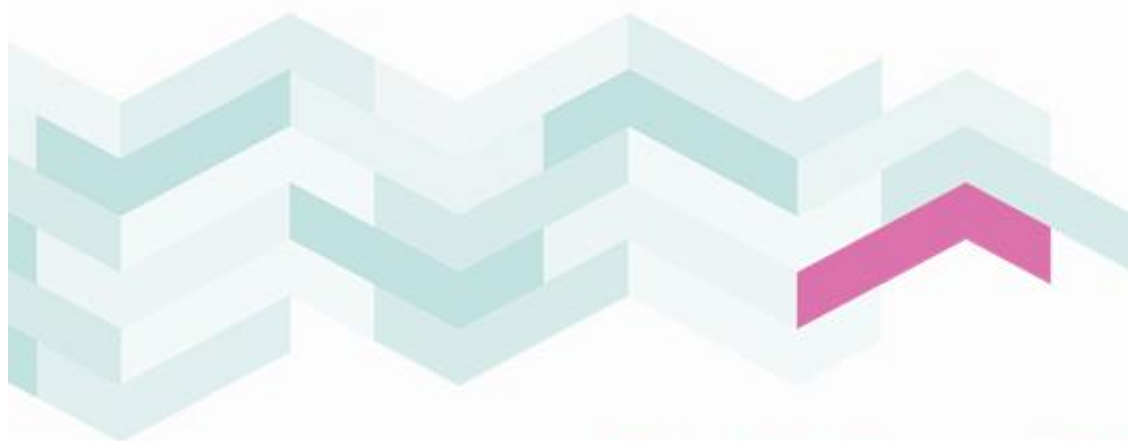


Staffordshire Rural Economic Strategy

Rural Hub Town Profiles



With pride. With purpose. With you.

Staffordshire Rural Hub Town Profile – Leek

Vision: “Leek will be an important civic and service centre for its population and will further strengthen its role as the principal town in the District. The quality of the retail offer in the town centre will have improved further, and the diversity of employment opportunities, facilities, and services it offers increased. It will have enhanced its role as a tourist attraction, building on its special character, heritage and built environment assets.” *Staffordshire Moorlands Local Plan (2020)*

Local Economy

There are 6,800 jobs in Leek (2019)¹

19% Retail (England 9%)

10% Manufacturing (England 8%)

9% Arts & Leisure (England 5%)

7% Accommodation & Food (England 7%)

7% Financial & Insurance (England 4%)

Key employers (250+ employees)



Key employers (50-249 employees)



People

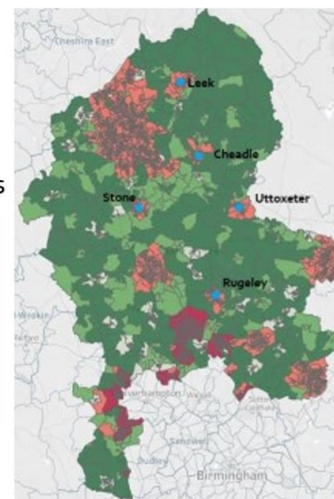
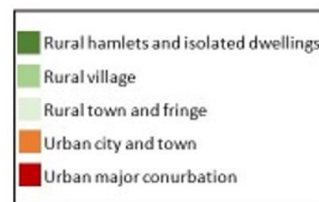
Leek is home to 20,260 residents (2019):

61% working age (16-64) (England 63%)

22% aged 65+ (England 19%)

Place

- ✓ Peak District: 3 miles
- ✓ Derby: 50 minutes
- ✓ Manchester: 1 hour
- ✓ Birmingham: 90 minutes



Deprivation

Leek scores well on the Index of Multiple Deprivation (IMD) for 'Barriers to Housing and Services' and 'Crime', but below average for 'Education'.

Strengths and Opportunities

- ✓ Strong employment base, with global businesses (e.g. Ornuu, Capita)
- ✓ Thriving high street – independent retailers, local branding, low shop vacancy rates
- ✓ Local centre for agricultural supplies
- ✓ Tourism opportunities:
 - Proximity to the Peak District
 - Visitor-focused shops, markets & facilities
 - Historic and attractive townscape

Challenges

- ✓ Empty mill buildings and contaminated industrial land (viability gap)
- ✓ Weak transport links (especially public transport, and no rail station)
- ✓ Lack of modern business space and serviced land for business growth

1. Agriculture catchment employment is not well represented in Lower Layer Super Output Area data. Employment 8% (2,421 jobs) in Staffordshire Moorlands. Produced by WECD on behalf of Staffordshire County Council. Data sources: ONS population estimates (2019), Staffordshire County Council IDBR (2020), ONS BRES (2019), MHCLG IMD (2019). www.ecd.com

Staffordshire Rural Hub Town Profile – Cheadle

Vision: "A modern rural hub with a historic core and a thriving micro-business heart. Cheadle will become a more sustainable settlement, better able to meet its own needs, enhancing and enlarging its role as a significant service centre for the local population and those in its rural hinterland, and achieved through growth in housing and employment, with significant investment in the town's social and physical infrastructure." *Staffordshire Moorlands Local Plan (2020)*

Local Economy

There are 4,425 jobs in Cheadle (2019)¹

38% Manufacturing (England 8%)

9% Retail (England 9%)

6% Accommodation & Food (England 7%)

6% Construction (England 5%)

Key employers (250+ employees)



Key employers (50-249 employees)



People

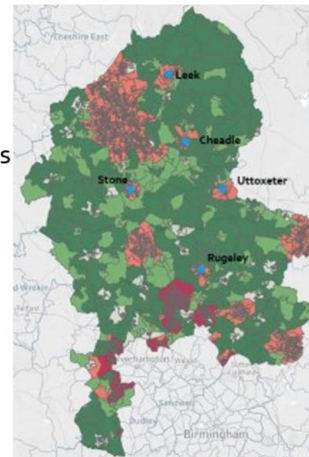
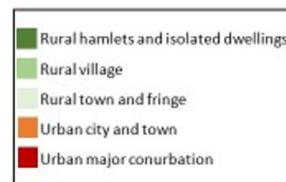
Cheadle is home to 11,353 residents (2019):

59% working age (16-64) (England 63%)

25% aged 65+ (England 19%)

Place

- ✓ Derby: 45 minutes
- ✓ Birmingham: 1 hour
- ✓ Manchester: 90 minutes



Deprivation

Cheadle scores well on the Index of Multiple Deprivation (IMD) for 'Barriers to Housing and Services', but below average for 'Employment', 'Health' and 'Education'.

Strengths and Opportunities

- ✓ Strong manufacturing base with global businesses (e.g. JCB, Klarius)
- ✓ Opportunity to re-shape key sites to serve the town (following change of use/demand)
- ✓ Close to A50 (Derby-Stoke) growth corridor
- ✓ Tourism opportunities:
 - Proximity to Alton Towers
 - Proximity to the Peak District
 - Historic townscape and local attractions, including St Giles' church

Challenges

- ✓ High shop unit vacancies and part-time use (poor quality frontages)
- ✓ Lack of house building to meet local needs and stimulate economy
- ✓ Poor transport infrastructure (poor links to A50 for industrial traffic, no rail station)

1. Agriculture catchment employment is not well represented in Lower Layer Super Output Area data. Employment 8% (2,421 jobs) in Staffordshire Moorlands. Produced by WECD on behalf of Staffordshire County Council. Data sources: ONS population estimates (2019), Staffordshire County Council IDBR (2020), ONS BRES (2019), MHCLG IMD (2019). www-ecdc.com

Staffordshire Rural Hub Town Profile – Uttoxeter

Vision: “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.”

Uttoxeter Masterplan(2020)

Local Economy

There are 6,470 jobs in Uttoxeter (2019)¹

26% Manufacturing (England 8%)

16% Retail (England 9%)

11% Accommodation & Food (England 7%)

7% Arts & Leisure (England 3%)

Key employers (250+ employees)



Key employers (50-249 employees)



People

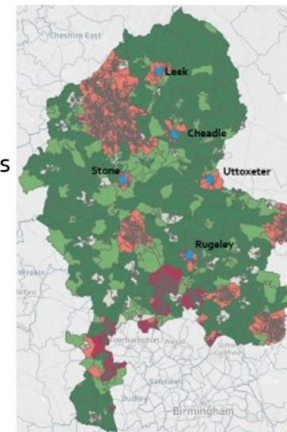
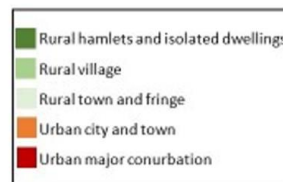
Uttoxeter is home to 13,467 residents (2019):

62% working age (16-64) (England 63%)

20% aged 65+ (England 19%)

Place

- ✓ Derby: 30 minutes
- ✓ Birmingham: 1 hour
- ✓ Manchester: 80 minutes



Deprivation

Uttoxeter scores well on the Index of Multiple Deprivation (IMD) for 'Barriers to Housing and Services' and 'Crime' but below average for 'Employment', 'Health' and 'Education'.

Strengths and Opportunities

- ✓ Tourism opportunities
 - Proximity to Alton Towers
 - Proximity to surrounding countryside
 - Racecourse
- ✓ Good road and rail transport links
- ✓ Number of retail and residential development site opportunities

Challenges

- ✓ Town centre investment needed (high retail unit vacancies, lack of quality, old retail stock)
- ✓ Limited high-quality hotel accommodation offer
- ✓ Number of sites in third party ownership, restricting Council ability to intervene

1. Agriculture catchment employment is not well represented in Lower Layer Super Output Area data. Employment 2% (1,283 jobs) in East Staffordshire. Produced by WECD on behalf of Staffordshire County Council. Data sources: ONS population estimates (2019), Staffordshire County Council IDBR (2020), ONS BRES (2019), MHCLG IMD (2019). www.ecd.com

Staffordshire Rural Hub Town Profile – Stone

Vision: “Stone will be notable as a thriving market town alongside the river and canal, with an attractive and accessible historic centre, a high-quality network of green space, a wide range of leisure and recreational activities, a successful tourism sector, high quality local services and a diversity of local employment opportunities.” *Stone Neighbourhood Plan (2018)*

Local Economy

There are 7,075 jobs in Stone (2019)¹

22% Manufacturing (England 8%)

9% Retail (England 9%)

9% Business Admin & Support (England 9%)

8% Accommodation & Food (England 7%)

8% Arts & Leisure (England 7%)

Key employers (250+ employees)



Key employers (50-249 employees)



People

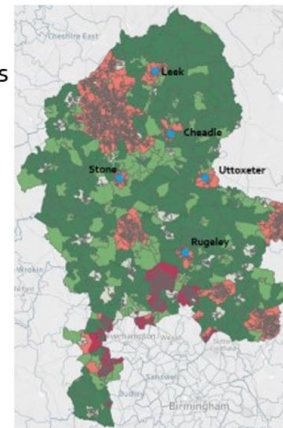
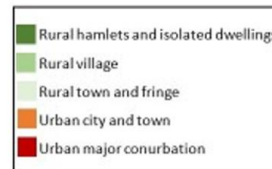
Stone is home to 16,979 residents (2019):

59% working age (16-64) (England 63%)

23% aged 65+ (England 19%)

Place

- ✓ Stoke-on-Trent: 20 minutes
- ✓ Birmingham: 45 minutes
- ✓ Derby: 50 minutes
- ✓ Manchester: 70 minutes



Deprivation

Stone scores well on the Index of Multiple Deprivation (IMD) for 'Barriers to Housing and Services' and 'Living Environment' but below average for 'Employment' and 'Education'.

Strengths and Opportunities

- ✓ Historic and attractive townscape, including local tourist attractions (e.g. canal)
- ✓ Growing arts, crafts and creative sector
- ✓ Strong local food and drink offer
- ✓ HS2 – local supply chain and employment opportunities
- ✓ Housing and employment site development opportunities (e.g. Meecebrook)

Challenges

- ✓ A34 Meaford industrial site needs further development, promotion and investment
- ✓ Risk that HS2 results in Stone becoming a 'commuter town' with loss of its village and community 'feel'

1. Agriculture catchment employment is not well represented in Lower Layer Super Output Area data. Employment 4% (2,693 jobs) in Stafford Borough. Produced by WECD on behalf of Staffordshire County Council. Data sources: ONS population estimates (2019), Staffordshire County Council IDBR (2020), ONS BRES (2019), MHCLG IMD (2019). www.ecd.com

Staffordshire Rural Hub Town Profile – Rugeley

Vision: “We will preserve, enhance and develop the identity, environmental impact and rich history of Rugeley, whilst drawing upon the advantages and opportunities to be found in forthcoming developmental projects. With many conservation areas, Rugeley will be well used by its communities and will also attract visitors to its unique location between the River Trent, the canal and Cannock Chase AONB.”

Rugeley Town Council Strategy and Action Plan (2021/22)

Local Economy

There are 8,680 jobs in Rugeley (2019)¹

25% Transport & Storage (England 5%)

17% Manufacturing (England 8%)

12% Retail (England 9%)

8% Accommodation & Food (England 7%)

Key employers (250+ employees)

amazon

JCB

Armitage
Shanks

Key employers (50-249 employees)

ULTRA

HAWKINS
LOGISTICS

PREMIER
NUTRITION

N. S. CLARKE TRANSPORT LTD

Royal Mail

People

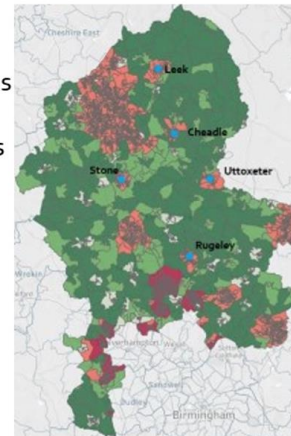
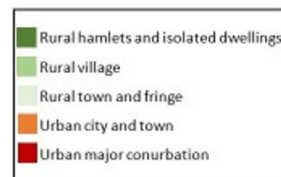
Rugeley is home to 24,735 residents (2019):

61% working age (16-64) (England 63%)

21% aged 65+ (England 19%)

Place

- ✓ Birmingham: 40 minutes
- ✓ Derby: 40 minutes
- ✓ Manchester: 90 minutes



Deprivation

Scores well on the Index of Multiple Deprivation (IMD) for most measures, including 'Income', but below average for 'Barriers to Housing and Services'.

Strengths and Opportunities

- ✓ New large housing opportunities at former Rugeley Power Station site (including opportunities for innovative, low carbon solutions) and at Aelfgar site
- ✓ Good transport connectivity (road and rail)
- ✓ Tourism opportunities: attractive and historic town centre, close to Cannock Chase AONB
- ✓ Independent traders dominate town centre

Challenges

- ✓ Town centre investment needed, including public realm
- ✓ Need to look at mixed use opportunities in the town centre
- ✓ Pockets of deprivation, including education and connectivity

1. Agriculture catchment employment is not well represented in Lower Layer Super Output Area data. Employment 1% (1,222 jobs) in Cannock Chase, Tamworth and Lichfield council areas.
Produced by WECD on behalf of Staffordshire County Council
Data sources: ONS population estimates (2019), Staffordshire County Council IDBR (2020), ONS BRES (2019), MHCLG IMD (2019). www.ecd.com