



Staffordshire



# LEVELLING UP STAFFORDSHIRE

DELIVERING A PLACE TO PROSPER:  
A SHARED AMBITION



# TOGETHER WE'LL UNLOCK STAFFORDSHIRE'S POTENTIAL.

Ambitious, resourceful, determined; Staffordshire has always displayed those qualities. And today is no different, as our Local Authorities have shown in developing bids for projects that collectively play a key role in Levelling Up our county.

Here in Staffordshire, our town centres are important hubs of commerce and community. By working together, and through Levelling Up Fund investment, we can regenerate and revitalise these important focal points and enhance the local leisure offer, with green transport infrastructure and sustainable transport modes fuelling their ongoing revival.

Staffordshire is already a place of sustainable growth and investment in the UK, thanks to strategic corridors such as the A50/500. Through the Levelling Up Fund, we can reignite residents' pride in where they live; making the most of our natural 'liveability' and the future investment a more connected and vibrant county will bring.

Together, we all share the same ambition: to make sure both residents and businesses flourish right here in the heart of the UK.

We look forward to working with you to realise this ambition, and to unlock the renewed potential of our town centres and transport links to create a truly connected county.



**Councillor Alan White**

Chair, Staffordshire Leaders' Board  
Leader, Staffordshire County Council



**Councillor George Allen**

Deputy Chair, Staffordshire Leaders' Board  
Leader, East Staffordshire Borough Council

On behalf of council leaders across Staffordshire.

COLLECTIVELY OUR  
LEVELLING UP FUND 2  
AMBITION IS TO:



Deliver projects estimated  
at over **£550M**



With LUF2 contributing  
**£152M**





# WE SHARE A VISION FOR STAFFORDSHIRE.

Shaped by a combination of local MPs, and county, district and borough council partners, our shared vision is for Staffordshire to become a truly connected county where our 'liveability' potential is maximised through thriving market towns and urban living.

Rather than working as separate locations with separate identities within Staffordshire, our combined bids will help us all connect together and drive economic growth in a sustainable way across the entire county.

In this way, the Levelling Up Funding improvements will be seen as a co-ordinated, future-proof, accessible, innovative and Net-Zero approach by the government and partners to improve residents' lives and boost prosperity.





# EAST STAFFORDSHIRE BOROUGH COUNCIL

## Bringing about cultural, and transformational, change

The overall aim of our funding bid is to create a resilient, better, brighter Burton upon Trent – and it's centred on a package of projects that build on the successful Town Fund programme. These projects are revitalising the Market Quarter, creating a new Indoor Action Sports Centre and investing in the Bass House building to introduce new uses.

Taken together, these form a coherent package across Burton upon Trent town centre, bringing a diverse range of reasons to visit and attracting a number of different demographics.



**£22.4M**  
project



**£20M**  
LUF2 contribution



**£2.4M**  
match funding already  
secured locally



## DID YOU KNOW?

...this is a high value-for-money project

Our bid has an overall benefit cost ratio of 2.4:1, meaning the proposal is expected to generate £2.40 of benefit for every £1 of cost – considered in the 'high' category as an assessment of value for money.



## OUTPUTS AND BENEFITS

This funding would be an investment in...



### HEALTH AND WELLBEING

The project would create a new multi-activity leisure facility, with an indoor action sports centre featuring activities such as skateboarding, biking and parkour, and introducing a variety of other activities to meet local demand, which could include trampolining, bowling, and more.



### THE RENEWAL OF BASS HOUSE

The regeneration of this important heritage asset is a key part of our project, creating new food and drink outlets overlooking the landscaped courtyard and making it a central part of the High Street for the future.



### EMPLOYMENT & TRAINING

New employment and training opportunities, including apprenticeships, will be created for residents.





# LICHFIELD DISTRICT COUNCIL

## Investing in the wellbeing of our community

In Lichfield, we believe Levelling Up Funding will make a huge difference to our residents' health, wellbeing and pride in where they live – by creating a brand-new leisure centre with pool, gym, community space and 3G pitch in an area with high deprivation levels with benefits for the wider population. This will replace the town's current leisure centre, which has reached the end of its life and will close fully in the near future.

Lichfield District Council has requested a Levelling Up Funding contribution of £15,773,743 to deliver a new £17,526,382 Leisure Centre which will create local jobs and provide a much-needed community space.



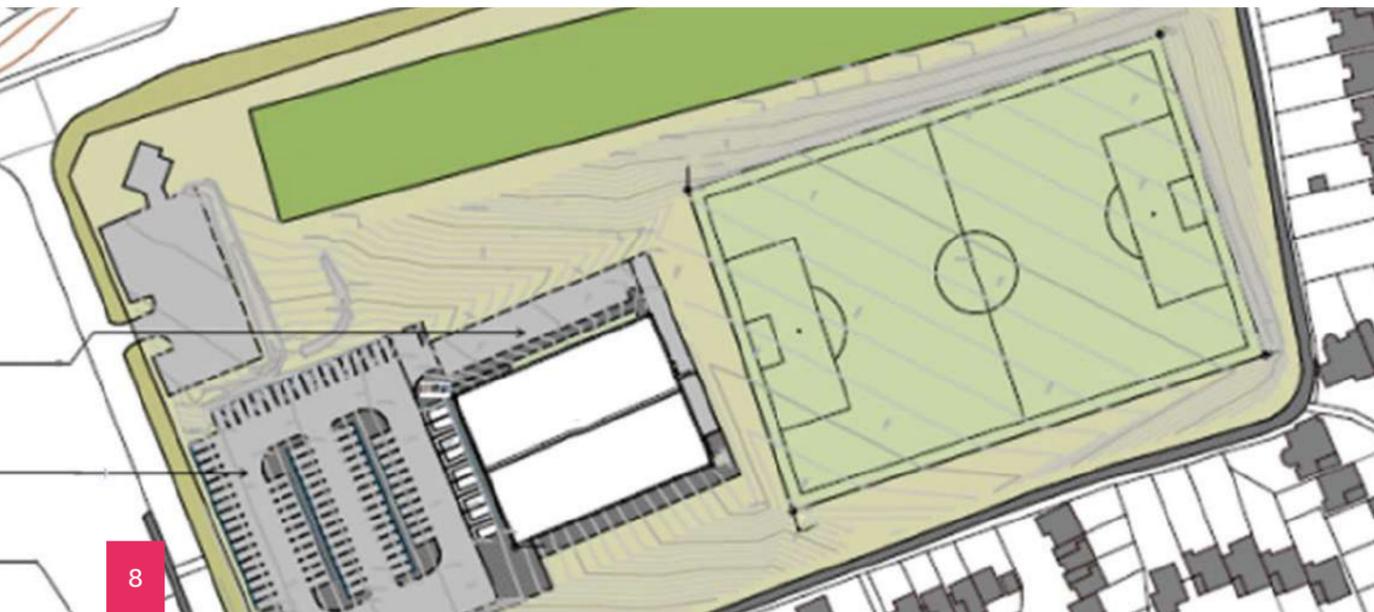
**£17.5M**  
project



**£15.7M**  
LUF2 contribution



**£1.7M**  
match funding already  
secured locally



## DID YOU KNOW?

...our new Leisure Centre will lead the way in net zero facilities

We've committed to achieving net zero carbon emissions from our operations by 2030 – so this new facility will incorporate carbon reduction and energy efficiency including:

- Combined heat and power units to generate electricity from water heating
- Heat recovery units; recycling heat and humidity from extracted air
- Thermal pool covers to reduce heat loss and evaporation
- Underfloor heating
- Advanced air and water temperature management
- Renewable energy technology – which may include air or ground source heat pumps, wind power, biomass or PV cells

## OUTPUTS AND BENEFITS

This funding would be an investment in...



### EMPLOYMENT

New employment opportunities, including apprenticeships, will be created for residents living within a deprived area, providing accessible local jobs and upskilling as well as supporting local supply chains and providing the infrastructure to draw in new and different businesses.



### IMPROVED AIR QUALITY

The location is a council-owned green space within walking distance of bus and train stops, allowing and encouraging people to utilise existing walk and cycle pathways or public transport and reducing car use.



### PUBLIC REALM ENHANCEMENT

Whilst a green open space, Stychbrook Park is currently ubiquitous grassland, a surrounding hedgerow and a species-poor planted woodland belt. We'll look for opportunities to benefit wildlife and enhance people's experience of nature when visiting the leisure centre.



### IMPROVED LIFE SATISFACTION

By helping to keep our residents fit and healthy and improve their physical activity we'll lower mortality risk and raise local productivity levels by reducing sickness absence – helping to boost the local economy even further.



### HEALTH

Leisure provision is essential for people's wellbeing as part of their daily routine, helping those with a disability and improving mental health. The centre will also be used for local NHS rehab sessions, helping to mitigate obesity and so reduce demand on the NHS.



### SOCIAL VALUE

At Lichfield District Council we apply the Principles of Social Value and Sustainability to all Procurement activity to maximise social impact. As such, we've adopted a 'Think Local' approach to attract local SME's for contract opportunities.





## NEWCASTLE-UNDER-LYME

### Securing the future of the heartland of ceramic creativity, AMRICC

North Staffordshire has long been regarded as the home of ceramics, not just in the UK but across the world. But that expertise goes beyond simple pottery; ceramics is a high-tech industry, with new advances and new uses for the material constantly being discovered.

We believe Levelling Up Funding would enable us to re-establish the Midlands as the go-to location for the global R&D and production of advanced ceramics. By creating a home for the Advanced Materials Research Innovation Commercialisation Centre (AMRICC), we can drive export potential and GVA growth for the UK ceramics cluster.

This advanced ceramics campus in the Ceramics Valley Enterprise Zone would be a purpose-built research building housing pilot line facilities alongside world-leading research facilities designed to scale up and accelerate research and development. As such, it will also be able to attract substantial additional private and public sector investment, currently estimated at around £65m, through the facilities on campus, the creation of further business units for the supply chain and business partners relocating adjacent to the campus.



**£21.8M**  
project



**£19.8M**  
LUF2 contribution



**£2.0M**  
match funding already  
secured locally

## PARK HOUSE WEST

Funding would also be used to meet a shortfall in supply of industrial and commercial space in the Borough of Newcastle-under-Lyme. It is envisaged that these new sustainable spaces will allow businesses to stay in the Borough as they grow and create an industrial estate that has sustainability at its heart.

## DID YOU KNOW?

...this project will bring many business and investment opportunities

We'll be creating one of the very few world-class ceramics research facilities in existence, to accelerate the R&D, technology adoption and development of advanced ceramics. In turn, this will support the Midlands Industrial Ceramics Group's (MICG) ambition of making the Midlands the centre of global R&D and production, increasing the competitiveness of the Midlands' industrial ceramics base and growing UK exports of advanced ceramics.

## OUTPUTS AND BENEFITS

This funding would be an investment in...



### EMPLOYMENT

Creating a world centre for ceramics research will not only safeguard existing jobs, but create many new ones both on the campus and as businesses and organisations relocate to be adjacent to the facilities.



### IMPROVING THE LOCAL ENVIRONMENT

The project will expand the nascent AMRICC facility to create new industrial space; reclaiming brownfield land for office and industrial use.



### LOCAL WELFARE

By increasing local jobs and GVA, the campus will bring many benefits to the local population, who can also be proud of having a world-leading campus on their doorsteps.



### EDUCATION

The focus on R&D and delivering the MICG's vision for the Midlands as the world centre would bring curriculum development for advanced ceramics, helping to develop local talent even further.





# STAFFORD BOROUGH COUNCIL

## Supporting town centre transformation

The Stafford Station Gateway project will help to create a new community of up to 1,000 new homes as well as a new 80-bed hotel, 4,515 SQ M of office and retail space and a multi-storey car park, by transforming a 28ha brownfield site to the west of Stafford Railway Station. The community will also benefit from improved pedestrian and cycling access to Stafford town centre for 400+ existing homes plus around 1,500 homes at the Burleyfields development currently under construction.

The £20m of funding requested by Stafford Borough Council will allow the remediation of a significantly contaminated former factory site and demolition of an underused warehouse and office complex, in preparation to deliver the first phases of the project in anticipation of the arrival of HS2.



**£400M+**  
project



**£19.9M**  
LUF2 contribution



**£3.5M**  
match funding already  
secured locally

## DID YOU KNOW?

...the Gateway project will also transform further education locally

The Gateway will also become home to Newcastle and Stafford College Group's Institute of Technology, bringing employers and academia together to widen participation in targeted STEM areas. The focus will be on manufacturing and engineering across a wide range of specialisms, including the built environment, health sciences, sustainability and digital technology/innovation, and these enabling works will provide timely, marketable development opportunities.

## OUTPUTS AND BENEFITS

This funding would be an investment in...

**UNLOCKING REGENERATION**  
The detailed site investigations and implementation of a bespoke remediation strategy, with the demolition and land preparation, are the key to enabling the much-needed redevelopment of the Stafford Station Gateway.

**THE STAFFORD STATION GATEWAY MASTERPLAN**

**MAXIMISING THE ECONOMIC BENEFITS OF HS2**



# STAFFORDSHIRE MOORLANDS

## Transforming two communities

For the Staffordshire Moorlands, funding would be an investment in the pride, health and wellbeing of not one, but two of our towns.

In Leek, the £16.5m bid would enable three separate schemes to go ahead to collectively improve life for the people of this long-established market town. The first floor of the Nicholson Institute would be refurbished and repurposed to provide blended, complementary cultural and education facilities; the Trestle and Butter Markets would be given improved retail facilities and trader opportunities and the Brough Park Leisure Centre would benefit from the development of a new wellness hub.

While in Cheadle, £20m of funding would be used to create a new wellness hub on the site of the existing South Moorlands Leisure Centre which, as well as providing state-of-the-art leisure and fitness facilities, will contribute to the wider regeneration of the town.



**Leek Levelling Up Bid (Staffordshire Moorlands Constituency)**

**£19M project**    **£17.1M LUF2 contribution**

**£1.9M match funding already secured locally**



**Cheadle Levelling Up Bid (Stone Constituency)**

**£23.6M project**    **£20M LUF2 contribution**

**£3.9M match funding already secured locally so far**

## DID YOU KNOW?

...our ambitions for the area go well beyond these projects

Our aim is to complement the Levelling Up Funding with further investment in people and skills via the UK Shared Prosperity Fund (UKSPF). Our plan is to spend £3.4m over the next three years, to increase life chances for everyone, to boost jobs and living standards by growing the private sector and spreading opportunities to more communities.

## OUTPUTS AND BENEFITS

This funding would be an investment in...



**WELLBEING**  
Both projects focus on the provision of new, state-of-the-art wellness hubs to encourage local people to improve their physical wellbeing and so reduce demand on the NHS.



**LOCAL CULTURE**  
The Leek project includes a new local centre to support local arts, cultural, heritage and creative activities.



**OPPORTUNITIES**  
The schemes are designed to maximise the opportunities for leisure and to improve public services.



**COMMUNITY PRIDE**  
These projects would both restore a sense of community and local pride, improving the outlook of the residents and helping them feel valued.



**TOWN CENTRE IMPROVEMENT**  
The improvements in town centre retail and service sector infrastructure, with wrap around support for small businesses, will attract new commerce to the area and improve general prosperity for all.



# TAMWORTH BOROUGH COUNCIL

## Opening up the heart of our community

On the face of it, Tamworth's bid for Levelling Up Funding is about accessibility for residents and visitors. The proposal is about releasing land for development through regenerating Gungate North, connecting it with key heritage buildings and providing a new, sustainable multi-storey car park with EV charging and space for 100 bicycles. A convenience store, civic building and college building will also be created as part of the project.

But this is about much more than that. It's a vital component in unlocking other projects in the immediate area. Without this Levelling Up Funding, they are unlikely to go ahead – so our bid will literally be the key to the future of Tamworth.



**£26.0M**  
project



**£19.7M**  
LUF2 contribution



**£6.2M**  
match funding already  
secured locally

## DID YOU KNOW?

**...this project will be a catalyst; kick-starting Tamworth's wider regeneration**

This £26m regeneration project will put pride back into Tamworth and make it more accessible, transforming a derelict site into a reduced emissions sustainable hub. But it will also open up regeneration across a wider area, releasing a total of 6 acres of land right in the heart of the town for additional development – **£90m-worth of projects in all** – for residential and other uses, helping to diversify the town's activities to sustain it for the future. All of this will build on current transformational work carried out through the Future High Street Fund.



## OUTPUTS AND BENEFITS

This funding would be an investment in...



### EMPLOYMENT

This project alone would create 77 jobs, with many more following on from the wider regeneration projects.



### IMPROVED ACCESSIBILITY

Accessibility to the town centre would be improved by the provision of a new, sustainable multi-storey car park with EV charging and space for 100 bicycles.



### NEW BUILDINGS

The initial project would create a new 1320sq m Civic Building, a new 419 sq m Convenience Store and a new College Building with provision for 60 high-need students. It will also unlock the further development of c. 110 homes, on a neighbouring brownfield town centre site.



### LOCAL PRIDE

The project would also transform the perception of local people; reassuring them that they're cared for, valued and that Tamworth is worth investing in.



## A COUNTYWIDE BID TO SUSTAINABLY CONNECT PLACES

### BOTH DOMESTICALLY AND NATIONALLY

This – quite literally – is where our plans and ambitions all come together. For us, Levelling Up isn't just about the revitalisation of individual town centres, but about bringing them closer – connecting them with a package of sustainable transport interventions focusing on the county's Major Road Network.

Our aim is to offer greater access to all, enabling people to move safely and sustainably around the county to support the growth of our towns. That's how we'll encourage a greater pride in place, and create a thriving, prosperous and better connected county.



#### PROJECT 1



JUST OVER  
**£6 MILLION**

FROM THE LEVELLING UP FUND WILL UNLOCK DEVELOPMENT ON THE MAJOR ROAD NETWORK...

... at Burton's A38/A5121 junction (the 'Branston Interchange'), to accommodate the expected increase in traffic locally.

#### PROJECT 2



JUST OVER  
**£9.4 MILLION**

WILL ENSURE ACCESS FOR ALL ON THE MAJOR ROAD NETWORK...

...creating 'sustainable transport corridors' around the Branston Interchange and the major A34 connection between Stafford and Cannock, to support Cannock District Council's successful round one bid with priority active travel lanes. These will encourage more active travel and improve the health and wellbeing of our residents.

#### PROJECT 3



JUST OVER  
**£4.2 MILLION**

WILL CREATE MAJOR BUS ENHANCEMENTS AND GREEN BUS ROUTES...

... with low emission buses (electric and Euro VI diesel) improving journey times and reliability and reducing air pollution. This will also improve prosperity by widening access to jobs and training.

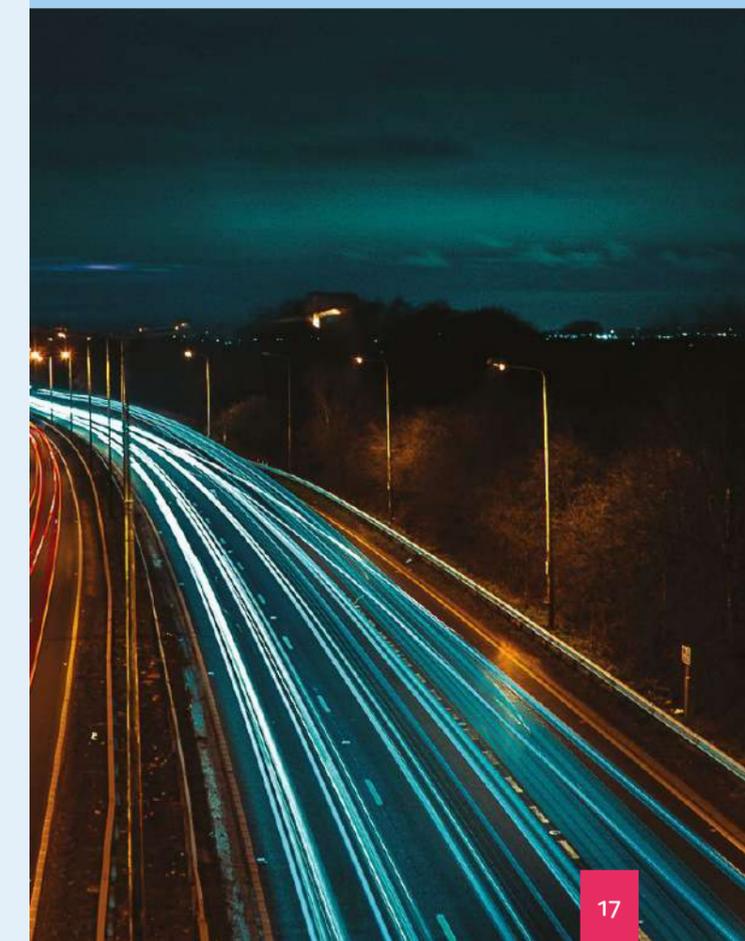


TO ACCOMPLISH THIS ESSENTIAL CONNECTIVITY, WE HAVE SECURED

**27% OF MATCH FUNDING**

### LEVELING UP FUND

## INVESTING IN MID STAFFORDSHIRE'S MAJOR ROAD NETWORK (MRN)



# A UNITED VISION

Staffordshire's nine local authorities, with the support of local MPs, are united in our vision of vibrant town centres connected and supported by a forward-looking transport infrastructure.

Through the Levelling Up Fund and match funding, we will continue to work together to grow a local economy that already sees more small businesses start up than in most other places in the UK. The potential or further economy-boosting projects is boundless.

The bids outlined here work together to unlock growth and truly level up Staffordshire, and we remain as one in continuing to put Staffordshire on the UK and world map, to contribute even more to our national wellbeing.

WE LOOK FORWARD TO YOU BEING PART OF THAT.



## TO ENGAGE WITH US, PLEASE CONTACT:



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Staffordshire



Staffordshire  
County Council



Cannock  
Chase  
COUNCIL



East  
Staffordshire  
Borough Council

Lichfield  
district council



NEWCASTLE UNDER LYME  
BOROUGH COUNCIL



South  
Staffordshire  
Council



Stafford  
BOROUGH COUNCIL



STAFFORDSHIRE  
*moorlands*  
DISTRICT COUNCIL

Tamworth  
Borough Council