



CERAMIC VALLEY

Stoke-on-Trent & Staffordshire Enterprise Zone

Annual Report November 2017

Ceramic Valley Annual Report

Ceramic Valley is about employment growth across 6 sites in Stoke-on-Trent and Newcastle-under-Lyme, along the A500 corridor which together will bring forward 140 Ha of employment land that will generate capacity for approximately 9,000 jobs.

The CVEZ is a key delivery element in the transformation of the North Staffordshire economy, realising the SSLEP's key priority for a core city focussed on the rapid growth of the conurbation centred on the City of Stoke-on-Trent and with the opportunity to contribute significantly to the SSLEP applied materials priority sector.

The vision for the Ceramic Valley Enterprise Zone (CVEZ) is an ambitious one, and one we are confident we can deliver. We have already seen the early impact of our strategy to unlock the delivery of these sites by stimulating demand through the incentives that Enterprise Zone status offers and providing pump-priming where needed to remove viability constraints.

Outputs and outcomes summary

Output	Current (cumulative to November 2017)	Target (cumulative to April 2018)
Brownfield land reclaimed	8ha	9ha
Floor space delivered	18,580 sq mtrs	22000 sq mtrs
New businesses within the EZ	4	7
New jobs	589	671

The current pipeline of Planning Applications in progress and approved and the current construction activity will see the 2017-18 targets exceeded by April 2018.

Development strategy

5 of the 6 sites are in private sector ownership and delivery is very much private sector led with the public sector partners providing the overall strategic framework for delivery. Early development has occurred on Etruria Valley the most shovel-ready site; this was followed closely by Highgate/Ravensdale. This has created an income stream in terms of retained business rates that has allowed us to borrow capital to facilitate the development of Tunstall Arrow through an investment of £2.15m.

Sector focus

Ceramic Valley is targeted to attract growth across the following industries:

- Ceramics (Technical)
- Ceramics (Traditional)
- Energy/Power Generation
- Automotive supply chain
- Logistics (Distribution & Warehousing)
- Business & Professional Service

We have revised our approach to Technical Ceramics; this is now incorporated in a sectoral focus on Advanced Materials which is a target sector within the SSLEP Strategic Economic Plan. In addition Energy is now becoming a higher priority in relation to both CVEZ and the City of Stoke-on-Trent

Planning

Developers and occupiers have benefited from our enhanced planning service. Dedicated resource has been brought into the SoTCC planning team for the specific purpose of handling the CVEZ applications. This resource ensures:

- There is a dedicated resource to see applicants all the way through from pre-application discussions to planning approval
- Applicants receive free pre-application advice and consultations
- CVEZ applications are prioritised

Broadband

A key component of the success of the CVEZ is access to high-speed broadband. SoTCC has an excellent working relationship with the local providers particularly through their work as agent to the DCMS Broadband Voucher scheme. In relation to all of the current schemes in progress dialogue has taken place between developers and providers and there are no perceived barriers to rolling-out super-fast broadband on each site within the CVEZ.

Green energy

A priority project is the delivery of a Geothermal Heat Network on the CVEZ. This project is in delivery phase with the first 4km section of pipework being laid in October 2017. A Planning Application has been approved for the drilling site and energy centre on Etruria Valley.

Transport and infrastructure

A major programme of road improvements is due to take place on and surrounding the Etruria Valley site. The site will benefit from a link road which will go across the site and junction improvements to relieve congestion on the A500. In addition to reducing congestion and increasing capacity on the network, the road improvements are expected to release additional land for housing growth north of Etruria Valley which will be complementary to the CVEZ ambitions. A Planning Application for the delivery of the Etruria Valley Link Road was submitted in October 2017.

Marketing and Investment Development

Make It Stoke-on-Trent & Staffordshire inward investment team act as the hub for the marketing activity. There is a central on-line presence hosted by Make It that provides a Ceramic Valley web

presence. The team ensure that a common marketing approach is adopted whilst the marketing of the individual sites is undertaken by the individual developers and land owners.

Funding from the Department for International Trade (DIT) has been committed for a 3-year programme of trade missions for the Stoke-on-Trent ceramics industry and the marketing of the opportunities of the CVEZ will be a critical component of these trade missions.

The Ceramic Valley AR App has been live since October 2016 it contains detailed information about the Enterprise Zone and video material.

Key milestones achieved

- MPIM Cannes, promotion of Ceramic Valley as part of the DIT/Midlands Engine programme
- Ceramic Valley, Energy Supply Chain event
- Updated CVEZ video
- Ceramics Expo, Cleveland Ohio, to include Technical Ceramics Video for Ceramic Valley April
- MPIM UK London, promotion of Ceramic Valley linked The Constellation Partnership October

Skills

A skills audit has been completed for CVEZ based on forecast development. This report highlights the projected future needs of the CVEZ assessed against current skills levels. The Skills audit has been progressed for consideration and inclusion in the City Councils Employment and Skills Strategy.

Ceramics and Innovation

Whilst it was our ambition to establish the AMRICC (Applied Materials, Research & Innovation Commercialisation Centre) at the heart of the EZ, this has now been incorporated into the Deal for Ceramics in the UK which was submitted to BEIS in October 2017. Lucideon is working to move forward the AMRICC centre in partnership with SoTCC as part of the new Ceramics Park contained within the Ceramics Deal.

The Ceramics Deal would be a major catalyst for the growth of the Advanced Materials cluster in the conurbation and specifically the Ceramitec sector. The long-term aspiration would be to accommodate any residual 'spin out' activity within the CVEZ

Site Delivery

Cliffe Vale

The only large scale site currently in public sector ownership is Cliffe Vale. However, there are several technical challenges to delivery on Cliffe Vale including the need to reduce flood risk and limitations resulting from the adjoining highway's capacity to cope with heavy vehicle usage. Adjoining the Council's Cliffe Vale site is an Environment Agency licenced waste transfer station. This contains a large amount of combustible plastic material which poses a health and safety risk. The Environment Agency is dealing with the issue to address the risks posed by this site and ensure the site owner's responsibilities are enforced. Until this issue is resolved we are unable to progress the site due to the level of risk.

Chatterley Valley East

The Chatterley Valley East site is in private sector and public sector ownership and can be split into three sites: Land owned by Churchill China, land owned by RJC Regeneration Ltd and land owned by

SoTCC. Development on the Churchill China site is currently on hold, the land owner is unable to commit investment decisions until China anti-dumping regulation issues are resolved. RJC Regeneration Ltd has expressed intent to submit an outline application in early 2018 for development of the entire section of the site below Churchill's. Stoke-on-Trent City Council is proposing to develop 16 speculative small industrial units on the land they own adjacent to North Staffordshire Business Park.

Chatterley Valley West

Chatterley Valley West is in a single private sector ownership and is located in the administrative area of NuLBC within Staffordshire County Council. A planning application submission date for the detailed layout of the site is to be confirmed, however, once approved development is likely to move forward at pace.

Etruria Valley

Etruria Valley is the largest of the CVEZ sites and was the first site to go into active development.

Key milestones achieved

- DPD logistics depot, completed April 2016 and fully occupied
- Greene King Restaurant/Public House completed and occupied
- West Midlands Ambulance Service superhub office and depot completed and occupied
- bet365 leisure and training facility under construction due for completion in Spring 2019
- The District Heating Drill site and Energy Centre planning application approved

Tunstall Arrow

Development has commenced the southern section of site. A detailed planning application has been approved for a 4,089 sqm building for Q-Railings and 4 speculative build units totalling 7,900 sqm on the remaining part of the Southern site. Accelerated Development Funding has been granted to the value of £2.15m to progress the development

Highgate and Ravensdale

The Highgate Ravensdale site is split between two principle ownerships (Clowes and Land Recovery). Planning Application has been approved for warehouse, distribution, storage and office development with associated highways infrastructure on the former Sports field site. Interest in the site has been hampered by the limitations of the current infrastructure and site access and egress.

Key milestones achieved

- Tile Mountain warehouse and showroom complete and occupied
- Planning Application approved for further 8,360 sqm of warehousing for Tile Mountain
- Trade Park planning application approved 5,950 sqm small industrial units

Finance

Revenue 2017-18

Revenue Expenditure at Aug 2017	Budget	Actual to Date	Forecast Outturn
	532,845	171,533	532,845

Capital 2017-18

Capital Expenditure at Aug 2017	Budget	Actual to Date	Forecast Outturn
	5,666,348	267,911	2,146,348

The current underspend of £3.52m is already committed as accelerated development funding and will be spent during 2018-19.

Programme Summary

Site	Developer/Landowner	Size in Hectares	Commercial Development Potential in sq ft	Potential Jobs
Etruria Valley	St Modwens	31	900,000	1,400
Tunstall Arrow	Network Space	9	260,000	640
Highgate Ravensdale	Clowes/Land Recovery	38	1,020,500	1,850
Cliffe Vale	Stoke-on-Trent City Council	6	200,000	500
Chatterley Valley East	RJC Regeneration	18	387,000	835
Chatterley Valley West	Harworths	38	880,000	1,150
Total		140	3,647,500	6,375

Complete and Occupied					
Site	Completed	Occupied	Sq ft	Jobs Created	Jobs Safeguarded
Etruria Valley	Warehouse/Distribution	DPD	60,000	92	100
Etruria Valley	Pub Restaurant	Greene King	16,000	60	0
Etruria Valley	Ambulance Hub and Ambulance Station	West Midlands Ambulance Service	16,000	0	236
Highgate Ravensdale	Warehouse/Distribution	Tile Mountain	108,000	70	27
Total			200,000	222	363

Under Construction					
Site			Sq ft	Potential Jobs	
Etruria Valley	Leisure Training Facility	bet365	60,000	12	
Tunstall Arrow	5 Industrial Units	1 Unit for Q railing, 4 Units Speculative Build	127,000	340	
Total			187,000	352	

Planning Approved			
Site		Sq ft	Potential Jobs
Etruria Valley	DHN Drill Site	NA	NA
Highgate Ravensdale	Warehouse/Distribution	200,000	240
Total		200,000	240

Planning Applications			
Site		Sq ft	Potential Jobs
Highgate Ravensdale	Trade Park	16 Units 65,000	160
Highgate Ravensdale	Warehouse/Distribution	Tile Mountain option for use 90,000	110
Highgate Ravensdale	Recycling Plant and Rail Hub	N/A	20
Total		155,000	290



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