

PLP STAFFORD

LABOUR MARKET REVIEW

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INTRODUCTION

The report provides an overview of the labour market in respect of PLP Stafford, a new development at Stone Business Park situated 5 miles from J14 of M6 and 8 miles from J15 of M6, where PLP are speculatively building a 344,478 sq ft unit.

The report provides an overview of the UK labour market and looks more specifically at the labour market within the local catchment for the development, along with labour and population forecasts to 2031.

REPORT CONTENT:

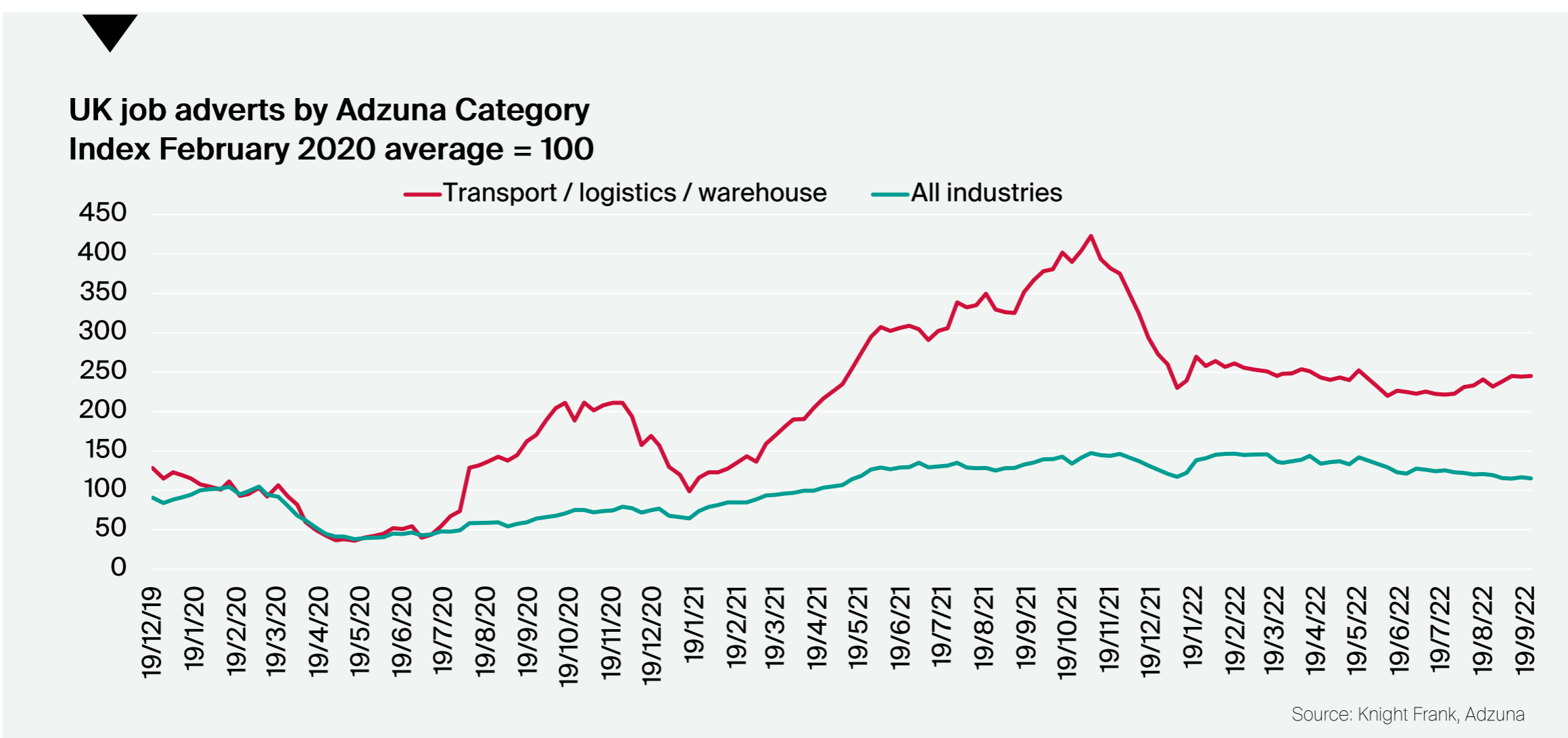
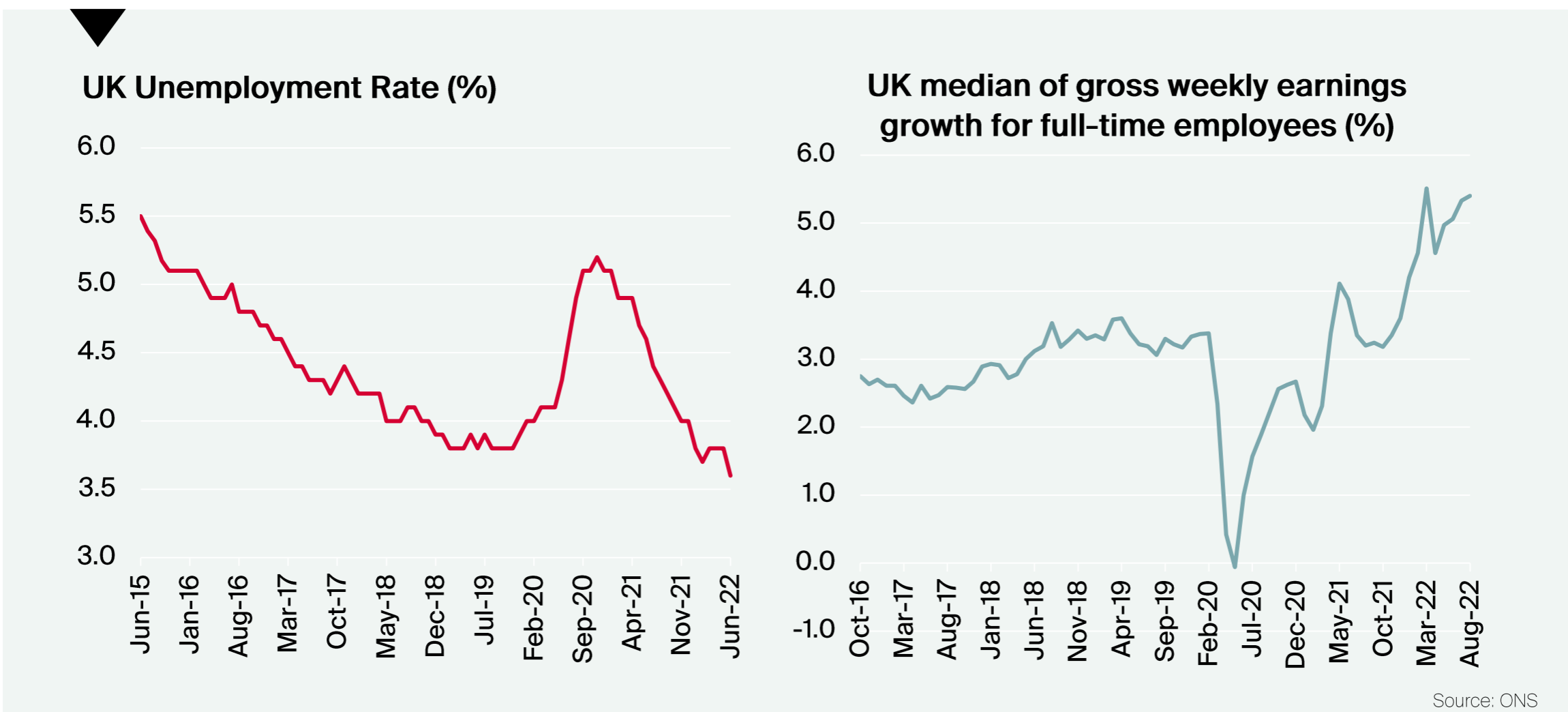
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UK LABOUR MARKET OVERVIEW

Recent labour market data has seen the unemployment rate reach **new record lows**. The unemployment rate for May to July 2022 was estimated at **3.6%**, 0.2 percentage points lower than the previous three-month period. The number of payrolled employees showed another monthly increase in August 2022, with **71,000** more people employed compared with the revised July figures, to a record 29.7 million. The number of employees was up by **2.5%** since February 2020, a rise of **718,000** on pre-pandemic levels.

Job vacancies in June to August 2022 was **1,266,000**, an increase of **470,000** from pre-pandemic levels (January to March 2020). While the quarterly rate of job vacancy growth continues to slow, it remains positive. In May to July 2022, the ratio of unemployed people per vacancy remained at a historic low of 1.0 for the sixth consecutive period, with the number of vacancies slightly higher than the number of people unemployed.

Growth in average total pay (including bonuses) was **5.5%** and regular pay (excluding bonuses) was **5.2%** in the three months May to July 2022. In real terms (adjusted for inflation), growth in total pay and regular pay fell on the year, at negative 2.6% and 2.8% respectively. This is among the largest falls in growth since comparable records began in 2001.



LOCAL LABOUR FORCE

Local labour catchment (45 mins travel time)

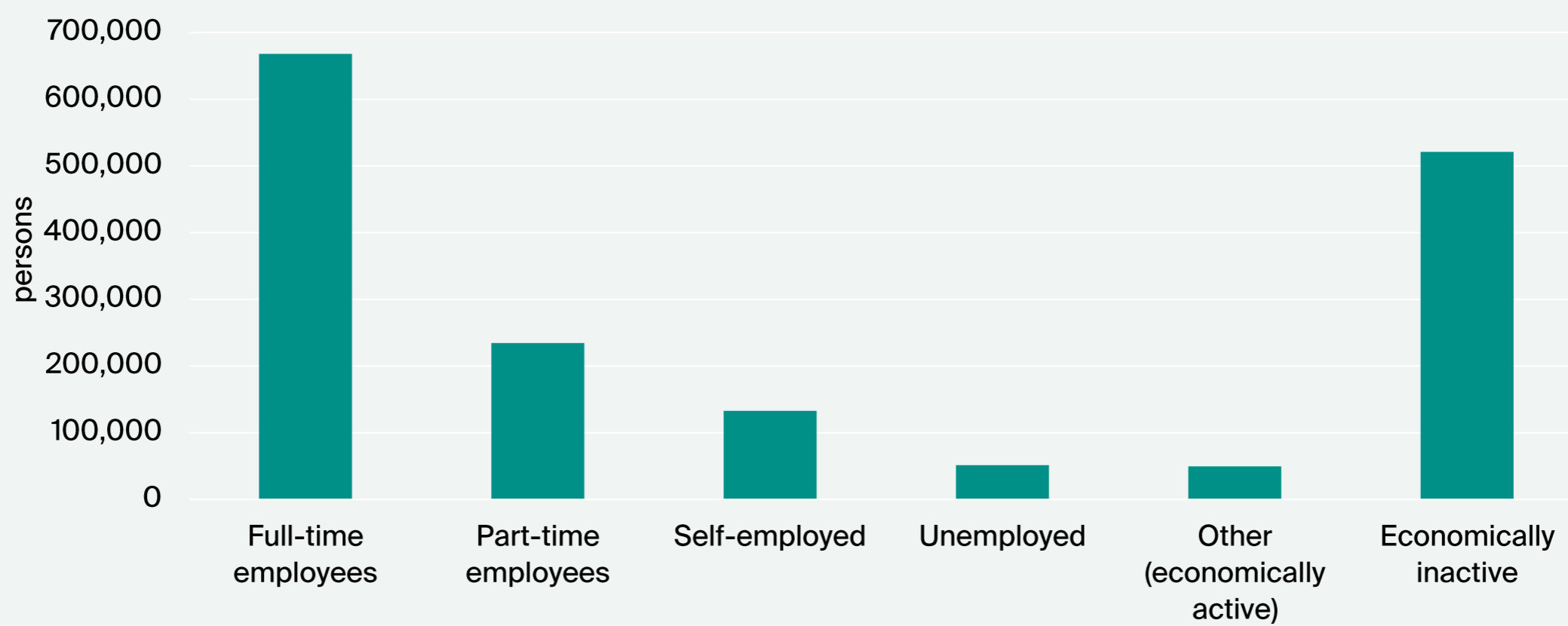


Source: Knight Frank, CACI

PLP Stafford has a population of 1.14 million economically active residents within a 45 minute drivetime. This represents 68.6% of the population. The local labour market catchment area includes the city of Stoke-on-Trent, the outskirts of Birmingham city and the towns of Stafford, Burton upon Trent, Telford, Congleton and Wolverhampton.

There are 51,562 economically active but unemployed residents within the local labour pool. This represents 3.1% of the population, while 15.1% are retired.

Economic Activity



Source: Knight Frank, CACI

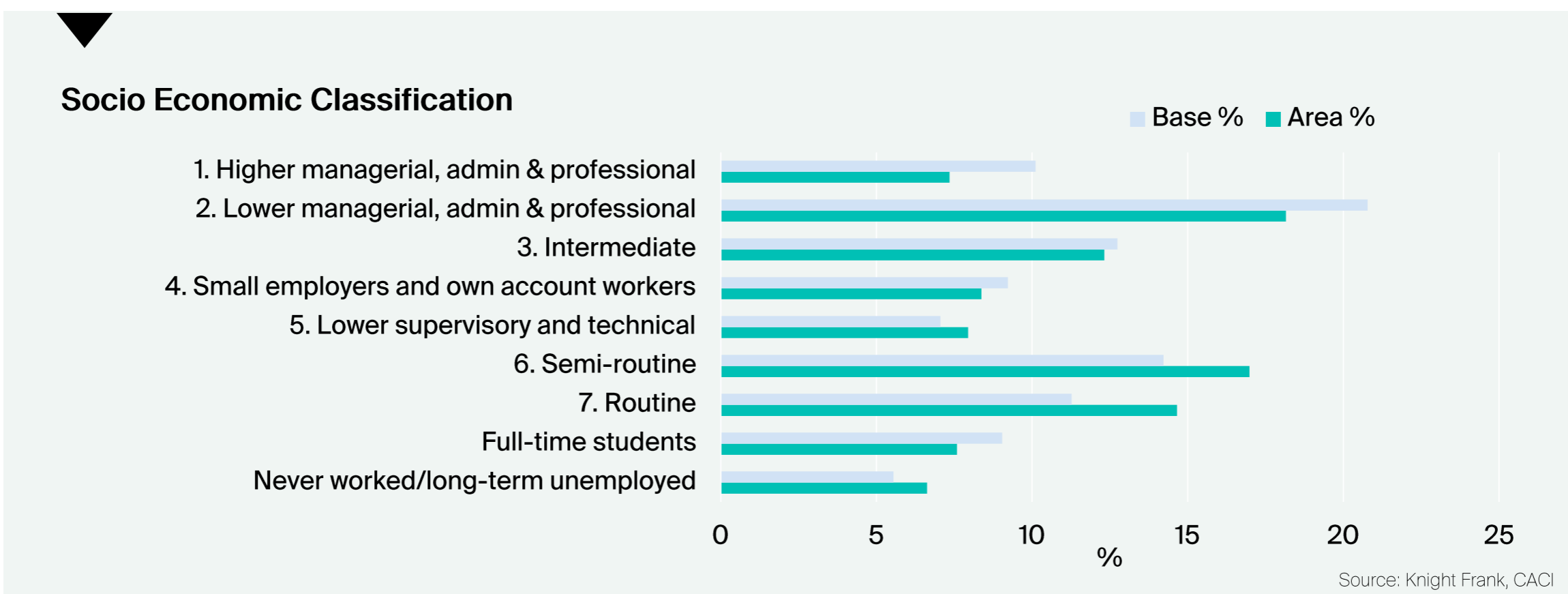
LOCAL LABOUR FORCE



The labour pool surrounding PLP Stafford has a higher proportion of semi-skilled and unskilled manual workers (DE), compared with nationally. **31%** of the workforce fall into this category, higher than any other segmentation for the local labour pool. Across Great Britain, this category of worker accounts for 26% of the workforce.

The local labour catchment area also has a relatively higher proportion of skilled manual workers (C2). **23.8%** of the workforce fall under this category, compared with 20.9% nationally.

The proportion of supervisory, clerical, junior admin and professional roles (C1) in the local market is **28.1%**.



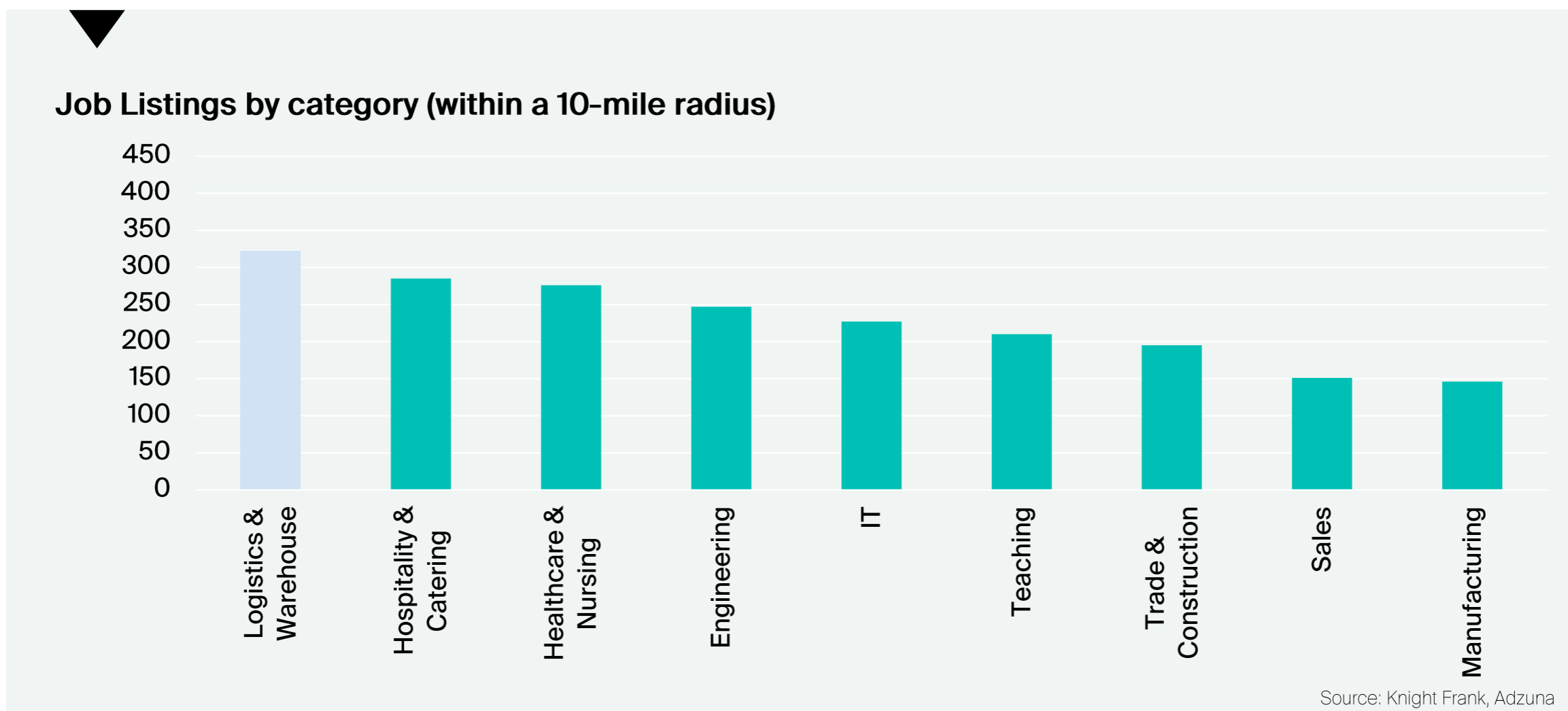
The labour pool around PLP Stafford has a high proportion of categories 5-7, compared with nationally. These classifications comprise of lower supervisory and technical roles, semi-routine roles and routine roles. In particular, **14.7%** of the local population work in routine job roles and **17.0%** work in semi-routine roles. This compares nationally to 11.3% and 14.2% respectively, while **7.9%** of the population work in lower supervisory and technical roles, relatively higher than the national average of 7.1%.

The proportion of lower managerial, administrative and professional roles in the local labour pool is higher than any other segmentation, comprising **18.2%** of the local population.

LOCAL JOBS MARKET

There are currently **3,029** jobs listed on Adzuna within a 10-mile radius of the ST15 OSD postcode (30th September 2022).

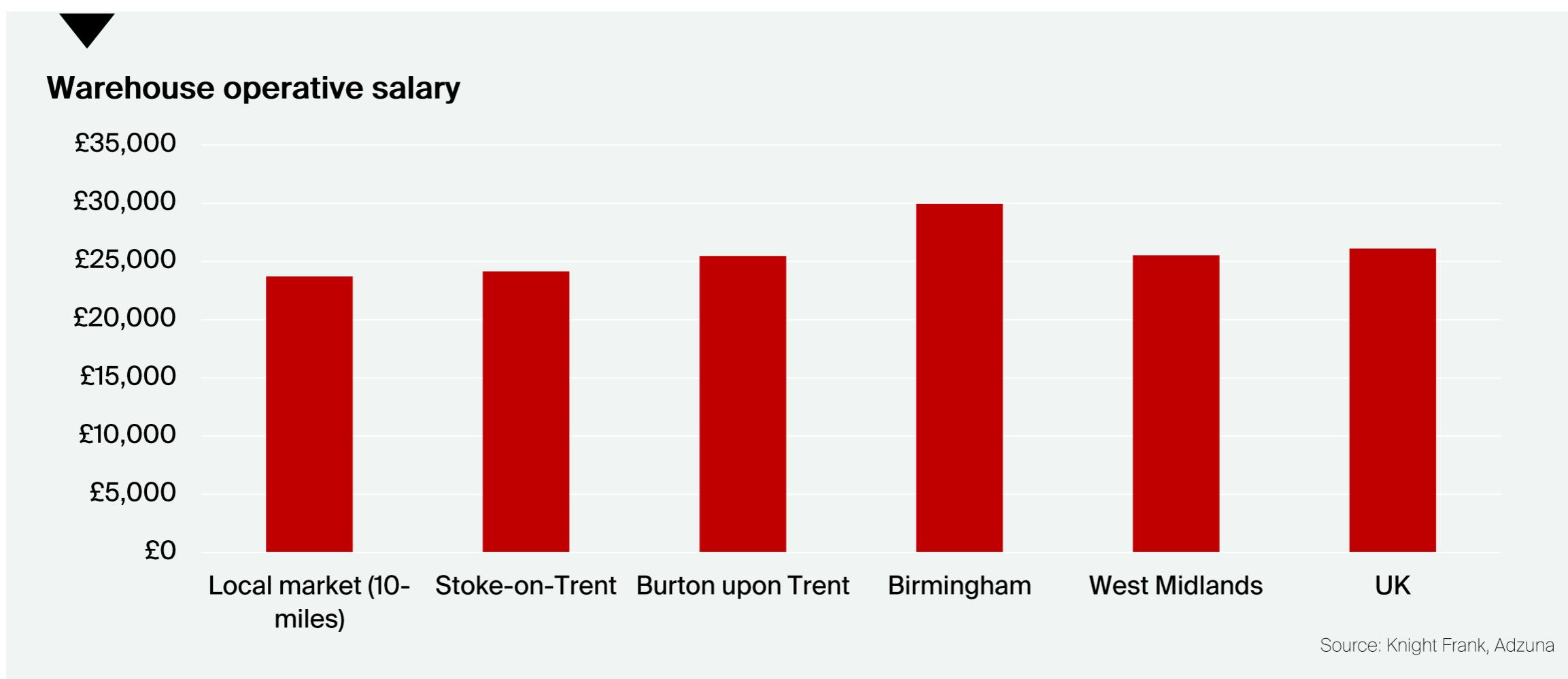
There are **322** jobs listed as Logistics and Warehouse jobs and **146** Manufacturing jobs. Within the Logistics and Warehouse category, **169** are warehouse jobs.



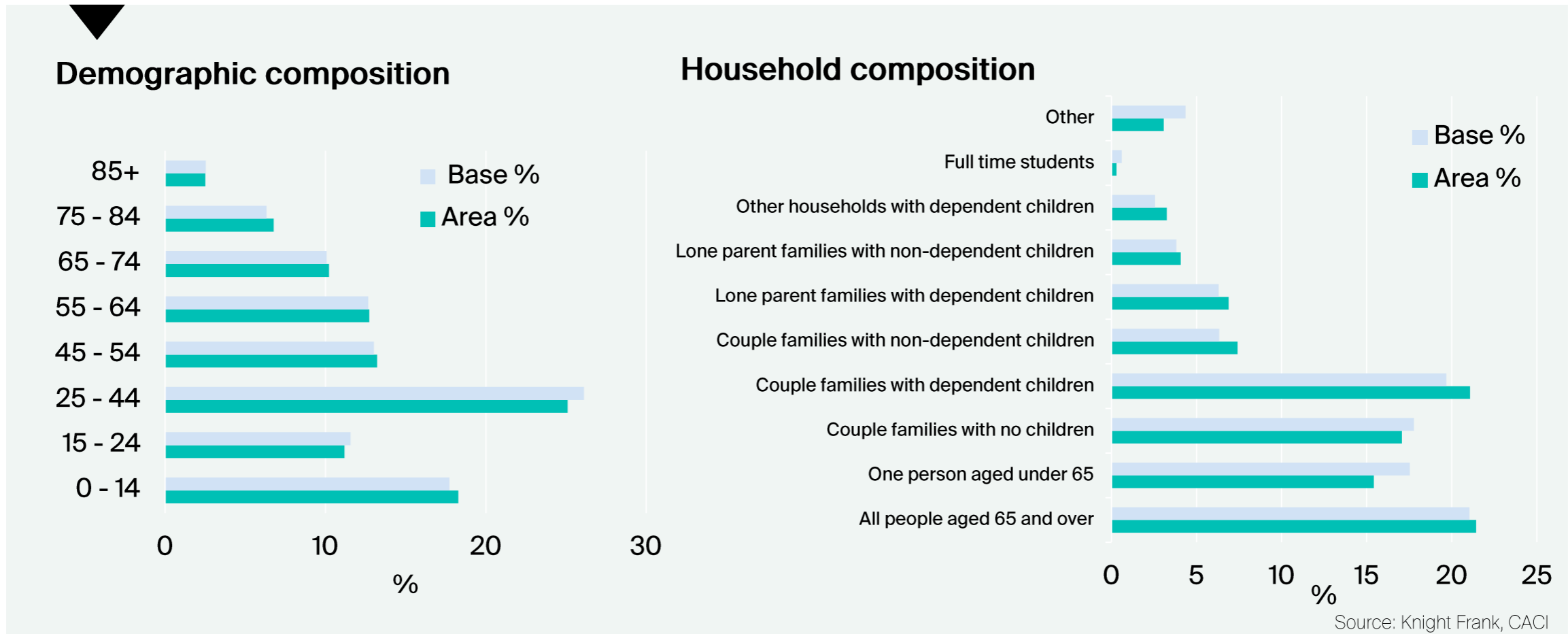
According to Adzuna, the average listed salary for a warehouse job within a 10-mile radius of PLP Stafford is **£23,707** per annum. This is **22.4%** below the average advertised salary of £30,545 across all job listings. The average listed salary for a warehouse job in the local market is **9.2%** lower than the national average of £26,114 and **7.2%** lower than the average for the West Midlands, of £25,533 per annum.

The average salary in the Logistics and Warehouse sector within 10 miles of PLP Stafford is **£25,302**. This is **4.9%** lower than the national average Logistics and Warehouse salary of £26,606. For permanent positions, these figures rise to £26,213 and £26,734, respectively.

The local market around PLP Stafford has a relatively lower advertised average salary compared with Stoke-on-Trent, Burton upon Trent, Birmingham, the overall West Midlands, and the UK.



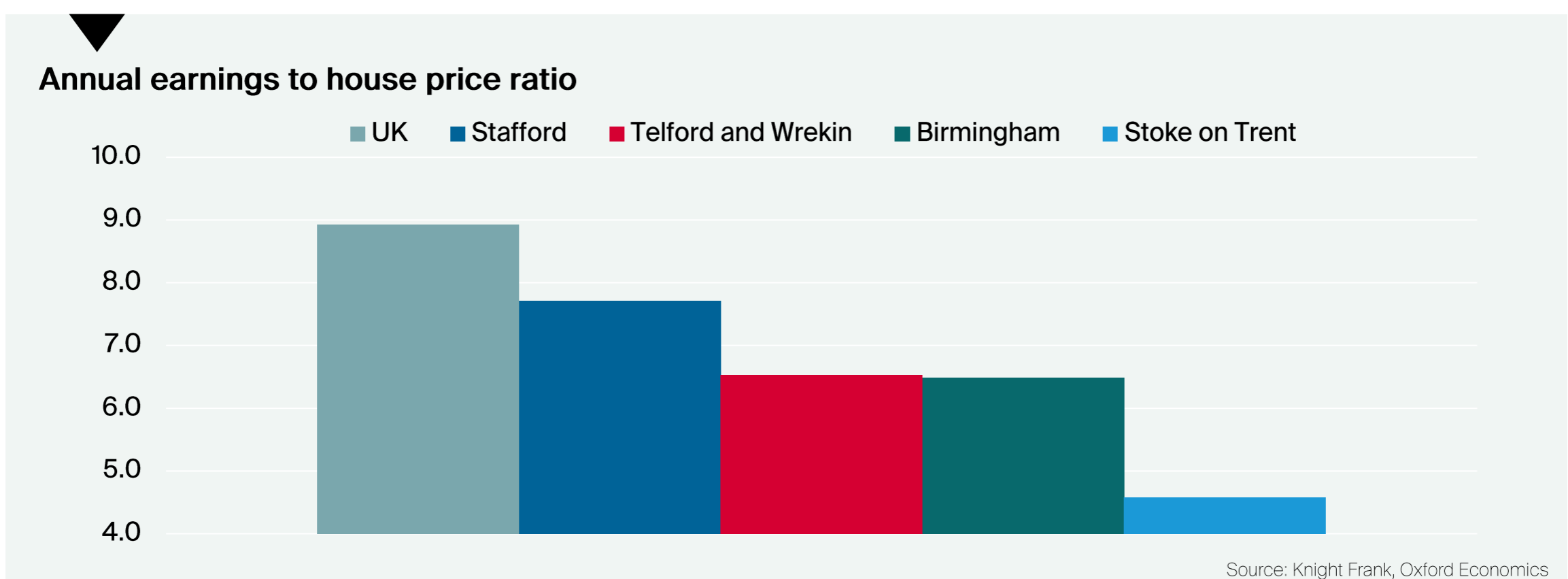
LOCAL DEMOGRAPHICS AND HOUSING



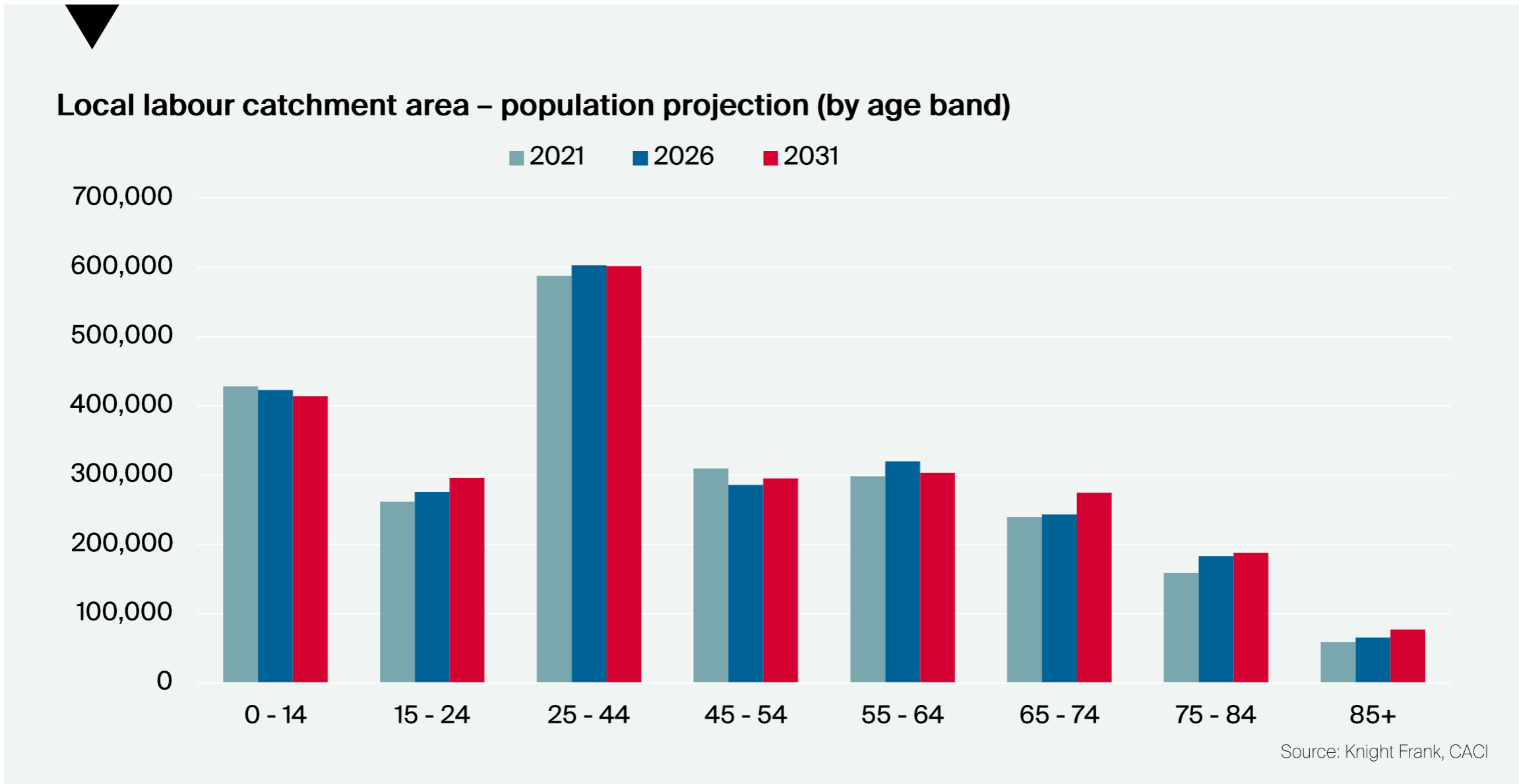
While the population within the catchment area of PLP Stafford has a lower proportion of residents aged 15-24 and 25-44 years old, relative to the UK average, both of these cohorts are forecast to rise. There is a higher proportion of couples with dependant children located within the area, accounting for 21.1% of households, and compares to the UK average of 19.7%.

There are a number of residential development sites located in the surrounding areas of PLP Stafford, according to EG Radius. This involves over 600 homes (50+ unit schemes) that are currently under construction within Stoke-on-Trent Local Authority. One of these schemes includes 222 build-to-rent units at Hillchurch Street, Stoke-on-Trent. Closer to Stafford, 490 homes and additional retail units are under construction at Fairway Littleworth, Stafford and the scheme is due to complete in 2023. The new Stafford Borough Local Plan 2020-2040 is currently in consultation stage, however, according to the Current Plan for Stafford Borough 2011-2031, approximately 10,000 houses (500 per year) were committed over the plan period. Following this, the Stafford Borough Authority Monitoring Report for 2021 reported an average annual completion rate of 620 houses which is above target for the Plan period to date.

These new developments and commitments will support growth in the number of households and workforce in the area surrounding PLP Stafford. There are currently 961,657 households located within the 45 minute drivetime catchment area. House prices in the wider areas are currently low relative to average earnings in the UK. Affordable housing in the region should support the local workforce in being able to live within close proximity of work, enabling higher productivity and a better work-life balance.

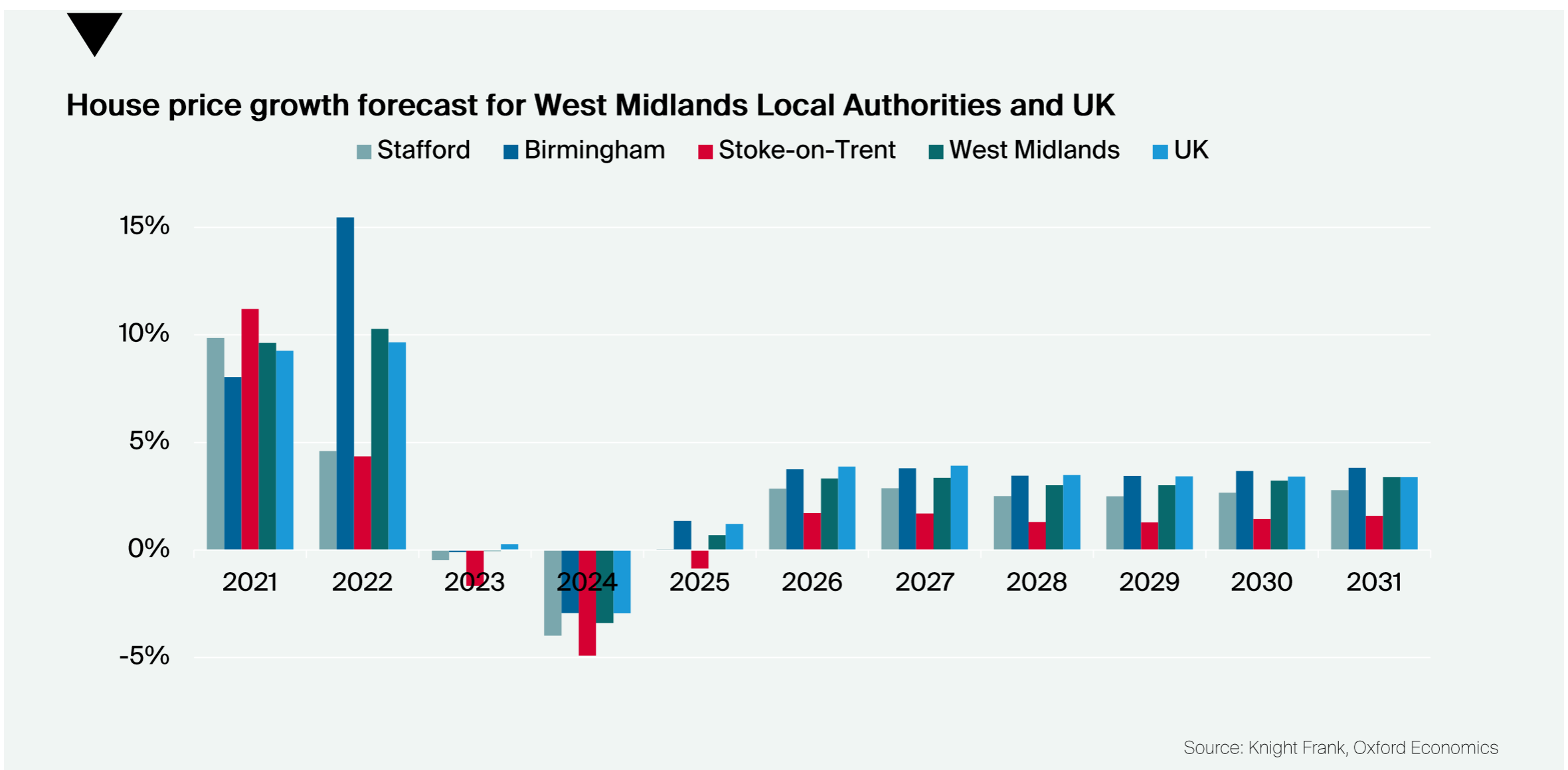


FORECAST



The population within a 45 minute drivetime of PLP Stafford is expected to rise by **4.6%** over the next ten years, from 2.34 million people in 2021, to **2.45 million** in 2031.

The populations of 15-24 year olds and 25-44 year olds are expected to rise over the five and ten year horizons. The population aged 15-24 year olds is forecast to rise from 261,909 (in 2021) to **296,082** by 2031, accounting for **12.1%** of the population. The 25-44 year old cohort is the largest, currently accounting for **25.1%** of the local population, and is expected to increase by 2.4%, to reach **601,907** by 2031.



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