



Staffordshire



A PLACE TO PROSPER

INVEST IN STAFFORDSHIRE



WELCOME TO THE PLACE TO PROSPER

We've a lot to offer you.

Incredible landscapes from National Parks to National Forests; world-class attractions like Alton Towers and Drayton Manor Resorts, the World of Wedgwood and the National Arboretum; and thriving communities packed with character and history.

A proud, pioneering heritage that includes inventing the loo and being the home of brewing, Marmite, the yellow digger and the first dictionary. And that continues today with the development of electric vehicles and hydrogen technology among our many business success stories.

In Staffordshire we get things done; we create prosperity; we change the world. Here you'll find a positive, can-do attitude and an energy and spirit similar to your own. We think the same way, share your ambitions and want to help you realise them. And that's what makes Stoke-on-Trent and Staffordshire different – it's a place where you can achieve whatever you want to achieve.

A place where you can prosper.



Councillor Alan White
Chair, Staffordshire Leaders Board
Leader, Staffordshire County Council

Across the globe, countries, regions and counties are setting a vision for place-recovery and growth in a post-covid world.

In many ways, it is a chance to hit the reset button: to take stock and reassess. What do we treasure and want to keep, or even enhance? What must evolve to meet changing needs and societies of the future? The world has changed, perhaps forever. But change provides opportunity, and here in Staffordshire, we're grasping it with both hands.

Our great county is the nationally valued centre of the UK. A place of national attractions, jaw-dropping natural beauty, global brands, and towns and cities steeped in history. Our greatest asset though, is Staffordshire people: innovators and creators, earth movers and brewers, pioneers in energy and sustainable living. And we have big ambitions for the future.

With our district and borough councils we have established a new Leaders' Board that sets the vision and steer for our strategic priorities and projects, and provides a single front door to support how we work in partnership with investors and developers.

In 2020 Staffordshire embarked on a new journey of exploration, with a mission to understand how

we put our county on the national and global stage. How we harness our great heritage, stories and assets to promote growth and prosperity, and put the county on the map as a great place to do business, visit and study.

We Are Staffordshire is the delivery vehicle for marketing our county – working with our investment team and tourism board to create the conditions for inward investment, growth and job creation.

This prospectus sets out our vision for Staffordshire: a county of outstanding opportunity. Like any investment prospectus, it showcases development and infrastructure opportunities, but also paints the whole picture of Staffordshire and all we have to offer.

For investors and occupiers, we understand that connectivity and rateable value are still important, but the wider offer is now playing a more central role in decision making: the quality of life offer as a place to work, and live; healthcare; education; culture; history and attractions; and what is the perception of a place?

With the recent launch of [Staffordshire County Council's Strategic Plan for 2022-2026](#) and supporting Economic Strategy, we are set to take our ambitious vision forward.

The recovery and growth of our economy is well underway. Our priorities around town centre regeneration, strategic corridors, business start-ups and growth, combined with further developments in housing, connectivity and supporting services; are integrated directly into the bespoke support and investment propositions that we can offer throughout our county.



Councillor Philip White
Deputy Chair, We Are Staffordshire Place Board
Deputy Leader, Staffordshire County Council & Cabinet Member for Economy & Skills

We are ambitious in our vision for Staffordshire. Our economy has weathered the storm of COVID-19 well and we are in a strong position to push on with the development of our offer for investors.

Our aim remains that Staffordshire continues to build on our growing reputation on the national and international business map, whilst supporting a thriving environment for entrepreneurs and SMEs and capitalising on new innovative technologies and markets.

Staffordshire is ready to welcome you. Come and talk to us about becoming part of our story.

THE PLACE TO INVEST NOW

These are exciting times for Staffordshire. And for any business that decides to invest here. Major regional projects and various funding sources have aligned to create perfect conditions for growth, giving businesses large and small unprecedented opportunities to maximise what our county has to offer.

Key to this is our huge £390m Economic Growth Programme, with every £1 spent bringing £7 of additional private and public sector investment. In the last few years, this – together with other schemes – have had a considerable impact on the area:



5.3 MILLION SQ FT

of employment floor space built out



More than **11,000 EXTRA JOBS** with many more to come



Estimated Gross Value Added impact of **£400 MILLION +**



Major investment from **JAGUAR LAND ROVER, GESTAMP, GE AND MOOG**



4,000 new homes built



The region is currently being transformed by several major infrastructure projects. These are just two.

154 SOUTH STAFFORDSHIRE

A partnership between Staffordshire County Council, South Staffordshire Council and Wolverhampton City Council.

- £57 million public sector investment into new M54 Junction 2 link and site servicing
- Enterprise Zone status
- 2,500 high quality jobs on site
- 2.5 million sq ft of floorspace
- Over £1 billion of direct private sector investment
- 60 acre (1 million sq ft) extension now complete

BRANSTON LOCKS

Highways infrastructure enabling 240 hectare extension to Burton upon Trent through Growth Deal funding.

- 2,500 new homes
- New district centre including retail, leisure and community facilities and a nursing home
- 1 million sq ft of employment floorspace included, with 400,000 sq ft already under construction
- New 1,500 student secondary free school adjacent to site and secondary school on site



A PLACE WITH AN EXCITING FUTURE



With a positive can-do attitude, a collaborative approach bringing together private and public sector stakeholders, willing investors, and our unrivalled and highly adaptable skills base, Staffordshire is set to continue growing well into the future.

Whether you're thinking of moving here, setting up a new business or already part of the county's success, there's such a lot to look forward to...



Unrivalled infrastructure developments, with **HS2 INVESTMENT, PLUS THE A50 IMPROVING CONNECTIVITY**



More than **£130 MILLION OF PLANNED INVESTMENT** for our bustling and vibrant towns from Government funding



A portfolio of flexibly-let Enterprise Centres across Staffordshire with **OVER 400 UNITS AVAILABLE FOR START-UPS**



Stafford's landmark Shire Hall becoming a digital **ENTERPRISE HUB FOR 20 BUSINESSES**



HIGH QUALITY INNOVATION AND GROW-ON SPACE, with significant investment in the Denise Coates Foundation Building and Innovation Centre 5 at Keele University Science and Innovation Park



Innovation Centre 7 with almost **2,700sq m OF BREEAM EXCELLENT INNOVATION SPACE**, including a Data Visualisation Suite, modern offices and hi-tech meeting and collaboration areas

THE A50/A500 STRATEGIC CORRIDOR



A key east-west corridor **LINKING THE M6 TO THE M1** through the heart of Staffordshire. Planned enhancements could create over 12,000 jobs and generate £12 billion for the economy



90% of the UK population within a 4 hour drive time



More than **HALF A MILLION JOBS** from global businesses such as JCB, Toyota, Bombardier, Bentley and Michelin



Direct access to a future talent pool from **WORLD CLASS UNIVERSITIES** including Keele, Staffordshire, Derby and Nottingham



A wealth of inward investment and **GROWTH OPPORTUNITIES** connected to the right supply chains



Rail line providing **EAST WEST CONNECTIVITY** with future links to HS2

A CONNECTED COUNTY

TRAIN



Stafford to Manchester
50 MINUTES

Burton to Birmingham
23 MINUTES

Lichfield to London
1 HOUR 7 MINUTES

AIR



Four airports
WITHIN AN HOUR'S DRIVE
(Manchester, Birmingham, East Midlands, Liverpool)

ROAD



M6, M54, A50, A500, A38, M6 TOLL



WITHIN A 45 MINUTE DRIVE TIME OF STAFFORDSHIRE THERE ARE

OVER 7M PEOPLE including 4m working age adults

15 UNIVERSITIES with three world class research-intensive institutions

Over a **QUARTER OF A MILLION** businesses



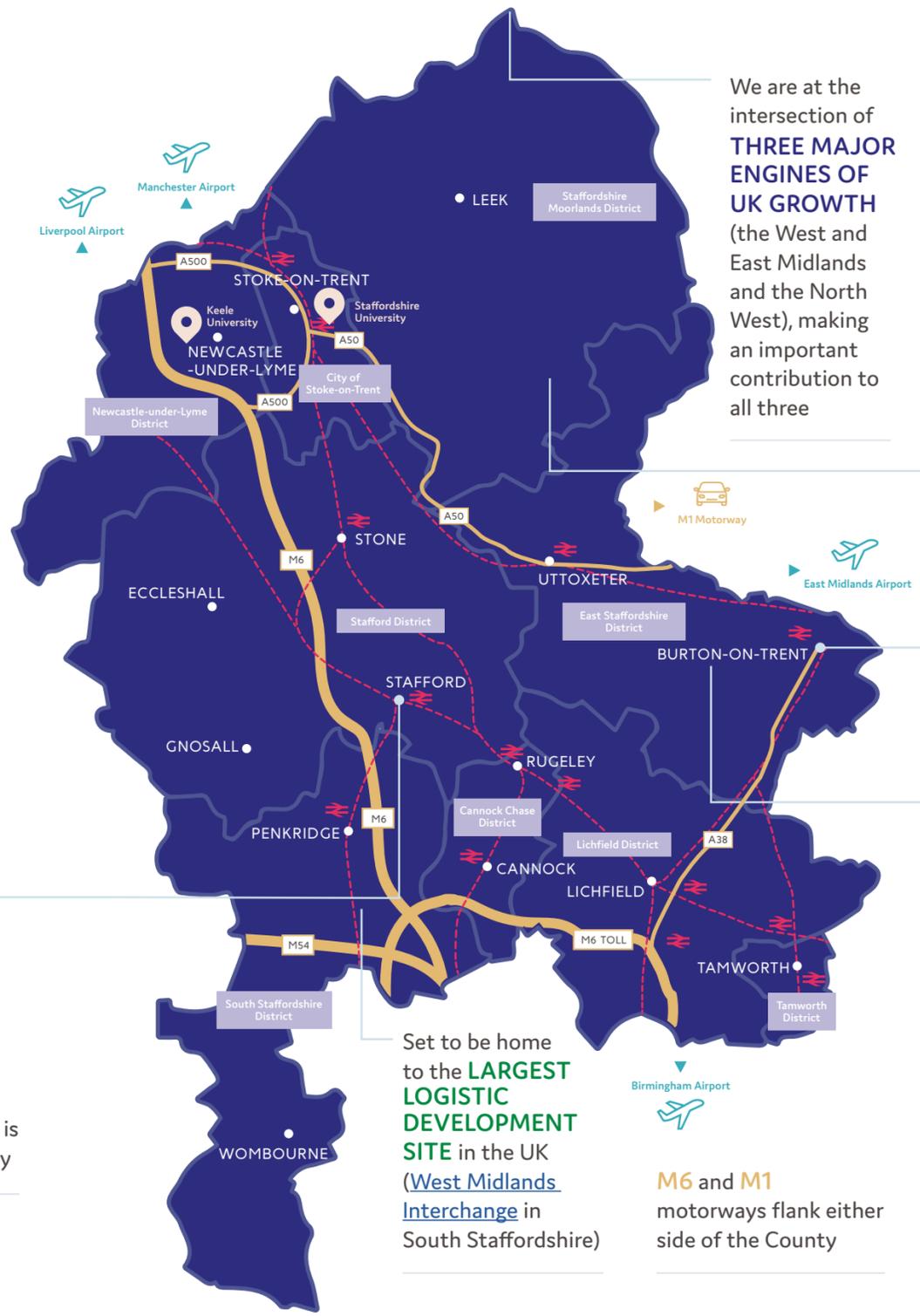
We're investing **£100M** in our Highway Infrastructure during 2022 - 2023



40% OF THE UK POPULATION live within a 2-hour drive time of Staffordshire



Our County Town of Stafford will be a **MAJOR HIGH SPEED 2 RAIL HUB**, meaning that London is less than an hour away



We are at the intersection of **THREE MAJOR ENGINES OF UK GROWTH** (the West and East Midlands and the North West), making an important contribution to all three



M1 Motorway



East Midlands Airport



Birmingham Airport

Set to be home to the **LARGEST LOGISTIC DEVELOPMENT SITE** in the UK (West Midlands Interchange in South Staffordshire)

M6 and M1 motorways flank either side of the County



A cost effective place to live, learn and thrive, we offer **POTENTIAL SALARY SAVINGS OF 11.3%** against the national average



Home to the **UK'S BIGGEST THEME PARK** (Alton Towers)



Home to the **BREWING CAPITAL OF THE WORLD** (Burton-on-Trent)



Home to the **NATIONAL FOOTBALL TEAM** (St Georges Park, Burton on Trent)



HOME TO GLOBAL BRANDS, such as Michelin, JCB, BET365, JLR, Lucideon, Bass, Portmeirion, Hitachi

Further information: Midlands Connect

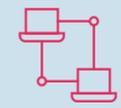
DIGITAL CONNECTIVITY



Staffordshire's ambition is to be a county with access to **100% GIGABIT CONNECTIVITY BY 2030**, with 85% of premises scheduled to be done by 2025



We are working with key stakeholders such as the Midlands Engine, local Universities and the Mobile Network Operators to facilitate the deployment of **EXTENSIVE AND INCREASED MOBILE COVERAGE (4G/5G) IN THE REGION**, which will increase business activity and connectivity in rural areas



It is estimated that urban areas will have approximately **ONE MILLION INTERNET CONNECTED DEVICES PER SQUARE KILOMETRE** in the next few years, an average in excess of 200 per household, from toothbrushes to 8K TVs, all requiring access to fast digital connectivity, whether fixed (fibre) or mobile (cellular and wireless)



Change to Staffordshire County Council has added **£1m TOP UP VOUCHERS TO SUPPORT A DCMS PROGRAMME** to deliver high-speed broadband to over 50 rural communities



The Midlands Engine estimate that the **DIGITAL ACTIVITY WILL BE WORTH AN ADDITION £21bn OF GVA FOR THE WEST MIDLANDS** in the next few years, with early adopters such as Staffordshire leading the charge in areas such as Agri-tech, Advanced Logistics, AI in Manufacturing etc



Staffordshire County Council is committed to ensuring **DIGITAL INCLUSION FOR ALL** to help deliver its priorities and outcomes



OUR PLACE IN HISTORY

Staffordshire was one of Britain's true industrial pioneers. Our identity was forged in the pottery we crafted, in our iron and coal that powered the British Empire and in our reputation as the capital of brewing. This is where the modern toilet was invented and – like it or not – where Marmite was born.

200 years later we're still innovating and developing world-class products. Our ceramic industry now leads the world in the design and manufacture of advanced materials for smartphones, electric vehicles and even space travel. Global aerospace, automotive and engineering businesses have come here because we demonstrate the art of the possible.

Now, Staffordshire is perfectly placed – geographically, economically and attitudinally – to help you make the most of the opportunities that will be created post-pandemic and Brexit. Here you'll find everything you need – not just good transport links and competitively priced land, but the complete package of skills, education, digital connectivity and quality of life. And most of all, people who think like you do and will do everything they can to help you succeed.

A PLACE THAT SHARES YOUR AMBITIONS

We don't just share your ambitions. We want to help you realise them. And to do that, we've made sure everything's in place and ready.

You'll find innovation, ambition and sustainability at the heart of everything we do. You'll find an emphasis on unlocking our true potential and empowering people, giving them the opportunity to prosper and enjoy the life they aspire to. And you'll find we're doing it in ways that protect our environment and promote good health and wellbeing.

In other words, you've every reason to invest in Staffordshire – especially as we're constantly investing in our vision for the future.



Economy

Our aim is to support the local economy to grow businesses and generate jobs, developing strategic growth corridors



Sustainability

By actively tackling climate change, we'll enhance our environment and make Staffordshire more sustainable



Health and quality of life

Encouraging good health and wellbeing, resilience and independence is one of our key priorities



Infrastructure

We're further improving our transport and digital connections to deliver regeneration and infrastructure that's ready for investment



Skills and start-ups

We're making sure you have the best possible environment and support to start a business, growing a high skilled workforce and offering every young person the chance to achieve their potential

A PLACE TO CALL HOME

Today, striking the right work/life balance is more important than ever. And Staffordshire is the place to find it.

We have it all. And some. We're talking about 'liveability'; the collection of things that combine to deliver a good quality of life.

Mile after mile of beautiful countryside, dotted with traditional market towns and characterful rural villages, yet with major cities within easy reach. All with a wealth of heritage, culture and global brands on the doorstep.

The choice of homes has something for everyone too, from country cottages and farmhouses to urban apartments and new-build communities. The average [house price in Staffordshire](#) is £215,500 – almost £6,000 less than the West Midlands. And with house prices rising 14% on 2019 figures, it's a great time to invest in a home here. Especially as there are plans for 90,000 new properties across the county, alongside a £241m investment in schools. For families, you really couldn't find a better place.

DID YOU KNOW? STAFFORDSHIRE HAS...



Over **500,000**
acres of rural land, making
Staffordshire 80% green



8
market towns



70
heritage attractions
and historic properties



GREAT PLACES TO VISIT

The UK's biggest and best playground, Staffordshire is a place where fun can be found, whatever your age.



Those already living here will proudly tell you it's a place steeped in heritage and culture, with a plethora of fun-filled attractions for all ages. Not only is it the only place in the UK to have a National Park (The Peak District), Area of Outstanding Natural Beauty (Cannock Chase) and a National Forest, all of which offer rich outdoor experiences for walkers, cyclists, climbers and more. We're also home to countless world-class family attractions including Alton Towers Resort, Drayton Manor Park, the SnowDome (the UK's first indoor ski slope), Water World, Monkey Forest, Go Ape and the National Football Centre.

Add to that treasures such as the National Memorial Arboretum, Trentham Estate, Weston Park and visitor centres showcasing great British brands including Wedgwood, Emma Bridgewater, Moorcroft and Bass and Marston's breweries, and you can understand why our visitor economy is booming. In terms of tourism, Staffordshire is clearly the place to be.

DID YOU KNOW?



Tourism is worth **£1.87 BILLION** to Staffordshire's annual economy



Our visitor economy supports almost **33,000 JOBS**



Tourism is Staffordshire's **4TH LARGEST** employment sector



Trentham Monkey Forest



Wedgwood



Lichfield Cathedral

A PLACE OF LEARNING

Any commitment to the future means being committed to better education and learning for young people and lifelong learning for adults. And in Staffordshire, everything's in place to make that a priority over the next decade.



The county has two respected universities, four colleges of further education and around 440 secondary schools – the number of state schools in Staffordshire that are rated OFSTED Good or Outstanding is above the national average. Apprenticeships also play a big part in developing our future workforce, and we have a number of networks and partnerships already in place to help develop the right skills to build a brighter future for everyone.

The [Staffordshire Partnership for Employability and Skills \(SPES\)](#) includes over 40 training partners from colleges and universities to local authorities and the Chamber of Commerce, and works closely with the [Local Enterprise Partnership \(LEP\)](#) to meet the strategic skills needs of businesses. The LEP also supports apprenticeship training programmes and apprentices, encouraging businesses to invest in the skills to help them be best placed for the future.

DID YOU KNOW?



Our two universities are home to **27,225** undergraduate and postgraduate students



We support over **13,000** apprenticeship places each year



Newcastle & Stafford Colleges Group was the first FE provider in England to be rated **OUTSTANDING** in OFSTED's education inspection framework



Keele University is home to the **LARGEST** single integrated electricity, gas and heat smart energy network demonstrator in Europe



Staffordshire University's **£5.8 MILLION CENTRE** for Health Innovation delivers world class healthcare education



£14.2 MILLION is being invested in digital technology training hubs in Staffordshire, incl. a new NSCG Institute of Technology and 2 new Digital Skills Centres

BUILDING A BUSINESS? YOU'RE IN THE RIGHT PLACE

Staffordshire has long been an innovative place. Indeed, many of the county's businesses still lead the way in technology, transport, biologics, ceramics and brewing, to name but a few.



Photo by Cathy Bower

As well as attracting international companies investing millions, we harness the spirit of enterprise and innovation in smaller, knowledge-based companies.

One of the reasons behind this success is our people. The range of ability and talent here comes from our traditional strengths, and is now being added to by an array of new skills to take advantage of new business opportunities.



ENGINEERING AND ADVANCED MANUFACTURING

Our area has been responsible for over half of net national jobs in manufacturing since 2010, and with our new [Advanced Materials Incubation and Accelerator Centre](#) and Innovation Demonstrator programmes, we'll be at the forefront of the future of manufacturing.



ENERGY

We're a centre of energy innovation and environmental sustainability, and 1 in 5 of our businesses operate in this sector – which has grown 20% since 2014.



LOGISTICS

Our excellent geographical location has led to rapid growth in this sector, with over 75,000 jobs and over 1,800 businesses currently operating in Staffordshire.



CONSTRUCTION

Alongside major housing investment, this sector is thriving through major infrastructure projects such as HS2 and the West Midlands Freight Interchange, and we're developing the right skills for further expansion.



DIGITAL

Another rapidly expanding sector, which is why our skills support is focusing on meeting the increasing demand for higher level advanced skills such as coding, computer programming, machine learning and data science.



STEM

The skills we're putting in place here will support greener engineering and advanced manufacturing in the automotive, aerospace, med-tech, agri-food and energy sectors.



HEALTH & SOCIAL CARE

30% growth since 2015 means this sector now accounts for over £2.5bn of the county's GVA, with major upskilling opportunities to meet demand.

A PLACE FOR COLLABORATION

Our county is made up of its eight districts and boroughs, and to deliver the Staffordshire of tomorrow we're working more closely than ever as partners to accelerate our ambitious investment programme.



“

Whether standing shoulder to shoulder to protect the vulnerable through the pandemic, setting the vision for a sustainable county that meets its net zero targets, or moving the earth to deliver new business parks and shovel ready sites primed for investment, we understand the importance of people and places working together.

Collaboration is at the heart of all we do best in Staffordshire, and thanks to strong local leadership, we have a successful track record to prove it.”

”

Alan White
Leader, Staffordshire County Council

Jointly, we're continually promoting investment, including under the Government's Levelling Up Agenda, working together on issues including the economy, skills and training, climate change and improved public services. And through the development of Staffordshire's first Leader's Board, we're laying the foundations for long term partnership that delivers a prosperous Staffordshire for all.

We also recognise that place-making and promotion of our county's treasured assets are of central importance to shaping the Staffordshire of the future. In 2020 our business, education and public sector organisations united to improve how we market our county through the development of [We Are Staffordshire](#), with an inspiring story and supporting programme of activity to put Staffordshire on the map nationally and internationally as THE place to live, work, visit and study.





WE'VE PUT EVERYTHING IN PLACE

Ours is a diverse region, with a variety of opportunities to suit different sectors and industries.

The team of experts at Staffordshire County Council, working with [Make It](#), can help you in all sorts of ways – navigating the area, finding suitable property, and providing local, on-the-ground support – as well as offering information on important lifestyle choices such as schools and housing. After all, quality of life is what we do best!

CANNOCK CHASE 

Population
👤 100,800

Key stats

- ✓ An Area of Outstanding Natural Beauty with a herd of around 800 fallow deer
- ✓ Hosts of the Birmingham 2022 Commonwealth Games, Mountain Biking Event
- ✓ Home to the McArthurGlen Designer Outlet with over 45 designer brands

EAST STAFFORDSHIRE 

Population
👤 121,000

Key stats

- ✓ A unique river setting in the heart of the National Forest
- ✓ Home to world-renowned tourist attractions
- ✓ Easily accessible on the A38
- ✓ In 2017, Burton's GVA output was £809m, one of the highest in Staffordshire

LICHFIELD DISTRICT 

Population
👤 105,600

Key stats

- ✓ Home to major visitor attractions including Lichfield Cathedral, the National Memorial Arboretum and Drayton Manor Theme Park
- ✓ Over 455 new enterprises in 2020 with exemplary start-up and survival rates
- ✓ Key employment sectors include professional services, health and social care and the visitor economy

NEWCASTLE -UNDER-LYME 

Population
👤 129,600

Key stats

- ✓ Over £50m being invested in the Historic Borough by 2025
- ✓ Home to Europe's first [living laboratory at Keele University](#)
- ✓ 96% micro or small businesses
- ✓ Key employment sectors include education, human health & social work, manufacturing and transport

SOUTH STAFFORDSHIRE 

Population
👤 112,400

Key stats

- ✓ Advanced manufacturing base with a thriving retail & hospitality industry
- ✓ Total businesses: 4,825
- ✓ 14.7% of jobs are in the manufacturing sector (10.9% in the West Midlands and 7.9% nationally)

STAFFORD 

Population
👤 137,900

Key stats

- ✓ 3m people living within a 45-minute drive
- ✓ Business density of 400+ businesses per 10,000 residents
- ✓ 30+ High Growth enterprises, with exemplary start-up and survival rates
- ✓ £120m invested in projects with 6000 registered businesses in the Borough

STAFFORDSHIRE MOORLANDS 

Population
👤 97,100

Key stats

- ✓ A strong workforce of creative, managerial, and technical driven occupations
- ✓ The District covers 57,600 hectares, 32.16% of which is classed as rural
- ✓ Tourism saw 7% growth year on year pre-pandemic with an economic benefit of £335m per year

TAMWORTH 

Population
👤 77,000

Key stats

- ✓ Home to UK's first indoor ski slope and one of the oldest intact motte and bailey castles
- ✓ £40m invested in town centre refurbishment projects
- ✓ Two train stations with direct connections to London, Birmingham and Edinburgh

CANNOCK CHASE

Your place in the country

With its outstanding environmental assets, vibrant communities and entrepreneurial spirit, Cannock Chase is an attractive place to live set in the rural heart of Staffordshire. Its long-term strategy is built around clean growth and the green agenda, and by 2030 will lead the way in championing clean growth principles to support a highly productive, clean and resilient economy.

Investing in our future

The Council recently secured £20m from the Government's Levelling Up Fund to develop part of Cannock town centre, which will bring a new economic purpose by delivering a highly visible transformational change, and act as the catalyst for its longer-term revival.

Outline planning is already in place for a sustainable and innovative mixed-use neighbourhood including 2,300 new low carbon homes, a low carbon All Through School, 5-hectares of employment space and a new 25-hectare country park alongside the River Trent at the former Rugeley Power Station.



“Cannock presented a huge opportunity and easily fulfilled our development criteria for a designer outlet; situated in one of the most densely populated catchments in the UK, no direct competition, excellent transport links and beautiful surrounding landscape. Cannock Chase Council believed in the project from the very start and supported the development at every level.”

Gary Bond
Managing Director of Development, McArthurGlen

Key employers





EAST STAFFORDSHIRE

A great place to grow

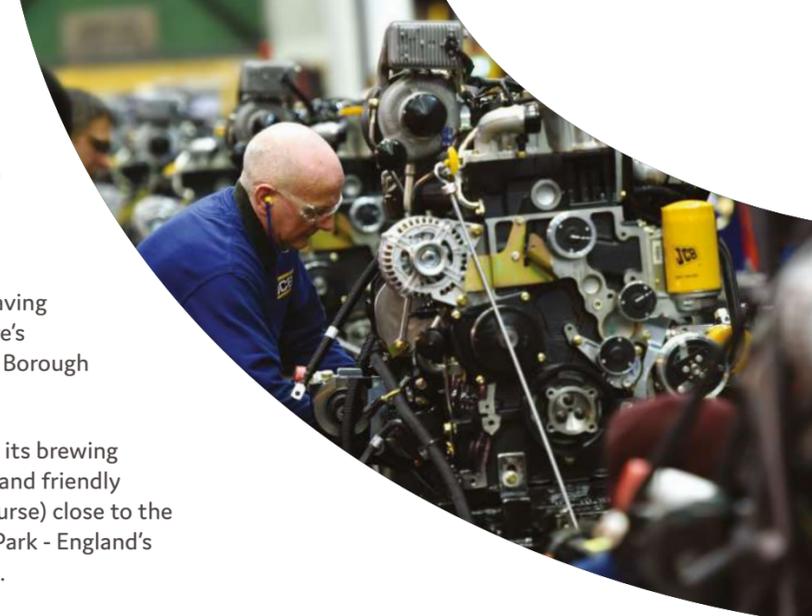
Perfectly positioned for both the West and East Midlands (and having significant economic and social links with both), East Staffordshire's location, easy accessibility and local raw materials have created a Borough characterised by a mix of urban and rural areas.

The principal towns are Burton-upon-Trent, known worldwide for its brewing process as well as other industries, and Uttoxeter – an attractive and friendly place (with twice-weekly outdoor markets and its famous racecourse) close to the tourist attraction of Alton Towers and home to both St Georges Park - England's National Football Centre, and the worldwide headquarters of JCB.

Investing in our future

Burton-upon-Trent is one of the towns selected through the Towns Fund and has been allocated a grant of £23.8m to create a resilient, better, brighter Burton for the future. The [proposed projects](#) aim to make the most of the town's hidden heritage, its unique river setting and its location at the heart of the National Forest, including mixed use redevelopment of the High Street between the town centre and riverside, new further and higher education facilities, enhanced walking and cycling networks and the relocation and modernisation of the town's library.

In Uttoxeter, a masterplan identifying priority sites for regeneration based on residents' ideas and aspirations will form the basis of the renewal of the town centre, particularly focusing on the Maltings precinct along the High Street – an opportunity to transform a key gateway and redefine what the town centre offers.



Burton-upon-Trent is known worldwide for its brewing process



Key employers



LICHFIELD DISTRICT

Well-placed for success

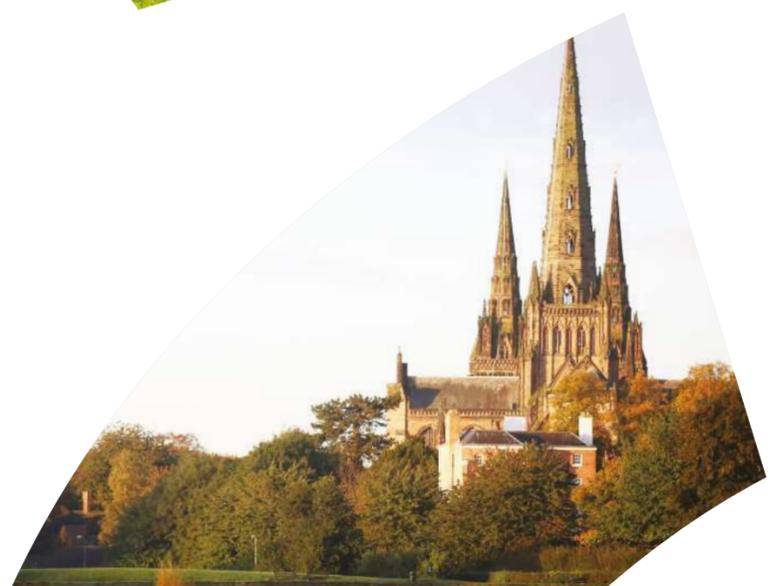
Perhaps best-known for its distinctive cathedral and many other historic buildings, Lichfield District is also home to major attractions such as Drayton Manor Park and the National Memorial Arboretum. It's also a place of culture, with the Garrick Theatre, community theatre events and the annual Lichfield Festival, set among its many open spaces and gardens. And with its excellent transport links via rail and motorway to the rest of the region, together with a highly skilled, entrepreneurial workforce and Staffordshire's first One Michelin starred restaurant, Lichfield is a perfect location for both global and local businesses.

Investing in our future

With the [Lichfield city centre masterplan](#) and local plan 2040 both in place to shape the future growth for the city centre, there are promising major regeneration plans to enhance the quality of the city centre environment. Primary opportunities include the 7-acre city centre site designed to reshape the landscape for both residents and visitors and bring long-term sustainable change.

Recent transport infrastructure improvements have opened up a host of developments with B1, B2 & B8 planning use, including [Liberty Park](#) next to the A38 and Lichfield Trent Valley Train Station and Fradley Park, with easy access to the A5, M1, M42, M5, M6 and M6 toll.

The Kind Group relocated from the centre of Birmingham to Lichfield not only for commercial reasons, but for the opportunity to be in an urban centre containing peaceful green spaces while still being close to the major city centres, enabling them to deliver high-quality services to clients across the country.



Key employers





NEWCASTLE-UNDER-LYME

A place of cultural and academic excellence

This historic market town is renowned as the home of Keele University which, together with Newcastle-under-Lyme College, has a strong academic reputation and high levels of student satisfaction. The [Keele University Science and Innovation Park](#) is a regional centre of excellence, attracting a wide variety of businesses alongside traditional logistics and manufacturing.

The award-winning New Vic Theatre is one of the country's most successful independent producing theatres, with town centre events and festivals celebrating our cultural heritage – just one of the reasons Newcastle-under-Lyme is a great place to live, featuring a wide choice of housing from town centre apartments to rural family homes and cost-effective wage rates.

Investing in our future

With a once-in-a-lifetime opportunity to invest in its town centres, the Borough is reshaping its urban landscape. [Newcastle](#) is receiving almost £35m of Government investment and [Kidsgrove](#), whilst being prepared for its HS2 connections, is receiving £17m of Government investment to improve the economic regeneration of the Borough. [Chatterley Valley](#) has the potential for growth in advanced ceramics, logistics and manufacturing, while Keele University Science and Innovation Park offers a unique opportunity for ambitious businesses to link to their research and specialist expertise as one of the UK's few University Enterprise Zones.



Residents here are rated the happiest and most satisfied across the entire West Midlands

2021 Annual Population Survey



Key employers



SOUTH STAFFORDSHIRE

A place with all the right connections

Being just a short hop from Birmingham, Wolverhampton and Telford, South Staffordshire is a superb destination due to its location and major route access. It's a great place to live, work and visit too, surrounded by glorious open countryside and steeped in history. The area's diverse high streets with small independent retailers and restaurants are the perfect contrast to its thriving and ever-growing advanced manufacturing base.

The wealth of family-friendly visitor attractions include the 17th Century grandeur of Weston Park, home to some of the largest events in the Midlands such as the V Festival; wide open spaces beckon at Baggeridge Country Park and panoramic views of four counties at the National Trust's Kinver Edge.

Investing in our future

Three major projects are shaping South Staffordshire and the region beyond – the [West Midlands Interchange](#), the largest rail-served logistics development in the UK, the redevelopment of the 60-acre Royal Ordnance Survey site at Featherstone ([Logic54](#)) for a range of business uses including industrial, storage and distribution, and the i54 Western Extension, which will deliver up to 100,000 sq m of development platforms for high-value manufacturing and create up to 1,700 jobs.



South Staffordshire have seen employment growth rates above the national growth rate since 2015



Key employers





STAFFORD

This place offers the perfect combination

Stafford Borough is primarily made up of three towns, each with its own distinct character – Eccleshall, with its personal touch; Stone, with its creativity; and Stafford, the county town with its big brands. Surrounding them is a wealth of lush countryside and wonderful attractions, including Trentham Estate, Shugborough Estate, Cannock Chase and more.

With an enviable work/life balance and three respected Universities on its doorstep, it's little wonder the Borough has attracted so many businesses – over 6000 in total, from SMEs and micro-businesses to large multinationals – supporting a wealth of established industry sectors, as well as strong research and development in engineering, electronics, materials, and medical sciences.

Investing in our future

Already boasting an outstanding transport infrastructure, HS2 will put London just 50 minutes away, with Birmingham and Manchester 20 and 30 minutes respectively, and bring new investment to the Borough.

Work on the £23 million skills and engineering facility at Stafford College is underway while the £63 million Stafford Western Access Route (SWAR) has just completed. Then there's the planned [£21m transformation of the high street](#) and new History Centre and the recent restoration of the award-winning Victoria Park and development of Wren house. Not to mention the proposed [Stafford Station Gateway Masterplan](#) with projected investment of £500 million, the regeneration of the Eastgate Quarter, a major house-building programme and new Pets at Home distribution centre creating 750 jobs.



53%

of Stafford's population are qualified at NVQ4 and above compared to the West Midlands average of 37%

Key employers



STAFFORDSHIRE MOORLANDS

The most affordable place to invest

On the edge of the Peak District National Park, Staffordshire Moorlands offers developers, growing and new businesses a great location with a healthy work-life balance.

The area features spectacular scenery from rocky outcrops to lush valleys such as the Churnet or Manifold Valleys, ideal for walkers, cyclists, watersports and more. Its idyllic towns and villages include Leek with its bustling markets, antique shops and popular Arts Festival, Biddulph with its glorious gardens at Biddulph Grange and Cheadle, a busy market town with many historic buildings.

Investing in our future

The [Local Plan](#) sets out the council's vision and strategy for the District until 2033 and covers the Staffordshire Moorlands area except for the part that lies within the Peak District National Park Authority.

Staffordshire Moorlands has been recognised as the most affordable place to invest in Stoke & Staffordshire and one of the top 5 value locations in the UK, yet has 57% of its workforce in professional, managerial and technical knowledge-driven occupations. The proportion of working age residents qualified to NVQ level 3 (A-levels) and NVQ level 4 is also above the Staffordshire and GB average.



The rate of vacant retail units remains below national and regional averages

Key employers





TAMWORTH

Make your place in history

The charming market town of Tamworth, on the border with Warwickshire, is steeped in history and surrounded by beautiful Staffordshire countryside. Once the capital of Mercia, largest of all the English kingdoms, it still has its ancient castle as well as many other historic buildings and a host of attractions from nearby Drayton Manor Park to the SnowDome.

It's also been a major industrial centre. For many years, it had a thriving coal industry, textile mills, engineering, ceramics and brickworks, and was even home to the Reliant Motor Company, famous for its Scimitar sports car and Robin three-wheeler.

Investing in our future

Today work is well under way with a £40m investment package to completely [transform the vibrant Town Centre](#), with the relocation of a brand new flagship further Education College. The recently completed Enterprise Quarter project saw significant investment in a refurbished theatre - Tamworth Assembly Rooms, a new Enterprise Centre and public realm improvements.



£40m

Being invested to completely transform the vibrant town centre



THE RIGHT PLACE FOR YOU

If you share our ambitions to grow and succeed, and you want to realise them in our green and pleasant county, we'll have just the place for you – whatever your business.

There are [major projects](#) transforming every one of our eight districts, with many more to come; we've split them into those already under way and ones to watch. We're sure you'll find exactly the right one for you to become a part of – but of course, if you need more information all you have to do is ask.



Key employers



STAFFORD STATION GATEWAY

A £500m scheme to create a new community with high quality homes, innovative commercial space and a distinctive gateway to Stafford.

Background

Making the most of HS2's 50-minute journey times to London, this development will create a vibrant, active community with a range of innovative workplaces and renewed leisure facilities in a unique location adjacent to the railway station. It also supports the £30m investment already committed in the historic town centre, which is within walking distance.

The opportunity

Up to 900 high quality homes within attractive, interactive and connected public realm, with the recently-opened Stafford Western Access Route providing access to the west and north of the town at Junctions 13 and 14 of the M6. The site could bring improved access to the west of the railway station, with enhanced walking and cycling routes through to the town centre.

Stafford Borough and Staffordshire County Council are working in partnership with rail linked regeneration specialists LCR to provide spaces for this new community where businesses and families can thrive and grow, with neighbourhoods that provide more than just work and more than just homes.

[Find out more](#)



STAFFORD STATION GATEWAY

THE FACTS

Location

Stafford

Scale

28 Hectares

£500m

Programme

2021 Onwards

Planning Status

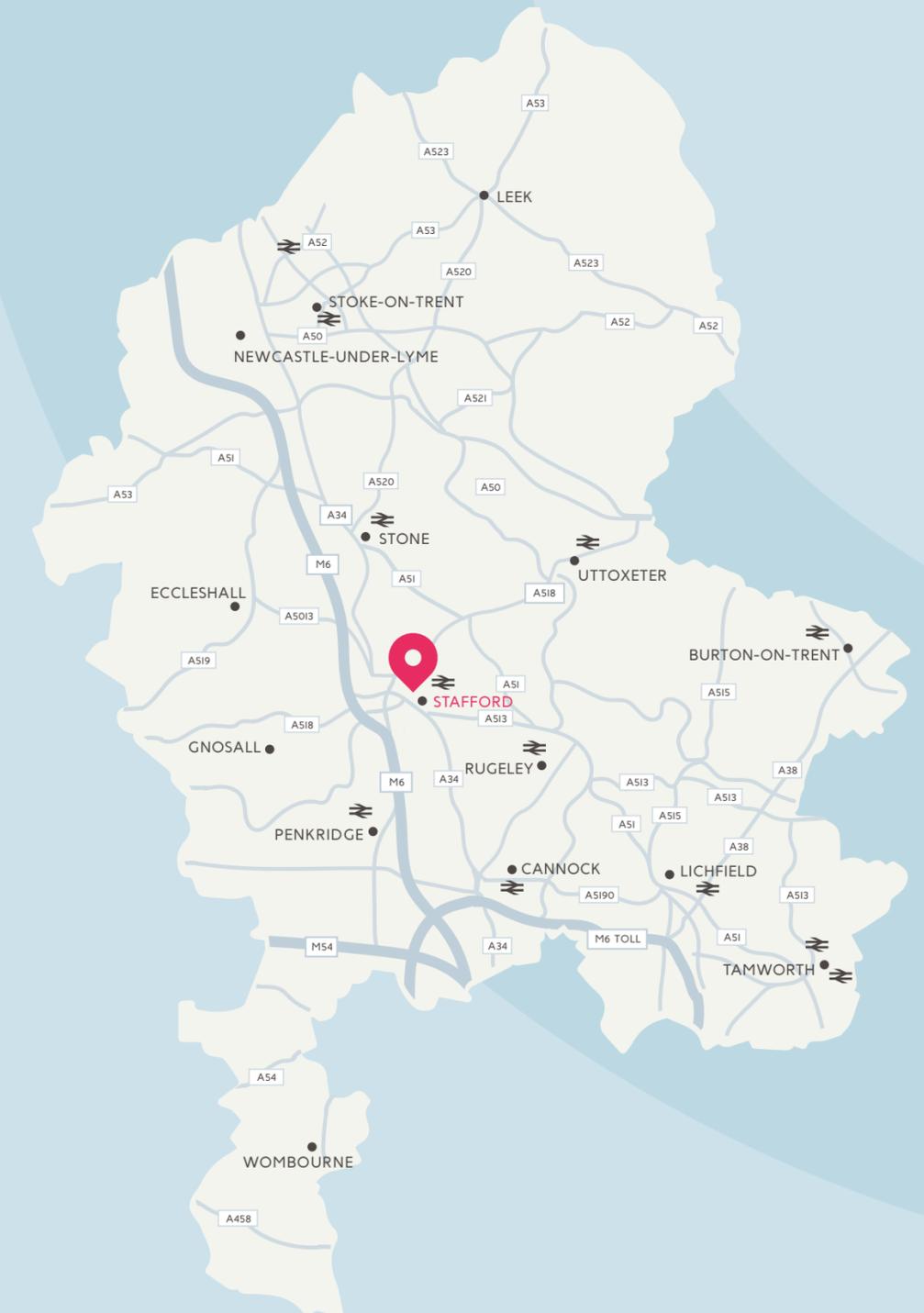
Masterplan produced

Sectors

Residential, Office, Commercial, Leisure

Stat Summary

- ✓ £500m investment opportunity
- ✓ 3,000 sq m Grade A office space
- ✓ 9,000 sq m Workspace
- ✓ 80 bed hotel
- ✓ 900 homes
- ✓ Multi storey car park



EASTGATE

An exciting opportunity to create a new sense of place from currently under-utilised land and vacant buildings.

Background

This is one of a number of interlinked regeneration projects to vastly improve the vitality of the county town by attracting investment, new jobs, visitors and residents. These include the Future High Street programme, Shire Hall regeneration, Stafford Gateway project and Stafford Western Access Route and will follow the borough council's improvement programme at Victoria Park.

The opportunity

An important location for Stafford in the heart of its Civic Quarter, Eastgate connects the Riverside Shopping Development with other parts of the town centre and has the potential to become a vibrant new community, with new residential development (around 200 units) alongside active ground floor commercial sites.

With the majority of the buildings within the regeneration area being in public ownership, Staffordshire County Council is working closely with Stafford Borough Council and other key stakeholders to create this transformational scheme.

“

This is part of our recovery programme from the pandemic. One of our main priorities as a county council is revitalising our towns in partnership with borough and district councils.

”

[Find out more](#)


EASTGATE

THE FACTS

Location

 Stafford

Scale

 2.9 Hectares

Programme

 2021 Onwards

Planning Status

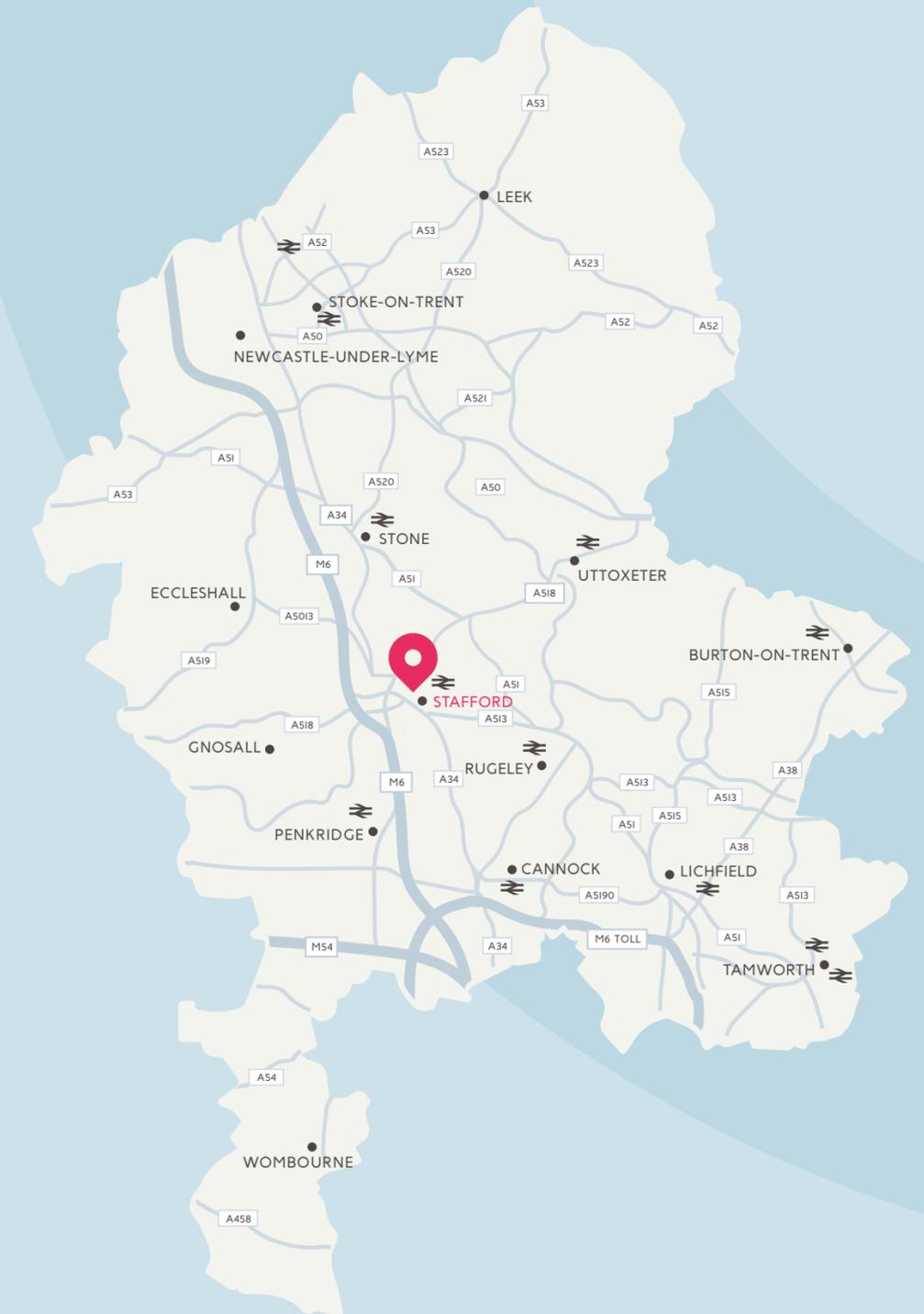
 Land assembly taking place – planning applications to follow

Sectors

 Office, Leisure, Residential

Stat Summary

- ✓ Catalyst for regeneration of Stafford at key town centre site
- ✓ Estimated up to 200 new homes
- ✓ Wider mixed use development including potential 'live-work' opportunities
- ✓ Improved public realm and connectivity to other key town centre initiatives



MEECEBROOK GARDEN COMMUNITY

Part of the Homes England Garden Communities Programme since 2019 Meecebrook provides a unique opportunity to maximise the economic growth potential created by HS2 investment.

Background

The funding made available through the Garden Communities Programme has kickstarted a significant investment in technical studies to understand just what, when and how Meecebrook could deliver infrastructure led housing and employment growth within Stafford Borough.

The opportunity

HS2 has opened up the potential to create a major new garden settlement with future housing development, new employment land and new infrastructure at a site North West of Stone. The land around Cold Meece in Staffordshire could see thousands of new homes built alongside new schools, health facilities, parks, and business parks with a focus on innovation and responsive to climate change. The feasibility of a new rail station is also being explored.

[Find out more](#)



MEECEBROOK GARDEN COMMUNITY

THE FACTS

Location

 Stafford

Scale

 TBA

Programme

 2021 onwards

Planning Status

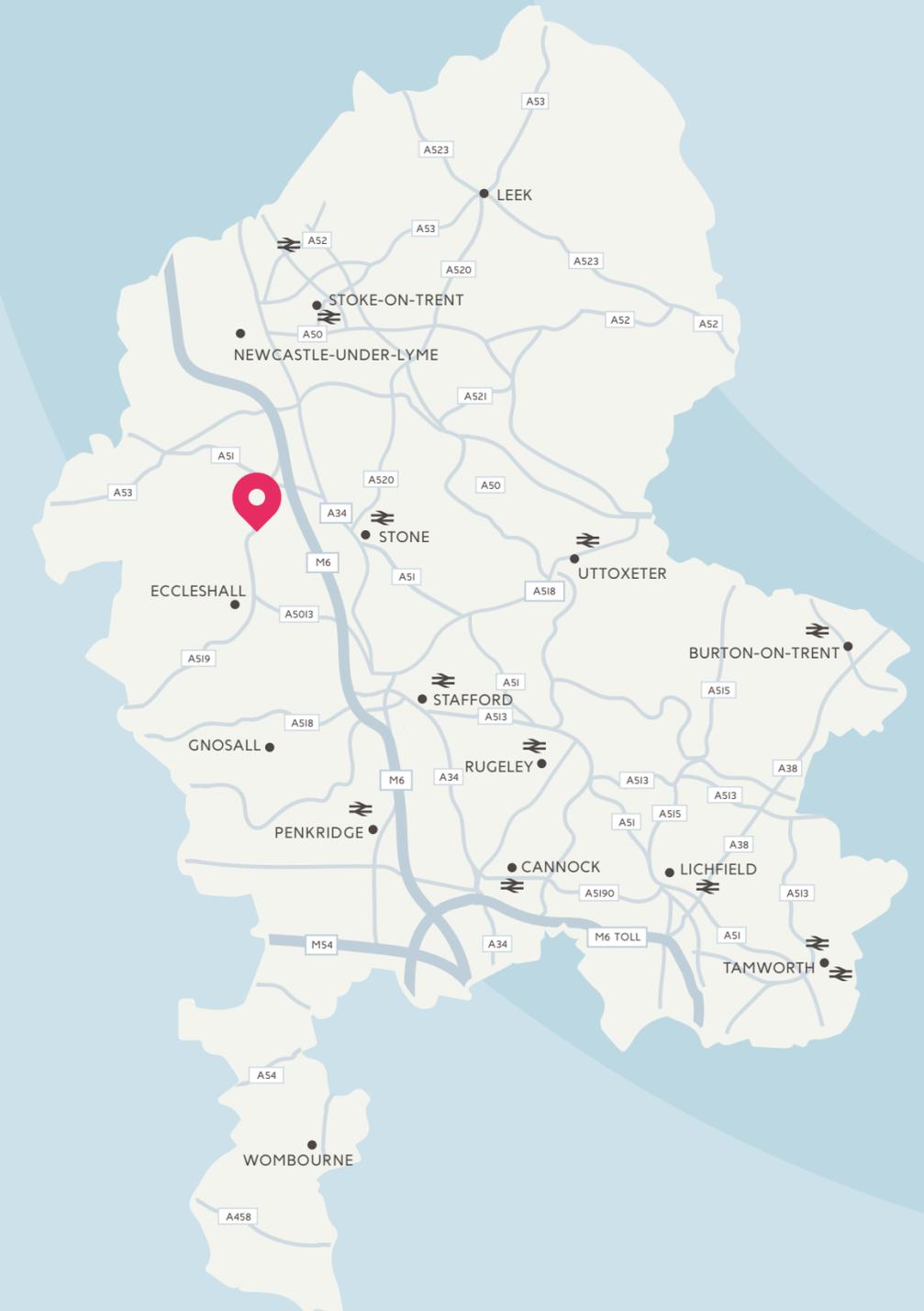
 To be considered through the local plan process

Sectors

 Residential, office, commercial and leisure

Stat Summary

- ✓ Plans for significant new homes, healthcare provision and community facilities
- ✓ £1.1m Government funding already secured for technical studies and masterplanning
Meecebrook is one of only 28 sites within the Government's Garden Communities programme



CHATTERLEY VALLEY WEST

The latest addition to one of the UK's most successful Enterprise Zones.

Background

The Ceramic Valley Enterprise Zone, launched in 2016 is one of the most successful Enterprise Zones in the UK, driving Stoke-on-Trent and Staffordshire's economic growth and reinforcing the area's already enviable reputation as a major centre of manufacturing know-how.

The opportunity

This is a new strategic development site in the Newcastle-under-Lyme Borough, adjacent to the A500 for access to the M6 motorway and A50 trunk road. Its proximity to the road network and West Coast Mainline, combined with its North Staffordshire location – a popular area for industrial and logistics businesses – is expected to drive significant demand for space.

The site extends to 90 acres with planning consent for high quality B1, B2 & B8 uses across nearly 1.17m sq ft of industrial and logistics floorspace, including the potential for a large unit of up to 560,000 sq ft.

With a range of design and build and speculative development opportunities, Chatterley Valley West is ideally placed to meet a range of requirements and has been granted Enterprise Zone status from the Government as part of Staffordshire's 'Ceramic Valley'.

[Find out more](#)



CHATTERLEY VALLEY WEST

THE FACTS

Location

 Newcastle-under-Lyme

Scale

 43 Hectares

 £83m Gross Development Value

Programme

 2022 – 2024

Planning Status

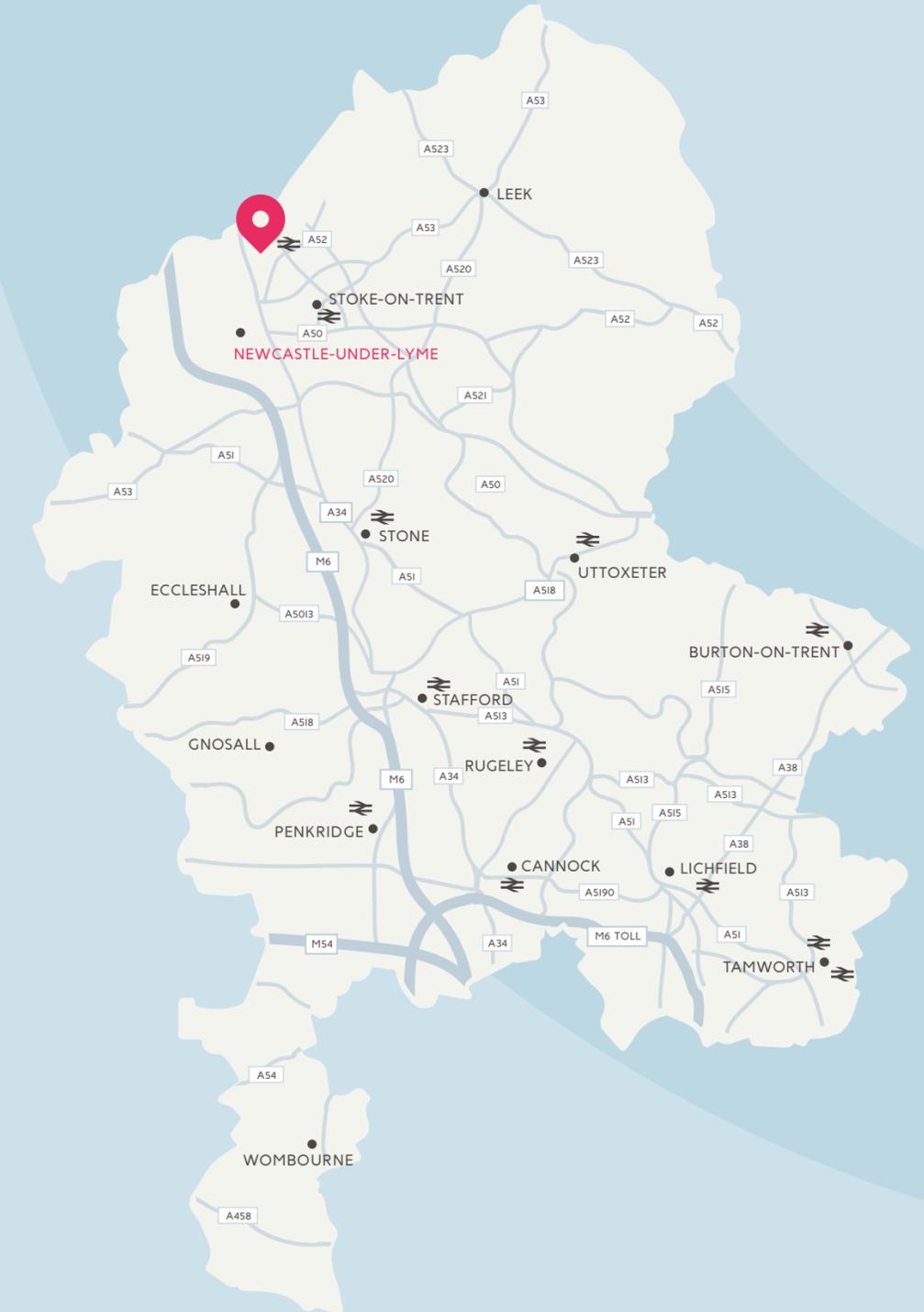
 Planning approved

Sectors

 Office, Industrial

Stat Summary

- ✓ 1,700 new jobs
- ✓ One of six key sites in one of the most successful Enterprise Zones in the UK
- ✓ 1.17m sq ft commercial space
- ✓ £83m Gross Development Value
- ✓ Business rates relief



LOGIC54

The redevelopment of a former munitions factory for new employment opportunities.

Background

The former ROF Featherstone site is situated to the north of the M54 and is ideally located to complement development of other successful sites such as i54 South Staffordshire. This 89-acre site, once a munitions factory owned and operated by BAE, is allocated for employment use and benefits from outline planning permission and benefits from outline planning permission.

The opportunity

Subject to occupier requirements, eight new units are proposed for the former Royal Ordnance Factory land at Featherstone, which will provide a range of business uses including industrial, storage and distribution.

The site will accommodate B1, B2 and B8 uses, with planned total floor space of 1.7 million sq ft. It is intended to construct the link road as Phase 1.

[Find out more](#)



GUNGATE

A chance to redevelop underutilised land to improve Tamworth's town centre.

Background

For too long, the Gungate area has remained undeveloped, and therefore failing to contribute to the vitality and viability of the town centre. Tamworth Borough Council purchased this site from private developers in 2018 and has been working with the various landowners to consider how the wider area could be regenerated as a whole.

The opportunity

The site is positioned for mixed use development which could include housing, retirement living, a leisure centre, workspace, medical services, evening leisure and multi-storey car parking.

The outline proposals for redevelopment were put to consultation early in 2021, setting out the broad principles for regeneration, taking into account factors such as market demand, any restrictions to development on the site and the design principles within which we need to operate.

[Find out more](#)



THE FACTS

Location

South Staffordshire

Scale

36 Hectares

Programme

2022 – 2024

Planning Status

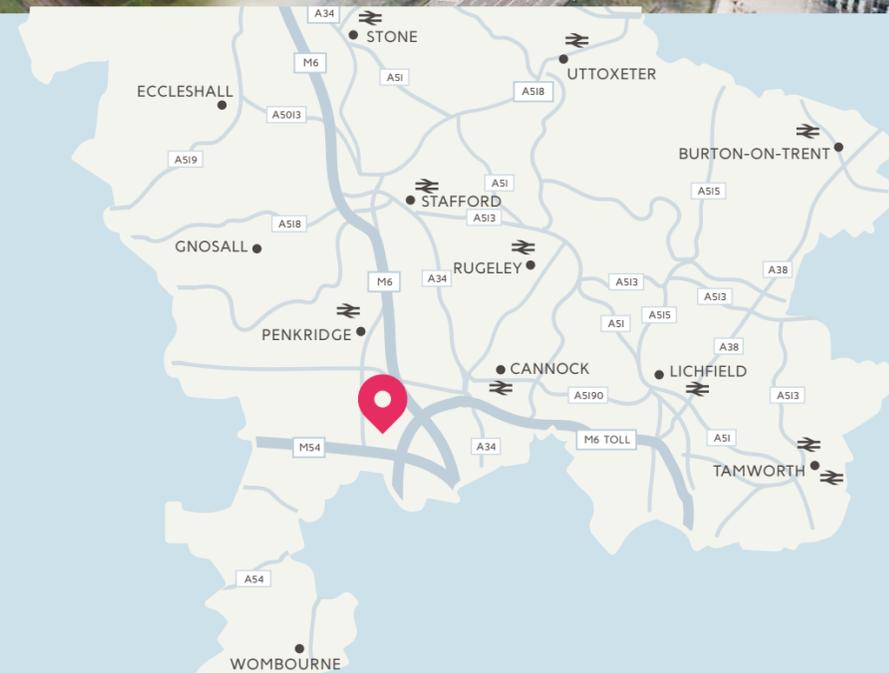
Outline planning permission

Sectors

Logistics, General industrial

Stat Summary

- Plans for a new link road
- 1,700 jobs
- Eight new units (subject to occupier requirements)
- One mile from the successful i54 South Staffordshire site



THE FACTS

Location

Tamworth

Scale

2.7 Hectares £90m

Programme

2021 – 2025

Planning Status

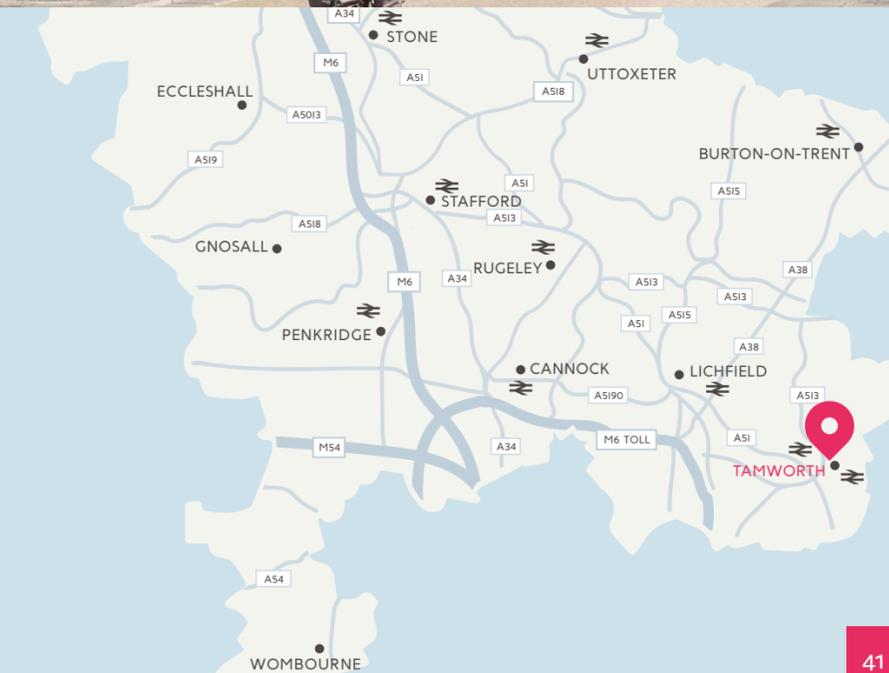
Masterplan produced

Sectors

Mixed-use

Stat Summary

- Removal of Redundant floor space and surface car park to create a valuable mixed use space
- Leisure Centre
- Multi Storey Car Park
- 3,000 – 5,000 sqft convenience space
- New Housing- Approximately 100 including Later Living
- New Public Open Spaces
- New Road Layout
- Land is in Public Ownership
- 20,000 sqft managed workspace/offices



TAMWORTH TOWN CENTRE REGENERATION

A new vision for Tamworth town centre.

Background

Tamworth has been awarded £21.65m from the Future High Streets Fund to transform the town centre into the busy, thriving heart of the community. Combined with funding from external partners and Tamworth Borough Council, the projects represent around £40m of investment in the town.

The opportunity

This is a 'once in a generation' opportunity to develop a town centre that meets the needs of 21st century shoppers, residents and businesses, restoring it as the beating heart of the community and a place people want to visit, rather than have to visit.



There are four core elements to the project:

- **College Quarter**
The relocation of Tamworth College, part of South Staffordshire College, to a new building on the site of the Tamworth Co-operative Society department store and refurbishment of the locally-listed part of the building (the Colehill frontages) into a new enterprise centre for small businesses.
- **Middle Entry Refurb**
A new build flexible space for start-up retailers and niche businesses.
- **Castle Gateway**
An improved entrance between the town centre and the Castle Grounds by enhancing the Castle Gatehouse area and bringing back into use the adjoining heritage Market Street properties.
- **St Edith's Square**
The transformation of St Edith's Square into a multi-purpose outdoor space for entertaining and events.

[Find out more](#)



TAMWORTH TOWN CENTRE REGENERATION

THE FACTS

Location

Tamworth

Scale

Five major projects

Programme

2021 – 2025

Planning Status

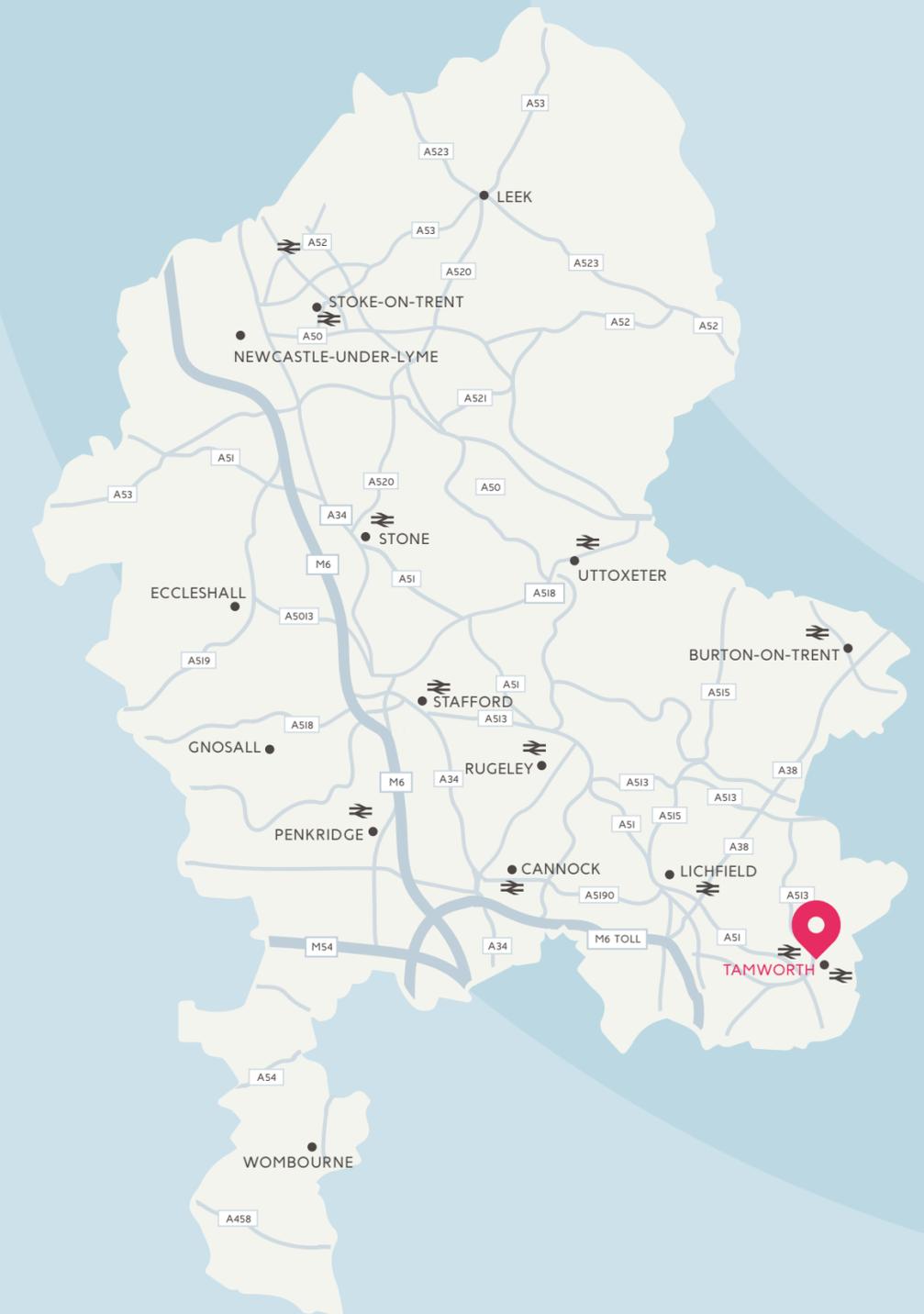
Masterplan created

Sectors

Retails & leisure, Education

Stat Summary

- ✓ Total £40m programme with £21.65m of FHSF
- ✓ 3,000 to 5,000 sq ft convenience store space



STAFFORD TOWN CENTRE TRANSFORMATION

Transforming Stafford into the best town centre to live and work in the UK.

Background

Investment in Stafford has soared to well over £120m with major projects demonstrating a town very much on the up.

The opportunity

There's a lot going on in the County town. Its transformation programme was kick started with the £21m Future High Streets Fund projects that will reinvigorate the historic Market Square ahead of residential and commercial redevelopment to revitalise the town centre.

Alongside this, work's already underway on the £23m state-of-the-art skills and engineering facility at Stafford College ahead of the recently announced Institute of Technology Stafford Campus, and funding is now in place for the £7.1m Staffordshire History Centre. Work has also started on the fit out of a new enterprise hub for up to 20 small businesses within the Shire Hall which sits right in the heart of the town centre. In terms of infrastructure investment, the £63m Stafford Western Access Route (SWAR) was completed in autumn 2021, making movement across and through the town much easier.

[Find out more](#)



STAFFORD TOWN CENTRE TRANSFORMATION

THE FACTS

Location

 Stafford

Scale

 Five major projects

Programme

 2021 – 2025

Planning Status

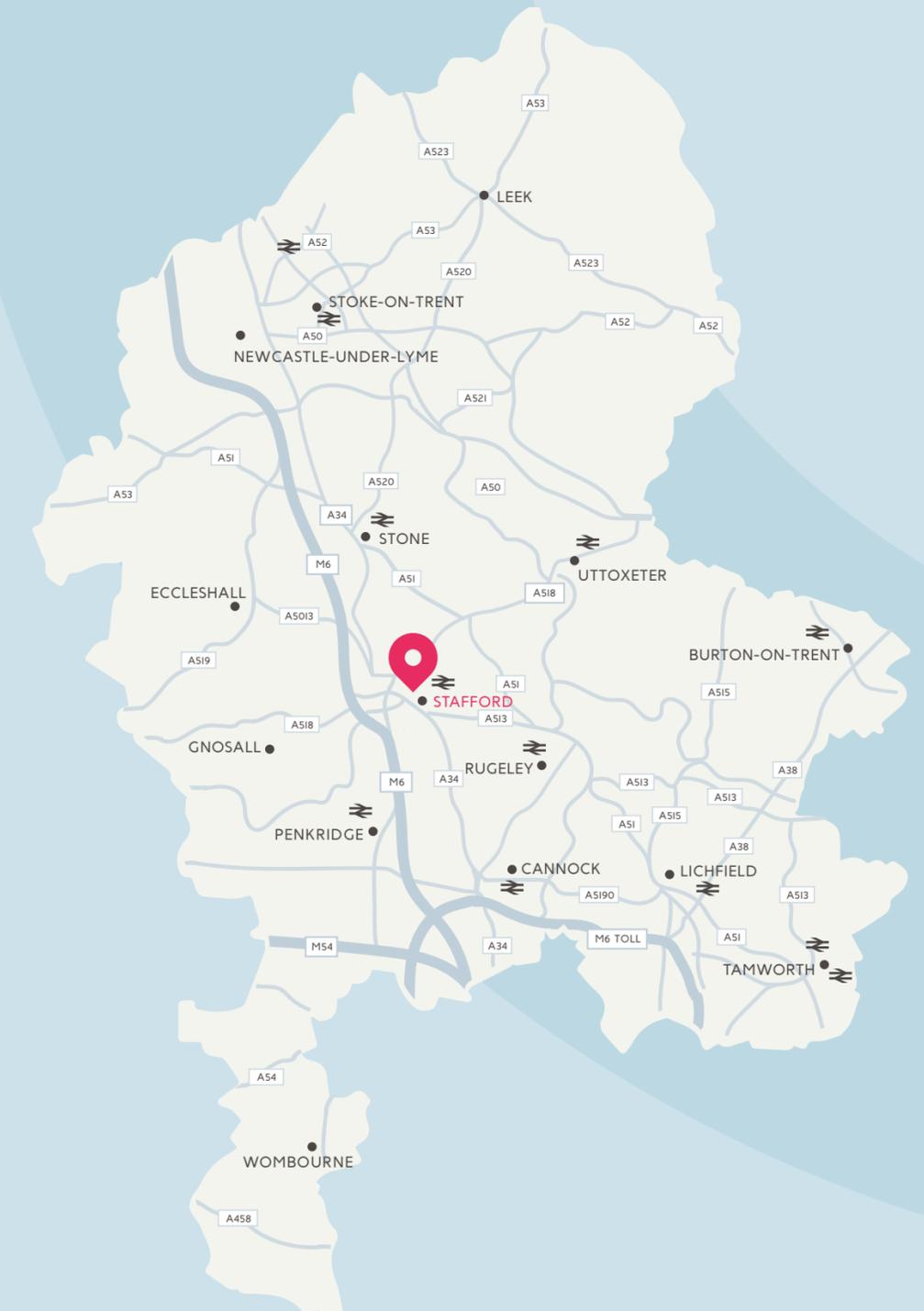
 Masterplan created; individual projects progressing through planning

Sectors

 Residential, commercial, education add leisure

Stat Summary

- ✓ £5.37m Borough Council and £1.87m County Council funding.
- ✓ £1.6m Get Building Funding Shire Hall
- ✓ £3.9m Heritage Lottery Funding for Staffordshire History Centre
- ✓ Closely linked to Eastgate scheme
- ✓ £14m of Future High Street Funding



RUGELEY POWER STATION

Transforming a former coal-fired power station into a sustainable and innovative mixed-use neighbourhood.

Background

Located on the edge of the town centre, Rugeley Power Station is a 139-hectare site that consisted of a coal-fired power station, gas turbine generator, cooling towers and chimneys. As well as its visual dominance locally, it was also the economic and social life blood of Rugeley providing jobs and facilities including a sports and social club, which established subsidiary clubs for fishing, football and model boat and railway activities.

The opportunity

Site owner Rugeley Power Limited (managed by EQUANS, part of the ENGIE group) is now progressing plans to transform the former coal-fired power station site into a sustainable and innovative mixed-use neighbourhood, including 2,300 new low carbon homes, a proposed low carbon Academy All Through school, 5 hectares of employment space and a new 25 hectare country park alongside the River Trent.

Running through the length of the development, 'The Railway', which follows part of the former railway spur, acts as a green spine and a sustainable movement corridor, providing a 2.8km long safe, multi-modal route.

[Find out more](#)



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RUGELEY POWER STATION

THE FACTS

Location

Cannock Chase/ Lichfield

Scale

139 Hectares

Programme

2022 Onwards

Planning Status

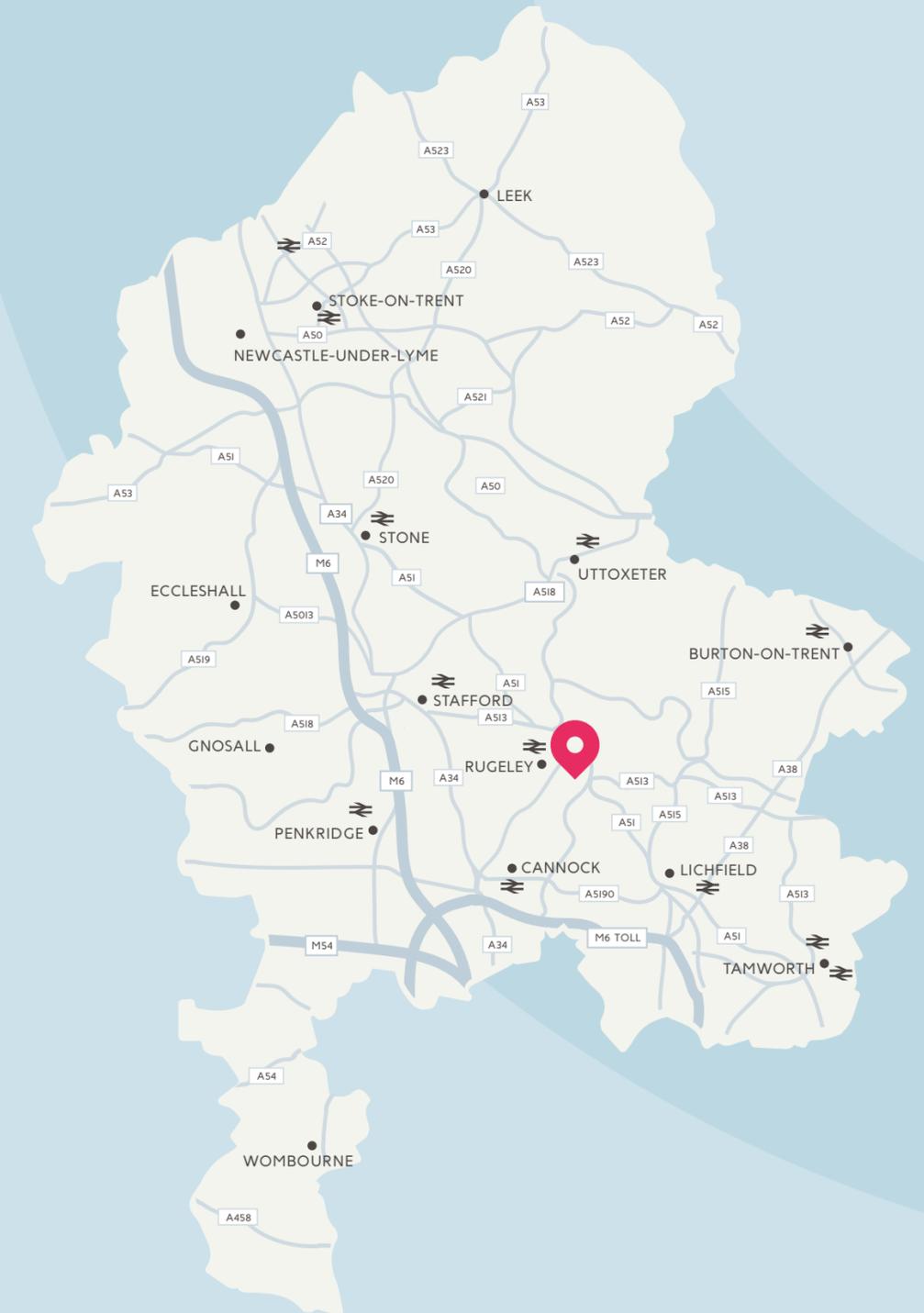
Outline approved with reserved matters consent for proposed school

Sectors

Mixed-use

Stat Summary

- ✓ 2300 new homes
- ✓ 5 hectares of employment space
- ✓ 25 hectare country park
- ✓ New proposed low carbon all through school



BURTON HIGH STREET REGENERATION

Transforming Burton high street to reconnect the town centre with the river.

Background

Burton upon Trent is one of 100 towns included in the Towns Fund programme and has been allocated £23.8m to deliver a number of projects that will enhance connectivity, skills, education and town centre vitality.

The opportunity

The Burton Town Deal Board, supported by East Staffordshire Borough Council, has created a Town Investment Plan that sets out a new vision. The High Street project is at the heart of this vision, as it looks to reconnect the town centre and riverside through the redevelopment of a large stretch of the high street covering roughly 16 acres.

Plans for this area have now been formed and include elements such as:

- A new, large indoor leisure entertainment facility
- A modern food hall juxtaposed with the historic brewing water tower
- A Washlands visitor centre overlooking the enhanced riverside landscape
- A mix of town centre residential, including sustainable starter homes for key workers
- The revitalisation of listed High Street buildings through the creation of a heritage/museum centre

[Find out more](#)



“

We will create a resilient, better, brighter Burton by enhancing our Trent location, by the forest, while better connecting and future proofing the lives of our people.

”



BURTON HIGH STREET REGENERATION

THE FACTS

Location

 East Staffordshire

Scale

 Roughly 16 acres, one of a number of projects

Programme

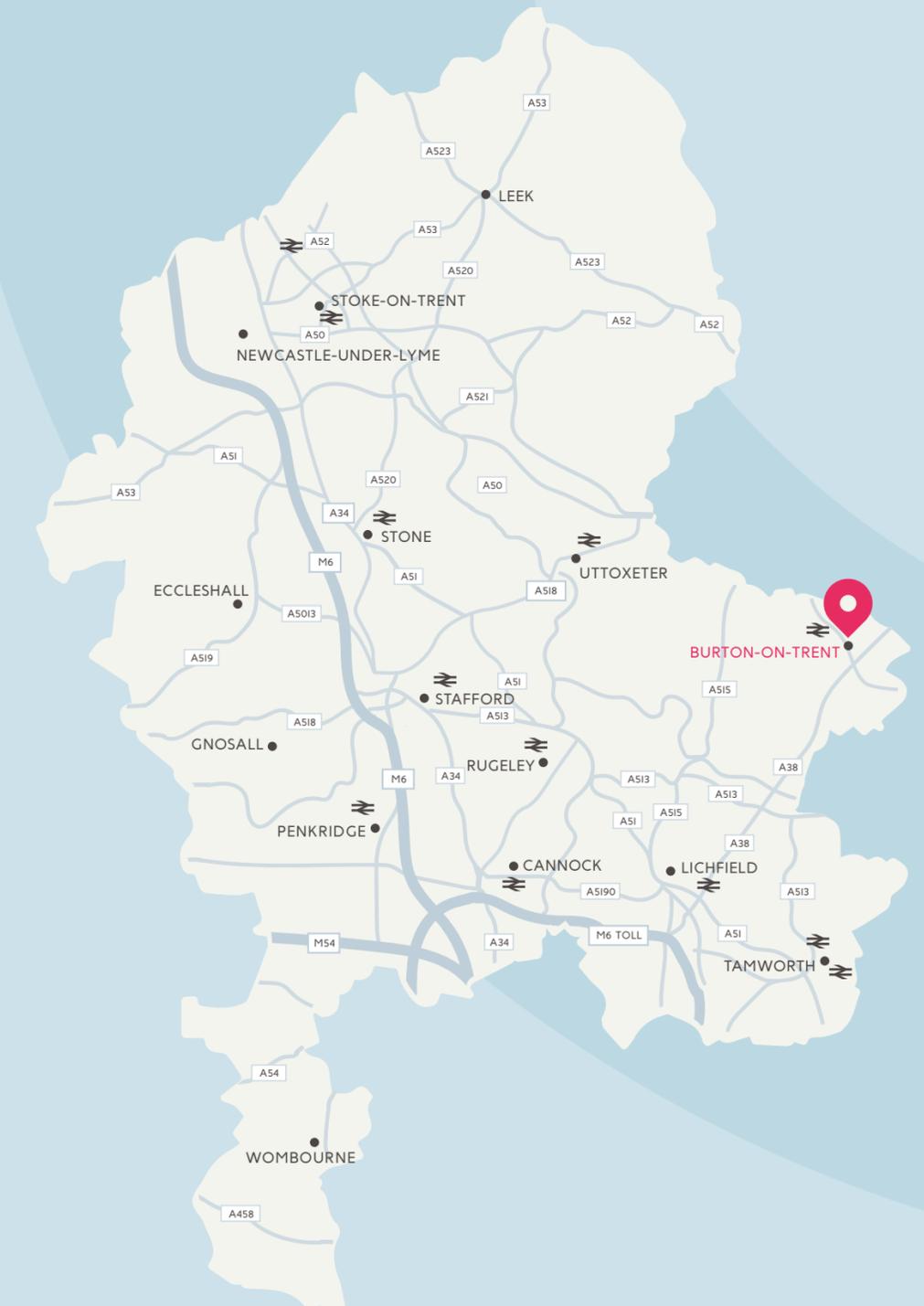
 2022 - 2026

Planning Status

 Outline masterplan co-produced with residents

Sectors

 Leisure, Hospitality, Residential, Retail, Community



LICHFIELD CITY CENTRE MASTERPLAN

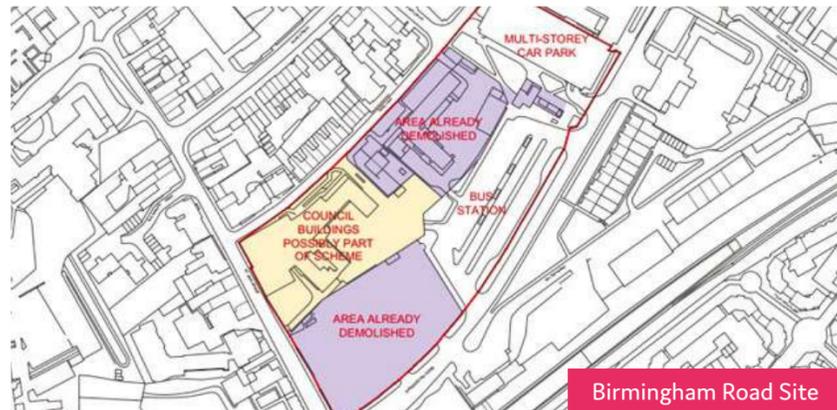
Two mixed use developments in the City Centre Masterplan are being brought forward. Designed to reshape the landscape, bring long-term sustainable change and enable linked development across the wider city centre.

Background

Lichfield is a vibrant cathedral city with excellent transport links by both road and rail to all parts of the country. The city has a population of approximately 33,000 and serves a wide catchment area with its mix of historic streetscape and modern development, a large number of listed / heritage buildings and the historic Cathedral at its heart. It has weekly markets in the largely pedestrianised centre.

The opportunity

The Council is in the enviable position of owning land in large parts of the city, creating the opportunity for a 'blank canvas' approach at a time when the future of the high street is being completely reimagined for the 21st century. The Masterplan, inclusive of two separate developments, provides the opportunity to reshape Lichfield's historic city centre.



Birmingham Road Site

Development 1: Birmingham Road Site

This is a 7-acre site at a key gateway location and is the most significant development opportunity in the city centre. The redevelopment of the Birmingham Road Site for mixed use (commercial, leisure, offices and residential) will support wider ambitions to extend and diversify what the city centre offers and provide a balance of uses to create a thriving, vibrant and visionary city centre that encourages diversification and promotes the 'Lichfield Experience'.

Development 2: Bird Street Car Park

This site provides an exciting opportunity to establish a multi-use development at the heart of the thriving restaurant and retail-focused Market Quarter in Lichfield city centre. Located within the City Conservation Area and surrounded by a large number of listed buildings, the future development of the site will include retained service access to premises in Bird Street and Market Street.

A comprehensive scheme comprising the reconfiguration or redevelopment of retail premises on Market Street could be developed to provide opportunities for the creation of new civic space linking Market Street and Bird Street Courtyard through to the Minster Pool, and allow for a wider mix of complementary uses to be introduced. The public realm could also be substantially enhanced to create a landscaped area, with tree and landscape planting introduced to break up the expanse of hard surfacing.

[Find out more](#)



Bird Street Car Park

LICHFIELD CITY CENTRE MASTERPLAN

THE FACTS

DEVELOPMENT 1: BIRMINGHAM ROAD SITE

Location

Lichfield

Scale

2.8 Hectares

£30-35m

Programme

Planning from 2022

Planning Status

Initial discussions

Sectors

Mixed use – residential, commercial, leisure and public realm

DEVELOPMENT 2: BIRD STREET CAR PARK

Location

Lichfield

Scale

0.73 Hectares

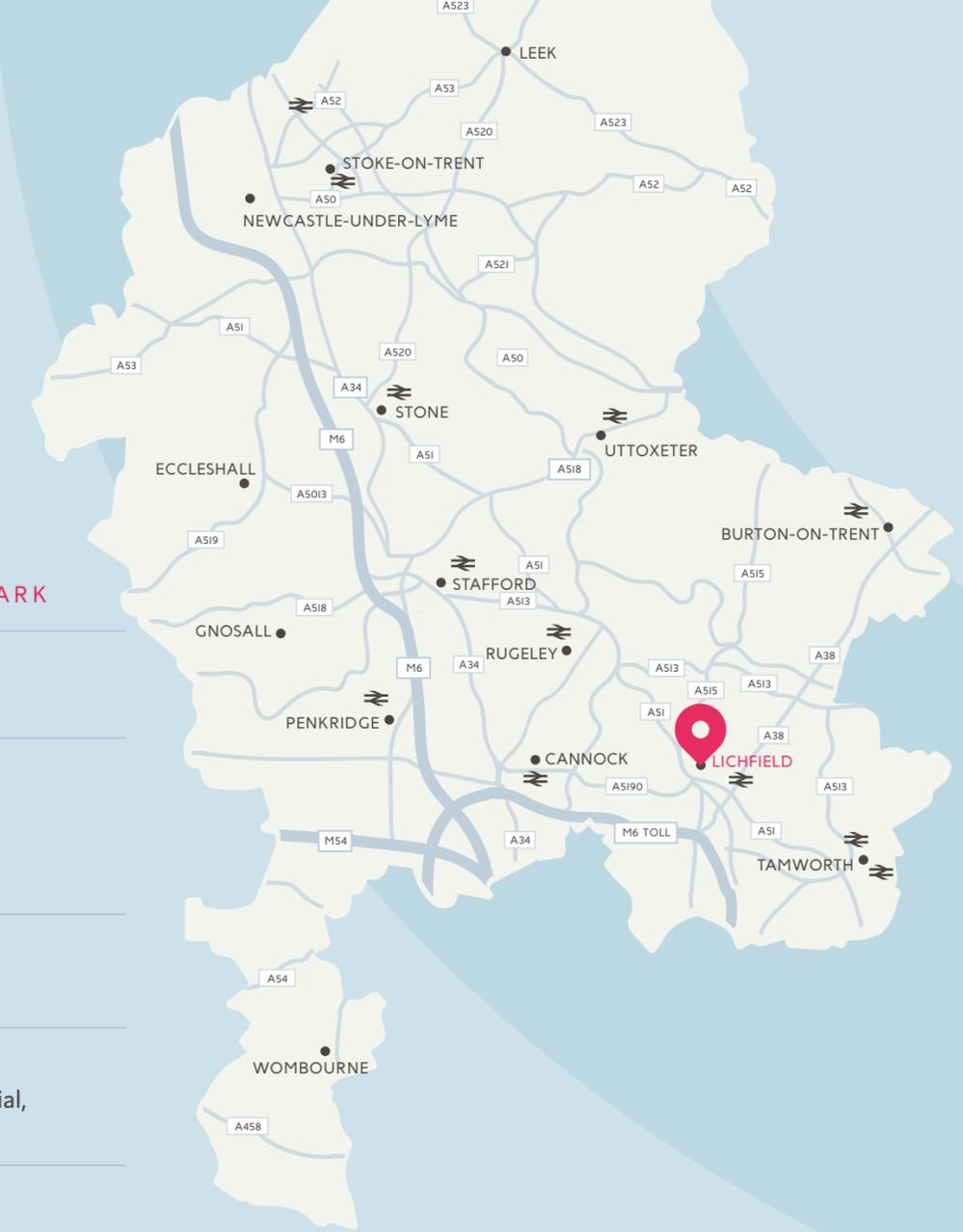
£5-10m

Planning Status

Initial discussions

Sectors

Mixed use - commercial, leisure, public realm



CANNOCK TOWN CENTRE LEVELLING UP

An opportunity to transform the town centre including culture, connectivity, skills and infrastructure.

Background

In 2021 Cannock Chase Council were successful in the Government's Levelling Up bid with an allocation of £20m, offering a huge boost to ambitious plans to rejuvenate Cannock town centre.

The opportunity

The Council's plans include four key themes:

- **Leisure and Culture**
Improving the current Theatre and creating new community facilities with café and restaurant spaces.
- **Connectivity**
Improving travel connections throughout the town centre, including new cycle parking and trails.
- **Business and Skills workspace**
Providing managed workspace, meeting rooms and incubator units in the town centre with links to the college.
- **Removal of eyesores and celebration of assets**
Addressing disused spaces and maximising opportunities around the cultural hub.

[Find out more](#)



CANNOCK TOWN CENTRE LEVELLING UP

THE FACTS

Location

 Cannock Chase

Scale

 £40m plus investment

Programme

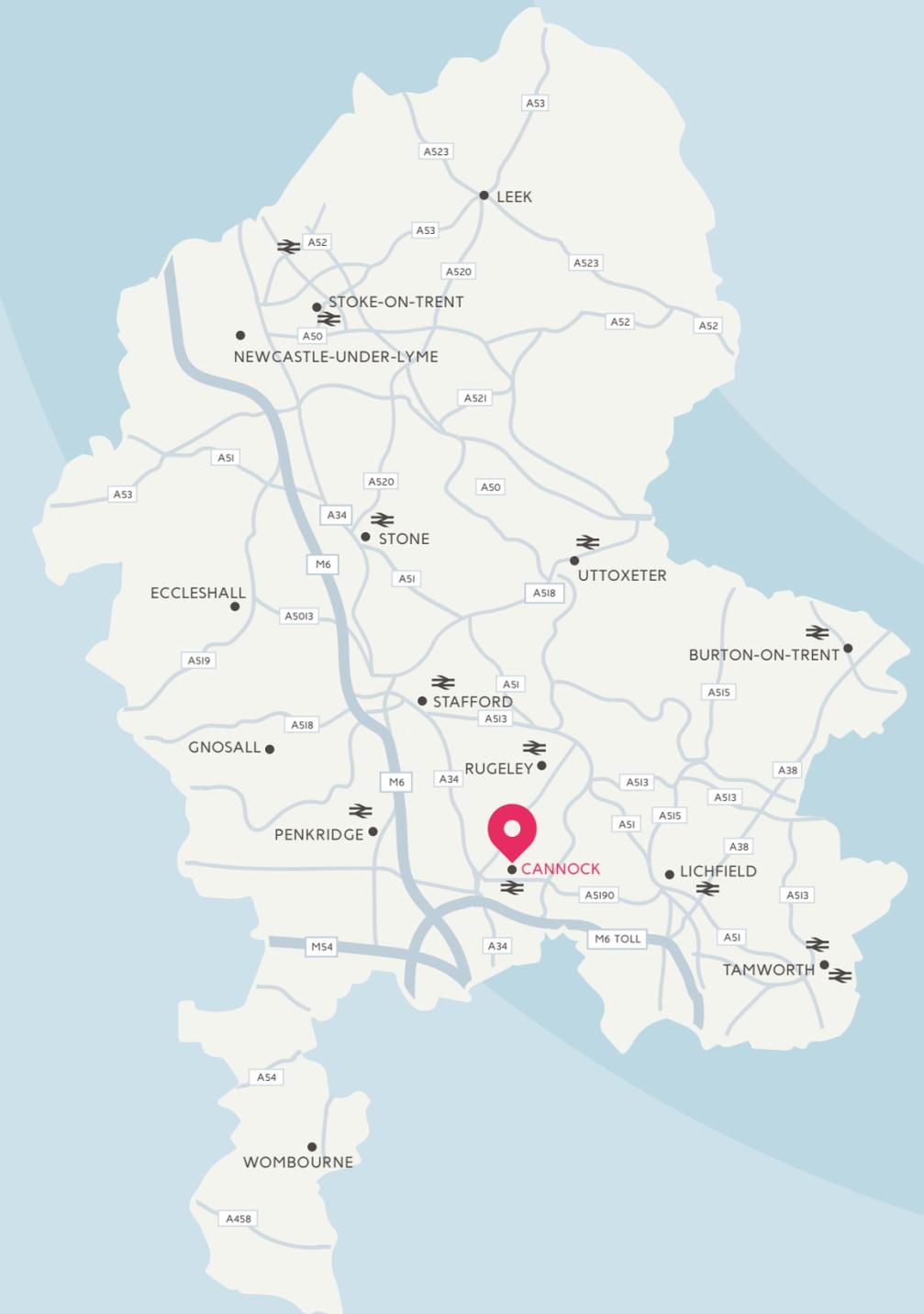
 2022 Onwards

Planning Status

 Funding bid awarded

Sectors

 Leisure, Hospitality, Community



NEWCASTLE-UNDER-LYME TOWN CENTRE

Creating a town centre for all with diverse and active uses.

Background

A combined £35m investment from the Town Deal and Future High Street Funds will be used to create a vibrant market town where citizens of all ages have the opportunity to flourish.

The opportunity

The aim is to make Newcastle-under-Lyme a destination of choice for residents, students and business with a well-connected town centre offering a wide variety of independent retailers and a unique blend of residential, leisure and cultural development.



Key projects in this vision are:

- Ryecroft Regeneration**
 Transformation of a 4.2 acre site in Newcastle town centre to house an exemplar zero carbon collaboration hub with linked social space and residential accommodation, modern multi storey car park and other town centre uses and improve connectivity between the town centre and its surrounding communities.
- York Place**
 Reimagining the 0.8 acre area occupied by the dated and under-used York Place Shopping Centre offers the opportunity to bring new uses to this area while significantly uplifting the setting of Red Lion Square and improving pedestrian routes in this area.
- Gateway sites at Midway and Zanzibar**
 Rethinking the space occupied by the aged Midway multi storey car park on its replacement by the new parking at Ryecroft. Restoration of a derelict town centre gateway by Aspire Housing at the former Zanzibar nightclub for residential and business use.
- Astley Centre for Circus**
 Building on Newcastle's heritage as the birth place of Philip Astley, the founder of the modern circus, the creation of the Astley Centre for Circus will bring new creative and performing space to the town centre alongside associated activities to highlight this part of our cultural heritage.
- Digital Society Centre**
 A hub located in the Town Deal area supporting businesses in sectors such as data analytics, the use of Big Data, machine learning, artificial intelligence and complex systems based on the 'Internet of Things'. The Digital Society Centre will also provide skills support to address digital exclusion and structural changes in the labour market that call for digital skills development.
- Sustainable Connections**
 Improving the transport and digital infrastructure to support a sustainable and connected future for businesses and residents in Newcastle under Lyme.
- High Street and Market Area**
 Revitalising the market area with updated market stalls and a new flexible outdoor performance space in the heart of the high street.

[Find out more](#)

NEWCASTLE-UNDER-LYME TOWN CENTRE

THE FACTS

Location

 Newcastle-under-Lyme

Scale

 Town centre re-development

Programme

 2021 – 2026

Planning Status

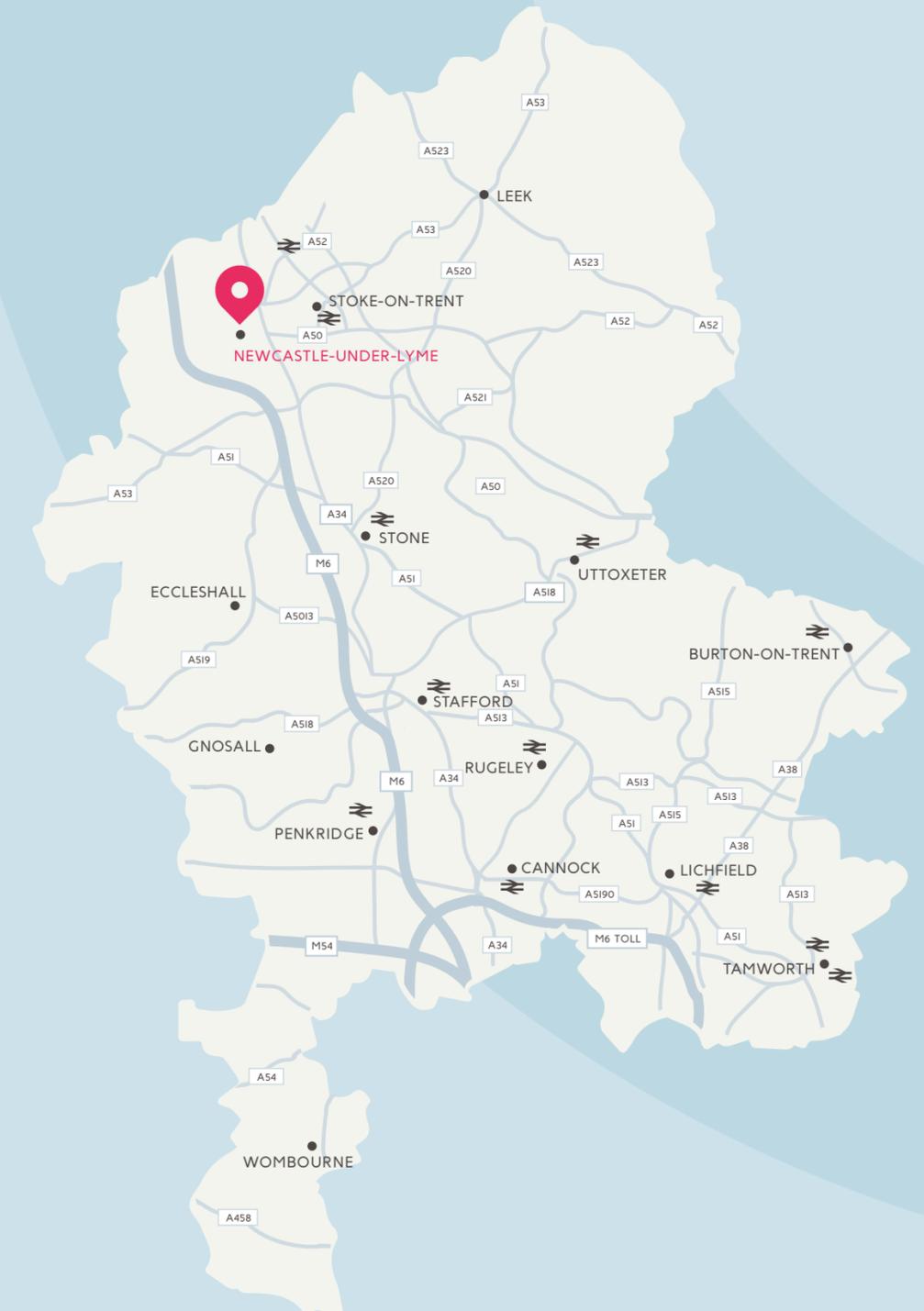
 Varies according to project

Sectors

 Retail, leisure, cultural, business & education

Stat Summary

- ✓ £11.4m Future High Street Funding
- ✓ £23.6m Town Deal Funding



KIDSGROVE TOWN CENTRE

Revitalising Kidsgrove town centre as a welcoming and successful place to live and invest.

Background

Kidsgrove is a dynamic and well-connected town, strategically located on the border of the Northern Powerhouse and Midlands Engine with easy access to the M6. The £16.9 million Town Deal will attract investment to capitalise on its location and heritage and leisure assets including the canal network, to create a desirable reputation as an attractive, welcoming, and successful town in which to live and invest.

The opportunity

Improving the flow and pedestrian connectivity between Kidsgrove's key assets including the railway station, canal and town centre is a vital objective of the Town Investment Plan. It will ensure the station buildings and connections to the station, public sector services, areas of public realm and key pedestrian routes into the town are welcoming and attractive, promoting footfall, usage and improving services.

[Find out more](#)



WEST MIDLANDS INTERCHANGE

The UK's largest rail served logistics development.

Background

West Midlands Interchange (WMI) will be the UK's most nationally significant rail-served logistics development, offering 8m sq ft of flexible premium logistics facilities. The vision is built around a changing logistics world and the changing needs of the businesses that work within it.

The opportunity

West Midlands Interchange is the UK's largest logistics development site, delivering world leading logistics warehousing within a strategic rail freight interchange. It will create up to 8,500 jobs, support the local community with two new Country Parks and provide sustainable foundations for the future of the logistics sector by replacing road freight for rail and producing 70% less carbon dioxide.

Construction of WMI will start in 2022 and it is expected to generate around £430m of local economic activity.

[Find out more](#)



THE FACTS

Location

Newcastle-under-Lyme

Scale

Kidsgrove Railway station, canal and gateway area

Programme

2021 – 2026

Planning Status

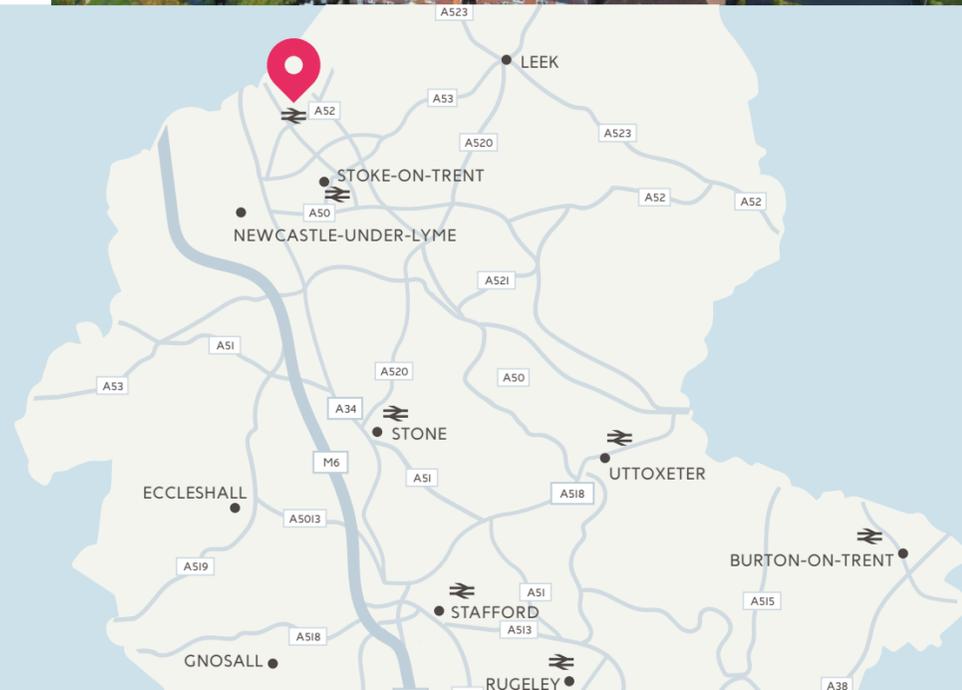
Masterplan under development

Sectors

Transport, public sector, leisure

Stat Summary

£16.9m Town Deal funding



THE FACTS

Location

South Staffordshire

Scale

8m sq ft

Programme

2022 Onwards

Planning Status

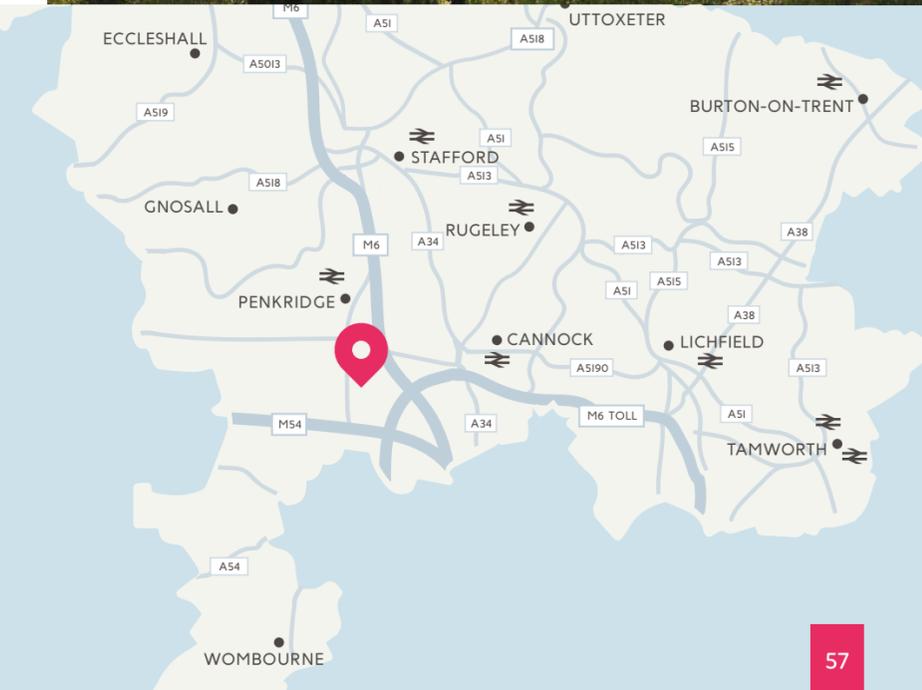
Pre-construction design and engagement

Sectors

Logistics

Stat Summary

- The largest logistics site in the whole of the UK
- Expected to generate £430m of local economic activity each year
- Delivery of a new A5/A449 link road
- Prime rail served logistics site
- Creation of c. 8500 jobs
- Creation of two new Country Parks of 109 hectares



KEELE UNIVERSITY SCIENCE & INNOVATION PARK

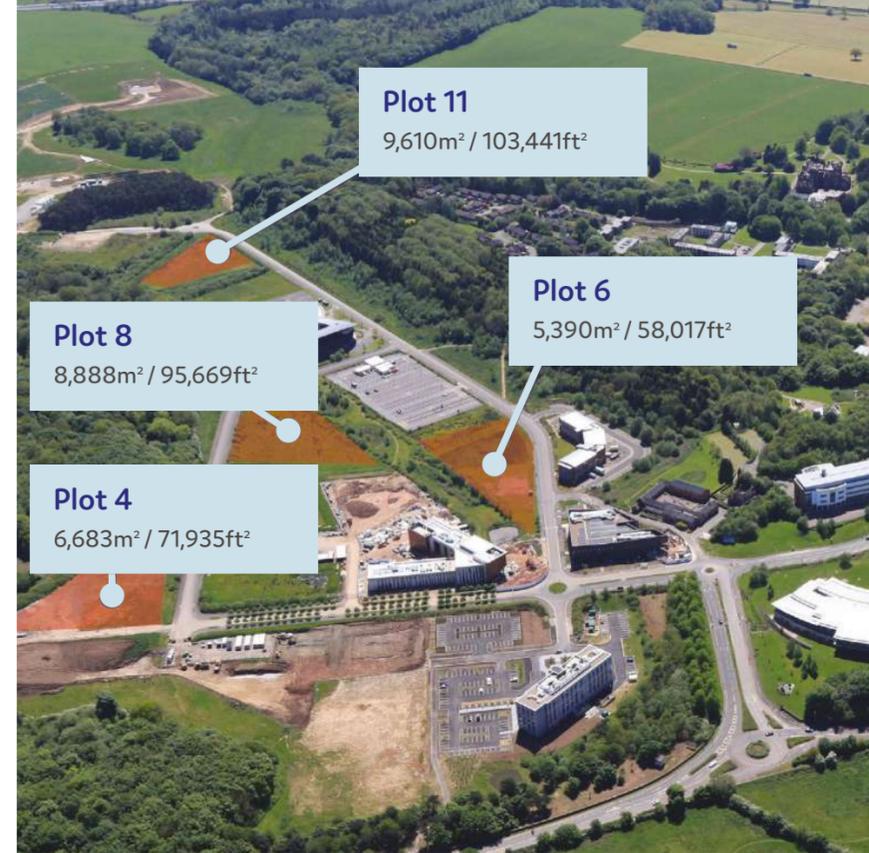
A major location for ambitious national and international research and technology-led companies.

Background

Keele University Science & Innovation Park (KUSIP) is one of the leading developments of its kind in the UK; offering companies a business environment that provides an innovative research culture, combined with academic expertise and the University's specialist resources.

The opportunity

KUSIP is home to the Smart Innovation Hub, Courtyard by Marriott Hotel and the Harper and Keele Veterinary School. Developments for Innovation Centre 7 will conclude in 2022, creating a home for Keele's Digital Society Institute - a collaborative centre focused on data and digital technology. Residents benefit from a range of modern workspace, from co-working memberships to large spaces for businesses looking to relocate. As well as laboratory and conference facilities, industry leading business support and research and significant international links.



Visit our website to find out more



For more details or to arrange a meeting, contact:

07964 207588

enquiries@makeitstokestaffs.co.uk

THE FACTS

Location

Newcastle-under-Lyme

Scale

70 acres

Programme

2018 – 2028

Planning Status

Recognised as a strategic employment site in the Local Development Plan

Sectors

Medical Technology, Healthcare, ICT, Public Service,

Stat Summary

- ✓ A range of purpose-built private, coworking, shared, lab and virtual office spaces
- ✓ Development plots from 0.44 acres to 2.86 acres
- ✓ Workspace from 200 – 4,920 sq ft
- ✓ Access to funded business support and Keele University's world-leading research knowledge and academic expertise





INVEST IN STAFFORDSHIRE

For investment support and further information,
please get in touch:

✉ enquiries@makeitstokestaffs.co.uk