

# local demographics+

## Location

**32 million**

people accessible  
within a two hour  
drivetime



## Workforce

Working age  
population 16-64

**105,100**



Population  
seeking work

**4,300**

## Housing

**19,000** new homes  
by 2035



## Local Average Wages

Manager  
**£32,700**

HGV Driver  
**£26,300**

Warehouse Operator  
**£17,700**

