

INVEST
STOKE-ON-TRENT



The Stoke-on-Trent Investment Prospectus 2025-2026



Introduction

Stoke-on-Trent is a nationally important engine of creativity, innovation and growth, achieving a global brand reputation for its ceramic excellence and recently being recognised as having World Craft City status.

This creativity continues to lead the way in the transformation of advanced materials in high-tech industries and digital creativity, enhancing productivity in the Midlands manufacturing supply chains.

The city is investing in critical infrastructure including transport and energy, restoring heritage buildings, developing affordable and attractive housing, revitalising our city centre and boosting skills development to support future knowledge economy jobs.

These and other interventions are helping to bolster our citizens' pride, boost employment and create new opportunities for those that live, work in and visit Stoke-on-Trent.

Regeneration is only part of the story. To achieve our ambitions, we must also attract new businesses, entrepreneurs, and investors to our city. That's why we're creating the right conditions for inward investment:

Economic Zones for Growth:

We're delivering state-of-the-art business parks like the Ceramic Valley Enterprise Zone (CVEZ), which has already secured over £300 million in private sector investment and created thousands of jobs.

Supporting Innovation and Skills:

Working with our local colleges and universities, we're ready to meet the demands of modern industries. This includes advanced manufacturing,

digital and crea-tech, health and lifesciences, green technology, and logistics.

Streamlining Processes for Investors:

We've simplified planning and support to ensure that businesses investing in Stoke-on-Trent can hit the ground running.

Promoting Our City Globally:

Through partnerships, trade missions, and events, we're showcasing Stoke-on-Trent on the national and international stage.

We're committed to ensuring that our regeneration and investment efforts are sustainable and future-proof.

That's why we're prioritising:

- **Green Energy Initiatives**
- **Affordable, Eco-Friendly Housing**

By investing in sustainability, we're not only protecting our environment but also creating a city that future generations can be proud to inherit.

Our vision for Stoke-on-Trent is clear: to create a vibrant, inclusive, and prosperous city where businesses want to invest, people want to live, and which visitors are inspired to explore.

Over the past few years, we have been working tirelessly to deliver regeneration projects that will transform our cityscape and enhance the quality of life for our residents.

These efforts include:

- **Revitalising our city centre and surrounding area** through projects like the Smithfield development and The Goods Yard.
- **Revamping Key Infrastructure:** We're upgrading roads, public transport, and digital connectivity to make the city more accessible and attractive for businesses and visitors.
- **Transforming Heritage Assets:** Iconic sites like Spode Works and Middleport Pottery are being restored and re-purposed.

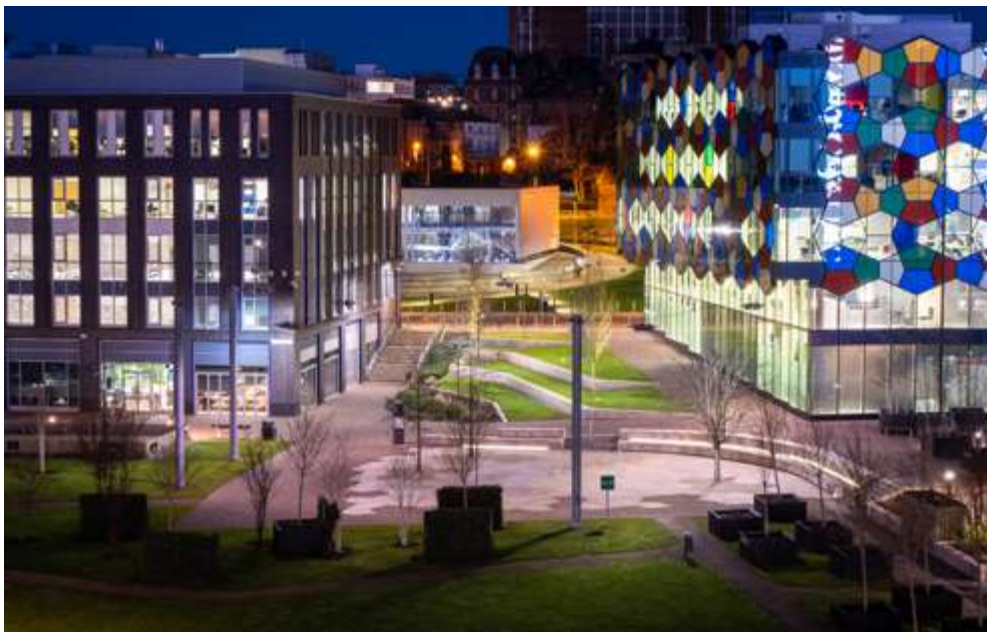
A City with a Vision

Stoke-on-Trent has long been synonymous with creativity, industry, and ambition, and is a city on the rise.

Through regeneration, inward investment, and the incredible spirit of our people, we are building a future that reflects our ambition and resilience.

To prospective investors there has never been a better time to be part of Stoke-on-Trent's story.

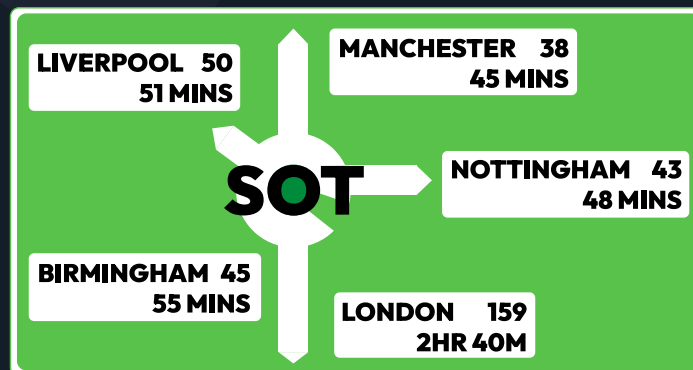
Our city is open for business, and we welcome your vision, ideas, and energy!



Why Stoke-on-Trent?

4 international
AIRPORTS
within 1 hour

9TH HIGHEST
GVA GROWTH in UK
per head at **38.4%**
vs 22.9% for UK in period between 2016-2021



23
universities
within 1 hour

c31,000 
STUDENTS
at Staffordshire &
Keele Universities

Homes are 
35%
CHEAPER
than Manchester
& Birmingham

12.2% of jobs
are in the
**DIGITAL
SECTOR**

National average is 5.9%

STOKE TO LONDON EUSTON
1HR 32MINS

CITY (FROM STOKE)

LONDON EUSTON

MANCHESTER PICCADILLY

BIRMINGHAM NEW STREET

LEEDS

EDINBURGH

TRAVEL

1hr 32 mins

38 mins

49 mins

1hr 47 mins

3hr 42 mins

300,000 
working age adults
Stoke & North Staffordshire

Stoke-on-Trent – The Story So Far

We are currently enjoying the city's centenary year after a decade of sustained economic growth. The success of the Ceramic Valley Enterprise Zone combined with urban regeneration stories like Smithfield and The Goods Yard has given Stoke-on-Trent a new-found confidence and attracted a range of new developers and investors. With a mature strategic partnership in place with Homes England we are ambitious to achieve more.

Context

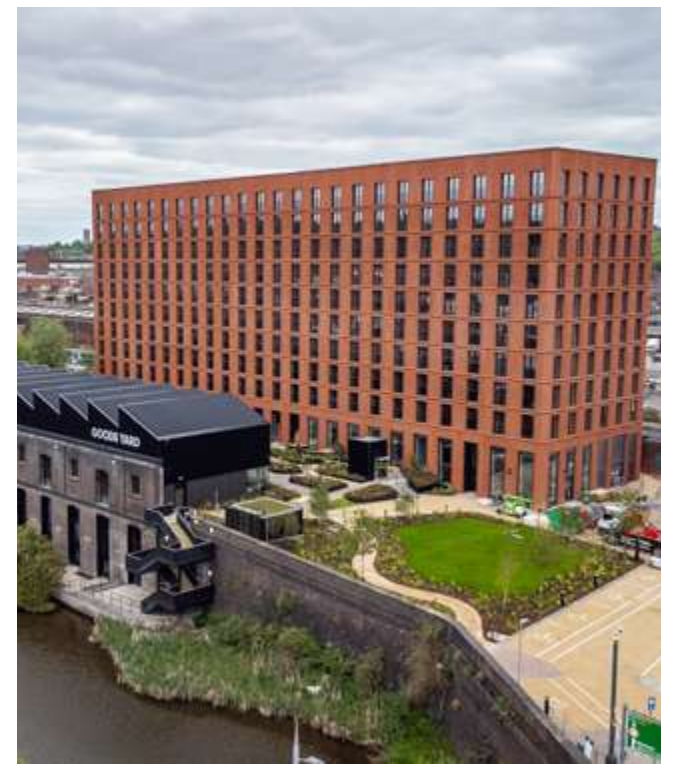
Stoke-on-Trent is a polycentric city built on industry. Where previously there were pot-banks, collieries and steelworks, today we have a diversified economy with particular strengths in advanced manufacturing, digital and creative sectors. We are part of the wider North Staffordshire economic region with a catchment of almost 1 million people which makes the city an important travel-to-work destination. We also sit on an economic crossroads, with motorway and major rail connections north-south and the A50/500 corridor running west-east. This has made us a desirable location for logistics & distribution operations and inward investment more generally.

Stoke-on-Trent is a great place to live and work. We are an unusually green city with natural river valleys, heathland and wonderful Victorian parks. We are criss-crossed by a river and canals. We have a range of tourist attractions both within the city and at very

close quarters in wider Staffordshire, such as Alton Towers and Trentham Gardens. And the beauty of the Moorlands and the Peak District are just up the road.

Housing is still relatively cheap despite recent price rises that have been above the national average. Similarly, commercial rental costs are competitive and thus an attractive alternative to the major cities such as Manchester and Birmingham, which are just a short train ride away.

We are incredibly fortunate to have two great universities in North Staffordshire – the University of Staffordshire with its deep expertise in digital learning and skills, and Keele University, not only a top teaching centre but also the home to a burgeoning enterprise and innovation offer, working with a range of global and local businesses.



Opportunities

There are development opportunities across the city and the Council employs a dedicated, skilled team to help make those happen. We are currently finalising our draft Local Plan for publication which will further the site opportunities available to prospective investors, adding to the fantastic projects described in this prospectus.

Stoke-on-Trent's city centre is located in Hanley. We are currently developing a brand new masterplan that will re-think the city centre offer to reflect the recent shifts in demand, rebalancing the historic dominance of office and retail with the development of new homes and leisure & entertainment facilities. The city centre already boasts a successful mixed use district at **Smithfield** with opportunity for expansion. It also enjoys an excellent cultural quarter including the flagship Potteries Museum and Art Gallery (PMAG), Regent Theatre and Victoria Hall.

At the eastern edge of the city centre lies **Etruscan Square**, a large undeveloped brownfield site in the city council's ownership which was awarded £20m of Government funding. The City Council has recently secured a major new development partner, GenR8/Kajima to help us take forward this opportunity as well as other sites close to the city centre.

The Council is investing strongly in the short transport corridor between the city centre and the main railway station which will create a new multi-modal hub and a much improved public realm. This will then connect the city centre much better to our **University Quarter** which is now home to the flagship **Goods Yard development**. A mixed use heritage-led scheme delivered in partnership with Capital & Centric that is completing this year, the Goods Yard will provide a mix of new homes, workspace, retail and entertainment offer.

A stone's throw from the Goods Yard is the township of Stoke with its wonderful civic buildings and Minster. The flagship development in this township is the restoration of the **Spode factory** works into a vibrant mixed use neighbourhood. Already boasting a hotel, restaurants, theatre, museum artist's studios and crea-tech businesses, the Council is now embarking on the next phase which will introduce new homes, more commercial space, an enhanced public realm and restored heritage for a mix of public and business uses. It will be a true creative village accessible to all.

The other Stoke-on-Trent's towns also have exciting stories to tell. In Tunstall in the north of the city, there is strong investment in improved public realm off the back of the successful restoration of the Victorian town hall and we are working with a private developer to bring **Tunstall library & Baths** back into use as a residential and community scheme. In Burslem, the mother town, we are seeking to bring forward the restoration of three iconic buildings – the **Queen's Theatre, the Market Hall** and the **Wedgwood Institute**. In Longton, to the south, we are again investing strongly in improved public realm and are bringing forward heritage-led schemes such as **Crown Works**. And in Fenton, we are building on the wonderful restoration of the Town Hall by bringing the old Library back into beneficial use. And we would like to expand on the success of our extra care developments in the town.

This story is not though just about the bigger urban centres. We have a range of residential and commercial opportunities across the city, some of which are set out in this brochure. A few commercial opportunities still remain in the **Ceramic Valley Enterprise Zone** and we have exciting plans for the **Chatterley Whitfield Colliery site** as an eco-park and digital growth hub.

All of this development would not be possible if it was not for the city's foresight in developing the core infrastructure. We were the first city to develop out a city-wide full fibre network, offering gigabit speeds and low latency, with the opportunity to run private networks through the wiring. We have already developed the first ring of our district heating network and are committed to commercial partnership to expand the coverage. We have made significant improvements to the local bus networks and are investing heavily in improving highways. And we have many excellent schools and colleges, with more rated 'Good' or 'Outstanding' than the national position.

All of this and more is described in the rest of the Prospectus. Once you have read it, if you are interested in being part of our future story, we would love to talk to you.



World Craft City Status

The recent award of World Craft City Status is a pertinent reminder of Stoke-on-Trent's manufacturing significance, and there is an emerging opportunity to re-imagine the historic environment and harness the global reputation to transform the city into a major cultural tourism destination.

Although the revitalisation of former industrial heritage is challenging it also presents the opportunity to retain the unique character of the city and provide sustainable economic uses for historic sites and buildings.

The city has already seen a number of significant historic assets restored and preserved which have been given a new lease of life making positive contributions to the local economy and the lives of residents.

This includes projects such as the restoration of Middleport Pottery, which has retained local craft skilled jobs whilst providing an important attraction to further drive forward the visitor economy.

Developments such as the Goods Yard that have restored and enhanced the historic built environment whilst providing high quality homes and sustainable communities.

The city has a wealth of historic buildings which need to be brought back into productive

economic use, however, due to the scale of this issue, it is a very challenging ambition.

Stoke-on-Trent is now in its centenary year; this milestone provides an opportunity to not only celebrate the manufacturing innovation for which the city is famed, but to also act as a springboard for collaboration between owners and industry partners to ensure heritage assets contained within the historic environment and public realm, are restored and preserved for future generations.



Middleport pottery.



Major Schemes



Hanley City Centre Masterplan

The city council has appointed an expert team of multi-disciplinary consultants to produce a city centre masterplan and delivery plan.

Description

Like most city centres, Hanley has been negatively affected by the recent major changes in the way that urban centres function, based on changing consumer and business preferences.

Vision

However, the city centre has a number of unique characteristics (both opportunities and challenges), such as the polycentric nature of Stoke-on-Trent, the defined quarters within the centre, the importance of the city's built heritage, and the need to provide a sustainable, vibrant city centre which is attractive, welcoming, accessible, and appreciated.

Opportunity

The Masterplan will consider this context and will provide a radical, yet robust framework, which will act as a catalyst to start to address some of the challenges faced in the city centre and to ensure its long-term success and sustainability.

Timelines

The Masterplan and Delivery Plan are expected to be completed by the end of 2025.



Smithfield

Vision

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.

Recent Investment

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.

Business Hub

Smithfield Works is known 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.

Opportunity

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.



Goods Yard

Opportunity

Capital & Centric is on the hunt for creative businesses and the best independent bars, eateries, and stores to accompany the already impressive list of tenants at Goods Yard.

There are still a mix of spaces available across the development, including the locally listed Vaults Warehouse, the Victorian Signal Box, and a 3,000 sq. ft. unit on the ground floor of the residential new-build, with direct links to the train station.

- 📍 Owner: Stoke-on-Trent City Council / Capital & Centric
- 💰 Cost: £58 million
- 📏 Size: 1.24 Acres
- 🏠 Funding: £16m Government funding

Programme

Planning Approval – March 2022

Enabling Works – March 2022 to August 2022

Main Works – September 2022 to April 2025

Development Mix

Goods Yard Living: 174 design-led apartments for rent, with a mix of 1, 2, and 3-bed homes with ground floor resident facilities and amenities space.

Signal Box: a cafe-bar in the currently derelict rail signal box.

Vaults Warehouse: restoration of brick vaulted, below-ground warehouse to create work and leisure space.

Canalside Jetty: opening up the water's edge to the public.

The Pavilion: 5,000 sq. ft. in a double-height space for workspace and/or leisure use.

The Goods Yard Square: a bustling public square with gardens, space for pop-up events, with pedestrian and cycle links to the surrounding area.

Hotel: 150 bed hotel (to be delivered as part of phase 2).



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, and wind generation, along with a major battery storage facility.

We are working towards a preferred energy scenario for the city council that includes high levels of energy self-sufficiency from low-carbon sources. The council is now exploring ways for companies and proposals to invest that align with emerging city trends and projects, aiming to significantly increase capacity for generating and supplying local, commercially useful decarbonised energy while securing strategic partnerships for delivery.

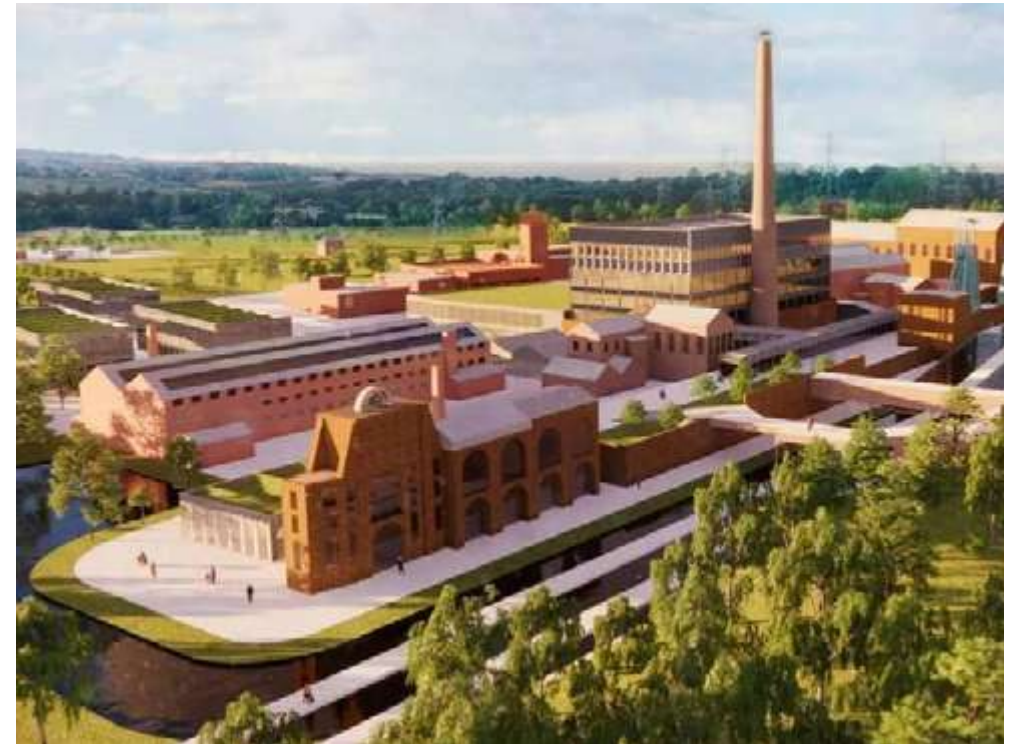
The former, disused colliery site, on the outskirts of Chell and Ball Green in Stoke-on-Trent, is owned and managed by the council and encompasses 50 hectares of former mining buildings and structures, set within a 50-hectare country park.

☒ Size: 279,000 sq ft

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, realizing a combination of reuse and new build opportunities to provide a place to work, learn, live, and act
- Developing new training, skills, and employment opportunities, particularly in green industries
- Becoming a centre for research into energy technologies



Programme

Work will commence on further energy concepts and future masterplanning for the site during Spring/Summer 2025.

This will include Solar PV, BESS, data centre waste heat supply and geothermal minewater heat utilisation for surface building space.

An Expression of Interest has been submitted to Government for it to become an AI Growth Zone.

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





Residential

Stoke on Trent City Council is working in partnership with Homes England, developers & owners to bring forward a significant number of sites across the city for residential development.

Despite relatively low housing values, Stoke saw the biggest rise nationally in house prices in the 12 months to September 2024 with an average house price of £227,000, a rise of 17.2%*.

*the Halifax Building Society, as reported by BBC News

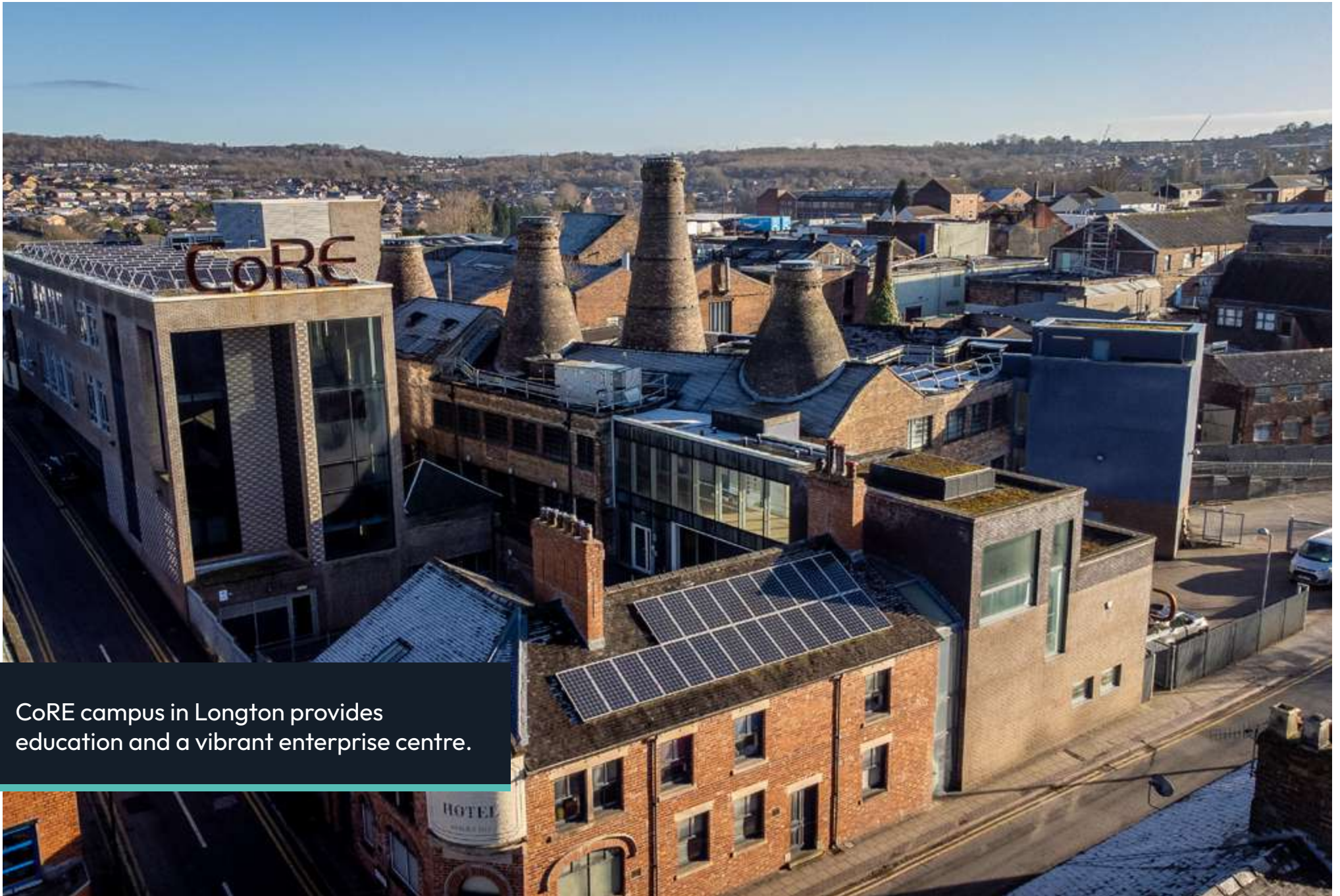
The rate of delivery of new homes over the next four years has to increase by over 100% to meet the revised housing targets.

The council and Homes England are actively working on an ambitious housing delivery pipeline of 4,811 new homes across 21 sites split down as follows:

- In Delivery (607 across 3 sites)
- Priority Pipeline (717 across 6 sites) [4 in planning]
- Residential Disposals Programme (1,544 across 6 sites) [1 in planning]
- Challenging Sites (1,943 houses across 7 sites)

Underpinning our vision is the Stoke-on-Trent Local Plan which will identify future housebuilding and investment opportunities through to 2040. It will be a comprehensive plan, including site allocations, that will provide a positive vision for the future of Stoke-on-Trent and given the city's needs, will consider a wide range of development opportunities, from larger strategic development sites through to smaller infill sites. The Draft Plan will go out to public consultation in September/October 2025.





CoRE campus in Longton provides education and a vibrant enterprise centre.



The Queens Theatre, Burslem

Background

This Grade II Listed building, located in the heart of Burslem town centre, was completed in 1910. 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 building's use as a multi-purpose space (potentially for large-scale weddings) and the adjacent Princes Hall as multi-use or even residential apartments. A performance and arts based education facility could also be appropriate for both the Queens Hall and Princes Hall.

📍 Owner: Stoke-on-Trent City Council

Size: 51,166.03 sq ft

The Wedgwood Institute, Burslem

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.

📍 Owner: Stoke-on-Trent City Council

📏 Size: 2,764m²

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.

An education based facility for small dynamic space classrooms with associated facilities could also be appropriate.





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.

A proposed partnership with Capital and Centric is in development for part of the site.





Crown Works

Background

Key to the history of the area, the derelict factory building was 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.

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

📍 Owner: OVI Homes

💰 Cost: £9.4 million

📏 Size: c1 Acre

💵 Funding: £6.5m Government funding

Programme

— Main works - Spring 2025

— Completion - Spring 2026

Development mix

— 62 apartments

— Longton

— Residential development





Burslem Market Hall

Background

The 19th-century, Grade II Listed Burslem Market Hall is in the heart of the town and Conservation Area, with main frontage onto Queen Street.

The ground floor provides six retail shops that front the market hall, and the first and second floors consist of ten flats, all providing an income opportunity. The market hall is open plan with a domed and glazed roof structure.

Opportunity

An outline business case has been commissioned, recommending a preferred option of a modern food hall/market with a flexible events stage for the night-time economy.

There is an opportunity for investors, developers, and future operators.

📍 Owner: Stoke-on-Trent City Council

📏 Size: 1.06 Acres

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.

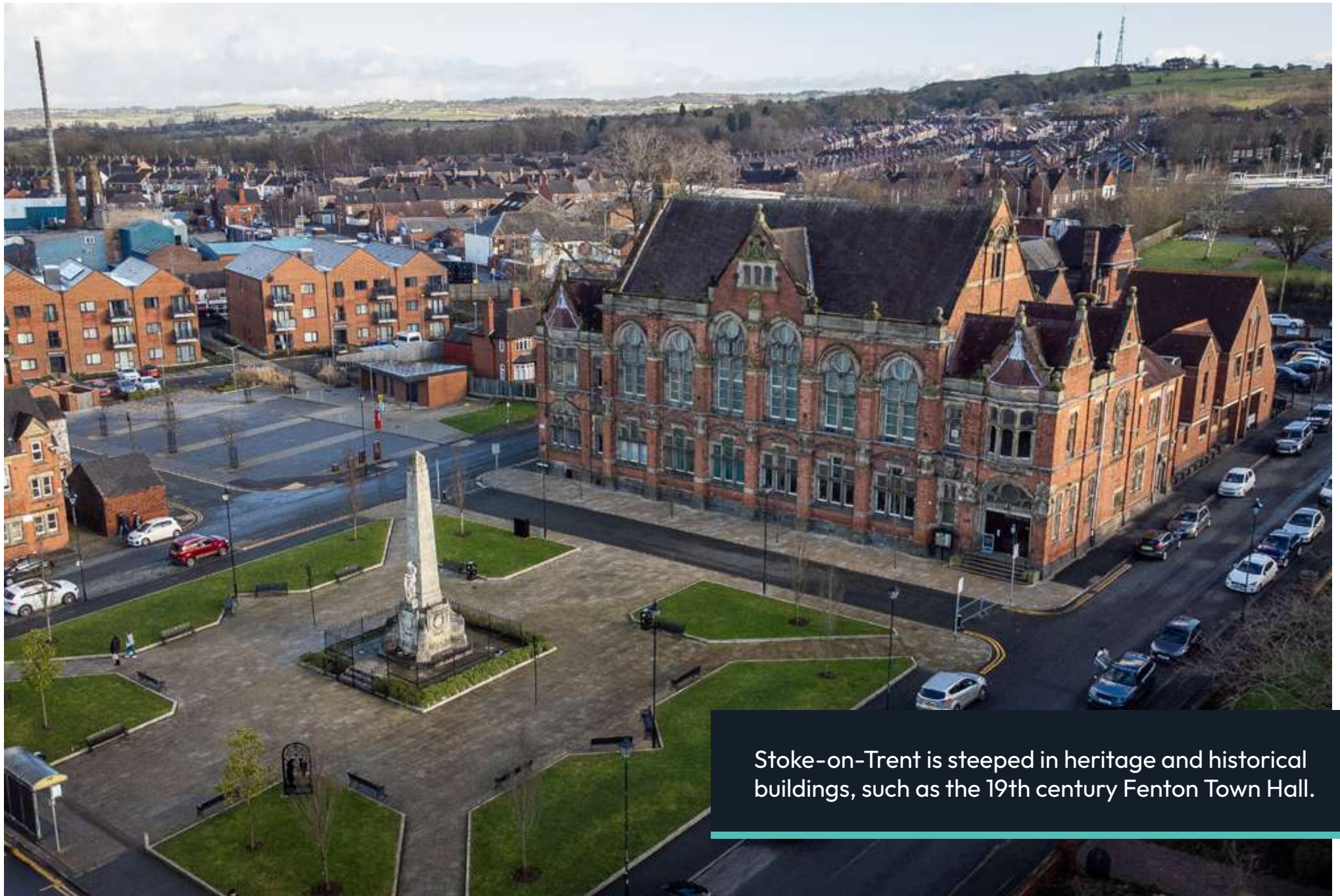
📍 Owner: Stoke-on-Trent City Council

📏 Size: 0.387 Acres

Development Mix

Office, Leisure or Residential





Stoke-on-Trent is steeped in heritage and historical buildings, such as the 19th century Fenton Town Hall.

Tunstall Library & Pool

Background

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

More recently, the building housed the council-run library services, which have now been 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.

📍 Owner: Tunstall Library Developments Ltd

💰 Cost: £7.52m

📏 Size: 0.8 Acres

🏠 Funding: £3.5m Government funding

Programme

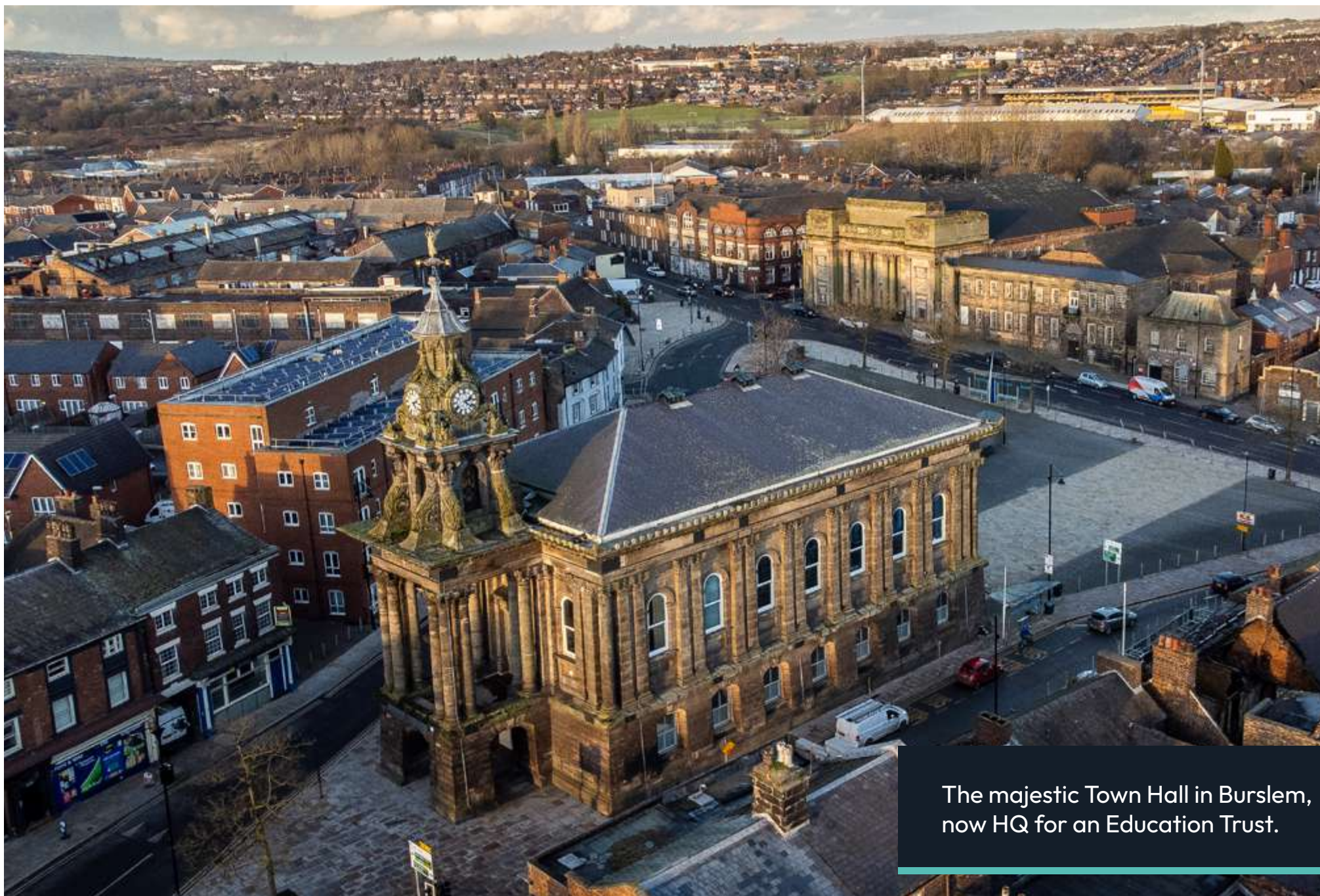
Planning application to be submitted in Spring 2025

Programme to start in Summer 2025
and finish in Spring 2026

Development Mix

34 apartments with a range of 1, 2, and 3 bedrooms
1,076.39 sq. ft. of community space





The majestic Town Hall in Burslem,
now HQ for an Education Trust.



Ceramic Valley Enterprise Zone – Chatterley Valley West

Vision

A perfectly located employment site which will drive economic growth in Staffordshire and Stoke-on-Trent, reinforcing the area's reputation as a logistics hub and a centre of manufacturing excellence.

Description

Chatterley Park offers high quality employment space on a strategic site adjacent to the A500. Forming part of the Ceramic Valley Enterprise Zone, the site will be available for end users and occupiers from the end of 2025, can accommodate requirements of over 500,000 square feet, and offers unrestricted building height.

Opportunity

Development plots will be available from Spring 2025 for end user requirements ranging from 25,000 to 518,000 square feet.

The 43 acre site is expected to create around 1,700 jobs when fully occupied and contribute £76m GVA per annum to the local economy.

Harworth Group are investing more than £80m into the project which is also benefitting from gap funding from the Kidsgrove Town Deal, Get Building Fund and from Staffordshire County Council.

🔑 Owner: Harworth Group

📏 Size: 43 Hectares

💰 Funding: Funding Partner(s): Staffordshire County Council & Newcastle Borough Council

Programme

Programme (dates): 2021-2025

Initial floor space due to be completed by end of 2025. Further floor space to be delivered from 2026 onwards.

Planning Status

Masterplan produced.

Outline Planning Permission for B1, B2, B8 uses.

Reserved Matters Planning for initial 76,000 sq ft building.

Further Reserved Matters Planning for other plots being sought throughout 2025.

Highways and Transport



Overview

Staffordshire and Stoke-on-Trent are at the heart of the national transport network, enjoying an enviable geographical location with quick access to and from markets by road and rail.

We continue to work with partners to further develop this connectivity.

Accessibility

We are committed to improving transport accessibility across North Staffordshire, with significant funding secured which has led to the completion of major projects such as:

- Etruria Valley Link Road
- Newport Lane Link

These projects provide direct access to major employment hubs.

It's easy to get around the city in other ways:

- Our discounted fare scheme keeps bus fares affordable.
- New routes and times are re-connecting communities.
- The large network of traffic-free blueways and greenways supports pedestrian and cycle routes, promoting healthy living, clean air, and a net-zero carbon future.

Active Travel

Switching between different types of transport is becoming easier, thanks to projects like:

- The city's main rail hub transformation – improving the Victorian railway station under the Transforming Cities Programme.

This will enhance pedestrian, cycling, and bus routes to the city centre.

Benefits of active travel improvements:

- Better access to jobs, education, and key facilities.
- Environmental benefits – reducing congestion and giving people more sustainable travel options.

Upcoming transport improvements:

- 1,100+ public EV charging points.
- Real-time bus passenger information systems.
- Congestion-reduction measures.
- Improved bus interchange for better access to 24/7 economy jobs.
- Road condition improvements funded through the £9.6m 2025/6 bus services grant.

Connectivity

We're enhancing our delivery programme to:

- Improve national rail connectivity.
- Develop new local rail stations within the conurbation.
- Establish a rapid bus transit network.
- Expand highway capacity at major junctions.
- Increase investment in highway maintenance.

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



Stoke and Staffordshire Transport Vision

Staffordshire and Stoke-on-Trent are at the heart of the national transport network.

Our strategic location with access to major national routes such as the M6, A50, and the West Coast Main Line (WCML) emphasises our importance for UK freight, industry, and employment, bringing local economic benefits alongside extra through traffic.

Our strategic transport network provides links to our neighbouring authorities. This is particularly evident for north to east and north to south movements, between northern Staffordshire and Derbyshire, and northern Staffordshire and the West Midlands conurbation. Conversely, it identifies the lack of east to west public transport connections.

Opportunities

Northern Cross Boundary Transport Package

The Northern Cross Boundary Transport Package focuses on enhancing connectivity between

Newcastle-under-Lyme, Stoke-on-Trent, and Staffordshire Moorlands. The three local authority areas rely on each other for jobs and local services.

North Staffordshire Bus Rapid Transport System

Making buses faster, more reliable, more frequent, and ensuring they run at the right times while being safe, clean, and welcoming will make them a viable alternative to private transport.

M6 Junction 15 Upgrade

To improve efficiency and safety at this important junction, which serves as a key link between local and national networks (see diagram of J15 of M6).

North to East Multi-Modal Transport Corridor

The North to East Multi-Modal Transport Corridor focuses on enhancing connectivity between Stoke-on-Trent, East Staffordshire, and Derbyshire. East Staffordshire and Derbyshire

local authority areas particularly rely on each other for jobs and local services.

Key interventions along this corridor include:

Fifty500 Economic Growth Project

Transport improvements to support the growth in sustainable jobs along the A50, including JCB's contribution to growth in the hydrogen industry, helping to make Britain a clean energy superpower.

Rail Capacity and Service Improvements

Rail capacity and service improvements will encourage a modal shift away from the A50 and ensure sustainable access to jobs along the A50 corridor, benefitting the Fifty500 Project and the decarbonisation agenda.

This will be alongside enhancements to rail stations, improving sustainable travel choices for the residents of Uttoxeter and Burton upon Trent.

Silicon Stoke - Full Fibre Network

Vision

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.

Description

The city council owns 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 users will benefit from Freedom Fibre, a fibre operator committed to investing in and implementing Fibre to the Premises (FTTP) infrastructure.

Businesses have already seen benefits from 5G small cell deployment, improving mobile networks and speeds through the gigabit network.

Opportunity

This infrastructure is enabling the council to deliver innovative projects, bringing socio-economic benefits to the city, including:

- Weather monitoring to inform decisions on gritting services.
- AI Road Condition Surveys to identify potholes, cracks, and surface wear with speed and precision.
- Gulley sensors for early flood detection.

and connectivity for vulnerable communities:

- Council homeless units will gain access to super-fast broadband.
- Care homes can trial innovative technologies such as digital care records, acoustic monitoring, and integrated falls management systems using the high-speed network.

Strategic Digital Vision

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



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.

District Heating & Renewable Energy

District heating is being adopted into the Goods Yard development, with the council enabling a fully joined-up approach to infrastructure in the city.

Planned developments include leveraging investment in approximately 14MW of solar on rooftops and ground-mounted systems at scale, providing secure low-carbon energy.

Planned Future Energy from Waste Facility

Investment in a facility capable of delivering over 25MW of electricity locally, along with significantly larger amounts of heat from the disposal of residual and commercial waste directly in the city.

The adoption of the council's energy and carbon reduction plan will outline action plans and investment opportunities in renewables and decarbonisation activities across the council and its estate over two, five, and ten years.



Energy Recovery Facility

The council also supplies third-party waste through a range of public sector and commercial contracts and takes a significant proportion of the benefits of power generation. The council also secures an income through metals recovery and disposal of ash.

Description

The current operating contract ends in March 2030, with an option to extend to 2032 when the plant will have reached the end of its useful economic life. The new operating contract, recently procured, will see the ability to meet increased local commercial waste disposal needs through revised shares of available capacity.

Investment and active management by the council have seen availability achieved between 91% and 94%, which is exceptional for a plant of this age.

Opportunity – Plant Replacement Post 2030

The city council is to procure a 240-300kt replacement facility for operation post-2030, with an anticipated 40-year operating life. The plant is to be constructed on the current site adjacent to the existing 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
- Have enhanced emissions controls
- Designed with future CCUS (Carbon Capture, Utilisation, and Storage) capabilities
- Planned District Heat Network and Energy (Power) contract options will provide commercial opportunities for local utilisation and optimal economic benefits.

Additionally, future planned works in support of the council's energy strategy will provide opportunities to explore:

- Hydrogen electrolyzers
- EV fuelling stations for fleet operators



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