

Stoke on Trent City Council

LEVELLING UP FUNDING BIDS SUMMARY

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Stoke-on-Trent City Council undertook a review of projects that it considered to be the 'best fit' to the Levelling Up prospectus and liaised with the three local Members of Parliament for Stoke-on-Trent in order to finalise four potential submissions.

The four bids being put forward are made up of:

- The Goods Yard
- City Centre Regeneration Area
- Town Centres Heritage & Culture
- Bus Network Improvements

THE GOODS YARD



PACKAGE NUMBER 1

Development of the Goods Yard

The Goods Yard covers a four-phase construction process occupying a site (measuring 0.5Ha) that is located at the intersection of the A500 and A52, the west coast mainline and primary direct rail route to Manchester from London and adjacent to the Trent and Mersey Canal. It is a gateway site to the city centre (1.5ml). Both Staffordshire University and Stoke on Trent Sixth Form College are close to the site which is one of the most accessible in North Staffordshire. It is an area already benefitting from major Department for Transport Transforming Cities investment as well as decarbonisation project funding in the form of bus-retrofitting to decrease NO2 levels in the city centre and immediate vicinity.

The development will occupy land that is currently used for storage and is in the ownership of Stoke-on-Trent City Council. Beneath the site at a subterranean level, leading onto the canal sits a listed Victorian bond warehouse which will be retained as part of the masterplan proposals.

The proposed developments are the primary regeneration projects for the much larger station masterplan which will be implemented over a 25-year period as HS2 services begin to run from Stoke-on-Trent into London Euston. Design has already begun and a development partner, Capital and Centric, has already been appointed.

Once developed, the site will provide the following:

- **Goods Yard Work Space** - commercial office space over the bond warehouse allowing access to the waterfront in an iconic design enabling the heritage of the structure to be enveloped for new repurposed economic uses.
- **Goods yard Living** - residential development of 180 units, available on a long-term rental basis. Designed specifically to occupy the north western corner of the site, the build-out will be a mix of 1- and 2-bedroom units with penthouse style glazed atria apartments on the upper tiers.
- **Goods yard Stay** - short-stay leisure and business offer, the design and completion of a short-stay 3* + hotel providing a minimum of 75 bedrooms. Stoke-on-Trent receives over 5 million visitors a year (pre-pandemic levels), which is expected to increase now new iconic attractions are able to be enjoyed, including the improved and restored Hanley Park and Spitfire Gallery at Potteries Museum and Arts Gallery.
- **Goods Yard Public Realm** - this runs throughout the wider site and will provide the plaza, walking and cycle ways that allow access for people to the railway station and into the city centre and Stoke town, the university and college, and through into Hanley Park too.

CITY CENTRE REGENERATION AREA



PACKAGE NUMBER 2

City Centre Regeneration Area

City Centre Regeneration Area is a large inner-city regeneration site that presents the opportunity to generate additional footfall for the city centre through a mixed-use scheme, bringing vitality and viability to existing city centre businesses and attracting new ones in the post-pandemic economy. Since site assembly was completed by Stoke-on-Trent City Council in autumn 2018, it has created a comprehensive development opportunity.

The proposal is made up of the following elements:

- **Zone 1 infrastructure** - construction of a 700-space multi storey car park future-proofed with electric vehicle charging points.
- **Zone 2, residential development** - delivering 143 high quality, bespoke designed residential units, with ground floor commercial units totalling approximately 10,000 sq ft. The residential units will follow on from the highly successful and ground-breaking Clayworks private rental development, located within the council-led Smithfield development, that were completed in 2020.
- **Zone 3, leisure** - the development of a conference venue, leisure arena and community use spaces for performance and promotion of cultural development at the heart of the city centre. The 3,750-occupancy leisure-use facility would be the first of its kind within the wider Staffordshire and Cheshire area, creating both new jobs and economic activity within the heart of the city.
- Development and regeneration in the entire area will also benefit from wider public realm and new landscaping investment that will promote cycling and walking, plus carbon reducing technologies and renewables such as electrical vehicle charging.

TOWN CENTRES HERITAGE AND CULTURE



PACKAGE NUMBER 3

Town Centres Heritage and Culture

These projects lie within the town centres of Stoke, Longton and Tunstall, each of which will benefit from investment and broadening land uses.

Repurposing the **Spode Factory** site is a long-held ambition of Stoke-on-Trent City Council and over recent years we have enabled an hotel and eatery and creative artists' studios to be established. We are currently delivering an enterprise/teaching hub for the gaming industry in partnership with Staffordshire University and private sector digital companies as part of our 'Silicon Stoke' vision. The levelling Up scheme aims to convert redundant factory floorspace into modern residential apartments bringing new vibrancy to both the site and Stoke town centre.

Tunstall Library is a dominant and imposing Victorian property and we plan to restore this 'jewel' back to its former glory, as we are progressing Tunstall Town Hall, with the help of Historic England. The library building can have an equally important impact by repurposing the building for residential use directly adjacent to Tunstall High Street.

The Crown Works, Longton. This former pottery site, looking for a new use, is the final element of this package. The scheme sits alongside the city's Heritage Action Zone, referred to as an exemplar initiative within the Levelling Up prospectus. The project will both repurpose parts of the redundant factory site and introduce new modern methods of construction accommodation directly within the high street, bringing with it new footfall and a visual gateway entrance into the town.

BUS NETWORK IMPROVEMENTS



PACKAGE NUMBER 4

Bus network improvements

Through the bid, our aim is to improve the ability for the local bus network to help people access employment and education. Currently public transport can be limited for many people. This proposal aims to reduce the barriers to people using the local bus network by improving access, availability of information and punctuality.

Through the national strategy, we'll work with bus operators to review the current network to align it with access to employment, education and training, contributing to the economy of the city. We'll also start to deliver some of the national priorities including improved ticketing.

We'll build on the improvements being delivered through the Transforming Cities Fund (CTF) programme, which includes improving rail and bus connectivity and creating better bus, pedestrian and cycling links between the city centre, the main rail station and the largest employment locations in the city. Being part of the Industrial Strategy, the TCF programme aims to improve Gross Value Added (GVA), and this Levelling Up Transport Package is intended to further complement this.

If successful, this bid will further complement this work. Levelling up here aims to encourage more people to use the bus as well as retaining those that are using the bus already. It means improving the travel experience and contributing to the city's air quality improvement targets.

The Bus Network Improvements bid submission is made up of three projects – accessibility upgrade, traffic signals upgrade and Newport Lane Cycle link.

- **Accessibility Upgrade** – whilst all buses on the local bus network are low floor, there are a significant percentage of bus stops in the city which currently have no level boarding facility. The proposal is to provide this facility at all remaining bus stops. Where this is not possible, due to physical constraints, alternative locations will be sought. Bus stop markings will also be provided where required to ensure parked or unloading vehicles do not prevent buses from 'docking' at the bus stop platforms.
- **Information provision** is the second element that will be improved. There is already the capability to provide real time information. The proposal is to add information displays at bus stops – all those that are not predominantly alighting points. Providing CCTV at all bus stops with shelter provision will provide improved personal security for bus users.

- **Traffic signals upgrade** – traffic signals in the city are currently a mix of linked systems and standalone locations. A trial is currently taking place for a cloud-based system which will provide operating efficiencies for the city council and also be capable of using data received regarding traffic and pedestrian demand and converting that into a dynamic response, optimising signal timings. This will support bus punctuality which has consistently fallen below the national minimum targets, due to a large extent to the unpredictable nature of congestion in the city.
- **Newport Lane, Cycle Link** – this will create brand new access opportunities for communities in the north of the city to access the major employment sites of Etruria Valley, part of the Ceramic Valley Enterprise Zone, and Festival Park.

