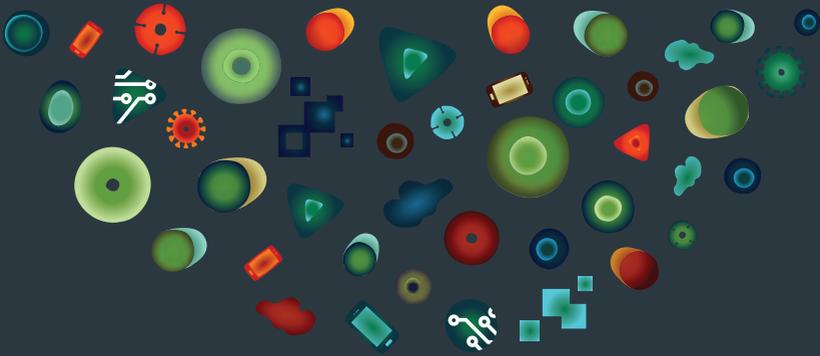


# CERAMIC VALLEY



Stoke-on-Trent & Staffordshire Enterprise Zone  
Spring 2020

# FOREWORD

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## **Councillor Abi Brown**

Chair, Ceramic Valley Enterprise Zone Board  
Leader, Stoke-on-Trent City Council

Since its launch in 2015, Ceramic Valley Enterprise Zone (CVEZ) has consistently contributed to Stoke-on-Trent and Staffordshire's continued economic growth, driving our move to high-value added sectors and raising productivity. We have seen investment flow in, enabling brownfield sites to finally be developed out.

Built on the strong narrative of a resurgent city region, with a mix of land owners, developers and local authority partners, we have championed tirelessly the benefits of locating in the heart of the UK, and today are one of the most successful EZs in the country.

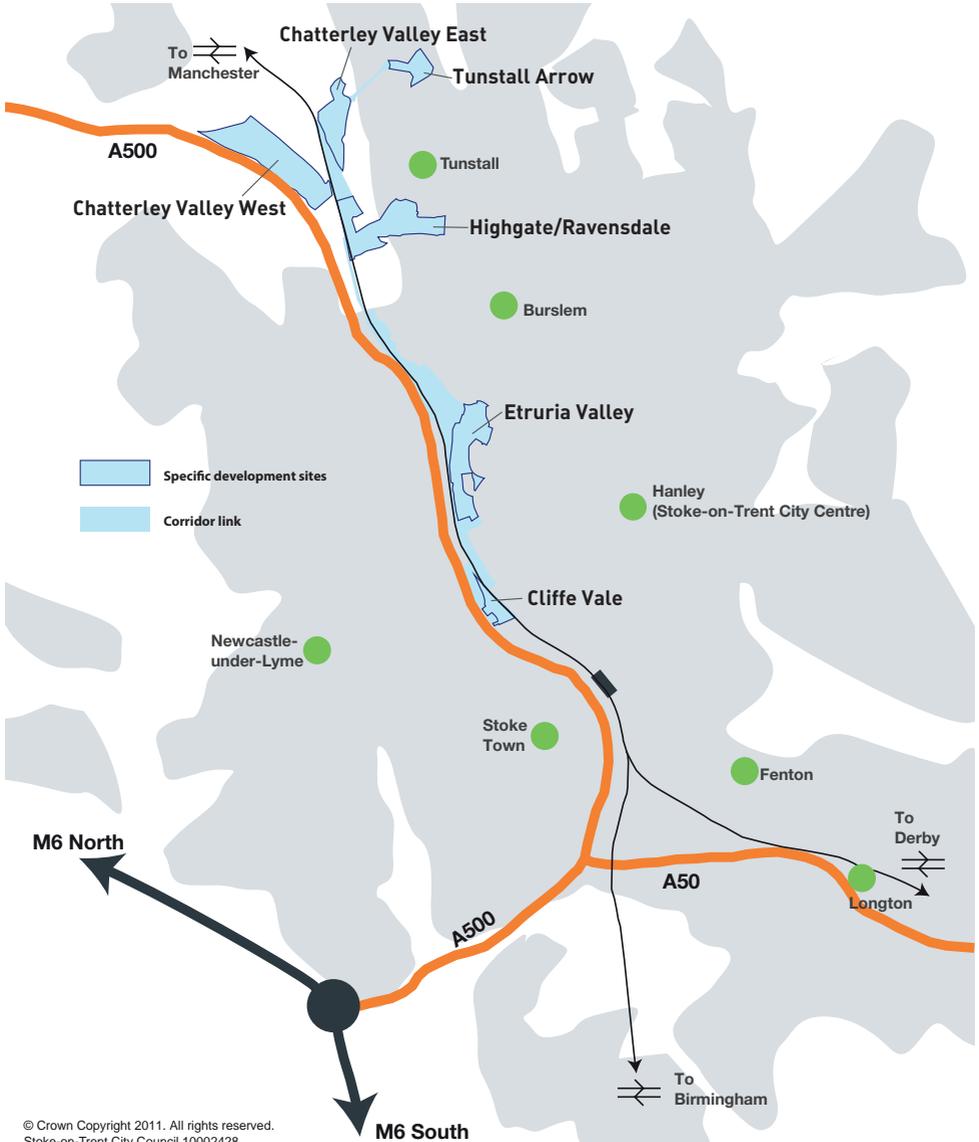
With occupation over 73% of current development build and a pipeline of serious interest, this success is spurring next phase developments to bring forward their masterplans. Real progress has also been made to open access to the zone, with major infrastructure programmes being delivered on the A500 that links the sites, as well as opening up additional access.

We are hugely proud of what we and our partners have achieved so far on CVEZ; sites derelict for generations are helping to regenerate local towns, and speculative investment has delivered growth that supports our burgeoning local economy, one of the fastest growing outside London & the South East. Ambitious leadership and real delivery have turned our plans into jobs and businesses, employing local people and raising aspirations amongst our young people.

**Ceramic Valley is far more than a project, it's a modern take on our way of life. Bringing forward today's modern technologies from the ground beneath our feet.**

# INTRODUCTION

The Ceramic Valley Enterprise Zone comprises six key sites totalling 140 hectares along the strategic A500 corridor in the heart of the City of Stoke-on-Trent and Newcastle-under-Lyme. Five are in Stoke-on-Trent; Tunstall Arrow, Highgate Ravensdale, Cliffe Vale, Etruria Valley and Chatterley Valley East and one site in Newcastle-under-Lyme; Chatterley Valley West.



# ECONOMIC OUTPUTS

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**60%** in 4 years

of 2025 target of 3.7m sqf industrial space completed, under construction and planning approved



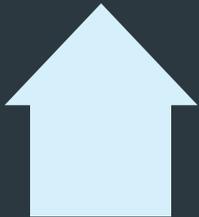
**2,017**

jobs created and pipeline



**89** Ha

of brownfield land regenerated



GVA increase of

**£18.85m**

**£80.3m**  
of private investment



**£82.0m**  
of public investment



**insider**  
Property Awards  
WEST MIDLANDS 2019

**WINNER**  
**REGENERATION PROJECT**  
**OF THE YEAR**

## Tunstall Arrow

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**Owner:** Network Space

**Size:** 8.8ha

**Incentive:** Business Rate Relief

**Site History:** This site has a long industrial history. In the 19th century, it was the Clanway Colliery with colliery activities continuing into the 1920s and replaced by marl and clay pits to service Tunstall's growing reputation for brickmaking. By the 1950s, the pits were backfilled and terrace housing demolished between 2006 and 2009. The land remained derelict brownfield open grassland before it was acquired by Network Space in 2013. The remediation of this complex brownfield site has entailed finding and treating numerous mineshafts, coal seams and consolidating made ground.



**Progress:** Phase 1, all 5 units pre-let on completion to international businesses. Detailed planning application for Phase 2 underway for proposed speculative scheme comprising a further 5 industrial units ranging from 13k to 30k sq ft. Construction expected in Spring 2020.

**Occupiers:** Q-railing, Pramac-Generac, SG Fleet, Boels Rental, DHL Express

**Phase 1 Investment Value:** £13.4m

**Phase 2 Investment Value:** £10m



The development of the Ceramic Valley Enterprise Zone has been a fantastic initiative for the economic development of Stoke-on-Trent. The combination of a strategic location and high-quality units has resulted in high occupier interest."

Simon Peters – Development Director, Network Space

## Purpose-built Ceramic Valley premises give business space to grow

Railing and balustrade contractor Q-Railing is one of many companies benefiting following a move to the Ceramic Valley Enterprise Zone. Relocating to the site has allowed the German-owned company to build their UK branch and take it to the next level.

Q-Railing specialises in modular railing systems in stainless steel, glass and aluminium. The 30 strong organisation with a turnover of £12 million was previously spread across three units and was unable to grow any further as space at the previous location was limited.

Moving from 7,000 sq ft to 44,000 sq ft has allowed the company to take on more work and create new jobs.

Paul Capewell is technical manager of the company. He said: "Moving to Ceramic Valley gave us the building and the space to grow and develop. We were able to have something specifically built to meet our needs. We have a much larger space for our warehouse and office space and we've got the potential for further development. It really allows us to take the building and the UK branch to the next level for both turnover and growth."





“The site is a great location for us – it is central in the UK. We operate everywhere from the Scottish islands down to the Channel Islands but are the sole UK branch. Logistically with the road network being so close to the M6, north and southbound as well as the rail network, it is a huge benefit to us. There are also some great logistics companies locally to the enterprise zone that we can use which is incredibly helpful.

“Sites and units of the size we have now are hard to come by in North Staffordshire. The support provided by the city council and the developer meant we were also able to be involved in the design. Basically we could get involved and create a bespoke building exactly for our needs, particularly in the office areas.

“We had got to the point where we were looking further afield and away from the area for a new site but it was important for us to stay local and not lose any of our employees. Since we’ve moved, we’ve taken on new staff and we’ve also been able to link with the colleges and offer training and apprenticeships roles as well taking on new sales people. We’ve grown the UK team as the building has allowed us to do that. Having the new premises mean we can plan for the next 10 to 15 years at least. With the business growing, it’s also bringing jobs into the area and is revitalising Tunstall high street with increased footfall.”

Tunstall Arrow was the winner of the Regeneration Project of the Year in the Business Insider Property Awards West Midlands 2019.

# Highgate/Ravensdale

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**Owner:** Clowes Developments and Land Recovery Ltd

**Size:** 38.3ha

**Incentive:** Business Rate Relief

**Site History:** The site is well known locally for its brick and tile production activities dating back to the early 1800s. Brownhills Tileries, Daniel Platt & Sons and Johnson Tiles operated on the site benefiting from a clay pit rich with Etruria marl. Now part of Brownhills Business Park, the pit has been infilled and all the works demolished in 2006 after Johnson Tiles relocated its production in 2002 to another site in Tunstall.

**Progress:** Phase 1 and 2 of Highgate Tunstall Trade Park completed with 8 of the 14 units let or sold. Construction has started on Phase 3 for speculative development totalling 63,800 sq ft.

**Current Companies:** Tile Mountain, Tool Station, Purpless, Glass Installation, Home Joinery, Parts Plus and Motor Parts Direct

**Phase 1 Investment Value:** £20m

**Phase 2 Investment Value:** £8m

**Phase 3 Investment Value:** £15m



We bought these sites in 2014 as part of a portfolio of land from Norcross plc....we are still developing five years later so there is no doubt that Ceramic Valley is proving to be a success and that the Enterprise Zone status is paying off"

Marc Freeman - Director,  
Clowes Developments



# WELCOME TO JCH MARINE & OFFSHORE SUPPLIES

## **Benefits of enterprise zone far-reaching for expanding company**

Off-shore supplier JCH Marine chose Ceramic Valley Enterprise Zone as the UK base for its business operations. The specialist organisation decided to relocate from outside the area to a new state-of-the-art warehouse on the site as part of its plans for expansion.

The tailor-built premises are twice the size of the company's previous site to allow its business and employee numbers to grow.

The business, which is in its 10th year distributes shipping products including lighting, navigation equipment and tools for shipping fleets in the oil and gas sector worldwide.

Commercial director at JCH Marine, David Bond explains: "We'd reached capacity in our current premises and decided it was the right time to invest in a property. This is the first premises the company has bought so it is a big investment, but we have got a worldwide customer base which means there are lots of opportunities for us as a business. Ceramic Valley Enterprise Zone was offering a brand new property and combined with incentivised rates, it made it a very attractive place to relocate to.

"Being part of a regeneration area where there's a lot of development going on is exciting. It's good to actually see that areas that for a long time have been left abandoned are now homes to new expanding businesses. There's a feel-good factor for businesses and for staff that work there.

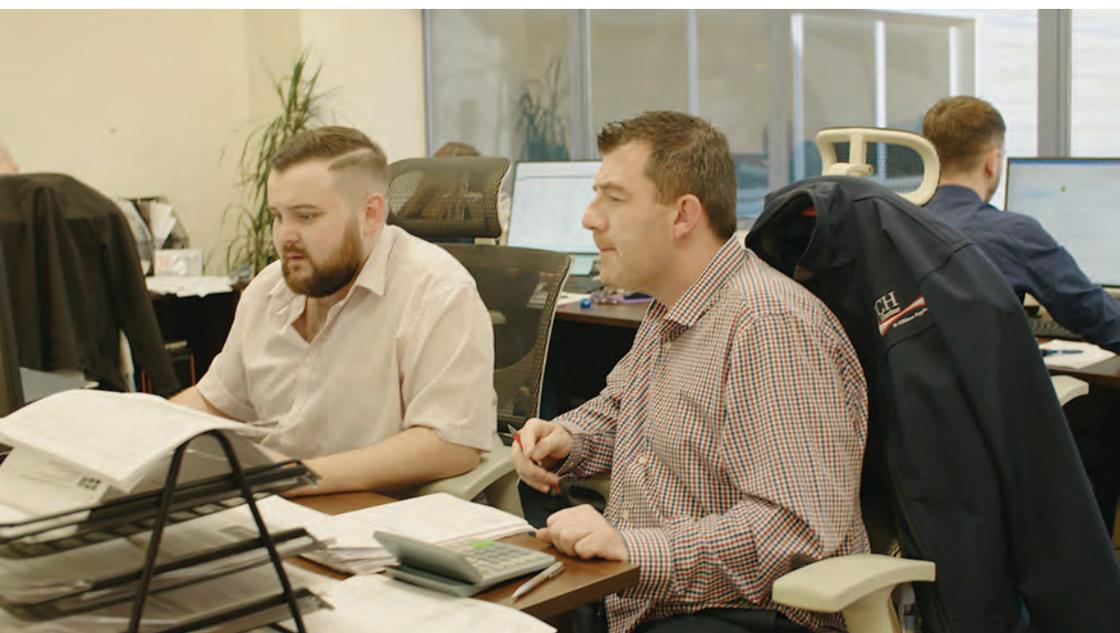


"Transport links are particularly good and there are opportunities for these to improve even more in the future with new road networks planned and possibly even a train link. Ceramic Valley Enterprise Zone is a great logistical location.

"There is a big demand for our services. In the last three years, we estimate that the business has grown about a third year on year.

"We expect that to continue and we'll need more employees in the future. Having a bespoke building means that we can tailor it so it is a perfect fit for our business. It will still work as we carry on growing."

The company's new unit forms part of the Clowes Developments' Tunstall Highgate scheme.





## **Giving something back to the community**

Businessman Mo Iqbal grew up in Stoke-on-Trent and went to school near the Ceramic Valley Enterprise Zone in Tunstall. When he was looking to expand his online tiling company, Tile Mountain, his decision to relocate to the area was in part to be able to give something back in the community that he grew up in. And so it began. Tile Mountain was one of the first companies to be established in Ceramic Valley Enterprise Zone and two years on, it employs 75 staff and has a turnover in excess of £20m.

Mo said: “As well as the rate benefits at Ceramic Valley Enterprise Zone, one of the main reasons for coming to this area was employment – there’s good availability of local people to come and work for our business.

“I grew up in Stoke-on-Trent and I know people do a fair day’s work for a fair day’s pay. This site had lain empty for 20 years. With the creation of Ceramic Valley Enterprise Zone, it brought opportunities. We’ve employed local people. The local people are shopping in the town centre. And because we’ve opened up here, it’s now encouraged other people to come and look at this site as somewhere to invest in. We’ve gone from one occupier to a number now. Rather than the land being an eyesore, it is now back in use and having benefits all round.

“When we first moved here, I was looking out of my office window and saw lots of parents dropping their children off to St Mary’s Primary School. There were lorries driving past. I felt that it was an accident waiting to happen. The school had been in touch with me and told me that this was a problem that had gone on for years. I worked with the developers and we came together to fund and build a carpark for the school. It’s nice to see it being used; it’s made a difference in the local area. It’s a win-win situation for both the local community and the local area.

Clare Morton is the deputy head teacher at St Mary's. She said: "We had a huge issue around our school with parking. We tried to create safe parking spaces for parents to use but had trouble trying to do that. Mo kindly stepped in and offered some funding with other local businesses to help us finance a car park. It's means that parents can drop children off and pick them up again safely.

"A building and a company like that in the area raises the aspirations of children and they may want to go and work there when they're older. It improves the reputation of the city and shows the children that they can do absolutely amazing things."

Tile Mountain received funding through the Regional Growth Funded Jobs and Growth Fund to assist with their growth plans and relocation to Ceramic Valley Enterprise Zone. The fund provided capital grant support of £306,000 and has helped to stimulate private sector investment of £6.7m and supported the creation of 70 local jobs over the next few years. Tile Mountain forms part of the Clowes Developments' Tunstall Highgate scheme.



# Etruria Valley

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**Owner:** Stoke-on-Trent Regeneration Ltd

**Size:** 31.3ha

**Incentive:** Enhanced Capital Allowance

**Site History:** Formerly occupied by the Shelton Bar steelworks between 1830 and 1978, with a rolling mill which remained in use until 2000, the site was an expanse of derelict land, 180 acres devastated by the effects of heavy industry. In its heyday, the steelworks employed more than 3,000 people and produced over 400,000 tonnes of steel each year. It was later reclaimed to stage the second of Britain's National Garden Festivals. It was held in the city from 1 May to 26 October 1986 and opened by the Queen. The Festival was a short-term initiative, acting as a catalyst for the site's long-term regeneration which became known as Festival Park, now a successful mixed-use business park in the heart of Stoke-on-Trent.





**Progress:** Since EZ designation, four bespoke design & build units have been completed, with speculative construction underway of 12 industrial units off Shelton Boulevard ranging in size from 2,955sqft – 40,000sqft to be completed by Spring 2020. Pre-let negotiations underway on some units already.

**Current Companies:** DPD, West Midlands Ambulance Service, bet365, Brindley Farm (Greene King)

**Phase 2 Investment Value:** £29m

**Phase 3 Investment Value:** £8.2m



The closure of the steelworks in 1978 was a huge blow to thousands of families in Stoke-on-Trent, but through strategic regeneration and working closely with Stoke-on-Trent City Council, we've been able to create a vibrant development that has attracted businesses to the region, creating thousands of employment opportunities across a number of sectors"

Ian Romano - Senior Development Director, St Modwen



## Chatterley Valley East

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**Owner:** Stoke-on-Trent City Council & Goldendale Developments

**Size:** 18.2ha

**Incentive:** Business Rate Relief

**Site History:** Chatterley Valley East is largely undeveloped vacant land, historically used for farming, mining and quarry uses.

**Progress:** Construction of 29,396sqft mixed use speculative development has begun with completion expected in May 2020. This development sits adjacent to the Genesis Centre and will comprise 10 units split into 3 separate blocks.

**Current Companies:** JCB, Northern Trust

**Innovation Way Investment Value:** £3.3m



# Chatterley Valley West

**Owner:** Harworth Estates

**Size:** 38ha

**Incentive:** Business Rate Relief

**Site History:** Chatterley Valley West is also largely undeveloped vacant land, which has been partially used for farming and historically for mining and quarry uses with railway sidings in good condition. The Fowlea Brook flows through the southern part of the site and is also a Site of Biological Importance for its population of breeding great crested newts. There are a number of site constraints which will shape the development of the site, most notably the change in levels across the site. There are potential areas affected by shallow mine workings, gas mains, and geological faults. A Public Right of Way and an existing farmstead on the site would need to be relocated for development.

**Progress:** Planning application approved in July 2019 for earthworks associated with the creation of development plateaus for multiple units of varying sizes and uses to suit occupier requirements. Land works due to start in late 2019. Total development size planned for c1.3m sq ft creating potentially over 1,800 jobs.



# Cliffe Vale

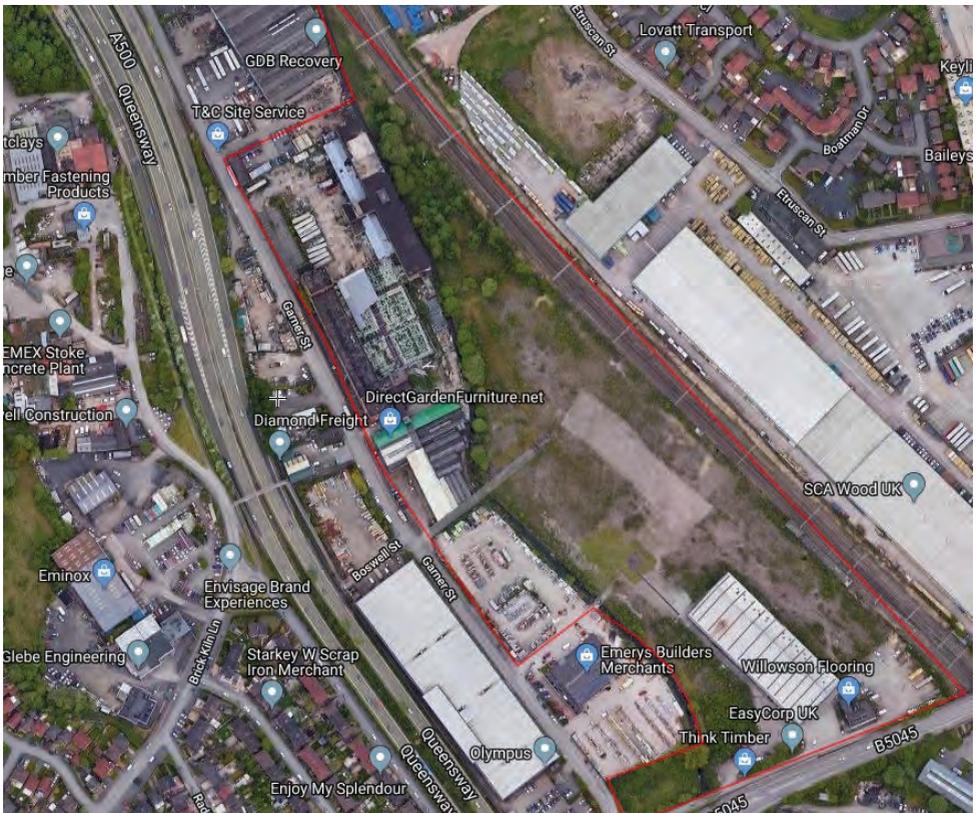
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**Owner:** Stoke-on-Trent City Council

**Size:** 6.2ha

**Site History:** Cliffe Vale was the site for the world's first purpose built sanitaryware factory constructed in 1887 by TW Twyford. The company manufactured the world's first flushing toilets and other innovative bathroom products for over 100 years before its closure in 1994. The railway sidings and buildings at Cliffe Vale were also used as the winter quarters for the world's biggest circus, Barnum & Bailey, from 1897 until 1911 when Twyford expanded and the circus had to move elsewhere. Located nearby was Armitage Shanks another sanitaryware producer, established at the Excelsior Works in Cliffe Vale from 1912, and its closure in 2007 brought to an end 120 years of sanitary innovation at Cliffe Vale.

**Progress:** Currently working with the Environment Agency on flood alleviation works to enable a wider development platform for the site.



# Infrastructure Projects

A number of strategic infrastructure projects are underway to significantly improve accessibility and connectivity to the zone:

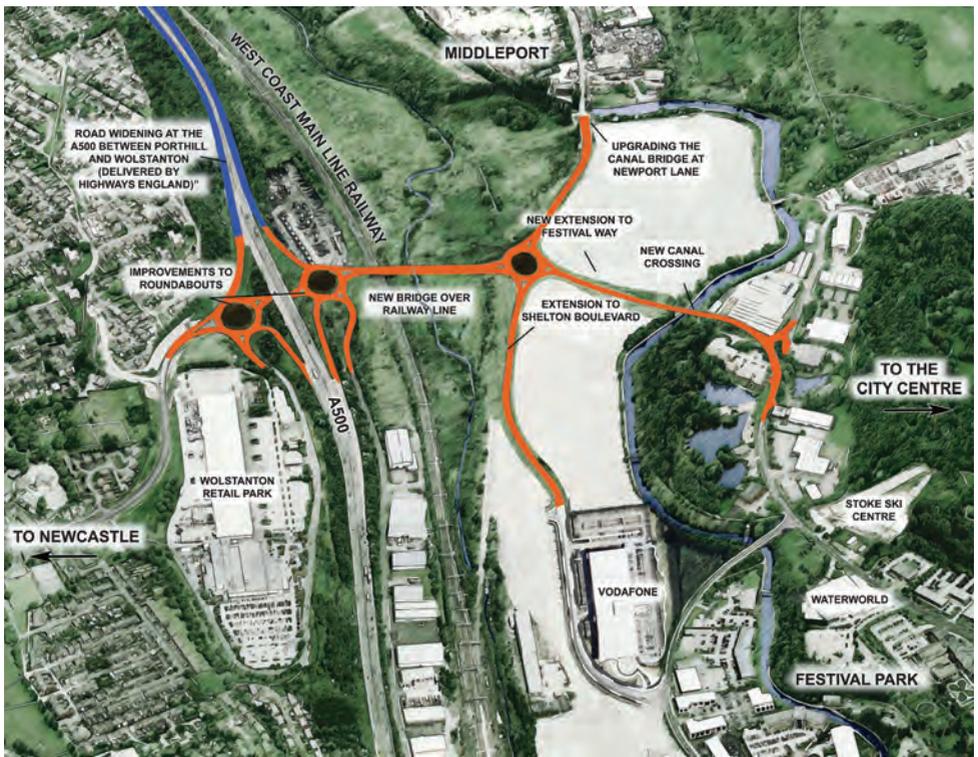
## Etruria Valley Link Road

**Start Date:** March 2020

**End Date:** March 2022

**Public Investment:** c£43.6m

**Progress:** Planning approved October 2019. The Etruria Valley Link Road (EVLRL) project is a new road link from the A500 to improve traffic flow, reduce congestion and enhance connectivity to the City Centre and Newcastle-under-Lyme via Festival Way. Its delivery will indirectly assist in unlocking the wider Etruria Valley Enterprise Area (EVEA), to create a significant amount of new jobs and the opportunity for new housing to support the Local Plan.



## A500 Widening, between Wolstanton & Porthill

**Start Date:** February 2019

**End Date:** Autumn 2020

**Highways England Funding:** £17.5m

**Progress:** Narrow lanes installed on A500 north and southbound, along with a 50mph speed restriction. The retaining wall supporting the northbound embankment has been installed which will enable the new shared pedestrian and cycle path along the A500 to be built. The drainage works and utility diversion works are also complete allowing the main road widening and footway construction work to begin.





# Full Fibre Broadband

**Start Date:** August 2019

**End Date:** March 2021

**Public Investment:** £9.8m

**Private Investment:** £12m

**Progress:** Transforming Stoke-on-Trent into a world class networked city, the City Council and its partner VX Fibre are building a Citywide Full Fibre Network. As a priority, businesses and any new developments within the Ceramic Valley Enterprise Zone will be the first to benefit from a world class digital infrastructure with full fibre and broadband speeds in excess of a 1000mbps.





## Future expansion of Ceramic Valley Enterprise Zone

A site c14ha has been identified as a possible extension to the Enterprise Zone. It is in close proximity to Stoke rail station and the City's district heating network, which was funded through the City Deal, and makes an ideal extension to Ceramic Valley Enterprise Zone. We have ambitious proposals to fund the extension using resources generated from the success to date of CVEZ, to further strengthen the economic growth we are seeing in this part of the city, alongside our Transforming Cities Fund agenda.

We are confident that we could bring forward an exciting development that would complement both the regenerative effects of the CVEZ and also complement the improvements at Stoke station and the neighbouring Staffordshire University site, just a stone's throw from our Stoke town Heritage High Streets Fund site.

# KEY CONTACTS

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