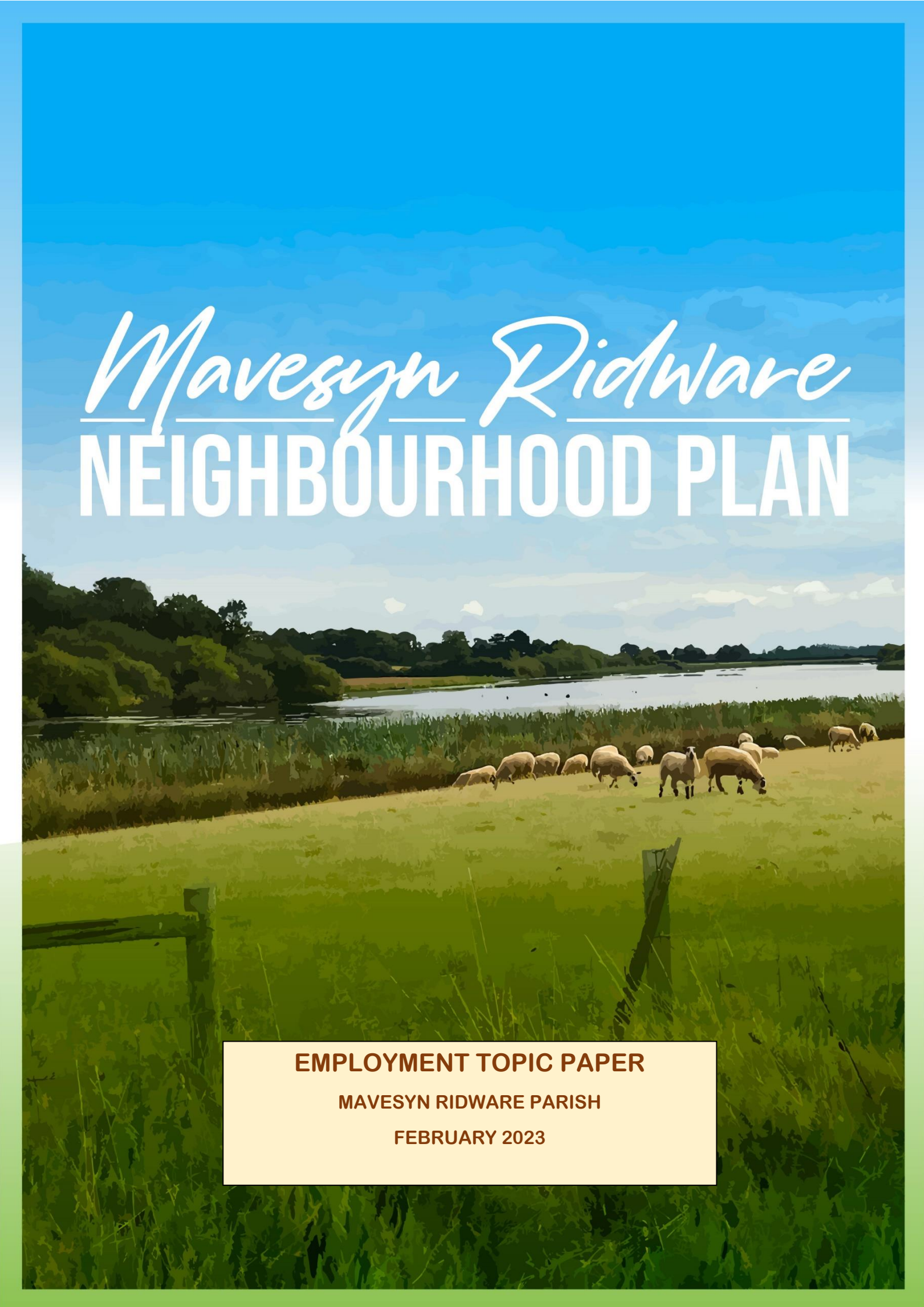


The background of the entire page is a stylized landscape painting. In the foreground, there is a lush green field with a wooden fence post visible on the left. A flock of sheep is grazing in the middle ground. Beyond the field is a calm body of water, possibly a lake or a wide river, with a line of trees on the far shore. The sky is a vibrant blue with some light, wispy clouds.

Mavesyn Ridware NEIGHBOURHOOD PLAN

EMPLOYMENT TOPIC PAPER

MAVESYN RIDWARE PARISH

FEBRUARY 2023

Economically Active

Mavesyn Ridware Parish is home to approximately 1,264 residents (Census 2021) who make up the local community. Of these residents, 637 are over the age of 16 and are in employment (Census 2021). The Census 2011 registered 551 residents in employment.

Type of Employment

Residents in employment had the following occupations:

Occupation	Total Number of Residents	%
Managers, directors & senior officials	129	20.0%
Professional occupations	115	18.1%
Associate professional and technical occupations	95	14.9%
Administrative and secretarial occupations	52	8.2%
Skilled trade occupations	79	12.4%
Caring, leisure and other service occupations	40	6.3%
Sales and customer service occupations	43	6.8%
Process, plant and machine operatives	29	4.6%
Elementary occupations	55	8.6%
TOTAL:	637	100%

Source: Census 2021 (TS063 – Occupation): ED00150300/ED00150301/ED00150302

The information shows that the majority of the working population in the Parish work in skilled professions.

Census 2021 data to output area is not available to determine which industry residents work in however, information is available at ward level. This includes neighbouring Colton which is similarly rural in nature, so some reliance can be placed on the data.

Industry	Number of Residents	%
Agriculture, forestry & fishing	80	6.9%
Manufacturing	115	9.9%
Construction	135	11.6%
Wholesale and retail trade, repair of vehicles	166	14.2%
Transport and storage	55	4.7%
Professional, scientific and technical activities	97	8.3%
Public administration and defence; compulsory social security	57	4.9%
Education	112	9.6%
Human health and social work activities	108	9.3%
Other	241	20.7%
TOTAL:	1,166	100%

Source: Census 2021 (TS060 – Industry): Colton & The Ridwares Ward

Despite the Parish being rural in character, with the majority of land relating to agricultural activity, parishioners are employed in a broad range of industries, with agriculture, forestry and fishing representing employment for only 6.9% of residents.

Travel to Work

Around 60% travel to work by car/motorbike (370), 35% mainly work from home (219) and 3.3% travel to work on foot. There is currently no public transport accessible within the Parish, with the nearest railway station being located at Rugeley Trent Valley, approximately 1.5km beyond the south-eastern boundary of the Parish. A bus service no longer connects the parish to nearby settlements, with the closest service located in Armitage with Handsacre.

The number of employed mainly working from home has risen substantially since the 2011 Census where it stood at approximately 19%. The percentage of employed travelling to work by car/motorbike has remained consistent however, the number of employed utilising sustainable means of transport has reduced, which is likely to be due to reduced opportunities now available.

Whilst not captured through the Census data, the working day for many has changed since the Coronavirus pandemic. For some this may mean starting and finishing work earlier or starting and finishing work later. Many employers provide more flexible working arrangement allowing for a blended approach to where employees work, incorporating elements of homeworking. This is likely to have an influence on travel patterns and reducing the number of peak hour trips by private motor car.

Employment within the Parish

In terms of the types of employment on offer within the Parish, the Business Register and Employment Survey (BRES) produces estimates which are regarded as the official source of employee and employment estimates by detailed geography and industry. This information is again only available at ward level (Colton and The Ridwares).

Industry	Employment	%
Agriculture, forestry & fishing*	50	5.4%
Manufacturing	75	8.2%
Construction	200	22.0%
Wholesale and retail trade, repair of vehicles	150	16.3%
Transport and storage	0	0%
Professional, scientific and technical activities	45	4.9%
Public administration and defence; compulsory social security	0	0%
Education	125	13.6%
Human health and social work activities	125	13.6%
Other	150	16.3%
TOTAL:	920	100%

Source: Business Register and Employment Survey (2021): Colton & The Ridwares Ward

*excludes farm agriculture (SIC subclass 01000)

Again, it is notable that despite the rural nature of the parish only 5.4% of employment within the wider ward relates to agriculture, forestry and fishing. It is recognised however that farm agriculture is excluded from this category. The largest employment sectors are construction and wholesale and retail trade; repair of vehicles.

At the local level there are no notable significant employers within the Parish. Outside of farming and fisheries activities, Mavesyn Ridware Parish has a number of physical commercial business premises. Known physical places of employment and businesses include:

- Henry Chadwick Community Primary School (Education)
- Cawarden Brick & Tile Company (Reclamation/Construction)
- Rugeley School (Education)
- Just Crisps (Manufacturing – diversification of farming)
- The Chadwick Arms (Public House)
- Top Cut (hairdresser)
- Silk Bridal Gowns (retail)

The parish however contains numerous farms and fisheries. In addition, there are many skilled tradesman, retailers and service providers that are homes based who operate in the local area.

Information Communication

With the significant rise in the number of people within the parish who mainly work from home, the importance of access to high speed internet is becoming more important. In our household survey 37% of respondents worked from home using a laptop/PC. New developments within Hill Ridware have been provided with Full Fibre to the Premises (FTTP) the vast majority of homes and businesses rely on less reliable/slower connections. The household survey demonstrated that 30% of households were not happy with their broadband service, with average download speeds recorded being 58.5mb/s and the lowest 5mb/s.