

STRATEGIC SITES

WE ARE THE RIGHT PLACE FOR YOU

OUR STRATEGIC SITES MAP



INVEST
STAFFORDSHIRE

INVEST
STOKE-ON-TRENT

YOUR PLACE TO INVEST

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.

For more information on the current strategic opportunities available in Staffordshire, scan the QR code below:



1

STAFFORDSHIRE MOORLANDS

Alongside the £17m Leek town centre project improving its markets, leisure centre, library and museum, a number of sites have been identified as opportunities for housing, employment and leisure investment at Biddulph, Blythe Vale, Churnet Valley, Leek, Anzio Camp and Blackshaw Moor.



2

CHATTERLEY WHITFIELD

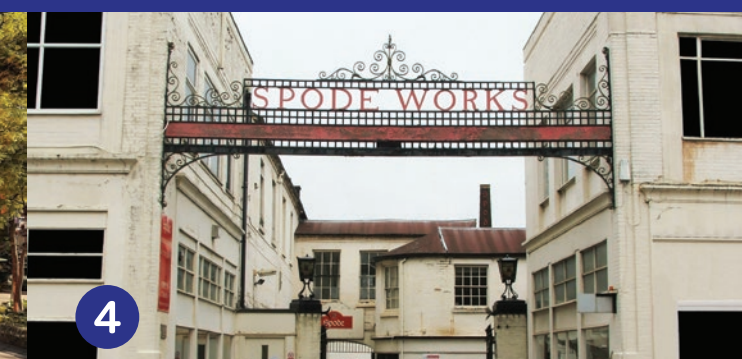
A former, disused 50-hectare colliery site, providing a unique opportunity: the vision is to create a zero-carbon development, combining reuse and new build to provide new training, skills and employment opportunities, particularly in green industries, as a centre for research into energy technologies.



3

GOODS YARD

Following a £58m refurbishment of this 1.24 acre derelict space, business space is now available for creative enterprises and independent bars, eateries and stores to join the already impressive list of tenants. The overall development will also include 174 apartments for rent and a 150-bed hotel.



4

SPODE

A £12.02m redevelopment of the 6.32-acre former ceramics works into an innovative, creatively-led mixed-use neighbourhood with 116 residential units, 7,040sq ft of commercial space and 1,820sq ft of community space.



5

KIDSGROVE TOWN CENTRE REVITALISATION

A £16.9m project to improve the flow and pedestrian connectivity between Kidsgrove's key assets including the railway station, canal and town centre to make them welcoming and attractive, promoting footfall, usage and improving services.



6

CHATTERLEY PARK

A perfectly located 43-hectare site which will bring up to 1.2m sq ft of employment space and is expected to create up to 1,700 jobs. Highways access and earthworks are already complete and initial floor space is due by the end of 2025.



7

NEWCASTLE-UNDER-LYME TOWN CENTRE

A £35m investment in redevelopment, bringing together a variety of projects to create a vibrant destination for residents, students and business with a well-connected town centre and a unique blend of residential, leisure and cultural development.



8

KEELE INNOVATION DISTRICT

A proposal to increase the existing and highly successful Keele Science and Innovation Park by around 330% to provide specialist workspace, lab space and R&D facilities, open-innovation hub, indoor and outdoor social and meeting spaces, walkable routes and an on-site hotel.



9

UTTOXETER HIGH STREET REGENERATION

The regeneration of the Maltings Shopping Precinct into a mixed-used centre of activity for living, working, shopping and learning, with pedestrianisation of the High Street, offering an excellent opportunity for private sector partnerships for investment, operation or delivery.



10

BRANSTON LOCKS

A high quality mixed use development which will deliver 2,500 homes, up to 1million sq ft of employment and commercial development and a new district centre. The development is also served by new primary and secondary schools and boasts attractive green and blue infrastructure.



11

BURTON HIGH STREET REGENERATION

One of a number of developments, the £23.8m High Street project will reconnect the town centre and riverside through regeneration including an upmarket hotel, a wildlife visitor and education centre, a brewing heritage and social history experience and more.



12

EASTGATE

A 2.9 hectare, £40m transformational residential-led regeneration scheme utilising underused land and buildings in the heart of Stafford to create up to 95 new homes, 840 sq m of commercial space and a new 120-key hotel.



13

STAFFORD STATION GATEWAY

A £500m scheme to convert 28 hectares of brownfield land to create a new community with up to 900 high quality homes, 30,000 sq ft of commercial space and a distinctive gateway to Stafford. The new £22.5m Institute of Technology opens September 2025.



14

GUILDHALL SHOPPING CENTRE

A 1.2 hectare project to redevelop existing real estate on the foot of the newly-refurbished Market Square to create a residential, retail and food mix in the heart of the town and link over 3000 students to the town centre.



15

LICHFIELD CITY CENTRE MASTERPLAN

Mixed use developments to reshape the city centre at Birmingham Road with the opportunity for up to 200 new homes alongside a new cinema (opening Spring 2026) and 10,000 sq m of commercial space, and Bird Street car park, with a mix of parking, greenery and residential.



16

RUGELEY POWER STATION

Transforming a former coal-fired power station into a sustainable and innovative mixed-use neighbourhood, including 2,300 new low carbon homes, a proposed Low Carbon Academy 5 hectares of employment space and a new 25-hectare country park.



17

CANNOCK TOWN CENTRE REGENERATION

An opportunity to transform Cannock town centre with leisure and culture spaces, improved travel connections, managed business and skills workspace and the removal of eyesores and celebration of assets.



18

GUNGATE

With land assembly completed and outline planning approved, this 2.7-hectare, £90m project to redevelop underutilised land and improve Tamworth's town centre includes leisure centre, approx. 100 houses, public open spaces, a new road layout and 20,000 sq ft of managed work/office space.



19

i54 SOUTH STAFFORDSHIRE

A new Western Extension that takes the overall size of this internationally-recognised advanced manufacturing park to 121.4 hectares, with 4.8m sq ft of development space. Plots available from 10-25 acres and from 150,000 sq ft to 500,000 sq ft.



20

WEST MIDLANDS INTERCHANGE

The UK's largest most environmentally-conscious rail-served logistics site, delivering 8m sq ft of world leading logistics warehousing and creating 8,500 jobs within a strategic rail freight interchange linking major road networks with the West Coast Mainline.

WELCOME TO OUR PLACE

We're at the heart of Britain – literally. You couldn't be better placed to reach customers in the UK and internationally; no other location offers such easy access to so many cities, thanks to enviable road and rail links, major international airports on our doorstep and more.

We're well connected in other ways too. For example, we've invested in superfast broadband and now full fibre connections offer 1 Gb/s digital speeds across the county. And you'll find our team of local business support and investment experts have all the right connections to provide you with tailored support, whether you're a business, developer or investor.

For further information or to arrange a meeting, contact the team at hello@wearestaffordshire.co.uk

KEY

WORK

STUDY

VISIT

LIVE

STRATEGIC SITES

- 1

Staffordshire Moorlands
- 2

Chatterley Whitfield
- 3

Goods Yard
- 4

Spode
- 5

Kidsgrove Town Centre Revitalisation
- 6

Chatterley Park
- 7

Newcastle-under-Lyme Town Centre
- 8

Keele Innovation District
- 9

Uttoxeter High Street Regeneration
- 10

Branston Locks
- 11

Burton High Street Regeneration
- 12

Eastgate
- 13

Stafford Station Gateway
- 14

Guildhall Shopping Centre
- 15

Lichfield City Centre Masterplan
- 16

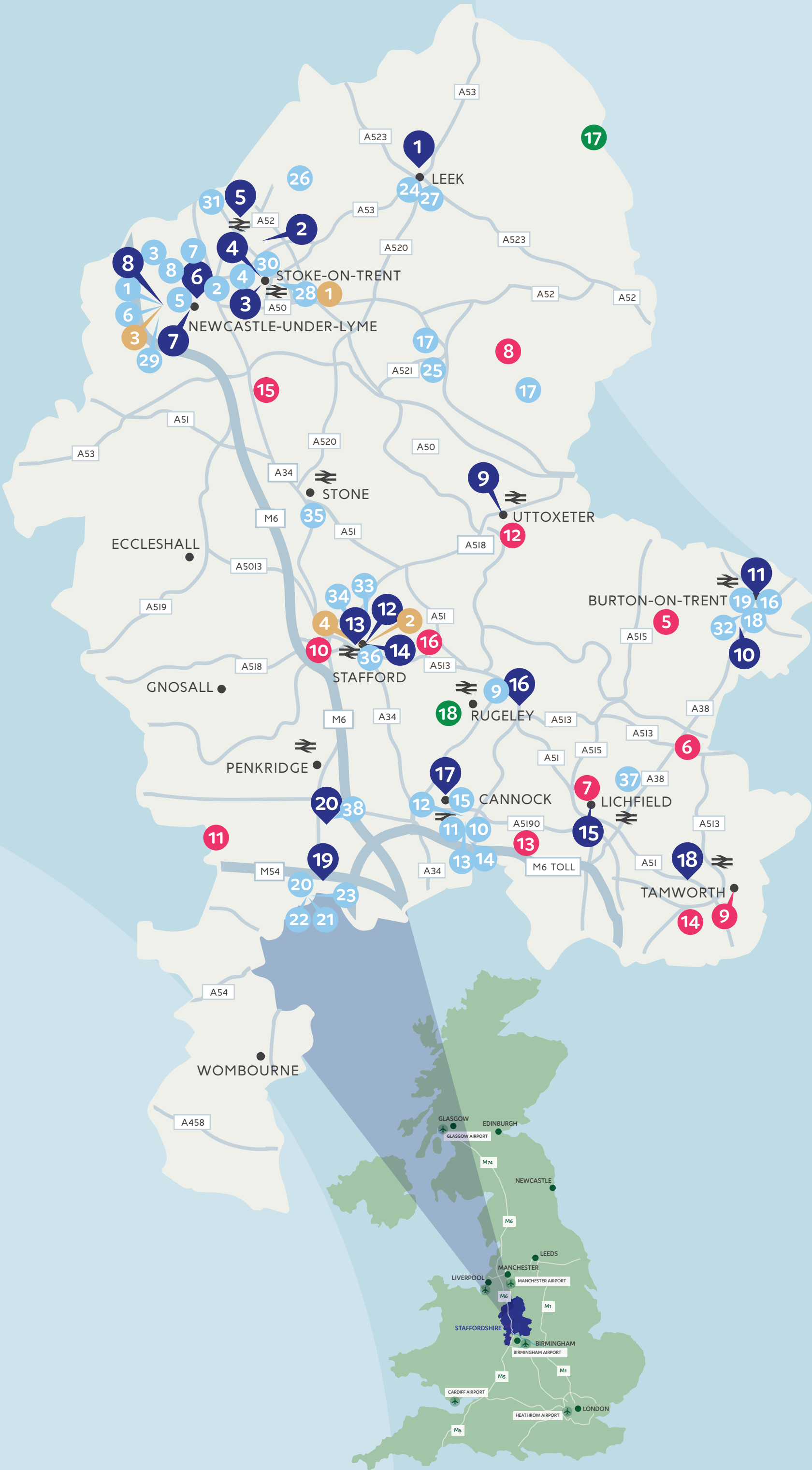
Rugeley Power Station
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Cannock Town Centre Regeneration
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Gungate
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i54 South Staffordshire
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West Midlands Interchange



MAJOR EMPLOYERS

- 1

Keele University
- 2

Knights PLC
- 3

KMF Precision Sheet Metal
- 4

Aspire Housing
- 5

Newcastle & Stafford College Group
- 6

Cobra Biologics
- 7

Overclockers
- 8

Staffs Precision Engineering
- 9

Amazon
- 10

APC
- 11

Veolia
- 12

DHL
- 13

Hellermann
- 14

First Choice
- 15

Briggs
- 16

Molson Coors
- 17

JCB
- 18

Unilever
- 19

Marstons
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Jaguar Land Rover
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Moog
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Eurofins
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ISP
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Ornua Foods UK
- 25

Klarius Products
- 26

Parker Software
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Capita PLC
- 28

University of Staffordshire
- 29

Michelin
- 30

BET365
- 31

James T Blakeman
- 32

Quintus, Branston Locks
- 33

Perkins
- 34

Pets At Home
- 35

Instem - Stone (SBC)
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GE
- 37

Fradley Park
- 38

Gestamp

OTHER POINTS OF INTEREST

- 1

University of Staffordshire - Stoke-on-Trent campus
- 2

University of Staffordshire - Stafford campus
- 3

Keele University
- 4

University of Wolverhampton - Stafford campus
- 5

St Georges Park
- 6

National Memorial Arboretum
- 7

Lichfield Cathedral
- 8

Alton Towers
- 9

Tamworth castle
- 10

Stafford Castle
- 11

Weston Park
- 12

Uttoxeter Racecourse
- 13

Chasewater Country Park
- 14

Drayton Manor Theme Park
- 15

World of Wedgwood
- 16

Shugborough Hall
- 17

Peak District National Park
- 18

Cannock Chase



Stoke-on-Trent & Staffordshire are home to more than **560,000 JOBS**



The number of businesses here has **GROWN MORE THAN 20% SINCE 2011**



Over 7m people including **4M WORKING AGE ADULTS** within 45-minute drive time



Strong jobs growth with **77,000 NEW EMPLOYMENT OPPORTUNITIES** since 2011



A **50% RISE** in adults with Level 4+ qualifications since 2011



On average house prices are **£6,000 LOWER** than the West Midlands or Cheshire

A PLACE TO PROSPER

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.

A place where you can prosper.

View our investment prospectus to learn more about the opportunities available and the support in place to help your business prosper in Staffordshire.

