

Make it | Stoke-on-Trent  
& Staffordshire



# AUTOMOTIVE AND ADVANCED MANUFACTURING

Stoke-on-Trent and Staffordshire is home to many of the most respected names in manufacturing and offers outstanding opportunities for businesses to set up and grow. Significant growth in the automotive and power electronics industries, combined with proximity to global Original Equipment Manufacturers, puts the area at the heart of automotive and advanced manufacturing activities in the UK.

Industry growth and re-investment by Original Equipment Manufacturers locally has strengthened the area's position as a centre for automotive and advanced manufacturing expertise. With several major car plants all within an hour's drive, Stoke-on-Trent and Staffordshire is

# DRIVING THE UK'S AUTOMOTIVE FUTURE

and is an ideal location for creating a compelling supply chain offer. Local expertise in manufacturing, engineering and electronics presents a significant opportunity for companies looking to recruit experienced staff.

## **CENTRE OF UK MACHINERY MANUFACTURING**

Stoke-on-Trent and Staffordshire has twice the national average number of employees working in machinery manufacturing, with particular expertise in engines and turbines, fluid power equipment and construction machinery.

## **LOCAL INVESTMENT**

Jaguar Land Rover has invested £1 billion in an Engine Manufacturing Centre of more than 2 million sq ft at i54 South Staffordshire. The plant will produce the new high technology, low emission Ingenium engines, which presents opportunities for automotive suppliers.



**CLOSE  
PROXIMITY  
TO AUTOMOTIVE  
ORIGINAL EQUIPMENT  
MANUFACTURERS**



## **AUTOMOTIVE ORIGINAL EQUIPMENT MANUFACTURERS (OEMs)**

Stoke-on-Trent and Staffordshire is located within close proximity to a number of major car plants, including Jaguar Land Rover, Bentley, MG, General Motors and Toyota. The UK's vehicle manufacturing capacity is predicted to grow to more than 2 million cars a year by 2017, creating further demand for components from UK-based suppliers.

## **AUTOMOTIVE COMPONENTS**

As well as being close to a large number of OEMs, Stoke-on-Trent and Staffordshire is home to many tier 1 and 2 suppliers such as Michelin, Faurecia, Magna, Perkins Engines, Pirelli, Autoneum and Maier UK. UK-based vehicle manufacturers currently import more than £11 billion worth of components every year. However, the Automotive Council has identified £6 billion worth of contracts per year which these OEMs would like to source from within the UK. Significant supply chain opportunities exist in electronics, machined metal components, forgings, steel and plastic granulate/resin.

To ensure local companies are well placed to capitalise on these opportunities, Make it Stoke-on-Trent & Staffordshire works closely with organisations like the Society for Motor Manufacturers and Traders (SMMT) and UK Trade and Investment's Automotive Investment Organisation (AIO). Make it Stoke-on-Trent & Staffordshire is also a partner in the Drive West Midlands initiative, helping businesses across the whole sector gain maximum benefit from the organic growth of the UK's automotive industry.

## **ADVANCED MANUFACTURING EXPERTISE**

More than 56,000 people in Stoke-on-Trent and Staffordshire are employed in manufacturing, representing 13.2% of the workforce, which is significantly higher than the national proportion of 8.5%.

With over 41,000 people employed specifically in advanced manufacturing activities, you'll find global engineering companies headquartered here. These include Goodwin PLC, which supplies a number of industries including power generation, oil, nuclear, petrochemical, renewables and construction; and Elster GmbH, a German firm that supplies metering technology to utility sectors.

## **POWER ELECTRONICS**

Stoke-on-Trent and Staffordshire is a national centre for power electronics, with a considerable base of global companies including GE, Siemens and ABB. The growth and development of electric and hybrid vehicles, drones and smart grids presents a significant opportunity locally.



**£6 BILLION**  
**AUTOMOTIVE SUPPLY  
CHAIN OPPORTUNITIES  
IN THE UK**

(SOURCE: AUTOMOTIVE COUNCIL, 2015)



# A TALENTED POOL OF LABOUR WITH MANUFACTURING EXPERTISE

POPULATION OF MORE THAN 1 MILLION, WITH OVER 2.7 MILLION PEOPLE WITHIN A 45 MINUTE DRIVE

SIGNIFICANT FUTURE TALENT IN THE AREA, WITH A STRONG FOCUS ON ENGINEERING AND COMPUTING AT BOTH STAFFORDSHIRE AND KEELE UNIVERSITIES



66,600

EMPLOYED IN SKILLED TRADE OCCUPATIONS



41,900

EMPLOYED IN ADVANCED MANUFACTURING ACTIVITIES



38,600

EMPLOYED IN PROCESS, PLANT AND MACHINE OPERATIONS



# A CONNECTED, COMPETITIVE LOCATION



WAGE RATES ARE UP TO 15% LOWER THAN THE NATIONAL AVERAGE

31,000 STUDENTS STUDYING IN THE AREA, AND AN ADDITIONAL 305,000 WITHIN AN HOUR'S DRIVE

INDUSTRIAL RENT IS OVER 20% CHEAPER THAN IN OTHER LOCATIONS INCLUDING BIRMINGHAM, COVENTRY AND NORTHAMPTON

DESIGN & BUILD OPPORTUNITIES WITH LOWER LAND VALUES THAN ADJACENT AREAS SUCH AS MANCHESTER, DERBY, COVENTRY AND BIRMINGHAM



EXCELLENT TRANSPORT LINKS TO UK, EUROPEAN AND GLOBAL DESTINATIONS

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# AN IDEAL BASE FOR AUTOMOTIVE AND ADVANCED MANUFACTURING ACTIVITIES



OEMS LIKE JAGUAR LAND ROVER, BENTLEY, TOYOTA, MG AND GENERAL MOTORS ALL WITHIN AN HOUR'S DRIVE

44 AUTOMOTIVE COMPANIES WITH HEADQUARTERS IN STOKE-ON-TRENT AND STAFFORDSHIRE

HOME TO GLOBAL BRANDS INCLUDING JCB, MAGNA AUTOMOTIVE, MICHELIN, JOHNSON CONTROLS, PIRELLI

THE JCB ACADEMY IS ONE OF THE UK'S FIRST UNIVERSITY TECHNICAL COLLEGES FOR MANUFACTURING AND ENGINEERING

ENTERPRISE ZONE PROVIDING FINANCIAL INCENTIVES AND SIMPLIFIED PLANNING



OTHERS WHO CALL STOKE-ON-TRENT AND STAFFORDSHIRE HOME

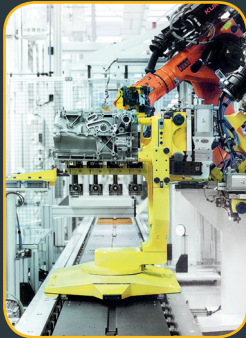
Jaguar Land Rover | JCB | Michelin | Donbur | Johnson Controls | Zytex | Pirelli | Caterpillar | Magna Automotive  
GE | Siemens | ABB | Goodwin International | Autoneum | Leoni | Sumitomo Electric Wiring Systems Europe Ltd.  
Maier UK | Perkins Engines | Faurecia | Rapiscan

## WHAT THE LOCALS SAY

Jaguar Land Rover is the UK's largest automotive manufacturing business, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel drive vehicles and Jaguar, one of the world's premier luxury sports saloon and sports car marques



Dr. Ralf Speth, CEO, Jaguar Land Rover commented:



*“The Engine Manufacturing Centre represents all that is great about British engineering. Jaguar Land Rover is a business driven by design, technology and innovation and this investment and level of job creation is yet further evidence of our commitment to advancing the capability of the UK automotive sector and its supply chain.”*



Make it | **Stoke-on-Trent  
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investing  
in **your** future  
European Regional Development Fund  
European Union



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