



# INVEST

## STOKE-ON-TRENT

A great place to invest and do business

# ETRUSCAN SQUARE AND KEY STRATEGIC PARTNERSHIP SITES PROSPECTUS

Artist impression of Residential / Commercial Element of Etruscan Square







# FOREWORD

**Stoke-on-Trent is dynamic with transformational schemes underway and planned; offering exciting new opportunities and establishing the city as a great place to invest and do business.**

This prospectus sets out the opportunity to work with us in delivering a bold, ambitious and inclusive housing and regeneration programme for Stoke-on-Trent. It outlines our vision and ambition for our city, which underpins our development priorities.

Stoke-on-Trent is undergoing its most significant economic transformation in over 30 years. It continues to outperform much of the UK in GVA growth, job creation and innovation. It has led the way in securing significant Government and private sector investment to reinvigorate the city.

Our capital investment programme includes a range of excellent residential-led schemes which will create a vibrant, revitalised city centre and sustainable communities. Housing plays a central role in creating a stronger sense of place, attracting and retaining our workforce, and driving inclusive growth. It is therefore at the heart of our regeneration plans.

High-quality residential-led development is also fundamental to our mission to improve health and wellbeing across our city. The sites in this prospectus represent an opportunity to create

a genuine step-change in our housing offer, applying a wellbeing-oriented approach to development and placemaking.

This document focuses on our flagship opportunity, Etruscan Square. This scheme offers unrivalled potential for a developer to work with us to shape a city centre community, providing quality housing which is ideally located for employment opportunities across the city.

There has never been a better time to invest in Stoke-on-Trent. Our strong leadership, enviable economic growth and solid track record in securing investment has garnered the confidence of public and private sector partners alike. These include the Home Office, who recently chose Stoke-on-Trent's Smithfield business quarter for its new multidisciplinary hub.

We are looking for long-term, likeminded and ambitious development partners to join us on the next chapter of this journey. This document captures a number of key opportunities to deliver transformational outcomes for our city and residents – we are excited to work with you to make them a reality.



**Councillor Jane Ashworth**  
Leader of  
Stoke-on-Trent City Council

Cabinet Member for Strategy,  
Economic Development, Culture  
and Sport

# INTRODUCTION

This prospectus sets out the city's vision and our key residential-led project opportunities. We are delighted to present Etruscan Square; one of the Midlands' largest cleared city centre regeneration sites.

We are seeking a likeminded development partner, either an individual or a consortium, to regenerate brownfield sites with housing-led developments that will support and elevate the city's vision and build a long-term relationship with Stoke-on-Trent City Council in the process.

In this prospectus you will find further details on the key residential and mixed-use schemes which are ready for investment.

## Prospectus contents:

- Our vision and ambition.
- The housing & property market in Stoke-on-Trent - analysis and opportunities.
- Key projects and investment opportunities:
  - Etruscan Square.
  - Additional sites, including:
    - North Shelton
    - Pyenest Street
    - Bucknall New Road

The Council's preferred 'route to market' is via the Pagabo Developer Framework.





# OUR AMBITION AND VISION

## Context:

This prospectus sets out our vision for Etruscan Square along with our other residential-led regeneration projects.

Like many towns and cities in the UK, the retail environment is changing rapidly and the City Centre must adapt and shape a new identity for the future.

The Council is committed to utilising its extensive brownfield sites to repair and restore the urban fabric of the city, using high quality urban design to create liveable environments and connect different parts of the city.

The City Council is in the process of creating a new vision for the City Centre that recognises the need to increase significantly the number of people living in and nearer the City Centre, whilst building up a better uses of mixes and reducing a reliance on retail.

Our goal is to deliver inspiring schemes that not only transform the physical landscape of the city, but also enhance the lives of our residents and communities. We are looking for a likeminded development partner to work with us in bringing these ambitions to life.

## Objectives for the city:

Deliver outstanding homes for the people of Stoke-on-Trent – providing the quality and choice befitting a growing and dynamic city.

Ensure health and wellbeing is ‘baked in’ to everything we build from the start – making Stoke-on-Trent an exemplar for wellbeing-focused development.

Continue to invest in our public transport and open spaces to boost connectivity and improve residents’ experience of moving around their city.

Leverage further public and private sector investment to create further opportunity which maximises benefit for all.

## Etruscan Square objectives:

Create a new community at the heart of the City Centre, enabling residents to live, work and play in a transformed urban landscape.

Foster a thriving day and night-time economy with renewed vibrancy and footfall.

Provide a diverse range of housing options to suit all lifestyles and requirements.

Capitalise on enhanced public transport and active travel connectivity – promoting modal shift and transforming the way people move around our city.



# HOUSING MARKET IN STOKE-ON-TRENT

## Our Ambition:

Our Housing Strategy focuses on driving economic success and widening the housing offering, increasing ownership occupation and enabling independence for residents. We are placing community needs and economic revival at the centre of our housing ambition by providing a range of accommodation for different demographics at varying stages of life. The Strategy sets out a residential delivery map that renews our long-standing commitment to delivery, enhances external perception of the city and builds on the ongoing momentum for change.

## Housing Challenges and Opportunities:

Stoke-on-Trent's housing market has great potential for significant growth and reinvention. It also reflects a need to address longstanding challenges. With 30% of residents living in neighbourhoods classified within the 10% most deprived nationwide, there is a clear need for change. We are looking for a partner to work with us to create sustainable economic growth, whilst shaping an exemplar city that uses new housing delivery to transform resident health and wellbeing.

## Improving Resident Wellbeing:

Investment in housing will act as a key driver to enhance resident wellbeing, with local communities and people placed at the heart of our new strategy. Our key areas of focus include:

- Creating a healthier standard of living for all our citizens;
- Reducing hardship and enabling greater shared prosperity;
- Building empowered communities, safe from the threat of harm;
- Conserving our environment and living more sustainably;
- Working together to clean up our city and our communities;
- Tackling inequality and improving life chances for everyone; and
- Providing opportunities for people to improve their skills and education.

We will enable our residents to live healthier lives for longer; with particular focus on housing that fully meets the changing needs of our older residents.

## Our Offer:

For an ambitious, likeminded development partner, we can offer an opportunity to:

- Work with us to deliver a progressive housing strategy and ultimately, help to shape the city's prosperous future.
- Deliver significant economic growth and create a lasting legacy.
- Work on one of the Midlands' most high-profile city centre regeneration schemes, backed by Levelling Up Fund investment.

The next section of the prospectus sets out our key project opportunities which the city council recognise the challenging land value and viability issues.





# INTRODUCTION TO OUR PROJECT OPPORTUNITIES

## **At the heart of this prospectus is Etruscan Square.**

The City Council has entered into a partnership with Homes England to focus on moving forward a number of Council-owned sites. The partnership with Homes England is designed to maximise the benefits of delivering these specifically chosen strategic sites, not only in relation to delivering good quality homes for sale and rent but also having a positive impact on the economy and community wellbeing, ultimately attracting inward investment to the area. Homes England brings expertise, knowledge and funding that will be used to unlock potential barriers to development and mitigate the risks involved.

The procurement process to secure the long-term partner will be based on Etruscan square, but the scope of the successful developer will be able to be extended to include further sites beyond the three named in this prospectus.

This section contains details of our most exciting development opportunities. Collectively, they represent a step-change in the quality of mixed use and residential offer in Stoke-on-Trent.

We are excited to talk to any prospective partners who are keen to work with us in taking these forward. In many cases there is scope for a partner to play a pivotal role in shaping the project and maximising the legacy for our city.



# ETRUSCAN SQUARE

**One of the Midlands' largest cleared city centre regeneration sites offering 7.12 acres of exceptional development opportunity.**

## Background

Once the site of the old bus station and former East-West Precinct, Etruscan Square is ideally situated south-east of Stoke-on-Trent's principal retail centre and next to Hanley Bus Station.

## Opportunity

The site development is supported by Levelling Up funding and the Council has been identifying how it can best serve its local community and the vitality of the City Centre. As a residential-led development, it will be catalytic in reinvigorating the City Centre, supporting existing businesses and attracting new ones. Residents will be within easy reach of Smithfield business quarter and cultural attractions including the Regent Theatre and Potteries Museum and Art Gallery (PMAG), which is undergoing a revisioning exercise.

Full planning approval has been secured for Phase 1 and outline planning for Phase 2 with scope for up to 300 mixed tenure homes in total. The scheme could be progressed at pace with the current planning permission, however the City Council is open to this being revisited, if as a result it impacts positively on the viability and design of the total redevelopment of the Etruscan Square site. The City Council is looking to leverage the experience of place-focussed regeneration developer or consortium in order to deliver an optimum scheme. Options for further phases are being considered including leisure and entertainment uses.

The final site investigation works are due to start in Summer 2024.

The City Council is interested in securing a development partner or consortium approach for Etruscan Square and a package of other key housing sites across the city. **The opportunity is being secured through the Pagabo framework.**



Images taken from existing planning approval for Site 1.





# THE OPPORTUNITY

## Location

📍 Significant city centre mixed-use opportunity

## Size

📏 7.12 acres

## Immediate Opportunity

📄 The Council is seeking a development partner to regenerate the Etruscan Square site as the first phase of a long term development partnership.

## Planning Status

- 🔗 Full planning permission for Phase 1 residential
  - 🔗 Outline planning permission for Phase 2 residential
- Planning application link (planning no. 68349)  
<https://planning.stoke.gov.uk/online-applications>

**Please note:** While these planning permissions are in place the Council is open to a revised approach if deemed necessary for the reasons of design, market need or viability

## Programme

📅 Site investigations completion due Autumn 2024

## Additional Information

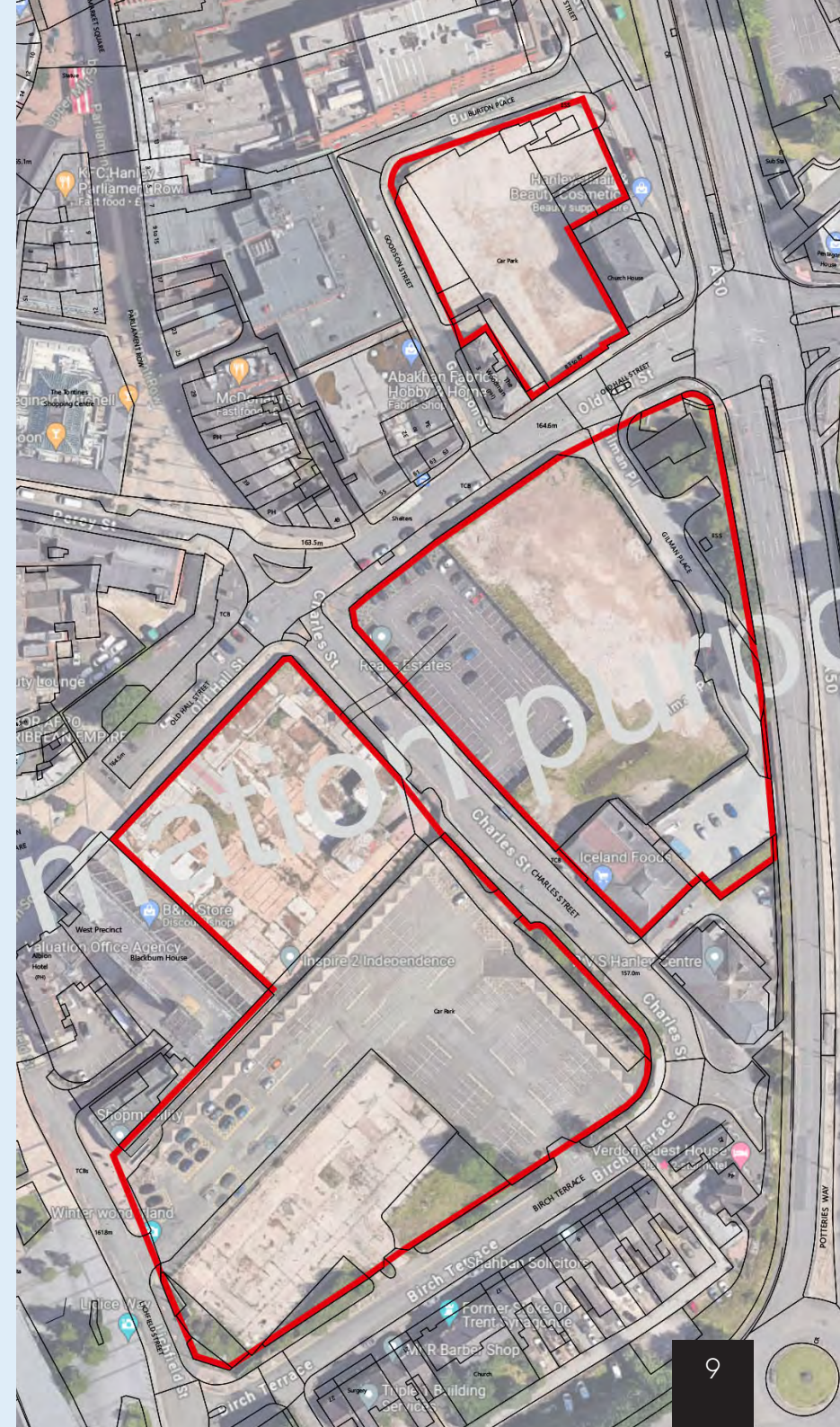
- ✓ Focused delivery programme through partnership with Homes England
- ✓ Up to 300 mixed tenure homes for Phase 1 & 2
- ✓ Aspiration to accommodate leisure/entertainment and mixed commercial used in future phases
- ✓ Pipeline of residential sites across the city in the next 10-15 years has been identified

## Sectors

🏠 Residential, Leisure, Office

Levelling Up Funding

INVESTOR & DEVELOPER INTEREST

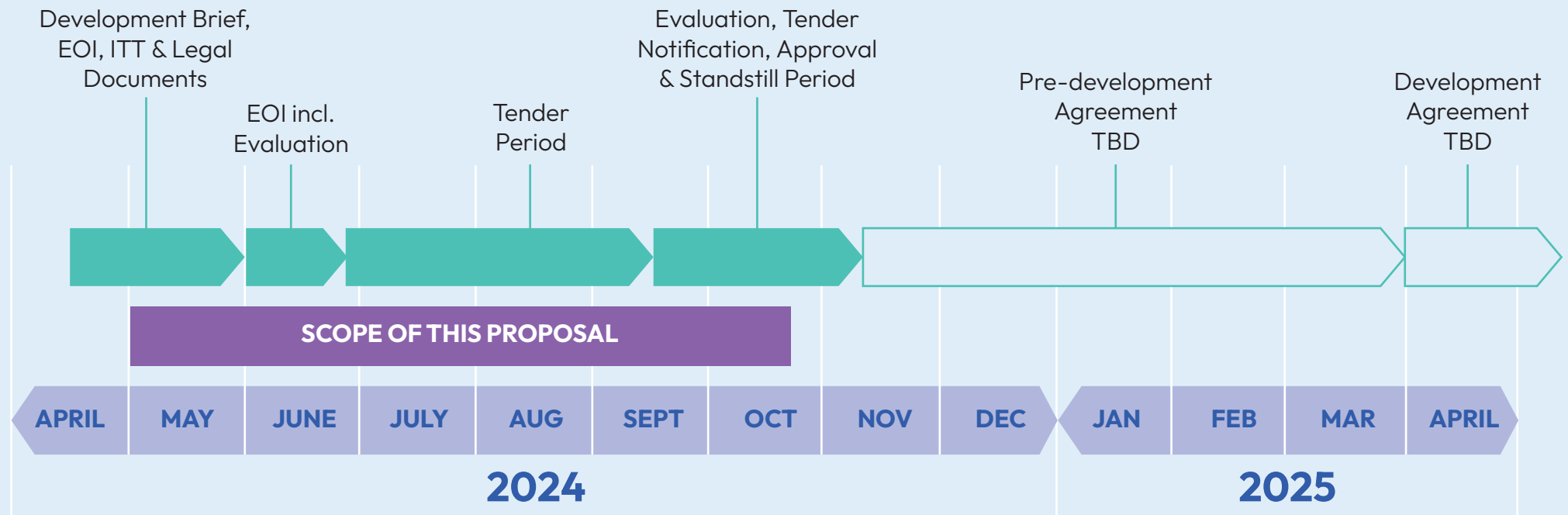




# PAGABO®

## INDICATIVE TIMELINE FOR PROCUREMENT THROUGH THE PAGABO FRAMEWORK

Stoke-on-Trent City Council has approved the use of the Pagabo Developer Led Framework to procure a development partner to deliver a number of developments going forward. The preferred method of procurement will be a further competition (FC) process and the interested developers will be identified through the expression of interest process from the panel of developers on the framework.



**The further competition deliverables are to be discussed and agreed in due course.**





## **HOMES ENGLAND PARTNERSHIP**

The City Council has entered into a partnership with Homes England to focus on moving forward 15 council-owned sites.

The partnership is designed to maximise the benefits of delivering these specifically chosen strategic sites, not only in relation to delivering good quality homes for sale and rent but also having a positive impact on the economy and community wellbeing, ultimately attracting inward investment to the area.

Homes England brings expertise, knowledge and funding that will be used to unlock potential barriers to development and mitigate the risks involved.



# OTHER CITY DEVELOPMENT SITES

## BUCKNALL NEW ROAD


The Bucknall New Road housing estate is located in a prominent city centre location adjacent to the Etruscan Square site. **The site provides an excellent opportunity to deliver a larger development package.**

Whilst the total site measures circa 4.9 hectares, not all of it is currently developable, but an on-going masterplanning exercise proposes that up to circa 538 homes could be provided on the site in various phases.




The City Council has current authority to demolish and redevelop areas A2-A5 plus B2 ONLY.

Future potential to include areas A1, B1, B3 and C.

### Size

 c4.9 hectares

### Development Mix

-  c538 homes
-  Future phases could include a mix of tenures and property types
-  Adjacent to Etruscan Square development site





# PYENEST STREET


This site, totalling 2.16 hectares, has the ability to offer much-needed improvement to the area along with capitalising on the canal's rich history and creating an aspirational housing development for the local community.

## Opportunity



A recent master planning exercise suggests a capacity of 213 homes, with a mix of one, two and three bedroom apartments and three, four, and five bedroom houses. The City Council is considering commercial space on the A5006 frontage, with residential above. Developer views will be sought on this option.

In a purely residential scheme depicted on the layout diagram, the houses include a series of back-to-back properties lining the canal and one of the apartment blocks is shown as a suitable position for a 'Senior Living' residential scheme with a residents' lounge overlooking the canal.


## Size

 2.16 hectares

## Development Mix










-  Two costed masterplan options available
-  c200 homes

## Scheme Costs

 c£54 million



Indicative masterplan

House type Key	Apartment Key
 3B6P House	 1B2P Apartment
 4B7P House	 2B4P Apartment
 5B9P House (Back to Back)	 3B5P Apartment
	 BOH
	 Communal Amenity
	 1B2P Walk-Up Apartment



# NORTH SHELTON


The current North Shelton opportunity area measures 1.28 hectares and is located immediately to the south of the City Centre on a key strategic link between the railway station, University Quarter and City Centre.

This corridor also benefits from Transforming Cities Funding with benefits outlined later in this prospectus.




## Opportunity

The City Council has agreed to the disposal of three adjacent sites, however these could be appropriated in whole or in part and used to develop out as HRA to use RTB receipts.

## Size

 1.28 hectares

## Development Mix

-  Site A: Regent Centre  
Current use: car parking & offices  
0.641 hectares (40 units)
-  Site B: Raymond Street  
Current use: storage yard  
0.3007 hectares (20 units)
-  Site C: Former Olympus factory  
0.3407 hectares (36 units)

The wider North Shelton Delivery Framework presented an opportunity to deliver up to 300 new homes and further development may be possible with the acquisition of key additional sites in the area.









# INVEST

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