

**STAFFORDSHIRE'S
DEVELOPMENT
PIPELINE AND
STRATEGIC SITES**

From world-class logistics hubs to outstanding green business developments to innovative research, Staffordshire is where you need to be.

With some major projects already completed, many more under way and even more exciting plans in the pipeline, this strategic sites map brings the latest ones together to demonstrate the scale of excellent investment opportunities available across our county now and in the near future.



**LOOKING
FOR MORE
INFORMATION?**

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 opportunities available in Staffordshire, scan the QR code below:



STRATEGIC SITES



2

**CHATTERLEY WHITFIELD
STOKE-ON-TRENT**

A digital and energy growth zone development to provide new training and employment opportunities, in digital, green industries and research into energy technologies.

Turning a disused former colliery into an internationally significant development, the site has substantial electrical grid headroom for digital developments, being classed as 'strategic to nation or region'. A unique place to explore green energy, through research into geothermal heat from deep mine-shaft water and to investigate the potential for energy storage.

Investment type
Data Centre development,
Green technologies

Planning status
In progress –
partners wanted

Owner/promoter
SOTCC

Sector/s
Green industries,
Energy research

Scale/value
50 hectares, 279,000 sq ft

Stat summary
10 hectares core site, 100
hectares site overall,
50MW power available now
with 100MW additional
potential



17

**THE CENTRAL EDGE
SOUTH STAFFORDSHIRE**

A unique business ecosystem focused on advanced manufacturing, innovation-led R&D, and green/sustainable technologies.

Anchored at i54 – the UK's most successful enterprise zone – The Central Edge brings together hotspots of advanced manufacturing and sustainability-led innovation and R&D. It will enable start-up businesses and established firms in a wide range of science, advanced manufacturing and professional services sectors to thrive, supporting growth across innovation, people and skills.

Investment type
Development partner,
Equity investor, Occupiers,
Funders, Joint-Ventures.

Planning status
Approved

Owner/promoter
SCC, South Staffs, City of
Wolverhampton, Uni of
Wolverhampton.

Sector/s
Science, Advanced
manufacturing,
Professional service

Scale/value
Over 16.4m sq ft of
prime innovation
development land

Stat summary
£356m invested in Electric
Propulsion Manufacturing
Centre, 1000+ skilled
automotive workers
already on-site



23

**FIFTY500
A50/A500**

The Fifty500 Midlands Growth Corridor will transform the area into one of the UK's primary locations for investment, manufacturing and sustainable growth.

Connecting four counties in the heart of the UK and already home to industry-leading businesses, this vital east-west route within the region will be a primary location for sustainable growth and investment in the UK, with opportunities to develop and deliver new products and technologies to achieve the UK's net zero targets.

Investment type
Development partner,
Equity investor, Occupiers,
Funders, Joint-Ventures.

Sector/s
Advanced manufacturing,
Advanced clean technology,
Transport and logistics,
connectivity

Owner/promoter
Staffordshire County
Council, Midlands
Connect

Stat summary
24,000 jobs created by 2070,
£480m additional GVA by
2042

Scale/value
1.6bn private sector
investment



6

**KEELE INNOVATION
DISTRICT**

NEWCASTLE-UNDER-LYME

Expansion of Keele's successful Science & Innovation Park to provide specialist workspace, lab space and R&D facilities.

Already home to around 60 businesses, and over 1,000 staff, this project will increase the Park's footprint by around 330% to provide almost 1 million sq ft of space and build on a strong cohort and pipeline of global and locally-grown companies working in digital technologies, advanced materials, life sciences and energy and environment.

Investment type
Mixed use development

Planning status
In planning

Owner/promoter
Keele University

Sector/s
Medical technology,
Healthcare, ICT,
Public service

Scale/value
c.1m sq ft of
additional workspace

TOWN CENTRES



We're busy reimagining, reshaping and revitalising Staffordshire's high streets and town centres.

Our historic market towns have always played a vital role in our economy, and our plans to transform them into thriving, vibrant communities once more are taking shape across the county.

3 KIDSGROVE TOWN CENTRE

5 NEWCASTLE-UNDER-LYME TOWN CENTRE

7 UTTOXETER HIGH STREET

8 BURTON UPON TRENT HIGH STREET

11 CANNOCK TOWN CENTRE

18 STAFFORD TOWN CENTRE

OCCUPIER OPPORTUNITIES



**WEST MIDLANDS
INTERCHANGE**

SOUTH STAFFORDSHIRE

The UK's largest rail-served logistics site, with world-leading warehousing and a rail freight interchange linking major road networks with the West Coast Mainline.

Phase one works are underway at this 300-hectare site providing rail-served, premium quality logistics opportunities close to the motorway network. With consent for up to 8 million sq ft of Class A logistics warehousing, units can be built from 200,000 sq ft to 1.2 million sq ft and tailored to meet your specifications.

Investment type
Occupier / End-User
Investment

Planning status
In progress

Owner/promoter
Oxford Properties, Logistics
Capital Partners

Sector/s
Logistics

Scale/value
8m sq ft of
development space

Stat summary
Create approx 8,500 jobs,
Generate £900m nationally.



4

**CHATTERLEY PARK
NEWCASTLE-UNDER-LYME**

Perfectly located to build on the area's reputation as a logistics hub and centre of manufacturing excellence, with development plots suitable for a wide range of uses.

Next to the A500, offering rapid access to the M6 at Junction 16 and the A50, development plots from 25,000 to 518,000 sq ft are now available with unrestricted building heights, and the site has a target of BREEAM Excellent certification and Energy Efficiency A rating to maximise opportunities for Net Zero Carbon in operation.

Investment type
Occupier

Planning status
In progress

Owner/promoter
Newcastle BC, Harworth

Sector/s
Logistics, Industrial

Scale/value
43 hectares, up to 1.2m sq
ft of employment space

Stat summary
Expected to support
1,700 jobs, Design and
build opportunities from
25,000 to 518,000 sq ft



9

**EASTGATE
STAFFORD**

Regenerating surplus buildings together with new development to provide 98 high-quality new homes, a new hotel and public realm.

A well-connected mixed use development at the heart of Stafford to improve the appearance of vacant buildings, create new public spaces and enhance public realm. Working with ION Developments, Staffordshire County Council is creating a high quality regeneration project to attract further developments. Investors and end users are now sought to share this exciting vision.

Investment type
Residential Institutional
Investors / Registered
Providers / Hotel
Operators and Funders

Planning status
Pre-application

Owner/promoter
Staffordshire County Council
with ION Developments

Sector/s
Residential, Hotel & leisure,
Food & beverage

Scale/value
98 residential units, 100 key
hotel, 3,000 sq ft commercial
space, £35m+ investment



7

**THE MALTINGS
EAST STAFFORDSHIRE**

The regeneration of Uttoxeter's Maltings Shopping Precinct into a mixed-used centre of activity, with pedestrianisation of the High Street.

The project will encompass a range of activities from living to working, shopping, learning and more, adding important new features for residents. Land assembly is complete and planning submitted, and The Maltings will provide an excellent opportunity for private sector partnerships whether they be for investment, operation or delivery.

Investment type
Joint-Venture,
Developers, Investors.

Planning status
In planning, Land
assembly completed

Owner/promoter
East Staffordshire BC

Sector/s
Retail, Leisure,
Community, Residential

Scale/value
Approx. 4.4 acres

DEVELOPMENT OPPORTUNITIES

WELL PLACED FOR YOUR NEXT INVESTMENT

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.

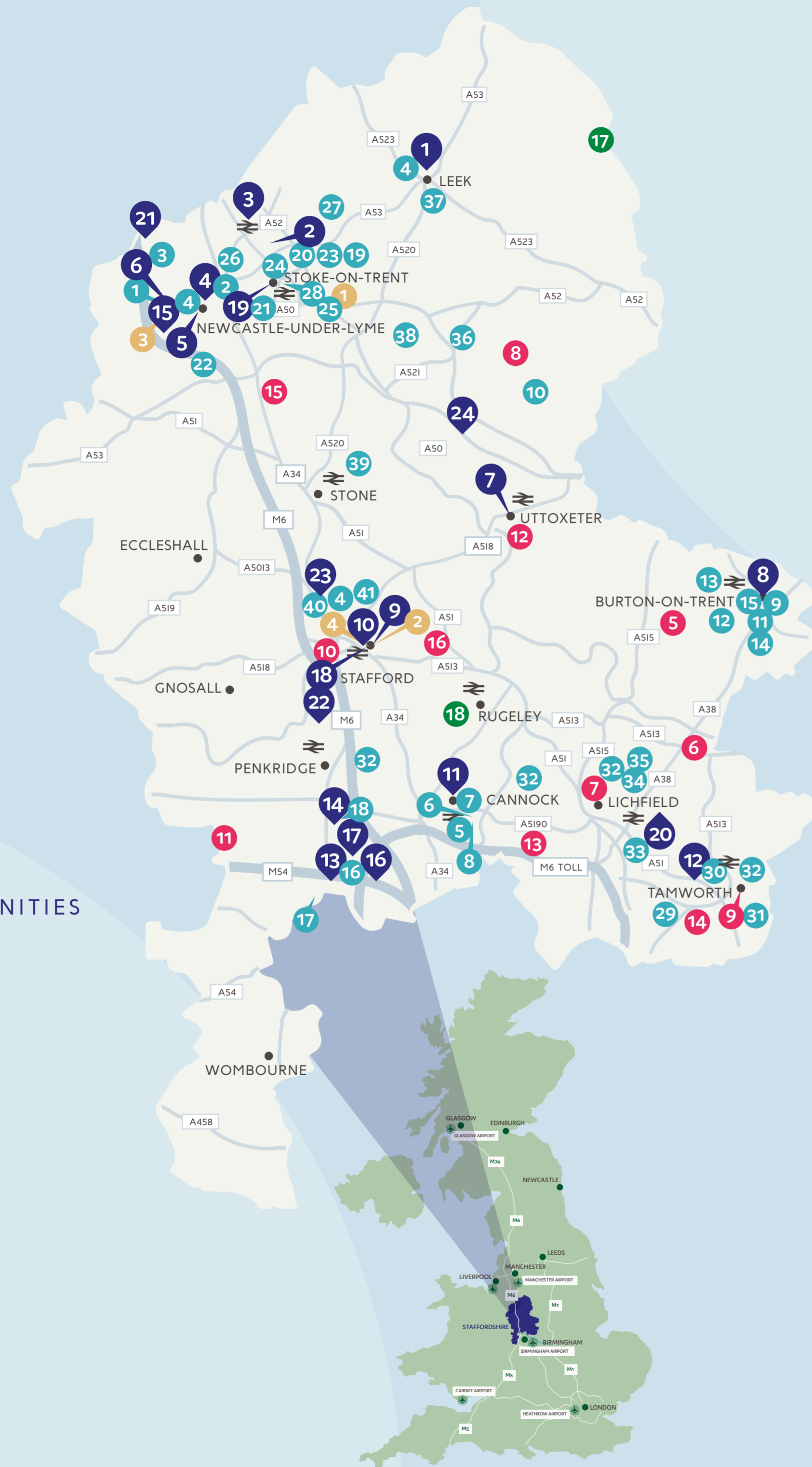
For further information or to arrange a meeting, contact the team at invest@staffordshire.gov.uk

KEY

- WORK
- VISIT
- STUDY
- LIVE

INVESTMENT OPPORTUNITIES

- 1 Staffordshire Moorlands
- 2 Chatterley Whitfield
- 3 Kidsgrove Town Centre Revitalisation
- 4 Chatterley Park
- 5 Newcastle-under-Lyme Town Centre
- 6 Keele Innovation District
- 7 The Maltings - Uttoxeter High Street Regeneration
- 8 Burton High Street Regeneration
- 9 Eastgate
- 10 Stafford Station Gateway
- 11 Cannock Town Centre Regeneration
- 12 Gungate
- 13 i54 South Staffordshire
- 14 West Midlands Interchange
- 15 Lyme Park
- 16 Logic 54
- 17 The Central Edge
- 18 Stafford Town Centre
- 19 North Shelton
- 20 Indurent Park Lichfield
- 21 Indurent Park J16 M6
- 22 Indurent Park J13 M6
- 23 Stoford Park Stafford
- 24 Fifty500



MAJOR EMPLOYERS

- 1 Keele University
- 2 Knights PLC
- 3 KMF Group
- 4 NSCG Campuses
- 5 Veolia
- 6 DHL
- 7 Briggs Equipment
- 8 HellermannTyton
- 9 Molson Coors
- 10 JCB
- 11 Unilever
- 12 Sciensus
- 13 Pirelli
- 14 Clinigen
- 15 Jaguar Land Rover
- 16 ERA
- 17 Eurofins
- 18 Gestamp
- 19 Emma Bridgewater
- 20 Churchill
- 21 Lucideon
- 22 Emerge
- 23 Goodwin PLC
- 24 Bet365
- 25 Solidor
- 26 Indurent
- 27 Synetics Solutions
- 28 University of Staffordshire
- 29 Brakes
- 30 Radis Community Care
- 31 Scolmore Group
- 32 South Staffordshire College Campuses
- 33 Ministry of Defence
- 34 Kyocera
- 35 Screwfix
- 36 Alton Towers
- 37 Ornum Foods
- 38 Klarius
- 39 Hitachi
- 40 General Electric
- 41 Bostik

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**



Industrial units & Staffordshire are home to more than **AVERAGE £6 PER SQ FT**, significantly lower than the national average



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



£93 MILLION in Levelling Up funding and over £130 million planned investment



61.9% of start-ups survive beyond three years in Staffordshire



FAST RAIL LINKS
Manchester and Birmingham just over 30 minutes away, and London within 75 minutes

VIEW OUR PROSPECTUS

In Staffordshire we get things done; we create prosperity; we change the world. Here you'll find a positive, can-do attitude, and a spirit similar to your own.

A place where you can prosper.

We think the same way, share your ambitions, and want to help you realise them. And that's what makes Staffordshire different – it's a place where you can achieve whatever you want to achieve.

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

