



OUR
STAFFORDSHIRE
STORY



Staffordshire

OUR STAFFORDSHIRE STORY

STAFFORDSHIRE
IS A
COUNTY OF
SIGNIFICANCE





A PLACE OF NATIONAL GEMS, A CERAMIC CITY,
CAPTIVATING COUNTRYSIDE, ATTRACTIONS
AT EVERY TURN, FLOURISHING BUSINESSES,
SUCCESSFUL MARKET TOWNS, BIRMINGHAM
AND MANCHESTER NEARBY, AND ALL RIGHT
IN THE CENTRE OF THE UK.



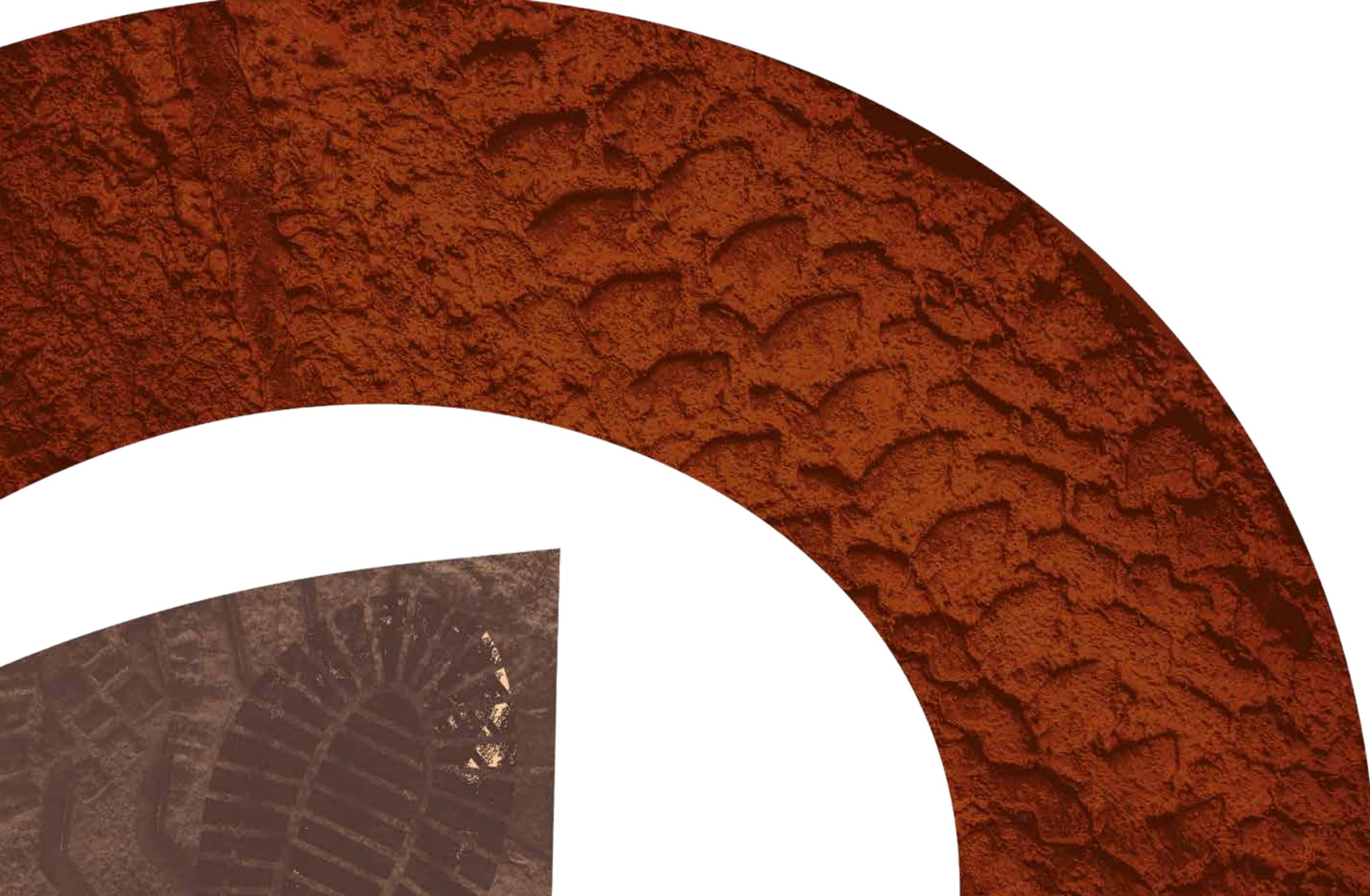
STAFFORDSHIRE SURPRISES: NATIONAL
DESTINATIONS, GLOBAL BRANDS,
A GREAT VALUE AND QUALITY OF LIFE,
FANTASTICALLY CONNECTED, RURALLY
RESPLENDENT, A FOOTBALLING FOCAL POINT,
A PLACE WHERE WE REMEMBER, WITH SPACE TO
BREATHE IN LANDSCAPES FOR LIVING.





It's a place of innovation that designs, creates and makes, that applies knowledge and pushes boundaries, that opens your mind in landscapes that inspire, and always calls you back to a place you care for as home.

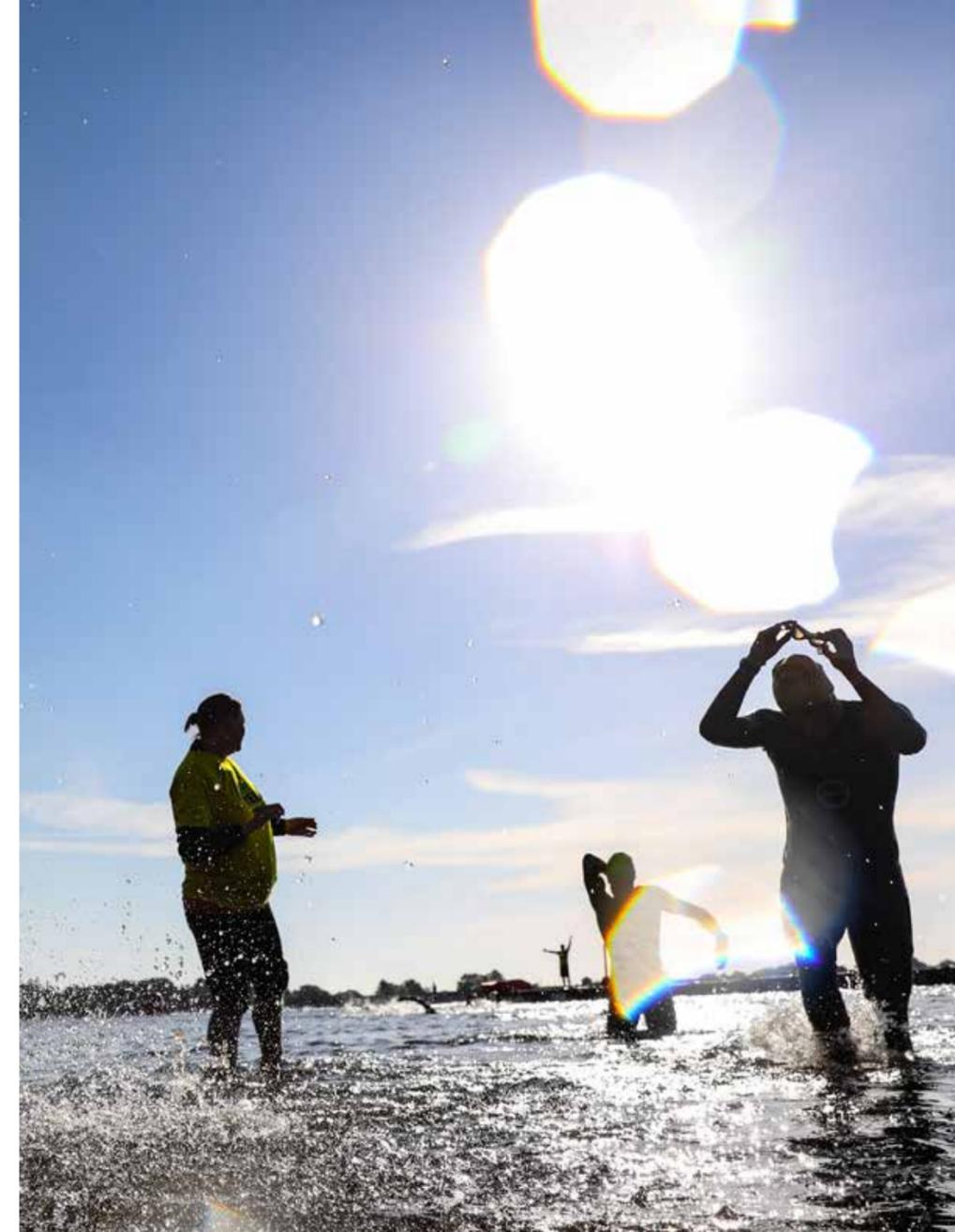




OUR
STAFFORDSHIRE
STORY

OUR STORY ARTICULATES THE
DISTINCTIVENESS, CHARACTER AND
CHARACTERISTICS OF STAFFORDSHIRE,
HIGHLIGHTING WHAT MAKES US SPECIAL
AND THE OPPORTUNITIES FOR THE
DEVELOPMENT AND PROMOTION OF
THE COUNTY.





This overarching narrative consists of themes which are pillars and chapters of the story, and a big idea that is the emotional purpose for the place. They represent what needs to be focused on for Staffordshire to prosper. The theme areas combine elements that are already important in the place, alongside its potential and lesser known ingredients of the Staffordshire experience.

ACTIVE,
ADVENTUROUS
AND FUN





STAFFORDSHIRE IS A GLORIOUS
COMBINATION OF LANDSCAPES, BOTH URBAN
AND RURAL, THAT ARE JUST WAITING TO
BE EXPLORED, AND EVEN BETTER, THEY ARE
BURSTING WITH THINGS TO SEE AND DO
FOR ALL AGES. WHEREVER YOU ARE IN THE
COUNTY YOU'RE LITERALLY MINUTES AWAY
FROM COUNTRYSIDE AND GREEN SPACES.





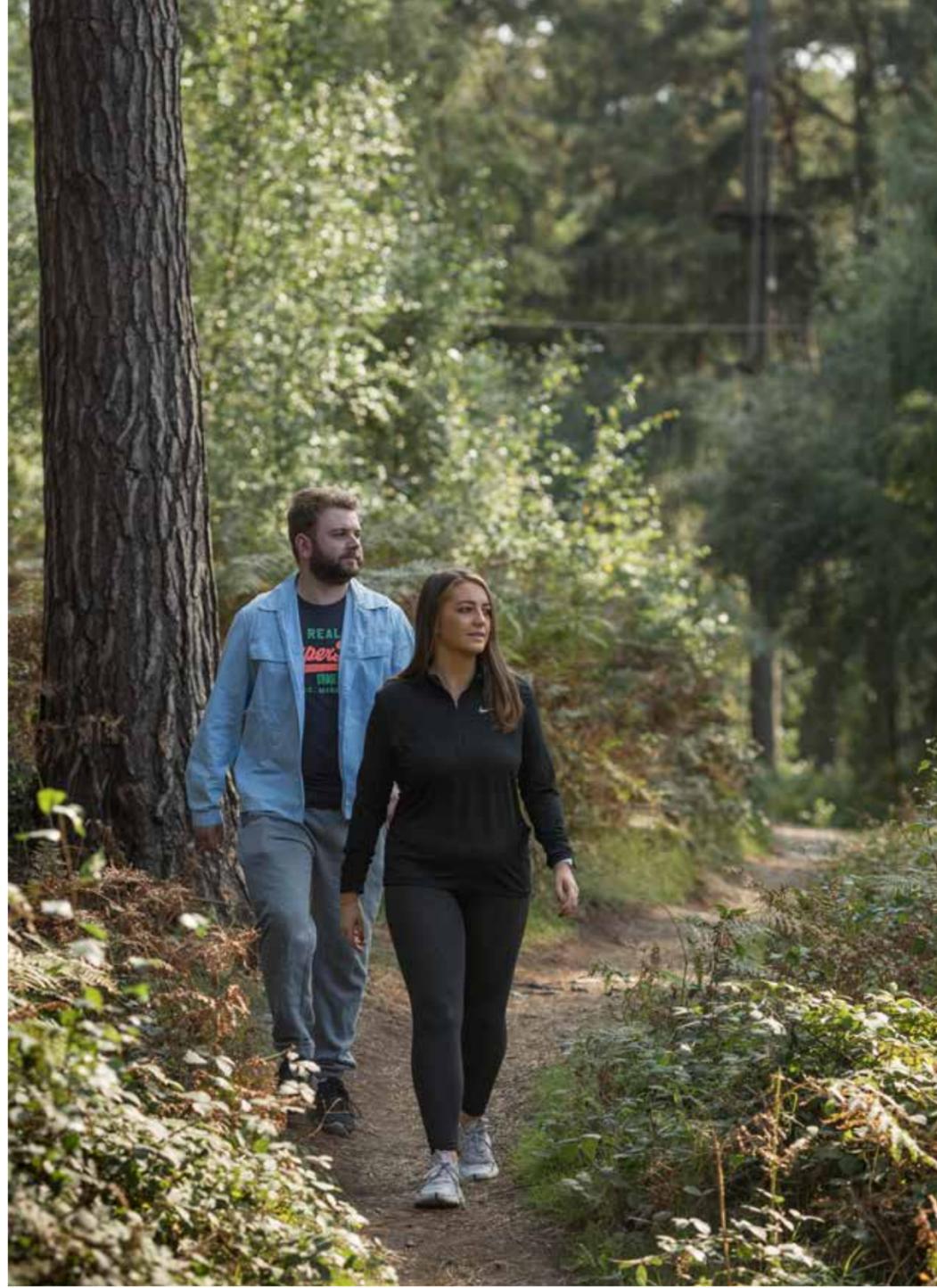
This makes Staffordshire a mecca for those who want to get outside and get active, and that means everything from adrenaline sports to an enjoyable amble. There is fabulous walking for all abilities in amazing settings such as the Peak District National Park, Cannock Chase area of outstanding natural beauty, Churnet Valley, Rudyard Lake, the Trent and Mersey Canal and so many more.





Within these landscapes are special terrains such as the Roaches, a rocky ridge which is a destination of choice for hiking, rock climbing and freerunning.

CANNOCK CHASE IS ALSO GREAT FOR MOUNTAIN BIKING, AND MILES OF CYCLE LANES CRISS-CROSS THE COUNTY, INCLUDING A COUPLE OF WELLKNOWN 'SPOOKY' ROUTES!



It's impossible to overstate the importance of the range of open spaces from parks to Peak District for health and well-being. Whether in town or countryside there are spaces to breathe, to find tranquillity or to get active, bringing a better balance to otherwise hectic lives. This quality of life positively contributes to everyone's mental health, making Staffordshire such an attractive place to visit and live.





Staffordshire is very much about full on fun. Where else could you find Alton Towers, one of the UK's most iconic theme parks, renowned for ground-breaking experiences; Drayton Manor, a much-loved family orientated park; the SnowDome, the UK's first indoor ski slope; Waterworld, Monkey Forest, Go Ape and lots more.

AND FOR SOMETHING A LITTLE
DIFFERENT THERE'S THE RENOWNED
EMMA BRIDGEWATER FACTORY
TOUR, WORLD OF WEDGWOOD AND
TRENTHAM GARDENS. LITERALLY FUN
FOR ALL THE FAMILY.





STAFFORDSHIRE IS THE
'ATTRACTION CENTRAL'
EXPERIENCE



INSPIRING
AND
APPLYING
INGENUITY



STAFFORDSHIRE WAS ONE OF THE PIONEER
INDUSTRIAL COUNTIES OF BRITAIN AND
A LEADER IN POTTERY, IRON AND COAL,
ENGINEERING, AND BREWING, WHILE
ALSO BIRTHPLACE OF MORE QUIRKY
INNOVATIONS SUCH AS MARMITE AND
THE FLUSHING TOILET.

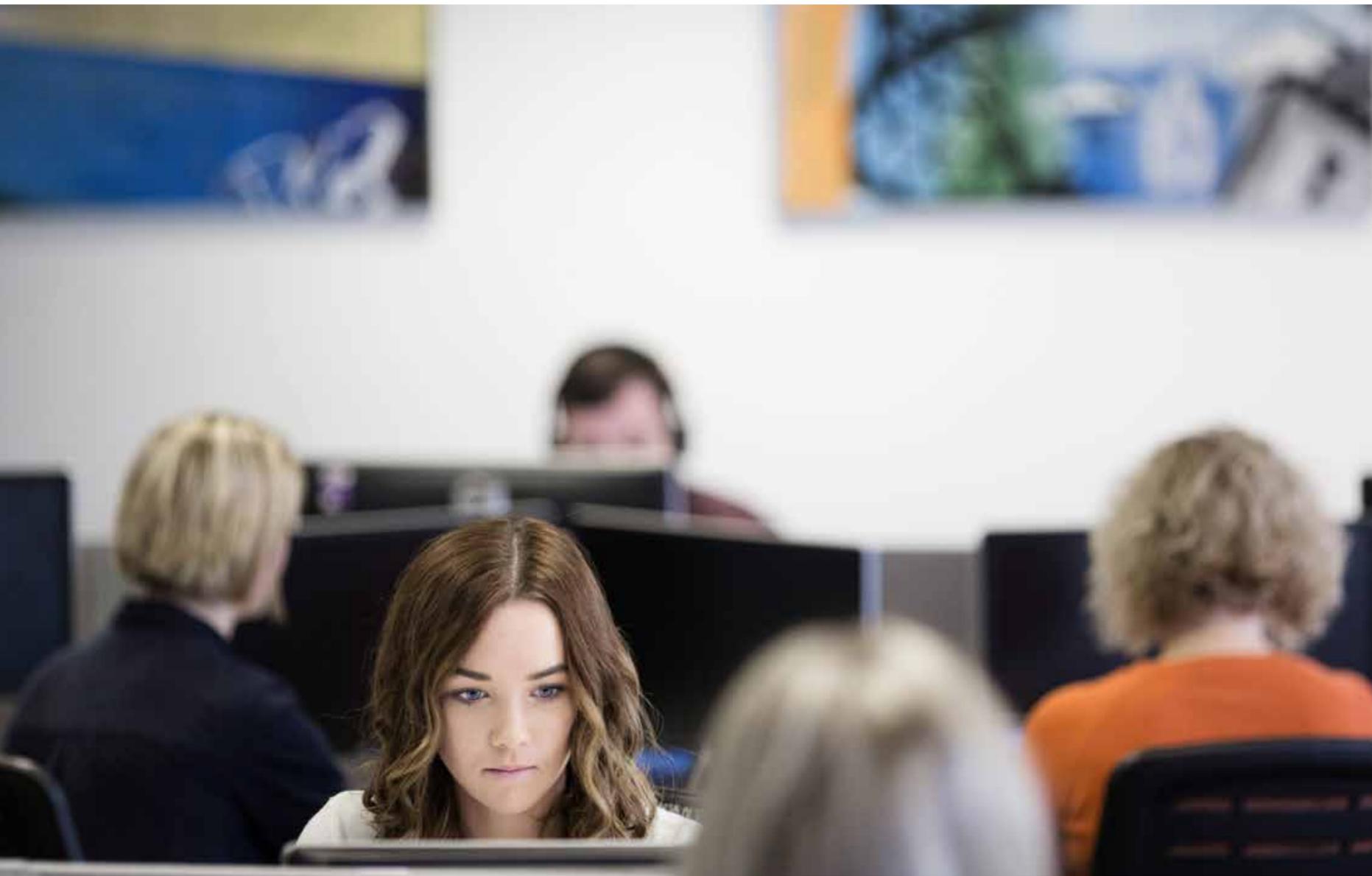
Stoke-on-Trent is the world capital of ceramics and that industry is advancing rapidly from pottery to mobile phones, catalytic converters and space travel. Our area has always been a hotbed of innovation and intends to carry that forward.



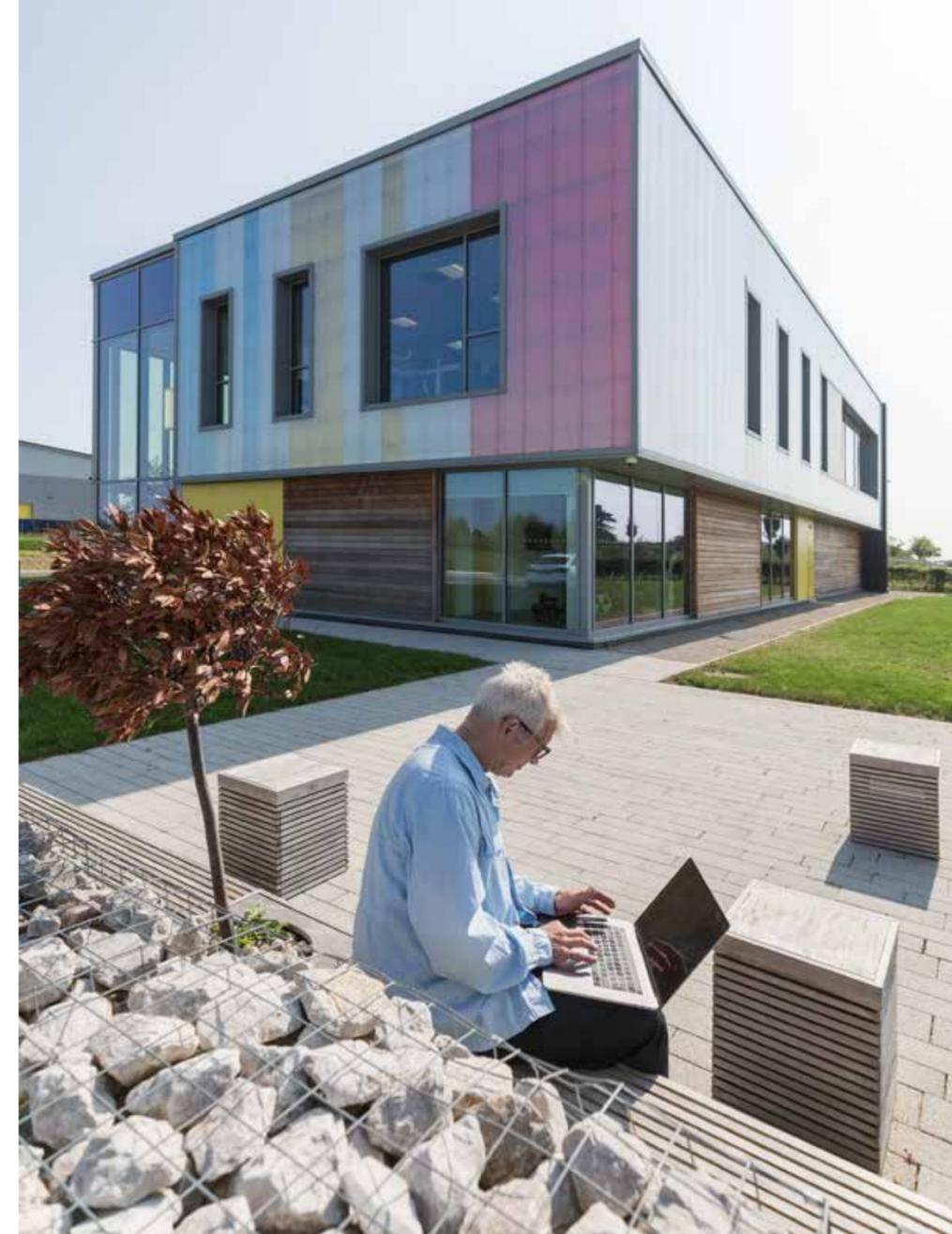


WHILE STAFFORDSHIRE CONTINUES
TO MAKE AND MANUFACTURE
MANY THINGS, IT ALSO DESIGNS
AND CREATES AT A WORLD
LEADING LEVEL.

The county is home to big businesses and big brands such as Jaguar Land Rover, JCB and MOOG - globally significant players based in the central, great value and fantastically connected Staffordshire, with Manchester, Birmingham and London all in easy reach.



The county will continue to be home to great businesses through the development of large-scale, ideally located and quality sites such as i54 South Staffordshire. As business evolves, Staffordshire is also harnessing that history, spirit of enterprise and innovation in smaller, often digital, knowledge-based companies. It is perfectly placed to do this as it is such a great location for lifestyle working; the option of rural working or the repurposing of the market towns for different and quirky spaces.





THERE SIMPLY ISN'T THE DESIRE
TO CONSTANTLY COMMUTE TO
CITIES, AND IF YOU CAN BUILD
YOUR CAREER AND FAMILY IN
A GREEN AND PLEASANT LAND,

WHY WOULDN'T YOU?

In this regard, the research and innovation found at Keele University and the applied excellence of Staffordshire University, along with the tremendous number of surrounding universities in nearby cities, can help make Staffordshire a centre for everything from gaming to agri-tech.





THERE IS THE POTENTIAL FOR THE
UNIVERSITIES TO FUEL AN UPSURGE OF
ENTREPRENEURIALISM AND SO MUCH
OPPORTUNITY TO BUILD ON THE INSIGHT,
INTELLIGENCE, IDEAS AND TALENT FLOWING
THROUGH THE STAFFORDSHIRE COLLEGES,
UNIVERSITIES, AND THE MEDICAL SCHOOL
AND BUSINESS SCHOOL AT KEELE,

A man in a black shirt is kneeling on a red floor in a laboratory, working with blue equipment. The scene is viewed through a circular opening in a brick wall. The text "STAFFORDSHIRE IS INNOVATION EXCELLENCE" is overlaid on the right side of the image.

STAFFORDSHIRE IS
INNOVATION EXCELLENCE



CHERISHING
OUR
NATURAL
LIVEABILITY





STAFFORDSHIRE OFFERS YOU A
GREAT CHOICE OF WHERE TO PUT
DOWN ROOTS; FROM MARKET TOWNS
TO CITY LIVING, CHARACTERFUL
VILLAGES TO NEW COMMUNITIES,
AND ALL IN A RURAL SETTING.

There is no doubt that this is a landscape for living, as it combines fabulously friendly local communities with easy connections to the major cities of Birmingham, Manchester and London, in a place where you'll never be short of something to do.





Staffordshire defines liveability in that of course the bricks and mortar you live in matter hugely, but it is so much more than that. Liveability is a coming together of your physical, social and cultural needs; your mental well-being and self-worth in a place you are happy to call home.

Staffordshire not only provides this, it values it. When you have access to green space, wonderful woodlands and big skies, it just gives you the opportunity to feel good about yourself. This is a safe county and an amazing place to bring up a family while still forging your career from home, a local studio or office, a shared space, café or city; perhaps all of them!





OUR AIM IS A GOOD LIFE FOR ALL, AND
THAT COMBINES SO MANY ASPECTS FROM
QUALITY EDUCATION, WHICH WE HAVE AT
ALL LEVELS, TREMENDOUS LOCAL SUPPORT
NETWORKS ACROSS OUR COMMUNITIES,
IMPROVING OUR PUBLIC TRANSPORT,
AND CONTINUING TO BE A GREAT VALUE
LOCATION, TO AUTHENTIC AND ARTISAN
LOCAL FOOD AND DRINK.



We are privileged to have such a fantastic natural environment and we know we must care for and invest in it as much as any business park or piece of infrastructure. It attracts people to us; it is our visitor offer and a reason to invest here. Alongside this, our place is steeped in stories from the industrial revolution to unearthing the Staffordshire Hoard, from pottery to brewing beer; our history and heritage is a rich and interwoven tapestry that defines what we are today and will be tomorrow.



STAFFORDSHIRE BRINGS
OUT THE BEST IN YOU





THE BIG
IDEA FOR
STAFFORDSHIRE



THE BIG IDEA IS AN EMOTIONAL AND BEHAVIOURAL STATEMENT OF INTENT FOR STAFFORDSHIRE, AND SITS ABOVE AND ALONGSIDE THE THEMES. IT PROJECTS WHAT THE PLACE IS ABOUT, WHAT IT STANDS FOR AND WHAT IS IMPORTANT. THIS ISN'T A STRAPLINE OR MARKETING MESSAGE, RATHER IT IS A STRATEGIC SIGNATURE FOR THE WHOLE AREA.





BY CHANGING OUR THINKING, DOING THINGS DIFFERENTLY, WE CAN BETTER UTILISE ALL OUR ASSETS: RADIATING INFLUENCE, BUILDING CONFIDENCE, CULTIVATING AND ENCOURAGING STRONG LEADERSHIP, DEVELOPING NEW RELATIONSHIPS, BRINGING BUSINESS AND PLACE TOGETHER.



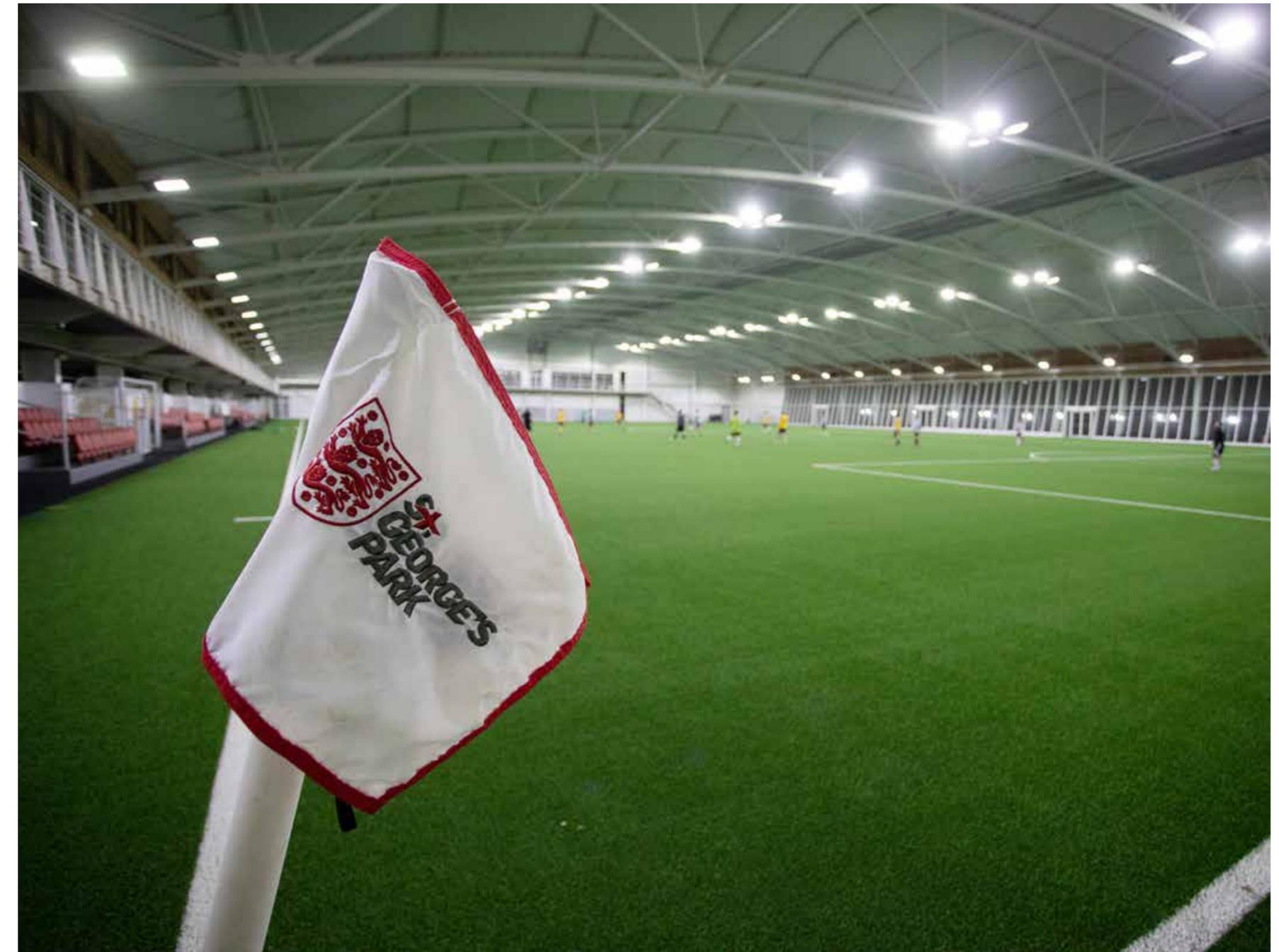
STAFFORDSHIRE:
NATIONALLY VALUED CENTRE



STAFFORDSHIRE IS A PLACE OF GREAT
VALUE FOR THE COMMUNITY WITHIN IT AND
THE CITIES THAT SURROUND IT BECAUSE OF
ITS GREEN QUALITY OF LIFE.
THE ATTRACTIONS IT HOSTS, THE ACTIVITIES
ON OFFER, THE VARIETY OF INVITING
PLACES TO LIVE, AND THE BUSINESS
OPPORTUNITIES YOU CAN CREATE OR
BE PART OF.



HOME TO THE NATIONAL MEMORIAL
ARBORETUM, NATIONAL FOOTBALL
CENTRE, A NATIONAL PARK,
THE NATIONAL FOREST, NATIONAL
BREWERY CENTRE, WORLD CAPITAL
OF CERAMICS; IT IS NATIONALLY
SIGNIFICANT AND CENTRED.





HERE IS A PLACE YOU CAN START

ON THE HOUSING LADDER,

A CAREER, A FAMILY, A BUSINESS;

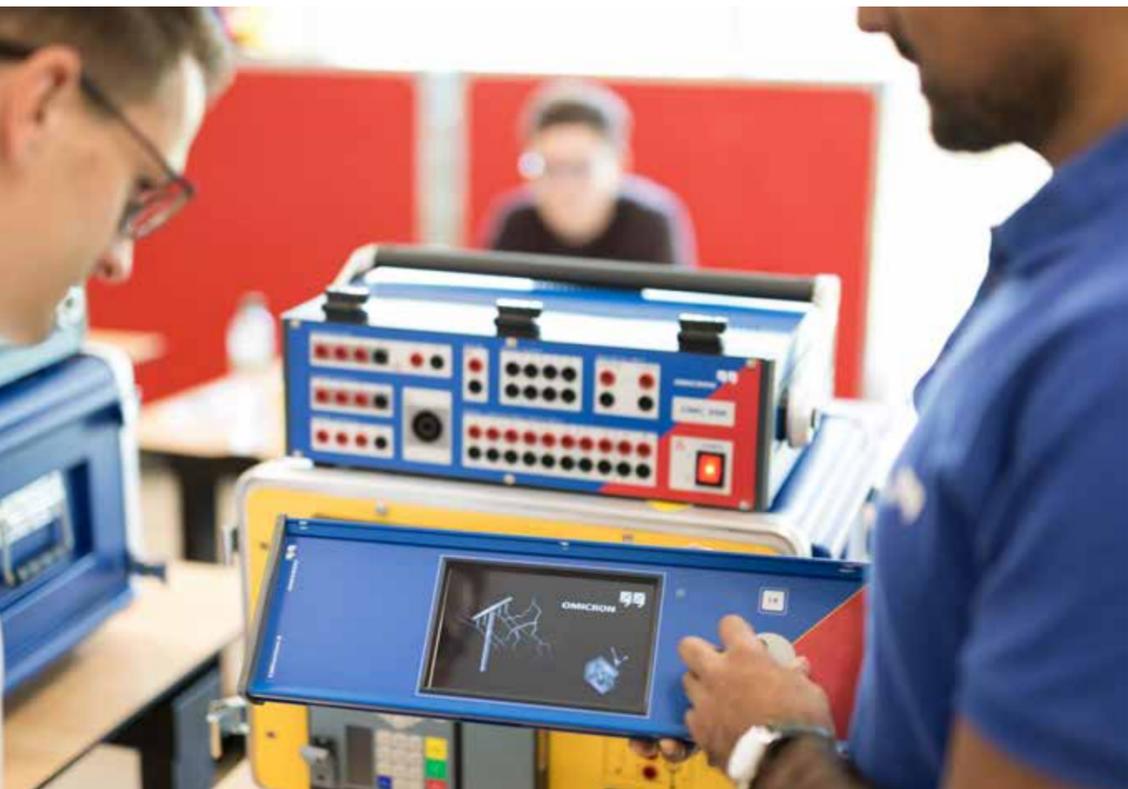
AND A PLACE YOU CAN STAY TO

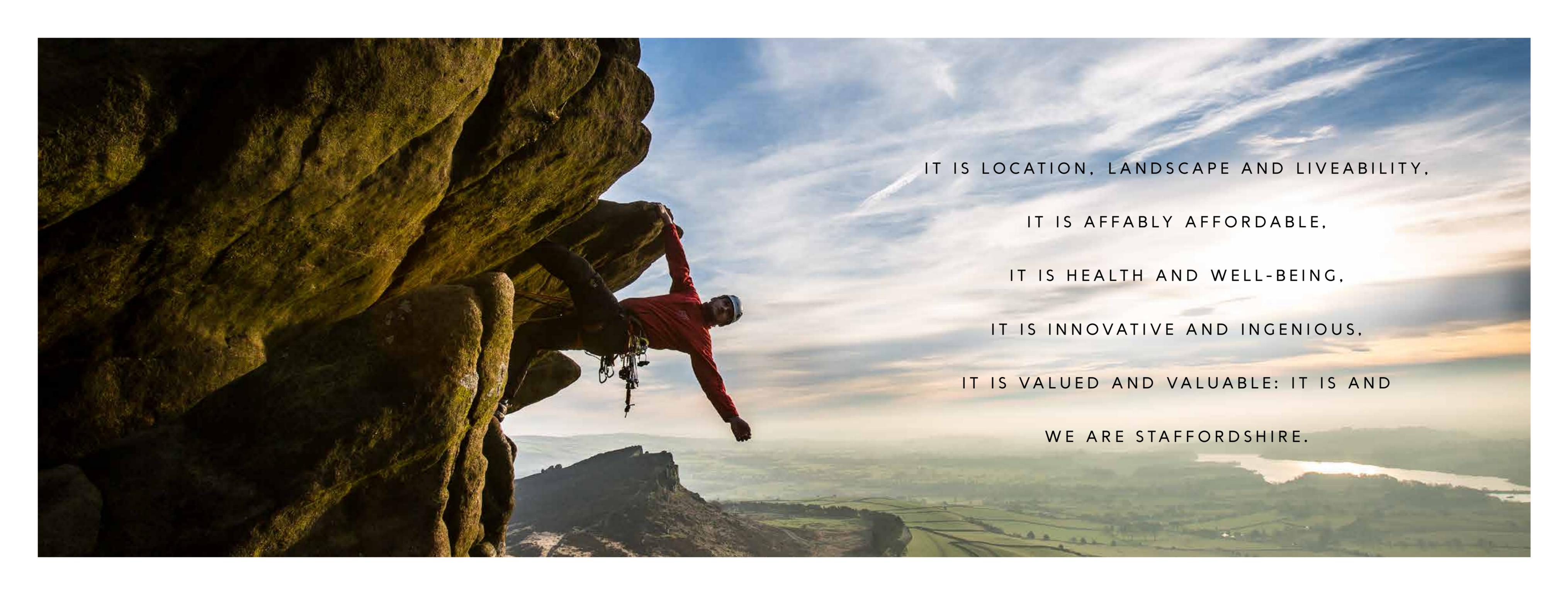
LIVE, TO VISIT, TO HAVE FUN, TO

PUT DOWN ROOTS AND GROW.



Staffordshire is the heart of England, centred between and complementarily connected to Birmingham and Manchester; a place that reaches out as a significant partner and a county that enjoys being part of and adding value to the Midlands Engine and the Northern Powerhouse.



A person in a red shirt is climbing a large, mossy rock face. The climber is positioned on the left side of the frame, reaching out towards the right. The background shows a vast landscape with a valley, a lake, and hills under a blue sky with wispy clouds. The lighting suggests a bright, sunny day.

IT IS LOCATION, LANDSCAPE AND LIVEABILITY,

IT IS AFFABLY AFFORDABLE,

IT IS HEALTH AND WELL-BEING,

IT IS INNOVATIVE AND INGENIOUS,

IT IS VALUED AND VALUABLE: IT IS AND

WE ARE STAFFORDSHIRE.

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Staffordshire

www.wearestaffordshire.co.uk