The purpose of this document is to provide a general overview of key business data for South Staffordshire.

We would like to thank the following for their contributions:

- Andrew Lindop, Assistant Housing Strategy & Regeneration Officer
- Tracey Richards, Revenues & Benefits Manager
- Jamie Angus, Communications Officer

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Foreword

Since the introduction of the Locality Data Profiles in 2008, we have aimed to continually improve on information that is collated and published.

The feedback we received following last year’s profiles highlighted an appetite for a more detailed look at the district from a business perspective.

This profile has been put together to provide a greater insight and a better understanding of what issues face businesses in our district. I hope you find this useful.

Finally, I would like to say that the production of this document shows that we as a partnership have strong links with local businesses which can only get stronger through further engagement.

Brian Edwards
Leader of South Staffordshire Council

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1. Setting the scene

The district of South Staffordshire is a primarily rural area situated between the county of Shropshire and the city of Wolverhampton. According to the 2011 census, the population of the district is 108,100 residents.

Despite its rural nature, the ONS business demography reported that the district had an estimated 4,110 active enterprises in 2008. This is an approximate increase of 5.5% compared to active enterprises recorded in 2004.

The positive outlook for employment in South Staffordshire is reflected by the low unemployment rate the district has when compared to the rest of the country.

South Staffordshire has industrial estates located across the district including sites at Four Ashes, Landywood, Hilton and Wombourne.

The district is also home to the i54 South Staffordshire. This is a fantastic investment opportunity for businesses, providing 220 acres of prime build-ready land right at the heart of the UK transport network.

This prime investment location has already had millions of pounds poured into it with international high tech leaders Moog and Eurofins already on site, with one of Britain’s most prestigious companies, Jaguar Land Rover, soon to follow. South Staffordshire Council, along with Staffordshire County Council and Wolverhampton City Council are all committed to working together to build on the success of the location.

South Staffordshire Council is dedicated to engaging with businesses and making sure that support and guidance is available to local businesses and anyone wanting to start a business. This is typified by our Business Page on the council website which provides information on business rates, procurement, grants, licensing, planning and building control and other useful information.

In addition, the My Place, My Say forum is available to businesses. This is an open forum for businesses in South Staffordshire where they can speak to other businesses, share experiences and find out the latest news.

South Staffordshire Council is also a part of the Local Enterprise Partnership (LEP) for Staffordshire and Stoke-on-Trent. The LEP is a new business promotion partnership that will provide a solid local focus for economic generation, representing local businesses in promoting a better deal for the area.
South Staffordshire Locality Model

The map below shows how South Staffordshire has been developed as a locality model. The district is made up of five localities that include a total of twenty-seven parishes.
Localities at ward level

South Staffordshire contains 68 Lower Super Output Areas across 25 wards.

The maps on this page show each locality and the wards that make up that locality.

This document will contain data that has been broken down to ward level, and where possible, parish level.

Locality 1

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Locality 2

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Locality 3

© Crown copyright and database rights 2012 Ordnance Survey

Locality 4

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Locality 5

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2. Business demographics

Employment by ward

It is estimated that there are 30,424 people who work within South Staffordshire. The map below shows where the employees are located, with any ward with more than 1000 employees highlighted.

Locality 5 has the most employees with 8,104. Then follows Locality 3 with 7,680, Locality 1 with 5,847 and Locality 4 with 5,162 employees.

Looking at the wards with the fewest employees, it can be seen that 6 of the bottom 8 wards fall into Locality 4, including all 3 of the Perton wards.

N.B. Employment = employees + working proprietors. Working Proprietors are sole traders, sole proprietors, partners and directors. This does not apply to registered charities.
The graph below shows how employment in South Staffordshire is distributed across each employment sector.

It can be seen that the Manufacturing sector had the greatest number of employees in 2010 with 4,202. This is an increase of 616 employees from 2009. This increase has been denoted on the graph as +616.

The sector with the biggest decrease was Wholesale, dropping by 308 employees, leaving a total of 1,383 in South Staffordshire.

Overall, there was an increase of 2,880 people in the employment change between 2009 and 2010.

Some of the largest employers in South Staffordshire include -

Argos distributors Ltd, Calypso Soft Drinks Ltd, Featherstone HMP/Brinsford Young Offenders Institute, Hansteen UK Industrial Property, Ibstock Building Products Ltd, Mann & Hummel (UK) Ltd, McCain Foods (GB) Ltd, NILGOSC, Sainsbury's Supermarkets Ltd, South Staffordshire College, South Staffordshire Council, South Staffordshire Housing Association, Staffordshire County Council, Stone Computers Ltd, Sun Valley Foods Ltd, Tarmac Topblock Ltd and UBS Triton Property Fund Ltd.
**Locality comparison**

The graph below shows the proportion of workers employed in each locality for each of the seven most populated sectors. For comparison purposes, the district average is also included.

For instance, while the district has an average rate of nearly 14% of people employed in Manufacturing, Locality 1 only has a rate of just under 8% while Locality 3 has a rate of nearly 20%.

Source: NOMIS 2010 Estimates
Empty commercial properties

As of the middle of May 2012, there were 276 empty commercial properties in South Staffordshire and the table below is a breakdown by locality.

<table>
<thead>
<tr>
<th>Locality 1</th>
<th>Locality 2</th>
<th>Locality 3</th>
<th>Locality 4</th>
<th>Locality 5</th>
<th>South Staffordshire</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>55</td>
<td>80</td>
<td>42</td>
<td>62</td>
<td>276</td>
</tr>
</tbody>
</table>

The map below gives a general location of the properties by parish. Although not a parish, due to the high number of properties, Four Ashes is included on its own. The majority of empty properties in Four Ashes are located in Station Road, where there is an industrial estate.

Elsewhere, Great Wyrley, Penkridge and Wombourne all had the same number of empty properties. These three locations all include enterprise parks/industrial estates which has a bearing on the final total. A large proportion of the properties in Pattingham and Patshull are located at the Mill Centre, Garden Village, by Shipley.

Additional locations

- Shareshill-7 properties
- Brewood-6
- Wheaton Aston-5
- Perton-5
- Coven-4
- Trysull-3
- Swindon-3
- Huntington-3
- Featherstone-3
- Dunston-3
- Blymhill-3
- Bilbrook-2
- Bednall-2
- Enville, Hatherton, Lower Penn, Saredon, Seisdon, Stretton all have 1 empty property

Source: Business Rates, South Staffordshire Council

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Property type

The chart below gives a breakdown of the empty commercial properties by type. Of the 276 premises that are empty, 39 are either unclassified or have a zero rateable value.

It can be seen that offices are the most common premises type. The location with the highest number of empty offices is Four Ashes with 14 premises. Penkridge, Great Wyrley, Essington, Hilton, Wombourne and Kinver all have between 5 and 6 properties.

There are 52 properties classed as workshops, 13 of these are located in Wombourne with a further 8 at Four Ashes.

Great Wyrley had the highest number of empty shops, with a total of 12 properties.

The 26 properties classed as "other" are made up of a number of premises types including showrooms, post offices, stables, garages and business units amongst others.

How long have the properties been empty?

The graph below gives an indication of how long properties have been empty.

Since 1st January 2011 to mid-May 2012, 153 properties have become empty, equating to over 55% of all the empty properties currently in South Staffordshire.

Of these 153 properties, 49 are located in Locality 3 although there is no hotspot area as the majority of properties were spread evenly across Cheslyn Hay, Essington, Great Wyrley and Hilton.

Wombourne has had the highest number of empty commercial properties since the start of January 2011 with 21 properties. Other locations that have had higher numbers of vacated properties since then include Pattingham and Patshull (19), Penkridge (13) and Four Ashes (12). Of these recently vacated properties across the district, 34 are workshops, 22 are shops and 22 are offices.

There are 33 properties which have been empty since 2005. Four Ashes accounts for 19 of these properties while the remainder are spread across the district. The property type most common in Four Ashes is offices.

Survival rates of new businesses

The table below shows the survival rates of businesses that formed in 2007 and how many were still operational up to 2010. It can be seen that businesses that started in South Staffordshire during 2007 had a higher rate of survival than both the county and the United Kingdom.

<table>
<thead>
<tr>
<th></th>
<th>No. of births</th>
<th>2007 (%)</th>
<th>2008 (%)</th>
<th>2009 (%)</th>
<th>2010 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Staffordshire</td>
<td>455</td>
<td>100</td>
<td>97.8</td>
<td>86.2</td>
<td>68.6</td>
</tr>
<tr>
<td>Staffordshire County</td>
<td>3,570</td>
<td>100</td>
<td>95.5</td>
<td>82.6</td>
<td>63.8</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>280,730</td>
<td>100</td>
<td>95.4</td>
<td>81.1</td>
<td>63</td>
</tr>
</tbody>
</table>

Source: Business Demography 2010
**Births of new enterprises**

The graph below shows the percentage change since 2005 for the number of new enterprises. While the plots on the graph show the percentage change by year, the number of new enterprises is also shown. For comparison purposes, figures for the United Kingdom and Staffordshire County have been included.

![Graph showing percentage change of births](image)

**Deaths of enterprises**

The graph below shows the percentage change since 2005 for the number of businesses closing down. While the plots on the graph show the percentage change by year, the number of deaths is also shown. For comparison purposes, figures for the United Kingdom and Staffordshire County have been included.

![Graph showing percentage change of deaths](image)
Employment rate (Population aged 16-64)

The table below compares the employment rate for the resident population aged between 16 and 64 for South Staffordshire, West Midlands and England.

<table>
<thead>
<tr>
<th></th>
<th>Oct 06-Sep 07 (%)</th>
<th>Oct 07-Sep 08 (%)</th>
<th>Oct 08-Sep 09 (%)</th>
<th>Oct 09-Sep 10 (%)</th>
<th>Oct 10-Sep 11 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>South Staffordshire</strong></td>
<td>70.2</td>
<td>75.9</td>
<td>76.7</td>
<td>75.3</td>
<td>70.8</td>
</tr>
<tr>
<td>West Midlands</td>
<td>70.7</td>
<td>70.2</td>
<td>68.4</td>
<td>67.8</td>
<td>67.0</td>
</tr>
<tr>
<td>England</td>
<td>72.6</td>
<td>72.6</td>
<td>71.1</td>
<td>70.5</td>
<td>70.1</td>
</tr>
</tbody>
</table>

It can be seen that South Staffordshire, West Midlands and England have seen slight changes in the rates since October 2006. Despite the reduced rate from September 2010, South Staffordshire has had a higher rate of employment than both the West Midlands and England since October 2007.

Population aged 16+ who are self-employed

The table below compares the self-employed rate for the population aged between 16 and 64 for South Staffordshire, West Midlands and England.

<table>
<thead>
<tr>
<th></th>
<th>Oct 06-Sep 07 (%)</th>
<th>Oct 07-Sep 08 (%)</th>
<th>Oct 08-Sep 09 (%)</th>
<th>Oct 09-Sep 10 (%)</th>
<th>Oct 10-Sep 11 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>South Staffordshire</strong></td>
<td>15.2</td>
<td>15.3</td>
<td>10.9</td>
<td>14.8</td>
<td>21.4</td>
</tr>
<tr>
<td>West Midlands</td>
<td>11.8</td>
<td>12.1</td>
<td>11.9</td>
<td>12.6</td>
<td>12.8</td>
</tr>
<tr>
<td>England</td>
<td>13.2</td>
<td>13.2</td>
<td>13.3</td>
<td>13.7</td>
<td>14.0</td>
</tr>
</tbody>
</table>

Between October 2010 and September 2011, South Staffordshire saw a higher rate of the employment population who are self-employed, compared to the rest of the region and the country.

Qualification levels of population

The table below compares the qualification levels of males aged 19-64 and females aged 19-59 for South Staffordshire, West Midlands and England in 2010.

<table>
<thead>
<tr>
<th></th>
<th>NVQ Level 4 or higher (%)</th>
<th>NVQ Level 3 or higher (%)</th>
<th>NVQ Level 2 or higher (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>South Staffordshire</strong></td>
<td>29.1</td>
<td>56.4</td>
<td>77.0</td>
</tr>
<tr>
<td>West Midlands</td>
<td>28.2</td>
<td>47.4</td>
<td>67.8</td>
</tr>
<tr>
<td>England</td>
<td>33.5</td>
<td>52.7</td>
<td>72.7</td>
</tr>
</tbody>
</table>

It can be seen that South Staffordshire has a higher proportion of residents with either NVQ Level 2, 3 or higher than both the region and the rest of the country. The district also has a slightly higher rate of people who have NVQ Level 4 or higher than the West Midlands as a whole.

Population aged 16-64 with no qualifications

The table below compares the population rate of those aged between 16 and 64 with no qualifications for South Staffordshire, West Midlands and England.

<table>
<thead>
<tr>
<th></th>
<th>2007 (%)</th>
<th>2008 (%)</th>
<th>2009 (%)</th>
<th>2010 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>South Staffordshire</strong></td>
<td>15.5</td>
<td>13.6</td>
<td>9.8</td>
<td>6.3</td>
</tr>
<tr>
<td>West Midlands</td>
<td>17.2</td>
<td>17.1</td>
<td>16.2</td>
<td>15.1</td>
</tr>
<tr>
<td>England</td>
<td>13.1</td>
<td>13.3</td>
<td>12.1</td>
<td>11.1</td>
</tr>
</tbody>
</table>

During 2010 there were 4,200 people with no qualifications within South Staffordshire. The district has a much lower rate than both the West Midlands and England.
What is the current rate of worklessness and unemployment in South Staffordshire?

‘Worklessness’ is a much broader term than ‘unemployment’ and is used to describe all of those people who are out of work but could work. These include people claiming Jobseeker’s Allowance, Employment Support Allowance/ Incapacity Benefit, Lone Parent benefits and other income related benefits.

Job Seeker’s Allowance

Job seekers are a sub-group of the total workless population, but one which provides the most up-to-date assessment of unemployment at a ward level and provides insight into age and duration.

In April 2012, 2.6% of the working age population in South Staffordshire were claiming Job Seeker’s Allowance (JSA). The unemployment claimant rate ranges from 4.3% in Huntington and Hatherton to 1.3% in Wheaton Aston, Bishop’s Wood and Lapley. During the recent economic downturn, JSA claimant unemployment reached 2,210 people in August 2009, the situation has now improved with only 1,807 people claiming JSA in March 2012.

The graph below shows the number of people claiming JSA in March 2011 and March 2012. Great Wyrley Landywood saw the largest increase of claimants (+ 40) whilst Great Wyrley Town had the biggest decrease (- 24).

Since 2008 Perton Lakeside has consistently been the ward with the highest number of JSA claimants and in March 2012 3.9% of the working population of Perton Lakeside were claiming JSA. The wards with the highest percentage of the working age population claiming JSA are Huntington and Hatherton (4.3%), Bilbrook (4.2%) and Great Wyrley Landywood (4.2%).

Number of people claiming JSA by ward in March 2011 and March 2012

Source: NOMIS 2010 Estimates
Duration of JSA claimants in March 2012

Up to 6 months

There were 1,050 people who had been claiming JSA for 6 months or less in March 2012, this is a decrease on the previous March where there were 1,190 claimants.

The 3 wards with the highest number of people claiming JSA for up to 6 months are Perton Lakeside (100), Great Wyrley Landywood (80) and Huntington and Hatherton (75). Since April 2011, there hasn’t been a major shift (- or +10) in the numbers claiming benefits for 6 months.

6–12 months

There has been a 12% increase in the number of people who are claiming JSA for 6 to 12 months since April 2011. The wards that have seen the biggest increase are Great Wyrley Landywood (15 to 30 claimants) and Perton Lakeside (25 to 40 claimants). Featherstone and Shropshire saw the biggest decrease with 10 claimants now no longer claiming JSA (30 down to 20).

12 month plus

During April 2010 to March 2011, there were 3,960 people who had been claiming JSA for over 12 months and during April 2011 to March 2012 there were 3,235 claimants which equates to a decrease of 725 claimants. Between April 2011 and March 2011, Perton Lakeside had the highest number of claimants (465), followed by Brewood and Coven (285) and Wombourne South West (260).

The wards with the lowest claimants were Pattingham and Patshull with no one making a claim, followed by Trysull and Seisdon with 20 and Penkridge North East and Acton Trussell with 40.

JSA claimants as at March 2012

Source: NOMIS 2010 Estimates
Youth Unemployment

The group suffering disproportionately from unemployment locally has been the 16—24 year old age group, who are commonly referred to as the ‘youth unemployment’ client group.

Between April 2010 and March 2011 there were 6,430 16-24 year old claimants, this increased to 6,905 during April 2011 to March 2012. Great Wryley saw the biggest decrease since April 2010 of 105 claimants whereas Codsall South saw the biggest increase with 70 additional claimants.

JSA by age group

The graph below shows the number of JSA claimants by age during April 2011 and March 2012; 50% of all claimants are from the 25-49 age bracket, 31% of claimants are between 18-24 and 19% are from the 50 and above age group.
Employment initiatives

South Staffs Work Clubs

The work clubs in South Staffordshire have been set up in our unemployment hotspot areas. These clubs provide premises where the local unemployed can mutually support one another in their search for a job.

Various speakers attend the work clubs to discuss a variety of topics ranging from available college courses, volunteering opportunities, to local businesses helping with mock interviews and explaining what they look for in employees.

The work clubs also host a variety of FREE courses run by local colleges some of which focus specifically on employability skills. Work Club leaders help members improve their CVs, covering letters, their interview technique, confidence and this is supported by the government careers services.

The picture to the right shows the launch of the Wombourne Work Club.

South Staffs Work Clubs Work Placement Scheme

Members who regularly attend also now have the chance to take part in a 3 month work placement scheme within the Council, where training is provided and mentoring support is given by the placement manager during the placement. There are 8 placements that cover a wide variety of areas from Conservation and Design, ICT, Planning and Customer Services. They also give the work club member the chance to gain a reference as a result of the placement as well as improving their CV. This scheme as it currently stands should help up to 32 work club members a year.

It is hoped that this placement scheme will be expanded to include local businesses so that we can create a wider base of opportunity for our work club members and at the same time help support our local businesses and local people.

If you are interested in setting up an ongoing placement or would like more information please contact Andrew Lindop Assistant Housing Strategy and Regeneration Officer, on 01902 696631 or at a.lindop@sstaffs.gov.uk

Success

Since the work clubs began over 250 people have registered, with 66 people having found employment as a direct result of the clubs and 28 going into training and 25 into volunteering. We actively encourage local businesses to promote their vacancies in the work clubs.

The work clubs are a ready audience of local people voluntarily attending who really want to get into employment, showing they are committed individuals, and of course employing willing local people reduces transport costs and the burden on the environment.

A job opportunity can also be distributed around the work clubs at no cost before embarking on expensive recruitment procedures.

To submit an opportunity please go to www.southstaffsworkclubs.co.uk
4. Business crime

What makes up Business Crime?

Business crime includes the burglary of business premises, theft from shops/stalls, fraud or forgery, criminal damage and business robbery.

The table below gives a breakdown for each crime type by locality for both 2010/11 and 2011/12.

<table>
<thead>
<tr>
<th>Locality</th>
<th>Burglary 10/11</th>
<th>Burglary 11/12</th>
<th>Theft from shop/stalls 10/11</th>
<th>Theft from shop/stalls 11/12</th>
<th>Fraud/forgery 10/11</th>
<th>Fraud/forgery 11/12</th>
<th>Criminal damage 10/11</th>
<th>Criminal damage 11/12</th>
<th>Business robbery 10/11</th>
<th>Business robbery 11/12</th>
<th>Total 10/11</th>
<th>Total 11/12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locality 1</td>
<td>27</td>
<td>22</td>
<td>22</td>
<td>19</td>
<td>18</td>
<td>10</td>
<td>9</td>
<td>9</td>
<td>2</td>
<td>1</td>
<td>78</td>
<td>61</td>
</tr>
<tr>
<td>Locality 2</td>
<td>25</td>
<td>15</td>
<td>6</td>
<td>19</td>
<td>5</td>
<td>10</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>38</td>
<td>50</td>
</tr>
<tr>
<td>Locality 3</td>
<td>38</td>
<td>20</td>
<td>38</td>
<td>56</td>
<td>52</td>
<td>48</td>
<td>7</td>
<td>8</td>
<td>2</td>
<td>2</td>
<td>137</td>
<td>134</td>
</tr>
<tr>
<td>Locality 4</td>
<td>18</td>
<td>17</td>
<td>38</td>
<td>45</td>
<td>35</td>
<td>40</td>
<td>3</td>
<td>5</td>
<td>1</td>
<td>2</td>
<td>95</td>
<td>109</td>
</tr>
<tr>
<td>Locality 5</td>
<td>42</td>
<td>19</td>
<td>35</td>
<td>26</td>
<td>2</td>
<td>15</td>
<td>8</td>
<td>12</td>
<td>1</td>
<td>1</td>
<td>88</td>
<td>73</td>
</tr>
<tr>
<td>District total</td>
<td>150</td>
<td>93</td>
<td>139</td>
<td>165</td>
<td>112</td>
<td>123</td>
<td>29</td>
<td>38</td>
<td>6</td>
<td>8</td>
<td>436</td>
<td>427</td>
</tr>
</tbody>
</table>

Source: Staffordshire Police

From looking at this table it can be seen that during 2010/11 and 2011/12, burglary, theft from shops/stalls, and fraud/forgery were the most reported crime types for South Staffordshire and each of the localities. During this year, fraud/forgery was made up solely of offenders leaving petrol stations without payment of petrol.

It can also be seen that while the total number of crimes for the district has reduced, both Locality 2 and Locality 4 have seen a rise. These increases notably occur in theft from shops/stalls and fraud forgery.

How does the district compare to the rest of Staffordshire?

The graph below shows the number of business crimes for each local authority in Staffordshire between 2007/08 and 2010/11. It can be seen that since 2007/08, each district has seen a decrease in the number of crimes reported.

During 2010/11, the rate for business crime in South Staffordshire was 4.11 crimes per 1000 population while the county rate was 6.43. This represents a difference of 36% fewer crimes for South Staffordshire than the county rate.

Source: Staffordshire Observatory
In January 2012, Jaguar Land Rover (JLR) were given the green light to develop a new engine plant in South Staffordshire.

The decision to choose i54 South Staffordshire was a massive boost for UK industry and an enormous vote of confidence in the expertise, energy and ambition of the local workforce.

i54 South Staffordshire is a 370 acre site in Bilbrook – on the northern border of neighbouring city, Wolverhampton.

At the heart of the UK’s transport network, this strategic centre is now home to world famous brands including Jaguar Land Rover, aviation giants Moog, and international science laboratory group, Eurofins.

The district and surrounding towns and cities are bursting with entrepreneurial energy and opportunity, with a proud tradition of manufacturing excellence and a willing and highly trained workforce.

With the jobs JLR are bringing to the i54 South Staffordshire site, there are plenty of reasons to do business here. Attracting investment and prosperity remains our top priority and with JLR’s investment comes 750 new jobs – with thousands more across the local supply chain.

The car giant’s choice shows that South Staffordshire is a place where you can do business. The site is set to be operational by the end of 2013.
Policy and Partnership Services

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