

Supporting Economic Growth

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Economic Context

- **Home to around 33,000 businesses and over 4,500 businesses now in the county compared with 2010**
- **Around 42,000 additional new jobs created in Staffordshire since 2010**
- **Continued cost-of-living challenges but disposable household income increasing faster than national and regional averages**
- **Unemployment rates below regional and national averages but number of claimants increasing in recent months shows challenging business conditions**

A CONNECTED COUNTY

TRAIN



Stafford to Manchester
50 MINUTES

Burton to Birmingham
23 MINUTES

Lichfield to London
1 HOUR 7 MINUTES

AIR



Four airports
WITHIN AN HOUR'S DRIVE
(Manchester, Birmingham, East Midlands, Liverpool)

ROAD



M6, M54, A50, A500, A38, M6 TOLL



WITHIN A 45 MINUTE DRIVE TIME OF STAFFORDSHIRE THERE ARE

OVER 7M PEOPLE
including 4m
working age adults

15 UNIVERSITIES
with three world class
research-intensive
institutions

Over a
QUARTER OF A MILLION
businesses



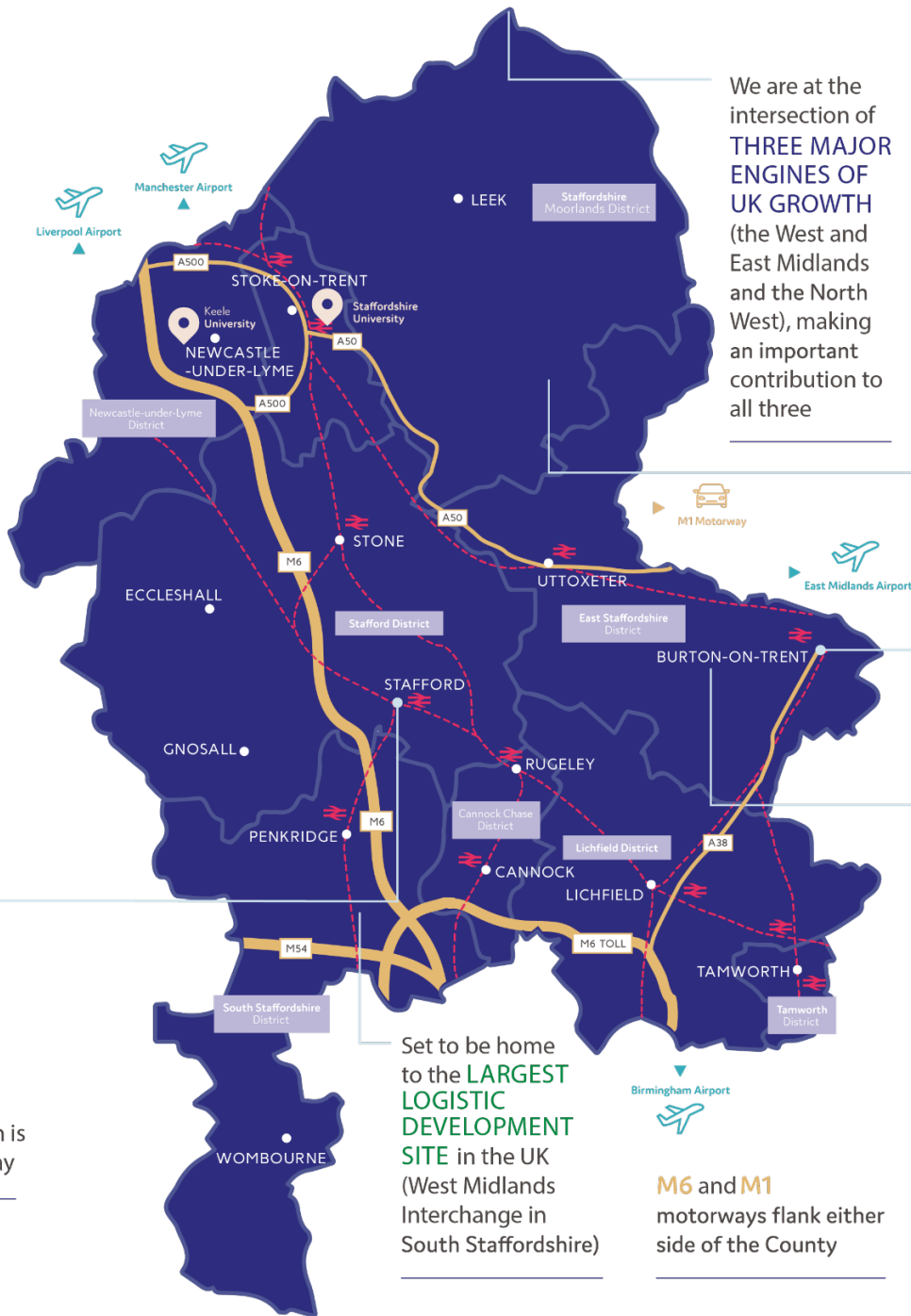
We're investing
£100M in
our Highway
Infrastructure during
2022 - 2023



40% OF THE UK POPULATION
live within a 2-hour
drive time of
Staffordshire



Our County Town
of Stafford will be a
MAJOR HIGH SPEED 2 RAIL HUB,
meaning that London is
less than an hour away



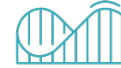
We are at the intersection of **THREE MAJOR ENGINES OF UK GROWTH** (the West and East Midlands and the North West), making an important contribution to all three

Set to be home to the **LARGEST LOGISTIC DEVELOPMENT SITE** in the UK (West Midlands Interchange in South Staffordshire)

M6 and M1 motorways flank either side of the County



A cost effective place to live, learn and thrive, we offer **POTENTIAL SALARY SAVINGS OF 11.3%** against the national average



Home to the **UK'S BIGGEST THEME PARK** (Alton Towers)



Home to the **BREWING CAPITAL OF THE WORLD** (Burton-on-Trent)



Home to the **NATIONAL FOOTBALL TEAM** (St Georges Park, Burton on Trent)



96.4%
superfast
broadband
coverage



HOME TO GLOBAL BRANDS, such as Michelin, JCB, BET365, JLR, Lucideon, Bass, Portmeirion, Hitachi


Economic Strategy

2023-30

www.staffordshire.gov.uk/business



By 2030, the people of Staffordshire will be able to benefit from more and better paid jobs, with the county being one of the primary locations for sustainable growth and investment in the UK, creating places that we can all be proud of, driven by innovation, new technologies and supporting the move towards carbon neutrality.



Our Economic Ambitions



Work with our partners to regenerate our town centres.



Enable people to benefit from better paid, local jobs.



Support people to start and grow their business.



Encourage greater levels of innovation activity.



Develop those investment-ready projects that will be vital to the future of the county.



Develop our strategic corridors to enable businesses in Staffordshire to innovate and grow

National Funding

District	Funding (£m)
Newcastle-under-Lyme	58.37
East Staffordshire	33.02
Stafford	32.54
Cannock Chase	25.71
Tamworth	24.03
Staffordshire Moorlands	20.94
South Staffordshire	4.31
Lichfield	3.68
Total	202.6

Key Projects (1)

- **Driving forward the A50 / A500 corridor programme which presents some of the most significant opportunities in the country, particularly around energy and hydrogen technologies**
- **Procurement for a development partner for the Eastgate Regeneration Scheme underway**
- **Continuing to promote the county as the place to live, work and invest through our We Are Staffordshire activity**
- **Supporting the delivery of the West Midlands Interchange scheme which will create around 8,500 jobs**

Key Projects (2)

- **Delivery and management of high-quality business premises, including our Enterprise Centres and Shire Hall**
- **Supporting businesses to start, survive and thrive through the direct delivery of numerous business support schemes including Get Started & Grow, peer networks and My Own Boss**
- **Delivery of our £20m Levelling Up Fund programme, including highways improvements in Branston to support growth**
- **Delivery of Chatterley Valley West, unlocking a site which will create 1,700 jobs and generate £67m of GVA**

Key Projects (3)

- **Supporting business to adapt to climate change requirements through our sben service and supporting programmes**
 - **Promoting our visitor economy and working to maximise the opportunities presented by our recently announced Local Visitor Economy Partnership**
 - **Continuing to consider how we can take full advantage of Government programmes including Network North**
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