

Where the UK Connects



NORTHERN
GATEWAY
DEVELOPMENT
ZONE

A Collaboration for Growth and Prosperity



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Foreword from newly appointed chair, Jackie Sadek

"This year, I take great pleasure in presenting the Northern Gateway Development Zone at MIPIM UK. This is the result of an innovative and ground-breaking partnership which has come together to deliver on the enormous potential of High Speed 2 (HS2) investment across Cheshire, north Staffordshire and Stoke-on-Trent. The Zone is focused on unlocking the major new growth opportunities building on this once-in-a-generation investment.

We are opening up a new and rich vein of opportunity for business where the UK connects, sitting at the heart of the national transport network, offering huge investment potential and all the right ingredients for growth. The area is perfectly poised to take its place as the newest high-growth zone.

One year on since its launch, the project is no longer just a vision – it is a fact. The partnership is ensuring the area is HS2 ready and is building a solid and substantial regional Growth Strategy, ensuring the benefits of growth - industrial, commercial, housing, retail and leisure - are maximised across administrative, political and regional boundaries. This will be ready for spring 2017.

This is truly innovative – responding directly to the Prime Minister's call for more coherent and inclusive industrial strategy which delivers for all – not just the few.

Now the Zone moves from planning and intention to delivery and action. This is a very serious proposition and, as the newly appointed Chair for the Northern Gateway Partnership, I will ensure that the project delivers. The full fusion potential of the Zone is on the verge of being realised – with an explosion of growth, jobs and prosperity right at the very hub of the nation.

This prospectus sets out the long-term investment benefits that HS2 will bring to the Zone, alongside immediately available investment propositions. It presents a coherent, significant and compelling series of opportunities underpinned by the absolute commitment of the Partners to work together to move from vision and planning to delivery and action."

Jackie Sadek
Independent Chair
Northern Gateway Development Zone



The Northern Gateway Development Zone

The Northern Gateway Development Zone (NGDZ) offers a remarkable opportunity to capitalise on the UK Government's investment in HS2, the new high-speed rail link connecting the cities of London, Birmingham, Manchester and Leeds which will deliver increased rail capacity and improved connectivity for our growing modern economy.

With powerful Government backing, the NGDZ will deliver more than **100,000 new homes** and **120,000 new jobs** by 2040.

Occupying the fertile, relatively untapped ground between the Northern Powerhouse and Midlands Engine, the Northern Gateway spans Cheshire and the north of Staffordshire, including the city of Stoke-on-Trent, Crewe and the A500 corridor.

The High-Growth Zone offers a wide range of already highly connected investment opportunities, from high-value greenfield and urban development directly around the proposed Crewe HS2 Hub Station, to city centre investments offering a unique combination of a current low-cost base combined with rental and capital growth on the strength of HS2-fuelled investment.



The Northern Gateway Partnership

This is a boundary breaking partnership between two Local Enterprise Partnerships (LEP) and seven Local Authorities, with strong Ministerial backing from Government, and a unified fast-track approach to plan-led economic development, making it all the more powerful an investment proposition.

These partners share a single vision - a single economic footprint creating a coherent investment market boosted by the international investment magnet of High Speed Rail connectivity. This is an unbeatable growth opportunity for investors. The partners include:

- » Stoke-on-Trent and Staffordshire LEP
- » Cheshire and Warrington LEP
- » Cheshire East Council
- » Cheshire West and Chester Council
- » Staffordshire County Council
- » Stoke-on-Trent City Council
- » Newcastle-under-Lyme Borough Council
- » Stafford Borough Council
- » Staffordshire Moorlands District Council.

The NGDZ Area – HS2 Supercharged

The NGDZ region has unrivalled, 360° connectivity, superbly placed for both east-west and north-south connections nationally by rail and road, and with an international reach via easy access to key UK airports.

This already valuable connectivity will be given a supercharge through the investment in the High Speed Rail 2 rail hub at Crewe along with HS2 connectivity for the burgeoning city of Stoke-on-Trent and the county town of Stafford. When HS2 arrives, nowhere else in the UK will offer both direct connections to London in 55 minutes and Manchester and Birmingham in around 20 minutes, amplifying growth opportunities.

The region is ripe for investment, boasting a skilled population, a high-value, multi-university fed knowledge economy, a dynamic business environment based around a range of growth sectors, a diverse manufacturing offer, a superb mix of natural environments and significant land readily available for employment and housing growth. By releasing capacity on our existing rail network, HS2 investment provides the opportunity to deliver more trains to more destinations across the NGDZ and beyond, unlocking new markets and presenting new opportunities for our businesses and communities.



The Northern Gateway Growth Strategy

The partnership is working with investors, communities and landowners to maximise the benefits of HS2 investment through plan-led growth.

Development of a unified Growth Strategy is well underway, which will provide security and certainty for investors, focusing on plan-led development that offers them clarity, simplicity and energetic support to deliver sustainable returns on their investment.

The package is underpinned by a shared commitment to sustainable places, driven by high-quality design and construction, creating a quality of life that enhances their appeal to enterprise and employees and providing the ideal foundations to base your business.

➤ Opportunity

With powerful backing from Government, the NGDZ offers a unique opportunity to capitalise on the economic fertility of the partnership region which includes Stoke-on-Trent, Stafford and Crewe to deliver 100,000 new homes and 120,000 new jobs by 2040.

➤ Connectivity

The NGDZ already benefits from unrivalled connectivity links, on the UK's north-south road and rail links, including the M6, West Coast Railway Mainline and the A500, and the east-west connectivity via Stoke-on-Trent and Crewe to Chester and North Wales in the West and Derby and HS2 East Midlands Hub in the east. This is further complemented by the global reach of international airports which, combined with the once in a lifetime investment opportunity in HS2, will drive investment demand, connecting business, people and ideas.

➤ Scale

As a Partnership covering seven local authority areas and including two Local Enterprise Partnerships, the NGDZ offers a diverse range of investment opportunities from high-value greenfield development to urban and city centre investments, plus a superb mix of natural environments and significant land available for employment and housing growth.

➤ Skilled population

The NGDZ boasts a university-fed knowledge economy, a dynamic business environment, and a diverse manufacturing supply chain providing the right ecosystem to fuel growth and investment.

➤ Investment

Ample opportunities to realise the economic potential for rental and capital growth on the strength of HS2 investment.

Northern Gateway Investment Highlights

There are already a number of key investment propositions across the NGDZ and a developing portfolio for investors and enterprise to help shape and influence.

» Transport Hub Growth Areas

Including HS2-powered Station Investment Zones, building on the back of improved local and strategic connectivity to target development intensification around these hubs at the centre of the UK connectivity network.

» Crewe HS2 Hub

Offering significant opportunities on easily-accessible and connected sites for employment and housing growth. The Crewe Masterplan, centred around the new Hub Station is nearing completion and will highlight the huge potential for growth this opportunity offers for Crewe, the effects of which will be felt on a much wider region.

» Garden Villages

Beautifully designed, well-connected and well-resourced, a demonstration of true commitment to quality of place which also offers significant returns for landowners, investors, developers and homeowners alike.

» Attracting the urban pioneers

With areas such as the city of Stoke-on-Trent offering a new form of city living, aimed at attracting and retaining graduates through creating bespoke opportunities for best value and most sustainable homes on a city-wide scale, harnessing modern methods of construction and cutting-edge design.

» Town Centre Investment Zones

Developing sustainable town centres, developing new and innovative uses for heritage assets and former retail premises, supported by footfall from the transformational levels of new housing and employment opportunities.

» Logistics Hubs to Science Parks

Employment opportunities abound, with a highly-diverse range of sectors and a supply chain to fuel them, we are targeting specific locations to capitalise on market and environment characteristics, matching these with a diverse housing offer to create a compelling lifestyle offer to workers.

Investment opportunities - site portfolio



1



Winsford Industrial Estate

The estate is located in the heart of Cheshire, and borders idyllic countryside whilst offering excellent transport links, with the M6 motorway and major A-roads linking the estate with Merseyside, Chester and North Wales.

Winsford Industrial Estate is the UK's first Green Business Park and first industrial Business Improvement District in the UK. As such, it has benefitted from significant environmental improvements. It is an extremely well-established industrial estate and has a first rate mixture of properties available, ranging from professional start up business incubator units to large manufacturing, warehouse and logistics facilities. Nearly 4,000 people are currently employed on the estate in a variety of professions, ranging from food manufacturing, chemical supplies, packaging and engineering.

The majority of expansion land is immediately available, and will support the prosperity of an already thriving industrial estate. Winsford benefits from a suite of adopted development documents, including a Neighbourhood Plan, Transport Strategy and Development Framework which highlight the high growth potential of the town. Proposals for new and improved linkages to the M6, the Midlands and the wider region are being prioritised to capture the benefits of HS2 investment across Cheshire.



Overall developable land - 75 acres (30 Hectares)

Site owner - Mixed Ownership - Predominantly Local Authority

Planning authority - Cheshire West and Chester Council

Major local companies - Henkel, Advanced Medical Solutions, H&M distribution

Developers - Cheshire West & Chester Regeneration, Private Sector



2

Basford West, Crewe Commercial Park

Basford West is a gateway strategic site for the North West and Crewe. Fully serviced and ready for immediate development of up to 1.1m sq ft of distribution/warehouse space within 5 miles of Junction 16 of the M6.

Basford West spine road which serves the site was completed in 2015 and is now open to traffic. This spine road links directly to the A500 which serves Junction 16 of the M6. Crewe Link Road South at Basford East was also opened to traffic in December 2015 following over £26 million of investment. Delivery of both highways provides excellent road connections between Crewe and the M6.

Basford West is adjacent to the proposed HS2 route. Crewe is the location for HS2 Hub Station for the North West.

Overall developable land - 52 hectare site. 22 hectares allocated for employment use. Planning consent for over 1 million sq ft of warehouse/distribution space.


Site owner - Goodman UK

Planning authority - Cheshire East Council

Major local companies - Bentley Motors, Expert Logistics, Mornflake, Assurant Solutions, Fujitsu, Ryman, Bargain Booze, Gallaher Group, Bombardier

Developers - Goodman UK



 HS2 railway line





3



Ceramic Valley Enterprise Zone

The Ceramic Valley Enterprise Zone comprises six key sites totalling 140 hectares. The zone is situated along the strategic A500 corridor in the heart of the city of Stoke-on-Trent and neighbouring Newcastle-under-Lyme, in a key location within the NGDZ and benefiting from Assisted Area status. The development is a £1.5bn opportunity to create a belt of economic growth capitalising on the area's reputation as a major centre of manufacturing know-how, and build on the strength of the NGDZ proposals, including connectivity improvements offered by HS2 and local infrastructure investment.

The Enterprise Zone status demonstrates Government confidence in the Stoke-on-Trent & Staffordshire Local Enterprise Partnership's determination to transform Stoke-on-Trent, and reap the wider rewards of sustainable economic growth.

By 2020, the Ceramic Valley Enterprise Zone will deliver:

- A net Land Value Uplift equivalent to £37.8 million
- 9,000 jobs, with 6,750 of those net direct additional jobs
- 321,000 sq m employment floor space created.

Ceramic Valley will capitalise on a number of existing sector strengths in Advanced Materials, Energy and Power Generation, Automotive and Business and Professional Services and our USP as the World Capital of Ceramics. Our unique position at the heart of the UK road network also makes the zone highly attractive for warehousing and distribution.

Site details

- Tunstall Arrow: A 8.8ha brownfield site, entirely clear and investment-ready.
- Chatterley Valley East: An 18.2ha site, owned by Stoke-on-Trent City Council and Churchill China.
- Chatterley Valley West: A 38ha site, situated in neighbouring Newcastle-under-Lyme. An entirely greenfield site. Site preparation in conjunction with Staffordshire County Council.
- Highgate/Ravensdale: A 38.3ha brownfield site, largely clear but requiring some additional remediation and access works.
- Etruria Valley: A 31.3ha brownfield site. The site is clear and has early phases nearing completion.
- Cliffe Vale: A 6.2ha brownfield site owned by Stoke-on-Trent City Council, which is largely clear.

Overall developable land - 346 acres (140 Hectares)

Site owner - Network Space, Northern Trust, CW Clowes, St Modwen, Harworth Estates and Stoke-on-Trent City Council

Planning authority - Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council and Staffordshire County Council

Major local companies - Vodafone, JCB, bet365, Churchill China, DPD, Wade Ceramics, Wardell Armstrong

Developers - Network Space, Northern Trust, CW Clowes, St Modwen and Harworth Estates

**4**

Keele University Science and Innovation Park

The site lies within Keele University campus, situated close to the A34 with links to the A500, A50 and the M6. Phase 3 infrastructure works are completed for an additional 38 acres of greenfield space with outline planning permission suitable for bespoke office buildings, light manufacturing or laboratory/workshop facility. The expansion will also feature a new hotel and conference centre and some post graduate accommodation. Four distinctive high tech. office buildings include IC1, IC2 and two Med Tech offices, MedIC3 and MedIC4 that include dedicated lab space are already on the site with construction completed on a further speculative office unit (IC5) of 27,000sqft.

Overall developable land - 36.4 acres (15.2hectares) net.

Planning use - B1

Site owner - Keele University Science & Innovation Park

Planning authority - Newcastle-under-Lyme Borough Council

Major local companies - Siemens, Capita, Navman Wireless, Adecco, Biocomposites, Dermal Technology Laboratory, Internet Central, Koko Digital, McCamley UK

Developers - Keele University Science & Business Park Limited



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Meaford Business Park

The brownfield site has outline planning consent for a major development which will result in a total of 110,000 sqm (1.2 million sq ft) of building on the core site which extends to 34.1 hectares (85 acres) capable of housing B1 (Office and Light Industrial), B2 (Manufacturing) floor space & B8 (Distribution and Warehousing) developments.

Work to provide the access to the site from the A34 was completed in June 2016 following a £4 million investment from the Stoke-on-Trent and Staffordshire Local Enterprise Partnership through the Local Growth Deal.

The development, on what is the largest brownfield site in the county, could provide up to 2,200 jobs when completed.

Principal infrastructure will be completed in 2016 with bespoke and speculative developments available. Long leasehold/occupational lease packages are available with unit sizes of up to 700,000sq ft. In July 2016 development consent was granted for Meaford Energy Centre (a 300 megawatt combined cycle gas turbine Power Station based on the site).

Overall developable land - 85 Acres (34.1 hectares) net

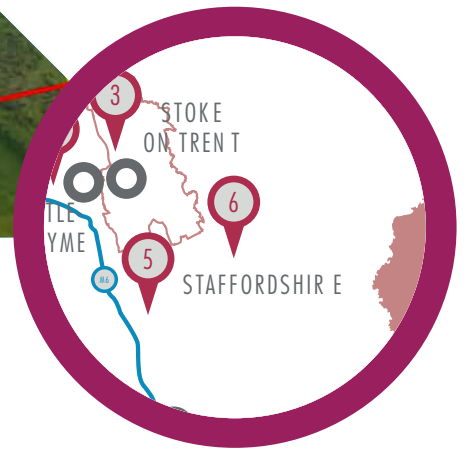
Site owner - St. Modwen

Planning authority - Stafford Borough Council

Major local companies - Alstom, Argos, Bostik Findley,
Perkins Engines and Wedgwood

Developers - St. Modwen



**6**

Blythe Vale

A greenfield investment site comprising of 117 acres (47.3 ha) available with a phase 1 release of 14.5 acres (5.9 ha) on a prominent junction on rapid A50 M1-M6 link road, 7 miles south east of Stoke-on-Trent City Centre.

The site is within 9 miles of junction 15 of the M6 and within 38 miles of junction 24 of the M1.

Buildings designed to specific occupiers needs from 15,000 sq ft (1393.5 sq m). Lease or purchase terms are available. Planning consent for B1 only but offers potential for high quality B2 subject to planning.

Overall developable land - 117 acres (47 Hectares) gross

Planning Use - B1

Site owner - St Modwen

Planning authority - Staffordshire Moorlands District Council

Major local companies - JCB, Klarius (Exhaust systems), Alton Towers, Wedgwood, Michelin, Recticel

Developers - St Modwen



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