



Staffordshire

# A PLACE TO THRIVE

LIVE IN STAFFORDSHIRE





# WELCOME TO STAFFORDSHIRE

This is a place you can start...  
a career, a family, a business, on the  
housing ladder.

A place to put down roots and build  
a life; a place to work, to play, to  
learn, to live, to grow and flourish.

A place to call home.



## WHAT MAKES A PLACE SPECIAL? UNIQUENESS? HERITAGE? ASSETS?

Many would say a place is defined by its people, as they give places identity – accents and dialects that tie people together; foods and recipes handed down through generations – these things combine to form our cultures, our togetherness, our sense of place.

Indeed, to say boldly “This is the place I’m proud to call home” is a definition of choice and personal identity at its most basic level.

It’s interesting, then, that the way we assess the worth of a place is changing – moving away from simply measuring economic output and instead assessing wealth based on equality, environment, and happiness. In fact, many economists are suggesting a metric like Bhutan’s National Happiness Index, that encompasses psychological health, living standards, community vitality and environmental resilience.

With that in mind, making places attractive to people means creating conditions for people to prosper, in every way. It means cherishing its assets to preserve them for future generations; ensuring solid foundations upon which people can grow and flourish, and through continuous improvements to provide a ‘good quality of life’.

Staffordshire has a long and proud heritage; one of Britain’s true industrial pioneers, our history was forged in the pottery we crafted, in our record of the spoken word as the first modern form of dictionary and in our reputation as the capital of brewing. And – like it or not – where Marmite was born.

200 years later we’re still innovating and developing world-class products, from ceramics and advanced materials to automotive and engineering, and practical applications of low carbon research to help the UK reach net zero faster. Businesses – and their people – have come here because we demonstrate the art of the possible.

We may be biased, but our assets, our businesses and our people speak for themselves. In Staffordshire, you’ll find everything you need – a place to invest, work, play, learn and live. Most of all, you’ll find people who are warm, welcoming and ready to help you grow in every sense and to live the life you want.

Through this brochure, I hope you enjoy discovering why Staffordshire is the place for you – because we believe our county is a place where you’ll thrive.



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



**Hannah Ault**  
Board Chair, We Are Staffordshire and  
Managing Director, Valentine Clays Ltd

Although I’m Staffordshire born and bred and have lived all over the globe, I still choose to make this county my home.

I’m the proud Managing Director of a family-run ceramic materials manufacturer based in Stoke-on-Trent – the world capital of ceramics. We create and ship ceramic clay bodies & raw materials worldwide, but we have chosen to locate our expanding business here in Staffordshire.

As Chair of the Place Board for We Are Staffordshire, I believe our county offers an outstanding quality of life for its people, with boundless natural assets and proud history at every turn.

I firmly believe that Staffordshire has an innovative and bold future and for me, it is the only place I will ever call home.

# A PLACE TO CALL HOME



Places to relax. Wide open, green spaces to exercise, walk the dog and teach the kids to cycle. Quirky bars and cosy pubs at the heart of the community. Home means different things to different people – but here in Staffordshire we have it all.

Think of Staffordshire and its green and blue assets spring to mind – rolling countryside with 154 miles of canal networks and water attractions such as Tittesworth Reservoir, Chasewater, Rudyard Lake and Blithfield Reservoir, with activities and sports for all ages.

You're never far from somewhere to explore, with natural green spaces from The Roaches in the Peak District National Park to Cannock Chase, The National Forest and countless Country Parks.

And our county is literally bursting with charming traditional market towns and quaint English villages; from the independent restaurants, bars and coffee shops in Eccleshall, Stone and Leek, through to the bustle and culture of Lichfield and its annual Arts Festival, or Cannock and its McArthur Glen Designer Outlet, you'll find something for everyone.

Staffordshire is the perfect place to put down roots too. Average house prices are around £6,000 lower than the West Midlands or Cheshire, making this a great choice to get your feet on the housing ladder or take the next step with the family home you've always dreamed of.

Here, you're also right at the heart of things – London is less than an hour and a half away by train (soon to be 55 minutes from the HS2 hub in Stafford!), and you can be in Manchester, Birmingham or Liverpool in less than an hour. And with four airports within an hour's drive, you can easily jet off on a holiday or business trip.

**But that's just the beginning. Staffordshire offers so much more besides....**

**My love of Staffordshire is underpinned by the beauty of the countryside interspersed with the fascinating cities, towns and villages. A secret to most outside the county but for those of us who live here, made even more special by the creative people who demonstrate a rare friendliness and warmth to all.**

Ian J Dudson CBE,  
His Majesty's Lord-Lieutenant of Staffordshire



## DID YOU KNOW?



Average house prices  
**£6,000**  
lower than the West  
Midlands or Cheshire



Only county with a National  
Park (Peak District), Area  
of Outstanding Natural  
Beauty (Cannock Chase)  
and the National Forest



Watch our  
**VIDEO**  
to find out more about  
living in Staffordshire





A PLACE TO  
LEARN  
& GROW



A prosperous future can only be built on solid foundations – which is why, in Staffordshire, we believe that helping people of all ages to grow and flourish through good education is so important.

Here, from chart-topping university courses to state-of-the-art academies and everything in between, you'll find a real commitment to offering a bright start for young minds and dedicated qualifications for lifelong learners.

In Staffordshire we're proud to be home to 2 respected universities with 29,350 undergraduate and postgraduate students, 4 Further Education (FE) colleges, over 400 schools, including 11 independent schools.

Ranked Britain's best university in the 2022 Student Crowd University Awards, Keele University's 600 acre leafy campus in Newcastle-under-Lyme offers over 211 undergraduate and c. 124 postgraduate courses, whilst Staffordshire University boasts two campus sites in Stoke-on-Trent and Stafford and is a UK and global leader in Creative Media, Digital and Computer Science disciplines, boasting state-of-the-art facilities.

We're also an excellent place to develop new skills, with over 13,000 Apprentices trained every year; and for those wanting to progress or change careers, over 5,000 MBA or post-graduate degrees are awarded every year. The new state-of-the-art JCB Academy provides bespoke learning for high school level students through to higher level degree apprenticeships.

The future looks even brighter too, with a new £28m NSCG Stafford campus now underway and £17m being invested in digital technology training hubs throughout the county.

Staffordshire truly is a place to learn and grow – to find out more about the support available use the QR codes on the inside back cover.

With superb universities and flourishing industry that is keen to network and partner, I am struck by the diverse opportunities that this wonderful county has to offer young people and families.

Michael Getty, Headmaster,  
Newcastle-under-Lyme Independent Day School

#### DID YOU KNOW?



### KEELE UNIVERSITY

named Global Sustainability University of the Year 2021 – Green Gown Awards



### STAFFORDSHIRE UNIVERSITY

UK Top 10 University for Job Prospects – StudentCrowd University Awards



### OUTSTANDING

Newcastle and Stafford Colleges Group (NSCG) was the first further education provider to achieve 'Outstanding' in every area of Ofsted's Education Inspection Framework



### 85% GOOD OR OUTSTANDING

Staffordshire schools are rated Good or Outstanding by OFSTED



A PLACE TO  
PLAY

TRENTHAM ESTATE

From history to health spas, culture to nature, Staffordshire is packed with attractions, adventure and full-on family fun!

Where else would you find the UK's biggest theme park – 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? Or for something a little different, try the renowned Emma Bridgewater factory tour, World of Wedgwood and the Trentham Estate, or any of a number of microbreweries and distilleries across the county – the list goes on!

You'll find plenty to relax you here too, with a number of award-winning spas and health clubs on the doorstep. And with live outdoor concerts at Weston Park, Cannock Chase and Trentham Estate attracting chart-topping performers, together with a packed calendar of race days at Uttoxeter Racecourse, Staffordshire is the place to be in summer.

After all, this is England's natural heartland; no other county is home to an AONB (Cannock Chase), a National Forest and the Peak District National Park. With a number of woodlands and natural areas designated as sites of special scientific and historic interest, there are endless miles of beautiful landscapes to explore.

I feel so grateful and thankful for what living here offers to me, my family and my business. From the incredible people and their support, to beautiful scenery and activities that surround this amazing county.

**Tom Shepherd, owner of Michelin Star restaurant, Upstairs by Tom Shepherd, Lichfield**

WORLD OF WEDGWOOD  
Design and Clay Studio

## DID YOU KNOW?



Staffordshire has **OVER 70** heritage attractions



Marvellous, the BAFTA Award winning ITV drama and stage show, is set in Newcastle-under-Lyme and based on real life clown and Stoke City kit man, 'Nello'



Staffordshire boasts the Michelin Starred Upstairs restaurant in Lichfield, plus 7 other eateries listed in the Michelin Guide



ALTON TOWERS  
RESORT



A PLACE TO  
PROSPER

It's the people in Staffordshire that make it unique. We are makers and creators, innovators and doers.

Long known for our resourcefulness, creativity and determination, we invented the modern toilet and the first dictionary, and made the county the home of brewing, Marmite and the iconic JCB yellow digger.

Today our success stories include developing advanced ceramics to put rovers onto Mars, electric vehicles and hydrogen technology. Our digital sector is on the rise too, with media buying, film, animation and VR businesses relocating to the county.

Here, you'll find plenty of employment opportunities; but Staffordshire is also the perfect place to start building your own empire.

There are around 400 start-up and scaling businesses across our 8 Enterprise Centres; Keele University also hosts eight innovation centres to support Staffordshire businesses including a Data Visualisation Suite, office space and hi-tech meeting and collaboration space, alongside a new veterinary school.

There's plenty of support for starting your own business too – in the past couple of years, over £3.4m has been allocated to 1,000 small and medium-sized businesses across Staffordshire, with £1.6 million of support for 400 new apprentices and £550,000-worth of free training for 2,500 employees.

Earnings here have been increasing faster than the national average over the last decade, and with a lower cost of living Staffordshire residents have an extra £1,342 disposable income per year compared to the wider West Midlands.

In Staffordshire, we don't just share your ambitions – we want to help you realise them. Whether you're looking to work, launch your own enterprise, invest or grow, we're here to ensure you prosper.

Staffordshire is an amazing place to work – as head of a national team, I can reach most of our 30 offices by rail and road in less than 2 ½ hours.

**Peter Graham, National Head of Capital Allowances at RSM**

## DID YOU KNOW?



**4,000**

entrepreneurs, employees and potential business owners supported since 2020



**61.9%**

of Staffordshire start-ups survive the first 3 years – higher than the UK average



**£93M**

received in Levelling Up funding across the county



£20 million planned investment in Cannock town centre

# A PLACE TO BE PROUD OF

Staffordshire is packed with things to see and do, inspiring places to visit and even better places to live, surrounded by a landscape that's the envy of much of the UK.

And with a bold new vision for the future, it not only promises success for businesses that move here but confidently provides the perfect environment for people of all ages to grow and thrive.



Over half a million acres of rural rolling landscapes



86,722 high quality new homes planned or underway between now and 2038



The national heart of the UK with the National Memorial Arboretum, National Football Centre, National Forest, a National Park and an international centre for ceramics



High quality, affordable family homes with an average price of just £250,700



Fast train links, with HS2 offering even faster connections to Birmingham and London



Four airports within a 60-minute drive

The towns and communities in Staffordshire are rich and varied, each with its own character and appeal.

## STAFFORD



Population 137,900

**Live:** Family living at Baswich and Wildwood, Eccleshall and Stone for canalside charm or escape to the country in Ingestre, Gnosall, Great Haywood, Little Haywood and Haughton

**Work:** Major employers include Perkins, Hitachi, GE and Pets at Home

**Visit:** Trentham Monkey Forest, Trentham Gardens, independent shopping in Eccleshall and Stone

**Study:** Home to NSCG Stafford campus, features a brand new £3.5million Science and Technology Centre, soon to be completed £28m skills innovation centre and £16m Institute of Technology

## NEWCASTLE - UNDER-LYME



Population 129,600

**Live:** Urban living in Newcastle town centre, suburban homes at The Westlands, country villages of Whitmore and Baldwins Gate

**Work:** Key employers include Cobra Biologics, Knights PLC, Aspire Housing. Entrepreneurs plus start-ups in incubation spaces at Keele University

**Visit:** Anasma Bakery, New Vic Theatre, Hanchurch woodland

**Study:** Home to NSCG Newcastle campus including its performing arts centre, Newcastle-Under-Lyme Independent Day School and a host of OFSTED Good and Outstanding state schools

## CANNOCK CHASE



Population 100,600

**Live:** Large family homes neighbouring the views of Cannock Chase, you're never far from a rural setting, peaceful town, nature trails and numerous bike tracks

**Work:** Major employers include Veolia, Amazon and Briggs Equipment

**Visit:** Cannock Chase, Perry's Trail, Prince of Wales Theatre, McArthurGlen Designer Outlet

**Study:** Home to South Staffordshire colleges Cannock campus, offering courses in early years, health & social care, construction, engineering, electrical installation as well as careers in digital & IT or public services

## SOUTH STAFFORDSHIRE



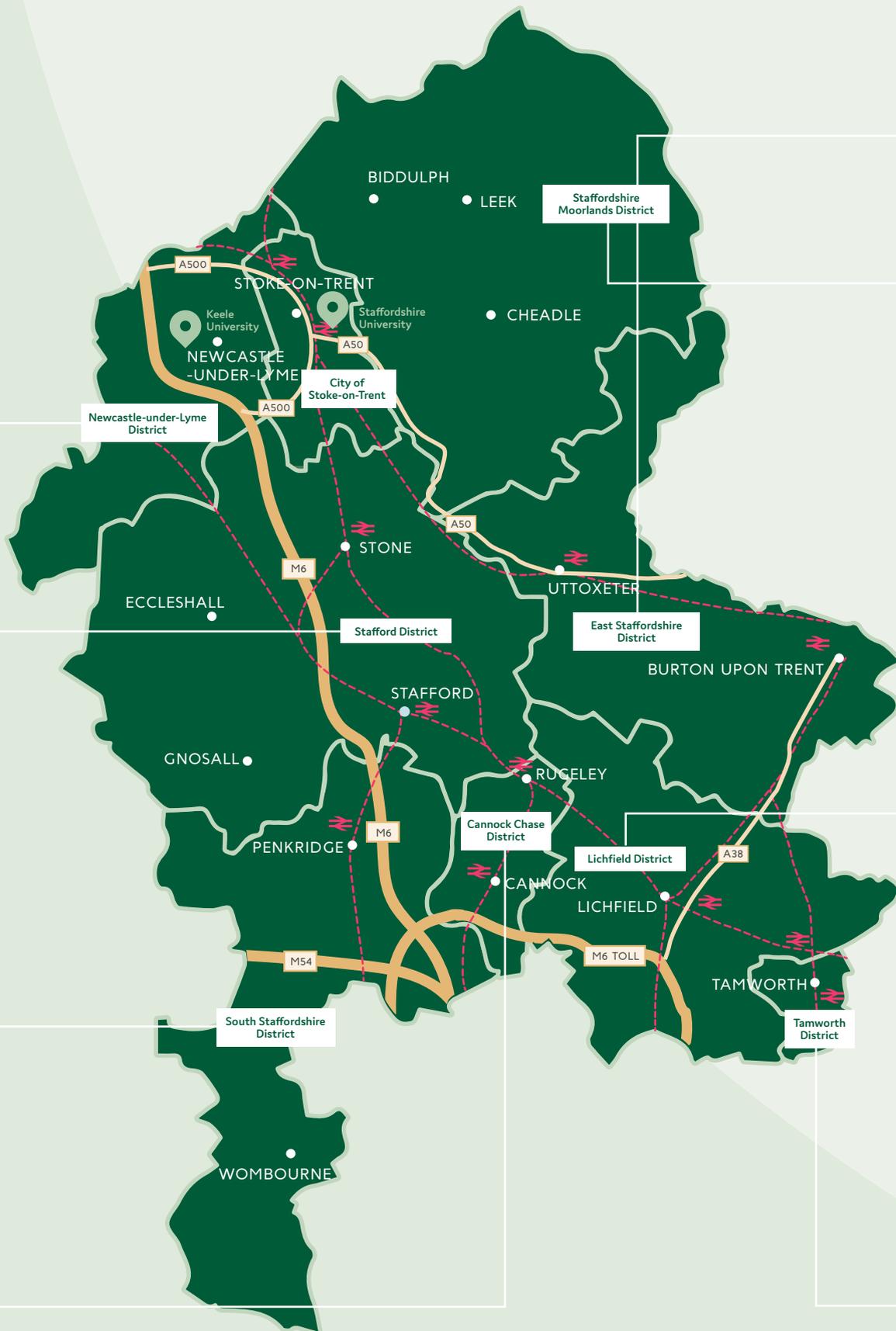
Population 112,400

**Live:** Quaint rural villages and market towns including Codsall, Penkridge, Coven and Weston-under-Lizard with mews houses, barn conversions and everything in between

**Work:** Major employers include Jaguar Land Rover, Moog, Gestamp

**Visit:** Weston Park's Camp Bestival, Kinver Edge

**Study:** Home to South Staffordshire colleges Rodbaston campus - the go-to place for agriculture, horticulture, animal care, veterinary care, equine and countryside management



## STAFFORDSHIRE MOORLANDS



**Population** 97,100

**Live:** The historic market town of Leek has many more unusual properties, or for modern family living look to Biddulph or Cheadle

**Work:** Major employers include JCB and Ornuo Foods UK, Klarius Products and Capita

**Visit:** The Roaches, in the Peak District National Park, Alton Towers Resort, Leek Arts Festival, Peak Wildlife Park

**Study:** Good and Outstanding state schools, Leek and Buxton College, Westwood College, Biddulph High School and Cheadle Academy

## EAST STAFFORDSHIRE



**Population** 121,000

**Live:** Barton-under-Needwood for cottages and character, Alrewas for quaint village life, Burton upon Trent for urban living and city connections

**Work:** Major employers include JCB, Carlsberg Marstons, Molson Coors

**Visit:** Uttoxeter Racecourse, Barton Marina, The Washlands - part of the National Forest

**Study:** Denstone College independent school, Burton upon Trent and South Derbyshire College, JCB Academy

## LICHFIELD



**Population** 105,600

**Live:** A city steeped in history, vibrant towns including Burntwood and our rural communities offer a mix of different properties to suit everyone

**Work:** Major employers include Armitage Shanks, Florette and the MoD. Named as the fourth fastest growing economy in the UK

**Visit:** Lichfield Cathedral, The Birthplace of Samuel Johnson, National Memorial Arboretum

**Study:** Home to South Staffordshire College Lichfield campus, two independent days schools and a host of state secondary and primary schools rated Good or Outstanding by OFSTED

## TAMWORTH



**Population** 77,000

**Live:** Suburban family homes to stunning country piles, with Birmingham under 20 mins by train – perfect for commuters

**Work:** Brakes, South Staffordshire College, XPO logistics

**Visit:** Drayton Manor Park, Tamworth SnowDome, Tamworth Castle

**Study:** Home to South Staffordshire college's Tamworth campus, soon to relocate to a new £30m new building at the heart of the town centre



# CANNOCK CHASE

## DID YOU KNOW?

The Cannock Chase Area of Outstanding Natural Beauty is mainland Britain's smallest, covering just 26 square miles

Cannock Chase has a herd of around 800 fallow deer

Cannock Chase Forest hosted the mountain-biking event for the Birmingham 2022 Commonwealth Games



## A PLACE IN THE COUNTRY

This is the rural heart of Staffordshire; a place with an outstanding natural environment, vibrant, close-knit communities and an adventurous spirit.

It's a truly beautiful place to live, surrounded by protected natural landscapes with a great deal to offer residents on the doorstep, including award-winning attraction, Go Ape, an abundance of parks, play areas and a host of sporting facilities, including the new Commonwealth legacy cycling track, Perry's Trail. Cannock Chase is particularly suited to anyone who loves being active in the great outdoors and is renowned for its hiking, running and mountain-biking trails.

For those who enjoy the finer things in life, or a spot of retail therapy, McArthurGlen Designer Outlet West Midlands is also situated in the district and is home to over 60 luxury designer brands, offering the latest fashion, plus a choice of restaurants and cafes to enjoy.

Cannock Chase Forest plays host to a variety of live concerts, renowned for their relaxed atmosphere and spectacular forest backdrops, featuring a host of famous bands and performers.

Each year triathletes from over 30 countries travel to the county with the common goal of crossing the finish line of IRONMAN 70.3 Staffordshire. One minute you are cycling through the beautiful forests of Cannock Chase, and the next you're running to the viewpoint at Stafford Castle. With stunning scenery along the 90km bike course and a run through the town centre, it's a supreme location to race.

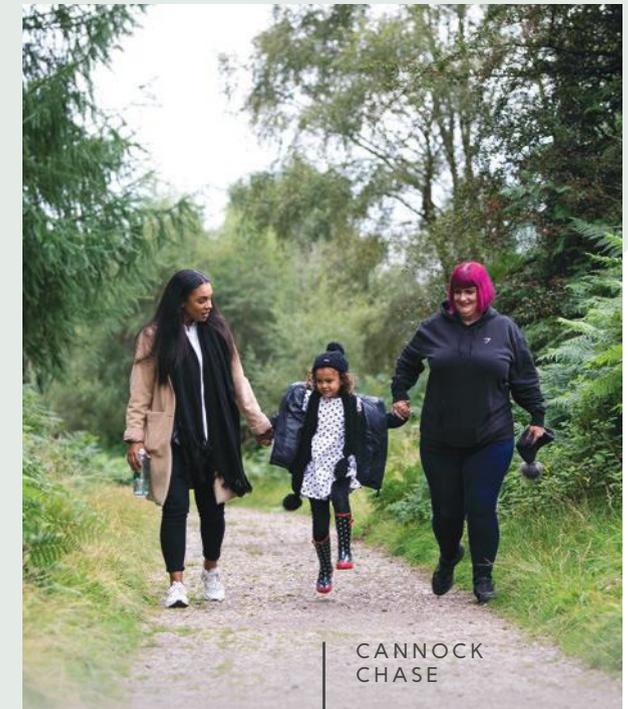
**Lewis Peacock, Race Director  
IRONMAN 70.3 Staffordshire**



MCARTHURGLEN  
DESIGNER OUTLET



GO APE  
Cannock Chase



CANNOCK  
CHASE



# LICHFIELD

## DID YOU KNOW?

Lichfield is home to the only medieval three-spired Cathedral in the UK

The city was the home of Samuel Johnson, author of England's first modern Dictionary

Lichfield now has Staffordshire's first Michelin-starred restaurant, Upstairs by Tom Shepherd



## WHERE CULTURE AND HISTORY MEET

Nestled in the heart of Staffordshire, this vibrant, exciting location offers awe-inspiring culture, stunning hospitality, bustling independent shops and more.

Perhaps best-known for its distinctive cathedral and many other historic buildings, Lichfield is a place of culture, with the Garrick Theatre, community theatre events and the annual Literature and music Festivals, set among its many open spaces and gardens.

The district is also home to major attractions such as Drayton Manor Park and the National Memorial Arboretum, while over 300 hectares of green space including beautiful sites such as Beacon Park, Minster Pool and Stowe Pool offer plenty of scope for hiking, cycling and walking.

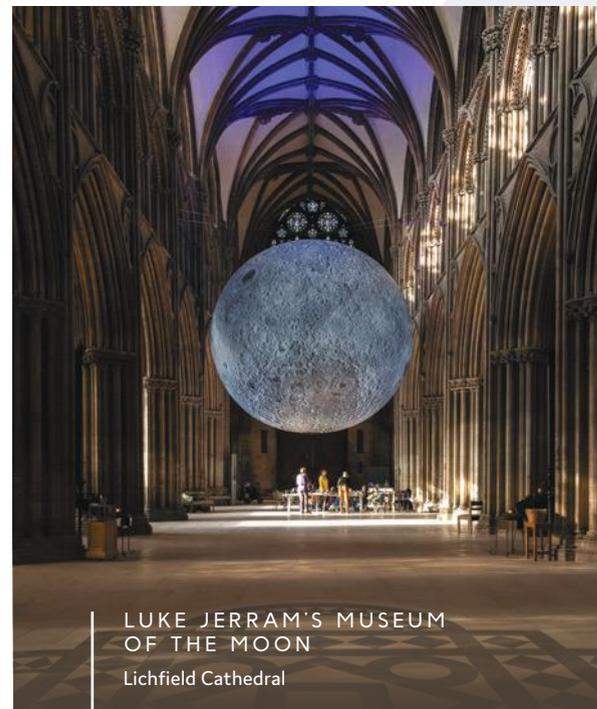
Locally there are plenty of ways to relax, including 14 spas wellbeing centres and 20 golf courses within 10 miles. Lichfield is also renowned for fine dining and welcoming hospitality, including Staffordshire's first Michelin-starred restaurant – making this an ideal place to call home.

I can sum up what Lichfield means to me in one word. Proud. I am proud to have my business here, even more proud to call it home.

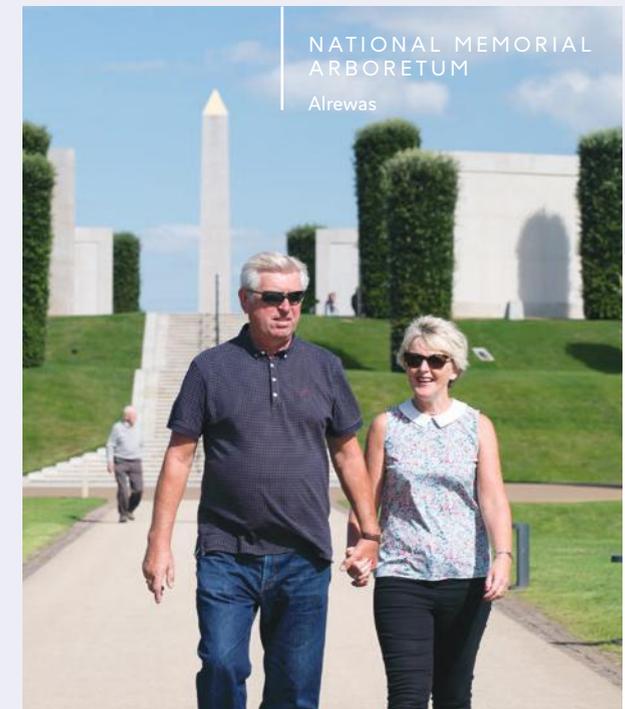
**Simon Price, CEO of cutlery manufacturer Arthur Price**



CITY CENTRE  
Lichfield



LUKE JERRAM'S MUSEUM  
OF THE MOON  
Lichfield Cathedral



NATIONAL MEMORIAL  
ARBORETUM  
Alrewas



# EAST STAFFORDSHIRE

## DID YOU KNOW?

Uttoxeter Racecourse dates from 1907, and hosts the annual Midlands Grand National

The National Centre for Football, St George's Park is situated in East Staffordshire and is the training ground for England women's and men's teams

Burton is the birthplace of Marmite and Bovril, both made from brewing by-products!



## SOMETHING TO SUIT ALL TASTES

Beautiful countryside, pretty villages, award-winning restaurants and pubs – East Staffordshire has it all, and a lot more besides.

Among the village highlights are Tutbury, with its quaint shops and historic castle, Barton-under-Needwood with its annual teddy bear festival and beautiful Abbots Bromley; all are perfectly placed for picturesque walks, and for the area's two main towns – Burton upon Trent and Uttoxeter.

Uttoxeter is an attractive, friendly place, with its twice-weekly outdoor markets and a famous racecourse, close to Alton Towers and home to both St George's Park (England's National Football Centre) and the worldwide headquarters of JCB.

Burton upon Trent is known worldwide for its brewing prowess, but also home to many sports clubs (including rowing and sailing), as well as the natural beauty of the stunning Washlands.

In fact, the area's perfect for lovers of the great outdoors, with miles of stunning walks, cycle routes and canal towpaths to enjoy including the 75-mile National Forest Way, cycling trails like the Wychnor Cycle Route and more sedate nature at Branston Water Park nature reserve, Barton Marina or Stapenhill Gardens.

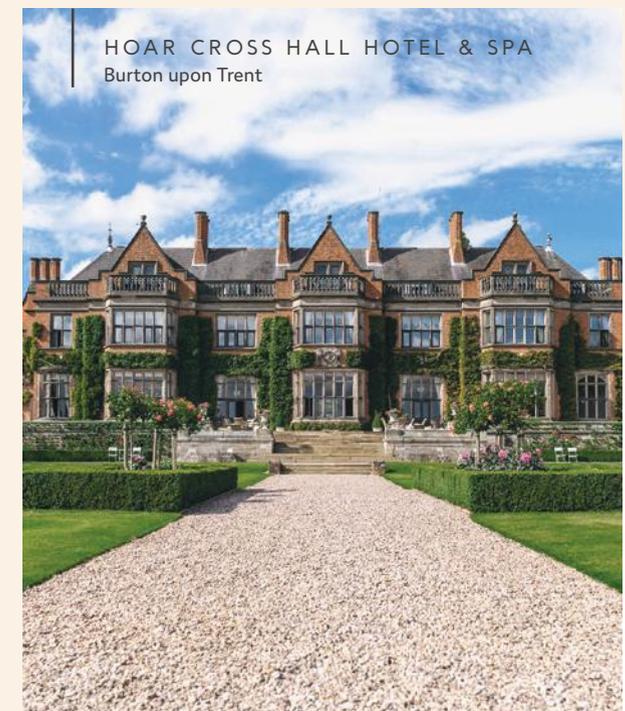
The borough is also packed with thriving businesses and attractions. From the renowned spa hotel at Hoar Cross Hall to the multi award-winning Meynell Ingram Arms and Denstone Hall Farm shop, or family time at the Adventure Farm to an evening of cultural entertainment at the Brewhouse, there really is something for the whole family to enjoy.



UTTOXETER RACECOURSE



NATIONAL FOOTBALL CENTRE  
Burton upon Trent



HOAR CROSS HALL HOTEL & SPA  
Burton upon Trent



# NEWCASTLE- UNDER-LYME

## DID YOU KNOW?

Keele University's Smart Energy Network Demonstrator is a European first, using Keele Campus as a genuine living laboratory for energy generation, distribution, storage, forecasting and energy balancing

In the most recent Annual Population Survey, residents of the borough were rated the happiest and most satisfied across the entire West Midlands region

The New Vic Theatre was the first purpose-built theatre-in-the-round in Europe



## A CENTRE OF LEARNING

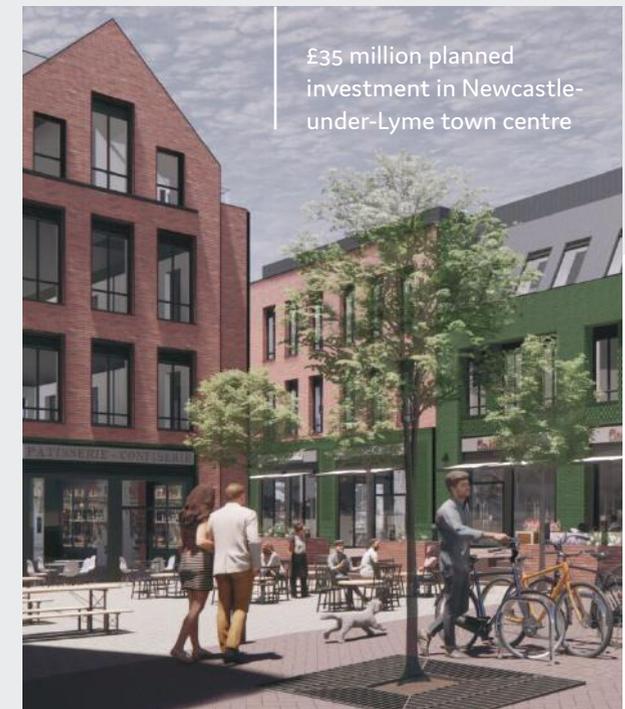
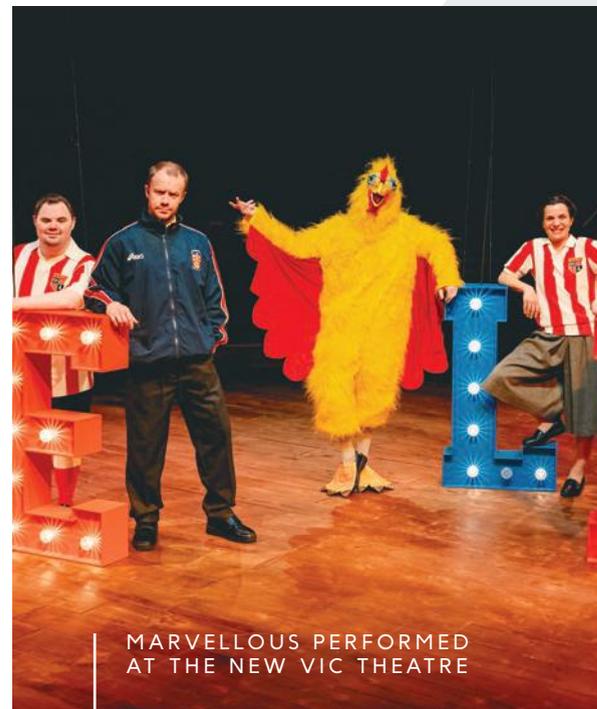
This historic market town is renowned as the home of Keele University which, together with Newcastle and Stafford Colleges Group (NSCG), has a strong academic reputation. The Keele University Science and Innovation Park is a regional centre of excellence, renowned for its research and innovation projects.

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

The borough is also in the midst of a massive programme of improvements, with over £50m of Government funding behind landmark projects such as the revitalisation of Newcastle and Kidsgrove town centres, and new developments in the urban villages of Knutton and Chesterton, plus executive family homes in Baldwins Gate.

Staffordshire is a real hub for creativity and has a thriving arts and culture scene. We've taken the theatre we make here to London's West End and to Broadway. We're so proud of the contribution we make to the rich, cultural offering of our area – filled with artists, makers and creative energy, it's a really wonderful place to live and work.

**Theresa Heskins, Artistic Director  
New Vic Theatre**





# SOUTH STAFFORDSHIRE

## DID YOU KNOW?

The unique rock houses carved into the sandstone at Kinver Edge were inhabited right up until the 1960s

Weston Park is a real life Downton Abbey, with its historic house, large children's play area and 1,000 acres of rolling Capability Brown Parkland, woodland and gardens

Village shopping destinations in the area include the quaint, historic sites of Brewood and the bustling streets of Penkridge



## PERFECTLY PLACED

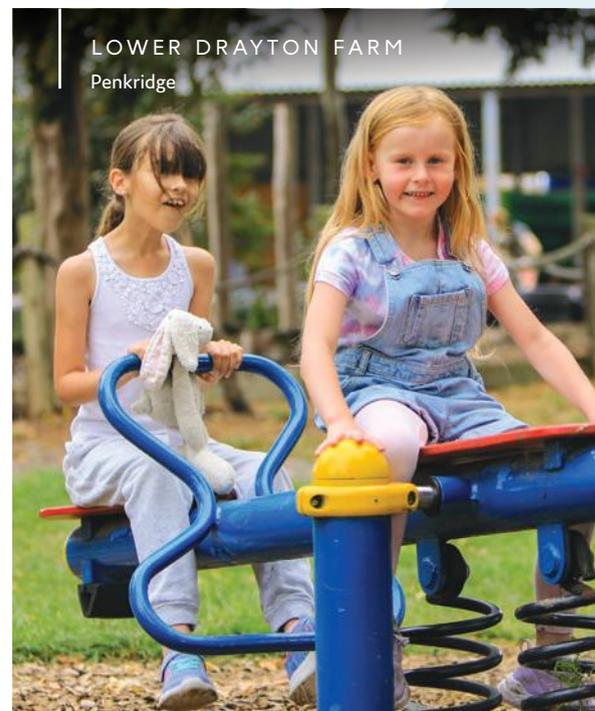
According to the saying, the three things that matter when choosing somewhere to live are location, location, location – and in South Staffordshire, it's truer than ever.

Blessed with glorious countryside, steeped in history and boasting quaint villages, with diverse high streets brimming with independent retailers and restaurants, you're perfectly located for everything the area has to offer and beyond, being just a short hop from Birmingham, Wolverhampton and Telford with excellent motorway links, easy access to Birmingham Airport and direct rail links to London, Liverpool and Manchester.

But South Staffordshire also has a wealth of attractions of its own, not least the 17th Century grandeur of Weston Park, home to some of the largest events in the Midlands such as Camp Bestival, the stunning 12th Century ruins at White Ladies' Priory, the wide open spaces of Baggeridge Country Park and the panoramic views of four counties at the National Trust's Kinver Edge.

Weston Park sits proudly at the heart of south Staffordshire, a vibrant and popular destination with an excellent range of visitor attractions, live events, fabulous independent restaurants and outstanding areas of scenic beauty to escape and unwind.

**Colin Sweeney, CEO of the  
Weston Park Foundation**





# STAFFORD

## DID YOU KNOW?

Stone is famous for its annual Food Festival, with artisan produce, cookery demos, tastings, street food, family fun and live music

The Trentham Estate, one of the county's foremost award-winning attractions, was once home to the first known 'coders', in WW2, responsible for intercepting German enemy messages

The Georgian mansion at Shugborough was once home to famous photographer Patrick Anson, Earl of Lichfield



TOWN CENTRE  
Stafford

## DISTINCTIVE CHARACTERS

A place of open landscapes and rich heritage, in Stafford Borough you'll find quaint villages alongside three primary towns, each with its own distinct character: Eccleshall, compact and individual, with a very personal touch; Stone, with its market town elegance and creative edge; and Stafford, the vibrant county town with its buzzing nightclubs, bars, restaurants, and shopping.

You'll find everything on their high streets, from well-known brands to a wealth of independent local talent, and fine food from pop-up street food to award-winning restaurants. Surrounding it all is lush countryside, relaxing parks and a wealth of wonderful attractions, including Trentham Estate, Shugborough Estate, Cannock Chase, the 72-acre award-winning Moddershall Oaks Country Spa Retreat and more. Major cities are within an hour's drive and London, Manchester and Liverpool are all easily accessed by rail.

The warmth of the people, strong sense of community, culture, excellent transport links and stunning surrounding countryside always meant Staffordshire felt right to me. This will always be where my heart is and I am proud to put down personal and business roots here.

**Ed Bassett, Co-owner, Clip n Climb Stoke and Owner, At the Box**





# STAFFORDSHIRE MOORLANDS

## DID YOU KNOW?

The National Trust gardens at Biddulph Grange take the form of connected compartments, with a Chinese garden, Italian garden and Scottish Glen

Alton Towers' Hex attraction is based on a tale from folklore involving the Earl of Shrewsbury, an old beggar woman and a curse – visitors can still find the tree in the quaint village of Alton

'Pugin's Gem', the Church of St Giles in Cheadle, was designed by architect AW Pugin (architect of the Houses of Parliament)



## THE GREAT OUTDOORS

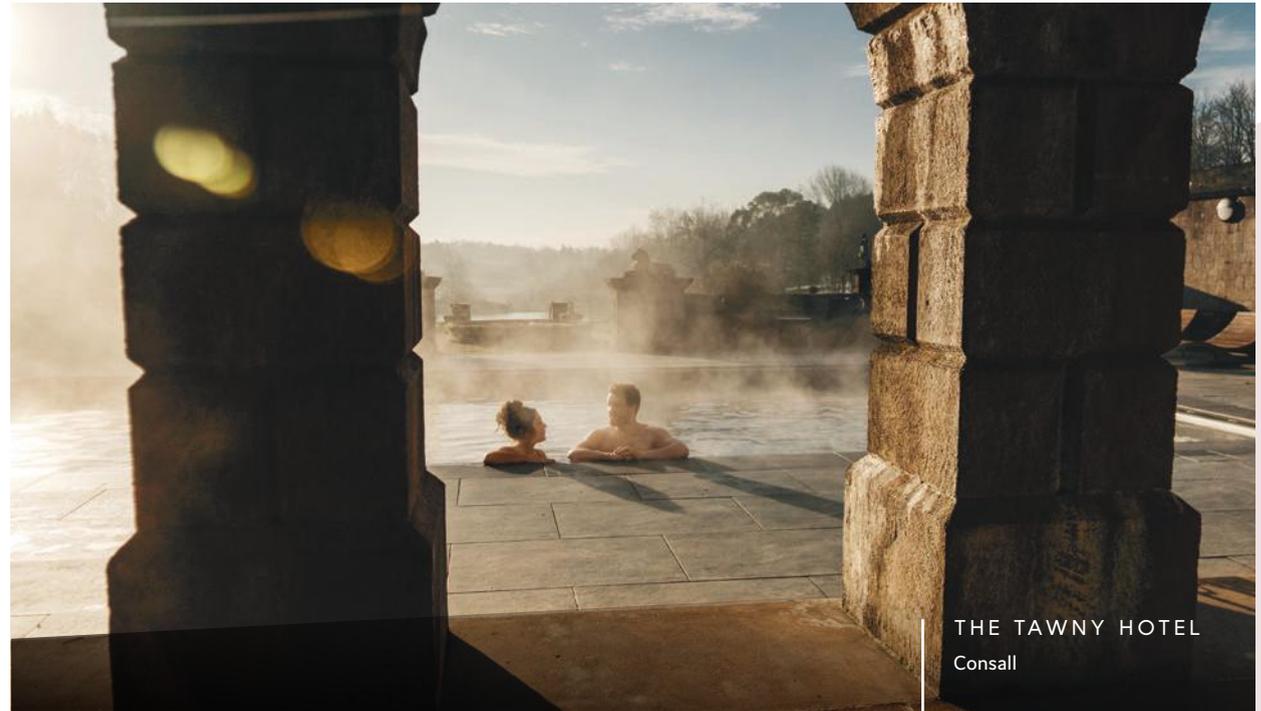
Full of quaint rural charm and offering some of the best parts of the Peak District National Park, Staffordshire Moorlands is the perfect place to build a life.

For outdoors addicts, climbers or photographers, the Staffordshire Moorlands boasts spectacular scenery, including Peak District gem The Roaches and the stunning Churnet and Manifold Valleys, and water attractions including Rudyard Lake, Tittesworth Reservoir, Caldon Canal and Froghall Wharf. Steam enthusiasts are also in for a treat, with the Churnet Valley Railway, Foxfield Steam Railway, and the Leek and Rudyard Steam Railway on the doorstep.

The idyllic towns and villages here include Leek, with its bustling markets, antique shops and popular Arts Festival as well as a wealth of independent shops, traditional pubs and restaurants; Cheadle, a market town with many historic buildings, including the famous St Giles' Church with its 200-foot spire dominating the skyline and Biddulph, known as the garden town of Staffordshire thanks to its charming National Trust gardens.

My home and business in the middle of a nature reserve provide the perfect inspiration for me. I live in a place where fairies ought to exist! What started as a hobby has grown into a successful business, with our products being sold from the Staffordshire Moorlands right across the world.

**Robin Wright, Owner,**  
**Fantasy Wire**



THE TAWNY HOTEL  
Consall



TOWN CENTRE  
Leek



ALTON TOWERS RESORT



# TAMWORTH

## DID YOU KNOW?

Tamworth's SnowDome was the first real snow indoor skiing venue in the UK

The town's award-winning Castle takes you back in time through 900 years of history

The Tamworth Food & Drink Trail highlights the huge number of restaurants, pubs and cafes around the town centre – 64 in total

Tamworth Tap, voted (Campaign for Real Ale) CAMRA's UK Pub of the Year (2022)

MEDIEVAL JOUSTING  
Tamworth Castle



## A RICH HERITAGE

Situated on the border with Warwickshire, Tamworth is a vibrant town with a rich heritage 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 the nearby Drayton Manor Theme 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.

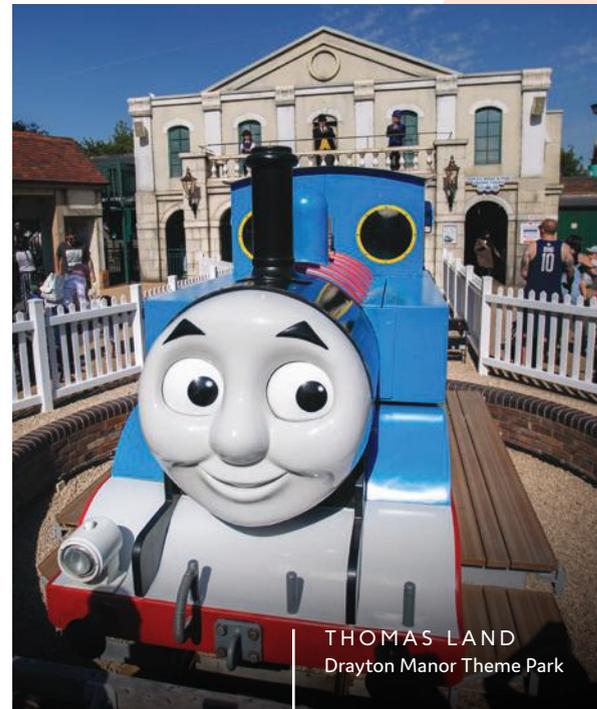
While it's already a borough with much to be proud of, Tamworth is currently undergoing significant transformation with multi-million pound projects such as the Future High Streets development bringing lasting change and improvements. Here you'll find excellent transport links to the Midlands via the M42, London, Edinburgh and Birmingham by rail and Birmingham and East Midlands airports within easy reach.

I've lived all over the country, but my spiritual home is here – it's a wonderful place to start a family with so much to do. I would recommend Staffordshire to anyone considering relocating.

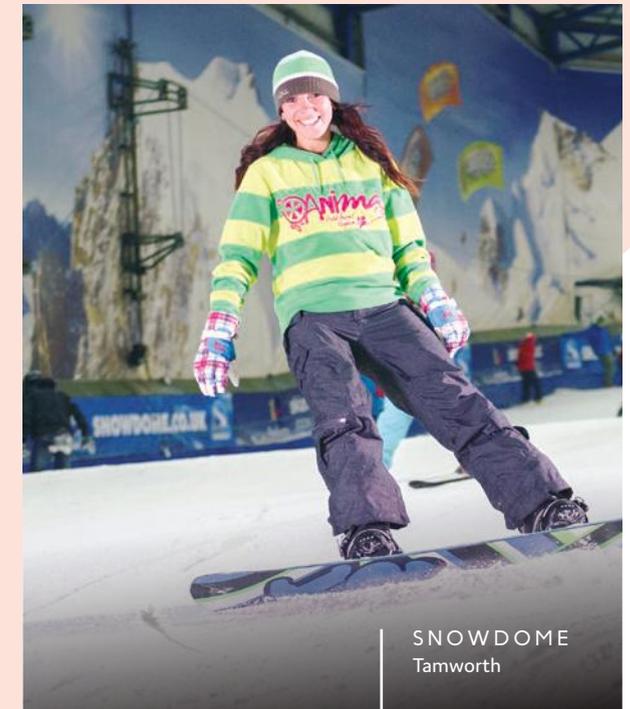
**Simon Warburton, Executive Director,  
Lichfield Cathedral and Tamworth  
resident**



The future £30 million South Staffordshire College in Tamworth



THOMAS LAND  
Drayton Manor Theme Park



SNOWDOME  
Tamworth

# THE PLACE TO EXPLORE MORE

We're confident that Staffordshire can offer you everything you're looking for, whether you're considering living, working, visiting or studying – or all of the above – here!

But decisions shouldn't be made on pictures alone, so to find out more about any aspect of making a life in Staffordshire, you'll find handy links to further information and inspiration right here.

I think I have the bragging rights being born in Staffordshire. There's nothing this fabulous county doesn't have; from rich industrial heritage to sprawling countryside - and every day I drink my coffee from a mug made right here in the county.

**Rebecca Wood, Broadcast Journalist,  
BBC Midlands Today**



## LIVE

A curated selection of the places to experience, estate agents who can help you find the best places to call home and all sorts of titbits of inspiration in between!



## WORK & INVEST

Head over to our Place to Prosper microsite or download the Prospectus to find out more about investment and relocation opportunities or Staffordshire's major employers.



## VISIT & PLAY

All work and no play makes for a dull day! Staffordshire offers full-on fun and adventure for people of all ages and interests. Whether you're looking for family thrills or a spot of heritage and culture, our Tourism Board, Enjoy Staffordshire, has all the info.



## LEARN & STUDY

We are the land of opportunity; with a history of pioneering innovation and creativity spanning generations. Give your next generation the best start in life, here in Staffordshire. Find out more about where to learn and study.





Staffordshire

# LIVE IN STAFFORDSHIRE

For further information and to start  
your Staffordshire story, please get in touch:

[hello@wearestaffordshire.co.uk](mailto:hello@wearestaffordshire.co.uk)

