Central Business District (CBD) - The CBD is the commercial and often geographic centre of a city.

Peri-urban - Peri-urban areas are zones of transition from rural to urban land located between the outer limits of urban and regional centres and the rural environment. The boundaries of peri-urban areas are porous and transitory as urban development extends into rural and industrial land.

Strategic Economic Plan (SEP) - The Government have asked all LEPs to develop multi-year, ambitious and visionary strategic plans detailing how they want to grow their local economies. These plans should set out the overall, long-term strategic vision for the area, should detail how the various partners and stakeholders in the local area will work together and align their existing resources to support growth and should provide the basis for ambitious but evidenced bids into the Government’s new Single Local Growth Fund.

Local Enterprise Partnership (LEP) - Local Enterprise Partnerships are partnerships between public sector organisations and businesses. They decide what the priorities should be for investment in roads, buildings and facilities in their area, amongst other things.

City Deal - City Deals are agreements between government and a LEP that give the LEP control to; take charge and responsibility of decisions that affect their area, do what they think is best to help businesses grow, create economic growth and decide how public money should be spent

European Investment and Structural Funds (ESIF) - ESIF is an agglomeration of European Regional Development Fund (ERDF), the European Social Fund (ESF) and part of the European Agricultural Fund for Rural Development (EAFRD), brought together for a growth programme from 2014 to 2020. The top priorities of this programme are innovation, support for SMEs, low carbon, skills, employment and social inclusion.

Local Growth Deals - Growth Deals provide funds to LEPs for projects that benefit the local area and economy. The first wave of Growth Deals was announced on 7 July 2014. Funding for the Local Growth Deals is drawn from the Single Local Growth Fund.

Single Local Growth Fund (LGF) - The Single Local Growth Fund was announced in the Government’s 2013 Spending Review. Just over £2bn of funding has been identified to create a new ‘single pot’ of funding that LEPs can effectively bid into for 2015/16. The Government has also committed at least a further £2bn per year for the period 2016/17-2020/21. LEP areas will effectively compete for funding based on the strength of their Strategic Economic Plans.

Strategic Economic Plan (SEP) - The Government have asked all LEPs to develop multi-year, ambitious and visionary strategic plans detailing how they want to grow their local economies. These plans should set out the overall, long-term strategic vision for the area, should detail how the various partners and stakeholders in the local area will work together and align their existing resources to support growth and should provide the basis for ambitious but evidenced bids into the Government’s new Single Local Growth Fund.

Regional Growth Fund (RGF) - RGF is a national fund of £3.2bn used to support eligible projects and programmes that are also raising private sector investment to create economic growth and lasting employment. Selected bidders must draw down their grants between 2011 and 2017.

Growing Places Fund (GPF) - The Growing Places Fund is a national fund providing £500m to enable the development of local funds to address infrastructure constraints, promoting economic growth and the delivery of jobs and housing.

Growth Hubs - Supported by the government’s Regional Growth Fund and Lancaster University, Growth Hubs are designed to help support local businesses and provide co-ordinated access to national and local business support packages in order to promote economic prosperity.

AC5EM - The current headline indicator of secondary school performance is the percentage of pupils achieving 5 or more A*-C grades (or equivalent) including GCSE English and Mathematics. This has been in use since the 2004/5 academic year.

Peri-urban - Peri-urban areas are zones of transition from rural to urban land located between the outer limits of urban and regional centres and the rural environment. The boundaries of peri-urban areas are porous and transitory as urban development extends into rural and industrial land.

Central Business District (CBD) - A central business district is a central district of a city, usually containing a concentration of retail and office buildings. The CBD is the commercial and often geographic centre of a city.
With a sense of great pride and excitement for the future I can present the first annual report of the Stoke-on-Trent & Staffordshire Local Enterprise Partnership (LEP).

Since the beginning of the financial year in 2013 we’ve seen the responsibility and remit of our LEP grow. LEP’s have been recognised as key forces to drive growth in our local economies and now—through our numerous deals for growth, including: Powerhouse Central, the European investment strategy (ESIF) and our first Local Growth Deal—we have secured the tools to realise our ambitions for this area.

In 2012 we began the development of our Strategic Economic Plan (SEP). Over the period of a year our partners worked hard together to create a vision, strategy and plan to make sure that the people and businesses of Stoke-on-Trent and Staffordshire have a prosperous and fulfilling future ahead of them. This plan will underpin all of our work going forward and will be used as a fundamental tool in securing investment to support the creation of jobs and wealth for the people of Stoke-on-Trent and Staffordshire.

Since I joined the LEP in April 2014 the dedication and passion that our partners have for this area is starkly apparent. Without the dedication of our board members, council leaders and officers of the local authorities, universities, colleges and chambers of commerce we would not be where we are.

We are in a truly strong position; unemployment is declining in our area, we’re seeing an increase of high value jobs, the area is home to some remarkable global brands and we continue to attract investment to unlock growth through the development of a number of strategic projects. Not only this but we are already looking forward to further negotiations with Government, strengthening our relationship and securing ever more investment for our area.

The LEP must now focus on the delivery of the investment funds we have managed to secure. The role of the LEP in monitoring progress and ensuring that our projects are delivered in a timely manner will be our priority for coming years. This will require the private and public sectors to work together as never before. I am confident that we have the best people and processes in place to make certain that we pick up this mantle and keep a secure hold of it.

David Frost CBE, DL
LEP Chairman
How Does Our LEP Compare

England
- 14m people
- 2.3m homes
- 1900k enterprises
- 27m jobs
- £120bn GVA
- £22k GVA pp
- 59% ACSEM†
- 67% % Full Time Workers
- £27k

West Midlands
- 3.6m people
- 3.6m homes
- 170k enterprises
- 2.7m jobs
- £98bn GVA
- £17k GVA pp
- 59% ACSEM†
- 67% % Full Time Workers
- £25k

Our LEP
- 0.7m people
- 0.48m homes
- 33k enterprises
- 0.50m jobs
- £17bn GVA
- £15k GVA pp
- 58% ACSEM†
- 67% % Full Time Workers
- £25k

Map Key:
- Transport Routes:
  - Motorways
  - A-Roads
  - Railway
- Urban Centres
- Universities
- Map Statistics:
  - ACSEM†
  - Dwellings*
  - Enterprises*
  - Working Age Population*
  - Jobs*

  (*as a percentage of total numbers in the LEP)

Nearby Cities:
- Journey time by train
- City has an airport
- City has a major port

ACSEM is the proportion of KS4 students graduating with 5 or more grade A* to C GCSEs including English and Mathematics.
Our Vision

We will ensure that Stoke-on-Trent and Staffordshire is “an economic powerhouse driven by the transformation of Stoke-on-Trent into a truly competitive and inspiring Core City and by accelerated growth in our County Corridors and urban centres.”

The future prosperity of the Stoke-on-Trent and Staffordshire economy depends on growth and competitiveness within our business base. We are committed to ensuring our businesses grow, generate global customers, collaborate with suppliers, nurture new enterprise, drive innovation and draw in investment.

Our Focus

In order to focus our efforts, we have identified a number of central objectives in which success will act as a driving force for growth:

Core City
A rapid, planned growth of the city of Stoke-on-Trent through the development of a strong, competitive city centre brand offering the full mix of city centre uses.

Connected County
Building on our central location, excellent external connectivity and existing peri-urban sites to deliver the right blend of employment sites and infrastructure to meet the needs of business.

Competitive Urban Centres
Significantly enhancing growth opportunities within our attractive and vibrant city and other towns across Staffordshire.

Sector Growth
Ensuring globally competitive innovation, investment and enterprise led expansion in large and small businesses occurs across our priority sectors.

Skilled Workforce
Developing a modern and flexible skills system which enables all people to up-skill and re-skill to meet the needs of our growth sectors for the benefit of our local people.
Vision and Strategy

Our Priority Sectors

In determining our overarching vision, objectives and priorities we have also worked hard to identify those key sectors with significant growth potential, which will sit centre stage in our plans for the future. Our business growth agenda is based on recognised strengths in key areas of advanced manufacturing, as well as a small number of other complementary sectors in which our economy performs well or has significant potential for growth.

Advanced Manufacturing

Energy Generation - building on the presence of Alstom in Stafford, ABB, Siemens, Wind Power, GE Power Conversion and the sustainable energy programme centred around Stoke-on-Trent, to meet growing local and international energy demands by diversifying into geothermal, anaerobic digestion, biomass and energy from waste and increase transmission efficiency.

Applied Materials - moving forward with our heritage in ceramics in Stoke-on-Trent and Staffordshire whilst exploiting opportunities with globally recognised advanced materials specialists - such as Lucideon - will support development of new technologies for engineering.

Agri-Tech - drawing on our large agricultural and forestry commercial activity along with renowned agricultural research institutes such as the nearby Harper Adams University and the agri-plant capacity at JCB will allow businesses to respond to the global need for food security.

Auto-Aero - capitalising on the supply chain opportunities emerging from global businesses such as JCB, Michelin, Jaguar Land Rover, Moog, UTC Aerospace Systems and Rolls-Royce who all have significant operations either in or near our area.

Medical Technologies - in which Keele University and the diverse range of companies based in its Science and Business Park are internationally recognised leaders in their fields of research.

Further LEP Strengths

Tourism - National attractions such as Alton Towers, Drayton Manor, the National Forest, Cannock Chase and the Peak District provide the core of a much wider tourism offer that can both draw in day visitors to our economy and help attract and retain families living locally.

Business and Professional Services - including those in the Digital and Creative sector, will have a crucial role to play in supporting the growth of our priority sectors. Our plan for urban growth, in particular the development of a Central Business District in Stoke-on-Trent, combined with our excellent connectivity will support the expansion of this sector.

Support for Sector Growth

Ensuring that our priority sectors grow will depend on creating a balanced offer for the businesses who want to move to our area and those already here who wish to grow. We will be delivering a wide range of activity to support growth in these sectors, with a focus on the following:

- Supporting enterprises, both mature enterprises and entrepreneurs looking to start new businesses
- Supporting businesses to access finance for growth, including through our own business loan fund
- Helping businesses commercialise R&D and IP, including the development of the infrastructure and facilities for innovation
- Improving the skills level of the local workforce and linking up businesses and skills providers
- Business support delivered through our comprehensive Growth Hub
- Creating a location for inward investment
- Promoting our area as a location for inward investment and supporting businesses to increase their exports

Case Study — Jobs and Growth Fund — A.P. Webb

In April of 2014, plant hire company A.P. Webb of Stafford was successful in securing funding from the LEP’s Jobs and Growth Fund Programme, supported by the Regional Growth Fund.

The programme, managed by Staffordshire Chambers of Commerce, provides gap funding for companies that wish to expand or invest to create sustainable jobs, where this investment would otherwise not happen due to lack of available finance.

A P. Webb, a supplier of specialist construction and rail plant, currently employs 80 people at its Common Road site. Rob Winstanley, Financial Controller, said: “We’re hoping to take on an extra 55 people over the next couple of years. We are at a stage where we want to grow and need investment. The kind of plant and equipment we deal with isn’t cheap, so the grant is a significant help.

“Clearly, if we invest in more plant we’ll need more people to operate it and that creates jobs.”

For more information about the Jobs and Growth fund call our Helpline on 0300 111 8002.
**Stoke-on-Trent & Staffordshire Economy**

**Stoke-on-Trent & Staffordshire Local Enterprise Partnership**

### Timeline

**April '13**

Superdry announce that it will move one of its large distribution centres into Burton -upon-Trent bringing 200 jobs into the area.

**June '13**

Clothing retail giant New Look opened a strategically located logistics depot at Lymedale, Newcastle-under-Lyme. This move saw the creation of 300 jobs in its online operations and distribution sectors.

**July '13**

Power transmissions specialist Alstom start recruitment of 200 engineers. 100 extra staff had already found employment in the year at the site in Stafford which generated £800m of business in 2012.

**September '13**

Stoke-on-Trent-based Northbridge completes the £6.6m acquisition of a power generation products supplier in Singapore enhancing growth opportunities in the overseas market around South East Asia.

**November '13**

Euro Car Parts take 260,000 ft² of Prologis Tamworth supplying the area with over 300 jobs. Euro Car Parts is the UK’s leading distributor of auto parts.

**February '14**

Alstom completes the £150m takeover of General Electric’s Alsthom Grid. As a result of the purchase, Alstom will create 7,500 jobs by 2018 and adding 3,500 m² building.

**March '14**

Our LEP City Deal – named Powerhouse Central - is signed, benefiting the whole LEP area; the deal will use £1m from Government to lever a further £82m from the private sector creating 260,000 new jobs and 209 premium homes.

**June '14**

Redevelopment of the Wedgwood factory in Burslem receives £5.1m from RGF. As well as a new factory, offices and an expansion of the visitor centre, the plan includes 260 new homes and a £3m visitor centre.

**July '14**

Phase one of Stoke-on-Trent’s Smithfield development has “topping out” celebration. The central business district in the city centre will feature 1.25m ft² of offices, shops and leisure space.

**November '14**

200 year old ceramics company Dudson wins £30m support from the Business Growth Fund. Funds will buy new machinery to enable more efficient processes, retaining their high quality standards.

**February '15**

Our LEP joins forces with other LEPs for Inward Investment. Enhancing its reputation as one of the country’s best places to do business.

**March '15**

£12m acquisition of a power generation products supplier in Singapore enhancing growth opportunities in the overseas market around South East Asia.

**April '15**

JCB announces plans to invest £150m to expand in Staffordshire, creating 2,500 jobs by 2018 and adding 7,500 jobs to the supply chain. Plans include three factories and a training facility run with UK universities.

**March '15**

JCB, the world’s third largest manufacturer of construction equipment, announced a new facility to open a new facility and create 300 jobs in the energy efficient Blue Planet centre in Newcastle-under-Lyme.

**May '15**

200 year old ceramics company Dudson wins £30m support from the Business Growth Fund. Funds will buy new machinery to enable more efficient processes, retaining their high quality standards.

**July '15**

Stoke-on-Trent College gets £10m of government funding to support the investment of £12m in its Cauldon Campus, Stoke-on-Trent for a new 3,500 m² building.

**June '15**

Jobs and Growth Fund is launched with £4m RGF support. The fund will bring £22m of private sector investment to the area. The fund will support capital expenditure to enable companies to create new jobs.

**October '15**

The LEP’s Education Trust is formed to address the skills gap in the area. The trust will work with a wide range of education providers as well as employers to develop a continuous career and work offer for young people.

**February '16**

Our LEP joins forces with other West Midlands LEPs to participate in a £125m access to finance programme. The Regional Investment Fund, expected to start in 2015, will provide support to growing businesses in the region.

**March '16**

£150m Innovative Growth in Stoke-on-Trent and Staffordshire (IGISS) programme announced. The programme will allow companies to create new jobs, grow and innovate, enhancing our LEP’s economy and creating more than 170 jobs.

**May '16**

Our Growth Hub is officially launched. The Growth Hub will ensure that businesses get the support and guidance they need using a “no wrong door” approach to coordinate business support with partners.

**July '16**

Local Growth Deal announced for Stoke-on-Trent and Staffordshire. The deal has secured £82m of committed support from the government to start delivering on projects outlined in the LEP’s Strategic Economic Plan.

**May '17**

The villages of Yoxall and Kings Bromley become the first rural communities to benefit from the Superfast Staffordshire programme. The programme, worth £100m, aims to improve access to faster internet for businesses and people in the area.

**July '17**

20 organisations from the public and private sector, including key regulators, sign the LEP’s Regulatory Charter, committing to working together to provide a regulatory environment that promotes success in business.
In order to deliver our ambitious programme of work we are continuously negotiating with Government on a range of deals through which we receive a significant share of the funding we require. Most significant of our secured deals are the City Deal known as Powerhouse Central, signed in March 2013, the first round of the Local Growth Deal, finalised in July 2014, and our allocation of European Structural and Investment Funds (ESIF), published in January 2014.

**Powerhouse Central**

City Deals are agreements between government and a LEP that give the LEP the power to:

- take charge of and take responsibility for decisions that affect their area;
- do what they think is best to help businesses to grow;
- create economic growth; and
- decide how public money should be spent.

Our City Deal called ‘Powerhouse Central’ is one of the individually negotiated investment packages, which will provide the specific funding, freedoms and flexibilities required to best support growth in our area. Our deal is built around unique plans to supply locally produced, sustainable energy to major employers. Other key measures include: bringing schools, colleges and universities together with employers to make sure people have the right skills and training, as well as creating thousands of apprenticeships and traineeships; developing sites for new business or existing businesses to expand into; and supporting business to innovate and develop the next generation of products and materials.

**Local Growth Deal**

In 2013 all 39 LEPs were asked by government to develop Strategic Economic Plans (SEPs) for their areas, prioritising actions and interventions to support local growth. These strategies were then used to negotiate Local Growth Deals with Government, the details of which were announced in July 2014.

Through Local Growth Deals, Government is devolving significant funds to LEPs to deliver projects to benefit the local economy. Our deal will see major business, transport and skills development projects get off the ground from as soon as April next year, creating up to 5,000 jobs.

Securing funding through Local Growth Deals will be an ongoing process for our LEP, and while the amount secured for 2014/15 is significant we are already working to develop projects for the round two negotiation process. Delivering the projects we have already committed to at the same time as developing future projects and negotiating with Government will be one of our key challenges in the years ahead.

**Total Investment Package**

£101m for 2015-2021

£82m from Government
£19m from local partners and private sector

**Investment Package Breakdown**

- £26.7m – Etruria Valley
- £4m – Lichfield Park Employment Site
- £4.2m – Meaford Employment Site
- £1m – Berricote Four Ashes
- £6m – Branston Interchange
- £24.3m – Stafford Western Access Route
- £5m – Local Sustainable Transport
- £0.25m – Growth Hub
- £6.9m – Advanced Manufacturing & Engineering Skills Hub

An aerial view of i54 Enterprise Zone

**Deep Geothermal District**

- Heating Network
  - £20m from Government
  - £52m total investment
  - 10kt less CO₂ per year
  - 1600 construction, permanent and indirect jobs

**Business Support**

- £3.1m from Government of £12m total investment for IGISS RGF grants
- £2.7m for Growth Hub to help 1300 businesses, safeguarding 384 jobs

**Keele University Smart Energy Demonstrator**

- £5m from Government
- £27m total investment
- 440 construction, permanent and indirect jobs

**Advanced Manufacturing & Engineering Skills Hub**

- £1.5m from Government
- £3m total investment
- Skills Pilot
  - 1 of 3 national schemes designed to close skills gap
ESIF

Our area has been nominally allocated £141.53m from European funds to be spent in 2014-2020. In addition £27.4m of the funds allocated to the Greater Birmingham and Solihull LEP must be spent in our area. This allocation is based on a formula used to calculate allocations across all of Europe.

Based on our detailed understanding of our area, we plan to spend this money on four priority themes designed to fit with European, national and LEP priorities. We will only spend money where there is a clear gap in existing delivery and where we can be confident that an intervention can be effective in the 2014-2020 period.

Innovation—£23m
- Applied Material Research and Innovation Centre
- Research labs and facilities
- Innovation networks
- Rapid prototyping and proof of concept projects

SME Competitiveness—£37m
- Growth Hub
- Enterprise networks and support
- Start-up vouchers
- Enterprise and incubation centres
- Funding, loans and business angel projects
- Improved inward investment support

Place and Environment—£22.5m
- Development of Energy Demonstrators Centre for Excellence in Energy Security and Renewables
- Low carbon and renewable R & D facility
- Improved public transport and green leisure infrastructure

Skills, Employment and Social Inclusion—£55m
- Advanced Manufacturing & Engineering Skills Hub
- Increasing apprenticeships and traineeships
- Developing better links between businesses and skills providers
- Reskilling and retraining older workers

Case Study—Advanced Manufacturing & Engineering Skills Hub

Stoke-on-Trent and Staffordshire is a powerhouse of traditional industry and a centre of cutting-edge advanced manufacturing and engineering. Yet, there is an identified need to improve skills to address the skills gap for employers in the current engineering skills base. This is why the LEP is focused on putting the right measures and facilities in place to build up a skilled workforce to drive growth in the sector.

The Advanced Manufacturing and Engineering Skills Hub will help to secure the recognition of Stoke-on-Trent and Staffordshire nationally as a centre of advanced manufacturing excellence, with a dynamic and growing business base and skilled workforce.

The hub already boasts state-of-the-art advanced manufacturing & engineering training equipment and environments at a range of sites across Stoke-on-Trent and Staffordshire.

As a result of public and private investment in the City Deal we have already established the first three spokes in Stoke-on-Trent, Newcastle-under-Lyme and Tamworth. Each offers specialist facilities in renewables, hybrid vehicles, hydraulics, robotics as well as the broader manufacturing and engineering field.

The Growth Deal has secured a further £8.8m of public and private investment in the investment in the creation of more spokes in the Advanced Manufacturing and Engineering Skills Hub which are due to come on stream in 2016/17.

A virtual hub, representing the local advanced manufacturing community of interest, will connect the facilities. The Hub will allow for the sharing of best practice, co-ordination of demand, facility bookings and engagement with the private sector. Where required, students of one facility will make use of specialist equipment in another. Private sector companies will be able to use the facilities for training to upskill staff and work with providers to develop customised training solutions using leading edge equipment. Business will also work with young people and adults to promote working in their sector as a potential career path.

The courses delivered within the Hub will inspire young people and adults to pursue rewarding careers in manufacturing and provide a pathway from secondary education to higher level study, including apprenticeships.

The first three spokes in the Hub opened in September and are already witnessing growing use by employers. Once fully operational, the hub will provide training opportunities for over 2,000 students, trainees, apprentices and workers each year.
Enterprise Support

Supporting businesses that develop, whilst generating an environment and culture in which organisations can innovate and be enterprising, is crucial for maintaining our healthy local economy.

At the core of Stoke-on-Trent & Staffordshire LEP’s offer to business is our customer focused Growth Hub, a network of organisations all able to deliver support and offer guidance for whatever businesses need with no dead-ends. The core principal of the Growth Hub has been to simplify programmes and ensure that businesses receive consistent advice no matter where they are.

Our Regulation For Growth team embodies the principals of LEPs perfectly; businesses and regulators are coming together to encourage better advice and better practices to prevent regulation from being a barrier to growth.

Headline Achievements

- The Stoke-on-Trent and Staffordshire Business Helpline, established in 2012, continues to support business feeding through to the LEP’s Growth Hub. In total the helpline has helped 1,426 different businesses.
- The LEP’s Growth Hub has been launched providing coordinated business support to SMEs. The programme represents a complete network of different forms of business support ensuring that businesses have access to the right services.
- The LEP’s VCSE Forum has been established. The VCSE forum is comprised of a number of representatives from the LEP’s voluntary, community and social enterprise community. They are the LEP’s sounding board for VCSE business issues and priorities.
- 20 organisations representing regulators and business signed the LEP’s regulatory charter. The signees pledged to work together, ensuring that our local economy benefits from a healthy and progressive regulatory environment in which people and businesses can prosper.
- Our two RGF supported business grants - Jobs & Growth Fund and Innovative Growth in Stoke-on-Trent and Staffordshire (IGISS) Fund - have had 35 approved applications, committing £4m of the total £6.8m. These investments will create over 1,100 jobs in Stoke-on-Trent and Staffordshire.

Opportunities

- “No wrong doors” Growth Hub
- £7m LEP managed RGF grants
- Universities supporting innovation
- 99.7% businesses are SMEs employing less than 250 people

Challenges

- Support SMEs commercialise IP
- Below average productivity
- Support small business to export
- Awareness of LEP business support

Skilled Workforce

The backbone of any local economy is a skilled workforce which meets the current and future needs of businesses. Our LEP’s Education Trust is committed to ensuring that education providers in the area are working closely with employers to make sure that people can make informed choices and get the education and training that they need.

As well as meeting current needs we face the challenge of guaranteeing that our workforce is dynamic, able to up-skill and re-skill in response to changing needs. This will be supported by the development of high quality education and training facilities in our area, making sure that our high-value and growing sectors have access to high level skills.

Headline Achievements

- The Education Trust was established. The Education Trust, representing a partnership between key stakeholders in education including employers, will identify skills gaps, map pathways to work and develop a continuous and comprehensive careers and skills offer from primary school age through to work.
- The LEP is selected as one of three national skills pilots. The LEP will be able to set priorities for skills provision in the local area, withholding up to 5% of Skills Funding Agency (SFA) adult skills budget for providers who do not deliver against LEP priorities.
- Over 20 business partners have been secured to work with 19 secondary schools for two years. Businesses will be providing advice, support and services for the schools to increase employer engagement with education.

Opportunities

- Excellent choice of FE and HE institutes
- Skills pilot allowing the LEP to have greater say in training and skills provision
- Advanced Manufacturing & Engineering Skills Hub
- Businesses willing to partner with schools

Challenges

- College courses meet student demands over employer’s needs
- Substandard educational attainment in certain areas
- Poor amount of higher level skills
- Encouraging more employers to take greater ownership of education and skills
### Reporting Themes

**Place Building**

Stoke-on-Trent and Staffordshire already benefit from excellent connectivity to the rest of the country and further. Making sure that our businesses continue to be able to transport people, products, services and information is vital in supporting our local economy. Negotiating with stakeholders of infrastructure development in order to improve these underlying connections will support the continued growth of our area.

Many businesses in our high-value sectors have a need for employment sites with supporting infrastructure such as consistent power and high speed internet. The Stoke-on-Trent & Staffordshire LEP is constantly seeking to improve the offer of locations to support our local economy. Through working with the Highways Agency, the LEP has seen a large allocation of investment to improve the ASO at Uttoxeter.

The LEP has worked with its neighbours in developing a transport statement that sets out the strategic opportunities in the West Midlands.

Through the Growth Deal the LEP has secured £5m of funding for local sustainable transport initiatives from 2016 onwards.

- Funding was secured to address four local pinch points at Etruria Valley and Beacon Business Park (both completed), ASO Alton Growth Corridor and the Gungate Corridor (under construction).
- Through working with the Highways Agency, the LEP has seen a large allocation of investment to improve the ASO at Uttoxeter.
- The LEP has worked with its neighbours in developing a transport statement that sets out the strategic opportunities in the West Midlands.
- Through the Growth Deal the LEP has secured £5m of funding for local sustainable transport initiatives from 2016 onwards.

### Headline Achievements

#### Opportunities

- Well connected location
- Growth Fund Capital Investment
- Better internet connectivity
- New developing sites for investors

#### Challenges

- Increasing road congestion
- Maximising benefits of HS2
- Ensuring Growth Deal projects are on track
- Maximising outputs of SEP to create a stronger economy

---

**Inward Investment**

To ensure that our region continues to prosper we must ensure that businesses outside of our LEP looking for a location to operate understand the benefits in the area that will enable their business to grow.

Our inward investment team, Make It Stoke-on-Trent & Staffordshire, leads a thorough campaign designed to promote our LEP area. The Make It team also liaise with potential investors to help them find what they’re looking for in the LEP area and that they receive support to facilitate their investment. Additionally, the Make It team manages a programme of investor development, recognising that a large number of new jobs created are from our indigenous companies.

Make It showcases our strengths, targeting opportunities across our priority sectors and those other sectors which continue to perform well such as logistics.

### Headline Achievements

#### Opportunities

- The Make It Stoke-on-Trent & Staffordshire inward investment service assisted 18 companies to relocate or expand within the LEP area during the financial year 2013/14. This will result in the creation of nearly 4,000 new jobs coming to Stoke-on-Trent and Staffordshire.
- To promote Stoke-on-Trent and Staffordshire the Make It team has attended a number of prestigious events, over the financial year. The team attended international property show MIPIM, Multimodal for the logistics sector; Subcon covering manufacturing and engineering; and Renewables UK for renewable energy.
- The Make It team hosted a number of Commercial Property Events in the LEP area. These events helped the team engage with over 210 property professionals and potential inward investors, raising the profile of the area across the region.
- To assist companies make informed business decisions about the benefits of moving to the LEP area, the Make It team commissioned a thorough makeover of their website. This site went live in early March 2014. Potential clients and property professionals can now access the site via mobile devices. In addition a series of short promotional films were produced including features on successful local businesses JCB and APC Overnight.

#### Challenges

- Property purchasing is decreasing Free property stock
- Uncertainty over the future of HS2 in the area
- Absence of sufficient speculative development

---

Page 17

Stoke-on-Trent & Staffordshire LEP

---

Page 18

Annual Report 2014
Promoting our Area

Using Our Voice

**Headline Achievements**

- Our Chairs have contributed to the national and local media, made presentations to conferences and briefed Ministers.
- We have welcomed ministerial visits by Greg Clark, Matthew Hancock, and Baroness Kramer.
- Our communications team publish a regular newsletter which is widely circulated as well as working with the press locally and nationally to promote our area.
- We have held local events, engaged with partners and thousands of local businesses. We have also worked with our Inward Investment team to promote Stoke on Trent and Staffordshire.
- We have attended the international property exhibition MIPIM which has resulted in a number of opportunities we are pursuing.
- We are active participants in work with other LEPs nationally and locally. Business is no respecter of geographies and we have been pleased to work with the Marches, Black Country, Greater Birmingham and Solihull, Coventry and Warwickshire, and Worcestershire LEPs as well as our neighbours in the North West and East Midlands. Where there is a benefit in scaling up activity such as finance for business and transport we have contributed positively to shared initiatives.

**Case Study—Central Business District—Smithfield**

One of the core pillars of the LEP’s strategy for growth includes the transformation of Stoke-on-Trent into a Core City.

Stoke-on-Trent City Council’s central business district project, branded as Smithfield after the original bottle works on the site, aims to kick-start the economic recovery of the city, creating jobs and regeneration.

The CBD will comprise a wide and varied mix of leisure, retail, aspirational residence and culture, creating a vibrant public space which supports economic growth.

The initial two buildings, comprising 210,000 sq ft of floor-space are well underway and have a completion date of early 2015. This first phase will be occupied by the City Council itself, a key anchor tenant which will stimulate much wider private interest and investment.

Details of Business Engagement

- Staffordshire Manufacturing Network Launch - 14/5/2013 - Burton Albion Football Club
- SEP & ESIF Stakeholder Challenge Sessions: Sectors & Innovation – 09/08/2013 – Keele University
- SEP & ESIF Stakeholder Challenge Sessions: Inward Investment – 16/08/2013 – Staffordshire Place
- Social Enterprise Means Business – 21/10/2013 – Staffordshire Place
- Business Breakfast – 26/11/2013 – Swinfin Hall Hotel
- Planning in Staffordshire Workshop – 28/1/2014 – County Buildings
- Business Engagement Event – 18/3/2014 – Rodbaston College
- Social Enterprise Challenge Event – 19/3/2014 – Staffordshire Performing Arts
- Ceramic Skills Academy: Proud to be a Potter – 27/03/2014 – The Potteries Museum
- Workforce Development Project Celebration – 27/03/2014 – Jubilee Hall
- Finance for Business Event – 07/05/2014 – Stafford Gatehouse Theatre
- Innovation Challenge Event – 19/05/2014 – Staffordshire University
- RGF Supply Chain Event – 21/08/2014 – Heritage Motor Centre
- Finance for Business Event – 02/09/2014 – Branson Golf & Country Club
- GrowNorthStaffs 2014 – 10/09/2014 – King’s Hall
- Finance for Business Event – 30/09/2014 – New Vic Theatre
- LEP AGM – 22/10/2014 – Stoke-on-Trent Moat House Hotel
Stoke-on-Trent & Staffordshire LEP is supported by government funding which it receives annually. This funding is provided by the government to support the operation of the LEP and the delivery of LEP strategic priorities. This has been matched against the contributions of staff and resources from Stoke-on-Trent City Council and Staffordshire County Council. In addition, other partners supply a considerable amount of time and contribute their invaluable expertise.

### Core Funds

Stoke-on-Trent & Staffordshire LEP is supported by government funding which it receives annually. This funding is provided by the government to support the operation of the LEP and the delivery of LEP strategic priorities. This has been matched against the contributions of staff and resources from Stoke-on-Trent City Council and Staffordshire County Council. In addition, other partners supply a considerable amount of time and contribute their invaluable expertise.

- **47% (£250k)**: Allocation has been used to support the development of strategic documents to help secure funding for economic growth priorities.
- **18% (£92k)**: Allocation has been used to support the administration and management of the LEP including support for businesses and LEP Board activities.
- **9% (£50k)**: Allocation has been used to support the creation of the LEP’s Education Trust.
- **26% (£137k)**: Allocation has supported priority projects, grant programme management and commissioned research to support the development of bids to funding programmes.

**£529k Total**

### Growing Places Fund

The Growing Places Fund allocated by Government is designed to rapidly unlock growth by addressing immediate infrastructure and site constraints whilst creating jobs and housing. Stoke-on-Trent & Staffordshire LEP has used the majority of its allocation to establish a revolving fund based on principles of investment, repayment and then reinvestment; the money used for projects will be paid back to us so that we can invest in more projects.

- **24% (£2.5m)**: Some of the Growing Places fund was given as grant funding to accelerate the development of Etruria Valley, the LEP’s priority employment site in Stoke-on-Trent.
- **76% (£8.1m)**: The remaining £8.2m from the original allocation has been retained to use as the pot for continuous reinvestment in projects.

**£10.6m Total**

So far there have been 5 bidding rounds for Growing Places. £13.8m has been committed to 9 projects leveraging £69m of total investment. We have been able to commit more than the Growing Places fund pot because investment will be staggered over the coming years. This will give time for repayment of the initial investments allowing us to then reinvest.

### RGF Supported LEP Business Grants

The Jobs & Growth fund provides RGF grants up to £1m to growth ready companies who wish to expand their workforce.

IGISS provides gap funding for companies to innovate through; premises expansion, new equipment, plant, machinery or R&D. Grants must be spent by 31/04/15.

- **Total RGF**: £4m
- **Private Investment to Leverage**: £22m
- **Total RGF Committed**: £2.8m
- **RGF Committed**: £3m
- **No. Grants Approved**: 25
- **Jobs to be created**: Over 1,050
- **Figures as of August 2014**

**£13.8m Committed**

- **76% (£8.1m)**: The remaining £8.2m from the original allocation has been retained to use as the pot for continuous reinvestment in projects.

**£13.8m Total**

So far there have been 5 bidding rounds for Growing Places. £13.8m has been committed to 9 projects leveraging £69m of total investment. We have been able to commit more than the Growing Places fund pot because investment will be staggered over the coming years. This will give time for repayment of the initial investments allowing us to then reinvest.
Looking to the Future

What's Next for Our LEP?

**LEP Challenges and Future Plans**

**Governance for Delivery**: Having secured the City Deal, first round of Growth Deal and EU funding, we are looking to deliver a programme that achieves the outcomes we need. This will result in a refocused partnership to reinforce the governance needed.

**Future Growth Deal**: We will be making submissions for further Growth Deal funding in future rounds building on our portfolio of the strongest projects.

**Increasing Confidence**: We understand that as the LEP’s roles and responsibilities have expanded and we are securing ever increasing investment, public attention is now firmly fixed on the LEPs. If we are to continue to receive investment and greater responsibility we must make true on our promises. We believe that by building a track record of successful delivery we can secure further investment across our area. With greater confidence in the ability of our LEP we will also come the scope to have greater control over funds that Government devolves to our LEP, increasing our capability to create jobs and grow the local economy of Stoke-on-Trent and Staffordshire.

**Skills**: Our skills work will move from theory to practice as we see better business engagement in skills provision through the skills pilot, the locality projects and the advanced manufacturing & engineering skills hub.

Whilst there are real opportunities in our grasp to address the skills gap in the area through the skills pilot, there are also challenges which will have to be navigated. The success of our skills pilot will hang on our ability to continue to work in partnership with both business and skills providers through the development of our skills strategy for the future. The solutions we create must work to close the skills gap for business, giving people opportunities to enter high value employment and ensure that skills providers are able to thrive.

**Devolution**: National politics is focussing more and more on the topic of devolution. Our LEP must stay abreast of this agenda to ensure our voice is heard in future debates and that our role in the future of England as a force for economic growth and a vehicle for linking public and private sector to achieve this is made clear.

**Cross-LEP Work**: The LEP will continue to work with our partners around the country to ensure that we identify and exploit any opportunity to collaborate where there is a clear benefit to our businesses and economy.
Board members of the LEP are drawn from the private and public sector including voluntary community and social enterprise representation and representation from higher education institutes. In total there are 21 board members: twelve from the private sector and nine from local authorities (seven of whom are elected council leaders). There are also currently two observers from higher and further education providers who advise the partnership.

Stoke-on-Trent & Staffordshire LEP is business-led and all board members have been appointed with the aim of creating a geographically and sectorally balanced partnership.

The board is supported by a team drawn from across the local authorities and chambers of commerce. We see our LEP as being a team effort.

---

**Private Sector Board Members**

- David Frost CBE, DL (Chairman)
- Kerry Diamond (Vice-Chair), CFO, Zytek Group
- Ron Dougan, CEO, Trent and Dove Housing
- Ken Stepney, MD, EQManagement
- Mark Kerrigan, Director, Alton Towers Resort
- Kevin Oakes, CEO, Steble International
- Richard Cotterell, GAI, Caterpillar (Perkins Engines)
- Judith Kirkland, CEO, Business Enterprise Support
- John Carr, Director, Barrington Engineering
- Adrian MacLaughlin, MD, Dunston Business Village
- Jonathan Dale, Director, Longton Ave (UK)
- Prof. Michael Gunn, VC, Staffordshire University

**Local Authority Board Members**

- Cllr Mohammed Pervez, Leader, Stoke-on-Trent City Council
- John van de Laarschot, CEO, Stoke-on-Trent City Council
- Cllr Michael Heenan, Leader, Stafford Borough Council
- Cllr Michael Stubbs, Leader, Newcastle-under-Lyme Borough Council
- Cllr Michael Wilcox, Leader, Lichfield District Council
- Cllr George Adamson, Leader, Cannock Chase Council
- Cllr Terry Crowe, Member for Economic Development, Stoke-on-Trent City Council
- Cllr Philip Atkins, Leader, Staffordshire County Council
- Nick Bell, CEO, Staffordshire County Council

**Further and Higher Education Observers**

- Prof. Nick Foskett, VC, Keele University
- Sarah Robinson, CEO, Stoke-on-Trent College

---

The Stoke-on-Trent and Staffordshire Local Enterprise Partnership is made up of organisations who work with us to achieve our goals. As well as there being a core group of partners — partners who are often delivery agents for LEP commissioned projects and services — the LEP’s success is secured through the flexibility to manage and cultivate partnerships with a host of other organisations where appropriate. The list below contains our core partners but does not represent the full extent of the LEP’s partnership working.

---

**Partner Organisations**

The Stoke-on-Trent and Staffordshire Local Enterprise Partnership is made up of organisations who work with us to achieve our goals. As well as there being a core group of partners — partners who are often delivery agents for LEP commissioned projects and services — the LEP’s success is secured through the flexibility to manage and cultivate partnerships with a host of other organisations where appropriate. The list below contains our core partners but does not represent the full extent of the LEP’s partnership working.
Contact Us

Get in touch with the Stoke-on-Trent & Staffordshire Local Enterprise Partnership through the following contacts:

**Chairman**
David Frost CBE, DL – chair@stokestaffslep.org.uk

**Secretariat and General Enquiries**
Peter Davenport – 01785 276630 – peter.davenport@staffordshire.gov.uk
Alex Greatholder – 07583778676 – alexander.greatholder@staffordshire.gov.uk
Jenny Greer – 01785 277211 – contactus@stokestaffslep.org.uk

**Media/Press Enquiries**
Tom Hobbins – 01785 276832 – tom.hobbins@staffordshire.gov.uk

Alternatively you can write to us at:

**Stoke-on-Trent & Staffordshire LEP**
Floor 1, No 1 Staffordshire Place
Stafford
ST16 2LP
If you would like this information in large print, Braille, audio tape/disc, British Sign Language or any other language, please ring 01785 277211