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

There are 379,000 employees in the Etruria Valley catchment area, there is a higher percentage of full-time (69%) than part-time (31%) employees and these are similar proportions to the national averages (68.5% and 31.5% respectively).

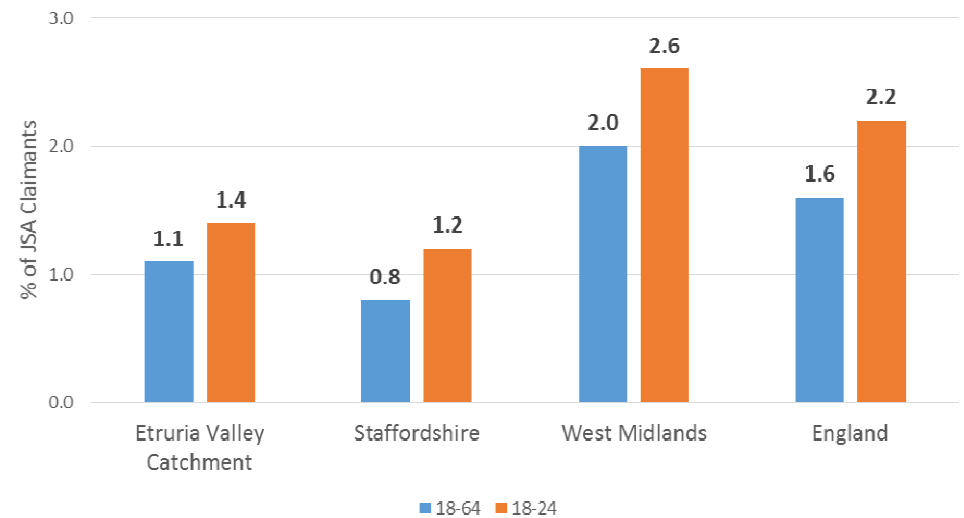
The proportion of residents claiming out of work benefits (8.9%) is lower than the regional (10.7%) and national (9.4%) averages. A breakdown of out of work benefits can be seen below, this shows that although overall out of work benefits are decreasing in the Etruria Valley catchment, Employment Support Allowance and Incapacity Benefit are increasing.

<b>Benefit</b>	<b>Date</b>	<b>Etruria Valley</b>	<b>Staffordshire</b>	<b>West Midlands</b>	<b>England</b>
ESA & IB	Feb 2014	6.2	5.3	6.3	5.9
ESA & IB	May 2014	6.3	5.3	6.4	5.9
ESA & IB	Aug 2014	6.4	5.5	6.5	6.0
ESA & IB	Nov 2014	6.5	5.5	6.6	6.0
Out of Work	Feb 2014	9.9	8.3	11.7	10.3
Out of Work	May 2014	9.4	7.9	11.2	9.8
Out of Work	Aug 2014	9.2	7.8	11.0	9.6
Out of Work	Nov 2014	8.9	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 Etruria Park catchment has a lower JSA claimant rate for the working age population and young people aged 18-24 when compared to the West Midlands and national averages, but is above the Staffordshire average for both measures.

At ward level Moorcroft has the highest overall JSA rate, whereas Joiner's Square have the highest proportions of youth unemployment.



Source: NOMIS Sept 2015

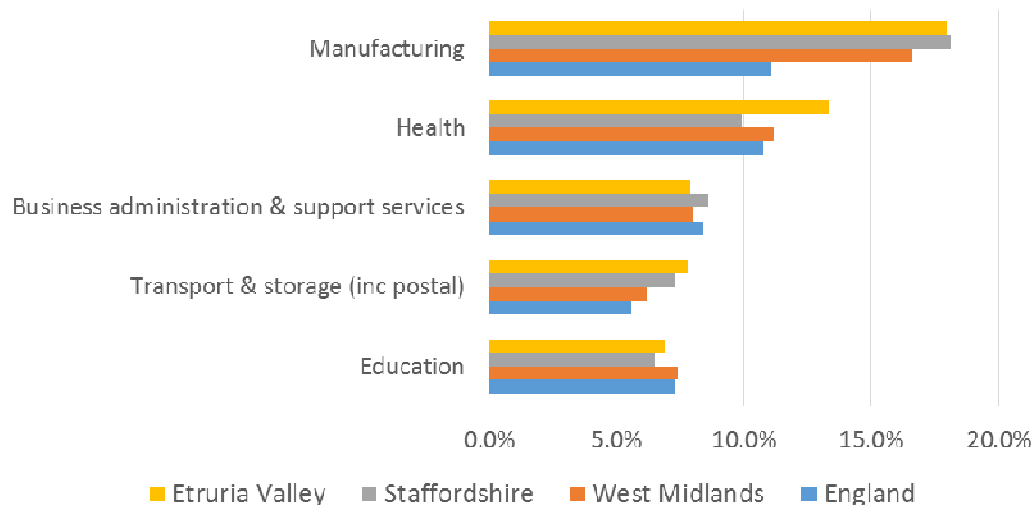
The proportion of 16-18 year olds classified as being Not in Education, Employment or Training (NEET) in Stoke-on-Trent is higher than the county and national averages.

	<b>NEET %</b>
Stoke-on-Trent	5.4%
Staffordshire	4.5%
West Midlands	5.4%
England	4.7%

Source: Department for Education 2014



The top 5 Industry sectors for full-time employees in the Etruria Valley catchment area can be seen below.



Source: NOMIS, BRES 2014

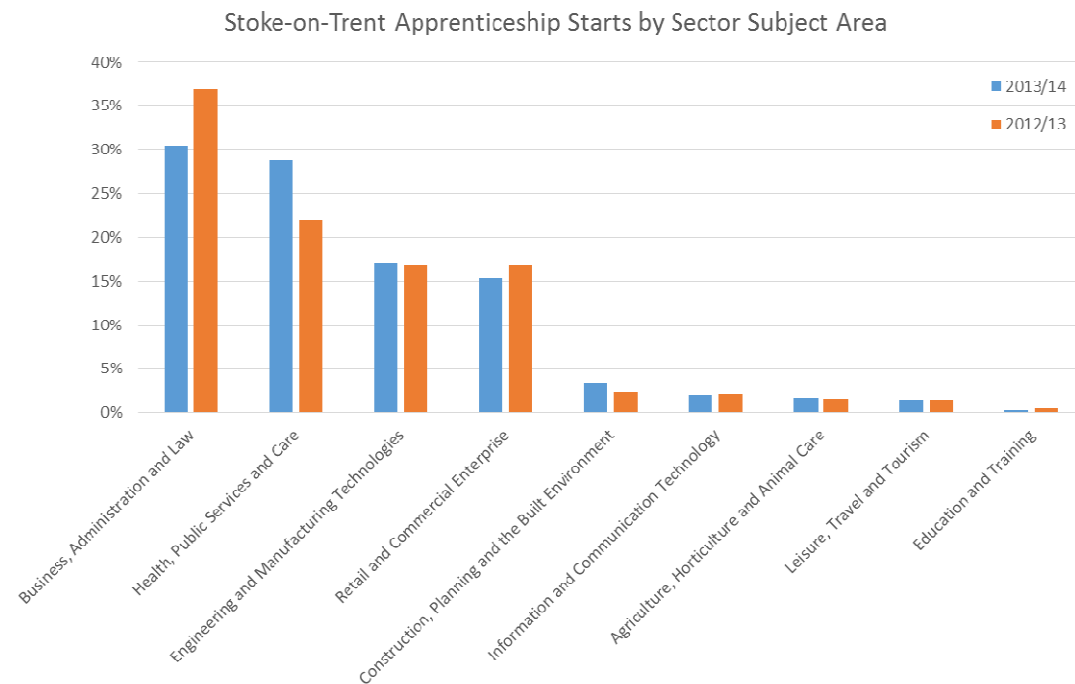
Etruria Valley catchment area has a higher percentage of full-time employees working in the manufacturing, health and transport & storage sectors compared to the regional and national averages. While the catchment has a lower proportion of employees in the business admin & support services and education sectors.

Planning use for this area has been assigned for Business & Professional Services, Applied Materials and Manufacturing the most prominent industry sector in the Etruria Valley catchment area is Manufacturing (18%).

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

Business Administration and Law (30%) is the highest apprentice sector subject area in Stoke-on-Trent, this is also the highest apprenticeship subject area for the county, West midlands and England.

The highest level of apprenticeship starts in Stoke-on-Trent 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 Stoke-on-Trent are lower than the LEP area, regional and national averages, the city follows the same trend of a decline in success rates in 2013/14 when compared to the previous year.

	2012/13		2013/14	
	Starts	Success Rate	Starts	Success Rate
Stoke-on-Trent	3,740	68.3%	2,990	63.9%
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 Stoke-on-Trent are lower than the county, regional and national averages. The percentage of residents with no qualifications is also much higher than regional and national averages.

Area	% with NVQ4+	% with NVQ3+	% with NVQ2+	% with NVQ1+	% with no qualifications (NVQ)
Stoke-on-Trent	21.3	43	60.1	71.9	19.2
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 Stoke-on-Trent is lower than the county, regional and national averages.

	Annual Gross Pay
Stoke-on-Trent	£22,224
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
Business & Professional Services	£41,004
Applied Materials	-
Manufacturing	£36,884

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 manufacturing sector, the salary for a 'manufacturing engineer' ranges from a low of £25,566 to £34,510, while a 'production managers' salary currently ranges from £28,841 to £42,005.

In the applied materials sector, a 'materials engineer' can earn between £27,592 and £39,770, while an experienced 'ceramic designer' can earn £30,000 plus per year.

A 'professional services consultant' earns between £28,559 to £45,112, compared to a 'professional services manager' who can earn between £44,527 and £65,356.

Source: [Monster.co.uk](http://Monster.co.uk) Salary Calculator 2015

### **Travel to Work**

22.1% (23,982) of working age residents living in Stoke-on-Trent work within Staffordshire. 68.7% (74,593) live and work in Stoke-on-Trent. 9.2% (9,963) of residents commute to other areas outside of Stoke-on-Trent or Staffordshire; the most popular being Cheshire East (3.5%, 3,774).

*Source: Census 2011 Destinations*

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