

Local demographics+

Location

32 million

people accessible
within a two hour
drivetime



Workforce

Working age
population 16-64

442,800



Population
seeking work

15,400

(Within a 30-minute catchment area)

Housing

19,000 new homes
by 2035



Local Average Wages

 **Manager**
£32,700

 **HGV Driver**
£26,300

 **Warehouse Operator**
£17,700

