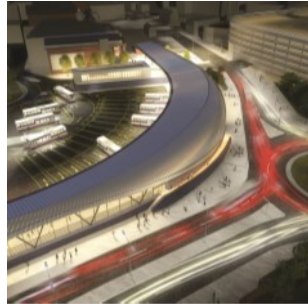
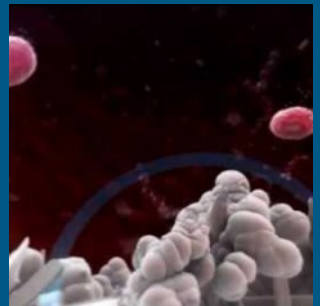
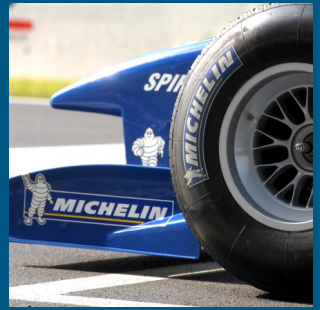


Stoke-on-Trent & Staffordshire

Enterprise Partnership



Annual Report 2014

Glossary of Terms

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), bought 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 houses.

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.

Skills Funding Agency (SFA) – The Skills Funding Agency funds skills training for further education (FE) in England. They support colleges, private training organisations and employers to deliver skills and training.

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A Statement from the LEP Chairman

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



An Introduction to LEPs

Local Enterprise Partnerships (LEPs) were established by the Government in the Autumn of 2010 to bring all the stakeholders in local areas – from the private *and* public sectors – around the same table to drive local economic growth across England. In total there are 39 LEPs across the country.

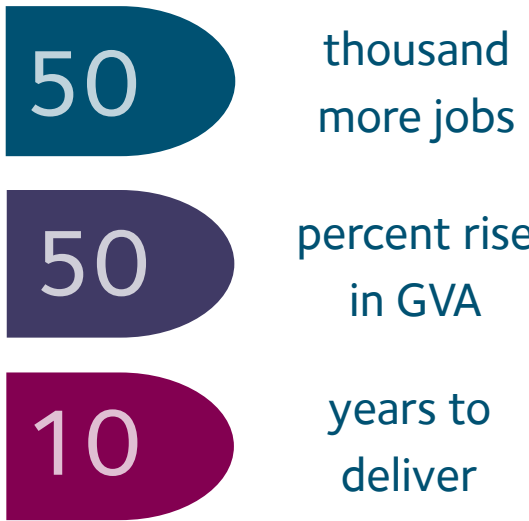
LEPs ensure that public and private sector organisations with local expertise and experience are instrumental in supporting local growth in their area and are at the heart of the government's plans for localism and creating growth around the whole of England. Increasingly, LEPs are receiving more devolved responsibility and control over funding, enabling them to set plans for future prosperity in their area.

The crucial advantage to LEPs is that their wide and expanding remit allows key partners to work together to develop all aspects of economic development; setting overall priorities for local growth, negotiating significant investment for local infrastructure, coordinating support for businesses, enticing outside businesses to invest and trade in their areas, and more.

Our LEP










Our LEP – chaired by David Frost, former Director General of the British Chambers of Commerce – draws its members from senior representatives of vibrant local businesses, local universities and the area's local authorities. This ensures that we have access to all the knowledge we need to make certain that our area has a prosperous future full of opportunity for our people. We also work closely with local business organisations including, amongst others, our chambers of commerce and the federation of small businesses.

Our Pledge



This target was set in 2011

How Does Our LEP Compare

| |  aged 16-64 |  |  |  |  |  |  |  |  |
|-----------|--|---|---|---|---|--|---|---|---|
| England | 34m people | 23m homes | 1900k enterprises | 27m jobs | £1200bn GVA | £22k GVA pp | 59% AC5EM [†] | 67% | £27k |
| West Mids | 3.6m people | 3.6m homes | 170k enterprises | 2.7m jobs | £98bn GVA | £17k GVA pp | 59% AC5EM [†] | 67% | £25k |
| Our LEP | 0.70m people | 0.48m homes | 33k enterprises | 0.50m jobs | £17bn GVA | £15k GVA pp | 58% AC5EM [†] | 67% | £25k |



Map Key:

Transport Routes:

- Motorways.....
- A-Roads.....
- Railway

Urban Centres

Universities

Map Statistics :

- AC5EM[†]
- Dwellings*
- Enterprises*
- Working Age Population*
- Jobs*

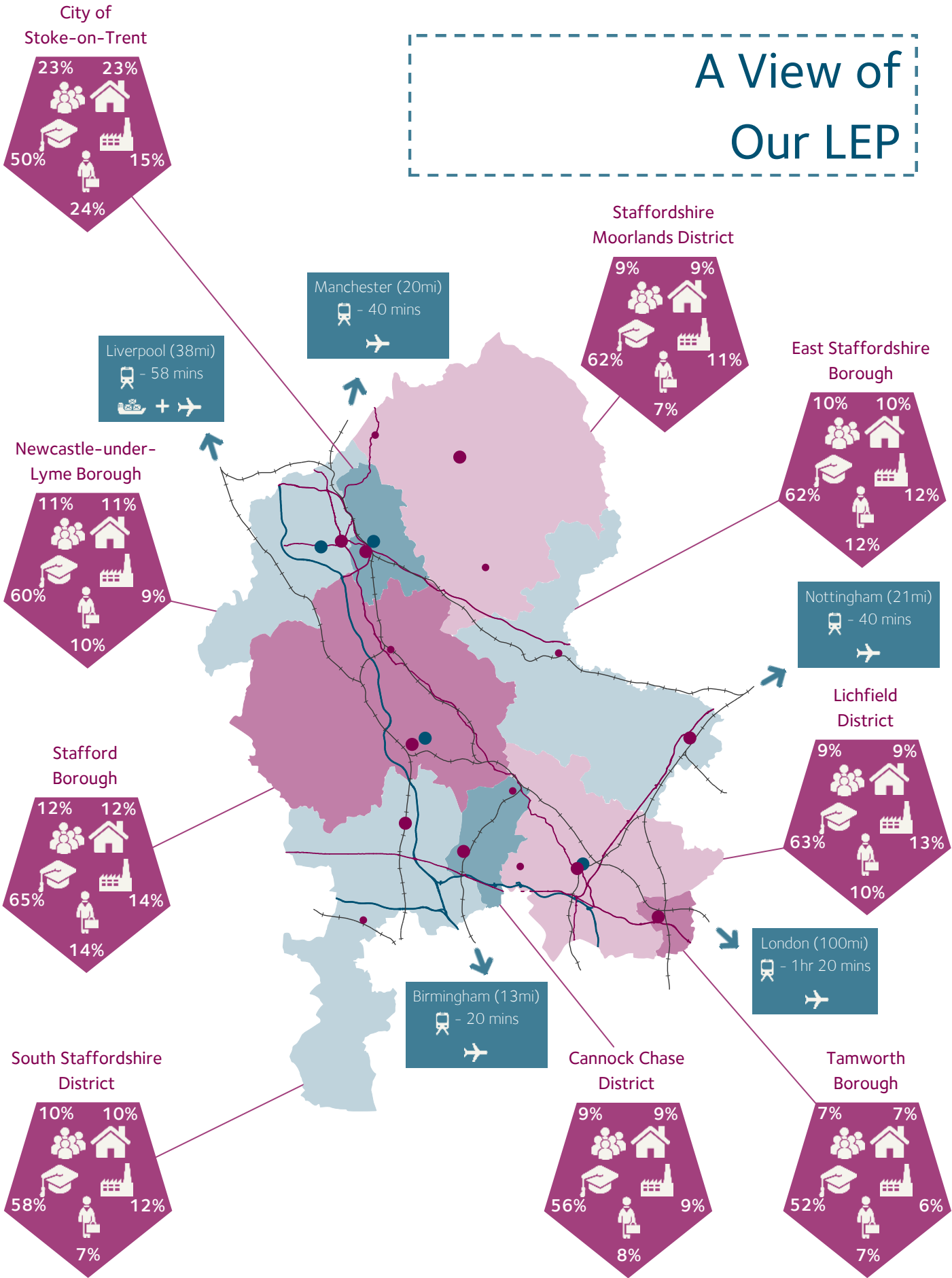
(*as a percentage of total numbers in the LEP)

Nearby Cities:

- Journey time by train
- City has an airport.....
- City has a major port

[†]AC5EM is the proportion of KS4 students graduating with 5 or more grade A* to C GCSEs including English and Mathematics

A View of Our LEP





A view from Trentham Gardens

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.



Concept art for Stoke-on-Trent's bus station

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.

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.

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.

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.

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 business to respond to the global need for food security.



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:



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

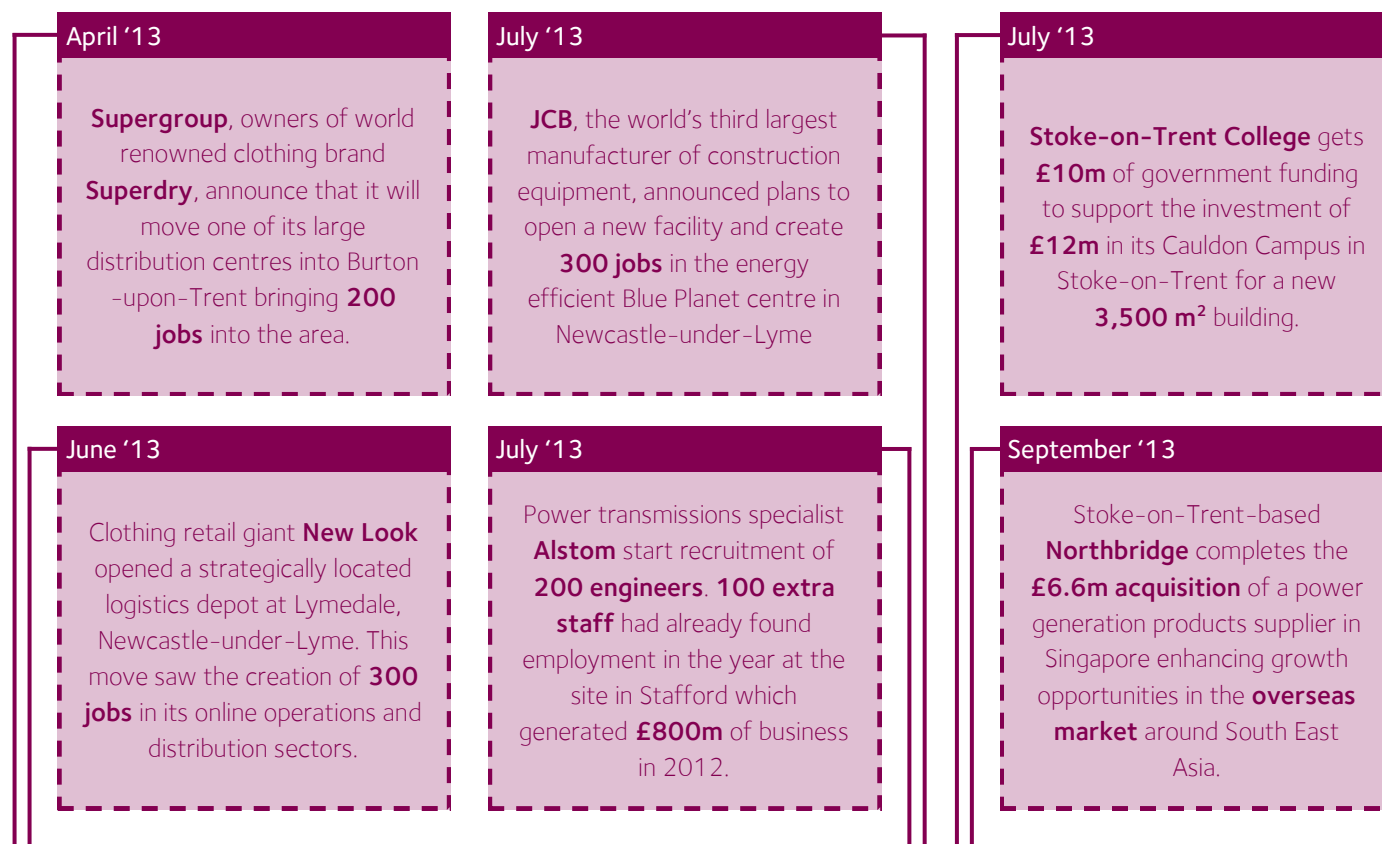
In April of 2014, plant hire company A.P. Webb of Stafford was successful in securing funding from the LEP’s Jobs and Growth Fund Programme, supported by the Regional Growth Fund.

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.

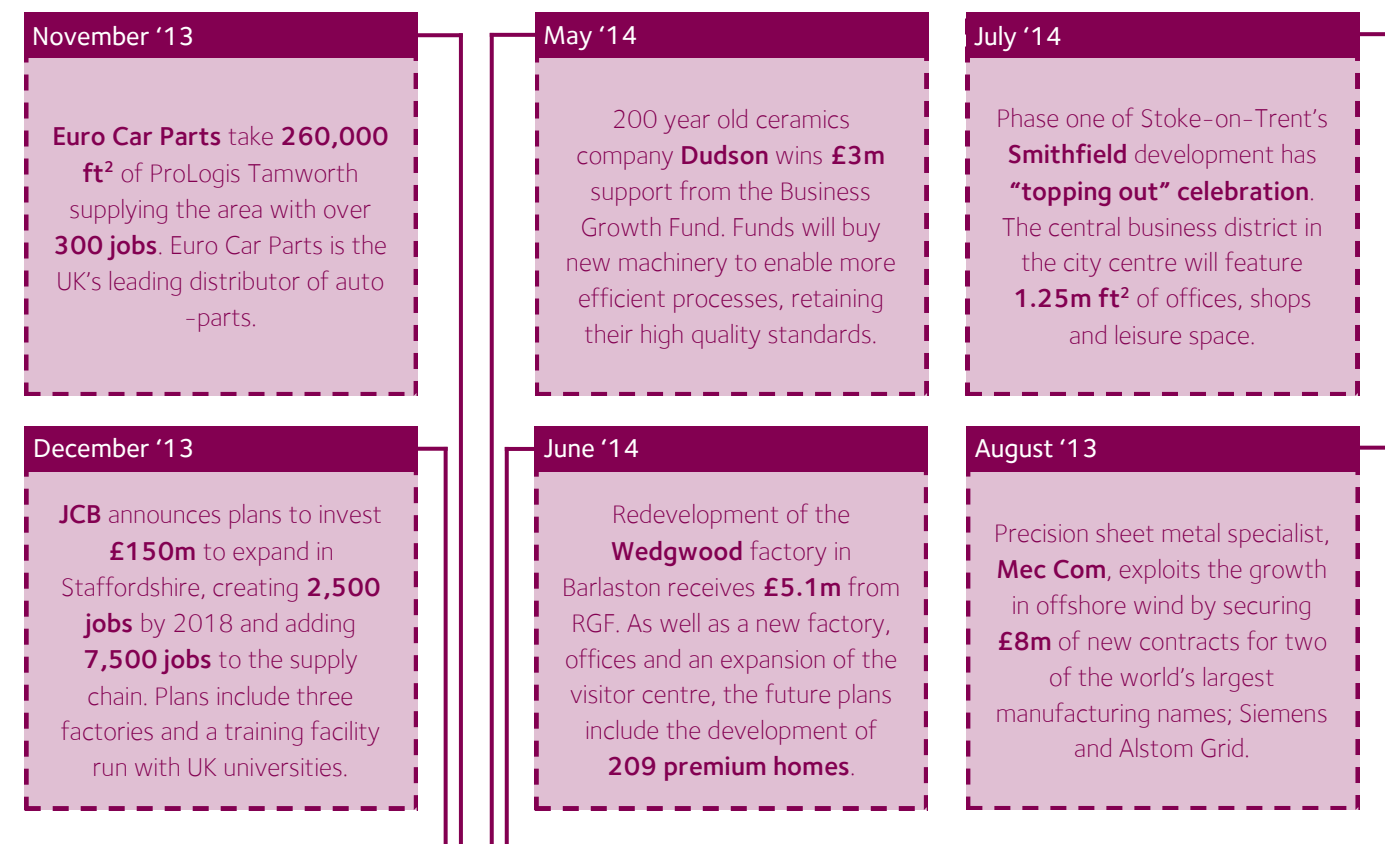
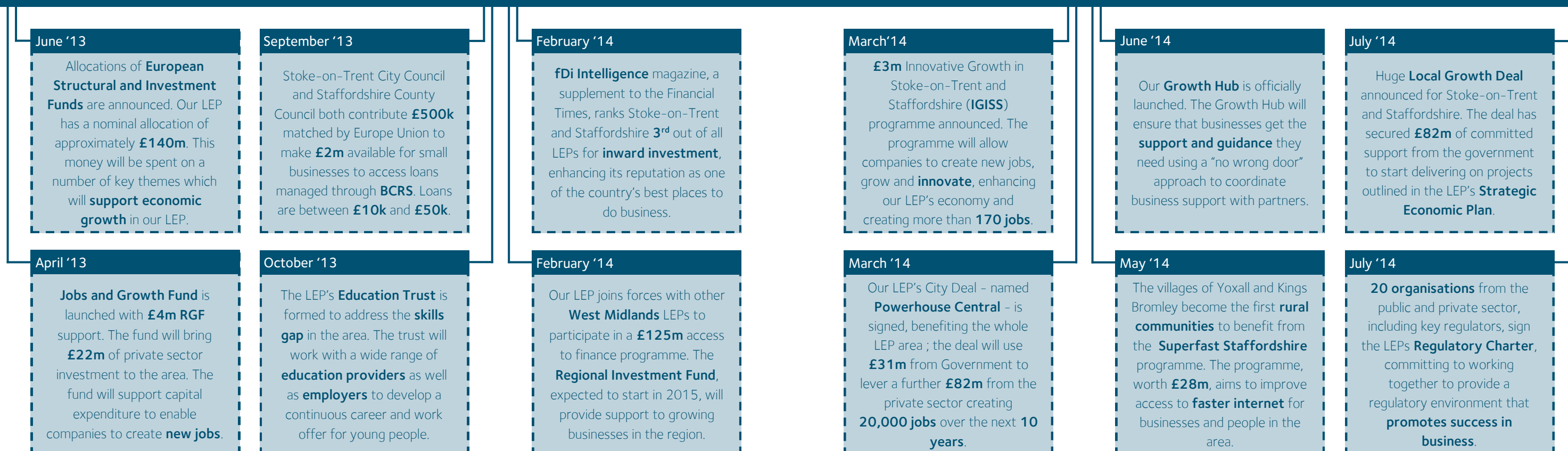
“Clearly, if we invest in more plant we’ll need more people to operate it and that **creates jobs**.”

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



Our Key Deals


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.



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

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

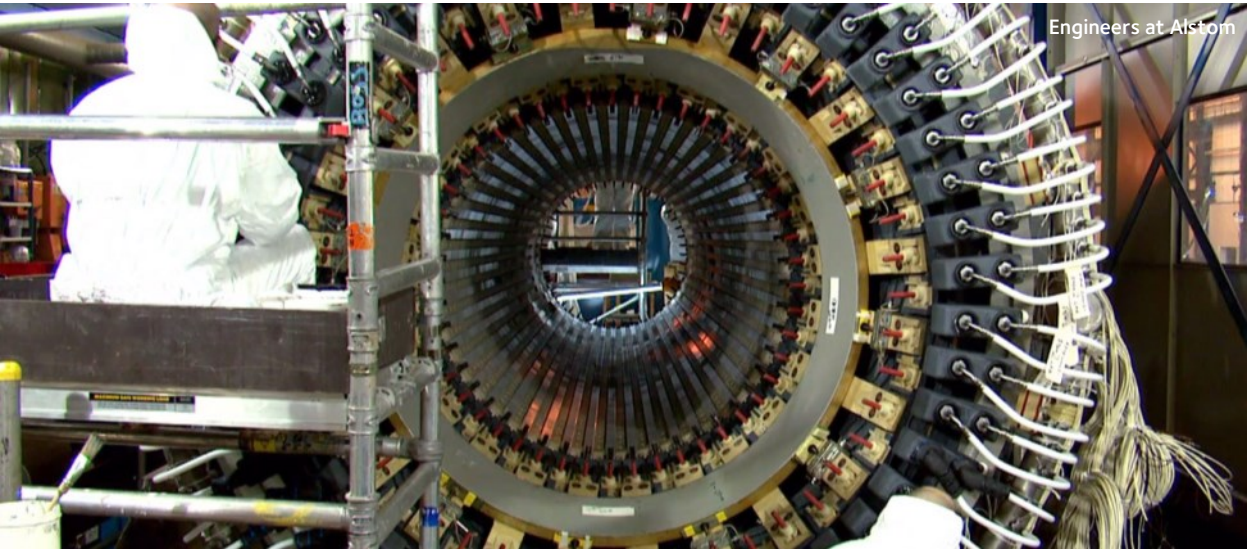
£0.25m - Growth Hub

£6.9m - Advanced Manufacturing & Engineering Skills Hub





An aerial view of i54 Enterprise Zone



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 focussed 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 as they 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 signpost 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 strategy.

- ◆ 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 1100 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.

- ◆ The Advanced Manufacturing & Engineering Skills Hub opened its first three centres. This project, funded through the city and local growth deals, will provide state-of-the-art workshops and classrooms at existing educational institutes across the LEP. Facilities at former Torc in Tamworth and South Staffordshire College opened in September 2014.
- ◆ 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

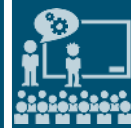


Excellent choice of FE and HE institutes

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



Substandard educational attainment in certain areas



Poor amount of higher level skills

Encouraging more employers to take greater ownership of education and skills

Place Building

Stoke-on-Trent and Staffordshire already benefits 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 set up businesses in order to make our area the place to do business.

Headline Achievements

- ◆ Funding was secured to address four local pinch points at Etruria Valley and Beacon Business Park (both completed), A50 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 A50 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

- ◆ The LEP “Planning Charter” has resulted in a concordat with local planning authorities. This will ensure that the planning process is conducive to sustainable growth as laid out in our SEP.
- ◆ The LEP has supported work of partners with BDUK in extending the high speed broadband network across the LEP area. We have also been promoting the benefits of broadband to business.
- ◆ The LEP has supported Stoke on Trent City Council’s efforts to secure a stop for HS2 and Staffordshire County Council’s efforts to retain the Handsacre Link through HS2 phase 1 proposals.

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

- ◆ 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.


Opportunities



Strengthened big brand presence in recent years



At the heart of the UK with good transport links



Bold city centre projects transforming Stoke-on-Trent

2.76m people living within 45 mins drive time of the area

Challenges



Property purchasing is decreasing free property stock



Lack of awareness of the LEP area



Uncertainty over the future of HS2 in the area



Absence of sufficient speculative development

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 LEP's 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



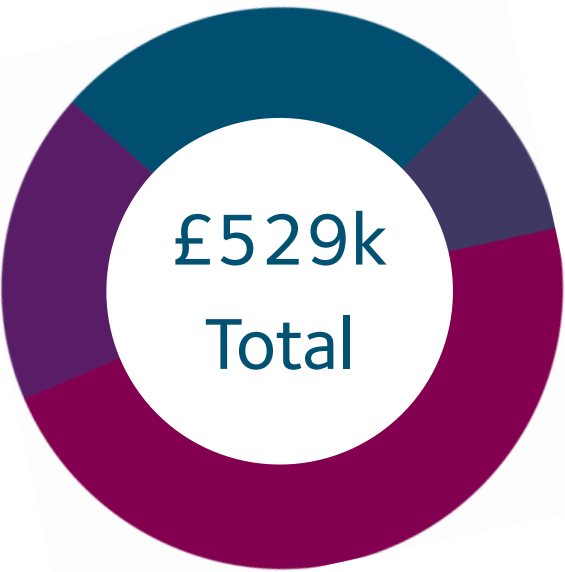
Details of Business Engagement

- Staffordshire Manufacturing Network Launch – 14/5/2013 – Burton Albion Football Club •
- LEP Business Dinner – 23/4/2013 – Swinfen Hall Hotel •
- SEP & ESIF Stakeholder Challenge Session: Business Development – 07/08/2013 – Staffordshire Uni. •
- SEP & ESIF Stakeholder Challenge Session: Sectors & Innovation – 09/08/2013 – Keele University •
- SEP & ESIF Stakeholder Challenge Session: Inward Investment – 16/08/2013 – Staffordshire Place •
- SEP & ESIF Stakeholder Challenge Session: Sites & Infrastructure – 11/09/2013 – CoRE •
- Social Enterprise Means Business – 21/10/2013 – Staffordshire Place •
- SEP & ESIF Stakeholder Challenge Session: Skills – 12/11/2013 – Rodbaston Hall •
- Business Breakfast – 26/11/2013 – Swinfen 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 •
- Business Engagement Event – 24/3/2014 – Moorlands House •
- 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 •
- Regulation for Growth: Regulatory Charter Signing – 21/07/2014 – The Moat House •
- RGF Supply Chain Event – 21/08/2014 – Heritage Motor Centre •
- Finance for Business Event – 02/09/2014 – Branston Golf & Country Club •
- DWP and Local Enterprise Partnerships: Working Together National Conference – 10/9/2014 •
– Stoke-on-Trent Moat House Hotel
- 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 •

Balancing the Books

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.



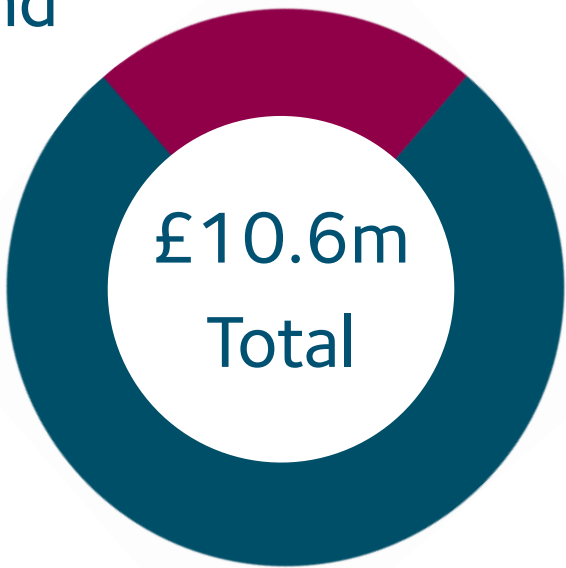
| | | | |
|---|--|--|--|
| 47% (£250k) Allocation has been used to support the development of strategic documents to help secure funding for economic growth priorities. | 18% (£92k) Allocation has been used to support the administration and management of the LEP including support for businesses and LEP 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. |
|---|--|--|--|



Dawn at Cannock Chase Area of Outstanding Natural Beauty

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. | £13.8m Committed 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: £2.8m | |
| RGF Committed*: £3m | No. Grants Approved*: 25 | RGF Committed*: £1m | Private Investment Leveraged*: £6m |
| Jobs to be created*: Over 1,050 target | *Figures as of August 2014 | No. Grants Approved*: 10 | Jobs to be created*: 89 |

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 will also come the scope to have greater control over the funds that Government devolves to our LEP, increasing our capability to create jobs and grow the local economy of Stoke-on-Trent and Staffordshire.

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.

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, give people opportunities to enter high value employment and ensure that skills providers are able to thrive.

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.



Partnership Board

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 | Local Authority Board Members | Further and Higher Education Observers |
|--|---|---|
| David Frost CBE, DL (Chairman) | | |
| Kerry Diamond (Vice-Chair) CFO , Zyte Group | Cllr Mohammed Pervez Leader , Stoke-on-Trent City Council | Prof. Nick Fosskett VC, Keele University |
| Ron Dougan CEO, Trent and Dove Housing | John van de Laarschot CEO , Stoke-on-Trent City Council | Sarah Robinson CEO, Stoke-on-Trent College |
| Ken Stepney MD, EQManagement | Cllr Michael Heenan Leader , Stafford Borough Council | |
| Mark Kerrigan Director, Alton Towers Resort | Cllr Michael Stubbs Leader , Newcastle-under-Lyme Borough Council | |
| Kevin Oakes CEO, Steelite International | Cllr Michael Wilcox Leader , Lichfield District Council | |
| Richard Cotterell GM, Caterpillar (Perkins Engines) | Cllr George Adamson Leader , Cannock Chase Council | |
| Judith Kirkland CEO, Business Enterprise Support | Cllr Terry Crowe Member for Economic Development , Stoke-on-Trent City Council | |
| John Carr Director, Barrington Engineering | Cllr Philip Atkins Leader , Staffordshire County Council | |
| Adrian MacLaughlin MD, Dunston Business Village | Nick Bell CEO , Staffordshire County Council | |
| Jonathan Dale Director, Longton Avia (UK) | | |
| Prof. Michael Gunn VC , Staffordshire University | | |



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

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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

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