



Staffordshire

MIDLANDS GROWTH CORRIDOR

UNLOCKING INNOVATION
AND GROWTH

A PLACE TO PROSPER





FOREWORD

In February 2022, Midlands Connect published its flagship strategic transport road map to improve the A50/A500 North Midlands Manufacturing Corridor, setting out a vision for this nationally important economic corridor. The report acts as a catalyst to bring forward the Midlands Engine 'Hydrogen Technologies Valley' concept to secure the benefits of leveraging regional clusters of expertise in hydrogen technologies. Together these pathfinder initiatives outline the opportunity to supercharge growth and productivity by driving innovation in energy, growing local skills and unlocking key infrastructure.

Midlands Connect, in collaboration with Staffordshire County Council, recognises this vital east-west route within the region, linking Derbyshire, Nottinghamshire and Leicestershire to Stoke-on-Trent, Staffordshire and the North-West.

The roadmap is currently being socialised with senior civil servants and key stakeholders within central government, but we want to ensure it

meets the needs of business and is something you will want to actively support. We recognise the need for one collective voice – a voice led by globally important businesses such as yours.

The vision, to put it simply, is to leverage the opportunity to transform the A50/A500 east-west corridor into one of the primary locations for sustainable growth and investment in the UK, linking directly into international markets via the East Midlands and Liverpool freeports.

This document marks the start of a journey to deliver this ambitious, but transformational project. Over the coming months we are keen to develop proposals to support and build upon the Midlands Connects roadmap through consultation with you, so our proposition is truly private sector-led.

We look forward to working with you to unlock the unrealised potential of the north Midlands.

Yours,
Alan White



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

WHAT IS THE CORRIDOR?

The A50/A500 corridor plays a central role in the Midlands and UK economy. It is home to numerous renowned national and global brands alongside an extensive small and medium enterprise (SME) community which ONS data (Jan 2021) shows is growing at a rate outstripping average SME growth in the UK.

It is estimated that the suggested developments on the A50/A500 will generate:



17,760 new jobs
by 2061



21,538 increase
in population by 2061



£12.04BN
increase in GVA over
the next 60 years



12,474 new skilled
jobs in the Midlands
Connect area



Improved air quality












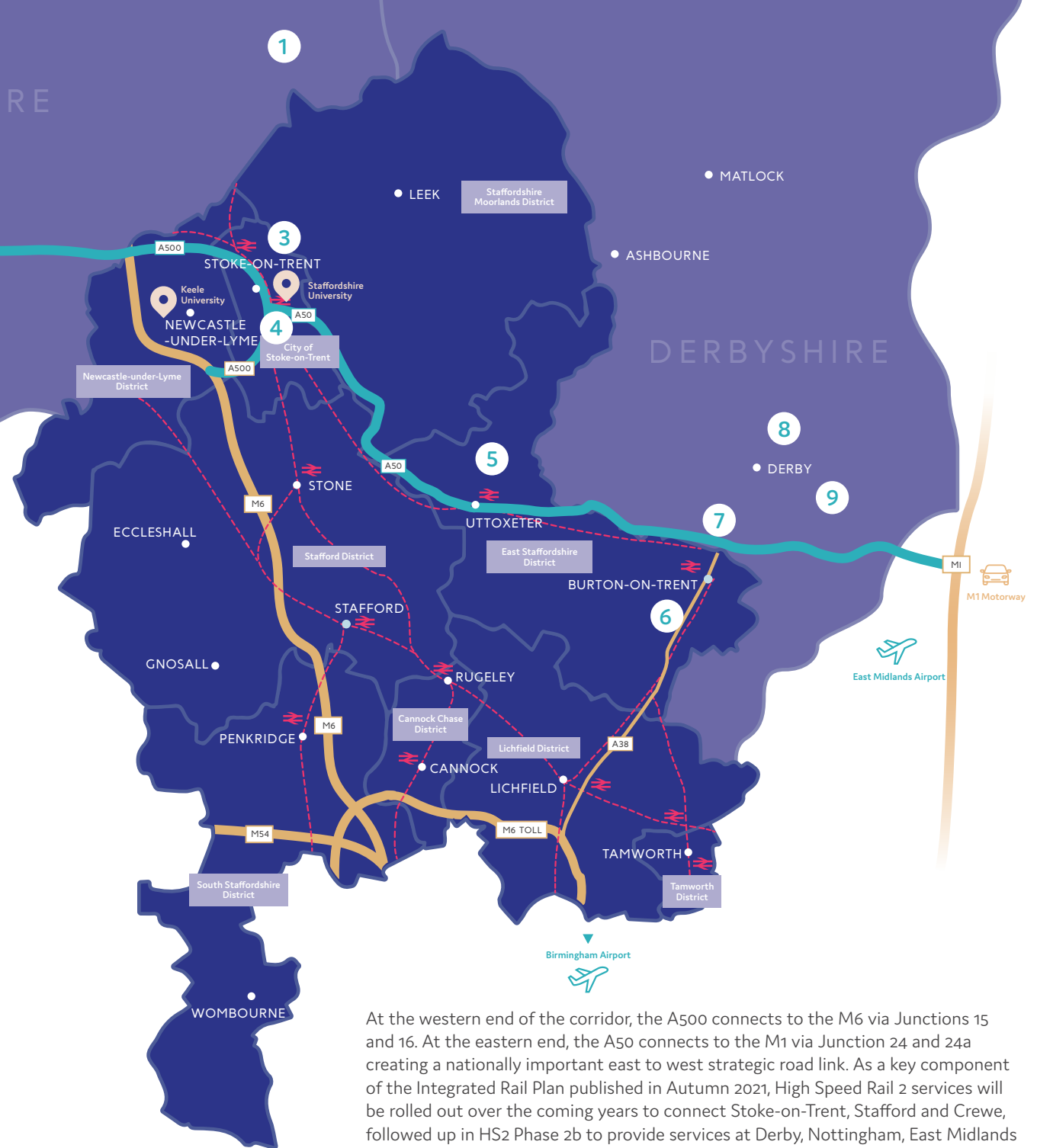
A CONNECTED COUNTY

With 41% of the corridor's output coming from manufacturing and distribution, this route sees between 60,000 and 90,000 private, commercial and public vehicles travel through it every day. Businesses are heavily dependent on the A50/A500 road to export and trade across the globe and you can see just how connected the corridor is:

KEY:

 The corridor

- | | |
|---|--|
|  1 AstraZeneca |  6 Nestle |
|  2 Bentley Motors |  7 Toyota |
|  3 Bet365 |  8 Alstom |
|  4 Michelin Tyres |  9 Rolls Royce |
|  5 JCB | |



At the western end of the corridor, the A500 connects to the M6 via Junctions 15 and 16. At the eastern end, the A50 connects to the M1 via Junction 24 and 24a creating a nationally important east to west strategic road link. As a key component of the Integrated Rail Plan published in Autumn 2021, High Speed Rail 2 services will be rolled out over the coming years to connect Stoke-on-Trent, Stafford and Crewe, followed up in HS2 Phase 2b to provide services at Derby, Nottingham, East Midlands Parkway, and Chesterfield.

DID YOU KNOW?



60,000 – 90,000
vehicles travel daily on the
90KM corridor



It's home to **1 MILLION**
people and half a million jobs



41% of the corridors
output is manufacturing
and distribution

ONCE IMPROVEMENTS HAVE BEEN MADE,
COMMUTERS ARE LIKELY TO GET BACK:



3 WORKING DAYS

a year driving through the
Central section by 2025



3.5 WORKING DAYS

a year driving through the
Central section by 2050



Over **4 WORKING DAYS**

a year on their commute in the
Western section by 2041



AN INNOVATION REVOLUTION

In May 2019 the UK Government declared a climate change emergency, paving the way for a Net Zero carbon reduction target by 2050 providing an opportunity for wider innovation investment.

Midlands Connect has recently proposed that the Midlands region could become a test bed for HGV alternative fuelling stations, providing facilities for large goods vehicles of the future, which will be powered by hydrogen, electricity and other innovative clean fuels.

66 suitable locations have been identified for HGV alternative fuelling stations across the Midlands, including around 20 for in and around the A50/A500 corridor.

The Midlands Growth Corridor presents a unique opportunity to meet our carbon ambitions and duty to our planet, whilst reaping the economic growth opportunities and development of new markets afforded by innovation in this space.



Improved transport hubs

Continued sustainable improvements where people live and work is critical to the corridor reaching its true potential.



Advancing hydrogen technology

The corridor will act as a pathfinder in securing further competitive advantage through investment in hydrogen transmission, power technologies through to district heating schemes.



Home of innovation

Staffordshire is home to numerous businesses awarded the Queen's Award for Innovation, and are vital to achieving our ambitions for a clean, high-technology future economy.



Sustainability-led plan

Widespread sustainable development is planned for the surrounding area, supporting residents, employees and businesses to support a prosperous and green future.

HAVE YOUR SAY

There is no doubt that the success of the Midlands Growth Corridor proposals and case made to government for this crucial investment will rely heavily on the voice of the private sector – those who can demonstrate its value on innovation, increased import/export and GDP.

Staffordshire, Derbyshire and Cheshire manufacturing businesses are central to the success of UK Plc.

We welcomed and continue to fully support the Roadmap and options put forward by Midlands Connect and will continue to work in close partnership to lend any support that we can as Local Government partners.

As we look to package deliverable proposals and options, we want to hear from you, to ensure we land our message with one voice – a voice led by Midlands businesses.

We look forward to engaging with you.

TO ENGAGE WITH US, PLEASE CONTACT:



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The A50/A500 is key location for manufacturing and industrial activity due to its fantastic links with major UK cities and local supply chains, the corridor is home to industry leading businesses including JCB, Toyota, Rolls Royce and Alstom, and will soon link the new HS2 hubs at Crewe and Stoke-on-Trent with the planned freeport close to East Midlands Airport. However, the busy A50/A500 has slowly become more congested over time and regular bottlenecks form at junctions during peak times. Widespread development is planned for the surrounding area, meaning that change is needed now, with this sustainability-led plan to keep locals, employees and businesses moving.

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Sir John Peace

Chair of Midlands Connect



For further information, please visit:

www.makeitstokestaffs.co.uk/a50-a500-corridor