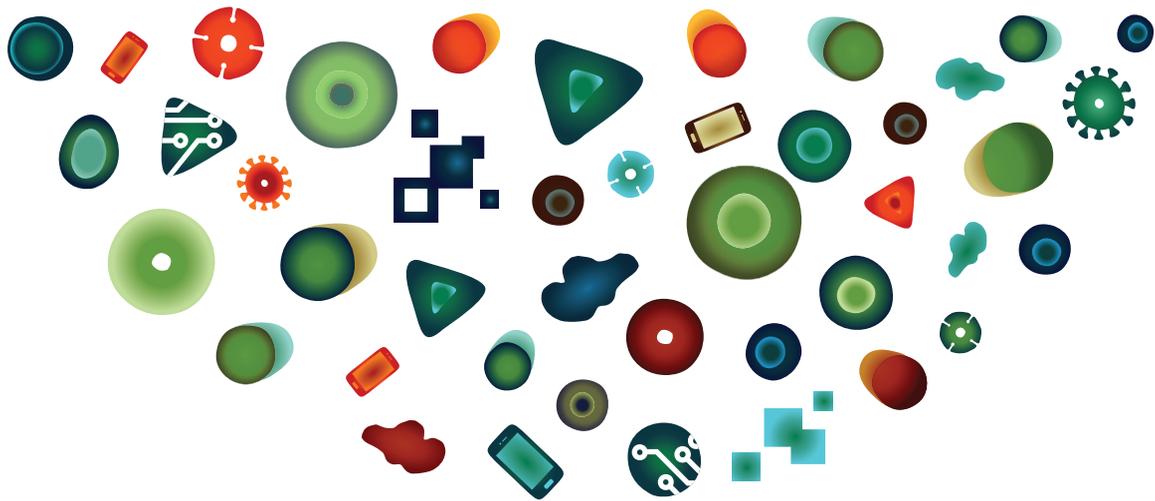


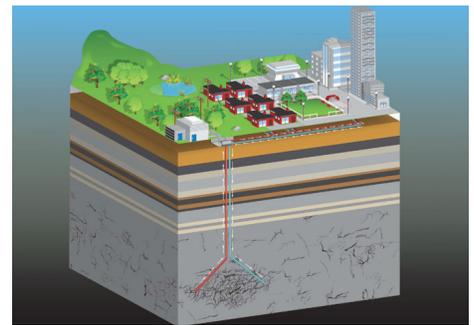


# CERAMIC VALLEY



Stoke-on-Trent & Staffordshire Enterprise Zone

# FOREWORD



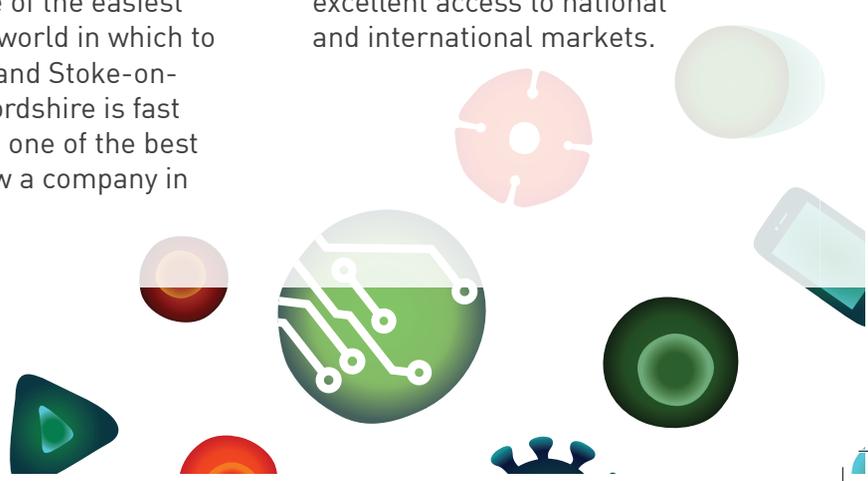
Ceramic Valley Enterprise Zone (EZ) is part of an ambitious initiative that will continue Stoke-on-Trent & Staffordshire's remarkable economic growth, driving the area's already enviable reputation as a major centre of manufacturing know-how.

The EZ is already creating an environment where business can start-up, grow and expand. New business coming to the area can be assured a soft landing through intensive support from the Make It Stoke-on-Trent & Staffordshire investment service.

The UK is one of the easiest places in the world in which to do business, and Stoke-on-Trent & Staffordshire is fast developing as one of the best places to grow a company in the UK.

The Ceramic Valley Enterprise Zone comprises six key sites totalling 140 hectares along the strategic A500 corridor in the heart of the city of Stoke-on-Trent.

This prime location at the centre of the UK transport network, links junctions 15 and 16 of the M6 and offers excellent access to national and international markets.



# KEY BENEFITS OF THE ENTERPRISE ZONE:

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## **Investments in Infrastructure**

The EZ will benefit from investments in infrastructure and remediation to ensure that sites are shovel-ready for new build development.

## **Building on Existing Sector Strengths**

Our 'cluster' approach delivers significant advantages, ranging from supply chains through to shared training and development facilities;

## **Ultrafast Broadband**

We are committed to providing all sites within the EZ with broadband capacity of 100 mbps plus download speeds. 4G coverage within the EZ is already excellent;

## **Industry Sectors**

The EZ will support a very wide range of light industry, office, general manufacturing and warehouse/distribution uses, but the following sectors will particularly benefit:

### **Advanced Ceramics**

Capitalising on the city's unique selling point as the "World Capital of Ceramics" and home of the UK ceramics industry;

### **Automotive Supply Chain**

Taking advantage of our unique strategic location at the heart of an automotive triangle between car assembly plants in the West Midlands, Merseyside and Derby - creating a compelling supply chain offer. Within one hour of the EZ are Jaguar Land Rover, JCB, Toyota, Bentley and General Motors;

## **Energy and Power Generation**

Building on the momentum created through the city's unique energy offer, and Government investment and private sector interest in the proposed district heat network. It also allows access to key OEMs in the area including Alstom, ABB, General Electric and Siemens;

## **Logistics**

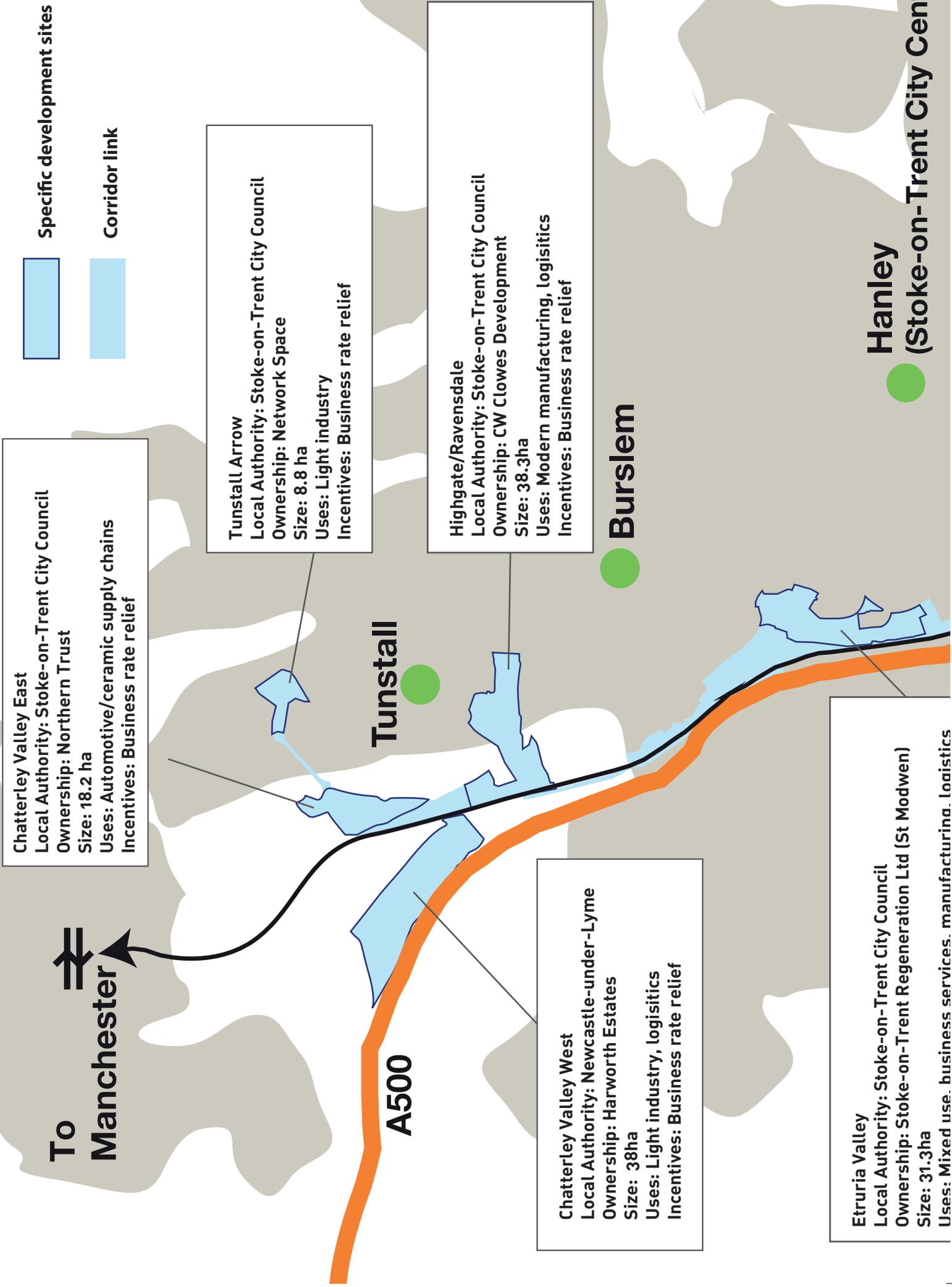
The EZ's enviable location at the heart of the UK and its transport infrastructure make it an obvious choice for logistics companies;

## **Business & Professional Services**

Tapping into a huge talent pool that stretches from Birmingham to Manchester (but without the costs of those two cities). Companies such as bet365 and Vodafone already have major investments on the edge of the EZ, employing over 2000 people between them.



To Manchester



Hanley  
(Stoke-on-Trent City Centre)

Size: 31.3ha

Uses: Mixed use, business services, manufacturing, logistics  
Incentives: Enhanced capital allowances

Newcastle-  
under-Lyme

Stoke  
Town

Fenton

To  
Derby

M6 North



A500

A50

Longton

M6 South



To  
Birmingham



Cliffe Vale  
Local Authority: Stoke-on-Trent City Council  
Ownership: Stoke-on-Trent City Council  
Size: 6.2ha  
Uses: Industrial workshop units  
Incentives: Business rate relief

# A RECIPE FOR SUCCESS...



## Financial Incentives

The Make It Stoke-on-Trent & Staffordshire team can help broker access to sources of grants, loans and equity investments. Companies setting up within the EZ are, prior to 2020, entitled to:

### Business rate reduction

Companies moving into 5 of the sites within the EZ (Cliffe Vale; Highgate/Ravensdale; Chatterley Valley East and West; and Tunstall Arrow) can benefit from a business rate reduction of up to £55,000 per annum for a 5-year period (so a maximum of a £275,000 reduction);

### Enhanced capital allowances (ECA's)

Companies moving into the sixth site, Etruria Valley, and investing in plant and machinery, can qualify for ECAs. This allows business to write down the costs of certain assets against their taxable income. At present ECAs give a 100% first year allowance on qualifying assets until March 2020.

## A Strong Business Support Offer

The delivery of the EZ will be underpinned by a strong offer for business including:

### A red carpet treatment

The Make It Stoke-on-Trent & Staffordshire team will act as ambassadors for investors, ensuring a smooth ride through the planning system and other statutory needs;

### Property solutions

To help find the right site or premises in the EZ, and get you in touch with the owners and developers;

## Financial support

To help you find the right source of grant, loan and equity investment;

## A recruitment and skills brokerage

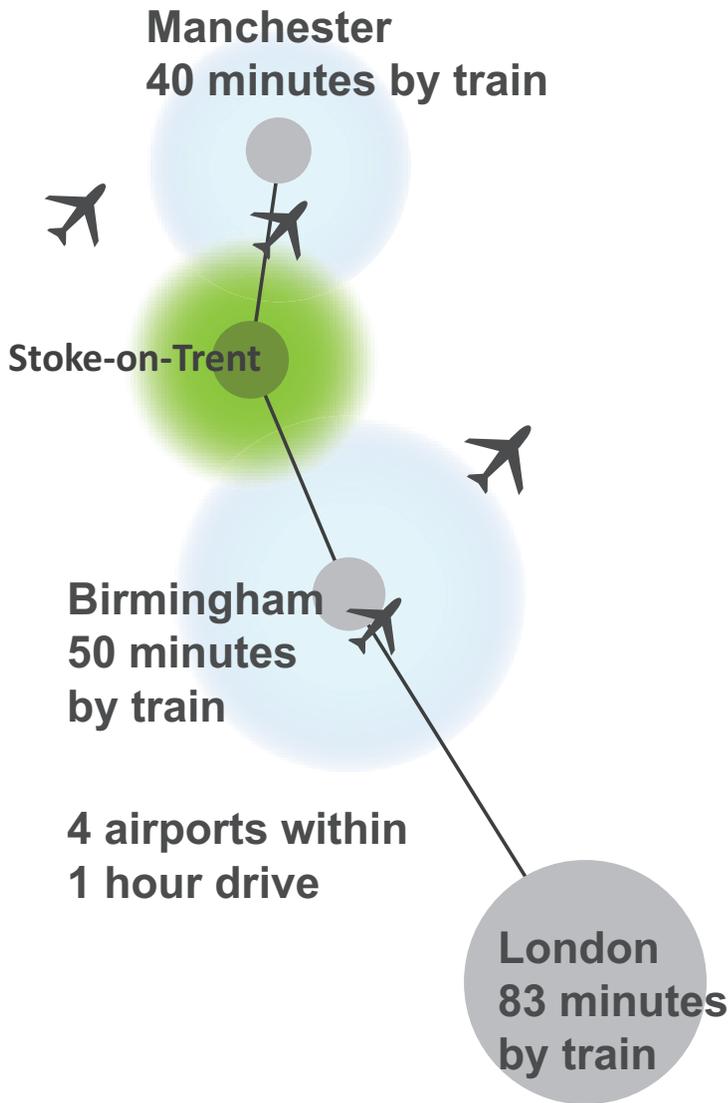
To help you find the right workforce for you;

## Business intelligence

The Business Research team can provide strategic information to support business growth, including recruitment, supply chain development, demographics and market intelligence.



# WHY STOKE-ON-TRENT & STAFFORDSHIRE?



## Leisure & Lifestyle

Stoke-on-Trent & Staffordshire can offer a lifestyle that is second-to-none. From urban chic to rural idyll (with the Peak District National Park being just 15 miles away), there is a lifestyle here to suit all tastes.

## Stoke-on-Trent: Better Connected, Better Located

Stoke-on-Trent is located at the heart of the UK, enjoying unparalleled connectivity at the axis of key north-south, east-west road and rail corridors, providing easy access across the wider region and the UK. Anchoring the space between Birmingham and Manchester, the city enjoys:

- **Excellent road connections**  
Being situated on the M6 from which it also has excellent connections to the M1, M62 and M42;
- **Rail connections**  
The city's West Coast Mainline station allows travel to London in 85 minutes away (with 2 trains per hour), Manchester in 40 minutes and Birmingham in 50 minutes;
- **International connections**  
Four airports within an hour's drive, as is the Atlantic Gateway at Liverpool.

## Competitively Priced

With office rentals at 60% less than Birmingham and Manchester (despite being located halfway between the two) and industrial rental 20% less than comparable cities, Ceramic Valley EZ makes perfect sense from a business perspective. In addition, labour costs are 10% less than the UK average in both manufacturing and telesales, giving another compelling reason.

## Great Universities and Colleges

Two local universities with key R&D strengths. More than 25,000 students in key subjects like engineering, ceramics research, IT, science, technology and medicine. Our colleges have seen a huge investment and play a major role in providing local companies with the right skills.





For more information please contact

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0044 (0)300 111 8005



Make it | Stoke-on-Trent  
& Staffordshire

