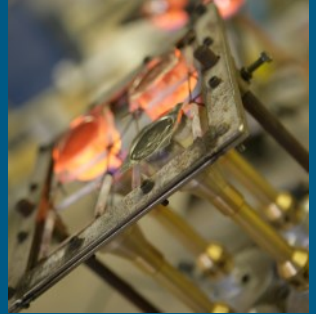


Stoke-on-Trent & Staffordshire

Enterprise Partnership



Annual Report 2015

Ripe for development:
Etruria Valley



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Games design at
Staffordshire University

A Statement from the LEP Chairman

The focus of our LEP over the last year has moved to ensuring that we deliver the projects that we were successful in attracting public funds to invest in.

The City Deal and our two Growth Deals are now either being delivered with physical works on the ground, or are in advanced stages of planning.

Indeed the work at Lichfield saw activity on Christmas Day when a bridge was taken down over the Trent Valley railway line.

This was the first LEP project anywhere in the country and we will ensure that we remain at the head of the pack.

The LEP continues to both influence the local economy and to take advantage of national economic policy.

We have seen a continuing decline in unemployment and the creation of new jobs with local companies continuing to take advantage of global growth and new companies making the wise decision to set up here in the centre of the country.

Skill shortages are a result and the LEP will have to focus over the coming months to ensure that the needs of business are reflected by all sectors of Education.

The world does not stand still, and the LEP will see ever more demands on our partners. The election of a new

Government in May has seen a growing interest in devolution.

At the same time there is a growing sense that the wider Midlands Region needs to work more closely together. There are new proposals for Enterprise Zones and a major review of Further Education is now underway. The workload of the LEP is continuing to grow.

However, the LEP would not be the success it is without the positive contribution of our partners - Business, the Local Authorities, the Education Sector and a whole host of committed individuals.

I would like to thank them for both their contribution and the collective and collaborative way they work for the interests of all in Stoke-on-Trent and Staffordshire.



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, among others, our chambers of commerce and the Federation of Small Businesses.

Our Pledge



50

thousand
more jobs



50

percent rise
in GVA












10

years to
deliver

Target set in 2011
To be achieved by 2021

How Does Our LEP Compare

	aged 16-64 							% Full Time 	Av Salary 
England	34.4m people	23m homes	2100k enterprises	24.5m jobs	£1297bn GVA	£24k GVA pp	53.4% AC5EM [†]	67.9%	£27k
West Mids	3.6m people	2.4m homes	192k enterprises	2.4m jobs	£110bn GVA	£19k GVA pp	54.9% AC5EM [†]	67.9%	£25k
Our LEP	0.70m people	0.48m homes	36k enterprises	0.43m jobs	£18bn GVA	£17k GVA pp	53.9% AC5EM [†]	67.4%	£25k



Budding engineers visit Jaguar Land Rover at i54

Map Key:






Transport Routes:

- Motorways 
- A-Roads 
- Railway 

Urban Centres 




Universities 

Map Statistics :

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

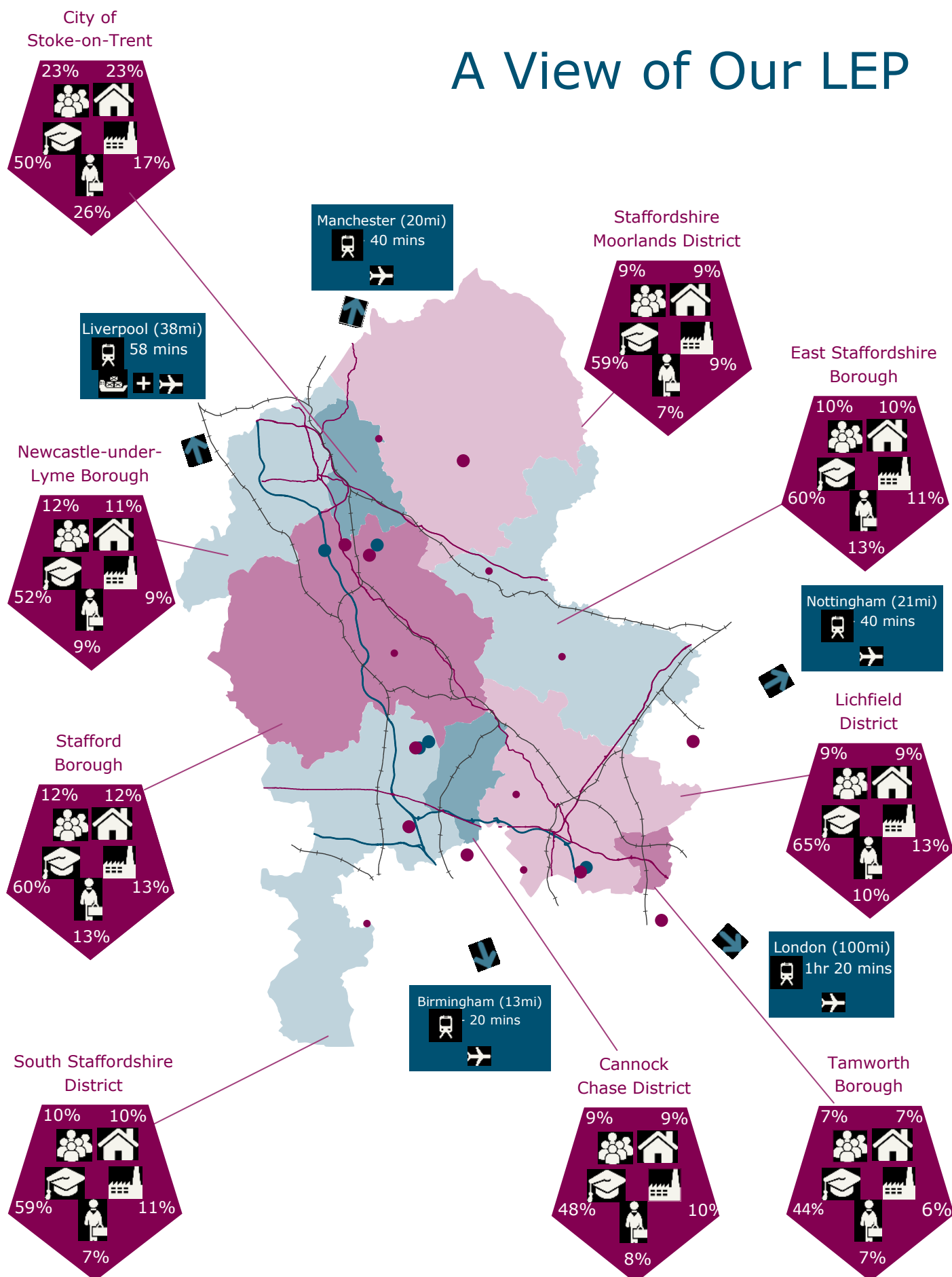
(*as a percentage of total numbers in the LEP)

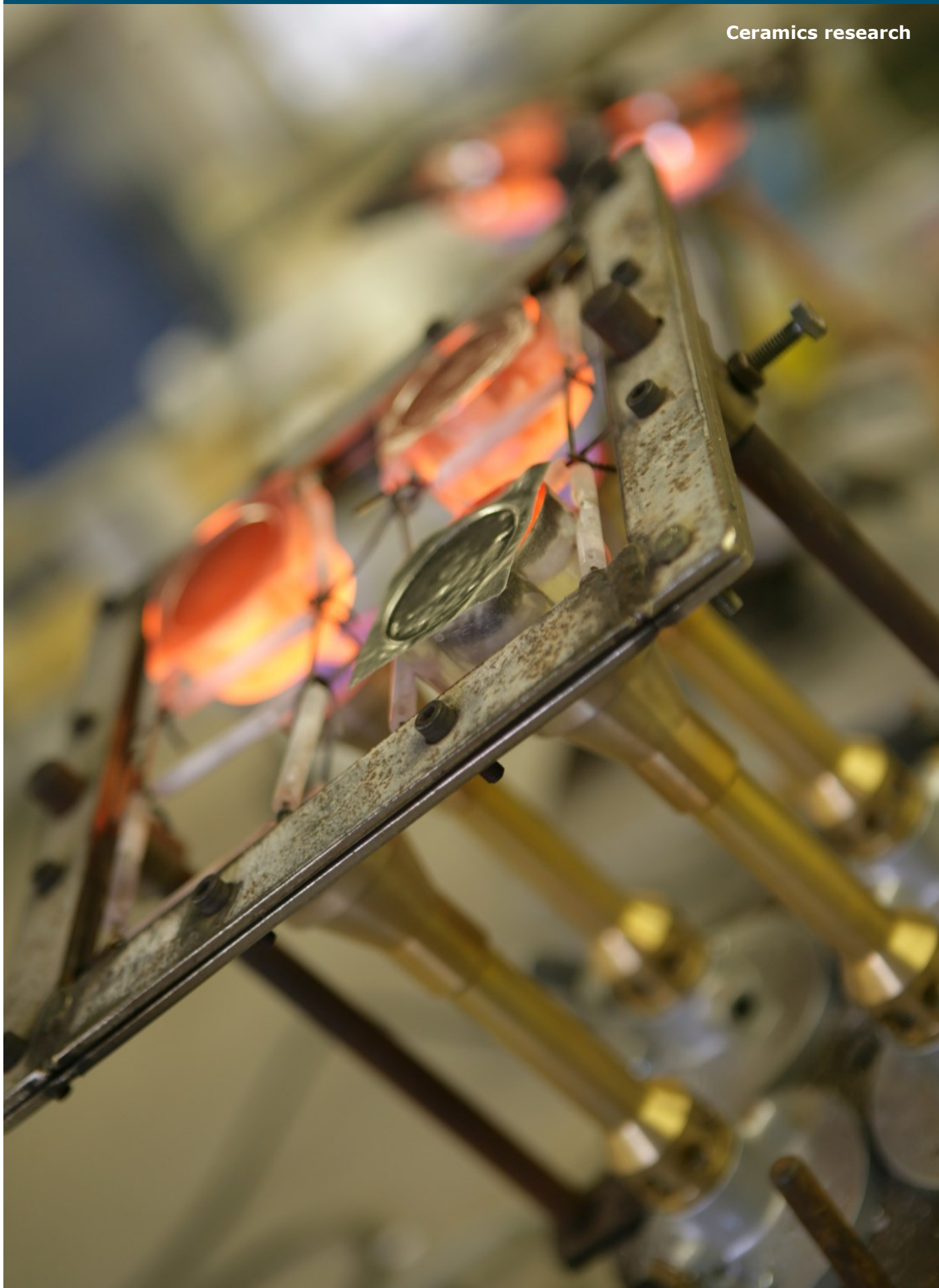
Nearby Cities:

- 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





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

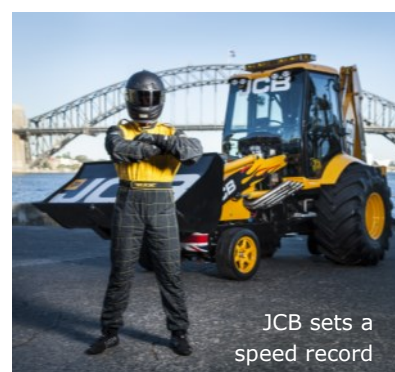
Significantly enhancing growth opportunities within our attractive and vibrant city and other towns across Staffordshire.

Sector Growth

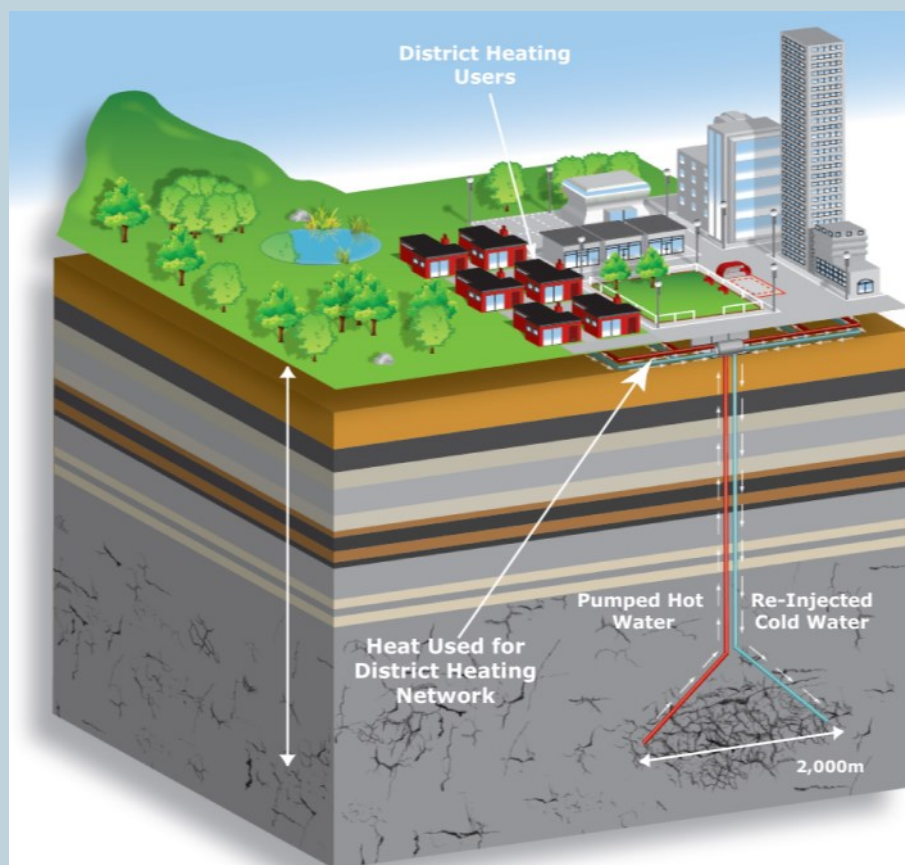
Ensuring globally competitive innovation, investment and enterprise-led expansion in large and small businesses across our priority sectors.

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 and benefit local people.



Taking a national lead with a low carbon district heat network scheme



The City Deal's flagship proposal is a low carbon district heat network in the City of Stoke-on-Trent. This innovative project will deliver core heat network infrastructure to the City Centre and Stoke town, linked to the Etruria Valley strategic employment site.

A key element of our plans to drive a transition to increased energy self-sufficient and sustainability across the SSLEP area, the project will set Stoke-on-Trent as a leading city nationally for the production of decentralised energy.

Energy produced locally will ensure the security of supply, providing insulation from short-term energy supply shocks, rising prices and price volatility.

This will benefit existing and new businesses as well as stimulating inward investment in Stoke-on-Trent.

The scheme will also benefit domestic customers, reducing household energy

bills and contributing to tackling fuel poverty for tenants in social rented housing.

The heat network will most likely be fed by a deep geo-thermal heat source drawn from a well located on the Etruria Valley site.

Other low carbon and supplementary energy sources are also being investigated. Overall the project will reduce carbon emissions in the City significantly, particularly for the public sector, which will provide anchor loads for the initial phases of the network.

Total investment in the project is forecast to be £52m. Work to date is focused on business case development, detailed planning around confirming the heat demand and also the feasibility of the energy sources.

Development of the geothermal well is expected to commence by Summer 2016 with the network operational in 2019.

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 on 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 research leaders.

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

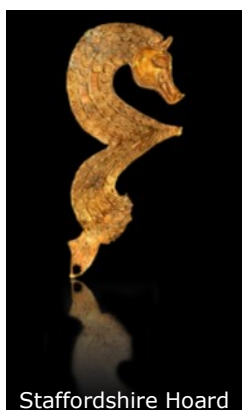
Auto-Aero: capitalising on the supply-chain opportunities emerging from global businesses such as JCB, Michelin, Jaguar Land Rover, Moog, UTC Aerospace Systems and Rolls-Royce who all have significant operations either in or near our area.

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.



Alstom turbine

Further LEP Strengths



Staffordshire Hoard

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 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.

Business Helpline boosts growth



A helpline set up to advise Stoke-on-Trent and Staffordshire businesses and help them grow is going from strength to strength.

In the first month after its launch, in 2012, the Stoke-on-Trent and Staffordshire Business Helpline handled just 39 enquiries. Three years on it has seen its busiest ever summer, with 254 enquiries dealt with in June alone – its busiest month on record. And since its launch it has advised some 3,000 different businesses from across the area.

The Business Helpline, a LEP initiative, offers information and advice on all kinds of issues, from funding and finance to intellectual property rights. The firms it supports vary in size from giant multinationals to the smallest business start-ups.

The Business Helpline can be contacted on 0300 111 8002 Monday to Friday from 8.30am to 5.30pm, and by email at businessenquiries@stokestaffslep.org.uk. The man at the end of the phone, business adviser Steve Smith, says the take-up for the Business Helpline has exceeded expectations.

"The great thing about the helpline is that it provides a single point of contact offering independent advice – and immediate

answers wherever possible," he said.

"There are so many different funding programmes and sources of information on the scene that it can be difficult for businesses to see the wood for the trees. My job is to simplify the task, find the answers and point them in the right direction in just one phone call.

"And for more complex issues, I can set up one-to-one meetings with the LEP's Growth Hub specialist business advisers.

"Another key to our success is that this is a locally-based service, with the in-depth understanding of the Stoke-on-Trent and Staffordshire economy that can make all the difference."

As well as responding to enquiries, the Business Helpline is taking an increasingly proactive role, sending out email alerts on business issues to a mailing list of more than 4,000 firms and organisations, and attending events and conferences.

Just over a fifth (21 per cent) of calls to the helpline have come from businesses in the Stoke-on-Trent area, with Stafford borough in second place on 18%. Top industry sectors include manufacturing, with 16% of enquiries, and professional and scientific services, at 15%.

Support for Sector Growth

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



Case Study— Alpha Engineering revolutionises manufacturing

North Staffordshire-based Alpha Engineering has received funding from the LEP's Growth Hub towards new precision machinery that is revolutionising the business. The Talke firm has been manufacturing precision-machined parts and assemblies for 20 years, and is taking the enterprise to the next level by investing in technology and training.

Alpha Engineering supplies precision components and services to a variety of sectors, including scientific analysis, the sub-sea oil and gas industry, and defence. It has built a reputation for working with advanced materials to exacting standards, with clients including Thermo Fisher USA, NU Instruments, Rolls Royce Marine Power and BAE Systems.

The firm's directors worked with the Growth Hub Team to put in an application for Regional Growth Funding towards the purchase of a £320,000 Matsuura horizontal milling machine and were awarded 20 per cent of the cost of the new equipment in February 2015.

Finance Director Rowland Owens commented: "We've got the capacity now to win new business that we wouldn't have won previously, and we've also moved into new sectors. We're still developing new customer relationships now that we have these new capabilities, but already we've seen an uplift in business. We've taken on two new employees as a result, and we plan to take on a further four in the next two years."

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, the first two rounds of the Local Growth Deal, and our allocation of European Structural and Investment Funds (ESIF).

Powerhouse Central

The Stoke-on-Trent and Staffordshire City Deal, Powerhouse Central, is based on four connected strands:

- Delivering a new and local approach to energy production.
- Providing local and incoming businesses with support to develop the next generation of products and materials.
- Developing local sites for new businesses or existing business to expand into, along with a strengthened local planning and development context.
- Bringing employers and education together to ensure residents have the skills and training that they and our businesses need to drive the economy forward.

To achieve this, City Deal partners have made good progress in 2015 across a range of projects.

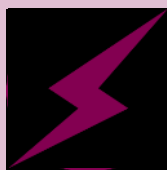
We have initiated a major energy

programme that includes a District Heat Network in the City of Stoke-on-Trent, a Smart Energy Network Demonstrator at Keele University, and opportunities for energy provision at strategic employment locations. We have also set up a Low Carbon Task Force, in cooperation with the Chambers of Commerce.

We delivered a joint Innovative Growth in Stoke-on-Trent and Staffordshire investment programme and a Stoke-on-Trent and Staffordshire Business Support Programme, which provided funding and support to encourage growth amongst local businesses in priority sectors, on track to create over 700 jobs.

We prioritised six strategic locations for use of the Local Growth Fund through Stoke-on-Trent and Staffordshire Growth Deal negotiations and produced outline business cases for these projects.

We are conducting a pilot for the improved alignment of learner demand and employer need through increased local control of the Skills Funding Agency's Adult Skills Budget and have completed Phase 1 of an Advanced Manufacturing Training Hub providing state-of-the-art equipment.



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



Keele University Smart Energy Demonstrator
£5m from Government
£15m total investment
440 construction, permanent and indirect jobs

Local Growth Deals

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, through which the Government is devolving significant funds to LEPs to deliver projects to benefit the local economy.

Our first deal is seeing major business, transport and skills development projects getting off the ground, creating up to 5,000 jobs. Examples include Lichfield and Meaford employment sites, where infrastructure works are in full swing. The Advanced Manufacturing and Engineering Skills Hub is up and running, with specialist training provision already being delivered in Stoke-on-Trent, Newcastle-under-Lyme and Tamworth.

Our round two Growth Deal focuses on town and city centre development, with major improvements to Stoke-on-Trent city centre access, alongside programmes to enhance the appeal of our attractive town centres, encouraging footfall and growing business opportunities.

Securing funding through Local Growth Deals will be an ongoing process for our LEP, delivering the projects we have committed to while developing future schemes.



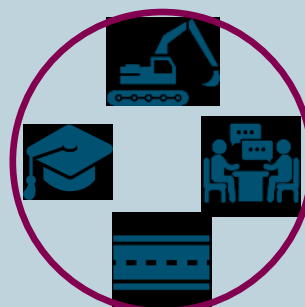
Installation of a new access bridge at the Lichfield site

Total Investment Package
City Deal and LGD 1&2
£237.58m for 2015-2021

£124.25m LEP funding
£15.52m Government, Growing Places & EU
£35.02m LAs & Colleges
£62.79m Private Sector

Growth Deal 1 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



Growth Deal 2 Investment Package Breakdown

Town and city centre development

- £2.9m** - Tamworth Enterprise Quarter
- £4.6m** - City centre access via Etruria Road
- £0.8m** - Leek Mill Heritage Quarter
- £2.1m** - City centre access via Leek Road
- £1.3m** - Rugeley town centre
- £1.01m** - City centre ring road
- £2.69m** - Friarsgate, Lichfield



ESIF

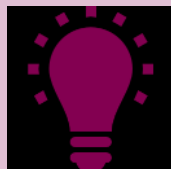
Our area has been nominally allocated £143m from European Structural and Investment Funds which will be allocated to eligible projects which support economic and business growth in the LEP area to 2020. In addition £27.4m of EU funds, allocated to the Greater Birmingham and Solihull LEP, will need to be spent in our area given the overlapping geography of both LEPs.

The ERDF (European Regional Development Fund) Programme is well under way with two bidding rounds held over the spring/summer. Interest has been strong and includes several projects and programmes that are key to the LEP's Strategic Economic Plan, including the Growth Hub and Keele Energy Demonstrator. First ERDF grant awards are expected early 2016.

The ESF (European Social Fund) Programme is due to get under way in October with the launch of the DWP, Skills Funding Agency and Big Lottery first bidding calls to support skills, employment and social inclusion initiatives.

First calls under of the EAFRD (European Agricultural Fund for Rural Development) and the LEADER programmes are due in the Autumn which will provide a specific focus for rural businesses through a series of business grants and related support.

EU funding is designed to support projects and programmes that fit with European, national and LEP priorities and will only be allocated where there is a clear gap in existing delivery and can deliver tangible and sustainable benefits that address the challenges and opportunities in the LEP area.



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



SME Competitiveness—£37.5m
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—£55.3m
Advanced Manufacturing & Engineering Skills Hub
Increasing apprenticeships and traineeships
Developing better links between businesses and skills providers
Reskilling and retraining older workers

Technical Support to Programme — £1.09m

Case Study—AgriSTEM Academy



South Staffordshire College, in partnership with the Stoke-on-Trent and Staffordshire LEP, has unveiled plans for the latest phase of the Advanced Manufacturing & Engineering Skills Hub.

The AgriSTEM Academy will be based at the college's Rodbaston Estate and will see a multi-million pound refurbishment to the former Granary plus extensive new buildings to provide world-class learning spaces. The Academy is due to open in September 2016. Over two-thirds of the £5.4m cost is coming from the LEP.

The Academy will provide cutting-edge learning facilities that will have a huge impact on the scale and quality of industry relevant training for the AME and the Agricultural Engineering & Technology (AgriTech) sectors. It will house the college's second AME hub which will link with the developing Staffordshire-wide network to provide industry with high level skilled personnel. The scheme includes Agricultural Engineering and Automotive/Hybrid Engineering workshops and an AgriTech precision farming simulation lab.

Learners will also benefit from an Advanced

Mechatronics Lab which will simulate an industry standard manufacturing environment, an agricultural and construction vehicle simulator, CAD/CAM teaching spaces, multi-occupation construction areas, renewable energies workshops and gas and hot water assessment areas. There will also be digitally enabled learning, independent study and collaboration spaces.

South Staffordshire College Chief Executive Principal Graham Morley commented: "As one of the leading education and training providers in the region, the new AgriSTEM Academy will allow us to make a significant contribution to both advanced manufacturing and precision farming training that is unavailable anywhere else in Staffordshire."

LEP chairman David Frost said the new venture would make a very significant contribution to putting the county at the forefront of skills development in manufacturing and agricultural technology.

A key milestone, the AgriSTEM Academy follows last year's launch by the college of the Tamworth spoke of the AME Hub.

Enterprise Support

The Stoke-on-Trent and Staffordshire Growth Hub supports and enables small and medium-sized businesses to access a wide range of business support and finance; whether a business is looking for general advice or seeking a specialist for a technical area of support. The Growth Hub consists of a team of accredited business advisors based at the Staffordshire Chambers of Commerce, working in partnership with local and national business support organisations.

The first port of call for local businesses looking for advice or support is the Stoke-on-Trent & Staffordshire Business Helpline. (0300 111 8002). The Business Helpline signposts businesses to a relevant business support organisation or for more complex issues to in-depth review of their business by one of the Growth Hub Advisors. The Business Helpline and Growth Hub team maintain thorough knowledge of local and national opportunities to help businesses to grow. They work closely with a wide range of providers of business, innovation and trade support, and providers of grant, debt and equity finance.

The Growth Hub works to develop an environment in which businesses can grow and encourages different business support partners to work together to ensure that they put the needs of businesses first. The aim of the Growth Hub is to enable businesses to create jobs and increase productivity and competitiveness through improved access to, and use of, more effective, smarter, and integrated business support.

Headline Achievements

- The Growth Hub provided businesses with more than £820,000 in grants between April 2014 and June 2015. The grants were provided to help businesses grow, take on additional staff, export goods or services, or start a business.
- The Enterprise Round Table was established to provide a forum for business support organisations across Staffordshire to share information and work together. This group grew in strength and number through the year, resulting in cross referrals and joint working between organisations to the benefit of local businesses.
- The Broadband Connection Vouchers Scheme was successfully rolled out in the LEP area, providing grants of up to £3,000 for businesses connecting to high speed broadband services.
- Following a successful pilot year funded by the RGF through Lancaster University, the plans for Growth Hub Year 2 were approved and funded by the Department of Business, Innovation & Skills. Tougher annual targets were agreed such as engagement with 1,800 businesses, 120 local businesses referred to national business support services such as UKTI or Growth Accelerator, and 50 intensive one to one diagnostics carried out to improve performance.



Board member Jonathan Dale visits Assured Packaging, Longton

Skilled Workforce

The Education Trust is a partnership with business to raise aspirations and achievement and ensure people and business have the skills they need to grow and prosper. It includes representatives from business, business groups, education and training providers and the public sector.

A range of projects is bringing business closer to the education sector:

Locality Projects: This is a programme to develop the employability and work readiness of secondary school pupils. Over 20 schools and 40 businesses are engaged in a range of activities from competitions, work experience, industry days to improve the employability of school leavers and help business recruit the skills they need.

Adult Skills Pilot: This project attempts to align over £20m of skills and training investment delivered by FE Colleges with the key sector priorities for the LEP and is demonstrating a shift in more students taking more courses in our growth sectors.

National Careers Service: We have agreed a set of KPIs with the National Career Service to help more people get into jobs locally and in particular promote our key skills areas to young people and adults through the 9,600 clients they will work with this year.

Headline Achievements

- ◆ The first phase of the Advanced Manufacturing and Engineering Skills Hub is up and running.
- ◆ The next phase, the AgriSTEM Academy at South Staffordshire's Rodbaston campus, is scheduled to open in September 2016.

Tamworth: set up by South Staffordshire College offers automotive, welding, welding simulators, robotics, CNC milling, 3D printing/rapid prototyping, mechanical engineering and electrical engineering.

Stoke on Trent: set up by Stoke-on-Trent College at its Burslem campus. Includes hydraulics and pneumatics rigs, MIG welding plants, welding simulators, paint booth and mixing room and body repair rig, plus renewable technologies.

Newcastle-under-Lyme: set up by Martec Training to deliver hybrid and electrical training. Its new equipment includes electric and hybrid cars as part of its vehicle maintenance programme.

- ◆ The next round of European Social Funds will provide over £60m of investment in skills to help more people get into work, grow apprenticeships within business and provide businesses with the skills they need to improve productivity and growth over the next six years. This includes training and support for new enterprises, leadership and management and industry specific vocational skills. This training will be available and signposted through the Growth Hub for business support.

Apprenticeships are promoted as the gold standard in vocational training. This includes: The **Apprenticeship Ladder** which is generating an additional 500 apprenticeships this year and a pledge by employers to take on apprentices; **Apprentice Ambassadors** network which is encouraging more businesses to take on apprentices -

40 businesses have already signed up as Ambassadors; **Apprenticeship Graduation Ceremony** to promote the parity of esteem with other routes and which saw more than 150 apprentice graduate for the first time this year; and **Apprenticeship Awards** that promote the best apprentices and employers in local and national events.

Place Building

The excellent connectivity of Stoke-on-Trent and Staffordshire give the area a real advantage, with our key transport corridors continuing to act as a catalyst in the attraction of foreign and direct investment.

We continue to build on and improve the underlying connections which support the continued growth of the area, lobbying Government and other agencies for support in delivering the infrastructure which will maintain the area's competitive advantages.

A balanced portfolio of good quality, well located employment land and premises will be crucial in meeting our long term growth ambitions.

Through our Local Growth Deal we are bringing forward the development of five strategic employment sites which will add significantly to the attractiveness of the area for potential investors who continue to recognise Staffordshire as an excellent location to business.

Connectivity improvements include improved access to superfast broadband, improved local transport and other initiatives which will all play a significant role in the long term sustainability of Stoke-on-Trent and Staffordshire.

Headline Achievements

- ◆ We are continuing to work with Highways England to improve the A50 at Uttoxeter and identifying opportunities for further improvements to the strategic highway network.
- ◆ Local Growth Deal investments at Bericote Four Ashes, Branston, Etruria Valley, Liberty Park Lichfield, and Meaford will open up new high quality employment land, creating conditions for the creation of up to 10,000 jobs.
- ◆ Further investment of £15.4m through the Growth Deal extension to bring improved access to Stoke-on-Trent city centre, and the development of more competitive centres in Leek, Lichfield, Rugeley and Tamworth.
- ◆ Improvements to transport across Stoke-on-Trent and Staffordshire through the Local Sustainable Transport Package.
- ◆ Continued rollout of superfast broadband in partnership with BDUK, spreading the benefits of high speed broadband across the LEP area, and assisting businesses to access broadband through Connection Vouchers initiatives.
- ◆ Working with partners across the West and East Midlands through the Midlands Connect initiative to improve connectivity and maximise opportunities for growth across the Midlands.
- ◆ Working to maximise the benefits of HS2 for Stoke-on-Trent and Staffordshire while safeguarding and enhancing other rail links.



Inward Investment

To ensure that our region continues to prosper we must ensure that businesses outside 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 liaises with potential investors to help them find what they're looking for in the LEP area and receive support to facilitate their investment. Additionally, the 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

- ◆ Make It Stoke-on-Trent & Staffordshire inward investment service assisted 34 companies to relocate or expand within the LEP area during the financial year 2014/15 (up from 18 in 2013/14). This will result in the creation/safeguarding of 1,760 jobs in Stoke-on-Trent and Staffordshire.
- ◆ To promote Stoke-on-Trent and Staffordshire the Make It team has attended a number of prestigious events including international property show MIPIM and the inaugural MIPIM UK, Advanced Engineering UK in partnership with other inward investment agencies in the West Midlands and the SMMT Open Forum and Meet the Buyer events. Other exhibitions included All Energy and Renewables UK.
- ◆ The Make It team also took lead generation activity overseas by attending the automotive event SAE World Congress and Exhibition in Detroit and exhibiting at Ceramics Expo in Cleveland, both in April 2015. These were supported by a Canada-based lead generation agency. Participation in the latter resulted in a ceramic nanofibre company deciding to move its US headquarters and Czech-based manufacturing base to North Staffordshire.
- ◆ In June 2015 Stoke-on-Trent and Staffordshire hosted the UK Corporate Games, which attracted more than 4,000 competitors from 126 companies. Make It was the main partner of the event and hosted networking events to discuss opportunities to invest in the area with participating companies.
- ◆ The Make It team hosted a number of Commercial Property Events in the LEP area to engage with property professionals and potential inward investors. The Commercial Property event at Keele in December 2014 saw the launch of the Make it Stoke-on-Trent & Staffordshire Property Market Trends report, which has been revived since the last publication in 2010.
- ◆ In June, UKTI announced its annual results for 2014/15. In Stoke-on-Trent and Staffordshire there were a total of 17 Foreign Direct Investment (FDI) projects—an increase of six on the previous year. These led to the creation of 889 jobs and the safeguarding of 408. Over the past two years, 1,863 jobs have been created in our area as a result of FDIs, with 458 safeguarded. Of the 17 FDI projects, 12 were supported by Make It on behalf of the LEP.

Using Our Voice

Headline Achievements

- ◆ Our Chairman and board members have contributed to the national and local media, made presentations to conferences and briefed Ministers.
- ◆ We issue a regular email newsletter which is widely circulated as well as working with the press locally and nationally to promote our area.
- ◆ We have redesigned and enlarged our website and are also active on Twitter and LinkedIn.
- ◆ 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 are attending the international property exhibition MIPIM for the second time and pursuing the opportunities created by our first visit.
- ◆ We contribute positively to shared initiatives with other LEPs nationally and regionally. We are pleased to work with the Marches, Black Country, Greater Birmingham and Solihull, Coventry and Warwickshire, and Worcestershire LEPs as well as our neighbours in Cheshire, Warrington and D2N2, where there is a benefit in scaling up activity.



Highlights of Business Engagement

- MIPIIM UK – 15-17/10/2014 – London •
- Staffordshire Moorlands Breakfasts – 4-5/11/2014– Biddulph and Leek •
 - UKTI conference – 14/11/2014 – Drayton Manor •
 - Start-up Champions – 1/11/2014 – Burslem •
 - Social Media Seminar – 27/11/2014 – Codsall •
- Make It commercial property event – 3/12/2014 – Keele •
- Think Local For Business – 28/1/2015 - Burton upon Trent•
- Optimising Business Broadband – 4/3/2015 – Rodbaston •
- Think Local for Business – 12/3/2015 – Drayton Manor •
 - MIPIIM 2015 – 10-13/3/2015 – Cannes •
- Mentoring & Investment event – 12/3/2015 – Keele Hall •
- ESIF launch event – 25/3/2015 – Staffordshire University •
- ESIF launch event – 30/4/2015 – Staffordshire Place, Stafford •
 - Let's Do Funding & Investment – 15/6/2015 – Keele Hall •
 - Let's Do Business – 25/6/2015 – Uttoxeter •
- UK Corporate Games – 25-28/6/2015 – Stoke and Staffordshire•
- Make It commercial property event – 7/7/2015 – Stoke-on-Trent •
- Staffordshire Business Environment Network Event – 15/7/2015 – Stafford •
- Apprentice Graduation Ceremony – 24/7/2015 – County Showground, Stafford •
 - People Skills launch – 30/7/2015 – Stoke-on-Trent •
 - Housing Development Seminar – 16/9/2015 – Stafford •
 - Your Business, Your Voice – 18/9/2015 – Drayton Manor •
 - Rural Funding launch – 21/9/2015 – Stafford •
- LEP AGM – 20/10/2015 – Yarnfield Park Conference Centre •

Balancing the Books

Core Funds and Strategic Plan Funding

Stoke-on-Trent & Staffordshire LEP is supported by government funding which it receives annually. This funding supports the operation of the LEP and the delivery of LEP strategic priorities. This has been matched by 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.



12.6% (£63k)

Allocation has been used to support a range of smaller-scale skills, apprenticeships and economic development initiatives.

36% (£180k)

Allocation has been used to support the administration and management of the LEP including the creation of a new delivery team and LEP Board activities.

14% (£70k)

Allocation has been used to support the LEP's Education Trust, the LEP Executive's activities and business and stakeholder engagement.

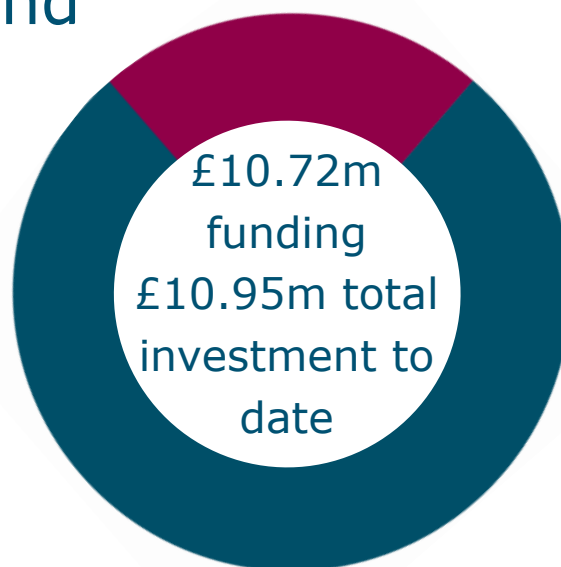
37.4% (£187k)

Allocation has supported priority projects, grant programme management and commissioned research to support the development of bids to funding programmes.



Growing Places Fund

The Growing Places Fund allocated by Government is designed to 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.



£2.4m

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.

£8.55m

The remaining £8.2m from the original allocation has been retained to use as the pot for continuous reinvestment.

£10.95m Committed

So far there have been seven bidding rounds for Growing Places. £10.95m has been committed to nine projects leveraging £69m of total investment

We have been able to commit more than the Growing Places fund sum 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 companies who wish to grow and create employment. Following the successful allocation of RGF3 a second fund has been established from January 2015

Total RGF3: £3.97m

RGF Committed: £3.97m

Jobs created: 1,118

Private Investment to Leverage: £28.2m

No. Grants Approved: 38

***Figures as of August 2015**

Total RGF5: £3.94m

RGF Committed: £1.09m

Jobs to be created: 225

Private Investment to Leverage: £9.7m

No. Grants Approved: 9

IGISS provided gap funding for firms to innovate through premises expansion, new equipment or R&D. The scheme closed in May 2015

Total RGF: £1.86m
No. Grants Approved: 27
Private Investment Leveraged: £7.38m
Jobs created: 218

What's next for our LEP?

LEP Challenges and Future Plans

Governance for Delivery: Having secured the City Deal, two rounds of Growth Deals and EU funding, we are looking to deliver programmes that achieve the outcomes we need. This has resulted 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 LEP.

If we are to continue to receive investment and greater responsibility we must make good 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 focusing more and more on devolution. Our LEP is staying abreast of this agenda by working with local partners and, equally importantly, with our neighbours on securing the best outcomes for our economy. A good example of this is our active participation in work on the Midlands Engine and the Midlands Connect transport work.

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

While there are real opportunities in our grasp to address the skills gaps 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, such as Skills Staffordshire, to develop 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 high standards of skills provision.

Cross-LEP Work: We will continue to work with our partners across the country. Our focus is on ensuring that where there are clear benefits in collaborating we will do so. Finance for business is a clear demonstration of this.





Celebrating apprenticeships

More than 150 apprentices from across Staffordshire and Stoke-on-Trent have been recognised for their achievements at the LEP area's first ever Apprentice Graduation Ceremony. Young people with their families joined local employers and training providers for the celebration at the County Showground in Stafford in July.

Higher and Advanced apprentices representing engineering, teaching, retail, care and IT were all recognised for their achievements.

Jenny Conlon, from headline sponsor KMF, said: "KMF is proud to be involved. For Advanced and Higher Apprentices to be recognised in the same manner as university students is a step in the right direction to improving how apprenticeships are perceived.

"For young people there is no longer the decision of university or an apprenticeship, the decision is simply which route do I take to obtain the same level of qualification? Apprenticeships may take more time, but these

individuals are earning and learning a trade at the same time as furthering their education."

Karen Dobson, Principal of Newcastle-under-Lyme College, said: "It's important to highlight the benefits of apprenticeships to employers, would-be apprentices and parents. Apprenticeships are one of the few training routes where funding is available and apprentices have the opportunity to gain real experience while earning and learning. At Newcastle-under-Lyme College we have apprentice vacancies ranging from business administration to customer service, early years to engineering and hair and beauty to IT and retail."

Last year more than 11,000 people started an apprenticeship in the LEP area, nearly double the number five years ago. And the number of higher level and high-tech engineering apprenticeships continues to grow. Higher Apprenticeships are now available at a range of levels, from the equivalent of a foundation degree to even a master's degree.

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 23 board members. We currently have a vacancy for a business member. 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 a team effort.

Private Sector Board Members

David Frost CBE, DL
(Chairman)

Kerry Diamond (Vice-Chair)
CFO, Zyte Group

Sara Williams
CEO, Staffordshire Chambers

Ken Stepney
MD, EQ Management

Mark Kerrigan
Director, Alton Towers Resort

Kevin Oakes
CEO, Steelite International

Richard Cotterell
GM, Caterpillar (Perkins
Engines)

Judith Kirkland
CEO, Business Enterprise
Support

John Carr
Director, Barrington
Engineering

Adrian MacLaughlin
MD, Dunston Business Village

Jonathan Dale
Director, Denova International

Prof. Michael Gunn
VC, Staffordshire University
(Higher Education)

Graham Morley
Principal, South Staffordshire
College (FE & Skills)

Local Authority Board Members

Cllr Abi Brown
Deputy Leader, Stoke-on-Trent
City Council

John van de Laarschot
CEO, Stoke-on-Trent City
Council

Cllr Patrick Farrington
Leader, Stafford Borough
Council

Cllr Elizabeth Shenton
Leader, Newcastle-under-Lyme
Borough Council

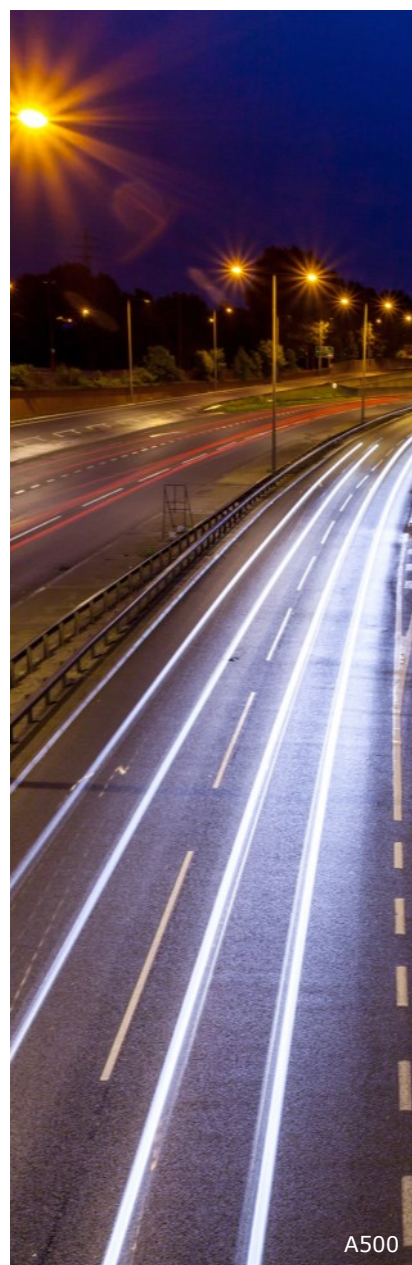
Cllr Michael Wilcox
Leader, Lichfield District Council

Cllr George Adamson
Leader, Cannock Chase Council

Cllr Terry Follows
Member for Economic
Development,
Stoke-on-Trent City Council

Cllr Philip Atkins
Leader, Staffordshire County
Council

John Henderson
CEO, Staffordshire County
Council



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 719001 – peter.davenport@staffordshire.gov.uk

Julie Frost – 01785 719002 – julie.frost@staffordshire.gov.uk

General enquiries – 01785 719000 – contactus@stokestaffslep.org.uk

Media/Press Enquiries

Alison Thomas – 01785 719003 – alison.thomas1@staffordshire.gov.uk

Alternatively you can write to us at:

Stoke-on-Trent & Staffordshire LEP
1st Floor, Broad Eye Building
Earl Street
Stafford
ST16 2QR



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 other facilities in their area.

City Deal - City Deals are agreements between government and a LEP that give the LEP control to take charge and responsibility for decisions that affect its area, 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. Funding for the Local Growth Deals is drawn from the Single Local Growth Fund.

Single Local Growth Fund (LGF) - Just over £2bn of funding has been identified to create a new "single pot" of funding that LEPs can 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 has 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 vision for the area, detail how the various partners and stakeholders in the local area will work together and align their existing resources to support growth and provide the basis for ambitious but evidenced bids into the 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.

Growing Places Fund (GPF) - 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.

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.

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. It supports colleges, private training organisations and employers to deliver skills and training.

If you would like this information in large print, Braille, audio tape/disc, British Sign Language or any other language, please ring 01785 719000

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