

# INVEST

## STOKE-ON-TRENT

A great place to invest and do business

# INVESTMENT PROSPECTUS

## 2024-2025

Artist impression of Vaulted Warehouse,  
Goods Yard, Stoke-on-Trent





# 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.**

We want to create the right environment for investment as this is key to creating new jobs, skills and delivering places where people want to live, work, visit and enjoy.

This investment prospectus presents a range of opportunities within our city, backed by a period of strong economic growth which is testament to the city's offer and potential.

The Home Office, now established in the Smithfield business quarter, will recruit over 500 staff. The Ceramic Valley Enterprise Zone (CVEZ) is benefitting from the new Etruria Valley Link Road and enabling manufacturing to excel with over 50 businesses creating over 2000 jobs.

Goods Yard, a vibrant new neighbourhood, will complete in Spring 2025 providing quality apartments, leisure opportunity and workspaces for up-and-coming businesses. Etruscan Square offers unrivalled potential for a developer to shape a city centre community, providing quality housing close to facilities and employment. To support growth, we're investing in transport, creating connections across our city.

A unique partnership with Homes England is helping to release prime council sites for investment and diversify our housing offer including sufficient housing provision for older persons.

Smaller businesses and start-ups have found their niche in the city too. The former Spode Works is emerging as a 'createch' hub, ideally positioned to attract talent from the city's colleges and universities. Our distinctive heritage is a perfect backdrop with beautiful buildings offering potential for unique re-imagined spaces.

Like all cities, we're battling wider economic factors and prioritising the immediate needs of our residents. However, we can't lose sight of the future, on building momentum and opportunities for our communities - new housing, enabling business to grow and placemaking for residents and visitors.

We're excited to talk to investors, developers, contractors and occupiers who recognise the fantastic opportunities that Stoke-on-Trent has to offer and want to join us on our incredible journey.



**Councillor Jane Ashworth**

Leader of  
Stoke-on-Trent City Council

Cabinet Member for Strategy,  
Economic Development, Culture  
and Sport

# WHY STOKE-ON-TRENT?

**TOP 40** Irwin Mitchell's UK Attractiveness Index, Summer 2023  
**ATTRACTIVE CITY FOR OVERSEAS INVESTMENT**

MORE THAN **x2** DOUBLE THE UK GVA AVERAGE



**150** HECTARES OF AVAILABLE LAND TO DELIVER OVER 3000 NEW HOMES

**RATED 4<sup>TH</sup>**  
**FOR LOCAL INFRASTRUCTURE**  
Irwin Mitchell's UK Attractiveness Index, Summer 2023

**16.1%** **INCREASE**  
**IN BUSINESS START-UPS** since 2019  
compared to a 7.6% reduction across England.



Over   
**22,000** **NEW JOBS**  
SINCE 2011  
exceeding the West Midlands  
average job density for 8 years

**MAJOR  
MANUFACTURING  
SECTOR**  
  
**6.1%**  
  
**MORE JOBS  
THAN NATIONAL AVERAGE**

**2018-2023 SAW WAGE  
LEVELS INCREASE BY**

 **22.4%**  
**HIGHER THAN THE  
NATIONAL AVERAGE**

**MAJOR TRANSPORT  
AND LOGISTICS SECTOR  
NEARLY**   
**5% HIGHER**  
**THAN THE NATIONAL AVERAGE**

 **BETWEEN 2021 - 2023 HOUSE PRICES INCREASED**  
**3.5%** **MATCHING  
WEST MIDLANDS**

**2.6%** **MORE MEDIUM  
OR LARGE  
BUSINESSES**  
**COMPARED TO 1.9% NATIONALLY**

## 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







## 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.



# STRATEGIC PARTNERSHIP 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
-  c213 homes

### Scheme Costs

 c£54 million



Indicative masterplan

Housetype 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 Hanley 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.



# DISPOSALS

## FORMER MITCHELL HIGH SCHOOL

A vacant former high school site in an established residential area on the eastern fringe of Stoke-on-Trent. The land includes the former school playing fields, sports pitches, grassland and hardstanding, as well as a farm and arable land.

### Opportunity


An outline planning application for 234 homes has been submitted and is awaiting determination.

This consists of a mix of two, three and four-bedroom family houses, with around a quarter of the properties classed as affordable housing.

### Size

 21.87 hectares

### Development Mix

 Potential for circa 230 homes

### Planning Status

 Disposal with outline planning permission





# FORMER BERRY HILL HIGH SCHOOL

A vacant former high school site which includes the former school playing fields, sports pitches, grassland and hardstanding.

## Opportunity

The site is currently cleared scrubland located on a hill and is surrounded by trees that could be retained as part of the development.

Located in an established residential area which includes the Berryhill Village extra care facility.

A mix of two, three and four-bedroom family houses is expected on the site.

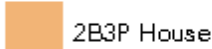
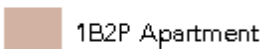
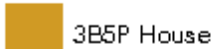
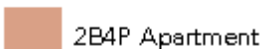



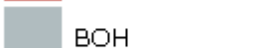

## Size

 19.52 acres

## Development Mix

 Potential for 200 homes



Housetype Key	Apartment Key
 2B3P House	 1B2P Apartment
 3B5P House	 2B4P Apartment
 4B/5B House	 3B5P Apartment
 5B House	 BOH
	 Communal Amenity

# DIRECT DELIVERY

## BOOTH STREET


The site is located less than 0.5 miles from Stoke town centre and all local amenities.

New homes in this location will stimulate business in the town centre as well as more widely in the area.





This prominent 2.2 hectare site is divided into three parcels with a potential fourth, which could be acquired.



### Size

 c2.2 hectares

### Development Mix

-  Area 1: New Build  
0.63 hectares  
77 units
-  Area 2: Refurbishment  
0.26 hectares  
25 units
-  Area 3: Aquisition of Western Power site to generate new build opportunity  
0.63 hectares  
44 units
-  Potential Area 4: Potential aquisition of privately-owned site  
0.68 hectares  
Number of units to be confirmed











## DORIS ROBINSON COURT

Formerly sheltered accommodation, the cul-de-sac site - with a council owned bungalow complex in the immediate vicinity - has challenging topography to the rear and is therefore constrained by development.

### Size

 0.498 hectares

### Development Mix

-  Apartment block for older persons independent living without communal facilities
-  Demolition currently in progress
-  c45 units



## LADY BENNETT COURT

Located just south of the A50 in Longton, the site is predominantly surrounded by two storey residential housing and a council owned garage site adjacent to the site to the west.

The site topography, although relatively flat, is irregular in shape.

Various housing options have been considered ranging from one bed walk-up apartments to a mixed development consisting of one and two bed bungalows and three bed houses providing c10-12 homes.



## NEW HOUSE COURT

Just north of the A52 Werrington Road, the site is surrounded predominantly by council houses and is directly linked to a gated bungalow complex. The site topography is largely flat and triangular in shape.

Various housing options have been proposed ranging from one bed walk-up apartments to mix developments consisting of one/two bed bungalows and three/four bed houses providing nine homes in total.



## LILY GERTRUDE COURT

Located near to Tunstall town centre, the surroundings provide a variety of different contexts, housing typologies and nearby amenity services. The development site is stepped in locations to account for the topography of the land.

Given the town centre location, the expanding business enterprises nearby and the existing surrounding housing options, one bed walk-up apartments are considered the most suitable option.



## UNION COURT

A long, thin site which sits alongside the ring road in Hanley. Most of the surrounding property consists of predominantly houses and bungalows.

Options considered for this site include an all walk-up apartment scheme or a mixed scheme of walk-up apartments and houses.





# **SPODE WORKS**

**An historic gem in the heart of Stoke town.**

## **Background**

The former site of the internationally renowned Spode ceramics, is reinventing itself as a centre for digital and creative enterprise.

## **Opportunity**

The current creative cluster has significant space to grow with opportunities for complementary businesses, helping to retain specialist creative talent within the city.

Next to the former factory site is a large 1.5ha brownfield site with scope for new complementary development to support the viability of the town centre and to encourage further investment in the area.

In partnership with government agencies, the city council has appointed MACE, with further advice from Homes England and Historic England. MACE has been working with local stakeholders to produce a phasing and delivery plan for the site.





# THE FACTS

## Location

📍 Close to Stoke station and Staffordshire University

## Size

🏠 6.32 acres

## Immediate Opportunity

📅 Potential opportunities for developers and occupiers, the scope and scale will be determined following the completion of a delivery plan by Spring 2024

## Programme

📅 Delivery plan by Spring 2024

## Sectors

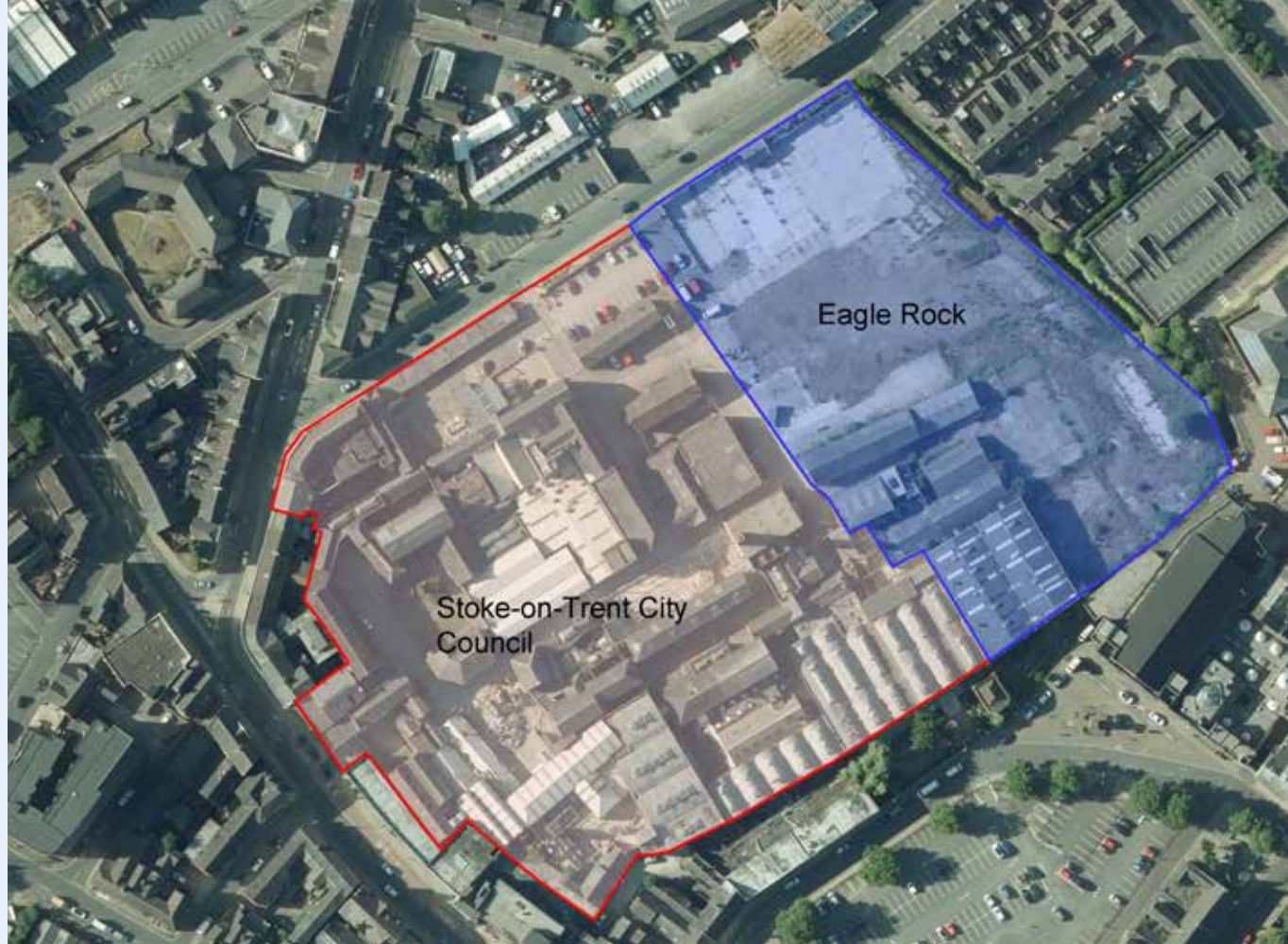
🏠 Residential, Office

## Stat Summary

✓ Ideal mixed-use development lending itself to residential apartments

£10m Levelling Up Funding

INVESTOR & DEVELOPER INTEREST





## GOODS YARD

**A new neighbourhood of 174 design-led apartments, 30,000 sq ft of workspace and commercial space for bars, eateries, coffee shops, stores and workspace alongside a new lush, green public square with a direct link to Stoke-on-Trent's west coast main line rail station.**

### Background

A brick vaulted warehouse, once used to store goods passing from canal to rail, is being re-purposed into unique work and leisure spaces. In addition, a café bar and restaurant in the former rail signal box will add to the attraction of this stand-out development.

### Opportunity

Capital&Centric is on the hunt for creative businesses and the best independent bars, eateries and stores to set up shop at Goods Yard. There's a mix of spaces available across four beautiful buildings, including the locally listed Vaults Warehouse, the Victorian Signal Box, the new Pavilion and on the ground floor of the industrial-style residential new-build.

Ranging from 1,200 sq ft up to 14,265 sq ft, each unit is packed with character, from original brickwork to exposed concrete soffits. There's also loads of space to spill out on to the lush public square and canal side jetty.

Goods Yard will be a major destination for residents, locals and visitors. This is your chance to be one of the first to set the scene for the new era of Stoke-on-Trent.





# THE FACTS

## Location

📍 Next to Stoke station & A500

## Size

🏠 0.75 acres

💰 £58m Gross Development Cost

## Launch

📅 Q1 2025

## Sectors

🏢 Residential, Leisure, Office

## Stat Summary

- ✓ 4 unique buildings
- ✓ Locally listed vaults
- ✓ 174 homes
- ✓ 30,000sq ft commercial space
- ✓ Independant eateries, coffee shops, bars & stores
- ✓ Lush, green public square
- ✓ New direct link to train station
- ✓ Canalside jetty
- ✓ Connected to district heat network (DHN)

£16m Levelling Up Funding

OCCUPIERS WANTED







## STATION GATEWAY

Work is progressing on the Transforming Cities programme, funded by the Department for Transport (DfT), with £29m for the redevelopment of Station Road and College Road. This will provide a welcoming space on arrival at Stoke-on-Trent rail station, with high quality public realm, and create a safe and attractive travel route connecting Stoke-on-Trent rail station to Hanley city centre and areas of employment. It will also link and enhance the new Goods Yard neighbourhood next to the station.

### Station Gateway

A new car park (3b) will soon open at the back of the station. This will add 166 car parking spaces to replace those that will be lost from Car Park 1, opposite the front of the station. There'll be opportunities for investment as part of the redevelopment of the station building.



## Station Road

Work has recently started on the Station Road phase which will create an attractive new public realm enhancing the stunning Grade II\* Listed station building and Winton Square.

Station Road will benefit from traffic restrictions with bus and taxi priority, new bus shelters and improved parking, drop-off and pick-up facilities for station users.

Completion expected Summer 2025

## College Road

Work is well underway on College Road where the carriageway is being reconstructed and resurfaced to incorporate dedicated pedestrian and cycle lanes along with with new crossing facilities, new bus stops, improved lighting and planting.

Completion expected early 2025



## LEGEND

-  01 STATION GATEWAY
-  02 SIXTH FORM COLLEGE
-  03 STAFFORDSHIRE UNIVERSITY
-  04 GOODS YARD
-  05 ETRUSCAN SQUARE
-  06 HANLEY CITY CENTRE
-  07 SMITHFIELD
-  08 COLLEGE ROAD
-  09 CITY CENTRE BUS STATION
-  10 STOKE-ON-TRENT COLLEGE



## CROWN WORKS

### Background

Key to the history of the area, the derelict factory building has been a site of ceramics production since the late 18th Century.

### Opportunity

It will be brought back to life with a design that references the character of the original building whilst providing high quality, modern facilities. The face of the factory site will be retained and incorporated into the new build to create a striking feature development at the gateway to Longton and will complement local heritage-led regeneration schemes for a vibrant town centre.

OVI Homes will be looking to appoint an operator for the completed residential scheme.



## THE FACTS

### Location

📍 Longton Town

### Size

📏 c1 acre  
📷 £9.4m GDC

### Programme

📅 Start on site - Spring 2024  
📅 Completion - Winter 2025

### Planning Status

✍️ Planning approved

### Stat Summary

- ✓ Longton
- ✓ 59 apartments
- ✓ Residential development

£6.5m Levelling Up Funding

RESIDENTIAL OPERATOR INTEREST



## TUNSTALL LIBRARY

### Background

Tunstall Library and Baths was formerly the Victoria Institute and public baths, which opened in 1889.

It's a significant example of municipal facilities provided at this time representing the importance paid to learning and physical health - healthy body, healthy mind. More recently, the building housed the council run library services, now relocated to the former Tunstall Town Hall.

### Opportunity

These Grade II Listed buildings provide a unique development opportunity to create high quality modern apartments, family homes and potential for commercial and community spaces within a unique heritage setting.

Options are being explored with building owner Tunstall Library Developments Ltd.



## THE FACTS

### Location

📍 Main street of Tunstall

### Size

📏 0.8 acres  
👁️ £7.52m GDC

### Planning Status

✍️ Planning approved

### Stat Summary

- ✓ Main street of Tunstall
- ✓ Lends itself to mixed sized apartments
- ✓ Commercial space opportunity

£3.35m Levelling Up Funding

INVESTOR & DEVELOPER INTEREST

# HANLEY TOWN HALL

## Background

Built as the Queens Hotel in 1869, this Grade II Listed building in the city centre has had a range of uses including a registry office and courts.


## Opportunity

This magnificent, Grade II Listed, red brick building provides a unique opportunity for redevelopment of a prime city centre site. The site could lend itself well to a mix of office, leisure or residential development.




## THE FACTS


### Location

 City centre – Albion Street

### Size

 44,490 sq. ft.

### Planning Status

 No planning advice yet

### Stat Summary

- ✓ City centre
- ✓ Grade II Listed building
- ✓ Leisure, hospitality, residential

**INVESTOR & DEVELOPER INTEREST**



# BURSLEM GYMNASTICS CENTRE

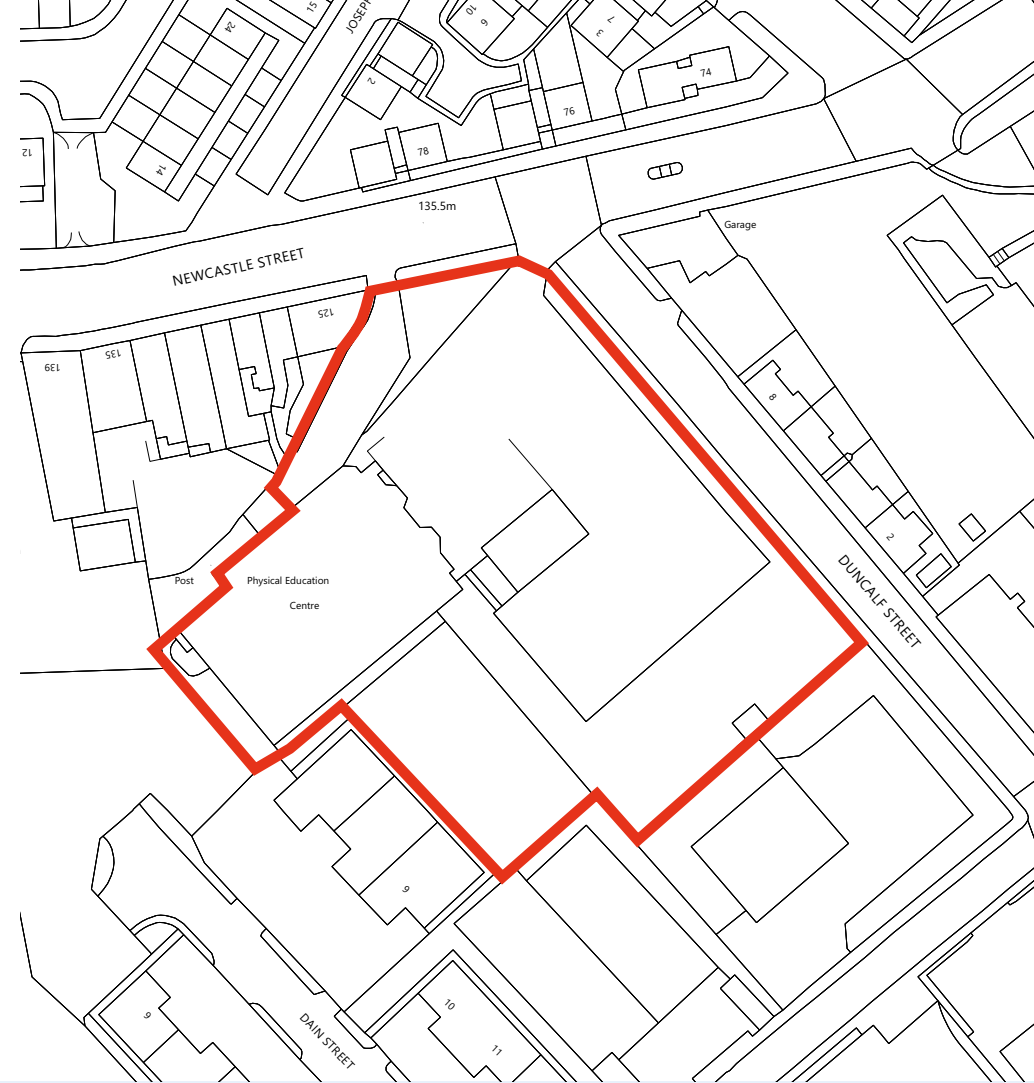
## Background

The site lies within a predominantly residential area between Middleport and Burslem and sits within the Newcastle Street Conservation Area. It has recently been vacated with scope for residential redevelopment.

A large Victorian property dominates the vacant site which may offer the potential for conversion. However, due to its condition and location within the site, demolition may be the only viable option offering options for the reconfiguration of the site.

## Opportunity

Expressions of interest are currently being sought.



## THE FACTS

### Location

📍 Between Middleport and Burslem  
Newcastle Street Conservation Area

### Programme

📅 Expressions of interest  
currently being sought

### Size

📏 0.587 hectares

**INVESTOR & DEVELOPER INTEREST**

## BURSLEM PROJECTS

Burslem, known as the 'mother town' due to its association with the pottery industry hosts numerous characterful historic properties within its town centre, all with exciting redevelopment potential. The town has benefitted from past investment in its built heritage and over recent years there has been significant new residential development, including the Royal Doulton factory site, which creates additional footfall for the town centre.

## THE WEDGWOOD INSTITUTE

### Background

The stunning Grade II\* Wedgwood Institute lies at the heart of Burslem town centre. A striking example of Venetian Gothic architecture, named after Josiah Wedgwood, it was opened in the 19th Century as a School of Art and Free Library. Its wonderfully decorative terracotta facade is among the best examples in the country.

### Opportunity

The building is suitable for a variety of uses subject to planning. Work is underway on safeguarding the building with a specification of works and identification of funding to carry out the works to make the building secure and watertight.





## QUEENS THEATRE

### Background

This Grade II Listed building, located in the heart of Burslem town centre, was completed in 1911. Originally planned as a replacement town hall for Burslem, this function became obsolete before completion with the federation of Stoke-on-Trent as a city being established. The Queens Hall was an operational theatre and concert hall for many years, and still hosts a main auditorium, stage and lobby with tiered seating on a first floor balcony.

### Opportunity

A feasibility study for the property has recently been completed which recommends the buildings use as a multi-purpose space (potentially for large scale weddings) and the adjacent Princes Hall as multi-use or even residential apartments.



## BURSLEM INDOOR MARKET

### Background

The 19th century, Grade II Listed Burslem Indoor Market is in the heart of the town and Conservation Area with main frontage onto Queen Street. The ground floor provides six retail shops which front the market hall and the first floor consists of five flats, all providing an income opportunity. The market hall is open plan with a domed and glazed roof structure.

### Opportunity

A business case has been commissioned for a preferred option with consideration as a food hall/market or flexible events space with opportunity for investors, developers and future operators.





Mix of actual images and indicative CGIs - may not be the final designs

## SMITHFIELD

**A flagship regeneration project delivering a transformational and dynamic urban mixed-use district at the heart of the city centre.**

Smithfield, delivered by Genr8 Developments in partnership with Stoke-on-Trent City Council and other core city stakeholders, continues to demonstrate the successes of inward investment in Stoke-on-Trent, highlighting a thriving ecosystem for growth.

Two Smithfield has recently seen the movement of up to 400 Home Office staff, as part of the government's initiative to decentralise departments into regions, with up to 100 more expected to join them.

Smithfield Works continues to grow as a vibrant hub for businesses, with a range of existing tenants on mixed-length leases. With a growing calendar of events and opportunities for entrepreneurs and start-ups, it's a great place to find their ideas base.

Following the resounding success of Clayworks Phase 1, there is demonstrable pent up demand from the rental community for more of the same at Clayworks. We are shovel ready and have already secured planning permission for a second phase of 148 units with supercharged amenity facilities.

**Genr8 and the council want to hear from and work with investors and funding partners who want to be part of this continuing success story for high quality residential accommodation in Stoke-on-Trent.**

**INVESTOR & FUNDER INTEREST**







# HOME OFFICE

The Home Office has chosen Stoke-on-Trent as the location for its new base as part of Levelling Up, committing to bringing more than 500 jobs to the city, which is estimated to bring in approximately an additional £15m annually for the local economy and create further private sector employment opportunities.

The first 400 people have already been recruited and are working in the interim office in Smithfield, which opened in April 2023. Through our joint charter and programme of outreach with partners across the city, we're seeing a real impact on opportunities for local people – from building skills through academia to providing exciting job opportunities, including for school leavers and long term job seekers.

Further investment continues, which will bring additional opportunities to our mighty city. Under the existing partnership with Stoke-on-Trent City Council and Genr8, we are in discussions with the Government about the development of new-build office accommodation which we believe will support the ongoing regeneration of the city centre. We have secured £40m funding for this project.



Image indicative of a generic office design concept

## THE FACTS

### Funding

👁️ Over £40m funding

### Size

🏢 84,000 sq ft

### Programme

📅 Expected circa 2027

### Outcomes

- ✓ 500 new jobs
- ✓ An additional £15m annually for the local economy

### Sustainability Targets

- 🎯 Net Zero Carbon in Operation
- 🎯 BREEAM Excellent
- 🎯 NABERS 5\* rated for sustainability



## POTTERIES MUSEUM & ART GALLERY

Plans are in place for the transformation of the Potteries Museum and Art Gallery (PMAG) which will re-imagine spaces, enhance the visitor experience, create inspiring learning spaces and showcase the city's world class collections.

The museum and art gallery house an outstanding collection of art, archaeology, local history, natural science and the world's greatest collection of Staffordshire ceramics. In 2021 the stunning new Spitfire Gallery was opened, which as the name suggests, contains a Spitfire aircraft; a symbol of great design and engineering linked to Stoke-on-Trent.

### CONTRACTOR INTEREST

A striking new design will be a focal point for Hanley Cultural Quarter, enhancing the wider development of this dynamic area including the successful Smithfield business quarter. It will add to Stoke-on-Trent's credentials as an international cultural destination, attracting more visitors to the city.

Design work is progressing and the council will be procuring a pre-construction services agreement (PCSA) this year followed by a contract for the capital works.





## **CERAMIC VALLEY ENTERPRISE ZONE**

**One of the UK's most successful Enterprise Zones spanning the city of Stoke-on-Trent and parts of Staffordshire.**

Since its establishment in 2016, the ongoing growth of the Ceramic Valley Enterprise Zone (CVEZ) has significantly contributed to the expansion of affordable and easily accessible commercial and employment spaces in Stoke-on-Trent. With over 50% of development already achieved across its six sites, CVEZ is rapidly advancing, with each location either occupied, under development, or in the planning stages.

Over the past seven years, it has boosted the Gross Value Added (GVA) by £48 million and has facilitated the creation of over 2,000 new jobs, a figure projected to surpass 5,000 in the foreseeable future. This steady progress underscores the vital role of CVEZ in fostering economic development and job opportunities within the region, marking it as a beacon of growth and prosperity.



## Opportunity

Across the Ceramic Valley Enterprise Zone, there are a number of opportunities for commercial occupiers:

### Chatterley Valley West

Bespoke design and build with potential for a single unit up to 650,000 sq ft

### Etruria Valley

St Modwen Park Stoke Central - 2 units ranging from 52,000 to 73,000 sq ft

### Highgate/Ravensdale

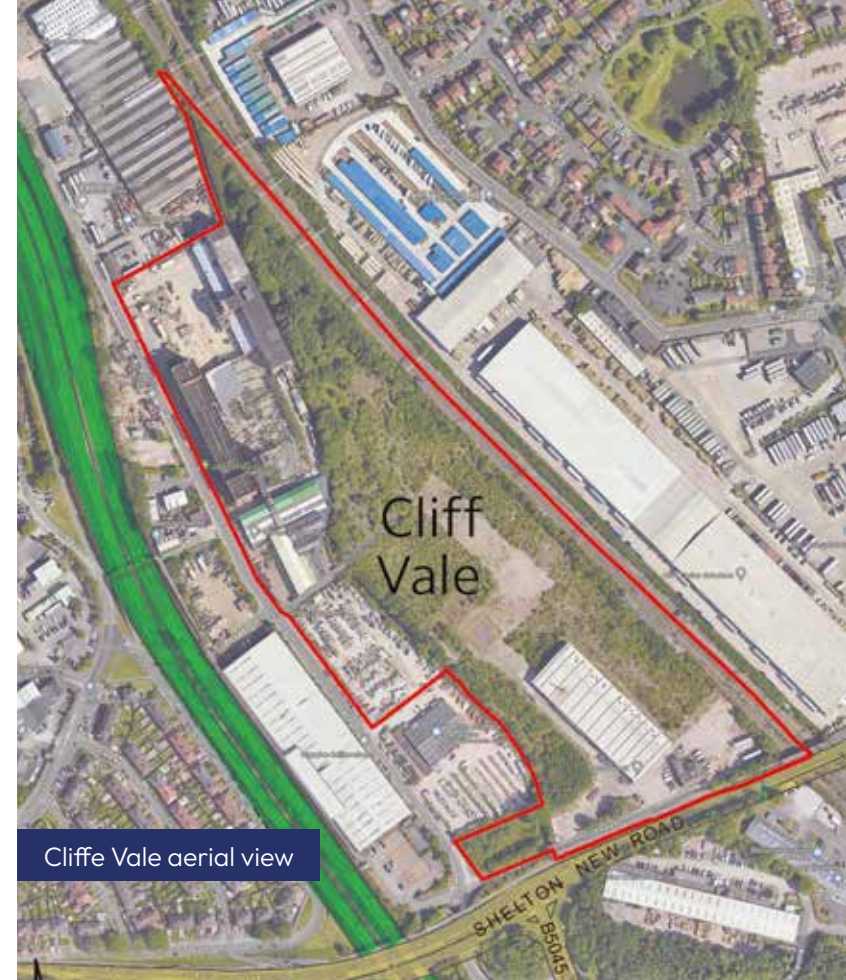
5 units ranging from 2,000 to 12,000 sq ft

### Tunstall Arrow

1 unit available of 13,533 sq ft

### Cliffe Vale

Opportunities for new development



## Target Development

🎯 3,780,768 sq ft of floorspace

## Target Jobs

🎯 4,653 jobs when complete

**OCCUPIER & DEVELOPER INTEREST**

## Development To Date

✓ Over 1,491,433 sq ft of floorspace delivered

## Jobs Delivered

✓ Over 2,000 jobs delivered

## Occupied Space

✓ 1,238,032 sq ft of occupied floorspace



## CHATTERLEY WHITFIELD

**Chatterley Whitfield provides a unique opportunity for ‘black to green’ development and the potential for a large state of the art ‘Eco Park’. This could be an internationally significant development; one that will host geothermal, solar, wind generation along with a major battery storage facility.**

We are working towards a preferred energy scenario for the city council that includes a high level of energy self-sufficiency from low carbon sources. The council’s new energy strategy contains proposals for planned investments over two, five and 10 year periods to significantly increase its capacity to generate and supply local commercially useful decarbonised energy and secure strategic partnership for delivery.

The former, disused colliery site, on the outskirts of Chell and Ball Green in Stoke-on-Trent, is owned and managed by the council and comprises of 10.5 hectares of former mining buildings and structures within a wider setting of the 50 hectare country park.

By building on previous investment, the next phases of investment would look to simultaneously safeguard its outstanding heritage and deliver a unique sustainable energy facility, exploiting the economic, social and energy potential of the site.



## Vision

A new vision has been imagined for the site. The Vision, implemented as a 10-year Development Plan, will deliver significant long-lasting and much-needed benefits, including:

- Creating a viable and sustainable future for Chatterley Whitfield, building on its history, sense of place and industrial past
- Creating an exemplary zero carbon development, realising a combination of reuse and new build opportunities to provide a place to work, learn, live and visit
- Development of new training, skills and employment opportunities, particularly in green industries
- Becoming a centre for research into energy technologies

**SUSTAINABILITY FUNDER INTEREST**



## THE FACTS

### Location

Outskirts of Chell and Ball Green

### Programme

Early Stages

### Size

- ✓ 10.5 hectare brownfield site
  - ✓ 50 hectares country park
  - ✓ Over 30 historic buildings
- ✓ Over 279,000 sq ft of existing developable floorspace

### Possible Outcomes

- Sustainable future for Chatterley Whitfield
- Exemplary Zero Carbon Development
- A centre for research into energy technologies relating to former collieries



# SUSTAINABILITY AND DECARBONISATION

The UK Government has made its position clear on climate change and the importance of transitioning to net-zero. It has set out a range of directives and ambitions to accelerate the pace of decarbonisation, requiring an energy strategy to achieve net-zero greenhouse gas emissions by 2050.

The city council set out its Energy Strategy in 2023 covering the next 10 years. This strategy provides a policy vision and outline action plan for the next 10 years in relation to the council's ambition to reduce energy consumption and carbon emissions in line with the UK's commitment to achieving net-zero status by 2050.

Stoke-on-Trent City Council has already enacted ambitious energy efficiency and self-sufficiency programmes across its corporate asset base, which has delivered ongoing reductions in energy costs and emission levels. By continuing this positive trajectory of decarbonisation and placing energy recovery and geothermal assets at the very heart of this energy strategy, the council will be self-sufficient in power and heat with surplus available to meet the needs of schools and social housing, and additionally some other energy needs within the city region.





# STOKE-ON-TRENT ENERGY RECOVERY FACILITY

The city council owns and operates through a third party contract a 200kt ERF on behalf of itself and Staffordshire County Council. The current operator also supplies third party waste and takes most benefits of power generation.

The current operating contract ends March 2025. A new operating contract is being procured that will see the city council secure a commercial interest in power generated and the ability to meet increased local commercial waste disposal needs through revised shares of available capacity.

## Plant replacement post 2030

The city council is to procure a 300kt replacement facility for operation post 2030 for an anticipated 40 year operating life. The plant is to be constructed on the current site adjacent to the current facility and the council is seeking direct investment along with itself into the new facility.

The new procurement will be for a plant that will be fully CHP enabled and have future CCUS designed in. Planned District Heat Network and Energy (Power) contract options provide commercial opportunities for local utilisation and optimal economic benefits.

Future planned works in support of the energy strategy also provide opportunities to exploit Hydrogen electrolyser and EV fuelling stations for fleet operators.



## Disposal principally of Authority municipal waste from:

Stoke-on-Trent City Council, Staffordshire County Council and Other Local Authority /Third Party

The average Calorific Value was 8.267mj per kg.

## Energy Recovery Facility

200ktn 11.5 MWe from current facility

Post 2030, 300ktn up to 30MWe planned capacity

# TRANSPORT PRIORITIES

The city occupies an enviable geographical location with quick access to and from markets by road and rail and we continue to work with partners to further develop this connectivity.

We're also committed to improving transport accessibility within the city, with significant funding secured which is enabling delivery of major projects such as the Etruria Valley Link Road which provides direct access to one of our major employment hubs.

It's also easy get around the city in other ways. We have an affordable fares schemes which is driving down the cost of bus use, and a large network of traffic free pedestrian and cycle routes that link across the city.

Switching between different types of transport is becoming easier through projects such as the one already underway around the city's main rail hub - the beautiful, listed Victorian railway station - which sits at the heart of the Transforming Cities programme and is delivering an attractive transport interchange at the station with an improved pedestrian, cycling and bus route to the city centre.





This improvement of social mobility is helping our economy by creating better access to jobs, education and other key facilities for more and more people. It's also good for the environment – giving people travel options and keeping our transport networks moving.

But we don't want to stop there. We're committed to making even more improvements across our transport portfolio, such as a new real time information system for bus passengers and a review of bus timetables to ensure the best possible access to jobs in our 24/7 economy, together with a large roll-out of electric vehicle charging points.

With £134m now allocated to Stoke-on-Trent via the Network North strategy, we're enhancing our ten-year transport delivery programme to include bringing new rail stations to the conurbation; developing a rapid transit network; capacity improvements at major highway junctions; and significant investment in highway maintenance.

By continuing to secure funding and invest in our transport network we're creating the perfect place to live, work and play.





## FULL FIBRE NETWORK

Significant progress with the Citywide Full Fibre Network is positioning Stoke-on-Trent as a trailblazer in the UK by adopting the open-access model. The city council own 113km of the network which spans an impressive 1,168km, covering roughly 90% of all businesses and residents. This is a future-proof Point to Point (PtP) network, capable of delivering high-speed, gigabit-plus symmetric services.

Businesses and residential will benefit from VX Fiber, a fibre operator committed to investing in and implementing the Fibre to the Premises (FTTP) infrastructure. Businesses have already seen benefits with 5G small cell deployment improving mobile networks and improved speeds through the gigabit network.

This infrastructure is enabling the council to deliver innovative projects, bringing socio/economic benefits to the city. This includes weather monitoring to make informed decisions on services such as gritting and early detection of flood issues. Connection of council homeless units will allow residents to access super-fast broadband. Care homes have been able to trial innovative technologies such as acoustic monitoring and integrated falls management systems with benefits of a highspeed network.

Our Silicon Stoke Prospectus establishes the strategic vision and framework for making Stoke-on-Trent the most digitally advanced city in the UK.









# INVEST

## STOKE-ON-TRENT

A great place to invest and do business

For any further information about the projects and contents within this publication, please contact:

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