

**WE ARE LEVELLING UP
STOKE-ON-TRENT**



VIS UNITA FORTIOR



FOREWORD

Councillor Abi Brown

Leader of Stoke-on-Trent City Council



Very few UK cities have demonstrated the rapid sustained economic growth as Stoke-on-Trent has since 2015. This has delivered the very real confidence that can be seen right now in our small but mighty City, from developers to investors and most importantly from central government.

Over the last decade, we've seen a number of key developments come forward across the city, including a changing dynamic City Centre, with Smithfield, a purpose designed and built business district that is home to hundreds of office workers, one of the newest Hilton hotels in the country and Stoke-on-Trent's first-ever build-to-rent apartment block, that reached full occupancy in the midst of a pandemic. Ceramic Valley Enterprise Zone, one of the most successful Enterprise Zones in the country, regenerating large contaminated brownfield sites across the city. Bringing together a range of land owners and developers, it has so far created well over 2,000 jobs with much more to come.

As a City Council, we have an ambitious capital investment programme, that looks to enhance our heritage, create a real sense of place and improve much loved assets. This includes the recent £5.7m investment into the new Spitfire Gallery at the Potteries Museum and Art Gallery, as well as investment in our town halls in Longton, Stoke and Tunstall, alongside investment into the historic Spode site. We also continue to see success in attracting commercial developers and occupiers, with planning permission granted for employment use for the last 12 months totalling over 1.2m sqft; this is alongside an enviable reputation for housing development, which has seen the city easily outstrip its housing targets, bringing forward around 1,000 units every year, with over 95% on brownfield land. Stoke-on-Trent has also regularly featured in regional and national media as a 'place to watch', including most recently the UK Powerhouse survey, Overcoming Disruption in 2022, as one of UK's fastest growing city economies for GVA growth and employment by the end of 2022.

And of course, in October 2021 we received the largest allocation of Levelling Up Funding nationally - underlining not only our reputation for delivery, but also the validity of our vision. Our three bids include the mixed use Goods Yard development as part of our Station Masterplan, ahead of HS2 coming to the city, uniting Capital & Centric, a nationally renowned social impact developer, with the city council to work on this exciting development. We also have the Etruscan Square development, the largest city centre development site in the Midlands; this will be a huge game changer to revive City Centre vitality and foot fall. Finally, our town centre heritage project brings forward three heritage-led developments to expand housing provision in the city, whilst maintaining the 'golden thread' of industrial heritage that our city was built on.

On transport, we've made unprecedented investment into our local roads, with £47m on the Etruria Valley Link Road opening up a vital employment corridor, and are proud to have pioneered with JCB the Pothole Pro, a revolutionary new machine that speeds up highway repairs. However, more funding is absolutely vital to achieve our growth ambitions and to release the vast economical potential of integrated transport connectivity. Pursuing a light rail system, enhancing local rail services, a radical upgrade in our bus offer with improvements to routes and provision of low and zero-carbon vehicles are some of the initiatives which the City is focusing to unleash our full economic potential.

Never has there been a more pressing time for people to reconsider the way we live our lives and, more specifically where and how we live as we recover from the impacts of a global pandemic. Our focus for Stoke-on-Trent is to ensure our economy rebounds and our current and future housing offer will play an important role in this recovery. The emphasis will be placed on creating sustainable communities through the delivery of mixed tenure housing projects to create a broader, better quality range of housing options and prioritising our town centre brownfield sites for housing provision to reinvigorate our towns through increased foot fall.

We are a growing city, with ambitious and dynamic leadership, determined to 'level up' our brilliant city. With a plethora of opportunities for the right partners, we are keen to engage with those who can see and share our vision, and are committed to driving forward regeneration and building with us a city to be proud of.



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WHY INVEST IN STOKE-ON-TRENT?

Ranked

3rd for year on year
job growth

(UK Powerhouse 2021 report)

Between 2016-2019
**fastest
growing
UK economy**
with **GVA** per capita of **20%**



Over **9,000**
new jobs created

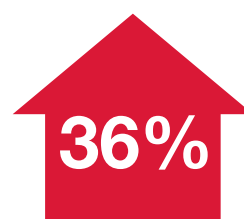
exceeding the national average job density
(2015-2019)



Increased wage levels by

11.5%

beating the national
average (2017-2021)



**increase in
start-ups
in 2020/21**



Our house price growth
is over

40% higher

than England

and **twice** that of Manchester

**More medium
or large
businesses**

in Stoke-on-Trent

than the West Midlands (1.9%)

2.6%

**Major manufacturing
sector**

4.5% higher

in Stoke-on-Trent
than the national average



Gross of

1,400

housing units

in 2019-2021



1 ETRUSCAN SQUARE



OWNERSHIP: Stoke-on-Trent City Council

SITE AREA: 7.12 acres

DEVELOPMENT MIX:

- 285 residential units (in two phases)
- A multi-storey car park - 701 spaces
- 2,600 seating or 3,600 standing flexible space arena
- 82,000 sq ft of commercial space (in two phases)
- 138 bedrooms 3* hotel



PRIME INVESTMENT OPPORTUNITY

This 7.12 acre council owned site, is located south-east of Stoke-on-Trent's principal shopping area and is adjacent to the main bus station. The vision is stunning - a leisure led mixed-use development - it will be catalytic in reinvigorating and bringing viability back to the City Centre as well as attracting new businesses to the high street. Significantly, it complements the cultural investment made with the opening of the magnificent Spitfire Gallery in September 2021 and the continuous regeneration of Smithfield into a dynamic and thriving business quarter.

Essential site demolition and initial remediation works are well underway, and planning applications for Etruscan Square will be submitted in February 2022. A landmark scheme, which has secured £20m of Levelling Up Funding, the City Council is inviting interest from developers specialising in residential and venues/arenas to transform one of the Midlands' largest cleared urban brownfield sites.

PROGRAMME:

Planning approval - May 2022

Phase 1 August 2022 - October 2023: MSCP and infrastructure

Phase 2 August 2022 - April 2024: 10-storey residential block with 136 flats for private rent

Investment & Development Interest Invited

Phase 3 August 2023 - August 2025: Multi-use arena

Investment & Development Interest Invited

GDV WHOLE SITE: £179m

GDC LEVELLING-UP PHASES: £98.8m

LEVELLING UP FUNDING: £20m secured to support Phase 1-3 works

2 TUNSTALL LIBRARY & POOL



PRIME DEVELOPMENT OPPORTUNITY

These Grade II listed buildings, presents a unique investment and development opportunity to repurpose municipal assets into high quality contemporary duplex apartments and family homes within a heritage setting.

OWNERSHIP: Stoke-on-Trent City Council

SITE AREA: c0.8 acres

DEVELOPMENT MIX:

- 34 apartments with a range of 1, 2 and 3 bedrooms
- 7 family mews homes
- 2,175 sq ft of community space

PROGRAMME:

Developer Interest Invited

Planning approval - June 2022

Enabling and investigative works - October 2021 to June 2022

Main works - June 2022 to June 2023

GDC: £7.52m

LEVELLING UP FUNDING: £3.5m

3 HANLEY TOWN HALL



PRIME DEVELOPMENT OPPORTUNITY

This Grade II listed building in the City Centre forms part of the City Council's heritage sites disposal programme. Built as the Queens Hotel in 1869, its past life was a registry office and courts. To breathe new life into this magnificent red brick building, the Council is marketing this rare freehold opportunity for redevelopment to find this historical asset a viable long-term solution.

OWNERSHIP: Stoke-on-Trent City Council

SITE AREA: 1.06 acres

DEVELOPMENT MIX: Office, leisure or residential

Investment & Development Interest Invited

GDC: £6m

4 HANLEY CITY CENTRAL LIBRARY



PRIME DEVELOPMENT OPPORTUNITY

Adjacent to the thriving Smithfield Business Quarter, this City Centre located property comprises four floors of office and storage space plus a basement with a self-contained garage. This is a freehold redevelopment opportunity well suited for a variety of uses, subject to relevant planning consent.

OWNERSHIP: Stoke-on-Trent City Council

SITE AREA: Total GIA 62,767 sq ft

DEVELOPMENT MIX: Office, leisure or residential

Investment & Development Interest Invited

GDC: £6m

5 SPODE WORKS



DEVELOPMENT OVERVIEW

The redevelopment of Spode Works in Stoke Town has been underway for a number of years with the City Council leveraging different funding sources, enabling the establishment of a hotel and eatery, creative artists studios in partnership with ACAVA and is currently delivering a 'Gaming Hub' with Staffordshire University and private sector digital companies as part of its 'Silicon Stoke' programme. Stoke Town is also a High Street Heritage Action Zone, with Spode Works providing anchorage to the high street to offer alternative uses and become a stronger destination driver.

This development is a quality conversion of a much-loved heritage asset to the north of the site, into a range of affordable homes and additional creative commercial spaces which adds to the 'mix' in developing an environment for live, work and play.

Procurement Opportunities

OWNERSHIP:

Nimrod Holdings/ABH Developers

SITE AREA: 6.32 acres

DEVELOPMENT MIX:

- 116 residential units
- 7,040 sq ft commercial space
- 1,820 sq ft of community space

PROGRAMME:

Planning approval - April 2022

Enabling works - from February to August 2022

Main works - September 2022 to December 2023

GDC: £12.02m

LEVELLING UP FUNDING: £10m



6 CROWN WORKS



DEVELOPMENT OVERVIEW

This will be a single-phase development focusing on repurposing the former Crown Works factory in Longton Town, which comes with land at rear of the site. The proposal is to bring forward residential units to a part of the City which has struggled to attract investment for many years and to complement other local schemes to regenerate Longton.



Procurement Opportunities

OWNERSHIP: OVI Homes

SITE AREA: c1 acre

DEVELOPMENT MIX:
75 residential units

PROGRAMME:

Planning approval - May 2022

Enabling works - February 2022 to August 2022

Main works - August 2022 to December 2023

GDC: £9.4m

LEVELLING UP FUNDING: £6.5m

7 BOOTH STREET, STOKE TOWN



Residential Investment & Development Opportunities

OWNERSHIP: Stoke-on-Trent City Council

SITE AREA: 2.22 acres

DEVELOPMENT MIX:

118 residential units offering:

- 32 affordable rent apartments
- 20 houses for shared ownership
- 66nr older persons accommodation

PROGRAMME:

Planning submission - June 2022

Procurement of contractor - December

Main Works - December 2023 to June

BLRF Allocation - £700,000 towards si

GDV: £16m



8 PYENEST STREET, SHELTON



Residential Investment & Development Opportunities

OWNERSHIP:

Stoke-on-Trent City Council

SITE AREA: 5.33 acres

DEVELOPMENT MIX:

80-120 residential units

PROGRAMME:

Planning approval - December 2022

Main works - Commencing 2023
onwards

GDV: c£22m

9 FORMER DORIS ROBINSON COURT, MEIR

Residential Investment & Development Opportunities

The Council has carried out extensive feasibility work and is preparing to bring the site to the market in 2022.

OWNERSHIP: Stoke-on-Trent City Council

SITE AREA: 1.28 acres

DEVELOPMENT MIX: 45 apartments

PROGRAMME:

Planning submission - May 2022

Main works - Commencing September 2023

GDV: £8m



10 FORMER MITCHELL HIGH SCHOOL, BUCKNALL

Residential Investment & Development Opportunities

A comprehensive master planning exercise has been completed and the City Council is now looking to bring to market this school site to deliver a mixed tenure residential development.

OWNERSHIP: Stoke-on-Trent City Council

SITE AREA: 23.7 acres

DEVELOPMENT MIX: 234 residential units

PROGRAMME:

Planning submission - November 2021

Main works - Commencing December 2022

GDV: £43m



Stoke-on-Trent received £2.45m from the Government's Getting Building Fund, to fast-track a number of 'shovel-ready' schemes in the city to power up enterprise and start-up activities through a refurbishment programme to convert a suite of properties into modern flexible and co-working spaces in response to market trends and Covid-impact on the future of offices. These projects together with investments in Smithfield and the Goods Yard, will offer a 'ladder of accommodation' for office occupiers.

1 SMITHFIELD



DEVELOPMENT OVERVIEW

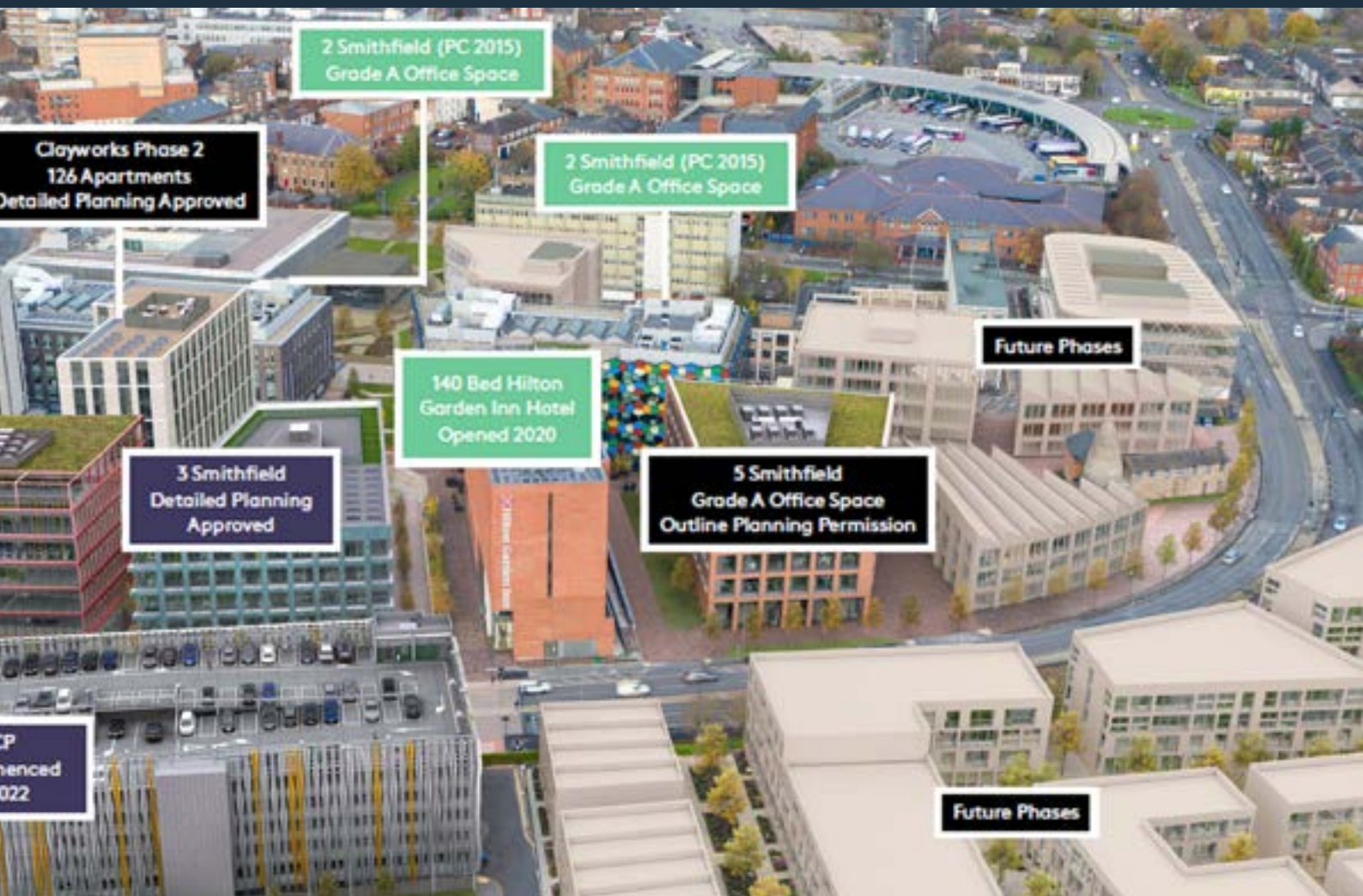
This is the City Council's flagship regeneration project to deliver a transformational and dynamic business quarter at the heart of the City Centre.

Delivery partner Genr8 have already completed Phases 1 and 2 which offers a total of c210,000 sq ft of Grade A offices, Clayworks a city living concept first of its kind in Stoke-on-Trent, with 151 studio, one and two bedroom apartments for private rental and a 140-bedroom Hilton Garden Inn which welcomed its first guests in May 2021. Phase 3 is already underway with a 730-space multi-storey car park expected to complete in April 2022 to service the growing demand for parking at Smithfield. To follow will be another major extension to the commercial offer with a further c62,000 sq ft of office space.

There is outline planning for two future office buildings totalling c151,000 sq ft and detailed planning for 2 Clayworks to provide an additional 126 apartments.

Opportunities For Business Occupiers & Tenants

Genr8



OWNERSHIP/DEVELOPER:

Stoke-on-Trent City Council/Genr8

SITE AREA: 11.5 acres

DEVELOPMENT MIX:

Office, residential, leisure, retail and MSCP

GDV: c£260m



2 GOODS YARD



DEVELOPMENT OVERVIEW

A council owned site overlooking the Trent & Mersey Canal, the Goods Yard is excellently located at the gateway to the City, a short stroll from Stoke Station, Staffordshire University and Stoke Town with the City Centre a mile away. This is a priority regeneration scheme within the Stoke Station Masterplan, which forms part of the City's Transforming Cities Fund programme. With £16m secured from Levelling Up Funding, plans are to create a vibrant micro-neighbourhood that's packed full of design features to restore and bring the space alive and transform from tired industrial buildings to a lively urban quarter for people to call home and spend time.

The City Council is in a pre-construction development agreement with Bowmer & Kirkland and Capital & Centric to bring forward this landmark project, with detailed planning consent expected in February 2022.

Opportunities For A Mixture Of Leisure & Commercial Occupiers



OWNERSHIP/DEVELOPER:

Stoke-on-Trent City Council / Capital & Centric

SITE AREA: 1.24 acres

DEVELOPMENT MIX:

- 10,500 sq ft NIA of office space
- 16,300 sq ft NIA of leisure space
- 4,500 sq ft NIA of commercial space
- Residential development of 174 high quality apartments, offering 1, 2, and 3 bedroom homes with ground floor amenity space
- Branded hotel provider offering 100 bedrooms
- Enhanced public realm and re-opening the waters edge

PROGRAMME:

Planning approval - February 2022

Enabling works - March 2022 to May 2022

Main works - June 2022 to October 2024

GDC: £55m

LEVELLING UP FUNDING: £16m secured to support early development phases

CAPITAL&CENTRIC



3 SMITHFIELD

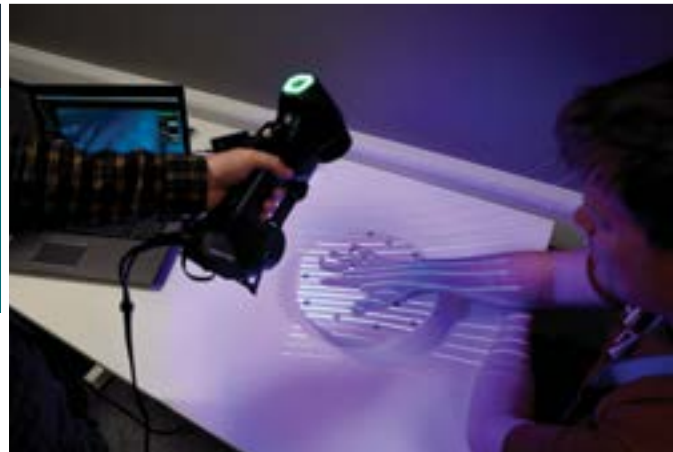
Located on the ground floor of Clayworks and Two Smithfield, Smithfield Works will provide a mix of private office suites, hot desking facilities, shared working space with ancillary break out and communal areas, with an on trend hardwearing, industrial chic look.

Genr8



4 SPODE BUILDING

This is a two-storey Victorian property undergoing comprehensive refurbishment to provide business start up and enterprise space. The internal design allows for either sole businesses to operate within a shared space or as a larger let to a fledgling company on each of the two floors. Re-purposing this building complements the wider regeneration of Spode Works by introducing new users and facilities as a venue for business, within this historic urban landscape.



5 SWANN HOUSE *



Partly occupied by the City Council, Swann House is a short walk from the Civic Centre in Stoke Town. The works will comprise alterations to the first floor to include internal partitions, a new floor, ceiling and wall repairs to deliver a combination of modern cellular offices, hot-desking facilities, meeting rooms and a breakout/relaxation space.

6 LONGTON TOWN HALL *

A Grade II listed building, Longton Town Hall has already benefited from extensive remodelling and refurbishing works on the ground floor with a new local centre and public areas adjoining the indoor market in 2019. This next phase will be mainly internal alterations to the first-floor ballroom to create new shared office spaces, meetings rooms, Zoom booths, kitchen facilities and a communal area.



7 CoRE *

CoRE is an existing and in demand enterprise centre located in Longton Town. The project is to convert a large under-used demonstration space into incubator office accommodation, with open plan desk spaces, enclosed meetings rooms, Zoom booths, drop in space and updating the kitchen area.



* These Getting Building Fund sites will be available in Spring/Summer 2022, offering opportunities for start-ups and growing businesses



Transport investment lies at the heart of Stoke-on-Trent's economic strategy for better jobs and growth. Arguably transport is the single biggest catalyst in terms of delivering Levelling Up by addressing inequalities within the city - removing barriers to travel and connecting residents to employment opportunities - and increasingly important in addressing the net zero carbon agenda. Only by reshaping radically the city's transport infrastructure and improving intra-city connectivity can Stoke-on-Trent achieve a fit-for-purpose transport system that meets both its current and future growth needs.

1 ETRURIA VALLEY LINK ROAD (UNDERWAY)

The Etruria Valley Link Road will create a new 1km road between the Wolstanton junction of the A500 through to St Modwen Park Stoke Central and Festival Park, one of the six employment sites on the Ceramic Valley Enterprise Zone. This crucial infrastructure will improve connectivity for existing businesses in the area and assist in unlocking unused employment land and open up new housing sites to support the Local Plan.

INVESTMENT: £47m

PROGRAMME:

Commenced October 2020; completion expected December 2022

IMPACTS:

- Benefits to business users/transport providers/commuters
 - improved journey times on A53, A500 and the wider network saving 30.5m person hours, equating to £115.1m in benefits to users
 - reduction in vehicle operating costs of £13.1m
 - journey time reliability benefits of £18.7m
- Significant improvements to air quality at two main hot spots, the A53/A500 junction and A500 (Wolstanton to Etruria) both with large decreases in NO2 emissions
- Improves connectivity between M6, A500 to Etruria Valley (Ceramic Valley Enterprise Zone) and the City Centre
- Creates 2200 jobs



2 TRANSFORMING CITIES FUND



Stoke-on-Trent, one of the 12 Transforming Cities Fund city regions to receive funding from the Department of Transport, is investing in a significant improvement programme in and around Stoke Station for commuters to transfer seamlessly to other sustainable travel modes for work, a 'metro-style' public transport service which increases bus patronage and offers high quality walking and cycling routes.



Tranche 1 awarded £5.566m of which £3.584m was allocated to a 'Legible City' package of schemes. Projects completed includes:

- new pavements and kerbs outside Stoke Station with repositioning of signs, trees and lamp posts to make the area more attractive and easier to navigate
- public realm improvements to better connect the two Staffordshire University campuses
- canal towpath upgrades to enhance cycling and walking routes
- wayfinding to promote walking and cycling between the station and major employment parks
- improvements to walking and cycling routes within Hanley Park and linking to the station and City Centre

£1.982m was allocated to the Rail Station Gateway Scheme due to be completed by December 2022, to cover:

- installation of a new cycle hub
- additional car parking and taxi drop off facility to the rear of the station, with electric vehicle charging points
- power upgrades to the rail station which will allow further commercial development within the station to take place. A private sector funding contribution of £0.250m has also been secured from Virgin Trains/Network Rail towards this project

Tranche 2 awarded £29m to deliver priorities by March 2023 which includes:

- a major development of Stoke Station into the Station Hub, a next generation multi-modal and multi-functional mobility hub, that serves the city
- accessibility improvements to Longton Station
- high-quality mass transit links to the City Centre
- the creation of an onward cross city mass transit and sustainable travel links including to Etruria Valley (part of the Ceramic Valley Enterprise Zone) and wider connectivity to key employment areas

Procurement Opportunities

3 CITY EAST LINK ROAD

This is the highest priority major transport scheme in the City to address severe congestion along key road corridors east of the city linking the A50 trunk. Significantly it will unlock land to support Stoke-on-Trent's economic growth aspirations. Proposed scheme includes new highway links, new junctions and several junction improvements.

INVESTMENT: £77.95m (estimated)

PROGRAMME:

DfT approval early 2022; design/planning/procurement by April 2026; works to commence June 2026 with completion in July 2028.

IMPACTS:

- Eases congestion, reduced journey times and improved transport links from the City Centre to the Strategic Road Network (A50 and A500 trunk roads)
- Essential element of the wider transport masterplan for the south east of the City Centre
- Critical to Bus Service Improvement Plan
- Unlocks nearby employment sites and supports housing growth
- Improved air quality and lower greenhouse gas emissions and noise

Procurement Opportunities In The Future



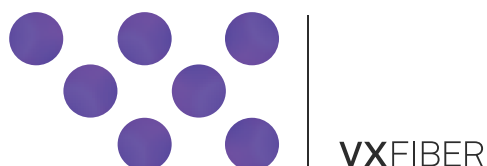
The City Council's ambition is to deliver a total economic impact of up to £625m GVA to boost the local economy over the next 15 years, by making businesses more competitive and improving homes through projects which supercharge digital speed, security and sustainability to underpin and attract inward investment and jobs.

1 FULL FIBRE NETWORK

The City is proudly one of the first in the UK to adopt an innovative open access model for the delivery of a citywide full fibre network, using public sector assets including ducting and public buildings. In April 2021, the Citywide Full Fibre Network was complete, covering 113km and creating a truly future proof Point to Point (PtP) network delivering gigabit plus symmetric services.

Business and residential services will be delivered by a neutral host fibre operator, VX Fiber, who will invest in and install the FTTP infrastructure. Services will be delivered through an open access platform and will include broadband, TV and VOIP. VX Fiber have invested £10m in the current FTTP network with an additional £30m to cover the citywide FTTP.

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



2 SUSTAINABILITY AND DECARBONISATION

The City is working towards supporting the principles of the Government's Ten Point Green Industrial Revolution Plan at a household, city and business wide level and is actively working to deliver low carbon heating including investment in district heating, distributed energy generation and large-scale energy recovery facilities. The projects in delivery and in development will see a significant increase in renewable energy in the City and will provide a sustainable future for businesses to take advantage of plus capability in terms of innovation and research through local University research into sustainable energy networks.

SITE AREA: Citywide

PROGRAMME: Completion April 2028

GDV: c£350m

3 MATERIALS RECYCLING FACILITY PROJECT

An exciting opportunity for a Materials Recycling Facility to serve the region's domestic recyclable material collection tonnage is under development. This provides the potential to explore methods of optimising recycling rates, as well as enhancing the quality of the extracted recyclate to deliver higher returns and greater diversion from landfill. Whilst keeping the solution local, there is also potential for savings, via avoided bulking and materials transfer and processing costs, increased revenue generation, and greater control by the Council over the municipal recyclate infrastructure and service delivery within Stoke and the surrounding area. These aspects would further aid the Council in its drive towards a cohesive and efficient waste management solution with potential linkages to the established energy recovery infrastructure.

SITE AREA: c15 acres

PROGRAMME: Full Business Case 2022/Completion 2024

GDC: £25m-£30m

Procurement Opportunities In The Future



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